



Project Deliverable 1: Personas

Persona:	Primary User: Fitness Trainer
Photo:	
Fictional name:	Christopher Garcia
Job Title/ Major Responsibilities:	<ul style="list-style-type: none">● Gym Trainer, ESPORTA
Demographics:	<ul style="list-style-type: none">● 25 years old● Single● Bachelors of Science in Kinesiology
Goals and tasks:	<p>He is a motivated leader figure who enjoys educating and assisting others in meeting their fitness goals. One of his concerns is maintaining his current build by being attentive to meeting his macros. As an ongoing customer, he wonders if he needs to change his favorite order or find a new one. This concern relates to the website as he wants to access information about the menu items, and their nutritional values available at the juice bar.</p> <p>Website's Goals for this user:</p> <ul style="list-style-type: none">● To provide easy access to menu items and their nutritional value and benefits.● To provide the ability to find menu items from a search bar.● To help educate on food items and when they would be most beneficial
Environment	He is comfortable using a computer. Frequently employs and assists others in using fitness trackers, and browsing online to stay informed on new fitness trends and healthy meals. He uses his devices for 1 hour a day during his work day. He is familiar with browsing online.
Quote	"How many grams of protein are in that shake?"

Persona:	Primary User: Mother, gym newbie
Photo:	
Fictional name:	Isabelle George
Job Title/ Major Responsibilities:	<ul style="list-style-type: none"> ● Household Caretaker ● gym trainee
Demographics:	<ul style="list-style-type: none"> ● 30 years old ● Mother of three children ● Has a highschool diploma
Goals and tasks:	<p>She is a busy, caring mother taking care of her young children. She is aspiring to invest more time and care into herself. One of her concerns is making more of an effort to spend time at the gym and pay attention to her eating habits. She became more informed about eating habits that could benefit her in her budding fitness journey. She would like to adjust the available items to fit her new desired diet. This concern relates to the website in that it can provide her the ability to order and customize items to fit her new dietary needs.</p> <p>Website's goals for this user:</p> <ul style="list-style-type: none"> ● To show the different menu items, benefits, and nutritional values ● To provide available information on available options to adjust and customize an order ● To provide contact information for the customer-to call and make any additional questions for additional questions/information.
Environment	Isabelle is comfortable using a computer and phone without tech issues. She frequently finds new places to take her kids to, checks location reviews, and places online orders that can help save her time and ease while taking care of her kids. She is familiar with shopping online.
Quote	"Can I remove the banana and granola from the acai bowl?"

Persona:	Secondary User: Juice Bar Employee, University Student
Photo:	
Fictional name:	Patricia Mendez
Job Title/ Major Responsibilities:	<ul style="list-style-type: none"> ● Juice Bar Cashier ● Student, University of South Florida
Demographics:	<ul style="list-style-type: none"> ● 20 years old ● Single ● Has a highschool diploma ● University Student ● Core Juice Bar Cashier
Goals and tasks:	<p>Patricia is a very sociable and attentive individual. She is currently a student working a part time job to help pay for her ongoing college education. She enjoys her job in assisting customers at the Juice Bar find treats they will enjoy. While she is working, she has concerns of how this week's cold pressed juices seem like they will run out before the end of the week without being able to supply more. She wants to be able to adjust the availability of the items online to avoid disappointed customers who would order online for pick up. This concerns the website as there could be an ability to adjust the information regarding the availability of the menu items for the online order function.</p> <p>Goals and tasks:</p> <ul style="list-style-type: none"> ● Provide customers' contact information to be able to assist and inform about adjustments to online orders. ● Guide and provide workers with the function to supervise and change the availability of items.
Environment	Lisa is very familiar with computers, including smart registers like Clover, and her phone. She spends 2 hours a day on the smart register at work. She is a novice at making adjustments to the website's items.
Quote	"Can I change the availability of the Green Detox Juice?"

