

# Persona: Jay

Goal: find perfect coffee house for his writing work

ACTION	Find nearest coffee house list	Select Coffee house	Book table	Place Order	Receive order and continue work
TASK LIST	Tasks  A) search nearby coffee houses in browser  B) Find options as per needed manu as per accessibility	Tasks  A) Browse selected coffee houses  B) Find coffee house as per your need  C) Select coffee house	Tasks  A) Find availability with needed services  B) Book table with select services with prefer time slot	Tasks  A) Locate phone number  B) Call a coffee house regarding your order  C) Place order	Tasks  A) Confirm order and make payment  B) Get directions and go to the coffee house  C) Receive order and enjoy work with peace
EMOTIONS	User emotions  Overwhelmed by number of coffee house options	User emotions  Excited to find a coffee house as per needed service	User emotions  Anxious about remember order details and paid services.	User emotions  Annoyed by waiting list to place an order and feeling the details on website	User emotions  Frustrated to find coffee house on time and then confirm the order by online ticket  Happy to have pleasurable space of work with favourite coffee and snacks after a long time
IMPROVEMENT OPPORTUNITIES	Area to improve  Create a dedicated app for Jay	Area to improve  Provide search filters  Include images for reference	Area to improve  Include customer reviews with images  Provide a simple booking slot service	Area to improve  Provide simple options for the payment  Create simple form format for book/place an order	Area to improve  Include notifications regarding services, time slot waiting  Include a reward program with customer feedbacks