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| Obraz zawierający ubrania, Ludzka twarz, osoba, uśmiech  Opis wygenerowany automatycznie |  | Emily carter |
| AGE 32  GENDER FEMALE  OCCUPATION MARKETING MANAGER  TECH LITERATE HIGH Quote "Busy schedule, big foodie, hates waiting. If it’s not easy to book, I’ll eat somewhere else!" |  | BIO Emily Carter is a 32-year-old Marketing Manage. She enjoys going out with friends, trying new restaurants, and maintaining a healthy work-life balance. She is tech-savvy and prefers seamless online experiences, whether it's for shopping or booking services. Core Needs  Needs to quickly plan and book reservations for dinner or weekend outings.   Wants to streamline her dining experience, avoiding long waits or complicated booking processes.   Prefers to receive real-time confirmation and updates regarding her reservations.   Wants to personalize the booking table. frustrations  Finds it frustrating to call a restaurant just to check availability or book a table.   Doesn’t like the uncertainty of showing up at a restaurant without a reservation, especially during busy hours.   Dislikes waiting for confirmation via phone call or manually managing the reservation. |

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Obraz zawierający ubrania, Ludzka twarz, osoba, uśmiech

Opis wygenerowany automatycznie

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| ****emily CARTER**** Is trying to reserve a table in Little Lemon Mobile App. She wants to book a table for 2, located outside. |  | ****USER EXPECTATIONS****  * Easily find the reservation option * Select **date, time, and party size** * Choose **indoor or outdoor seating** * Receive instant confirmation * Modify or cancel if needed |

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| **STAGE** | **ENTER WEBSITE** | **SELECT & BOOK TABLE** | **DETAILS** | **CONFIRMATION** |
| **DOING** | -Opens Little Lemon website  -Find where I can reserve table | -Look for the date that I want | -Enters details (date, time, guests, indor, outdoor seat) | -Enters my email address for confirmation |
| **THINKING** | "I hope they have a table!" | "Is my preferred time available?" | "Why can’t I choose table size or indoor/outdoor seating?" | "Did my reservation go through?" |
| **SAYING** | "Great, they take reservations!" | "Why can’t I see all available slots?" | "I need a table for 4, but there’s no option!" | "I need to call the restaurant to check if my reservation went through.” |
| **FEELING** | Excited | Slightly frustrated | Annoyed by missing options | Annoyed to call restaurant |

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| ****Opportunities:**** 💡 Improve table availability visibility 💡 Allow guest checkout (no account needed) 💡 Ensure clear confirmation & calendar integration 💡 Add **option to select indoor or outdoor seating** 💡 Allow **table size selection** |  | ****TO DO:**** ✔ Provide visibility of available slots ✔ Provide a **guest checkout** option ✔ Offer an **edit/cancel reservation** feature ✔ Provide confirmation email ✔ **Enable selection of table location (indoor or outdoor) and table size** |

PROBLEM

Little Lemon, a popular restaurant, currently lacks an online table reservation system. Customers must call or visit in person to book a table, leading to inefficiencies, longer wait times, and potential loss of business due to unavailability or miscommunication.

**Problem Statement**

Emily is trying to reserve a table in the Little Lemon Mobile App. She wants to book a table for 2, located outside, but faces several usability challenges. The current reservation system lacks essential features that meet her needs, causing frustration and inefficiency.

**Key Issues & Pain Points**

1. **Limited Visibility of Availability:** Users struggle to see available time slots clearly.
2. **Lack of Customization Options:** No ability to choose indoor/outdoor seating or select table size.
3. **Unclear Confirmation Process:** Users are unsure if their reservation is successfully booked.
4. **No Guest Checkout:** Users must create an account to book a table, adding unnecessary friction.
5. **Difficulty in Editing or Canceling Reservations:** No clear option to modify or cancel a reservation.