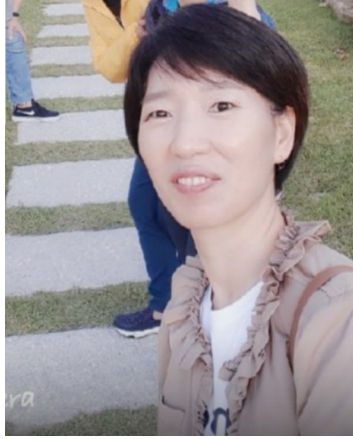


JANE



AGE: 50

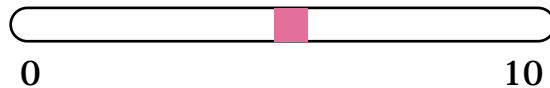
OCCUPATION: Insurance agent

FAMILY: Married; family of 4

KIDS: 2

LOCATION: Los Angeles

TECH SAVVINESS



GOALS

- Not having to stress over what to cook every day.
- Easier access to app; easier way to utilize
- Have a strategic way to make nutritious meal for children.

CHALLENGES

- Have to always think what to cook for the children.
- Hard to manage work schedule with childcare.
- Not very friendly with technology

ENVIRONMENT

She lives in the metropolitan area of Los Angeles. She has two kids and mostly cooks for the family at home. She is very busy with her work as an insurance agent and often struggles to go to grocery stores or invest time to house works. She is not a tech savvy, so often find apps difficult to use. She has not used online grocery shopping service before.

considerate / caring / passionate

LYNN



AGE: 42

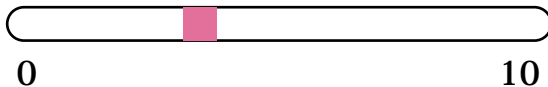
OCCUPATION: Fashion Designer

FAMILY: Married; family of 3

KIDS: 1

LOCATION: Los Angeles

TECH SAVVINESS



GOALS

- To learn healthy and easy recipes.
- Having specific ingredients delivered home.
- To find cooking more fun and interesting

CHALLENGES

- Hard to think of recipes.
- Not interested in cooking.
- Hectic work schedule; hard to go grocery stores very often.
- Too tired when gets home.

ENVIRONMENT

She works at Fashion District, DTLA. She always finds herself tired after work, which makes it hard for her to cook meals. She has one kid and live in a family of 3. She lives in an area where all the grocery markets are distanced away. These environments prevents her more from building interest in cooking.

positive / fashionable / passionate

JANE'S EMPATHY MAP

SAYS

"I want something easy and nutritious"
"I would love to save time when cooking"
"I want something that is easy to access and utilize"

THINKS

"Where can I find recipes?"
"Where can I learn healthy and easy recipes?"
"How can I make cooking more convenient?"

DOES

- Looks up for food recipes online
- Downloads several cooking recipe apps
- Tries to get used to the app

FEELS

- Overwhelmed with information
- Hard to use the app
- Does not find the recipe that she wants to cook or does not have the ingredients at home.