


# UX/UI: Scenarios and Criteria

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## Original user persona



Jason is a 3<sup>rd</sup> year computer science student. He has a part time job as a front end developer. Jason has not been able to focus on his physical health and well being since he is always busy with university and his job. He has also noticed that he has been spending quite a lot of money on eating out lately and wants to cook more at home. Since Jason is picky about food, he wants to learn new recipes and get better at cooking.

### Motivations

- Physical well-being
- Lowering expenses
- Eat healthier
- Get better at cooking food

*"I got so busy with my life that I forgot the about my physical and mental well being"*

**Name:** Jason Emanuel

**Age:** 22

**Status:** single

**Occupation:** student, part time software developer

**Location:** Sydney

**Education:** Bachelors of Computer science

### Goals and Needs

- Cheap food/ingredients
- Healthy food
- Good tasting food
- Food prep should not take too long
- Cook at home

### Frustrations and pain points

- Limited time to cook a recipe
- Poor cooking proficiency
- Limited time for grocery shopping and collecting ingredients
- Limited knowledge about recipes
- Eating out is expensive

### Behaviour and Personality

Impatient		Patient
Busy		Time Rich
Messy		Organized
Creative		Uncreative
Tech-informed		Tech-illiterate

## Original user story

*"As Jason Emanuel  
I want to learn how to cook,  
so that I can eat healthier and save money"*

## Scenario for persona

Chosen user story: “As Jason Emanuel

I want to learn how to cook easy, healthy and inexpensive to cook recipes, so that I can eat healthier and save money”

Jason Emanuel has not been able to focus on his physical and mental health due to his busy work and university routine. He noticed his health deteriorating and his monthly budget increased due to spending money on eating out. He goes through the recipe cart app and looks for a healthy recipe to cook at home. He considers the ease of cooking, time to cook and nutritive value as he chooses a recipe to cook. Jason selects a recipe and cooks it.

<b>Actor</b>	Jason Emanuel
<b>Motivator</b>	Does not know how to cook and eats out mostly. Realises that physical health and budgeting has been negatively impacted by eating out too often.
<b>Intention</b>	Learn recipes that are easy to cook, are healthy (high nutritive value), are cost efficient and eventually improve his physical health and monthly budget.
<b>Action</b>	Use the ‘recipe cart’ app to search for recipes and filter them by ease of cooking, nutritive value, and cost to cook. Analyse the search results and find a recipe that meets needs.
<b>Resolution</b>	Selects recipe and proceeds to cook it.

## Explanatory statement

**The user story was changed** from

“As Jason Emanuel

I want to learn how to cook,

so that I can eat healthier and save money” to

“As Jason Emanuel

I want to learn how to cook easy, cost-efficient, and healthy recipes,






so that I can eat healthier and save money”.

The changes were made to put emphasis on the aspect of easy, Healthy, and inexpensive to cook recipes. According to the scenario and persona, Jason isn't proficient at cooking, wants to eat healthier and wants to save money, hence, the minor addition was made to the user story.

This user story was chosen for the scenario since this user story includes the most important goal for the persona, i.e., saving money and eating healthier. The scenario relates directly to the persona. According to the persona Jason has a shortage of time, lacks cooking proficiency, and wants to focus on his physical health, budgeting and cook at home more often. According to the scenario, Jason is utilizing the recipe cart app to search for a recipe and eventually cooking the recipe at the end. The scenario is a feasible one and it is what Jason Emanuel, the user-persona, would likely to in a real-life situation in order to solve his frustrations.

Acceptance Criteria
1. App should have a search button to search for recipes.
2. The app should have a button for sorting recipes based on either ease of cooking (arranged in levels 1-5), nutritive value or cost to cook. (e.g. cheapest to cook-first). If user clicks on sort button, pop up with 3 options, ease of cooking, nutritive value, and cost to cook appear.
3. there should be a search-by button that should have a drop-down where user can enter either the budget in \$, ease of cooking level (1-5) or nutritive value, in terms of either calories or macros (fat, protein or carbs content) in the app.

- Journey map

	Path 1	Path 2	Path 3	Path 4	Path 5
Goals and action	Jason Eats out mostly 	Jason wants to cook at home 	Jason tries to cook healthy food 	Jason searches for easy to cook recipes 	Jason cooks a cost-efficient recipe 
Thoughts and action	Is worried about finances and spending too much on eating out. Feels physically unfit.	Is confused and scared since he hasn't cooked in the past	He is excited to start cooking healthy recipes at home	He feels satisfied and happy that the app has a sorting method for finding easy to cook recipes	He is happy since; he can now save money on eating out and instead cook at home for a much lower price
Pain points	Eating out is expensive and isn't always good for health	Does not know how to cook, lacks proficiency	Does not know which recipes are healthy	Jason did not have the required ingredients for the chosen recipe, hence, could not cook it	Does not know where to cook for cheap ingredients since he has never bought groceries in the past.
Takeaways	Eating out is not good for health and in the long term, it affects the monthly budget negatively	Lack of cooking proficiency needs to be dealt with by learning how to cook	Jason has a lack of general knowledge about food and recipes. The app should help Jason filter recipes based on their nutritive value	Jason realises that meal preparation is important. Meal prep must be done 1-2 days before cooking a meal.	Jason could not cook a cost-efficient meal since he did not know where to find ingredients. The app should give the user some recommendations on where to buy cheap ingredients required for a recipe or an option to purchase cheap ingredients from the app itself.

