

## Target Audience

- Men and women between 25-30
- Appealing desktop experience to appeal to the young adults using the website
- Images and calorie information about each dish
- Working adults interested in eating health, but not much time to read books
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## Personae

George is 26-year-old who has a fulltime job. He lives alone and has not much time to research what food to make for himself.

Michael is 29 years old and lives with his son. His job gives him little to no time to prepare a dinner, so having a website to find such information would be were helpful.

Janet is 26 years old and lives with her boyfriend. She likes to make interesting food but would love to get a new perspective on what to make. A website would help her very much.