

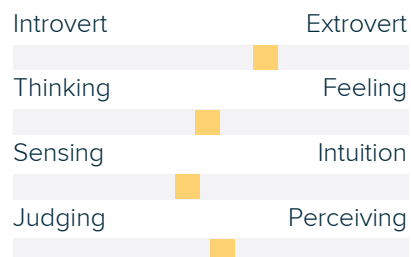
Jim Curtis



"People who love to eat are always the best people."

Age: 32
Work: Hospitality Student
Family: Relationship
Location: Brighton, VIC
Character: Lover

Personality



Bubbly

Determined

Caring

Goals

- Participate in atleast 3 cooking competitions before the end of the year.
- Start a cooking blog.
- Bake a multi-layer rainbow cake for his friend's birthday party.

Frustrations

- Online recipes with no reviews
- Recipe websites which are hard to navigate.
- Hidden paywalls.

Bio

Jim is a self-proclaimed dessert enthusiast and cupcake extraordinaire. He is currently undertaking a diploma in hospitality and as a part-time job, works at his local cafe as a baker. His hobbies include making extravagant birthday cakes for his friends and watching back to back episodes of Masterchef and The Great British Bakeoff instead of sleeping. As an avid cook, Jim likes to experiment with new recipes but sometimes gets frustrated navigating online websites and apps due to bad layout, unnecessarily long and winded blog posts, and premium options that require payment to access.

Motivation

Incentive



Fear



Growth



Power



Social

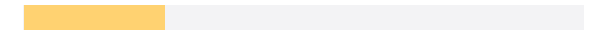


Brands & Influencers



Technology

IT and Internet



Social Media



Mobile Apps



Social Networks



