

# Helena Graham



Age: 42  
Gender: Female  
Work: Office Administrator  
Family: Single Parent, One Child  
Location: Edmonton, Alberta

## Goals

To easily find recipes for quick weeknight meals  
To find healthy recipes and snacks that can be made ahead of time  
To find quick breakfasts that her 12-year-old can easily make on his own

## Frustrations

On-the-go schedule means that there is little time to cook on many weeknights  
Meals are often eaten in the car on the way to an activity  
Exhaustion often leads to unhealthy snack choices at night

## Bio

Helena is a single parent with a full-time day job.  
She is often busy 4 nights per week driving her son to extracurricular activities like soccer.  
Even though her son likes to help in the kitchen, she finds that they rarely have time to cook elaborate meals as they are always in and out of the door to her work or his activities.  
She is looking for any resources to simplify life and save time.

# Morgan Millen



Age: 24  
Gender: Female  
Work: Receptionist  
Family: Single, One Roommate  
Location: Halifax, Nova Scotia

## Goals

To learn basic cooking skills  
To save money by cooking at home  
To make her own meals to photograph and post to social media

## Frustrations

She does not cook for herself often because she must share a kitchen  
She spends too much money on eating out and take out  
She often resorts to unhealthy fast food on late nights

## Bio

Morgan is enjoying life as a young person in the city.  
She recently moved out of her parent's home and into her first apartment, which she shares with her roommate.  
Morgan works full time from Monday to Friday, but has an active social life on weekends.  
She is very active on social media.  
She eats out a lot with her friends and also orders Skip the Dishes often.  
She loves to post pics from her restaurant visits.

# Liam Bachanan



Age: 33

Gender: Male

Work: Web Developer

Family: Single, Lives Alone

Location: Richmond, British Columbia

## Goals

To learn basic cooking skills

To eat more healthfully

To express his creativity by learning new recipes

## Frustrations

He often forgets to grocery shop and his fridge lacks ingredients

He resorts to eating processed foods or premade frozen meals

Liam often gets stuck in a rut and eats the same thing every day

## Bio

Liam is an active guy who likes the outdoors and has a passion for video games and coding.

He has a small close group of friends but finds that many of them have less time to hang out now as they have families of their own.

He has a flexible work schedule as he works remotely from home.

He has time to cook at home but finds that he is lacking in ideas for mealtimes.

# Erin Johnson



Age: 36

Gender: Female

Work: Stay at Home Mom

Family: Married with 3 Kids

Location: Stettler, Alberta

## Goals

To find recipes that use the ingredients she has on hand

To prepare healthy, wholesome meals for her family.

To find recipes that the whole family can prepare and eat together

## Frustrations

Her children are often picky eaters

She has a very hectic schedule and needs to find ideas for 3 meals per day

The family has a limited budget for food, and she needs to be thrifty

## Bio

Erin is currently a stay-at-home mom to 3 kids, aged 11, 7 and 4.

2 of her children are in school during the day, but she is busy running after the 4 year old, in addition to her many duties to maintain the home.

She often talks to her mom friends on social media and they get together for coffee or playdates once in a while.

Her husband works full-time, sometimes with long hours. Erin is considering going back to work part time once her youngest child is in school.

She is looking for anything to help ease her workload, including cooking websites.

# Raj Sharma



Age: 18

Gender: Male

Work: Full Time Student

Family: Single, Living on University Campus in Dorm

Location: Toronto, Ontario

## Goals

To learn basic cooking skills

To have make ahead meals that he can take to class

He wants to show off his cooking skills to his friends and impress girls

## Frustrations

His living space is small, but he does have a hot plate, toaster and mini fridge

He is living outside of his parent's home for the first time

He has an extremely limited budget

## Bio

Raj is attending university full time for architectural engineering.

He has a passion for cryptocurrency, social media and watching Netflix.

He is an excellent student, however, is learning many life skills for the first

time, including navigating the city, making a new group of friends, and

acquiring basic housekeeping skills such as cleaning, laundry, and cooking.

Raj is very connected socially, and he would

# John Farrington



Age: 74

Gender: Male

Work: Retired Insurance Broker

Family: Single, His Wife of 53 Years Recently Passed Away

Location: Saskatoon, Saskatchewan

## Goals

To learn advanced cooking skills

To enjoy cooking and having the satisfaction of creating his own meals

He would eventually like to date again, and invite his lady friend over to enjoy a home cooked meal

## Frustrations

His wife was usually the person who cooked in their family

He has not tried many exotic foods, and would like to expand his horizons

## Bio

John is an elderly man whose wife passed away from cancer one year ago.

He has 3 adult children, 7 grandchildren and 1 great grandchild.

He is well known and liked in his community and is always willing to stop for a chat with his neighbours. He loves to play chess and is an avid coin collector.

He worked for many years as an insurance broker, and is comfortably well off.

He and his wife decided to stay in their original home, a 4 bedroom split level, after their children grew up and left home.

John misses his wife, however, he is attempting to maintain an active social life. He took a cooking class at the local YMCA, and has found a new passion for cooking.

He is avid about exploring new websites and resources for recipes.

# Jeremy Forge



Age: 51

Gender: Male

Work: Electrician

Family: Married with 2 teenage children

Location: Wichita, Kansas

## Goals

To help with household chores and cooking

To find recipes that can be prepared with leftovers for lunch the next day

## Frustrations

His wife would like him to help with the cooking more often as they both work outside the home

He needs hearty meals after a long day doing physical labour

He needs meals that he can take with him to work so he is not spending money for lunches

## Bio

Jeremy is a 51 year old man who has worked his way up as an novice electrician to a journeyman owning his own electrical company.

Outside of work, he is married with 2 teenage children. The kids now like to go out on their own more and always have something on the go with their friends or extracurricular activities, but as a family, they try to get together every Sunday for meals together, sometimes barbeques when the weather is nice.

Jeremy often works long hours, but in his free time he enjoys camping and fishing.

He is not interested in social media at all, but since his wife asked him to find some recipes, he has been browsing the internet for some good straightforward websites to give him ideas.