**Target Market**

Any age and gender

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 use online recipe websites or find recipes through social sites such as pinterest.

Watch cooking shows frequently.



**Persona’s**

Name: Jane Olive

Age: 21

Gender: Female

Occupation: University student

Marital status: single

Interests: blogging, going out, photography.

Technological device: Tablet main preference but also frequently uses smartphone and laptop.

Favourite websites/apps: Instagram , twitter and tumblr.

Technological usage: 8+ hours a day

Motivation of using the application: Enjoys photographing and blogging about new recipes she tries out. 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 website where she too can browse for new recipes.



Name: 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 device: 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 of 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 the recipes.



Name: 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 device: 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 of using the application: Frank is interested in gaining customers as well as maintaining current customers since 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 recipe which goes 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.



Name: Margaret Rose

Age: 61

Gender: Female

Occupation: Retired

Marital status: Married

Interests: baking, knitting, golf

Technological device: Occasional tablet and smartphone use.

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

Technological usage: 4+ hours a day

Motivation of 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 at the Christmas sale or create baked goods for the events. Margaret is looking for an app where they could store the clubs recipes over time so people can access them wherever they are, they are kept for the next generation and people can add new ideas to as soon as they have tried the idea and Recipes for life could be the right fit.