

Personas and Scenarios

Persona 1

Anna, a 31-year-old freelance UX/UI designer based in Austin, Texas. Anna rarely works from her apartment, preferring the energy and atmosphere of a local cafe to maintain her focus. As someone who bills hourly, Anna views her time as her most valuable asset, making high productivity and efficiency the central goals of her workday. Her main frustrations with traditional cafe ordering revolve entirely around wasted time and broken concentration. Having to pack up her laptop, find her place in a queue, and inevitably fumble with her payment breaks her intense flow state, costing her valuable working minutes. Furthermore, she finds that in a busy or noisy environment, communicating a precise, custom order—like her "Decaf oat latte, half-sweet, extra shot"—often leads to mistakes and further delays. Since Anna is a digital native, she expects technology to simplify life, which is why your cafe management system is so appealing to her. The ability to order and re-order directly from her table using her phone eliminates the line entirely. The digital menu ensures her complex customizations are perfectly communicated to the barista, reducing errors. Finally, the system's capacity for stored, one-tap payment and automatic loyalty integration provides the final layer of friction reduction, allowing her to stay focused on her clients and designs until her drink is seamlessly delivered. Anna values convenience and clarity above all else in her cafe experience.

Scenario:

It is 3:00 PM on a Tuesday, and Anna Schmidt is deeply focused on a high-fidelity design prototype at her favorite downtown cafe, "The Grind." Her large morning latte is finished, and she urgently needs a caffeine refill before her virtual meeting starts in 20 minutes. In a traditional cafe, this would mean saving her work, gathering her belongings, and walking over to stand in a queue for five to ten minutes, completely breaking her concentration. However, The Grind uses your management system. Without closing her design software, Anna simply pulls out her phone and opens the cafe's app. She taps the "Re-order" button, and the system instantly recalls her exact previous drink—Decaf Oat Latte, Half-Sweet, Extra Shot. She confirms the order and taps "Confirm & Pay." Because her payment details are stored and her loyalty is recognized automatically, the entire process takes less than five seconds. She quickly adds a note, "Working at the small table near the back window," and goes straight back to her project. Five minutes later, a cafe runner quietly delivers the perfectly customized latte to her table. Anna takes a moment to thank them, sips her fresh coffee, and is perfectly settled and energized for her upcoming call, having wasted no time or effort. She immediately decides she will choose this cafe every day, concluding that The Grind truly understands the needs of a busy freelancer.

Persona 2

John age 43 is a cafe owner living in Boston. He owns 3 cafes in the city and 3 cafes in another city. He was born in a rich family in Florida where his father worked as a sales manager in a big company and his mother was a house wife. He has a degree in computer science from Florida institute of technology and worked for lots of companies before retiring and becoming a cafe owner.

John's experience as a computer scientist means that he has integrated web applications everywhere in his life and he believes they make life so much easier. He believes that Soyle makes running a cafe much easier and it reduces the cost of hiring too much employees. He thinks that integrating a app to his cafes is the best decision a person can make because of the benefits. He is particularly interested in soyle because of the stock management system, where he can manage everything from his home and he can manage his cafes that are not in the city.

Scenario:

John, the owner of six cafes, manages all operational aspects remotely using his custom integrated application, Soyle. He particularly values the Customer Feedback feature, which provides unfiltered customer comments and ratings in real-time. During a routine check, John received a 2-star rating for his Florida location, "The Palm Perk." The anonymous comment specified a Barista named "Mike," detailing that Mike had a poor attitude and provided minimal customer interaction. John used Soyle to cross-reference the comment with Mike's shift log, then used the internal communication module to send a private directive to his Florida Operations Manager, Sarah. The message requested Sarah to observe Mike's behavior and suggest constructive customer service training to correct the issue. Immediately after, John saw a new 5-star rating for his Boston cafe, "Bean There, Done That." The comment specifically praised an employee named "Anna" for making a great drink recommendation and providing kind, attentive service. Using Soyle's integrated personnel tools, John instantly approved and issued a \$5 performance bonus to Anna. The real-time feedback loop in Soyle ensures specific service issues are addressed promptly and positive behavior is rewarded without delay, allowing John to maintain immediate, objective oversight of his six businesses.

Persona 3

Canan is a 48-year-old head chef at a popular bistro in Istanbul. After graduating from culinary arts school, she has worked her way up through various restaurant kitchens for over 25 years. She is a disciplined, detail-oriented, and cost-conscious professional. In her kitchen, she values efficiency just as much as flavor. In her past roles, she has witnessed significant food waste and financial loss due to errors in manual stock tracking and ordering processes. Canan is responsible for all operations in her current restaurant's kitchen, which includes everything from menu planning and food quality to, most importantly, managing the kitchen's inventory. Her primary goal is to reduce kitchen costs and minimize food waste. To achieve this, she wants to know exactly what ingredients to order, in what quantity, and when.

Their current method of tracking inventory using notebooks or simple Excel sheets is a problem, as it is both time-consuming and highly prone to human error. Her inability to see real-time stock levels sometimes causes her to over-order fresh ingredients, leading to spoilage before they can be used. Furthermore, during peak hours, she often realizes an ingredient has run out only at the moment it's needed, which leads to marking items on the menu as "sold out" and results in customer dissatisfaction. She also struggles to calculate the exact cost of each dish in real-time because ingredient prices fluctuate and the inventory records are not up-to-date.

Canan believes a stock management system would make her life much easier and is specifically looking for the following features: Real-Time Inventory Tracking, which would give her the ability to see the exact amount (in grams/units) of every ingredient remaining; Automatic Order Alerts when an ingredient falls below a critical threshold; Recipe Integration so that when an order for a dish is registered, the ingredients from that dish's recipe are automatically deducted from the stock; and comprehensive Reporting to get simple reports showing which ingredients are used most frequently, which items cause the most waste, and the cost breakdown of dishes.

Scenario:

It's Friday night, the restaurant's peak hour. The kitchen is overwhelmed with orders. Canan is managing the service line when a waiter rushes in and shouts, "Table 3, two more Mushroom Steak!" This is the most popular dish of the night. Canan turns to her sous-chef, Ali, and gives the order, "Ali, prepare two more steaks!". Ali heads to the cold storage to get the ingredients and returns seconds later in a panic. "Chef! We're out of cream! There's only half a carton left, it's not enough for these two portions!" Canan's face falls. She is certain that when she checked her inventory notebook this morning, there was enough cream to last through the night. "How can it be gone? I checked this morning, we had it!" she mutters.

One of the cooks speaks up, "Chef, I think the new intern who started today used too much while making the sauce at lunch." Canan is frustrated that she can't trust her notebook and has no real-time tracking. She is forced to turn to the waiter and say, "Go tell the customer we're unfortunately out of the steak. They will have to choose something else." She had to 86 (remove) the restaurant's best-selling dish in the middle of a Friday night. This means lost revenue and customer dissatisfaction. Canan thinks to herself at that moment: "If I had a system that automatically deducted the cream from inventory with each recipe, I would have gotten an alert an hour ago when the stock hit a critical level. I could have either placed an emergency order or, at the very least, removed the dish from the menu at the start of service and not disappointed the customer."