

## Personas & Scenarios



Female 37 years

Hamburg, Germany

Project Manager

Married

Anna was invited to the park on Saturday afternoon for her friend's birthday party. She didn't have enough time for shopping, as she left the bar she was working in very late on Friday evening. When she woke up at noon on Saturday, she realized she had very little time to get ready for the party. She would prefer to make a cake from home, as it would be very expensive to buy a ready-made cake from outside. She went to the kitchen and opened the fridge. Except for a few fruits, unfinished ice cream, some peanuts and walnuts, none of the ingredients were complete. When she called her aunt, who loves to cook, she wanted to get her opinion, but she couldn't find what she was hoping for. She chatted with her roommate, wanted some ideas from him, but was unsatisfied. She opened site "our product" and chose all the materials she has. Deep in the kitchen, he found a few more perishable items. She got permission from her roommate to use these materials. She read the recipes she chose from the site. She liked the approaches of each of them, and she preferred to make an experimental cake from all the recipes she liked from the site. A cake recipe was perfect and everyone at the party enjoyed it. She added these three recipes she saw on the site to the "my recipes" tab for later use.

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♂ Male 32 years

📍 Berlin, Germany

Single

Customer Service Agent

Ben came home from work and realized that it was 19 o'clock. He checked that he had no dinner. He opened the refrigerator and saw that there was some spinach and 200 grams of ground beef inside. Furthermore, he didn't want to prepare the same meal he prepared yesterday because he had been eating the same meal for two days. He didn't want to go down from his fourth-floor building to the grocery store, which he would reach in ten minutes on foot. He was too tired and didn't have time for shopping. He wanted to sit on his couch to watch the cycling tournament that would start in two hours. He started looking for recipes on the website he always checked, but he had tried all the recipes that came his way. He also looked at the ingredients of the recipes he did not try. He realized that he did not have enough material. He opened the "our product" site, which he heard from his friends, and took turns choosing the ingredients that were in the refrigerator. When he clicked the "recipe search button". In a short time, different recipes appeared in front of him. Filtered and sorted by preparation time. He chose the shortest one, but this was a recipe he knew before. He chose the second recipe and the recipe he hadn't known before. He looked at the materials needed. Except for one missing, he had everything he had to cook the meal. There was a suggestion for the missing one and he liked it. He cooked his dinner and watched the bike race with his new style spinach.

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♀ Female 25 years

📍 Cologne, Germany

Single

University Student

Larissa picked up her children from school and came home. After taking care of them in their room, she opened the fridge to cook dinner. She asked what food their children would like to eat. Besides what the kids wanted, there were a few other healthy meal options for them, but there are not enough ingredients. For these, she texted her husband the shopping list. Within a few hours, when her husband came home with bags, they realized that several items of the list were missing. It was too late to reorder, and everyone in the house was pretty hungry. That's why they launched the "our product" website. She researched a few possible recipes to make the dish the kids wanted. She chose one of the recipes she found. In addition, she found another recipe that included a few perishable vegetables. Together with her husband, they completed the meal in a short time, although the ingredients were missing.