

Sara Skia

age: 32

residence: New York City, New York

education: Bachelor's Degree

occupation: Chef

marital status: Married, without kids



"Happiness isn't real until it's shared."

Sara is a competent and highly-experienced cook and chef for her local Ethiopian restaurant. On the side, she runs personalized lessons and schoolings for students looking to learn how to cook. She loves to share her ideas, but lately she's found that finding recipes, sharing recipes, and recommending recipes is too much of a hassle with the amount of searching there is, especially during her job. She would love to have something that could change that.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A centralized or streamlined method for transferring recipes to students or clients who would like to learn how to cook.

Needs

- To fulfill her clients' requests
- To get exposure of her cooking

Values

- Achievement
- Independence
- Creativity
- Concern for the Environment

Wants

- A comfortable way to share ideas or recipes
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Fears

- Not having enough ingredients
- Not being able to satisfy her customers and clients
- Losing her ability to cook