

Situation	What?	How?	Why?	Who?
1. Late University Departure	A student finishing late at university needs dinner on the way home but wants to avoid expensive restaurant prices or waiting for delivery.	She drives home from university, passing by restaurants and cafés that are closing. She would stop if discounted food were available and clearly listed on an app, as long as it's on her route.	Her monthly food budget is tight and needs to stretch across both university meals and weekend social eating. She's already hungry and driving that route anyway, so she doesn't want to cook when getting home late or wait for Rappi delivery. The convenience of grabbing something on the way is ideal.	University students with personal transportation who are budget-conscious and managing limited monthly funds. They have predictable routes between university and home, prefer home cooking, when possible, but lack time or energy after long days.
2. Between-Class Emergency Food Purchase	A student needs food between classes but faces limited options near campus, often at premium prices.	She currently buys from university cafeterias or nearby restaurants, and sometimes uses Rappi for urgent delivery to campus when time is especially tight.	There's significant time pressure during limited breaks between classes, so she can't go far. These meals are often social occasions with friends or her boyfriend, making them about more than just fuel. In these moments, convenience trumps price sensitivity. Often this happens because she didn't plan ahead or bring food from home.	Students with gaps between classes who eat socially in groups, have tight daily schedules, and find themselves in university zones with limited affordable food options.
3. Home Cooking Ingredient Waste	She buys ingredients intending to cook at home, but they spoil	She shops at big supermarkets or neighborhood stores specifically for	Home cooking is her economically preferred option compared to eating out. But	Home cooks trying to save money who are budget-conscious and

	before use, or the prepared food turns out badly and gets thrown away.	better prices, then cooks at home to save money. However, waste occurs when ingredients expire unused or when cooking attempts fail.	planning challenges arise when she buys ingredients and then her schedule changes, preventing her from using them. Sometimes her cooking skills produce meals that aren't edible. This waste creates emotional guilt, especially when it feels unnecessary, so she actively tries to avoid it.	balancing cost versus convenience. They have unpredictable schedules typical of student life and feel environmental or economic guilt about waste.
4. The Convenience-Route Trade-off Decision	The decision of whether to acquire food hinges on whether it's on her existing route or requires deviation from her normal path.	She evaluates food acquisition opportunities based on a five-to-ten-minute deviation threshold from her normal route between home, gym, and university. She uses Rappi when time is critical and drives to stores when they're route convenient.	Bogotá traffic makes route deviation costly in terms of time, and adding stops increases the mental load and complexity of an already busy day. She has a clear convenience threshold where she's willing to make small detours but not major ones. She also wants to know exactly what's available and when to pick it up so she can plan accordingly.	Car owners with fixed daily routes who are time-sensitive commuters like students or workers. They balance multiple daily activities including university, gym, home, and social commitments, and they value predictability and scheduling control.