

DISCOVER - COMPLETE

MARIN.

AGE 27

OCCUPATION hairstylist

LOCATION Seattle, WA

GENDER female

SUBSCRIPTION monthly dinner



"I'd like a box that came with everything I needed to make something--no stray pieces."

MOTIVATIONS

She has most of the basic cooking tools and ingredients, but on occasion she'll find herself lacking a specialty ingredient or tool needed to make a new recipe. She can usually work around it, but sometimes she has to abandon the recipe, which is frustrating. Given that she lives in an apartment where space is at a premium, she wants to keep the number of kitchen tools she has to only what she will use regularly. She is currently subscribed to one subscription box, a monthly clothing service.

GOALS

- Find new recipes
- Have the tools to execute new recipes without problems
- Get tools that she will be able to use frequently

FRUSTRATIONS

- Doesn't always have tools to complete a recipe
- Not enough space in apartment to get a bunch of unnecessary kitchen tools
- Content in current subscription box can be hit/miss

BIO

Mari is a young professional whose hobbies include music, dance, and cooking. She learned how to cook from her grandmother. While she doesn't have time to make food every night, she does cook for her friends fairly frequently and enjoys finding new, interesting recipes to share with other people.

LEARN - BUILD

SAMUEL C.

AGE 31

OCCUPATION programmer

LOCATION Oakland, CA

GENDER male

SUBSCRIPTION 1-year dinner



"I need an easy way to learn how to cook that doesn't take a lot of time or effort."

MOTIVATIONS

He doesn't have very many kitchen tools at all, other than the very basics. He needs food that is healthy but easy to prepare, and he wants something that will give him all of the materials and tools he needs to do so. He doesn't want to break the bank learning how to cook, and he doesn't have the time to take special classes. He's never used a subscription box before, but he's interested in them and wouldn't mind spending money on one if it met his criteria.

GOALS

- Learn how to cook without hassle or too much of a time commitment
- Build up a repository of useful tools, techniques, and recipes
- Master skills that can then be extended to other recipes

FRUSTRATIONS

- Lots of recipes assume you already know the basics
- Other recipes assume you have specialized tools already
- Learning to cook can be expensive and time-consuming

BIO

Samuel likes hockey, video games, and playing with his two dogs. He's very busy and doesn't have a lot of time to cook at all, but after a scare related to his dietary habits, he's resolved to cook for both him and his significant other at least once a week. Given that he never learned how to do so prior to now, he needs to be walked through recipes and basic techniques.

DISCOVER - REFINE

SADIE M.

AGE 56

OCCUPATION homemaker

LOCATION Mesa, AZ

GENDER female

SUBSCRIPTION 3-month dessert and dinner



*"Now that I have an empty nest,
I have more freedom to experiment
with recipes."*

MOTIVATIONS

Sadie can cook or bake just about anything with the right tools, of which she has many, but she wants some variety in the recipes she uses. She doesn't really want to bother traveling to specialty stores to pick up special ingredients, so she tends to order them online, but shipping can be exorbitant and leave her with a lot of one ingredient that she doesn't really need. A lot of her tools are currently worn out from years of use, and she wouldn't mind getting replacements, but she hasn't gotten around to doing so yet.

GOALS

- Find new recipes to try out
- Get all of the necessary components in one box
- Don't waste ingredients

FRUSTRATIONS

- Finding the best tool nowadays can be difficult, which is why she hasn't replaced them
- There's also a lot of recipes to sift through; she'd prefer something curated
- Excess ingredients are wasteful and take up a lot of space

BIO

Sadie likes crafting, knitting, and writing. She's been cooking and baking pretty much all of her life, and when her kids were home, she cooked and baked for them at least three nights out of every week. Now that they're out of the house, she still cooks for her husband when she can, but she's getting tired of using the same old recipes.