Positive Peter

Background:

- Married
- Proud father of 3 children
- Master’s degree in Math
- Currently works as a teacher

Demographics:

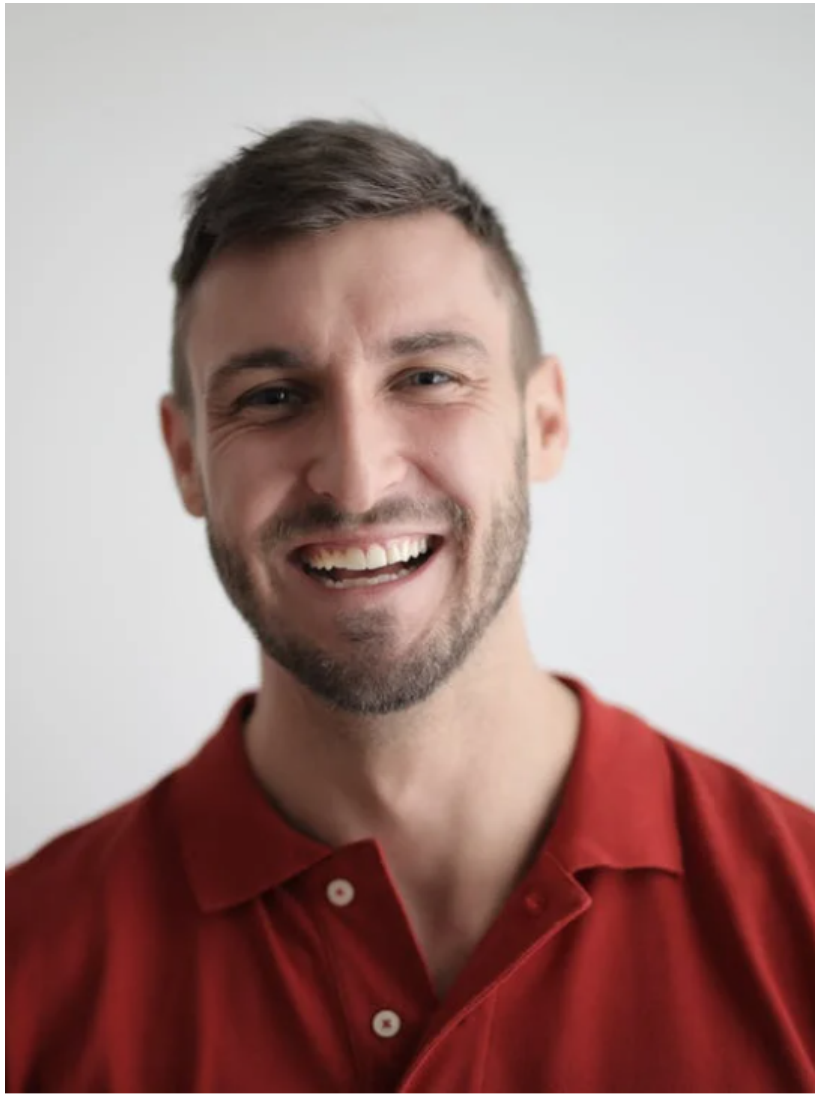
- Male, 40 years old
- Dual family income of $100,000
- Lives in suburbs outside of Cleveland

Identifiers:

- Tech Savvy
- Approachable
- Busy and wants a routine

Site Uses:

- Life is busy and wants to save time
- Consitent routine



Trendy Tina

Background:

- Single
- Graphic designer for a startup company
- Bachelor’s degree

Demographics:

- Female, 24 years old
- Single income of $50,000
- Lives in studio apartment in New York City

Identifiers:

- Very Creative
- Always open to new things
- Always up to date with culture

Site Uses:

- Wants to keep track of all new recipes
- Needs help keeping track of ingredients to buy