

Team Yummy  
HCDE 318  
10/21/17

## P2: Personas

### **Overview:**

We interviewed four dietary restricted UW undergraduate students to build personas for our intended users. From the interviews, we collected information of their interests, goals, and challenges as being dietary restricted UW students to answer our design question.

### **Design Question:**

How does a University of Washington student's dietary restrictions affect the quality of their diet and the time they spend at the university?

### **Interviews:**

#### *Interview 1(S1):*

A sophomore studying Economics and comes from Japan as an international student. She has been a vegan for about 2 years now and has some trouble finding great food options around campus. Relies on online services to get food/products that are friendly to her diet.

#### *Interview 2(S2):*

A junior at UW studying Environmental Science and Resource Management, with a focus in Wildlife Conservation. She is a pescatarian, and an RA living on campus. Resultantly, she eats almost all of her meals on campus.

#### *Interview 3(S3):*

A sophomore who is pursuing Biology-related major at UW. She believes in buddhism, so she does not eat beef and has to eat full-vegetarian for 2 days every months. She lives on campus and usually gets her food from campus on weekdays and eats on the Ave on the weekend.

#### *Interview 4(S4):*

A sophomore at the UW intending on majoring in Physiology with a Spanish minor and is Pre-Med. She lives in a sorority so most of her meals are cooked by her house cook. She has been a vegetarian all her life, and is intolerable to a few foods (egg whites and yolk, peanuts, mushrooms, and gluten). She chooses to usually just follow her vegetarian diet when eating outside because with the things she is intolerable to, finding foods she can eat is too difficult.

Patrick Provisional Persona:



Age: 20

Goals

- easily be able to identify vegan products via labeling
- find more restaurants w/ vegan options

Desires

- every restaurant has vegan friendly dishes
- remove the stigma of vegan

challenges / Pains

- menu labels inadequate, making it hard to find places to buy vegan products & at restaurants
- rarely able to share food w/ friends & eat family style
- accommodation for his dietary restrictions feels like an inconvenience
- going to events w/ food - usually little or no vegan options
- cooks make food for him, but no variety

Characteristics / values + lifestyle

- UW Student
- Vegan
- Likes to Cook
- Values ethical/proper animal treatment
- Major: Pre-Med
- Sports: Rugby
- In a Fraternity

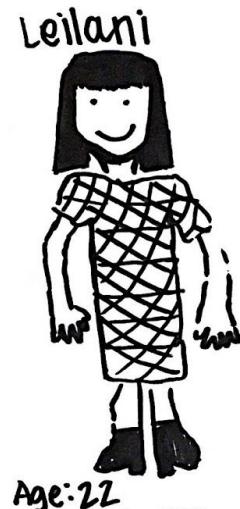
Technology

- uses iPhone & laptop daily
- uses Thrive Market to buy food & other products
- watches vegan YouTubers - inspired to imitate lifestyle
- follows Instagram food blogs for cooking ideas

Scenario

- wakes up, grabs energy bar and fruit and takes lunch his mom prepared for him
- goes to class - 6 hours on campus, eats his lunch around 12 PM
- before Rugby practice he eats another bar
- 7 PM finally coming home and is super hungry
- Chef forgot to prepare him a vegan dish, only non-vegan leftovers in fridge
- Has homework, but needs food so has to go down to Ave to grab dinner

## Leilani Provisional Persona



Age: 22

### Characteristics

- UW student
- Lives on campus
- Takes photographs
- Buddhist
- Studying Bioengineering with English minor
- No beef
- Eat vegetarian twice per month (for Buddhism)

### Goals

- easily be able to identify ingredients in food
- Restaurants that accommodate both her and her friends
- easily know which days are fasting days each month

### Desires

- Have peace of mind of everything ~~her's~~ eating
- uphold religious beliefs
- ease when eating out with friends

### Technology

- uses computer for classes and photo editing software
- Google calendar - scheduling and keeping track of photography appointments
- Doesn't use her smartphone much

### Challenges / Pain Points

- Irregular patterns make social outings difficult
- Temptations when outings w/ friends have a bunch of food she could usually eat
- checking calendar to know which days are fasting days each month (changes every month - lunar calendar)

### Scenario

- spends day w/ friends from out of town going to Pike Place, taking photographs, and exploring
- They want to try a seafood restaurant so she agrees, hoping to find something on the menu
- Friends order oysters - Leilani is very tempted; her friends forgot she was fasting, they apologize
- She can't find anything on menu, has to get food to-go @ another restaurant and comes back to join her friends

**Leilani Sources:**

Characteristics	Sources	Details
UW Student	S1, S2, S3, S4	All are current UW undergraduate students .
Age: 19	S1, S3, S4	Three interviewees are 19 years old.
Sophomore	S1, S3, S4	Three interviewees are current sophomore.
Bio-Engineering	S3	S3 wants to major in Bio-related field.
Lives on campus	S2, S3	Two interviewees cited they are living on campus.
Buddhist	S3	S3 said she believes in buddhism.
Does not eat beef and abstains from eating meat for two days every months	S2, S3, S4	S3 does not eat beef and has to be vegetarian for two days each month because of her religion. S2 is a Pescatarian and S4 is a vegetarian.
Rarely cooks on her own	S2, S4	Two interviewees said they rarely cook at home

Goals	Sources	Details
Easily be able to identify ingredients in food	S2, S4	Two interviewees expressed that they would like to know more about the ingredients of the food before their purchase
Find restaurants that accommodate her dietary needs as well as those of anybody else she is eating with	S3	S3 says she wants to be able to eat with her friends even when she is on her vegetarian days.

<b>Desires</b>	<b>Sources</b>	<b>Details</b>
Eating food in a carefree manner without worrying about accidentally eating meat	S1, S2, S3, S4	All interviewees expressed fear of accidentally consuming meat
Have more food variety on campus	S2, S3, S4	S2, S3, S4 always eat sandwiches on campus because they say there are not many other choices for them

<b>Challenges</b>	<b>Sources</b>	<b>Details</b>
Has to look at restaurant's online menu before deciding to eat there to ensure she is accommodated	S1, S3	S1 and S3 both said they usually have to check online menu before going to a restaurant
Accidentally eats beef or non-vegetarian dishes on her fasting days because of a lack of adequate food labeling	S2, S3	S2 and S3 confessed that they have eaten beef due to a lack of proper labels
Experiences temptations to break her fast in certain social situations	S1, S3	S1 said when she attended parties, there were many fast food choices that included meat in it. S3 said her friends took her to food journeys while she was on vegetarian days and she could not eat anything.

<b>Technology</b>	<b>Sources</b>	<b>Details</b>
Uses her laptop and cellphone daily	S1, S2, S3, S4	All interviewees say they use their laptop or cellphone to help them with food choices

Searches Yelp for restaurants to eat at when she is off campus	S3	S3 particularly points out that she uses Yelp when she is on her vegetarian days.
Follows food blogs on Instagram for recipe ideas when she does attempt to cook	S1	S1 says she always follow foodie blog to get ideas of what to cook

**Patrick Sources:**

Characteristics	Sources	Details
UW Student	S1, S2, S3, S4	All are current UW undergraduate students .
Age: 20	S1, S3, S4	One interviewee said they are 20 years old.
Junior	S2	One interviewee is a current junior.
Biology	S3	S3 wants to major in Bio-related field.
Lives in a fraternity	S4	One interviewee cited that they are living in the greek system.
Occasionally cooks	S1, S3	Two interviewees said they occasionally cook on their own at home

Goals	Sources	Details
Find more vegan restaurants and recipes, or at least ones with vegan options	S2, S4	Two interviewees expressed that they would like to know more about the ingredients of the food before their purchase
Find restaurants that accommodate her dietary	S3	S3 says she wants to be able to eat with her friends even when she is on her vegetarian days.

needs as well as those of anybody else she is eating with		
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Desires	Sources	Details
Every restaurant he is considering eating at to provide a detailed online menu	S1, S2, S3, S4	All of the interviewees expressed that they would like to know all of their options at restaurants before they decide to eat there
Remove any negative connotations associated with being vegan	S1	S1 says she wants to remove any stereotype associated with accommodating vegans.

Challenges	Sources	Details
Living in a house makes it hard to have variety and accommodation feels like an inconvenience	S4	S4 spoke about how going to the kitchen everyday to ask for her dietary-restricted food sometimes makes her feel like a burden.
Often cannot share food with non-vegan friends	S1	S1 found it difficult to share foods with friends while they were eating out because they would eat things not included in her diet
Cooks in his house make food for him but offer little to no variety	S4	S4 noted that in their house they had trouble getting the cooks to consistently make food that fit her needs, and provide variety with these foods
He has to eat beforehand when attending events with food and drinks because there	S1, S3	S1 and S3 spoke out about having to eat before events because they knew there would be little or none vegan/vegetarian options.

are normally few or no vegan options		
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Technology	Sources	Details
Uses MacBook and iPhone daily (S1, S2, S3, S4)	S1, S2 ,S3, S4	Four interviewees used their laptops or cellphones to make food choices
Watches Youtube videos to imitate other vegan's lifestyle	S1, S2	S1 and S2 mentioned of using Youtube videos to get inspirations from other vegans or vegetarians
Uses Thrive Market to find and buy vegan food and other products	S1	S1 said she uses Thrive Market to buy vegan products and food easily

Source Key	Notation
Yuki's Interviewee	S1
Carina's Interviewee	S2
Melody's Interviewee	S3
Timnit's Interviewee	S4
Assumption	A

## Leilani (20)



### Characteristics

- Sophomore at the University of Washington
- Major: Bio-Engineering
- Lives: On Campus
- Buddhist
- Does not eat beef and abstains from eating meat for two days every month
- Rarely cooks her own food

### Goals

- Easily be able to identify ingredients in food
- Find restaurants that accommodate her dietary needs as well as those of anybody else she is eating with

### Desires

- Eating food in a carefree manner without worrying about accidentally eating meat
- Have more food variety on campus

### Technology

- Uses her laptop and cellphone daily
- Searches Yelp for restaurants to eat at when she is off campus
- Follows food blogs on Instagram for recipe ideas when she does attempt to cook

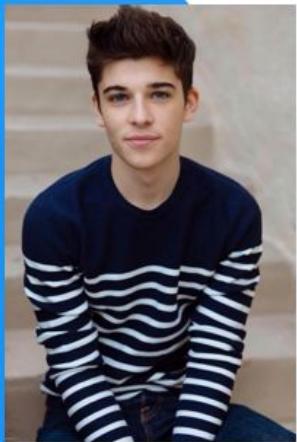
### Challenges

- Has to look at restaurant's online menu before deciding to eat there to ensure she is accommodated
- Accidentally eats beef or non-vegetarian dishes on her fasting days because of a lack of adequate food labeling
- Experiences temptations to break her fast in certain social situations

### Scenario

Leilani spends the day with her friends from out of town, and decides to take them to Pike Place Market to explore and capture some photos. Her friends want to go to seafood restaurant to get some fresh fish. Leilani forgets to check the menu in advance, but she hopes that there will be some sort of vegetarian option because she is fasting. When she gets to the restaurant, she realizes that almost of the dishes have fish in them, and cannot tell if there's any vegetarian options because of the menu's inadequate descriptions. Her friends are unaware she is fasting, and she does not tell them until they have ordered oysters for the table. They look so good to her, but she cannot eat them. She asks herself "Why today?". Leilani decides to go to a different shop while her friends are seated at the restaurant to purchase Tofu Teriyaki. She brings it back to the seafood restaurant and they all eat their own foods, together.

## Patrick (21)



### Characteristics

- Junior at the University of Washington
- Major: Biology (Wants to be a Pediatrician)
- Lives in a fraternity
- Vegan
- Occasionally cooks

### Goals

- Find more vegan restaurants and recipes, or at least ones with more vegan options
- Easily be able to identify vegan products via labeling
- Improve the quality of his diet and overall lifestyle as a vegan in a fraternity

### Desires

- Every restaurant he is considering eating at to provide a detailed online menu
- Remove any negative connotations associated with being vegan

### Technology

- Uses MacBook and iPhone daily
- Watches YouTube videos to imitate other vegan's lifestyle
- Uses Thrive Market to find and buy vegan food and other products

### Challenges/Pains

- Living in a house makes it hard to have variety and accommodation feels like an inconvenience
- Often cannot share food with non-vegan friends
- Cooks in his house make food for him but offer little to no variety, and consequently he is frequently forced to eat sandwiches
- Has to eat beforehand when attending events with food and drinks because there are normally few or no vegan options

### Scenario

Patrick wakes up everyday around 7 AM for his 8:30 AM class. He doesn't have time to make breakfast, so he grabs a few bananas and an energy bar he purchased at Thrive Market. He also grabs the sack lunch that his chef prepares for him everyday, a peanut butter and jelly sandwich and an apple, and an extra energy bar to eat before he has practice, knowing the lunch won't keep him full. After his three two-hour lectures, Patrick has rugby practice at 5 PM. He loves being out on the field and getting his heart rate up, but is also exhausted when he comes home. He arrives around 7 PM, looking for his late plate in the fridge but there's nothing there except leftovers he can't eat; the chef forgot to leave him dinner. Patrick is not happy, he's hungry and angry, but doesn't want to lose his cool. After being out of the house all day and still having homework to finish, he now walks down to "The Ave" to grab a bite there.