



Rini, 19, Asian
Education: Freshman
Archetype: Young adult looking
to be a good housemate

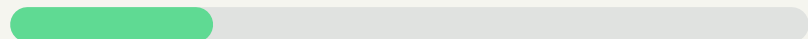
*“ I’m new to living alone but
would like to take out time from
my busy schedule to learn to
cook for myself and my mates! ”*

BEHAVIOURS

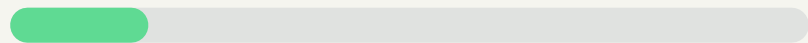
LIST PLANNING



EATING AT HOME



TAKING INVENTORY



FOOD WASTE AWARENESS



GOALS

- Making time to eat healthy homemade meals on a budget
- Socialize with roommates and cook for weekly get-togethers.
- Be socially responsible by minimizing waste generated

PAIN POINTS

- Rini tries to buy the more economical, larger option and the buy 1-get 1 offers. This leads to excess food in storage
- She assumes housemate’s wishes and shops for them. Leads to miscommunication.
- Wants to eat healthy and buys accordingly but doesn’t know how to cook and eats out often.
- Unaware how to store food and sees it going overripe or bad before she knows it
- New to living independently

USER ENVIRONMENT

- *Physical:* Rini lives in a co-op with 6 other people.
- *Social:* She is sociable and partakes in community meals.
- *Technical Environment:* Rini is highly proficient