**Semester Project Deliverable: User Scenarios**

**Context:**

The persona I will be employing for this user scenario is Christopher Garcia, a primary user previously presented in the persona project deliverable. This user is a gym trainer knowledgeable about nutrition along with the exercise that contributed to meeting his current build. As a returning customer happy to maintain his current build, he is becoming more attentive to maintaining his macros and what he is consuming when he orders from the juice bar. The proposed site for a juice bar selling items like protein shakes and acai bowls will benefit similar personas as Garcia by seeking to fulfill their possible navigational and transactional search intents. Therefore providing information for users to assess menu items easily and efficiently with a simple design can help ensure they make a satisfying order. A specific goals and information need that would be addressed are finding the nutritional information of menu items on the site.

**Scenario:**

Garcia is in line at the busy Juice Bar and is trying to figure out what item to get before he gets to make his order. He just got out of the gym and still hasn’t met his protein macros for the day. He has tried most of the protein shakes, but is craving the more filling bowls for once. Not knowing what bowl seems most enticing to him, and which bowl could help him get some more protein intake, he has a few inquiries in mind. Instead of waiting to ask for information from the stressed out cashier, he wants to assess his choices by visiting their website.

For Garcia to begin to find the nutrition information of menu items, he would have to navigate onto the menu page. He can quickly do so from the homepage with the link labeled menu at the top of the homepage listed among the navigation system choices. From there, he has two options. He can simply browse all the items by scrolling through the menu. However, Christopher is in a hurry waiting in line, and has an idea of what he wants. He doesn’t want to look for what he is craving throughout the whole menu. Since he is craving a bowl, but doesn’t have a specific one in mind, he would then use one of the provided contextual links labeled açaí bowls that will direct him to the bowl category of the menu items. He can view 6 delicious-looking options from their images and titles. However, he wants to know which one is most suitable to help him meet his protein macros for the day. From there, a shallow breadth of options that appear in the text box below the item title and picture. He can switch what information chunks, description, ingredients, and nutrition will appear in the text box. This is to limit information clutter and for him to easily navigate to the information he needs. Finally, Christopher can go to the nutrition section of the contending açaí bowls and evaluate what bowl he finds most suitable!