Persona: Henrik Jensen

Age: 38  
Status: Married  
Children: 2 (Age 16 and 14)  
Job: Working as an IT consultant

* Henrik drives home after he has finished his meeting with a customer. The meeting dragged on and Henrik just want to get home and get a nice dinner.
* His wife is working as a nurse and has a late shift this evening. It is therefore up to Henrik to prepare dinner.
* On his way home he stops by the local supermarket, and on his way to the entrance he starts to plan what he will prepare for dinner.
* He finds some meat on sale which he decides to buy.
* When he gets home he finds the recipe he wanted and starts to cook.
* it annoys him slightly that he does not plan very variated. But he feels he does not have any other choice because of his work schedule and he’s desire reduce shop time.
* After dinner he starts the washing machine and turns on tv to watch football. He is an football enthusiast and played it himself when he was younger.

Goals:use little time on shopping but still make delicious time demanding dinners.

Aspirations: use the app to shop and follow when cooking.