

Persona: Jessica

Goal: meal planning and preparation activities

ACTION	Track staples out-of-stock during the week	Check calendars for meal planning needs	Search recipes fitting planning needs	Assess what's on-hand and order what's missing	Curbside pick-up and communicate week's meal plan and recipes	Prepare and cook
TASK LIST	- Write down and exchange sticky notes, chalkboard notes, list updates, or notes app entries for later adding to cart - Communicate, share, and inquire on what to add to shopping list	- Communicate and mutually mark calendars for work events, dr. appts, social visits (where eating out is anticipated) or kid activities will require time-out or quick and easy homemade recipes - Note blocks of meal types needed	- Brainstorm and communicate preferences taste and holiday-specific or guests' tastes considerations for recipes - Google search, Pinterest, and cookbook searches for meal type blocky slots with various qualifiers (filters) - List certainly needed ingredients for shopping list based on chosen recipes	- Might check some ingredients or inquire with partner about availability of a given or simply assume its out-of-stock and add recipes ingredient list to cart and add week's shopping list - Check coupons and deals for new things or staples or meal kits in grocery app - Add kid snacks and lunch items, and staples to cart - Add other snacks and household supplies to cart - Communicate and plan for pick-up or time delivery	- Might bring bags (reusable bags) if picking up or going in-store - Pick-up or collaborate with partner for pick-up on way from home - Put away groceries - Might communicate meal plan with recipes - Relocate recipes with cook as needed - Consider Special holidays or special date needs	- Find meal plan recipe - Search for ingredient list and browse instructions for kitchen equipment - Pull needed ingredients and kitchen equipment - Reread or watch cooking steps - Prepare ingredients (e.g., wash, chop, slice, etc.) - Set aside ingredients as needed - Reread or watch cooking steps - Cook
FEELING ADJECTIVE	- Productive - Proud - Forward-thinking	- Worried - Uncertain	- Productive - Fulfilled - Impatient - Overwhelm	- Overwhelm - Hesitancy - Amused (feels like a game) - Annoyed - Apprehensive - Proud	- Anxious - Guilt - Fulfilled - Proud - Irritated - Worried	- Hopeful - Playful - Inspired - Worried - Confused
IMPROVEMENT OPPORTUNITIES	- Import shopping list into grocery apps - Have shared shopping list	- Suggest meals/recipes or meal types by calendars - Shared calendar events codable by needed meal type	- Ability to suggest recipes based on what is expected to b on-hand (pantry app) or plan around using an ingredient - Ease of inter-app toggling - Complex recipe search options - Share meal plan in-process - Calendar + plan share or import	- Search stores by values and geography - Budgeting balance being updated from cart check-out - Filter choices by certifications, ethics, values, and ingredients - Pantry list automated with ordering and updated by expiration and meal plan date - Store remembering previous for list patterns and staples ease of adding - Ability to scan barcodes of items in-stock note already inventoried	- Shares and saves meal plan with recipes and saves recipes into cookbook and grocery shopping cart - Reminders to bring bags and to get holiday goods - Notification to take things out to defrost for planned meal needing it	- Need cookbook manager to store and recall recipes connected to meal plan - Need the screen lock to not time out and lock screen while reading or watching cooking steps - Pictures and/or videos of cooking steps