

Persona: Beth

Goal: A fast and easy way to order candles through mobile app

ACTION	Get app	Submit order	Review confirmation	Track order status	Enjoy new candles
TASK LIST	Tasks A. Search app store B. Download app C. Create user account	Tasks A. Browse catalog B. Add items to basket C. Pay for items	Tasks A. Ensure order is correct B. Change address if needed C. Cancel order if needed	Tasks A. Review tracking number in email B. Click tracking number link C. View package updates	Tasks A. Collect delivered package B. Open and ensure items are correct C. Start using new candles
FEELING ADJECTIVE	Curiosity searching for app Nervous downloading app Intrigue creating new account	Fascination over variety Excitement adding items to basket Nervous paying for items over app	Serious while reviewing order Relief no changes need to be made	Impatience waiting for tracking updates Curiosity clicking tracking link Excitement viewing package updates	Excitement over new candles Relief to see products arrived undamaged Peaceful knowing their candle supply is well stocked
IMPROVEMENT OPPORTUNITIES	App utilizes screen magnifiers or screen readers, to be more accessible	Connect with Alexa, or other voice activated assistant to place order more easily	Important information in text that stands out against background for better visibility	Automated messages with updates whenever a change has been made to package status	Automated message when package has been delivered Photo proof package has been delivered