



## Sara-The busy mom

- Sara is 30 years old. She is married, has two children, and lives in Brooklyn, NY.
- Sara is a publishing editor, and she has been working from home for the past 18 months. Sara has been trying to stay fit ever since she started her remote work.
- Sara likes to serve her children a variety of home-made vegan food.

"I used to enjoy cooking, but with work and two children at home, I need simple vegan recipes based on what in my fridge."

### Sara's goals and needs

- Quick and healthy vegan recipes
- Recipes that can be made based on what in her fridge

### Sara's motivations

- Sara has been vegan for a few months, and she wants to prepare easy vegan meals
- Sara believes that if she's able to cook vegan meals, she'll be motivated to stay vegan

### Sara's frustrations

- Sara feels uneasy if she finds that she doesn't have all the ingredients needed for a recipe
- Not remembering where she saved a recipe
- Sara usually forgets to add needed items to her shopping list

### Sara's typical activities

- Prepare breakfast for her kids before sending them to school
- Run for 30 minutes before starting her work from home
- On the weekend, Sara does grocery shopping

### Sara's environment

- During the week, Sara spends her time at home
- When her children are at home, Sara's home is typically loud
- Sara usually does shopping at a local farmers market

### Sara's typical speaking style

- Sara has a voice that sounds authoritative, yet quiet and pleasant. She is friendly but she doesn't like to talk much.

### Sara's electronic use

- Sara uses a laptop for work. She relies on her iPhone to do online shopping. She's an average user of social media. She doesn't own a voice assistant device but is willing to try new things.

### Sara's notable quotes

- "I need to manage the meals more efficiently, knowing the ingredients I'll need when I do the grocery shopping will save me time."
- "I want to enjoy cooking again."
- "Vegan recipes with few ingredients will definitely make my life easier."