

# Persona, Scenario, & Criteria

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## Target users

Mothers or wives who do the majority of the meal planning and grocery shopping for their households.

## Interview Data

I interview three mothers from the ages of 24 to 55 who fit within my target audience. Their names are Jessica, Deanne, and Megan. The following is the list of interview questions asked with each of their separate answers shown:

### How often do you go grocery shopping?

**Jessica:** Every other week. Mainly because I don't want to go once a week with a three year old. Make sure I stay on budget. It's an easy way to split the monthly budget into two weeks and plan ahead.

**Deanne:** Weekly. I buy a lot of fresh stuff or buy by sales. I know I'll be using something later in the month, so I'll buy it while I have a sale. I buy a lot of fruit, bread, milk - the basics my family uses all the time.

**Megan:** Once a week, because I only have to get the things I need for that week. I get everything for my meals (bread, milk, etc). I just need to stock up for that week.

### How do you organize what you need to buy? Do you make a grocery list?

**Jessica:** I have a meal plan calendar hanging on my kitchen wall that I fill out monthly. I use pen and paper to write down what I need for each meal (ingredients). I take inventory of what's already in my pantry and fridge. I subtract the items I already have. As far as other household items like vitamins for my son, deodorant, and toilet paper, I usually have a mental list of what I need. Once I start to feel like my mental list is too much I write it down on a list that is stuck to the fridge (my mental list gets exhausted once I have over 3 items).

**Deanne:** First I make a meal plan each month using a printed out calendar. But I'll look at my plan each week to make my grocery list. Then I'll look around the house for non-food items. I take an inventory of what I have so I can ignore those things on my list.

**Megan:** I use a whiteboard with a list of things I need to get (running low of food, household items, etc). I take a picture of the whiteboard and take that with me shopping. I'm pregnant, so I don't really decide ahead of time what meals were having that week. It's based mainly on what I feel like. Before though, I would plan a month in advance.

### Do you have a regular time that you set aside to organize your grocery list?

**Jessica:** No.

**Deanne:** No. I should. I'd like to. I try to be regular but I am a seminary teacher and have lessons to create. I've got a lot on my plate.

**Megan:** Whenever I find the time. I don't really know when I'm going to have the time to make it. I try my best to be at the beginning of the month and the beginning of the week.

### **How do you organize yourself?**

**Jessica:** For the meal planning part, I normally create my meal plan the last week of each of month. That process takes me about an hour because I want to layout a plan that's not so repetitive (so mexican isn't two nights in a row). I also plan so that when I have two meals that share ingredients I can have them a day or so apart, so I don't waste any ingredients. I also try to take some time here and there to find new meals in my free time through pinterest and weight watchers. I try to keep them healthy - each meal has a veggie/fruit, grains, and protein. I think I do a pretty good job at it. For the grocery list, I normally do it at the end of the week before my shopping trip or early the week of my shopping trip. I normally mentally or physically revisit and revise my list the morning of my shopping trip.

**Deanne:** N/A

**Megan:** I would using plan the meals the first of the month. Mondays I would revisit and revise my grocery list depending on the meal plan for that week and then I'd go shopping that day.

### **How long do you think it takes you to create your grocery list?**

**Jessica:** For the meal planning, it takes me about an hour. For the actually grocery list it takes me about a half hour or 45 minutes.

**Deanne:** Meal planning take the most time. I have to know what my family wants to eat. What events are coming up. I'll try to re-incorporate meals from last month, but sometime I think "I'm sick of that, I'll do something else." It takes me about an hour. The grocery list though is quick, about 30 minutes. I don't really like doing any of this. I wish someone would do the planning part for me and I would just go shopping. I like shopping.

**Megan:** It took about an hour total counting the meal planning and shopping list.

### **What are your surroundings/environment like while you're creating this list?**

**Jessica:** I'm in the kitchen. My 3 year old is next me, so I put on a Disney movie to occupy him so I can do this right. I like being in the kitchen because I can quickly scan and know what I have already. I normally do this during the day or morning. I don't like doing it at night because I don't think as clearly. I also have to have a clean kitchen while I do it. If it's messy my mind won't be focused on meals. I normally hear the laundry which makes me feel fresh.

**Deanne:** I'm normally alone at the kitchen table. I don't have an office - taken over by my teenager because his room is taken over by my other son and daughter-in-law. It's usually in the evening or afternoon. I put the list together the day before I go shopping.

**Megan:** I'm usually in the kitchen. That's probably the only thing that's the same.

### **What things (time, day, or setting) help you in creating your list?**

**Jessica:** [Answered above] - Quiet/calm time (little boy is happy, kitchen is clean, and I'm satisfied with a home that is somewhat in order)

**Deanne:** The season/weather. I don't want to BBQ in the rain or eat chili when it's hot. I also consider seasonal produce. My organic veggie box that comes weekly helps me too. If I have a hankering for a certain meal I'll add that to my list.

**Megan:** I usually have certain days set aside for what we're going to eat, like Tuesday is Mexican, and Wednesday is pasta. These themes make it a lot easier to remember my meal plans.

### **What things (time, day, or setting) hinder you in creating your list?**

**Jessica:** When I get interrupted by my three year old. That's really it.

**Deanne:** Creativity, knowing what to eat, or plans change. Or my husband calls me and asks, "Can we just go get a bite to eat?" Also is finding the time. Today I had the grandkids over and I didn't have any time to go shopping.

**Megan:** We get stuck in a rut with eating the same thing. No one gives me input of what they want to eat. It's tough to think of new meals. I don't want to eat the same thing over and over.

### **Is there anyone else involved in this process of creating your list (husband, children, friends, etc)?**

**Jessica:** No. I ask my husband but he replies, "I like everything you make." I ask my son and he says, "Noodles!" He's predictable, so I have to make sure his meals on there a few times a month. - It'd be nice to have some feedback though.

**Deanne:** Nope. Hahahaha. No. My daughter-in-law tries to help here and there, but it's mostly just me.

**Megan:** Nope. The kids come to the store, but that's it.

### **How does your time/experience at the grocery store(s) influence how you create your list?**

**Jessica:** Normally I would create the list the way the store is setup so I can be as efficient as possible. Produce is near the front of the store so I get my produce first on my list. I would love to stroll through the grocery store and enjoy it, but, I have a three year old. He stops to show me every toy he sees or tries to put sprinkles in the cart. So, I need to be efficient.

**Deanne:** It used to, but now I just have a running list of things I need that I jot things down throughout the week. When I sit down to create the list I've already got things on my list. I also mark which store next to each item as I'm gathering my list the night before.

**Megan:** I create a different list for bulk items (Costco) and a different list for regular grocery list. My choice of grocery store depends upon the cart option. Vons has play car carts. The kids sit inside and stay put as opposed to running throughout the store (Food for less). I don't need to organize my lists because I know what I need and where things are in the store.

### **What other things affect how you create your grocery list?**

**Jessica:** My weight watchers plan helps me be very conscious about how many points my food is. I'm less likely to throw junk food in the cart (even though the ice cream is calling my name) because I have a health plan to follow. I try to follow my list as best as possible - it's good for the budget and the scale.

**Deanne:** My list will be on the counter, so family member will add to the list. Hahaha. I never have ice cream on my list because my husband takes care of that - bringing home several half-gallons. He loves ice cream. Everybody doesn't want to help me plan what meals I make or what I go shopping for, but they have opinions about the meal when it's sitting on the table (just the teenager - unless it's fish, that's my husband).

**Megan:** Joe likes certain brands some things he doesn't want the store brand, so I have to get the named brand.

### **What are your feelings toward creating your shopping list?**

**Jessica:** I love it! Out of all the tasks I do as a wife and mother (laundry, cleaning, cooking, parenting a toddler), creating a grocery list makes me feel accomplished. It's rewarding and I get that twice a month. When I clean the house it's quickly put back to disarray. When I tell my son no, he thinks yes. With mostly everything I do I don't see the immediate end result. With my grocery list though, I see everything checked off. I also feel like I've contributed to our family.

**Deanne:** I don't have a problem with making a list. I have a problem with planning the meals. One, I'm on weight watcher or two, my family would rather go out to eat. I sometimes waste food - it's really sad.

**Megan:** I have mixed feelings. I don't like doing it, but I know if I do it it'll be easier. It's not so much the work I just don't like deciding what to eat.

### **What do you wish could be improved about the process of creating your shopping list?**

**Jessica:** I wish I don't have to put my son in front of a movie every time I need to create my list. I can't really involve him in the process. I hope when he's older he can help me. Perhaps he will help me take inventory of what we have - but that's not for a while.

**Deanne:** I wish I could plan for when food will not be eaten. You know what would be nice, would be to have some way to input unused ingredients that are left over in my pantry to know what meals I could create from them. I wish I know how to handle a large amount of left over. What can I do with a ton of shredded pulled pork left over from our family dinner on Sunday? I would like to have less sporadic nights of eating out and even having less of it.

**Megan:** More people would be involved so I would know what others would want to eat. It's not one person eating all the meals so I don't want to be the only one deciding what to eat.

### **Do you have any other thoughts you'd like to share about what we've discussed?**

**Jessica:** The biggest thing about meal planning is it takes a lot of effort and time in the beginning. I had to learn what meals were good and what meals were not. I had to look at my cook books and so forth. Over time I've memorized several basic meals and their recipes. Whenever I add a new meal though, it slows me down.

**Deanne:** My daughter-in-law wanted salmon, but I'm afraid to buy it at \$7 a pound and see it go to waste (since my husband and teenager won't eat it).

**Megan:** I hate making dinner. I hate anything that has to do with it, but it's my job so I've got to do it. I know if I plan though, it'll be a lot easier. I'm pregnant so it's tough planning for my family when I'm the one who doesn't want to eat. I wish I could hire a chef. I wouldn't mind shopping for them. Sometimes I have a set of random ingredients, it'd be nice to throw something together without having a set recipe that you're trying to go off of.

## Random thoughts or quirks about the interviewees

**Jessica:** N/A

**Deanne:** Deanne wears a fitbit and an Apple iWatch. She likes picking up new technology (an early adopter), but she keeps her older technology close by until she has the hang of the new thing.

**Megan:** Megan is 5 months pregnant with her third child, so I asked how meal planning, grocery list creating, and grocery shopping has changed while being pregnant. She said, "Because I'm pregnant, I basically don't meal plan any more. I cruise around the store looking for things I want to eat that week. If chili sounds good I'll get chili, stuff like that. Since I don't have a meal plan I'm sort of stuck with the basic meals that we usually have. I'll also pick up microwave meals so that the days I feel sick I don't have to cook."

## Commonalities from the Data

The commonalities among the interviewees are:

- They are organized. Although they admitted their homes and children might not be in perfect order, they themselves seem to be organized with their list of things to do, despite pregnancy, young children, teenagers, or random things life throws at them. They were constantly creating and compiling mental or written lists of things to do. These mothers are organized.
- They all like shopping, however, Deanne and Megan do not like meal planning. They both actually commented that they would rather have a chef and they just do the shopping.
- They go shopping on a weekly or bi-weekly basis. This helps me know that not only are they organized, but they are consistent.
- They make monthly meal plans at the end of the previous month or the very beginning of the current month.
- They have a list of meals that are usually added to their lists.
- They struggle with coming up with new meals that fit their family diets.
- They are the sole contributor to the meal planning. Their husbands and children don't help.
- They all wanted help with contributing new meal ideas or even desired menus.
- They are busy with family, activities, keeping up on the laundry, etc., so they fit meal planning and grocery lists in whenever they have the time.
- It takes them between an hour to an hour and a half to create meal plans and lists.
- They do their planning in the kitchen.

## Persona

Name: Jackie

Age: 35

She is a stay at home mom. She cooks, cleans, and everything else a home maker would do. She loathes the process of meal planning and wishes it could be done by someone else, or at least have a little bit of input from others. She likes the grocery shopping part, if the kids are well behaved.

## Scenario

Jackie can only hear the faint sounds of cartoon characters coming from the living room. The kids are finally quiet enjoying their movie. She's got just enough time to plan out a month worth of meals for her family and she does not want to waste those precious minutes of naptime on this. She prints out her blank calendar for next month and begins pencilling in the first week. Monday casserole. Tuesday tacos. Wednesday lasagna. Thursday potato soup. Friday chicken. Saturday pizza. Ugh, pizza. They've eaten that three times this month. The kids love it, but she's noticing the numbers on the scale rising. Saturday's normally a fun food though. She quickly opens up her pinterest page and searches for "Fun Foods". After scrolling through the options, she adds "Healthy" to her search. Several delicious looking meals come up. She quickly pins them and takes down the name and ingredients (she'll look at the recipe later). After an hour, she looks over her complete calendar with a bit of pride. She only repeated 4 meals. She then grabs another sheet of paper to go through each meal to write down their ingredients. After the list is complete she scans the list for any repeats and puts it on the fridge to add random items to it throughout the week.

## Evaluation Criteria

Efficiency - Priority 1: Jackie needs to be able to fill out her meal plan, search for new meals, and create her grocery list of ingredients within an hour and a half (the length of a kids movie).

Motivation - Priority 1: Jackie needs a way to come up with new meal ideas

Trust - Priority 1: Jackie's grocery list should have all the necessary ingredients for her meals.

Trust - Priority 2: Jackie would like a grocery list with no repeats. Repeats might mean buying double ingredients or inefficiency at the grocery store.

Motivation - Priority 3: Jackie would like a more appealing interface to make this mundane process more fun.

## Evaluation Criteria Rubric

CRITERIA	2	1	0	-1	-2
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Efficiency	Jackie can get it done with only a few clicks of a mouse.	Jackie can get it done quicker than her kids movie so she can enjoy more peace and quiet.	Jackie can complete in in the time her kids movie runs	She can't get it done it time	She'll never finish
Trust	Her grocery list is perfectly organized according to store and aisle with all her ingredients	She has all her ingredients and no repeats	She has all her ingredients	She has repeats	She is missing ingredients
Motivation	She loves it!	It has some pretty pictures	It's okay	It's not fun	It's painful

## Executive summary

### 1st Draft

The recipe parsing feature will allow Jackie to save meal recipes (and their ingredients) she finds on the internet to be used in her meal planning. This is important to Jackie because it will allow her to look on the internet for new meal ideas (a priority 1) and quickly save those meals to her plan while automatically separating out the ingredients to be used in her grocery list(s). If Jackie is able to do this she will go from hating the process of meal planning, searching, and printing to loving it. She will actually come to enjoy browsing the internet for new meals and with little effort save those meals she thinks fit her family. I will do this by providing a web page recipe parser that can read a recipe on web page and automatically separate the ingredients and recipe information into the system so that it will be easily accessible for later use and has all the data properly separated for quick grocery list creation.

### 2nd Draft

The recipe parser feature enables users like Jackie to be creative in their meal planning by quickly save recipes found on the internet with their ingredients to be used on grocery lists. The is done the system reading a web page for any recipe information and automatically separating the information into a meal with ingredients.