



Novice Nancy

“My boyfriend and I know simple recipes but tend to eat the same things. It would be nice to have more variety and more of a game plan.”

Nancy recently moved in with her boyfriend. The two of them know how to cook basic things but aren't very skilled in the kitchen. She will typically look up a recipe earlier in the day bearing in mind what exists in the refrigerator.

Both her and her boyfriend would like to be more efficient when they are cooking and would like more variety in what they eat but after a long day of work they don't want to spend too much time in the kitchen.

Occasionally they might want to make something a little more complicated and exotic.

Key Facts

Recently moved in with her boyfriend / spouse
Long days at work
Wants more variety for dinner
Would like to have a better plan

Needs and Goals

Better plan for making dinner
More variety for dinner
Ways to be more efficient in the kitchen



Nancy and her boyfriend each have a smart phone along with a laptop. Both are very comfortable using the internet.



Intermediate Irene

“I recently got married and am fairly comfortable in the kitchen but I’d like to add more variety to my meals and make them more balanced.”

Irene recently got married. Irene has been cooking for a while and is relatively comfortable in the kitchen even though her husband isn’t.

There are several recipes she knows well and makes them regularly.

Her and her husband would like to add more variety and would like to know how to be more efficient when making meals.

Irene and her husband don’t like doing dishes.

Key Facts

Recently got married

Wants more variety for dinner

Wants to be more efficient when cooking

Needs and Goals

Adding variety to their meals

Increased efficiency

Ideas for leftovers



Irene and her husband each have a smart phone along with a computer and a tablet. Both are very comfortable using the internet.