

Team Pacman

Personas & Scenarios



Daniel PERSONA



"I cook because it's fun to get hands-on with food and experiment with flavors"

AGE: 24
OCCUPATION: Working Student
STATUS: Single
LOCATION: Munich
EDUCATION: Informatics M.Sc.
HOBBIES: Skateboard,
Tennis, Soccer

GOALS

- Having fun while cooking
- Improve cooking skills
- Cook for family & friends

NEEDS

- Get relevant recipes based on ingredients he's chooses
- Quick & easy cooking
- Get suggestions on dishes
- Healthy dishes
- Appealing pictures of dish

FEARS

- No clue how & what to cook
- Worried about not having all the ingredients at home

Chiara PERSONA



“Even though I often don't have much time, I love trying new dishes!”

AGE: 30
OCCUPATION: Programmer
STATUS: Taken
LOCATION: Landshut
EDUCATION: Technican
HOBBIES: Fitness, climbing, skiing, relaxing & meeting friends

GOALS

- save time
- diversity
- healthy lifestyle

NEEDS

- try something different and get suitable recipes and inspiration
- time-safing, intuitive app
- tips and tricks for good cooking
- get alternatives for specific ingredients, see all ingredients without scrolling
- easy adding of ingredients (barcode, foto scan)

Chiara Scenario



SCENARIO

Chiara comes home after a long day at work. Since she has been on the road a lot the last few days, she would like to just relax and eat some more. Since she is very athletic and diet conscious, she would like to eat low-carb. Looking in her refrigerator, she notices that she hasn't been grocery shopping in a while and doesn't have a lot of food options to choose from. She remembers a conversation with a friend who recommended an app that suggests specific recipes based on available foods - Foodiyo. She downloads the app and opens it. The operation seems very simple to her and she immediately starts the cooking process. First, she can specify that she wants to cook a quick dish for one person that is as low in carbohydrates as possible. Then, she can camera-scan her available foods that she wants to use or select them from a predefined checklist. She decides to scan, whereupon the photographed foods are transferred to a list. She finishes the selection process by clicking the "Recommend me a recipe" button and is taken to the suggestions. Looking at the user ratings, she immediately decides on the first dish. She briefly hesitates when she notices that the dish requires peppers, which she doesn't have at home. However, a small note informs her that she can simply use other vegetables instead. Excited, she starts cooking and 20 minutes later is sitting on the sofa with a full plate.

PERSONA

Some geographic background data



Name:
DANIEL

Position:
Student

Industry:
Working student / medical company

Education:
Student (medical engineering)

Location:
Munich

Age group:
24

STORY

Describe what this persona does with regards to the problem space

Daniel studies medical engineering at the Technical University of Munich (2. semester of his masters studies). He loves sports, such as skateboarding, hiking, swimming and bicycling. Also he likes to cook. Mostly he cooks for himself, but sometimes also for family and friends.

For him it's very important to find a recipe quick & easy and that he gets suggestions on dishes with ingredients he's got at home - or at least a suggestions how to supplement ingredients.

RELEVANT EXPERIENCE

Any previous experience relevant to the problem space

Daniel likes to buy special offers at the supermarket. He sometimes struggles to find the right recipe based on the ingredients he's got at home. For him it's really frustrating when some ingredients are missing, e.g. the cream. Then he needs to ask his neighbor or roommate to help him out or he tries to cook something which he thinks will be alright (supplementing the missing ingredients with or ones or just leave them out).

When looking for a recipe it is really important for him to see great pictures of the dish.

GOALS



WANTS



NEEDS



FEARS



PERSONA

Some geographic background data



Name
CHIARA NEUMÜLLER

Position:
Programmer

Industry:
Electronics

Education:
Technician

Location:
Landshut

Age group:
30

STORY

Describe what this persona does with regards to the problem space

Chiara is a bright young woman who, after completing her training as a technician, works as a programmer in a medium-sized company. In her free time she likes to do sports, go climbing and skiing in winter. On weekends she likes to meet her friends or relax. Cooking usually has to be quickly done, as she often comes home late in the evening from sports or work. Nevertheless, she loves to cook.

RELEVANT EXPERIENCE

Any previous experience relevant to the problem space

After a long day, Chiara unfortunately could not do her groceries, but she didn't want to eat junk food after working out and wanted to cook something fresh. Due to the large quantities in which some products are sold, she still had some food at home that she wanted to use up. Lacking a simple idea to make a dish out of it, she tried to cook a one-pot dish that she had made in this way many times before, but she was not satisfied in the end.

GOALS

healthy
lifestyle

safe
time

diversity

NEEDS

not want
cook the
whole day
on weekends

eat more
vegetables and
protein

dish ideas
of different
cuisines

download
inspiring
app

tips & tricks
for good
cooking

social
media
without
scrolling

reducing
the amount of
vegetables
consumed
on weekends

get
inspiration
for healthy
recipes

SCENARIO

Chiara comes home after a long day at work. Since she has been on the road a lot the last few days, she would like to just relax and eat some more. Since she is very athletic and diet conscious, she would like to eat low-carb. Looking in her refrigerator, she notices that she hasn't been grocery shopping in a while and doesn't have a lot of food options to choose from. She remembers a conversation with a friend who recommended an app that suggests specific recipes based on available foods - Foodiyo. She downloads the app and opens it. The operation seems very simple to her and she immediately starts the cooking process. First, she can specify that she wants to cook a quick dish for one person that is as low in carbohydrates as possible. Then, she can camera-scan her available foods that she wants to use or select them from a predefined checklist. She decides to scan, whereupon the photographed foods are transferred to a list. She finishes the selection process by clicking the "Recommend me a recipe" button and is taken to the suggestions. Looking at the user ratings, she immediately decides on the first dish. She briefly hesitates when she notices that the dish requires peppers, which she doesn't have at home. However, a small note informs her that she can simply use other vegetables instead. Excited, she starts cooking and 20 minutes later is sitting on the sofa with a full plate.