

## Characteristics/Values

- Values a good deal, but not at the expense of quality ingredients.
- Is loosely aware of the environmental impacts of food production, but it rarely affects the ingredients they buy.
- Searches for recipes online.
- Cooks food for themselves often.
- Often buys their own groceries.
- Age: 23-30
- Sex: female
- Single
- Sometimes enjoys cooking socially with friends.
- No dietary limitations. But sort of a picky eater.
- Likes to experiment with recipes (eyeballing spices)
- Values:
  - + Effort required to cook
  - + Money
  - + Nutrition + diet
  - + Ethical eating ?? (Veal vs. Beef)
  - + self-expression + creativity
  - + Friends
  - + Short shopping trips
  - + Taste
  - + Variety

## Pain Points

- + Doesn't have a lot of time between after work and going to bed.
- + Does not like the current system of searching for recipes. (too many adds/variations).
- + Feels that she is not eating as healthy as she would like.
- + Needs to save money.
- + Often has to omit/sub. ingredients from recipes that she doesn't like. Picky
- + Often eats the same meals over and over. Wants variation.