

## Personas

### BUSINESSMAN CLARK:

- Has the desire to learn to cook with no idea where to start.
- Works many hours at the firm and does not have ample time to take a cooking class.
- Lives alone and wants to start eating healthier.



### GRANDPA JACK:

- Always has his wife cook for him and wants to start helping her out more.
- Has time to spend learning cooking but does not understand the internet very well.
- Wants to surprise his family at the next family dinner with a great meal he cooked and prepared all by himself.



### SINGLE MOTHER DARLA:

- Works long hours and juggles taking care of her child when not at work.
- Orders takeout to save time on preparing meals for her and her child but has realized the cost is very high.
- Needs a fast and easy hub to find recipes that she can prepare ahead of time so that everything is done in a timely manner.

