

Persona 1: Caleeba Boyle



Image URL: <https://www.pexels.com/photo/woman-in-collared-shirt-774909/>

31-year-old Caleeba lives alone in her townhouse in Mississauga. She is a young professional with a bachelor of science working at one of Canada's largest banks. Her work is demanding and often has her stay extra hours, and as such Caleeba has a very busy schedule. Caleeba is strongly passionate about developing new recipes for cooking healthy, cost-efficient meals. Through this hobby she has developed great cooking skills.

To support her hobby, Caleeba buys lots of consumable goods, both perishable and non-perishable. Sometimes, Caleeba gets ahead of herself and buys items even if there is a good chance she might not get to use them in a recipe soon due to her busy work schedule. She often realizes days before an item expires that she will not have the opportunity to use it.

Caleeba feels bad about throwing out untouched food goods on an almost weekly basis. She has thought about donating the items when she realizes she won't use them, but can't find the time to sort out where each item should be donated in her busy life. She wishes there was a way to easily see where each item should go, so she wouldn't have to do the research herself.

Persona 2: Brian Mays



Image URL:

<https://snappygoat.com/f/df04e4d8808ee4e750859e97b146cd4b29464575/man-white-shirt-male-person-young-1342457.jpg>

36 year old Brian Mays lives in the GTA with his wife and two kids aged 5 and 7. He has lived in the same neighborhood in the GTA for his entire life, and has become deeply connected with his community. Every Saturday, he volunteers at a local community kitchen preparing food for those in need. Brian really enjoys cooking, both at home and as volunteer work, as he finds it very fun figuring out what he can create with the collection of ingredients in his house.

Brian is the Operations Manager for a food bank near his house. He started there 8 years ago as a part time hire moving stock, was promoted to a full time supervisor 4 years ago, and last year became the Operations Manager. He has a bachelor's degree focussed on logistics that helped qualify him for his last promotion. He really loves his job because of his coworkers and feels he has a positive impact on his community.

Brian's job has him working 8AM-4PM on most days. One of his key duties at the food bank he works at is to manage their donated inventory, and figure out what the food bank needs more of and when. He is also sometimes tasked with figuring out how to get more of the items they need. Other than marketing techniques, Brian isn't sure how his food bank can get more of the specific items they need from their community.

Persona 3: Andrea Porat



Image URL:

<https://annarborfamily.com/parent-profile/local-mom-matty-js-bakery-and-cafe-owner-shares-her-story/>

Thirty-eight-year-old Andrea is a proud mother of two youngsters, their names are Jordan and Sam. At home she lights up the house with her smile and delicious baked goods. She had a tough upbringing due to her harsh father, and her brothers who were always getting into trouble that she was somehow responsible for getting them out of. She learned patience, caring, and positivity from her mother, which she now uses to brighten other people's day. Baking was something that always brought the family together, and as a result she became very good at it. Without many other profitable skills, she opened her own bakery in hopes of spreading even more positivity, like her mother taught her. Now being a business owner, she's garnered quite a bit of savvy.

When Andrea goes into work before the sun rises, she follows the same ritual. Put all the dough for the day into the ovens, decorate all the yummy goods once they're out of the oven, and wait for the customers to come in. She doesn't have many employees, but she doesn't need many. She prefers to hire family friends or people she knows are in a tough spot.

At the end of each day, Andrea's met with her greatest challenge: what to do with the goods she didn't sell that day? Andrea tries her best to avoid wasting the food by selling it at a discount the next day, but her customers rarely deviate from buying the freshly baked goods they love and know the store by. What she wants to do most with the leftover goods at the end of the day is give them to those in need to help others, but being a business owner and mother of two, she rarely has the time to stop by the food bank. Sometimes her employees offer to take the food to the food bank for her, which makes everyone at the business feel better about the waste, but her employees also have only so much time in the day.