

# Persona: Jane

Goal: Jane, a baker, wants to track her sales so that she can increase her business.

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	<div>Tasks</div> <div>A. Present food to customer</div> <div>B. Show different menu for different diet e.g gluten free, vegan, or non-vegan</div> <div>C. Present features of each menu in writing</div>	<div>Tasks</div> <div>A. Take orders</div> <div>B. Get customer info through questions to determine their needs if they are indecisive</div> <div>C. Make suggestions according to their dietary need or preference</div>	<div>Tasks</div> <div>A. Receive Payment</div> <div>B. Get clients name, address and card information</div> <div>C. Get client number for mobile receipt, and order tracking and update</div>	<div>Tasks</div> <div>A. Send order receipt update</div> <div>B. Send delivery or ready time to customer</div> <div>C. Send order ready update to customer</div>	<div>Tasks</div> <div>A. Send follow up questions about customer's experience</div> <div>B. Ask if customer would refer people to the bakery</div> <div>C. Request for ratings</div>
FEELING ADJECTIVE	User emotions Happy	User emotions Happy	User emotions Happy	User emotions Excited	User emotions Excited