

## Persona 1

Alex, freshman CCI major at UNC Charlotte

Age: 19



Alex recently moved away from home to study Computer Science and doesn't care for the costs of the food options on campus. Cooking was never a big part of his life until he started living on his own in a college dorm. Cooking was initially a daunting task for Alex, but they've recently discovered an interest in preparing their own meals. Simple dishes like pasta and stir-fries are now part of their repertoire.

### Goals:

To become a more skilled and confident cook, capable of preparing a variety of dishes without breaking the bank.

Alex aims to not only cook delicious meals but also create balanced and nutritious dishes.

### Challenges:

Cooking in a college dorm often means dealing with limited kitchen equipment and space. Alex may find it challenging to prepare diverse dishes with minimal tools and a small kitchen area.

## Persona 2



Kappa, junior International Business major at UNC Charlotte

Age: 21

Kappa is originally from Beijing, China. She is pursuing a degree in International Business and is passionate about exploring global cuisines. Linda's deep love for cooking comes from growing up in the kitchen by her mother's side. She enjoys experimenting with ingredients and flavors to create traditional and fusion dishes. She believes that food is a universal language that bridges cultures. She is well-versed in Chinese cuisine and is eager to expand her culinary horizons.

### Goals:

To learn about cooking techniques and dishes from students of different nationalities.

To begin a career that allows her to travel around the globe and learn more dishes along the way.

### Challenges:

Cooking the high level dishes she craves on a student budget.

Navigating language barriers to effectively communicate with other international students.