

# Customer Profile

Converted from Customer Profile.docx for Instructables supporting documentation.

## Target Customer Segment

The main target group for my project "Fridge Helper" is students and families who buy groceries but often forget about food they already have in the fridge. These users usually have busy routines, limited time, or sometimes just too tired after hard day and do not want to cook or just ordering meal, and do not always keep a clear overview of their food. Because of this, products can stay in the fridge until they expire, which causes food waste and unnecessary extra costs.

The project focuses on everyday home users, especially people who want a simple way to track food without manually writing long shopping or fridge lists. It is designed as a small AI hardware assistant for personal fridge use.

## Customer Jobs

### The customer wants to:

- Remember what food products are in the fridge.
- Keep track of recently bought groceries.
- Avoid forgetting food until it expires.
- Reduce unnecessary food waste.
- Quickly check what has already been scanned.
- Add or simulate expiry dates without a complex system.
- Use a simple tool that fits into their daily routine.

## Customer Pains

### The main pains are:

- Food is often forgotten because it is hidden behind other products.
- Expiry dates are hard to remember.
- Manual fridge lists are annoying and easy to stop using.
- Students and families are busy and do not want a complicated tracking process.
- Forgotten food creates unnecessary cost.
- Food waste can feel frustrating.
- It is difficult to know what is already in the fridge before buying groceries.
- I think that the problem like this happened almost to everyone: "I buy food, put it in the fridge, and later find it expired because I forgot it was there."

## Customer Gains

### The customer wants:

- A clear overview of scanned products.
- A quick and simple scanning process.

Less food waste.

Lower grocery costs.

Reminders or visual alerts for food that may expire soon.

Immediate feedback that shows whether a scan worked.

A system that is easier than manually typing every product into a list.