

NAME & ROLE

Tony Toastmaker

PICTURE



CONTEXT

Tony has just moved out on his own. He is:

- new to this whole cooking thing
- attempting to master the art of preparing toast.

ABOUT

Tony is:

- a single male fending for himself for the first time
- domestically disadvantaged, with primitive cooking skills
- aiming for a totally toast-based diet
- likely to hack bread into misshapen hunks that emerge from the toaster either burnt, raw or both
- often operating with impaired faculties
- looking for dishes needing minimal preparation time.

IMPLICATIONS

Our sliced bread must:

- require no previous experience, training or written instructions
- come in identical slices to avoid complex timing considerations
- be sliced thick enough to support all sorts of weird toppings
- be sliced evenly to ensure uniform toasting
- come in easy-to-open packaging
- require zero pre-toasting preparation.