

Persona

Who is the persona?



Basic info

Claudia

Director of a nonprofit organization

Social leader and community advocate

Demographics

55 years old

Experienced in social work, leadership, and community development

Lives in Bogotá

Two adult children

Mother, head of household

Persona Goals

What does the persona want? (Desires, motivations, etc.)

Buy food at better prices, regardless of nearing expiration

Reduce food waste in the city.

Needs & Expectations

A way to access high-quality food at lower prices without worrying about its expiration date.

A structured system to collect and redistribute surplus food efficiently.

A reliable network of businesses, volunteers, and organizations to streamline the redistribution process.

Desires & Motivations

To save money while still enjoying fresh, consumable food that would otherwise be wasted.

Optimize her household budget while contributing to reducing food waste in Bogotá.

Ensure that food reaches the right people in time before it spoils.

Why?

She is always looking for smart ways to manage household expenses without compromising quality and she understands that buying food before expiration doesn't mean it's bad and would like easy access to such options.

Large amounts of food are discarded daily, contributing to environmental pollution and waste management issues. So, instead of simply discarding food, it should be offered at lower prices to people who wish to purchase it, preventing unnecessary waste while making food more affordable.

Persona Pain Points

What difficulties does the Persona have? What impediments?

Stores often don't clearly label discounted food, making it harder to access these savings.

Her daughters believe that food close to expiration is unsafe, even when it's perfectly good to consume.

There isn't a centralized way to find stores offering these discounts, requiring extra effort to find deals.

Many workers don't realize how much food they throw away at the restaurants

Sometimes, food expires before restaurants sell it, leading to unnecessary waste.

There are few options for people who want to shop more consciously but still need convenience.

Persona Environment

What technological devices does your persona use on a regular basis? What is their technical ability?

Technical ability

Comfortable using smartphones and apps for shopping and communication.

Familiar with online platforms to compare prices and find good deals.

Uses apps like WhatsApp, Google Drive, and Facebook Marketplace for different tasks

Devices

Iphone 11 pro

Dell XPS 15 (Windows)