

Intended Audience \ Target Market
Appendix 10.3
Recipes For Life

Intended Audience Criteria:

- Any age and gender
- Has an interest in cooking
- Competent with technology
- Experience with cooking apps or using smartphone / tablet to aid cooking in the kitchen.
- Experience with technology in the kitchen – digital scales, timers.
- Often uses online recipe websites or likes to find recipes through social sites such as pinterest.
- Watches cooking shows frequently.

Example Intended Audience Persona's:

Persona 1: Jane Olive

Age: 21

Gender: Female

Occupation: University student

Marital status: single

Interests: blogging, going out, photography.

Technological devices: Tablet is the main preference but also frequently uses smartphone and laptop.

Favourite websites/apps: Instagram, twitter and tumblr.

Technological usage: 8+ hours a day



Motivation for using the application: Enjoys photographing and blogging about new recipes she tries when she's out. Jane frequently posts pictures of food onto Instagram and is looking for a community where she can find new recipes and store all her photo based recipes. Recipes for life is the right fit for Jane as she can keep all her recipes organised in the one place and share the recipes with others to several social outlets as well as on the app.

Persona 2: Jimmy Doherty

Age: 34

Gender: Male

Occupation: Owns a chain of 5 small Italian restaurants.

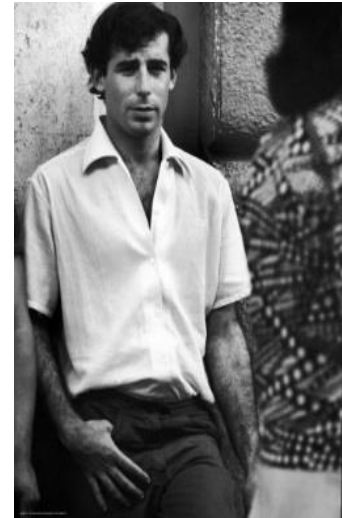
Marital status: engaged

Interests: cooking, hiking and watching football

Technological devices: Uses laptop in work and likes to use tablet devices when chilling out in the evening.

Favourite websites/apps: facebook, twitter and bbc news

Technological usage: 6+ hours a day



Motivation for using the application: Jimmy owns a chain of 5 small Italian restaurants in the Glasgow area. Jimmy is always encouraging chefs to come up with new recipes and ideas for the restaurant to keep it fresh. Recipes for life would be perfect for him as he could have several cookbooks – mains, starters, drinks where his teams across the 5 restaurants could contribute recipes within. It would be a great way to find new recipes for the restaurant. They could also open some cookbooks for the public so frequent customers could cook some of their favourites at home and new customers could be gained through finding these recipes.

Persona 3: Frank Francis

Age: 51

Gender: Male

Occupation: Owns a fruit and veg store.

Marital status: Married

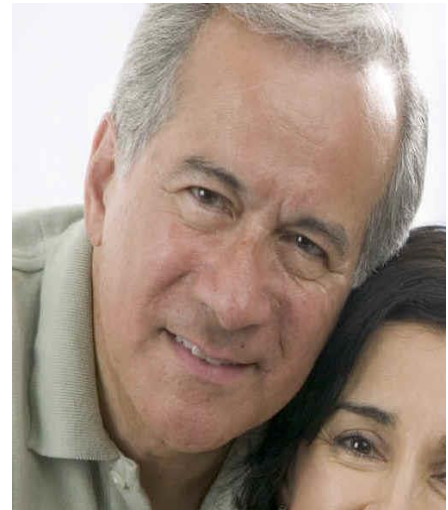
Interests: bowls, working at his allotment, reading the newspaper

Technological devices: Uses work computer for work and has recently started using a tablet he got given for Christmas.

Favourite websites/apps: bbc sport, bbc good food

Technological usage: 4+ hours a day

Motivation for using the application: Frank is interested in gaining customers as well as maintaining his current customer base. Since he started working with the tablet he got given for Christmas he is interested in using social media to do this. Frank plans on having a fruit and veg package that he sells every week and recipes which go along with it. He wants to store the recipes in an area online and share these to social media outlets in hopes that customers will see these recipes and come into his store to get the ingredients. Recipes For Life enables him to store the recipes and share them on the application as well as to other social media outlets.



Persona 4: Margaret Rose

Age: 61

Gender: Female

Occupation: Retired

Marital status: Married

Interests: baking, knitting, golf

Technological devices: Occasional tablet and smartphone use.

Favourite websites/apps: bbc food, allrecipes.co.uk, facebook

Technological usage: 4+ hours a day

Motivation for using the application: Margaret attends a community club at the church. The club centres around baking and the club often create recipe books for charity events over the year at the church such as the Christmas sale or baked goods for the weekly coffee morning at the church. Margaret is looking for an app where they could store the clubs recipes over time so people can access them wherever they are and so they are kept for the next generation at the club. She wants people to add new ideas to the application as soon as they have tried them out. Recipes for life could be the right fit for her needs.

