

Anna Thompson

Thirty-year-old Anna is a high school English teacher living in a small, cozy apartment in the city. She's an avid reader with a soft spot for mystery novels and runs a small book club with a few friends from work. She recently got into cooking after moving out on her own and enjoys trying new recipes to make her meals more interesting.



Anna's days are filled with teaching, grading, and managing extracurriculars, leaving her little time to plan elaborate meals. She loves the idea of cooking healthy, affordable dishes, but only has a couple of hours in the evening to get everything ready before winding down with a book or a favorite TV show. Her ideal recipes are simple, require minimal ingredients, and result in leftovers she can pack for lunch the next day.

Anna is often inspired by the latest food trends she sees on social media, especially if they're focused on quick and wholesome meal ideas. She has a small kitchen and doesn't own any fancy equipment beyond a blender and a basic set of pots and pans. On weekends, Anna enjoys visiting the local farmer's market to pick up fresh vegetables and unique ingredients she wouldn't find in the grocery store. This is also her time to experiment with recipes that might take a bit longer, like homemade pasta or her favorite—baked goods.

Anna loves the search feature on recipe websites that allows her to enter ingredients she already has. She finds it useful to get recommendations, especially for those weeknight dinners when she's in a rush. Video tutorials are also helpful when she's trying a new dish, as she learns best by watching and replicating steps. Anna likes to keep track of recipes she's enjoyed, often saving them in a folder on her phone.

Anna is a budget-conscious, early-career teacher who appreciates value but will splurge occasionally on a fancy olive oil or an imported spice. She's focused on building a balanced, independent life and enjoys cooking as a way to unwind after a busy day, ideally with minimal cleanup afterward.

Liam Rivera

Liam Rivera is a 35-year-old executive chef at a high-end Mediterranean restaurant in New York City. Known for his innovative takes on traditional dishes, he's passionate about staying ahead in the culinary world, which often means learning new techniques and experimenting with flavors. Liam has been in the industry for over a decade, and although his current role keeps him busy managing the kitchen and training junior chefs, he finds immense joy in researching and perfecting dishes from diverse culinary traditions.



Liam is constantly on the lookout for fresh recipe ideas and unique ingredients, particularly those that fit dietary restrictions. Recently, he's noticed an uptick in customers requesting gluten-free, vegan, and allergen-friendly options, so he's made it his mission to develop a set of specialized recipes that stay true to his restaurant's high standards. When he has free time, Liam likes to browse recipes from different cultures, always aiming to enhance his understanding of global cuisines and experiment with new flavor combinations.

Although he has extensive culinary knowledge, Liam appreciates reliable resources that provide thorough, accurate recipes, ideally with input from other professionals. He values reviews or tips from experienced chefs and often looks for recommendations on advanced techniques, especially for creating complex textures or layering flavors. Liam is also an advocate for sustainability in the kitchen, so he's drawn to platforms that highlight seasonal ingredients or offer eco-friendly cooking tips.

In addition to written recipes, Liam relies on high-quality video tutorials that demonstrate complex processes, like advanced pastry techniques or sous vide cooking, as he prefers to see the steps in action before trying them himself. When exploring new dishes, he likes to have the option to filter recipes by cuisine type, difficulty level, and dietary accommodations. If the platform offers suggestions based on his previous searches, even better—it saves him time and gives him ideas for how to expand the restaurant's menu creatively.

Liam lives in a bustling neighborhood in the city, enjoying an upscale lifestyle. He doesn't often cook at home, as his work keeps him busy, but he takes his craft seriously and views cooking as both an art and a science. For him, the right tools and sources of inspiration are essential to staying motivated and ahead of culinary trends.