

## Name - Age Occupation from City, State



*"I am busy in every day, but enjoy my life."*

### Personal Background

Anna is an accountant. She takes the subway and spends an hour to the workplace in every day. Her work takes her a lot of time in every day.

Anna came to New York a decade ago, and she graduated from CUNY. One year after graduation, she found the accounting job.

She is single, and she lives in Flushing. Because she lives alone, she needs to cook her dinner by herself in every day, but her busy work makes her feel tired. She does not have enough energy to cook a dinner; she thinks she needs a simple way to cook.

## More About Anna

### Motivators

Anna feels tired in every day because of busy work, but she does not want to go to restaurants or take-out. She wants to cook her herself. Anna feels she needs to solve this problem.

### Goals

She wants to find some easy, nutritious, healthy and fast recipes on the website.

### Needs

Really helpful recipes.

## Engagement & Activities

**Personal Computer:** medium/fluent, common apps.

**Internet Usage:** medium/fluent, watch videos, connect family and friends.

**Mobile:** high/fluent, most of helpful tools for her work, always use for email.

**Social Networking:** Facebook and Twitter.

**Television Shows:** Cook's country. The office: the accountants.

**Magazines:** Accounting Today. Cooking light.

### Scenario

For Anna, the first thing after going home is cooking. However, Anna does not want search recipes before going to cook. So, she will use her computer to search recipes that she needs, such as easy-to-cook menus and recipes of ordinary ingredients, in her weekly rest day. and she will arrange dinner menus for next week. Then Anna will be based on her list of ingredients to buy necessary ingredients in two times of a week.