

Dale

- Age: 48
- Male
- Runs a bar
- Works odd hours
- One grown up child off at university
- Doesn't do social media, Twitter, Facebook, etc
- Reads Bar industry magazines, Sports pages and the Sunday Times
- Likes Jazz music
- Can cook, knows a few recipes very well
- Mostly eats out a lot, but likes good food
- Eats a lot of meat
- Likes to entertain but has limited time
- Worried about his weight and lifestyle
- Should be exercising but doesn't



Dale's goals

- Wants to find vegetarian recipes when daughter comes back from university
- Is looking for a way to change his eating habits

Dale's questions

- Can I print recipes out?
- Is the recipe vegetarian?
- Have I got the ingredients?
- How would I get ingredients if I don't have them?
- Most diets are fads, how do I know this information is reputable?