

CulinaryCollab

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Personas

John

29 year old male in San Francisco,
California
Software Engineer at Salesforce
B.A. in Computer Science

Bio

John loves the flexibility his job in Tech affords him, and spends only one day a week at the office, typically working 40 hour work weeks. He spends most nights in, but often hosts friends at his apartment. He lives alone in a 2 bedroom apartment.

He has recently started experimenting with Home Bartending, and has begun a small but growing collection of liquors and mixers. He already has a good amount of experience cooking, and is looking to expand his capabilities as a host.



Goals

- Organize Recipes he already knows
- Discover new recipes with ingredients he already has
- Find a way to grow his home bar to be able to make the most drinks possible

Billie

37 year old female in San Luis Obispo, California

Co-restaurant owner at Kula

Graduate of The Culinary Institute of America & ABC Bartending School



Bio

Billie loves being in the service industry, being creative involving all things culinary, coming up with new menus and all around having access to all of the fresh ingredients from her suppliers. As a co-restaurant owner, she has a lot of responsibilities on her plate (she also enjoys a good pun). With everything she has to remember, it is hard for her to keep everything organized.

She likes to experiment with different cooking methods, techniques, ingredients and flavor profiles. She loves to travel, gaining knowledge of new cuisines and cultures but doesn't have the time or finances now that she is working Monday-Saturday and has invested all her money into opening up a new restaurant in downtown Slo.

Goals

- Create affordable and sustainable dishes and drinks to serve in Kula.
- Work with seasonal ingredients across all menu facets.
- Encourage and collaborate with employees to create new things and think “outside the box”
- Have fun!

Solomon

22 year old in Chicago (born in Omaha)
Business Major at University of Chicago

Bio

Solomon is a junior in their business program at the University of Chicago. They recently got a job at a local sports bar, Sully's House, in Old Town. Solomon has never been a bartender before, and has a decent interest in bartending as they work their way through university. They hope to one day open their own bar in their home town of Omaha. Solomon has to take a train and bus from their apartment in Old Town to the university on Monday, Wednesday, and Friday, which is about an hour commute. Solomon lied on their resume and claimed to have had bartending experience. They have not.



Goals

- Learn standard drink recipes since they are inexperienced with making drinks
- Collaborate with coworkers on the bar's specialty drinks

Scenarios

John Forgets to Plan Things

John is going to have a large group of friends over in the evening, and has totally forgotten to go shopping for any new ingredients for food or drinks and will have to make do with what he already has on hand.

In this scenario, John would want to be able to find recipes for drinks and dishes that he could prepare with what is already in his kitchen and cabinet.

Billie Is Really Broke and Has a hard time remembering

Billie and her co-restaurant owner just opened up a new restaurant in downtown San Luis Obispo. Rent is very expensive. They both invested all of their savings and took out a loan to get the ball rolling. Billie is one of two owners, and deals with most of the on-goings of the execution of the restaurant. This is where she thrives. While she is deeply in debt, she says, "I would do it all over again if I had the choice." Working 6 days a week, trying to come up with innovative menu ideas for both food and drinks, she struggles to remember all of the ingredients her and her co-owner have ordered in order to be as creative as possible with their menu, in hopes that it will satiate her creative mind and need for customers.

Solomon is deeply underqualified does not know how to perform their job

Solomon lied on their resume and does not know how to make drinks or anything. Their job at Sully's House is testing their limits and Solomon needs a way to learn recipes without giving away that they don't know what they're doing.

Solomon's situation at Sully's House is becoming increasingly precarious as the weight of their deception bears down on them. Having secured the job under false pretenses by embellishing their qualifications on their resume, they find themselves in a daunting predicament. Their lack of knowledge and experience in making drinks is glaringly evident, and they often fumble behind the bar, desperately trying to keep up with the demands of the fast-paced environment. Solomon is acutely aware of their inadequacy, as they struggle to memorize the intricate recipes for the diverse array of cocktails served at the establishment.