

# Persona: Helen

Scenario: Helen returns home from work, hungry and wondering if the fried rice she bulk cooked at the weekend is still okay to eat or if she'll have to throw it away. She doesn't want to have to order an unhealthy meal.

# Expectations

- To find out if her food is still okay to consume

| PHASE         | Arrival                                                                                                                                                                                | Review                                                                                                               | Inspection                                                                                                                                                                         | Interaction                                                                                                          | Consumption                                                                                                                         |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| TASKS         | <ul style="list-style-type: none"><li>Enter her home</li><li>Put away coat and bag</li><li>Head to the kitchen</li></ul>                                                               | <ul style="list-style-type: none"><li>Open fridge</li><li>Review what's left over in the fridge</li></ul>            | <ul style="list-style-type: none"><li>Take the fried rice out of the fridge</li><li>Undo lid and smell the fried rice to assess whether it smells strange</li></ul>                | <ul style="list-style-type: none"><li>Open KitchenMate app on 'Home'</li><li>Can see countdown till expiry</li></ul> | <ul style="list-style-type: none"><li>Close the KitchenMate app</li><li>Dish out her fried rice on to a plate</li><li>Eat</li></ul> |
| PAIN POINTS   | <ul style="list-style-type: none"><li>Hunger</li><li>Uncertain of what there is to eat at home</li></ul>                                                                               | <ul style="list-style-type: none"><li>Can see a lot of the fried rice is left over and may go to waste</li></ul>     | <ul style="list-style-type: none"><li>Doesn't want to simply rely on her own judgement/sense of smell</li></ul>                                                                    | <ul style="list-style-type: none"><li>N/A</li></ul>                                                                  | <ul style="list-style-type: none"><li>N/A</li></ul>                                                                                 |
| OPPORTUNITIES | <ul style="list-style-type: none"><li>App could suggest 'recipes under 10 minutes'</li><li>App home page could have a 'shelf life countdown' widget based on what she cooked</li></ul> | <ul style="list-style-type: none"><li>App provides information on how long the food she's cooked will last</li></ul> | <ul style="list-style-type: none"><li>App keeps record of when she cooked the meal (by means of a food log/diary) and can provide a countdown for when the food goes bad</li></ul> | <ul style="list-style-type: none"><li>Include countdown clock as widget on home screen</li></ul>                     | <ul style="list-style-type: none"><li>App suggests recipes she could try next, if she enjoyed her fried rice</li></ul>              |
| USER THOUGHTS | 'I'm so hungry, I wonder what there is to eat at home'                                                                                                                                 | 'Oh gosh, I wonder if this food has gone off by now?'                                                                | 'Hmm it smells okay but I'm not going to risk it! I'm going to check with KitchenMate'                                                                                             | 'Ah brilliant, the countdown clock says the fried rice is good for another two days!'                                | 'KitchenMate is the best! And now i can enjoy this delicious food I cooked'                                                         |
| USER FEELING  |                                                                                                     |                                 |                                                                                               |                                 |                                                |