

Persona 1

Maria Hernandez

Age: 34

Occupation: HR Manager

Status: Married, 2 Children

Location: Phoenix, AZ

Archetype: Busy Parent



Maria is a busy mother living in the suburbs. She has 2 kids, Daniel (8) and Gabe (6), and lives with her husband Larry (35) who is often busy at work during the majority of the day. Her weeks are filled with work meetings, taking care of the kids, driving them back and forth from school, and taking them to music lessons and baseball practice. She likes to cook healthy meals for her family and try new recipes. She tries her best to cook regularly, but often finds herself rushing to make last second grocery runs on weekdays because she often runs out of ingredients and forgets what is left in the fridge. Every Tuesday, she makes Taco's which her kids look forward to every week. Both of her kids have some picky eating habits, so she always makes sure there are enough options that they both enjoy. She is very comfortable with technology and uses her phone for everything. She frequently browses social media such as Instagram and Pinterest, writes down new recipes she wants to try in her notes app, and organizes her schedule in her calendar app.

On Mondays and Wednesdays, Maria has just enough time between finishing work and picking up the kids from school, to cook them a healthy meal at home before she has to take them to baseball practice. To help her save time during her busy day and reduce food waste, she wants a system that would allow her to know what's in the fridge when she is out of the house. She wishes she could be able to see what ingredients she has left in her fridge, so when she is out at work or with her kids, she can plan what to cook and when she needs to go on her next grocery run.

Persona 2

William Nikoi

Age: 49

Occupation: Restaurant Manager

Status: Married, 3 Children

Location: Kitchener, ON

Archetype: Organized Manager



William is the proud owner and manager of “Taste of Ghana”, a restaurant he opened with his family a year ago after immigrating to Canada. The restaurant is his dream and has been incredibly successful for the short amount of time it's been open. However, this success means the operation has outgrown its old systems of when he ran it by himself. William is a father of 3, Edmond (15), Mary (13), and Angela (9), and the long hours are taking him away from the family he works so hard to provide for. He promised his daughter Angela that he wouldn't miss her big soccer game coming up this Saturday, however, managing his restaurant's inventory has always kept him working later than expected.

He has recently been hiring new staff to reclaim his free time. His new challenge is to manage the kitchen with the same efficiency and quality he would provide when working for himself. Despite all of his recent hirings, he still feels like he spends just as much time working as he did before. To save as much money ordering inventory he must make sure no food goes to waste before it expires, while also having enough supply to keep the restaurant running. His wife Rita (45) has been trying to convince him to take more time off work, however, his priority is to make sure the restaurant runs as smoothly as possible while he is gone. William is looking for ways to do work while at home, such as managing his inventory so he knows what to restock, while also being around his kids as they grow up.

Persona 3

Steve Eberle

Age: 21

Occupation: Student and Retail Worker

Status: Single

Location: Edmonton, AB

Archetype: Budgeting College Student



Steve is a third-year Marketing student at University of Alberta. He balances a full course load and a part-time job at a convenience store. He works at the convenience store on Tuesday, Thursday, and Fridays, and works until the late evenings. His goal is to save money so he can afford the tuition, food, and rent until he graduates. Once he gets home from school or work, he likes to spend time with his friends online and watch youtube videos. Most nights, he spends hours playing League of Legends, and frequently orders take out to give himself more time to play League. He lives in a small, shared apartment, with his roommate Nathan (22). Their sink is always filled to the brim with dirty dishes and their fridge is often made up of left overs and forgotten expired groceries.

Steve often resorts to eating take out most days since he never knows what to cook with what he has in the fridge. Whenever Steve decides to go grocery shopping, he always restocks ingredients to make his favourite chicken wraps with spinach, tomatoes, garlic, and onions. But he doesn't know many other recipes he can make with the extra ingredients that are left over. He often feels guilty for not using up all the vegetables which expire quickly, and rushed to use up the chicken before it expires, which prevents him from making frequent grocery runs. Steve wants to build better habits, eat healthier meals, use up all the ingredients he has in his fridge, and save money by cutting down on eating take out.