

Jackson



Jackson is a 27 year old business-man from Los Angeles, California. He works hard day to day and enjoys exercise and going hiking with his dog. Has gained an appreciation for cooking meals for himself as well as his dog.

Short-term goals

Learn uses for various types of ingredients and use cases for most foods

More fully understand the dietary needs for his dog

Tech background

- Windows Laptop
- Chrome browser
- iOS
- Twitter, Facebook, Instagram

Long-term goals

Master the uses of the kinds of ingredients within his cooking methods

Be more efficient in the time needed to cook complex and healthy meals

Mary

Tech Background:

- Windows Vista
- Android
- iPadOS



Mary is a 72 year old who has 13 grandkids and loves nothing more than to cook for them whenever they come and visit. She lives for her children and grandchildren. She has visitors often throughout the week and sometimes feels overwhelmed by how long it is to find a recipe for her to use.

Short-term goals:

- Find a more efficient way to organize her recipes
- Organize her ingredients and food in her home to eliminate the overwhelming clutter
- Be able to be more prepared for her recipes

Long-term goals:

- Have a streamlined way of cooking throughout the day
- Have a schedule on what she is going to cook during the week

Jenny

Tech Background:

MacOS

iOS

iPadOS



Jenny is a mother of 4 young children who works and feels overwhelmed when it comes to dinnertime. She feels like she isn't prepared enough to feed her family when the evenings approach. She enjoys spending time with her children and she enjoys writing for her blog when she can find time.

Short-term goals:

- Have a plan for dinners throughout the week
- Be prepared for those meals
- Make cooking a quick process
- Learn new recipes that allow her to cook in a timely manner

Long-term goals:

- Help fellow mothers find a helpful way to cook for their family through her blog
- Give recommendations on recipes and processes for others through her blog