

Nora: Management Consultant



Goals

- Manage her medical condition
- Improve healthy eating habits
- Improve sustainability habits

Needs

- Better understanding of foods that are good and bad for PCOS
- Budget-friendly meal ideas
- Ideas for how to improve her sustainability habits

Age: 28

Work: Management Consultant

Industry: Business Management

Family: Single, lives alone

Location: London

Story

Nora is a Management Consultant and has been working for a business management company for around 4 years. She is **single and lives alone**. With London rents increasing, she is trying to **spend as little as possible on food**. Nora is interested in a sustainable lifestyle so she takes small actions in her daily life such as taking her own bags to shop for groceries, and using tumblers. She is **keen to pick up even more sustainable habits**. Nora was **recently diagnosed with PCOS** (Polycystic ovary syndrome), a condition which affects how her ovaries work. She is aware that **eating healthier can help regulate her condition** but it's proven **difficult to find good recipes** and she's still trying to grasp **which ingredients agree or disagree with her condition**. Eating out with friends can also be tricky as **some restaurants lack healthy, balanced options**.

“My PCOS is certainly making my relationship with food more difficult; it'd be great to have something that helps me better manage my diet and point out the ingredients best for me.”

Wants

- Tasty and healthy recipes to help with her medical condition
- To watch her weight but still avoid calorie counting

Fears

- Constantly monitoring her diet may take a toll on her mental health
- She'll have to sacrifice taste
- She'll be unable to afford healthier foods with her limited budget

Food Habits

- Grocery shops twice a week
- Limits eating out because of her health condition
- Cooks at least three times a week
- Takes her own reusable bags when shopping

Favourite Grocery Shop(s)

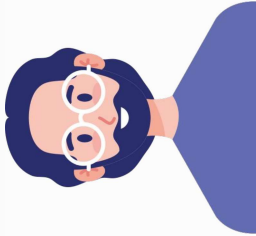


Sainsbury's

Cooking Rank: Proficient

(Cooks a range of meals)

John: Researcher



Age: 34

Work: Researcher

Industry: IT

Family: Married, lives with wife

Location: New development area near London

Goals

- Better his recycling habits
- Introduce better eating habits for himself and his wife
- Be more adventurous with food choices

Needs

- Information on the rules of recycling
- Locations of public recycling centres
- Accessible recipes that are easy to understand

Wants

- Guidance on recycling and sustainability
- Recipes in video format
- To introduce more fruit & veg into his diet

Fears

- Recycling will require too much effort
- Introducing healthier foods will be more costly
- It may be too difficult to break his current eating habits and he'll resort to his old, 'easier' ways

Story

John is a researcher in the IT industry. He and his wife live in a new development area near London. Since John and his wife are both busy professionals, they **usually eat out or resort to instant food**. Whilst John acknowledges their diets could be better, he's convinced it will require **too much effort and money to cook healthier foods**. He's seen the **prices of organic food** at his usual grocery shop, Tesco, and it's beyond their budget. When he does find the time to cook a meal, he finds himself **recoiling at written recipes**, finding them frustrating and difficult to understand.

When it comes to sustainability, **John knows recycling is a good thing to do**. His struggle is mostly that he's **unsure of what packaging can and can't be recycled**. It's also **easy to get lazy** and just dispose of materials in the main bin. He recently found out about the possibility of recycling his Brita water filters; he needs to **find out where his nearest recycling centre is**.

“Recycling feels like a lot of effort sometimes; how am I supposed to keep track of all the rules? I could do with some guidance.”

Food Habits

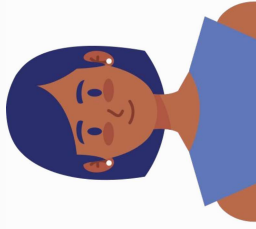
- Grocery shops weekly
- Often shops online for food
- Eats instant food frequently
- Eats out several times a week

Favourite Grocery Shop(s)



Cooking Rank: Intermediate
(Cooks basic meals)

Helen: University Lecturer



Age: 47

Work: University Lecturer

Industry: Education

Family: Married, 3 kids

Location: London

Goals

- Reduce the amount of food waste she and her family produce
- Improve the diets of herself and her family
- Stick to her family's food budget

Needs

- Better knowledge of food shelf life
- Cheap, healthy food options
- Quick, easy recipes

Story

Helen is a **working mother of three**. She works as a University Lecturer at a London University five days a week, but because of the pandemic, she's now hybrid; she physically goes into her university three times a week. Helen **often shops at Costco, Tesco or Sainsbury's** because the prices are usually fair and will **bulk cook** for her family on the weekends. However she's noticed that sometimes her kids aren't eating enough of the food she makes and by the end of the week **she has to throw a lot of food away**. Sometimes when Helen cooks during the week, she **loses track of when she cooked each meal** and will throw food out 'just in case' it's gone bad. Helen is now **trying to better the diets of herself and her family**; the doctor recently warned her about **high blood pressure**. She **doesn't want to introduce calorie counting**, as she thinks it's exhausting and unsustainable. She wants to **try new, healthier recipes** that will still be tasty enough to attract her kids and thus **lessen the amount of food waste** they produce.

"We produce too much food waste and it's not cost effective! I need something to alert me to when my food is about to go bad."

Wants

- To introduce more organic food into her and her family's diets
- To improve her blood pressure
- To practise more sustainable food habits

Fears

- Buying healthier/organic food will cost more money
- It will take more time to prepare healthier meals
- Organic food products expire too quickly, meaning more food waste and money down the drain

Food Habits

- Grocery shops weekly
- Eats out at least once a week
- Bulk cooks once or twice a week

Favourite Grocery Shop(s)



Sainsbury's

Cooking Rank: Expert

(Cooks a wide range of meals)