

# Margo

- Age: 34
- Female
- Works part time in I.T.
- Lives with partner
- Two Children
  - One aged 4
  - One aged 1
- Has an active social life
- Reads the Observer on a Sunday
- Interested in nutrition for her family
- She is always polite
- Has travelled widely
- Has a lot of close friends
- Is an enthusiastic cook, though admits to not being great at it
- Doesn't have much time to cook because of family, work and social commitments
- Likes to bake for colleagues, family and friends.
- Regularly uses social networking and photo sharing sites
- Likes to upload pictures of her cooking and family life to facebook



## Margo's goals

- She is looking for quick, easy to cook, healthy recipes for her family
- Sometimes she wants a treat

## Margo's questions

- How much of my time will all these healthy ideas take?
- How can I find out which is the best recipe for kids?
- Can I trust the site author?
- How do I know that these recipes are any good?
- How can I make my shopping healthier?