



**Name:** Sergio

**Age:** 28

**Education:** Engineer

**Hometown:** Florida

**Family:** Single

**Occupation:** Programmer

*"Nothing worth having comes easy, but the satisfaction of overcoming a challenge is always worth it."*

## Goals

- To become an expert in his field and develop innovative software solutions that can help people solve real-world problems.

## Frustrations

- Feeling overwhelmed and stressed when faced with tight deadlines and complex projects, and struggling to find effective ways to manage his workload and balance his personal and professional life.

Sergio is passionate about coding and spends most of his free time working on personal coding projects. He's always looking for new challenges to help him improve his skills, and he's especially interested in developing new apps and software that can make people's lives easier.

# Persona: Sergio

Goal: Reserve

ACTION	Select a Specials for Delivery	Select a Desserts for Delivery	Review the basket	Reserve a table
TASK LIST	Tasks  A. tap on the Specials button B. Scroll over the menu C. Select the mail you want to eat	Tasks  A. tap on the Desserts Button B. Scroll over the menu C. Select the Dessert you want to eat	Tasks  A. Click on the basket button B. Go to confirm C. Pay	Tasks  A. Click on the Reserve table B. Select Day and Hour C. Confirm
FEELING ADJECTIVE	User emotions	User emotions	User emotions	User emotions
What are they saying	SAY	SAY	SAY	SAY
IMPROVEMENT	Area to improve	Area to improve	Area to improve	Area to improve



