

## Personas - John Smith (Noah)



John owns a fresh fruit and vegetable store called 'Smith Produce'. He is a sole trader, putting hours and pride into his business. John appreciates his customers and aims to develop customer relations and a good reputation in his local area. John is 47 years old, he is married and has 2 children, aged 17 and 19. John has come from a family where they were taught to finish their plates and not to waste food, John has focused on teaching this principle to his children and believes this should be instilled in all children. John is considerably upset on the amount of food waste that he must throw out, due to decay or expiration. John has recently been concerned about his storage fridges as over time, the number of malfunctions and errors is increasing.

Figure 6.

### Needs

John eyesight is long-sighted, the website must account for John's vision impairment via accessibility tools. The website must provide John with strategies to prevent food waste and potential areas of focus that may be worsening this issue in his store. John also wants to view how other companies in his market are handling this problem.

### Goals

John wants to use the information gathered from the website to inform his customers (individuals and families) on how to keep food edible and stored for longer. John's main goal for this new approach is to minimise food loss/wastage and increase his local reputation. He believes that possessing a certificate regarding food wastage will help customers to purchase his produce with confidence.

### Skills and Experience

John uses his computer to browse the web and check emails, while he primarily uses his smartphone for communication and taking photos. John manages the stock himself, since he has not undertaken a degree regarding business entrepreneurship and takes a 'learn as you go' approach, this has led to incorrect forecasting. As a result, over purchasing stock has occurred and rendered large amounts of food inedible. John has strong experience in communicating with customers and managing a store, with 10 years of experience.

## Personas - Karen Williams (Noah & Connor)



Karen is 38 years old, she is married and has 3 children, aged 6, 8 and 10. She is a stay-at-home mum, her husband is the sole breadwinner however, Karen oversees the food, cooking and what products/groceries she decides to buy. Karen has not been raised to appreciate food and acknowledge the long-term effects of wasting food. However, recently Karen viewed a news report which outlined the risks of food waste, with data that presented a large global problem. Karen wants to become more food safe and put her money to the businesses that are trying to help this problem.

Figure 6.

### Needs

The website must provide Karen with an indication to the businesses that are actively trying to reduce the impact of food loss and wastage. To improve her awareness, Karen wants to know which commodities are most responsible for food loss. Karen must find ways that she can improve food safety in her home.

### Goals

Karen wants to gain a better understanding of which businesses are trying to reduce food loss and wastage. Karen wants to become more aware as to what strategies these businesses are actively deploying. Karen wants to become more food safe in her home.

### Skills and Experience

Karen uses her phone to browse the internet, use social media and check emails regarding her children's school news. Karen is quite proficient in using technology, before she was married, Karen used to perform a large amount of word processing as a previous job therefore understands typical UI conventions.

### Personas - Lucia Romano (Connor)



Lucia Romano is a 53-year-old Italian Australian who works for a greengrocer and has been tasked with creating a presentation about food waste that she has to present to her boss. Most of her presentations are images with minimal text, ideally the images are diagrams or statistics that can easily convey information to her boss. She is very stubborn from working in the office, as such she will try to brute force any problems she encounters and if necessary, will go to wildly inefficient lengths to get what she wants.

Figure 6.

### Needs

She needs a product that is quick to use and easy to access and manipulate the information provided. The product needs to allow her to generate the diagrams and change multiple factors relating to it. She needs to be able to sort through the data in multiple ways: Change the years presented, adjust the country/s affected and show the yearly change in food loss. This should then be presented in an easy-to-read diagram that she can take screenshots of so she can show her boss in the presentation. The diagrams must be formatted properly to show scales and contain a heading and axis labels. She wants the website to be easier than manually generating graphs and manually analysing data using excel. If it isn't she will go find the raw information, which should be available for more advanced people. The data provided must be timely as Lucia intends to utilise the data for current processes.

### Goals

Lucia Romano wants to incorporate data found on the website in her own reports. Her goal is to develop a true understanding of food waste statistics, respective to the entire world. This will allow her boss to gain a wider knowledge of food waste statistics and overall improving the data integrity of her report.

### Skills and Experience

Is experienced in generating diagrams and graphs using excel, she uses her laptop to generate these as well as browse the web. If she is not satisfied with the performance of the website overall (Visuals of the graphs, filters, etc.) if possible, she will download and manipulate the data herself.

### Context and Key Path Scenarios

#### John Smith

John Smith is the owner of a fresh produce store called 'Smith Produce'. He wants to use the website to get information that could be helpful to customers in order to minimise food wastage. His aim is to find some tips on how to minimise food wastage as well as information on what other businesses are doing to decrease their food wastage, aiming to hopefully implement some of those changes himself. He also wants to find statistics about various food products in order to inform his customers about food wastage. John is required to view what other businesses are doing as well as use the 3B lookup in order to find the average food wastage percentages for his customer information pamphlet and email newsletter, he needs to find the percentage losses for carrots, Avocados and Oranges. John is also interested in the cause of loss for baked goods.

### *Key Path Scenario*

1. John opens his computer.
2. He opens chrome and navigates to [www.foodwastehelp.org](http://www.foodwastehelp.org).
3. He arrives on the landing page and sees the top of a heading on the bottom of the page.
4. He scrolls down to read more and sees the table summary of food losses before continuing. to scroll down to the 'What businesses are doing to help this social challenge'.
5. He views the various links to other useful websites.
6. He takes note of what other businesses are doing with plans to implement some of these changes to his own business
7. He then uses the navigation bar to select Page 3B.
8. He wants to find the average food loss percentage for his most commonly sold products, cherries, avocados and oranges, so he clicks the button that says 'Food loss average'
9. He then types in 10 results to the number of results tab, as his main job is to find the food loss average of the common products, any extra information is welcome but not fully required
10. He types in 'carr' and clicks 'carrots and turnips' before clicking search
11. He notes down the average loss percentage as well as any other interesting information
12. He types in 'avoc' and clicks 'avocados' before clicking search
13. He notes down the average loss percentage as well as any other interesting information
14. He types in 'orang' and clicks 'oranges' before clicking search
15. He notes down the average loss percentage as well as any other interesting information
16. Once he is satisfied, John then uses the navigation bar to select Page 2B.
17. As John is interested in changes in loss percentages for baked goods, he selects "Bakery products" from the dropdown Item.
18. He then selects the range of 2012 to 2022 from the dropdown list
19. Finally, John selects the "cause of loss" descriptor and clicks "generate"

### *Karen Williams*

Karen has just come home after dropping her children off to school. As Karen goes through her daily chores, she looks in the bin and sees the thrown-out fruit from the morning: a half-eaten apple, a heavily bruised banana and a few mashed strawberries. Karen wonders what raw foods contribute the most to food waste as she wants to keep an eye on those ingredients in the household. She also is curious to see which stores are actively trying to combat this issue. By shopping at a socially responsible supermarket, Karen believes it's the first step to stopping food waste.

### *Key Path Scenario*

The task is to locate the food items (commodity) that highest blah and locate information on businesses that are actively supporting the issue of food sustainability and preventing loss. While there are two tasks, they lead to the same page.

While the real product will have properly labelled navigation elements, for the assignment and key path scenarios, the literal labels will be used

1. Karen obtains her personal device (laptop)
2. She uses her mouse to click on the Microsoft Edge Browser
3. She types in foodwastehelp.org utilising her keyboard to navigate to the food waste product
4. Once greeted with the landing page, the image of fresh fruit tells Karen that she is in the right place. She then uses her mouse scroll wheel to navigate down the webpage
5. Karen scans the second Landing Page section and reads the Damages Tooltip box in the top right
6. With the information gathered, she then reads the table and mentally notes the items in red, such as Green Beans, Pumpkins and Green Garlic.
7. Karen then furthers her scroll to the final section of the Landing Page

8. She scans over the text elements in the business section. As Karen reads the text, she sees a familiar business name, 'Woolworths'
9. Karen uses her mouse and left clicks on the 'Learn More' button. A new tab is opened with a website published by Woolworths, explaining their care and process of preventing food waste

### *Lucia Romana*

Lucia is currently working for GreenGrocer and her boss has given her a task to create a report on the Food Loss Waste percentages across numerous countries. Her aim is to find the areas where Australia falls behind compared to selected countries, and their similarities. Lucia is required to compare the Food Loss Waste percentages of Australia, America, Japan and Brazil. As her employer is an ever-growing business, she only is required to review recent data over the years 2012 to 2022.

### *Key Path Scenario*

The task is to locate the average food loss waste percentages from Australia, America, Japan and Brazil from 2020, defining the countries that are similar to Australia. She also wants to view the Commodities level of change within Australia.

While the real product will have properly labelled navigation elements, for the assignment and key path scenarios, the literal labels will be used

1. Lucia obtains her personal device (laptop)
2. She uses her mouse to click on the Chrome Web Browser
3. She types in foodwastehelp.org utilising her keyboard to navigate to the food waste product
4. Once greeted with the landing page, the image of fresh fruit tells Lucia that she is in the right place. She then moves her cursor and clicks on the tab in the navigation bar labelled 'Task 2A'
5. Upon viewing this new page, Lucia notices that her search bar (for data) is requesting a sentence to be recognised. As she is trying to find the data value 'between' two years, she leaves the first drop down as is
6. Lucia then moves her mouse over the first-year dropdown. She clicks on the dropdown list. Lucia uses her mouse to scroll until she finds 2012 and clicks on the year using left click
7. Lucia then moves her mouse over the second-year dropdown. She clicks on the dropdown list. Lucia uses her mouse to scroll until she finds 2022 and clicks on the year using left click
8. She navigates her view and cursor down towards the 'Countries' element.
9. Lucia clicks on the 'Australia' radio item to enable it
10. She sees that the commodities item is already selected.
11. Lucia then hovers her cursor over the reload graph button and clicks it
12. Lucia is now presented with her requested data in the form of a graph.
13. She now uses her mouse to click on the tab labelled "Task 3A"
14. As the UI is consistent, Lucia is familiar with the website's needs. She selects the first dropdown and clicks on Australia.
15. Lucia then uses the same system and selects the year 2020
16. She navigates her view and cursor down towards the 'Similarities' element
17. Lucia presses the "Overall food loss/waste" radio item to
18. As she simply wants the raw values, Lucia then selects the "The Absolute Values" item.
19. Lucia then views the Number of Items dropdown and selects 25, to widen her search range.
20. Lucia then hovers her cursor over the reload list button and clicks it

## References – Havard Style

[Figure 6] Karras, T. (2018). *This Person Does Not Exist*. [online] [Thispersondoesnotexist.com](https://thispersondoesnotexist.com). Available at: <https://thispersondoesnotexist.com/>. [Accessed May 15, 2024]