

Susan Rodriguez

age: 32

residence: Houston, TX

education: High School Diploma

occupation: Hotel Maid & McDonalds Shift Manager

marital status: Single w/ 2 kids



"I work 2 jobs so that I have money to raise my two kids. This means I am constantly on the move."

She wakes up around 6 AM to be able to put breakfast together for her two kids, that she then takes to school. After dropping her kids off, she starts her first job which ends at around 5:30 PM when she heads to pick her kids up and make them a good dinner. She then heads to her second job that starts at 7 PM and goes till 12 AM. She gets home late and is very tired so most of the time she heads to bed and repeats the process the next day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Susan needs to be able to cook for her kids on a very tight monetary budget and time constrictions. She also needs to be able to provide healthy food to her growing kids and also wants to teach her oldest kid to be able to cook healthy meals for when Susan is at one of her two jobs.

Needs

- Needs to recipes that are easy to cook
- Needs meals that are cheap
- Needs meals that are quick
- Needs to be able to save money

Wants

- Wants an easy to use app
- Wants to be able to get guidance on shopping cheap
- Wants to save her favorite recipes
- Wants to be able to share recipes with her friends
- Wants to see how much she has saved

Values

- Her time
- Health
- Teaching her kids
- Her kids health
- Money

Fears

- Not being able to provide for her kids
- Not providing her kids with healthy meals
- Promoting bad health habits
- Wasting food and money



Ricky Metzger by Zach Carothers

age: Late 20's

residence: Washington, DC

education: Bachelor Degree of Fine Art (BFA)

occupation: Waiter

marital status: Single | 2 children



My kids come first in everything I do

Ricky recently got laid off from his job working as an artist for a local publishing company. Ricky is a single after getting a divorce with his wife and has full custody of both of his kids. He is currently working as a waiter to make enough money in the interim while he continues to look for another job.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Excellent customer satisfaction
- To be involved in creating meaningful projects

Values

- Spending time with his kids
- Well rounded style guide
- Creating and evolving through art

Criteria For Success:

When a project achieves its goals on time and on budget while delighting the customer

Wants

- Simple instructions
- Ease of use
- To see User feedback before any major decision

Fears

- Not spending enough time with kids
- Producing a bad art project
- Losing creativity and motivation

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
-

Fears

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

Joshua Clarke

age: 28

residence: Tampa, Florida

education: Bachelor of Science, BS

occupation: IT Technician

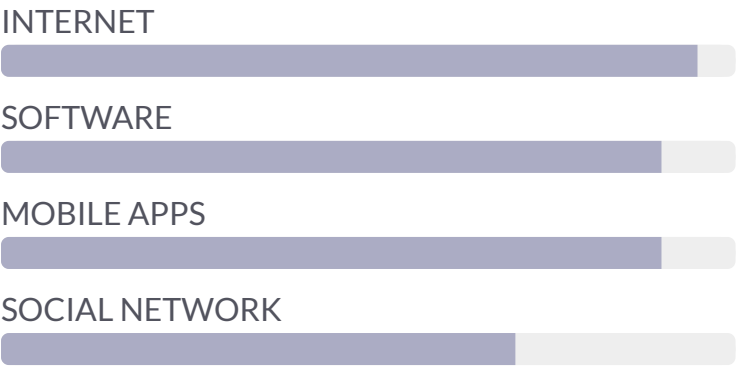
marital status: Married, Without Kids



"I just want to provide for my loved ones the best I can"

Joshua likes to spend his days doing the simple things. He likes to go on walks with his dogs, and he likes to spend time with his wife in between the time that he works. He likes to do things around the home such as cooking and cleaning, especially on the weekends.

Comfort With Technology



Needs

- A career that can support a family
- Skills in the home to be an equal partner
- Advancement in his field
- A platform to enhance his cooking skills

Values

- Tries to save as much money as he can
- Believes that men and women should work equally in the home
- People primarily show their love through food

Criteria For Success:

In order for Joshua to feel successful he would like to sustain his marriage, and he would like to have children in the near future. He strives for success in his field, but he does this primarily to have a better chance to provide for a large family. Joshua also factors in cooking into his success because his family has always shown love through food though he currently is not the greatest cook.

Wants

- He wants to impress his wife with new recipes and his overall cooking skills
- He would like kids in the future
- He wants to be a good mate and father

Fears

- That he can't handle everything that he is taking on, and that he might come up short on his goals
- That he'll have troubling learning various home skills such as cooking as he doesn't have much experience.