

# USER PERSONA

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Elliott has spent the first two years of college focusing entirely on his coursework. When he had time to eat he stopped at a fast food restaurant or used the meal plan his parents gave him. He is about to enter his third year and move into an apartment off-campus, but his parent's don't want to spend money on the meal plan any longer. Elliott has reached a successful work flow in his schoolwork and has extra time to begin buying groceries and cooking his own meals. He is not familiar with cooking and would like to minimize his time spent learning. He's becoming self-reliant, organized, logical, intuitive, and impatient.

Elliott comes from a loving family many hours away from his school. They don't get to visit often, so Elliott has devoted his extra time to making friends and doing schoolwork. He is becoming proud of his independence and more confident in himself to undertake new personal goals.

## Elliott

Age: 18-22

Occupation: College Student

**Goals:** Wants a recipe site that has quick, easy meals made of ingredients that he is able to afford on a college budget.

**Pain Points:** Websites with too much unnecessary text annoy him. He needs proper visuals to show him he is on the right path.

