Scenario and personas description

InsertNameHere is a new and innovative service that allows people to interact proactively with new kitchen technologies like smart fridges. Filtering on which food you have at home and which ingredients you need to prepare some recipes was never this easy. Discover new recipes from the catalog or use it to remind yourself about the right procedure while cooking.

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 look Paola can also identify what she already has at home and what she needs to buy. 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 input and add useful information like missing ingredients. 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 a great Zucchini dinner.

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”. Therefore, every week she searches for new recipes that are quick to cook. InsertNameHere has the option to filter not only on ingredients or availability of your smart devices, but also on other criterias like food provenience or preparation time. In this way, Cinzia can easily manage to compose some fixed menus with inusual food that requires a little time but might attract new people to her restaurant.