

Persona: Sebastian

Goal: Order specially arranged bouquet for client’s big event

ACTION	Search Florist	Select Flower and Accessories	Select Bouquet	Place Order	Complete Payment
TASK LIST	Tasks A. Search nearby florist B. Choose the florist	Tasks A. Search flowers B. Select flowers C. Search Accessories D. Select Accessories	Tasks A. Search bouquet type B. Select bouquet type C. Choose number of bouquets	Tasks A. Place order B. Select delivery type C. Inform delivery detail	Tasks A. Select payment methods B. Input payment details C. Pay the order D. Confirm payment E. Wait for order to be delivered
FEELING ADJECTIVE	Confused by the number of florist Annoyed by the time to find florist	Annoyed by the lack of flower information and pictures	Dissatisfied by unable to choose large number of bouquet	Irritated by the time takes to fill the details Frustrated by the lack of delivery options	Annoyed by the time takes to fill the details Happy to finally receive the order
IMPROVEMENT OPPORTUNITIES	Create a mobile apps for Fantasy Florist	- Provide search and filter feature - Provide pictures and information	Provide number of bouquet available and filter based of it	- Provide simple check out system - Provide automatic location search using GPS	- Provide option to save payment detail - Include customer loyalty program