Food for Good - User Personas

Food Supplier	Consumer	Tech Support	Driver
Marshall Chambers **The Inventory Manager** Age: 37 Experience: 12yrs	**Sandra Mathews** **The Catering Manager** Age: 32 Experience: 10yrs	**Henry Wayne** **Tech Support Engineer** Age: 27 Experience: 4 years	**Jon Snow** **Driver** Age: 34 Experience: 5yrs
WHOLE FOODS MARKET	THE GREATER BOSTON FOOD BANK	TECH SUPPORT	food for good
Key Role Track stock and reduce food wastage and cost	**Key Role** Manage the inventory for Food Supplies at the Food Bank & save labor costs on food preparation.	**Key Role** Responsible for managing supplier, consumer, driver and order complaints with an aim to increase customer satisfaction of the product.	**Key Role** Responsible for the logistics of food items and transporting food from suppliers to consumers.
Context Marshall works with different food suppliers ensures the Food is preserved in good condition and assigned storage units.	**Context** Sandra works with several corporates, government agencies for funding the Food Bank supplies. She hires volunteers to help cook food and keeps track of the stock.	**Context** Henry works with the Tech Support team to resolve user issues, generate tickets, prioritize tasks and communicate issues to their respective departments.	**Context** Jon views begins picking up food items from different food suppliers and drops off the food at consumer's location, depending on their order. In case of any issue with the order, he lodges an issue using the application and the delivers the correct order.
Tech Usage He is very supportive of social causes like the Food Wastage issue .He uses Apps that help him manage his daily tasks.	**Tech Usage** She works with software as she needs to maintain stock levels.	**Tech Usage** He works with the software to track user complaints and issues so that they can be resolved.	**Tech Usage** He uses the application to view generated routes of suppliers' and consumer's destinations. He uses it to lodge a report in case of any issues with the app/vehicle.

Usage	Usage	Usage	Usage
The prepared food for the Buffet gets wasted. Marshall **updates** the left-over food via **FFG app** .He **prints the labels** for items to be donated and stores them in the Storage Unit provided by **FFG.** He also uses the app to **Promote** new items on the App or Delivery Van**.**	She checks the FFG to order prepared or canned food, track her request. The app helps her choose from multiple categories. The food is delivered at her door step. The usage of the app has helped her save on labor costs involved in preparing food and purchasing food supplies.	He views the app to check if there are any new user complaints and generates tickets for them. He resolves them if they belong to his department or forwards them to the concerned department. He can search for a particular issue based on its ticket number, date and role. He can view his completed tasks and pending tasks.	He views the app to check his assigned tasks and visits suppliers' locations to gather food items from storage units. He starts navigating towards consumers' locations and drops off ordered food items. He gets an e-sign from the consumer on order confirmation. In case of an incorrect order, an issue is submitted and he completes this pending delivery with the correct order. Using the app helps him in navigating accurately and deliver required food quantity to the needy.