

TERRY R.



BIO

Terry is a student of a very popular college and she is a freshman. She has many friends, and loves all types of food. She tries new restaurants as often as she can and takes photos with her phone to share with her friends and family for their love and acceptance. Whatever she finds out in the world, she can't wait to snap a quick photo of it to share with her followers. She can take the ugliest of photos, put a filter on it, and make it a trending topic in her very important social media world.

MOTIVATIONS

Terry loves to look at various online repositories that feature images of food. She looks at many different sites, but has no way to catalog them effectively. She has used apps like Pinterest and Evernote, but they didn't offer tagging features or searchable ways to find the images she was looking for easily. She finds inspiration in her photos by looking at other people just like her that do the same thing she does. She finds calm in browsing photos and wishes there was an easy way to bookmark all the content in one place.

GOALS

1. Share photos taken instantly to social networks.
2. Add trendy filters to the photo taken.
3. Would like to save favorited items in a one place.

FRUSTRATIONS

1. Common photo apps are too complex to use.
2. Can't speak to her phone to take photo.
3. Doesn't like to cook for herself.

"If only we could take pictures of morning coffees with custom tree designs in the milk all the time! There would be no war in the world."

Role: Trendsetting Millennial
Age: 22

Occupation: Student
Location: Austin, TX

Gender: Female
Tier: Unemployed

HUNTER S.



BIO

Hunter is a busy Dad that prepares meals for his wife and three children. Hunter assumes the job as caretaker for his families nutrition, and tries to provide variety for his families meals. He is very analytical and tries to find a process that will help him manage his work along with his family duties. He likes to look up recipes and plan ahead. He finds many when he searches the internet, and tags them based on various categories. He enjoys meal prepping, finding out exactly what he needs, and puts the info on his shared calendar with is family so they always know what's for dinner!

MOTIVATIONS

Hunter loves his family, and wants them to be happy. He knows that good food is prepared with love and caring in the home, and knows that his family appreciates all that he does for them. Hunter also likes to be in control of everything. He just can't stand those quick easy trips to the fast food restaurants down the street, and is very stern with anyone who would take his family to such places. He wishes he could use an app that could be easy to catalog recipes, as well as adapt to his lifestyle of prepping meals for his family.

GOALS

1. Cataloging recipes in different categories.
2. Making easy lists from those recipes ingredients.
3. Integration into a calendar

FRUSTRATIONS

1. When his wife cooks.
2. Manually has to enter ingredients by hand.
3. Manually has to add items to a calendar.

"Meal prepping gives my soul inner peace in a way that three kids, a wife, and a mortgage never could."

Role: Busy Professional
Age: 35

Occupation: Architect
Location: Riverside, CA

Gender: Male
Tier: Employed