

## User Profiling

### Task Flow 1

*By Cheng Boon Yew Joseph, A0125474E*

#### Potential Cook, Demographics of Participant A

Age: 45

Gender: Female

Occupation: Full-time Housewife

Background

- Known as “MasterChef” within her social circles
- Cook daily for her family of two children
- Family income is not high, just afford to have daily cooked meal to satisfy a family of 4

Motivation for using Reunion

- Earn extra income to lessen the family expenses

She is passionate in cooking and loves to cook for her family and friends. Her dishes are often praised by her family and friends and is known to be “MasterChef”. One of her friends notices her best cuisine is Chinese and suggest her to open a small eating business in areas such as food-court. However, she did not agree to it because of her incompetent in business.

Sometimes, she would cook more and share with her neighbours. In exchange, she will receive other cuisine from her neighbours as they are from Sri Lankan.

### Task Flow 2

*By Li Yanmeng, A0119383B*

#### Potential Cook, Demographics of Participant B

Age: 66

Gender: Female

Occupation: Retiree

Background

- She is from Hong Kong and her dishes are mainly in Cantonese style
- Currently lives in Singapore
- Enjoy Cooking a lot

Motivation for using Reunion

- Promote healthy eating habits

She would like to share her low salt, low oil, and low sugar dishes especially those require long preparation and cooking time with busy working adults in a cost and time effective way.

### Task Flow 3

*By Tan Shao Yun, A0139072H*

#### Potential Consumer, Demographics of Participant C

Age: 29

Gender: Male

Occupation: Full-time Office Worker

Background

- An adult who has been working full time for several months
- No time or energy to cook after work
- Eats out often
- Rents a room and lives alone

#### Motivation to use Reunion

- Interested in eating others' homecooked cuisine
- Tired of eating hawker food or instant noodles all the time

He would like to try out cheaper and better tasting cuisine instead of having to eat outside all the time.

### Task Flow 4

By Tin Wei Yang, A0118794R

#### Potential Cook, Demographics of Participant D

Age: 26

Gender: Male

Ethnicity: Chinese

Occupation: Credit Analyst at a Bank

#### Background

- He loves to cook and does it as a hobby for the past 8 years. Mainly does it to cook for his family and friends. He loves to experiment new cuisines and specializes in European cuisines like Moroccan, Greek and Spanish.
- Recently graduated from university and started work in a bank. As cooking is his passion, he regularly attends meetups and cooking workshops when he is available to do so.
- He is tech-savvy and heavily depends on his smartphone to organise his life. However he has never used mobile apps to plan the food that he cooks but rather, he simply depend on a Word document to store his recipes.

#### Possible Motivation for using Reunion

- Wants to get more experience of running a kitchen of his own in the future and wants to build a reputation of his skills. He is not too concerned with earning additional income and values the experience more.

### Task Flow 5

By Cheng Boon Yew Joseph, A0125474E

#### Potential Consumer

#### Demographics of Participant E

Age: 25

Gender: Female

Occupation: Full-time administrator in private company

Motivation:

- Work schedule from 9 to 6pm, usually overtime on Wednesday and Thursday
- Live alone in new HDB BTO estate
- Takeaway or order food delivery after work
- Goes back to her parents' house for dinner on every Sunday

Goals:

- To have more variety of food choice after work
- To have healthier and nutritious food after work

She has been working full-time for at least 2 years and stay in a small apartment in a new HDB BTO estate. Every weekdays after work, she will walk to her nearest coffee-shop and take home some food such as “Mixed-Vegetables rice”, “Ban-Mian”, Roasted Chicken rice or Dried Noodle. She feels that these choices are too limited and these food are not as healthy as her parents’ homemade food. Her only time to have her parents’ food is during Sunday, where she visits her parents and have a dinner with them.

Sometimes, her neighbour has cooked a food extra dishes and would ask her to take some for dinner. She was touched but embarrassed to accept their offer.