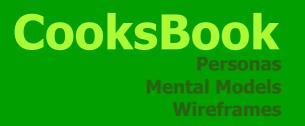


COOKSBOOK Your Friends, Your Food, Your Recipes.

Personas Mental Models Wireframes

Jason Cornwell, Anastassia Drofa, Madhu Prabaker



Margo



Margo works in public relations for a chain of health food stores based out of Seattle. Her family has a **history of cooking together**. Growing up in Oregon, her parents participated in community farming co-ops so she is used to cooking healthy dishes with organic produce. Her parents and grandparents have a rich history of creating and customizing recipes, and she has **family recipe books** that span two generations.

Margo loves to cook as well, but she tends to **experiment** far more than her parents and grandparents did, mixing ethnic cuisine and novel ingredients with her family's traditional organic american flavors. She often **calls her aunt**, who shares her tastes in food, for recipe advice.

Margo likes the outdoors: hiking and kayaking especially. She has a **group of friends** that get together to go hiking, to play cards, or just to sit on her patio and talk. They frequently **cook for each other**, and Margo enjoys impressing them with her novel recipes.

CooksBook

Josh

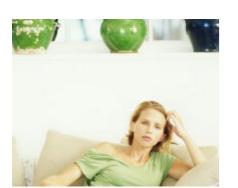


Josh is a **lab technician** at a biotech startup in Cambridge, Massachusetts. His company recently had an IPO, and while his mid-level job meant that he didn't get fabulously rich when the company went public, he still ended up with more money than he expected to have at 25. He has just moved out of an apartment he shared with an old friend from college into a **new**

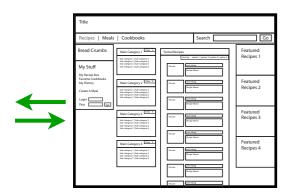
condo by himself.

Josh tries to live an **active lifestyle**, going sailing and playing basketball with his friends whenever he gets the chance. He recently took up skiing, and met a cute girl, Janice, in a ski class in Vermont. She was a little out of his league, but his goofy mistakes on the slopes made her laugh, and he got her number after finding out that they both live in Boston. They've been on a **couple of dates so far**, and things are looking up.

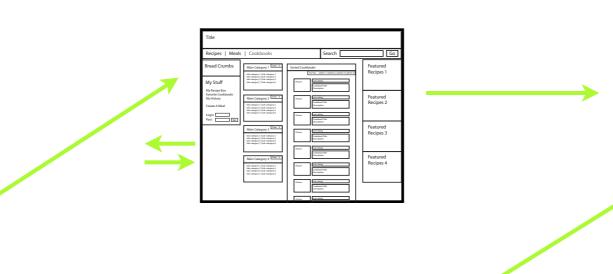
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Home/Recipe Search

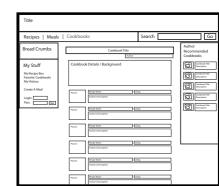






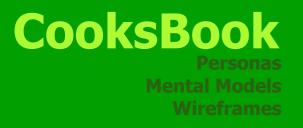
Recipe Details

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Meal Builder

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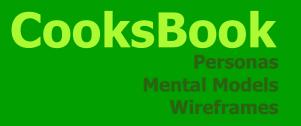


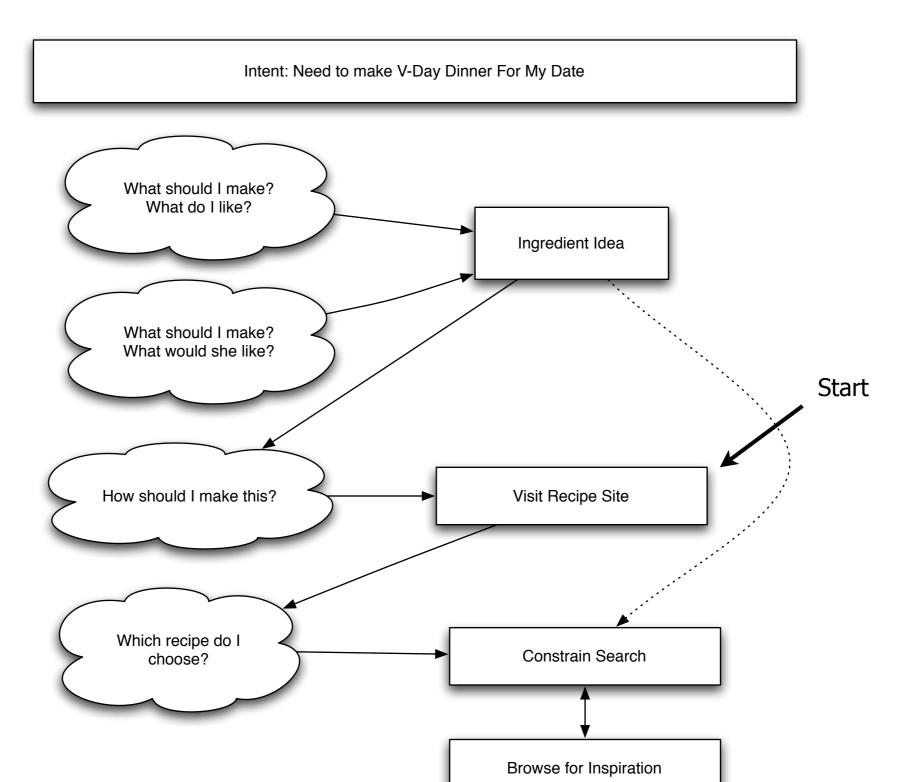
The Fourth Date

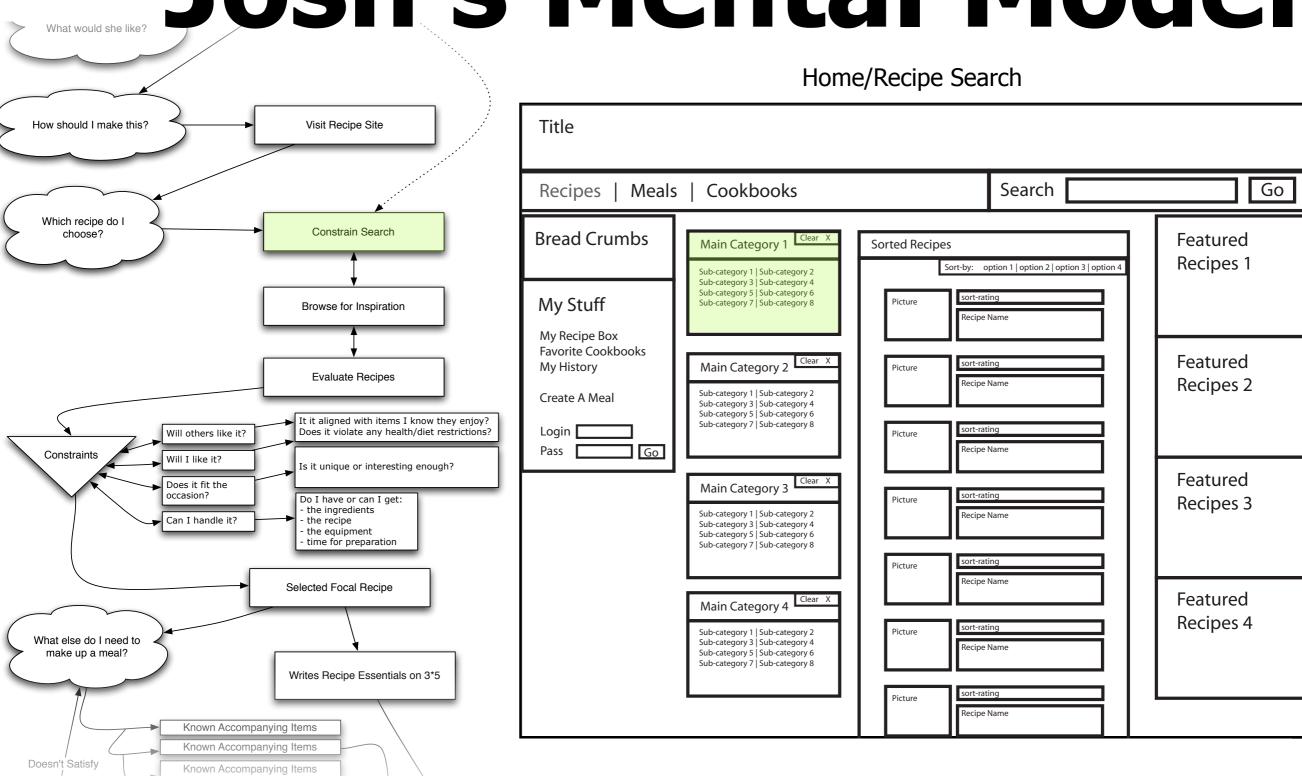
For Josh, the pressure is mounting. On his first few dates, Janice suggested excellent restaurants and clubs to go to. Clearly, this is a **girl with good taste.** She's also a vegetarian. Valentines day is just around the corner, and Josh has offered to cook a **romantic dinner** for Janice at his new condo.

He needs to pull together a menu to impress her. Josh is no slouch in the kitchen, but he needs a little inspiration, and a little help as he's never cooked an **entirely vegetarian meal** before. He turns to the hottest new Web 2.0 recipe site: **CooksBook**



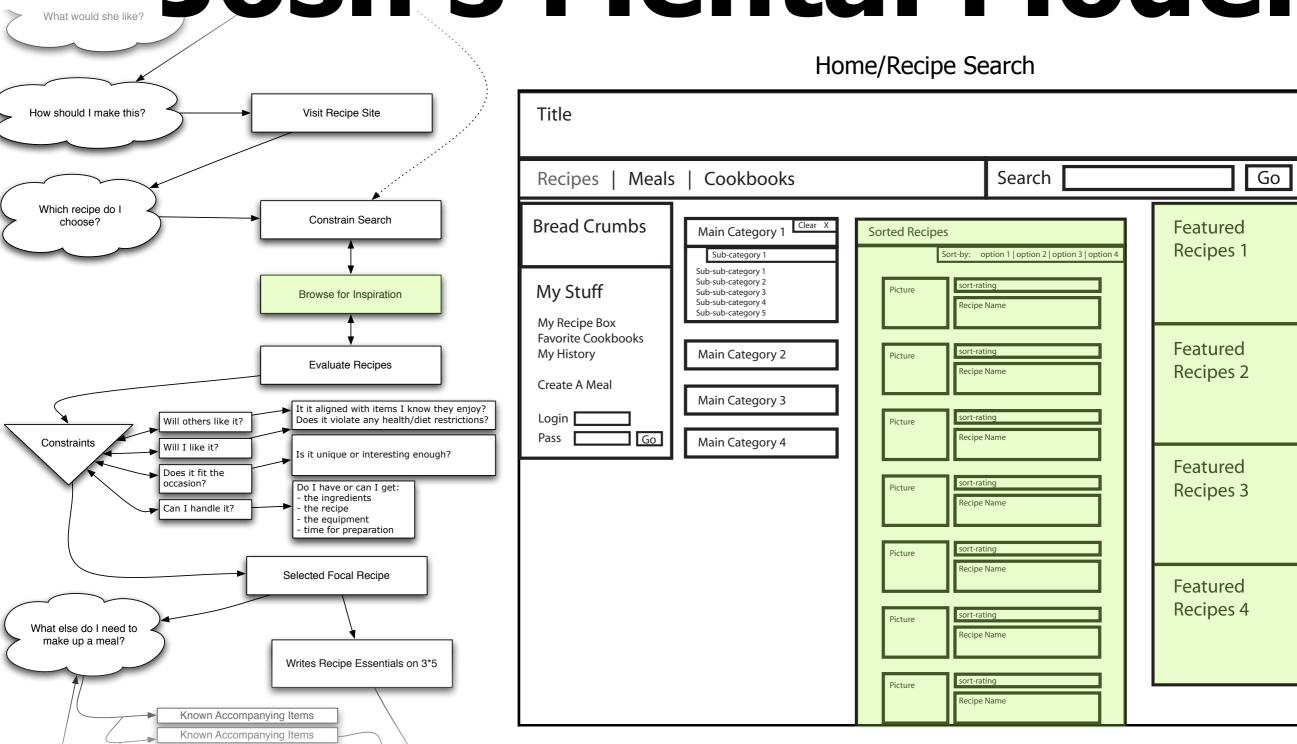




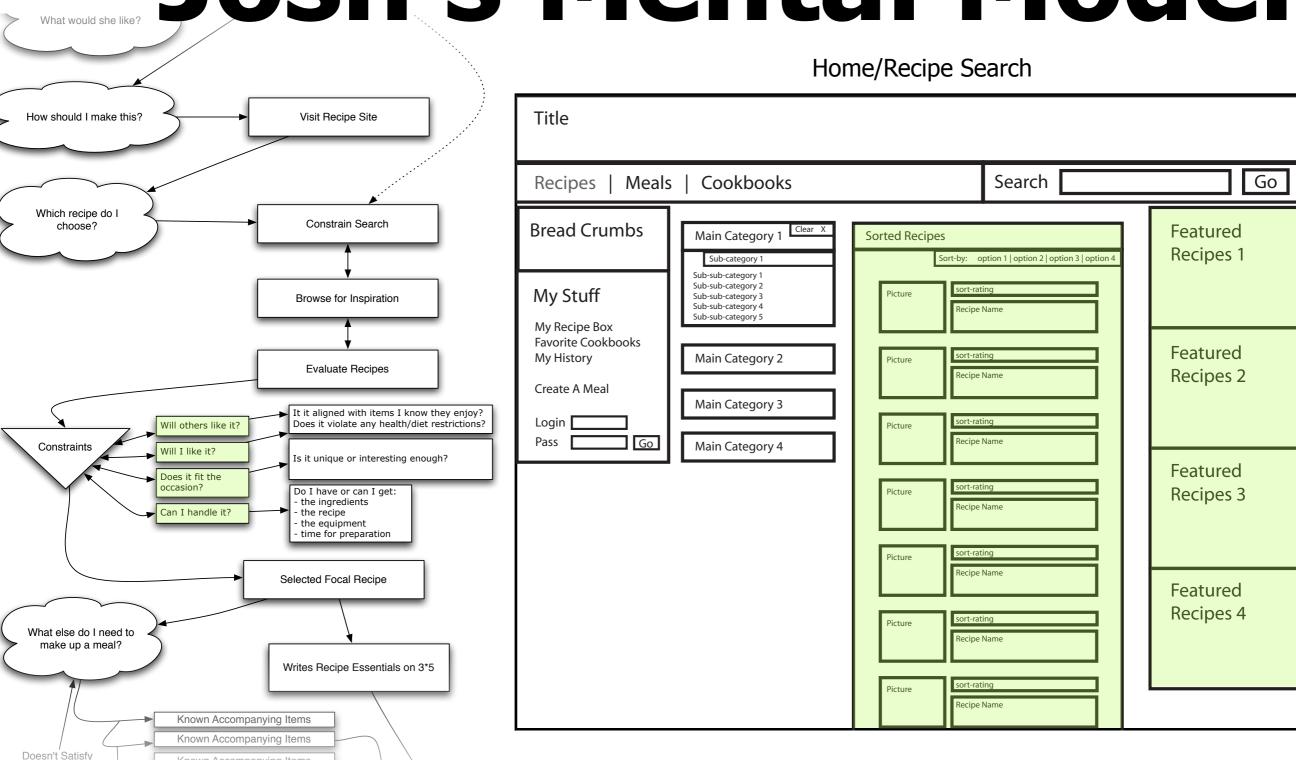


Doesn't Satisfy

Known Accompanying Items



Known Accompanying Items



Josh's Mental Model

What would she like? How should I make this? Visit Recipe Site Which recipe do I Constrain Search choose? Browse for Inspiration **Evaluate Recipes** It it aligned with items I know they enjoy? Does it violate any health/diet restrictions? Will others like it? Constraints Will I like it? Is it unique or interesting enough? Does it fit the occasion? Do I have or can I get: the ingredients Can I handle it? the recipe the equipment time for preparation Selected Focal Recipe What else do I need to make up a meal? Writes Recipe Essentials on 3*5 Known Accompanying Items Known Accompanying Items Doesn't Satisfy Known Accompanying Items

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Josh's Mental Model

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	Similar Recipes					

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Josh's Mental Model

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CooksBook

Selected Supporting Recipe

Selected Supporting Recipe

Selected Supporting Recipe

Josh's Mental Model Meal Builder Selected Focal Recipe Title What else do I need to make up a meal? Writes Recipe Essentials on 3*5 Meals | Cookbooks Search Recipes Known Accompanying Items **Bread Crumbs** Sorted Accompanying Items Main Category 1 Known Accompanying Items Sort-by: option 1 | option 2 | option 3 | option Doesn't Satisfy Sub-category 1 | Sub-category 2 Known Accompanying Items Sub-category 3 | Sub-category 4 Sub-category 5 | Sub-category 6 My Stuff Sub-category 7 | Sub-category 8 **Evaluate Accompanying Items** My Recipe Box **Favorite Cookbooks** My History Main Category 2 Picture Recipe Name Sub-category 1 | Sub-category 2 **Current Meal** Sub-category 3 | Sub-category 4 Constraints - Veggie Dish Sub-category 5 | Sub-category 6 Sub-category 7 | Sub-category 8 Picture It it aligned with items I know they enjoy? Does it violate any health/diet restrictions? ecipe Name Login Will others like it? Pass Go Main Category 3 Will I like it? Does it agree with other supporting recipes? Picture Does it complement the focal recipe? Sub-category 1 | Sub-category 2 Does it fit the Recipe Name Satisfies Sub-category 3 | Sub-category 4 occasion? Do I have or can I get: Sub-category 5 | Sub-category 6 - the ingredients Sub-category 7 | Sub-category 8 Can I handle it? the recipe the equipment Picture time for preparation Main Category 4

Sub-category 1 | Sub-category 2

Sub-category 3 | Sub-category 4 Sub-category 5 | Sub-category 6

Sub-category 7 | Sub-category 8

Picture

Recipe Name

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Current Meal

Similar Community

Item Info

Meals

CooksBook

Selected Supporting Recipe

Josh's Mental Mode time for preparation Meal Builder Selected Focal Recipe Recipes | Meals | Cookbooks What else do I need to Current Meal Bread Crumbs make up a meal? My Stuff Writes Recipe Essentials on 3*5 Known Accompanying Items Known Accompanying Items Doesn't Satisfy Known Accompanying Items Evaluate Accompanying Items **Recipe Details** Constraints Title It it aligned with items I know they enjoy? Recipes | Meals | Cookbooks Does it violate any health/diet restrictions? Bread Crumbs Will others like it? My Stuff Will I like it? Does it agree with other supporting recipes? Does it complement the focal recipe? Does it fit the Create A Meal Satisfies occasion? Do I have or can I get: - the ingredients Can I handle it? the recipe the equipment time for preparation Nutritional Info Selected Supporting Recipe Selected Supporting Recipe

Search

Change Serving

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Similar Recipes

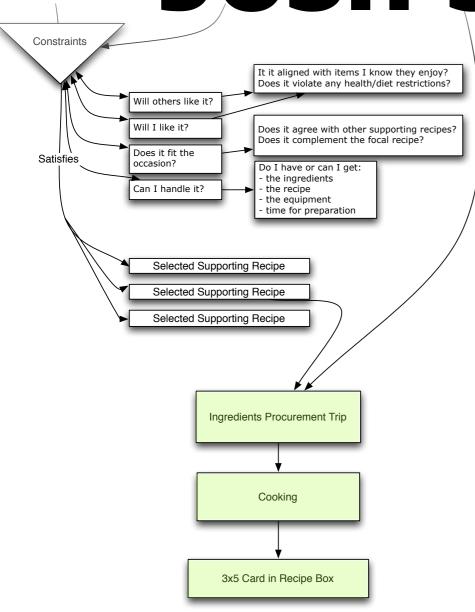
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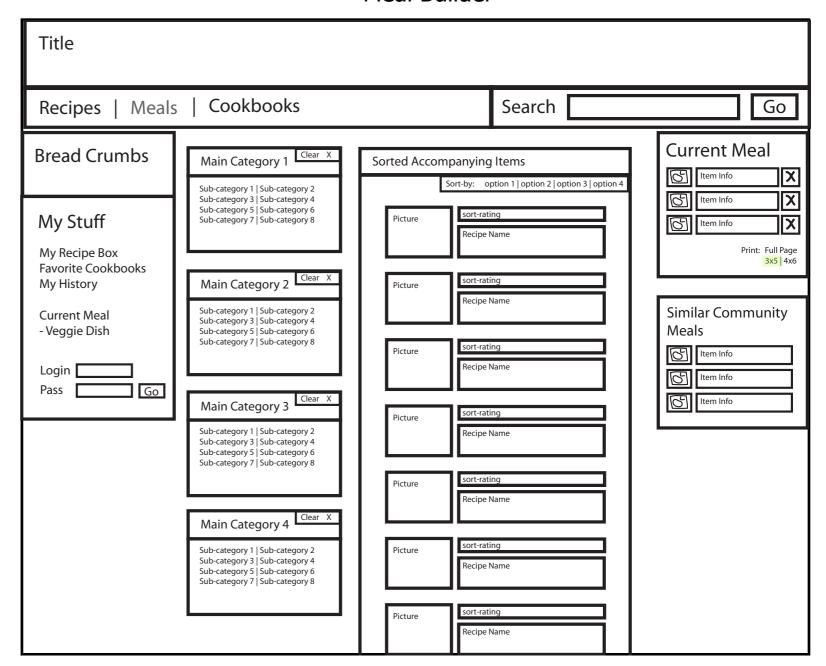
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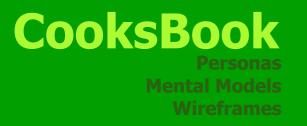
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Josh's Mental Model



Meal Builder

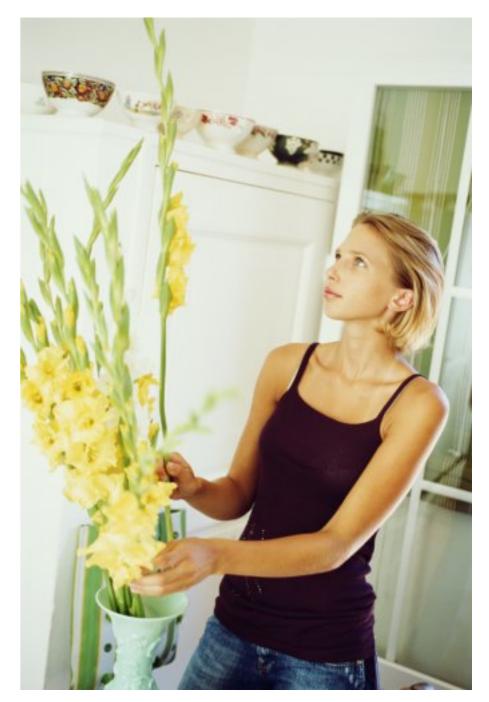




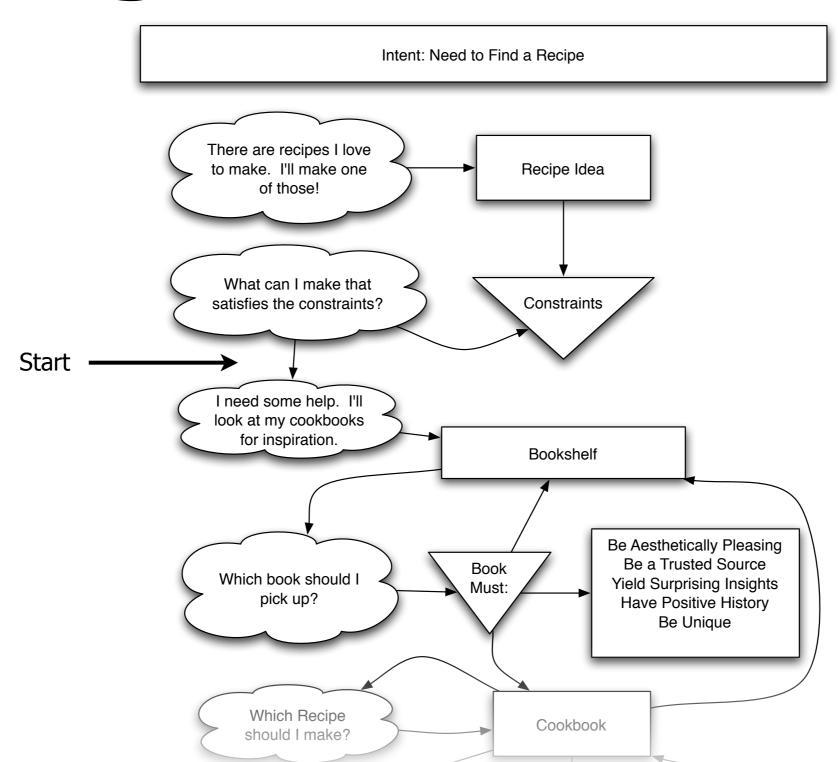
Margo's Party

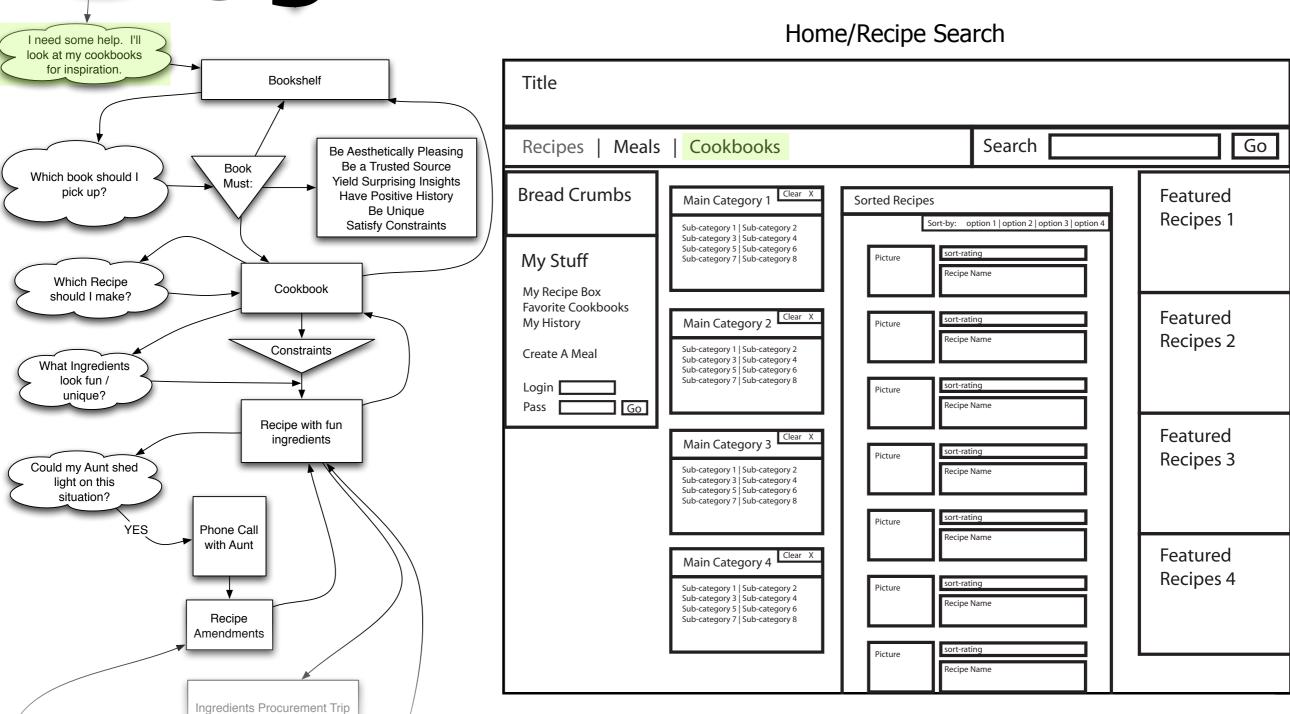
Margo was looking for nigella seeds for a new recipe at her **favorite farmers' market**, and as she was walking by, one of the vendors she knows beckoned her over. Apparently one of his friends at the fish market had just received a **fresh haul of chilean sea bass** that was unusually good. Margo's friends were due to stop by the next day for dinner, and she jumped at the chance to cook a fish she had only ever eaten in restaurants.

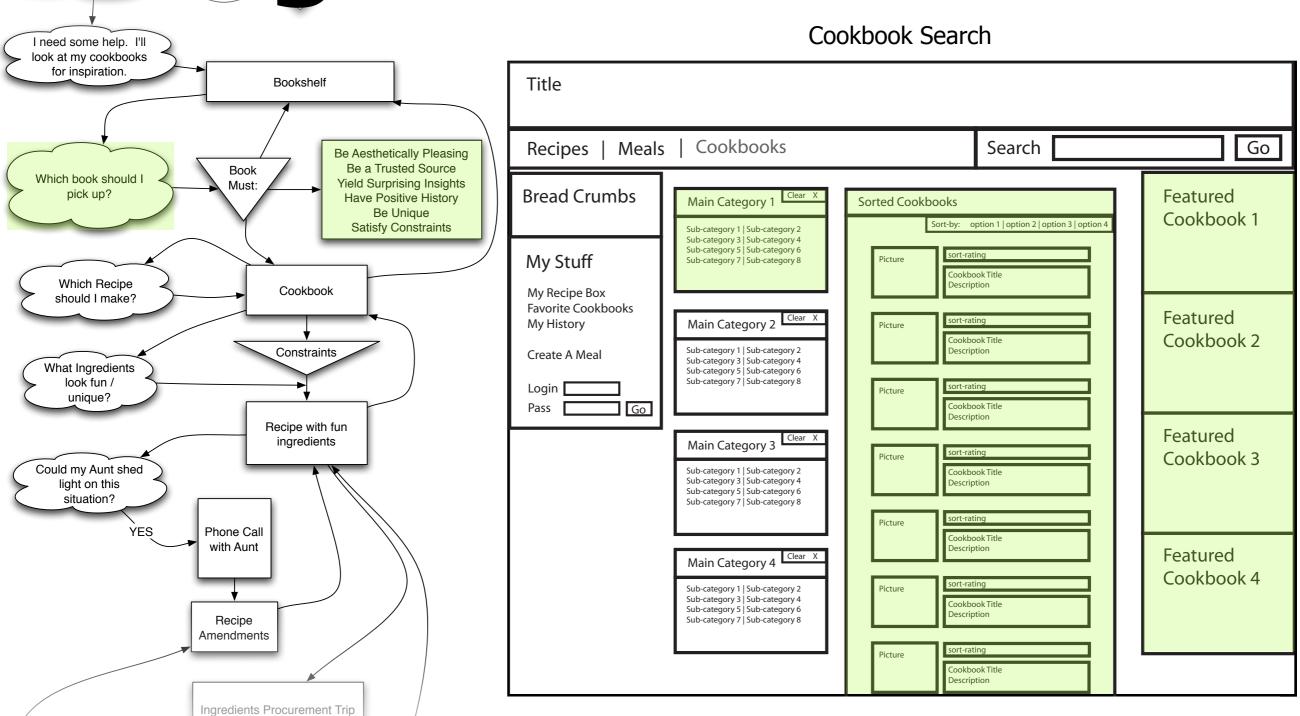
Now she just has to figure out **how to cook it**. She has called her friends and told them to bring south american side dishes and appetizers. She's looking forward to some great ceviche! So she only has to figure out how to cook the main dish. Her family cookbooks won't be of any help, and she doesn't like calling her aunt without a recipe in mind. **Enter CooksBook.**



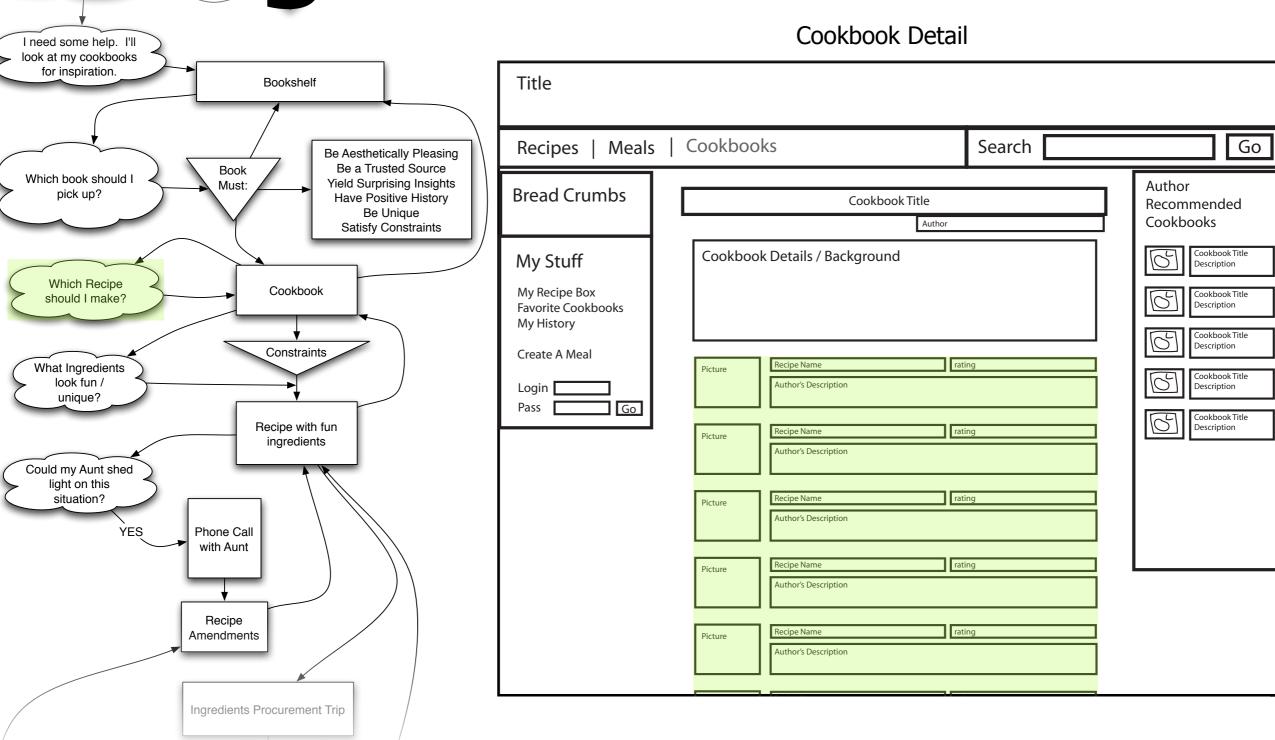
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Margo's Mental Model

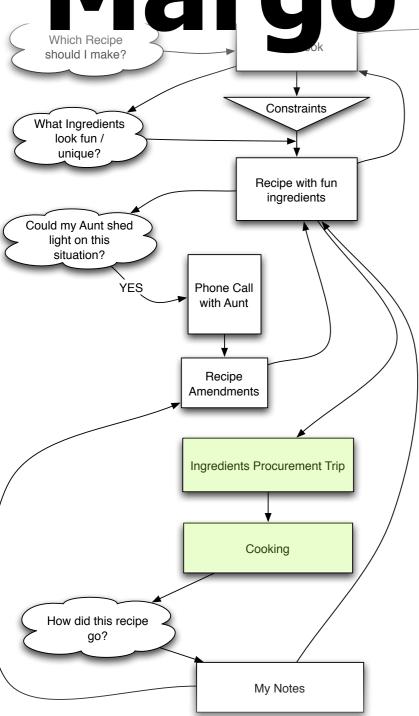
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CooksBook

Mental Models Wireframes

Margo's Mental Mode

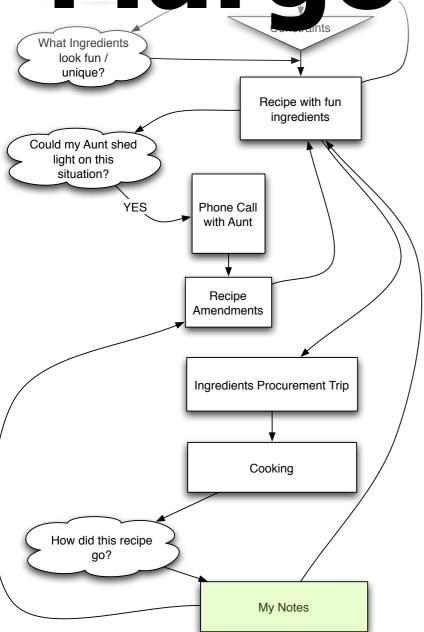


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Margo's Mental Model



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