

# 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

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## 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

improve  
cooking  
skills

surprise  
friends with  
cooking  
skills

cook for  
family &  
friends  
more often

share  
recipes  
with friends

## WANTS

recipes  
which got  
affordable  
ingredients

inspirations

cooking  
should  
be fun!

appealing  
picture of  
the dish

short time  
to prepare  
dish

User  
Review

## NEEDS

Filter  
ingredients  
/ recipes

Having a  
nice picture  
of the dish

quick &  
easy  
cooking

Get  
relevant  
recipes

Affordable  
price of  
ingredients

Get  
suggestions  
on dishes

Scan ingredients  
you have at  
home with your  
smartphone

healthy  
dishes

## FEARS

have no  
clue how &  
what to  
cook

worried about  
not having all  
the ingredients  
at home when  
cooking

dish needs  
"special"  
ingredients which  
are hard to get &  
expensive

## PERSONA

Some geographic background data



Name  
CHIARA NEUMÜLLER

**Position:**  
Programmer

**Industry:**  
Electronics

**Education:**  
Technician

**Location:**  
Landshut

**Age group:**  
30

## STORY

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

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 always  
cook the  
same, try  
sth different

suitable  
recipes and  
inspiration

dish ideas  
of different  
cultures

time-saving,  
intuitive  
app

tips & tricks  
for good  
cooking

see all  
ingredients  
without  
scrolling

easy adding of  
ingredients  
(barcode/photo  
scan,  
predefined list)

get  
alternative  
for specific  
ingredients

## SCENARIO

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Find the detailed version on our Miro-Board:

[https://miro.com/app/board/o9J\\_looiW\\_w=/?invite\\_link\\_id=467632399692](https://miro.com/app/board/o9J_looiW_w=/?invite_link_id=467632399692)