

Persona: Bob

Collect the right food for the type of bird he want to observe.

ACTION	Select the bird type	Search bird food	Complete order	Get order	Select place to observe
TASK LIST	Tasks A. Search for regional birds to observe B. Select one C.Get information about that type	Tasks A. Open the app B. Look for the perfect food for the type of bird	Tasks A. Select items B. Verify order C. Submit order D.Get confirmation order	Tasks A. Wait until arrive B. Verify the order	Tasks A. Search for the perfect spot to watch B. Get all supplies needed C.Go to the spot
EMOTIONS	User emotions Excitement for this new adventure	User emotions Worried about choosing the right food Annoyed by so many options	User emotions Happy for finally find the perfect one. Annoyed by having to go to email to see confirmation	User emotions Happy to finally get the food Nervous about planning the trip	User emotions Excited to watch the specific bird
IMPROVEMENT OPPORTUNITIES	Area to improve	Area to improve Provide search filters Include images Include a bird section and the type of food for some birds	Area to improve Provide a simple flow	Area to improve Provide a track flow	Area to improve