Scenario and personas description

InsertNameHere is a new and innovative service that allows people to interact proactively with new kitchen technologies like smart fridges. It was never this easy to filter on which food you have at home and which ingredients you need to prepare some recipes. Discover new recipes from the catalog or use it to remind yourself about the right procedure while cooking. Don’t let your food expire and get notifications on what needs to get used before expiring, this is done by informing your fridge about the expiring date when adding something new into it.

Paola is a 34 years old secretary and in her free time she loves to make “cook challenges” with her best friends. This challenge is about inviting the others to your place, cooking something special and receiving a rating from everyone about the food. Repeat until everyone cooked at his place once. InsertNameHere is not only a great tool for discovering new recipes, it also help you while you’re at the supermarket. Paola has the challenge dinner this weekend and she’s currently going to buy everything that is needed. She still has no idea what to prepare and she’s not even sure about what she has currently in the fridge. A simple look at InsertNameHere might be enough for a great dinner. She has a feeling that “vanilla” could be a key ingredient, so she filters for recipes containing vanilla and voilà: Pineapple Rice Bake. With a single click on the recipe, Paola can also identify what she already has at home and what she needs to buy since her smart fridge stores information on what she bought in the past and what has been used. Now nothing can stop her winning for the second time the cook challenge.

Giovanni is a 23 years old offsite student who loves being creative in the kitchen. However, in the evening he becomes a little bit lazy after several hours at the university. His roommates Marco and, in particular, Katia often buy a lot of food which afterwards needs to get eaten before expiring. After a couple of messages on Whatsapp, Giovanni decided to cook dinner for everyone by using what is left in the flat. By getting the information from the fridge and adding some other ingredients in the house, InsertNameHere can suggest recipes based on the ingredients at home, especially for those that are expiring. To do that, he asks the app for recipes based on expiring dates and gets a list of recipes. Zucchini dinner is the best hit. Fortunately, the supermarket is on Marco’s way, so Giovanni can inform him to buy some Parmesan Cheese since it’s the only ingredient missing for the recipe.

Cinzia, 47 years old, owner and cook of a restaurant, wants to increase the customers by adding a deal for launch with the typical Italian “fixed launch menu”. Remembering that the highest “wasted” costs of a restaurant is thrown food because of expiry date, she wants to offer a menu with those ingredients she needs to use as soon as possible. Therefore, every day she searches for recipes based on expiry dates of what she has in the fridges. Obviously it is not possible to get every day the perfect recipe including every ingredient that is expiring. This means that InsertNameHere needs to make a decision. Cinzia might want to free the most space in the fridge by preferring recipes containing “the most” ingredients that are expiring or she wants to save as much money as possible, preferring “the most expensive” ingredients. After this choice, InsertNameHere returns a list of recipes that Cinzia can use for her launch menu.

Giulio is 33 years old and works as a fitness trainer. His job is also his lifestyle, thus he follows a strict diet with an organized daily meal program. In InsertNameHere he can add such a plan in order to see everyday what he needs to eat and if he has everything in his kitchen. On Sundays, instead, he can eat whatever he wants, as long as he stays in between his caloric limits. With a simple request, Giulio can search for recipes based on calories and based on something particular he wants to eat or based on what he already has in the fridge. He loves his new smart kitchen and already advise it to his customers too.