

Persona: Lily

Goal: An ease and quick way to order without unpleasant communication with waiters

ACTION	Select restaurant	Sit at the table	Browse menu	Receiving the order and eating	Payment
TASK LIST	<p>Tasks</p> <p>A. Ask friends about their favorite restaurants B. Search nearby restaurants passing by car and in browser C. Select a restaurant</p>	<p>Tasks</p> <p>A. Go to a restaurant B. Wait to be seated being in the hallway or if there are info stands «please, seat yourself», sit down yourself C. Tell to receptionist how many guests need a table and, if there is such free table, proceed to the table. If not, wait in the hallway or at the bar</p>	<p>Tasks</p> <p>A. Tell the waiter to his question what kind of drinks would drink B. Browse menu C. Select items D. Select appetizers until the main order is ready</p>	<p>Tasks</p> <p>A. Receive an order in 20 minutes B. Tell the waiter if want anything else</p>	<p>Tasks</p> <p>A. Provide payment information B. Leave a tip</p>
FEELING ADJECTIVE	<p>Glad, but at the same time tired of choosing the right restaurant</p> <p>Happy to find the right one</p>	<p>Sad most restaurants don't have children activity books or games so children get fussy while waiting to be seated</p> <p>Annoyed by the dirty table, the rudeness of the waiters</p>	<p>Dissatisfied at large amounts of text with limited visuals</p> <p>Concerned waiters not so child friendly</p>	<p>Annoyed if the order takes more than 40 minutes to prepare</p> <p>Disappointed that can't track the status of the order readiness</p>	<p>Happy to have a delicious meal with family without spending time on self-cooking</p>
IMPROVEMENT OPPORTUNITIES	<p>Create a dedicated mobile app for family restaurants in California</p>	<p>Recommended use of app to pre order while waiting to be seated</p>	<p>Recommended use of app to order from tables</p> <p>Reconnended use support chatbot app</p> <p>App should auto-detect location</p> <p>Add images</p> <p>Optimize app for screen reader technologies</p>	<p>App should show the degree of readiness of the order, status indications</p>	<p>Include a rewards program</p> <p>Provide option to tip in-app</p>