



«It would be convenient for me if the app says that I cook a lot of baked goods this week.»

PREFERRED CHANNELS



ABOUT

AGE: 28
WORK: Chinese teacher
STATUS: Married
LOCATION: UAE, Abu-Dhabi
HOBBIES: Blogging, Cooking and Baking

GOALS

- To create a varied and healthy meal plan
- To use food efficiently when cooking without throwing away food waste
- Wants the app to automatically calculate the proportions of the ingredients

BIO

Lily teaches Chinese lessons remotely and also maintains a travel blog on Instagram. She really loves to cook and especially bake. She cooks twice every day. Therefore, she carefully plans the dishes and tries to make them varied. She also tries to lead an eco-friendly lifestyle and does not like to throw away food waste.

FRUSTRATIONS

- When making a grocery list she has to duplicate the groceries she takes on a weekly basis
- Doesn't like manually calculating the proportions of ingredients.

Yelnar



«I want the app to be able to show quick and simple recipes.»

PREFERRED CHANNELS



ABOUT

AGE: 28
WORK: Software engineer
STATUS: Single
LOCATION: UAE, Abu-Dhabi
HOBBIES: Playing football, table tennis, swimming and programming

GOALS

- To spend less time cooking
- To find recipes by type of cuisine and taste preferences

BIO

Yelnar enjoys making simple and quick recipes. But a long search for recipes on YouTube after a working day tires him, so sometimes he wants an app that will show a random recipe, taking into account his taste preferences and the products he has, so as not to go to the grocery store.

FRUSTRATIONS

- Too much time spent searching for recipes - he gets tired
- Has difficulty finding the right recipe on Google keep - he stores all notes there
- Sometimes a new recipes require ingredients that he does not have

Asem



«Sometimes I have doubts about the exact quantity of the ingredients to use in a meal.»

PREFERRED CHANNELS



ABOUT

AGE: 36
WORK: Real estate
STATUS: Married
LOCATION: Kazakhstan
HOBBIES: Camping, hike

GOALS

- Find dishes by beautiful pictures that inspire cooking
- Cooking easy and fast meals due to the lack of time

BIO

Asem is a 36-year-old mother of three children. She and her husband work with full-time job, so Asem doesn't have much time to cook. Asem is not passionate about cooking, she prefers to eat in the cafe.

FRUSTRATIONS

- Cannot understand the exact quantity of the ingredients to use
- Cannot understand well a recipe if it doesn't show images