Persona



Peter Nielsen

* Age 23
* Status Single
* No Children
* Student
* Usually tries to skip homework to play games with friends
* Does not spend more time in the kitchen then needed

1. Peter has classes till late afternoon, so when he gets of school he rushes home, and does not care about dinner when he leaves school.
2. Peter first plans what he is going to have for dinner when he get home. At this point he is usually just plans something that is fast to make.
3. When he has to shop he goes for the nearest shop, and just buys what the recipe says, and does not look at what is on sale.
4. When he gets home after buying the ingredients, he wait till he is hungry before starting making the food.
5. He is slightly annoyed that he does not plan ahead but he blames that he has no things to help him seclude his plans.
6. After dinner he starts he goes sit in front of the computer where he starts playing videogames with his friends.

Persona



Anne Madsen

* Age 18
* Status Single
* No Children
* Student
* Spends most of spare time on homework and prep for school
* Likes to spend time in the kitchen to prepare a good fresh meal with vegetables

1. Anne has classes till late afternoon, after school Anne has a specific shopping list based on what she has to buy to make food for dinner.
2. Anne does not know where to find the cheapest groceries which she finds slightly annoying, so she keeps shopping the same place as she has always done.
3. When Anne is done shopping she decides that it’s too dangerous to ride her bike with a bag of groceries hanging of her handlebar. So she decides to pull her bike home.
4. When Anne finally gets home the trip from school to home has taken so long that it’s time to make dinner.
5. After dinner she cleans the plates, and get’s ready to prepare her homework for the next day.