

Persona: Marry and John

Goal: Find an easy, reliable, and practical way to order and receive our favorite flowers and plants.

ACTION	Find a flowershop	Browse the flowers and plants	Check maintenance condition	Deliver the plants and flowers	Payment for order
TASK LIST	<p>Tasks</p> <p>A. Search for the flowershop which is suited their own need</p> <p>B. Find it's address</p>	<p>Tasks</p> <p>A. Search flowers or plants</p> <p>B. Check their price</p>	<p>Tasks</p> <p>A. Check the condition which that plant should be kept</p> <p>B. Check the time to water the plant</p>	<p>Tasks</p> <p>A. Go to flower shop</p> <p>B. Pick up the orders</p> <p>C. Return home</p> <p>D. Put it in the ground</p>	<p>Tasks</p> <p>A. Choose a method of payment</p> <p>B. Add the credit card information</p> <p>C. Finish the payment process</p>
FEELING ADJECTIVE	<ul style="list-style-type: none">Overwhelmed by the number of flower shopsSatisfied to find their favorite flower shop	<ul style="list-style-type: none">Confused by the variety of plants and flowersFrustrated by high cost of plants	<ul style="list-style-type: none">Excluded because of visual impairment and dyslexia	<ul style="list-style-type: none">Exhausted to drive for such a long wayConfused to put them in the ground in good situation and appropriate soil	<ul style="list-style-type: none">Frustrated to fill out the form of payment
IMPROVEMENT OPPORTUNITIES	Create an specific application for Marigold Mold	Add appropriate filter to show flowers and plants	Add an option for people with disability for example screen reader	Offer a delivery service with knowledgeable guide	Save the information of the card in their personal account