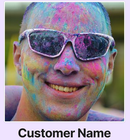


Customer Name

John Doe

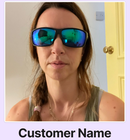
- Age: 34
- Occupation: Plumber
- Location: Dunshaughlin, Meath

Need

John is getting married in June. They have rented out a lovely old Farmhouse outside Navan. It's a bespoke wedding. They would love to allow guests to eat pizzas, out in the sun. The wedding will be outside under a tree, so they want to keep everything outside as much as possible. The venue doesn't specialise in cooking.

Opportunity

John will type 'pizza cooking for hire for weddings' into google. John's pretty laid back and the first site he sees that offer what he's looking for, to a good enough standard, he'll go ahead and book. If the booking process is too cumbersome he'll quickly move to another website.



Customer Name

Mary Smith

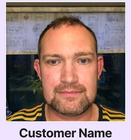
- Age: 52
- Occupation: Country House Owner
- Location: Kilmessan, Meath

Need

Mary runs a large country house with her husband. They have strong ties to the local farming community. They have opened a small cafe and also started selling local produce; such as vegetables etc. They have put benches outside for customers. Although they have coffee, they often have guests ask for cooked food, especially at weekends

Opportunity

Mary will type into google hire cooking takeaway. Mary will look for a flexible service. Mary is hoping the food will keep customers on site, and while they're eating they're more likely to buy other products. Mary envisions having more events such as the tractor show, halloween games, Christmas event. Mary would like a relationship with someone who can provide food in a flexible manner. The food provided needs to be wholesome, and created using local produce to keep with the country Houses theme.



Customer Name

Joe Bloggs

- Age: 42
- Occupation: Community Development
- Location: Castletown, Meath

Need

Joe is facilitating an open day at the local community center. There will be lots of kids rides, and the hall will be used so local producers can sell their craft. Joe has had no issue with attracting people to sell coffee at the venue, however he's more concerned about food. Joe knows there will be big crowds and remembers peoples frustration with the lack of good food options last year. People wanted 'real food' especially if they'd driven from the city to attend the event.

Opportunity

Joe googles 'hot food caters for community event sell from van'. Joe will look for a site where the food looks good and people can expect to get served quickly. Joe hopes the booking process is seamless, as he has too many other things to worry about. He needs a confirmation of the booking so he can check this task off the list and worry about the million other things he needs to do.

Journey Steps ⟶	Decision	Landing Page	Check Menu	Check About Section	Click to book	View Available Dates	Enter Details	Book dates	View confirmation email
User Actions	John will type 'pizza cooking for hire for weddings' into google. Mary will type into google hire cooking takeaway. Joe googles 'hot food caters for community event sell from van'.	All scroll down to have a look at the menu and then the about section. All want to know the prices	All scroll down until the see images of the pizzas, all look at the pizzas and the associated prices	All look to about section, view images and read the content	All click on the book now button after reviewing the About section	View if the dates they require are available	Enter personal details to book	Enter dates they want to book	Booked & Awaiting booking confirmation
Goals	John wants to be able to see exactly whats on offer and for the process of booking to as easy as possible Mary wants to find out about the service and how flexible it is and if she could use them weekly Joe wants to know if the food is good quality, a respectable price and if the booking system is easy & he gets a confirmation email	All want to see what's on offer and the cost, as quickly as possilbe	• See images of the food on offer with the prices beside them • Find good quality images of food with reasonable price tags	• All want to be assured that the product they're purchasing is genuine and reliable.	To see if they can book the service	• See if the dates required aren't already booked • If these dates are booked, when is the next date available?	Book their desired dates with the least hassle possible	Book dates and pay	View booking confirmation & leave site
Experiences	John: excited about wedding Mary: hopeful to find people to provide good food Joe: Stress about finding someone service for weekend event	All see the landing page: it flips between an image of the pizza oven and an image of the delicious pizza on offer. All think this looks professional and promising. They've an immediate positive feel for what Nags with Notions is about	Food looks great and prices reasonable	All are quizzical about what's on offer, who's providing this and how genuine they look. All don't want any hassle and just want things to go smoothly. Warm welcoming images of the owners, their backgrounds and a brief description of the service will tip all towards proceeding to check availability of the service on their given required dates	All are happy with welcoming images of owners, all are happy with content about the service being provided and all click to book and see if the dates they require are available	All are happy if the dates they require are presented as available or not. This needs to be clear and the navigation through dates system easy.	Most are happy to see if they don't want to sign up there's a guest option. All chose this option and are thankful they haven't been forced to sign up, when all they want is to book the service. Mary is happy to sign up as she has intentions to continue using the service long-term.	Easily enter required dates, put in relevant info and purchase product	Happy with hassle free booking and looking forward to having Nags With Notions at their event
Opportunities	John - if the booking system is easy, and the prices fine, John will book the site, as he just wants to get it sorted Mary - if the about section implies that you can build a relationship with the service, Mary will be more likely to book Joe - If the price is fine, and booking easy, Joe will go ahead with the booking. The large crowds at such an event will give Nags With Notions lots of exposure	If the menu looks good, the prices are reasonable and the set up as a whole looks professional all will click on the booking option	All happy to proceed with product: will click on 'book' option as soon as they find it. Booking button needs to be readily available, while user motivation is still high to proceed with purchase	If the viewers are happy with hte about section they will be motivated to book. If the booking is easy, the viewers will proceed with a purchase	If the images are welcoming and the content appears genuine the viewers motivation to book will increase	If the dates are available, hte users will proceed to purchase	if the entry details process is easy, all will be happy to purchase and enter their payment details.	If the process is seamless customers will happily enter their payment details an dbook the product	Happy with purchase and motivated to leave a good online review
Pain points		Pain here would relate to the prices not being immediately available and/or a description of what exactly is on offer not being clear	Pain here would be images not looking good on all screen sizes, booking option not readily available, prices not easy to see or being too expensive	Booking option button isn't readily available. The about section is vague and doesn't really capture what the users want.	Images not being of good quality, booking option not quickly available.	If the calendar is cumbersome and the it isn't clear if the dates are available or not. Viewers just want to see it's clear/green or red for not available.	Being forced to sign up for the website when all they want to do is book All 'Why do they need me to sign up if I just want to book?'' "They'll probably just send me lots of spam" The site doesn't look safe & customers are now reluctant to give payment info.	A cumbersome payment process. Payment information not being accepted. Continually having to try enter details without receiving exact instructions about what they're doing wrong	Unhappy with the process and leave the site or leave a bad review online