**Persona – Mike Matei**

**Name**: Mike Matei

**Age**: 25.

**Gender**: male.

**Status**: University student.

Mike is a 25 year old male student at the University of the West of England who wants to get the most out of his meals. He enjoys eating new types of dishes every day, and often goes to eat in international restaurants.

Mike is also very low on money because he has to buy books and resources for his university studies, and he also has to pay for his accommodation on campus. He has to resort to eating cheap meals such as fish and chips, pot noodle, or curry takeaways.

He also regularly goes to his local gym to exercise because he is very self-conscious about his weight. He also regularly goes on diets which he ambitiously maintains through strict mental perseverance.

Mike is also very forgetful and needs constant reminders to do something because he suffers from mild amnesia. It was only recently when he forgot to pick up his grandfather from hospital. Unless he is given clear indication of what he is meant to be remembering, he will most likely forget.

Mike also suffers from red-green colour blindness. It is very difficult for him to make out shapes if they contain only the colours of red and green. However, he is able to see other colours, so this disability is not completely widespread. To help him see better, Mike suggested that the system should have contrasting colours to help his colour-blindness.

Due to his money problems, Mike would also like to see the total price of the meal that are presented to him. This would enable him manage his money better, because then he is able to see the price and make a decision to buy it or not.

Mike is also very indecisive with the choices that he is offered. He would prefer if the system offered recommendations of meals to him, whilst at the same time those recommendations taking into account the dietary needs of Mike.