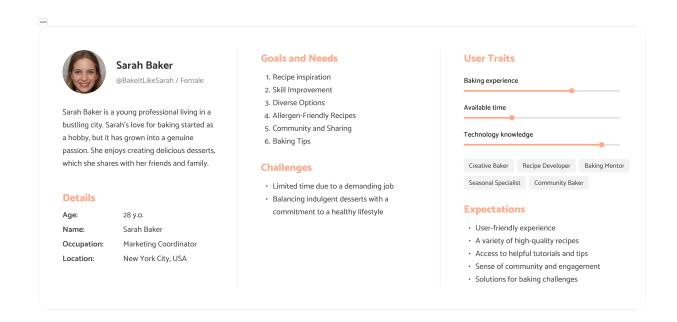
Sweet Odyssey: topics, categories and personas

15 topics that are likely to interest people visiting a baking and sweet treats website:

- Classic Cookie Recipes: Explore timeless cookie recipes like chocolate chip, oatmeal, and snickerdoodles.
- 2. **Cake Decorating Tips:** Learn techniques for decorating cakes with frosting, fondant, and edible decorations.
- 3. **Gluten-Free Baking:** Discover delicious gluten-free dessert recipes for those with dietary restrictions.
- 4. **Cupcake Creations:** Dive into the world of cupcakes with various flavors and creative frosting ideas.
- 5. **Easy No-Bake Desserts:** Enjoy delectable no-bake recipes that require minimal effort.
- 6. **Bread Baking:** Master the art of making homemade bread, including baguettes, sourdough, and cinnamon swirl.
- 7. **Seasonal Treats:** Explore recipes tailored to each season, from pumpkin spice in the fall to ice cream in the summer.
- 8. **Vegan Desserts:** Find dairy-free and egg-free dessert recipes that are perfect for vegans and those with dairy allergies.
- 9. **Pies and Tarts:** Learn how to create mouthwatering fruit and custard pies, as well as elegant tarts.
- 10. **Chocolate Delights:** Indulge in all things chocolate, from brownies and truffles to decadent chocolate cakes.
- 11. **International Desserts:** Take a global culinary journey with desserts from around the world, such as French macarons and Italian tiramisu.

- 12. **Healthy Sweet Treats:** Discover guilt-free dessert options with low-sugar and high-nutrition ingredients.
- 13. **Baking with Kids:** Family-friendly recipes and tips for getting children involved in the kitchen.
- Coffee and Dessert Pairings: Explore the perfect coffee or tea pairings for your favorite sweets.
- Retro Baking: Revisit nostalgic dessert recipes from the past, such as retro cakes and vintage pies.



Sarah's sorting:

- 1. Classic Treats:
 - Classic Cookie Recipes "Timeless Cookies"
 - Cake Decorating Tips "Cake Artistry Insights"
 - Pies and Tarts "Pie and Tart Magic"
- 2. Special Diets:

- Gluten-Free Baking "Baking Beyond Gluten"
- Vegan Desserts "Plant-Powered Delicacies"
- Healthy Sweet Treats "Wholesome Delight"

3. Quick & Easy:

- Cupcake Creations "Cupcake Marvels"
- Easy No-Bake Desserts "No-Fuss Sweet Delights"

4. Global Flavors:

International Desserts - "Global Gastronomy Sweets"

5. Homemade Bread:

• Bread Baking - "Art of Breadmaking"

6. Seasonal Delights:

- Seasonal Treats "Seasonal Sensational Sweets"
- Coffee and Dessert Pairings "Coffee Bliss Complements"

7. Nostalgic Baking:

- Chocolate Delights "Chocoholic's Haven"
- Retro Baking "Nostalgic Bakes"
- Baking with Kids "Family Bake Adventures"



neighborhood who has a long-standing passior for baking and often bakes for his family, especially for special occasions and holidays. Baking is not only a hobby but also a way for him to de-stress and connect with his children.

Details

Age: Name: 45 y.o.

Name: David Sweetman

Occupation: High school teacher

Location:

Reading, The United Kingdom

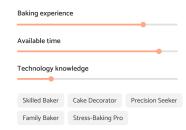
Goals and Needs

- 1. Family-Centric Recipes
- 2. Traditional Favorites
- 3. Holiday and Celebration Recipe Ideas
- 4. Baking as a Stress Reliever
- 5. Tips for Beginners

Challenges

- Finding time to bake due to a busy teaching schedule
- Balancing work, family, and his passion for baking

User Traits



Expectations

- Family-oriented recipes, including traditional favorites and creative ideas for special occasions
- Content that helps balance work and family while indulging in his love for baking

David's sorting:

1. Baking Basics:

- Cake Decorating Tips "Cake Artistry Insights"
- Tips for Beginners "Baking Basics"

2. Classic Favorites:

- Classic Cookie Recipes "Timeless Cookies"
- Cupcake Creations "Cupcake Marvels"
- Pies and Tarts "Pie and Tart Magic"

3. Special Treats:

- · Chocolate Delights "Chocoholic's Haven"
- Coffee and Dessert Pairings "Coffee Bliss Complements"
- Retro Baking "Nostalgic Bakes"
- Seasonal Treats "Seasonal Sensational Sweets"

4. Healthy Choices:

- Gluten-Free Baking "Baking Beyond Gluten"
- Vegan Desserts "Plant-Powered Delicacies"

Healthy Sweet Treats - "Wholesome Delight"

5. Global Flavors:

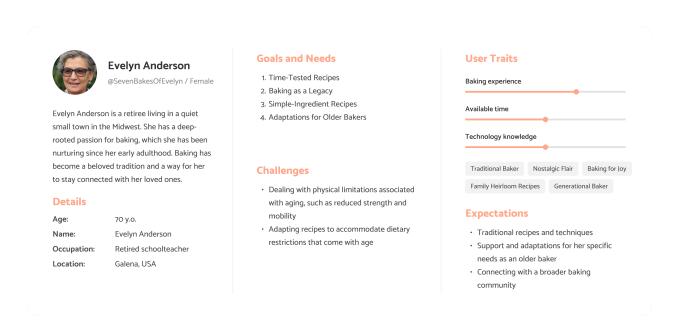
International Desserts - "Global Gastronomy Sweets"

6. No-Fuss Desserts:

Easy No-Bake Desserts - "No-Fuss Sweet Delights"

7. Family Baking Fun:

Baking with Kids - "Family Bake Adventures"



Evelyn's sorting:

1. Traditional Baking:

- Classic Cookie Recipes "Timeless Cookies"
- Cake Decorating Tips "Cake Artistry Insights"
- Pies and Tarts "Pie and Tart Magic"

2. Healthy and Dietary-Friendly Baking:

Gluten-Free Baking - "Baking Beyond Gluten"

- Vegan Desserts "Plant-Powered Delicacies"
- Healthy Sweet Treats "Wholesome Delight"

3. Easy and Quick Delights:

- Cupcake Creations "Cupcake Marvels"
- Easy No-Bake Desserts "No-Fuss Sweet Delights"

4. Worldly Flavors:

International Desserts - "Global Gastronomy Sweets"

5. Bread and Breakfast:

- Bread Baking "Art of Breadmaking"
- Coffee and Dessert Pairings "Coffee Bliss Complements"

6. Nostalgic and Family-First Baking:

- Chocolate Delights "Chocoholic's Haven"
- Retro Baking "Nostalgic Bakes"
- Baking with Kids "Family Bake Adventures"

7. Community and Seasonal Connection:

Seasonal Treats - "Seasonal Sensational Sweets"

Final, combined categories:

1. Baking Basics:

- Cake Decorating Tips "Cake Artistry Insights"
- Tips for Beginners "Baking Basics"

2. Classic Favorites:

- Classic Cookie Recipes "Timeless Cookies"
- Cupcake Creations "Cupcake Marvels"

Pies and Tarts - "Pie and Tart Magic"

3. Special Treats:

- Chocolate Delights "Chocoholic's Haven"
- Coffee and Dessert Pairings "Coffee Bliss Complements"
- Retro Baking "Nostalgic Bakes"
- Seasonal Sensational Sweets "Seasonal Treats"

4. Healthy Choices:

- Gluten-Free Baking "Baking Beyond Gluten"
- Vegan Desserts "Plant-Powered Delicacies"
- Healthy Sweet Treats "Wholesome Delight"

5. Global Flavors:

• International Desserts - "Global Gastronomy Sweets"

6. No-Fuss Desserts:

• Easy No-Bake Desserts - "No-Fuss Sweet Delights"

7. Family Baking Fun:

• Baking with Kids - "Family Bake Adventures"

