

# Kitchen Newbie User



"I'm so busy with my coursework."

**Age:** 18

**Work:** College student

**Family:** Single

**Location:** NYC, New York

## Goals

- save time
- be healthy
- no dirty dishes

## Frustrations

- eating out costs too much
- cooking takes ages
- cooking makes a mess

## Bio

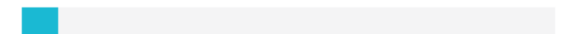
Suzy Jenkins has just moved into her first college apartment. The All-In-One Blender was a gift. Suzy doesn't like cooking because it takes too long and makes a mess, but she doesn't have the money to be eating out all the time either. Plus, she really wants Mark from math to notice her so she wants to stay healthy. So she's looking forward to making smoothies and not having to use the stove.

## Motivation

Incentive



Fear



Growth



Social



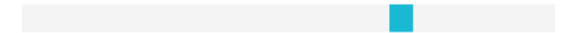
Power



## Personality

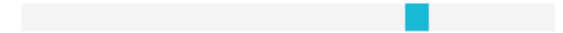
Introvert

Extrovert



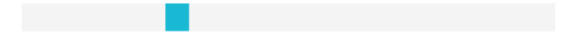
Thinking

Feeling



Sensing

Intuition



Judging

Perceiving

