



Jennifer Smith

Food Blogger and Content Creator



Title: Miss

Based: Richmond, UK

Gender: Female

Occupation: Food Blogger & Content Creator

Age: 30

Monthly viewers: 27k+

GOALS

- Wants to share her recipes to a further range of people.
- Wants to find more inspiration for her blog.
- Wants to find a similar community.
- Wants to inspire people to use more sustainable practices.

DESCRIPTION

Jennifer is a full-time content creator who dedicates her social media presence to sharing her recipes and cooking new ones. She primarily posts on her food blog and has a loyal subscriber base. She also has platforms on Instagram and TikTok. In total, she has gained an average monthly viewing of over 27k.

FRUSTRATIONS

- Hard to find people within same content community.
- Wants to produce and promote more sustainable practices as food waste and recycling is an issue.
- Reaching a random audience on socials which don't direct her target viewers to her blog.

SCENARIO

Jennifer is currently looking for a fun way to promote and participate in more sustainable practices when it comes to her food content creation. She uses the recipe swap website to find out what she can do with the ingredients she currently has instead of ordering food or buying new ingredients.

She also wants to try new recipes whilst exchanging something to the community. She creates blog posts after trying a recipe swap and if she really enjoys the outcome, she leaves a review under the swappers profile.

She thinks it would be unique to have a fusion section in her blog and would like to explore such options. By using the filtering options on the website, she can find dishes from different specific cultures, such as 'Indian', and share her experience in her new blog section.

WISHES

- Collaborate with more food enthusiasts.
- Practice and promote more sustainable options.
- Try and share new recipes - have a fusion section of her blog.
- Reach a wider audience of like-minded individuals.



Carlos O'hara

Restaurant Owner and Chef



Title: Mr

Based: Brooklyn, New York

Gender: Male

Occupation: Restaurant Owner & Chef

Age: 43

Owns an Italian diner

GOALS

- Share his signature dishes with a wider range of cultures and communities.
- Expand his own culinary skills.
- Share his cultural dishes and promote his business.
- Connect with other authentic creators.

DESCRIPTION

Carlos is a locally well-known Italian restaurant owner who has been a chef for 8 years. He often creates new dishes to add to his menu and likes to share his expertise. He struggles to use technology at times if it requires him to do a lot of browsing and eye straining and he easily gets headaches.

FRUSTRATIONS

- Hard to find fully authentic recipes when he wants traditional dishes.
- Sometimes recipes lack full list of details ingredients and instructions.
- Takes a long time to find what he specifically is looking for.
- Gets headaches after awhile from eye strain.

SCENARIO

Carlos owns an authentic Italian restaurant but is looking for ways to expand his menu. He has tried looking online but it gives a bunch of different recipes so he wants to simplify his results to just Italian cuisines. The recipe swape website allows him to filter his search.

He wants to also promote and share his current recipes to a wider community so this website allows him to create his own profile and post his own recipes to swap.

He wants to make sure that he is able to view in depth instructions so the website has specified sections such as 'ingredients' and numerical steps to follow. He also wants to strain his eyes less so would use 'dark-mode'.

Carlos is able to increase the sharing of his recipes as others are able to leave reviews under his page so that it gains more traction and promotes his authenticity.

WISHES

- Wants to network with more people like himself.
- Wants to learn about more cultural foods.
- Wants to find ways to improve his current restaurant.
- Wants a time-efficient easy way to find the recipes.
- Dark-mode for easier use.



Stefan Ross

Culinary student, Aspiring Pastry Chef



Title: Mr

Based: Angers, France

Gender: Male

Occupation: Student

Age: 22

Wants to own his own patisserie one day

GOALS

- Expand his culinary skills.
- Learn more recipes and techniques to add to his portfolio.
- Network with more professionals and those in similar communities.
- Understand more futuristic and sustainable practices.

DESCRIPTION

Stefan is a full-time culinary student who goes to a prestigious culinary school in France. He dreams of becoming a pastry chef one day and opening his own sustainable patisserie. He wants to expand his skills and learn from industry professionals at any opportunity he gets.

FRUSTRATIONS

- Textbook learning is limited and he wants more practical experience to showcase.
- Hard to find authentic recipes.
- Culinary school can be wasteful with food so wants to find ways to utilise by-products.

SCENARIO

Stefan is following a recipe which requires him to only use the egg-whites of an egg leaving him with wasteful by-product. He uses the recipe swap website to find a recipe where he can use the remaining egg yolks in order to minimise food waste.

Stefan is trying to grow and expand his culinary skills as a student, to do this he uses the website to find professionals that have shared their recipes and expertise. He can also network with them as some of them can put their social media platforms in their profiles.

Stefan wants to share a new recipe of his own and gain some feedback from others who have tried it. He can use the website to gain reviews and useful feedback from others.

WISHES

- Networking with professionals in his aspiring industry and try their recipes.
- Expand his skills and learn from others.
- Share and receive feedback on his own recipes.
- Utilise by-products.