AGE 22

GENDER Female

OCCUPATION Software Engineer

TECH LITERATE Highly proficient

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"I love cooking, but if I waste too much time figuring out unclear recipes or where to find ingredients, I quickly lose interest. Having trustworthy recipes and instant assistance when I get stuck would be fantastic."

Bio

Sophia Johnson is a busy software engineer living alone in an urban area. She cooks regularly (several times per week) and enjoys experimenting with different cuisines. Sophia frequently seeks out recipes online, often using queries based on ingredients, cuisine type, or cooking methods like air frying.

She's comfortable using technology and curious about AI tools that can make her cooking easier and more enjoyable. She appreciates simplicity, clear instructions, and digital tools that improve her workflow.

Core needs

- Quick and easy access to reliable and detailed recipes.
- Clear cooking instructions and ingredient lists.
- Ability to save, categorize, and quickly retrieve recipes digitally.
- Integrated tools or assistance to simplify cooking and grocery shopping experiences (e.g., direct links to buy ingredients).
- Community interactions like recipe ratings and comments to build trust.

Frustrations

- Difficulty finding trustworthy and clearly presented recipes online.
- Occasionally gets stuck following unclear instructions and needs immediate help.
- Hesitation regarding the reliability of AI-generated content without reviews or clear explanations.
- Concerns about the security and privacy of her personal cooking preferences and shopping habits.