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|  | | **VICKI**  is trying to take her families out for dinner at Little Lemon restaurant. She wants to book a table and be able to cancel if needed. | | **USER EXPECTATIONS**   * Book a table easily * Receive booking confirmation * Be able to cancel if needed | |
|  | **BROWSING WEBSITE** | | **BOOKING ON THE PHONE** | | **BOOKING ON LAPTOP** |
| **DOING** | * Browse the website * make dinner decision | | * Book a table * (on the smart phone App) * Select time of arrival | | * Book a table * on the laptop website |
| **HINKING** | What shall we have for dinner today? | | The button doesn’t show anything… | | What’s going on with this button! |
| **SAYING** | A nice place to dine in. Let me book a table… | | There must be a bug in the App. Let me try the website version. | | Still nothing showing up? This is a terrible website! |
| **FEELING** |  | | | | |
| **OPPORTUNITIES**  The booking button was easily found. A simple booking form and easy cancellation may encourage customers to use the booking service. Estimated time of arrival should be selected to help with restaurant arrangement. | | | | **TO DO**   * Implement the Bookings feature * Add a booking form * Show booking confirmation * Add a cancel button | |