

## **Team Nagoya Scenarios**

### **Susan (Primary Persona)**

Susan is the owner of a small café in Ann Arbor, Michigan. At the end of the day at her shop, Susan logs into Revel (a point-of-sale system) on her iPad to take inventory. Susan notices that today, she used significantly more eggs than expected. Susan is frustrated because shopping for ingredients is expensive and time-consuming. After cleaning the shop, Susan goes to throw out food in the display case. Today was especially slow, so she ended up discarding a lot of food. On top of this, the new employee she's training messed up a few recipes which had to be scrapped. Susan is disheartened because she wants the food to be of use, but she knows she can't give it away for legal reasons. She is not sure of anything else she can do with this food, so she tosses it in the trash. On her way back from taking out the trash, Susan sees a homeless person and feels a sharp pang of guilt. She would have given the person some food but she just threw it all out. Susan wishes there was a way to simultaneously provide free food for those in need and reduce the amount of food being wasted at her café.

### **Calvin**

Calvin is a 34 year old owner of a branch corporation. One of his goals is to order enough food to make sure he exceeds his branch quota of sales. After arriving at work on a Wednesday morning, he sees that roughly 15 pounds of food was discarded from the previous day. Calvin is frustrated as it is his job to properly survey the quantity of food and keep up inventory. He prides himself on his thorough and analytical nature to make sure food waste is kept to a minimum. Unfortunately, there are unexpected days where he could not have predicted slow sales. Calvin

wishes he could give away the food before it goes “bad”, but corporation policy does not allow him to do this because of liability issues. He is frustrated as he cares deeply about the company and wants to pitch a new way to deal with this to the corporation but he has not found any way and also wants to make sure he is not held liable.

## **Brandon**

Brandon is a student currently studying at the University of Michigan. He is working part time as a server at a local downtown Ann Arbor restaurant for some extra cash. Growing up in a family of five, there have been many occasions where they faced financial difficulty as well as food insecurity. He is finishing up his shift on a Thursday night when he is asked to take out the trash. There are three large trash bags full of food he is required to throw out. This upsets him, because he feels it is a waste. He thinks about his time as a server, and how there have been many occasions where patrons would not always finish their food or there was a mistake in the order and he is asked to throw away the untouched meals. Brandon is frustrated at this thought of the amount of food waste, but knows that this is his job and he must do as he is asked. He walks outside and gets ready to throw the bags in the dumpster. Before he can do so, he notices an untouched cake at the top of the bag. He does not remember the last time he has had a fresh chocolate cake and wishes he could just have a taste. He hears his name being called inside and snaps back to reality and quickly throws the bag in the trash, the food never to be eaten, and walks back inside sullenly.

## **Reflection**

By creating our scenarios we are able to connect our personas to situations. This allows us to see how personas would actually become a story. These scenarios allow us to brainstorm ways we can solve the issues that each of them are experiencing. We used the personas to allow us to have an outline of what we wanted each scenario to touch upon. Using the context of the interviews and personas we created we were able to have empathy for our users. Our original scenarios were pretty broad and then we realized that it needed to represent a singular event. Because of this realization, we went back to our scenarios and elaborated upon them. We chose specific events we assume would occur in our personas' lives and attempted to detail them. Using the slides as an example we were able to touch on the Setting, Agent(s), Goals, Actions, and Events for each of our scenarios. This was very helpful in adapting our scenarios to be more specific. Overall, we found this activity very helpful in our project's progress. Each persona is unique which makes each scenario unique and allows us to cater to a wider array of different people in the food industry.

### **Contribution Report**

We worked on these scenarios as a team during discussion. As some members of the group finalized the personas, we began to write the scenarios. After all members were done with the personas, those members added to the scenarios and edited what was existing. We all looked over the scenarios and agreed they were correct and began the reflection. This was a team effort.