

# Persona: Vivian

Goal: Use mobile payment app to pay efficiently while shopping at food vendors

ACTION	Open the mobile payment app in the smartphone	Click “pay” button	Scan the QR code of the vendors	Complete payment	Take the order
TASK LIST	A. Swipe the smartphone to open the mobile payment app B. Choose credit cards in the smartphone you’d like to use	A. Browse all functions the mobile payment app has B. Click the “pay” button	A. Find vendors’ QR code which they will provide B. Scan the QR code	A. Confirm to pay B. Provide payment information	A. Pick up the order B. Inspect the order C.Eat meal
FEELING ADJECTIVE	Annoyed to find the mobile payment app	Dissatisfied the functions design of the mobile payment app	Excited to scan QR code to pay	Exhilarated to complete payment process	Happy to eat after a long day
IMPROVEMENT OPPORTUNITIES	Create a shortcut of the mobile payment app in the cellphone	Provide different way such as Touch ID to pay	Provide a simple and clear QR code that customers could easily see	Provide a record of the order in app	Include a coupon after using the mobile payment