

Persona: Martin

Goal: a fast and easy way to order new gluten free food.

ACTION	Get app	Create order	Submit the order	Get the nr	Pick up the order
TASK LIST	Tasks A. Find the right app B. C.	Tasks A. Open menu B. Choose “new” section C. Apply “gluten-free” filter D. Choose the food E. Add it to the order	Tasks A. Choose “buy” option B. Pay for the order C.	Tasks A. Get your order’s nr B. C.	Tasks A. Show your order’s nr B. Get the food C.
FEELING ADJECTIVE	Confused about which app is for this snack shop.	Frustrated that he can’t find the gluten-free and “new” options.	Confused about mistakes in his order. Frustrated that if he comes back to previous page, he would have to choose everything again.	Confused - not knowing what this nr is for. Not knowing when the order is ready	Guilty - can’t find the nr in the app Not sure if it’s actually gluten-free
IMPROVEMENT OPPORTUNITIES	Unique app logo	Logically placed buttons, filters	A review page before payment	An electronic screen in the shop with orders’ numbers (in preparation and done columns)	“Your order” section with a huge nr A sticker or sth that shows that it is actually gluten-free

Persona: Meghan

Goal: a convenient way to order food without standing in line

ACTION	Come to the chosen snack shop	Install app	Create the order	Pick up the order	
TASK LIST	<p>Tasks</p> <p>A. Choose snack shop B. Go to the snack shop C. Realize that the line is actually huge D. Look for an app of this shop.</p>	<p>Tasks</p> <p>A. Scan QR code B. Install the app</p>	<p>Tasks</p> <p>A. Choose the food you want. B. Add it to the list. C. Buy it. D. Get the order's nr.</p>	<p>Tasks</p> <p>A. Take your order, when it's done.</p>	
FEELING ADJECTIVE	<p>Hungry, Not pure happiness, because they predict there will be a huge line, frustration , because they can't find the app</p>	<p>Frustrated not knowing where to find QR code. Frustrated because there is no hotspot.</p>	<p>Children - upset, angry - they can't understand what are meals ingredients Parents - tired, impatient - they have to read everything to their children</p>	<p>Tired, impatient - they need to check if it's their turn all the time</p>	
IMPROVEMENT OPPORTUNITIES	<p>As many people as it's possible should know about the snack shop app, so the line is not so long. Information about the app should be visible from a distance.</p>	<p>Provide free wifi. Easy to find QR code, placed in different spots in the snack shop.</p>	<p>Provide pictures to every ingredient.</p>	<p>The announcement should be not only visible on a screen, but also audible on their phone / from a loudspeaker.</p>	