WEB 321 Capstone Project - Personas for Bakery-Plus

	User Type 1	User Type 2	User Type 3	User Type 4	User Type 5	
Name	Judi Dench	Gordon Ramsey	Pete Castigliano	Deidre Hall	Matt Fractal	
Age	63	45	32	28	19	
Distinguishing Characteristics	Widower, never worked outside the home after marriage, empty nester, walks slow, not much upper body strength, very cautious about driving	Owns a restaurant, family of 5, busy with activities every day of the week, likes family to sit down together for dinner each night, hates shipping and delivery fees, tries to avoid using credit cards	Computer programmer, technophile, loves Amazon, rides a bicycle in town (out of desire, not necessity), lives with his girlfriend, fond of cooking, likes getting out and about but also a homebody	Active, loves to shop and go around town, loves sights and smells, very gregarious, likes to get to know the people she deals with, likes routine and familiarity, likes to buy cupcakes to take to work	College student studying history, lives in dorm, eats a lot of fast food, occasionally buys a small amount of groceries to fix meal, lives off coupons, doesn't like having to register for things	
Features of application person would use most often	Ordering goods online, delivery of goods, payment in advance, rewards program	Ordering goods online, picking up in store, rewards program	Online ordering and delivery, pickup in store, pay in advance, pay in store, rewards program	Rewards program	Email distribution list	
Features person would not commonly use	Pay at pickup, email distribution list	Pay in advance, email distribution list	Email distribution list	Online ordering and delivery, payment through app, email distribution list	Online ordering and delivery, payment through app, rewards program	
Needs application can meet for this persona	Purchasing and receiving baked goods without having to leave the house or carry bags	Enabling him to purchase and pick up baked goods in as little time as possible	Ease of ordering through Internet	Offering her rewards for her return business and providing a place to track her rewards	Providing him with coupons for in store purchases every so often	
Computer skill level	Comfortable with light web browsing, email, shopping	Comfortable with web browsing, email, shopping, office applications	Comfortable with many different levels of usage and many different devices	Comfortable with web browsing, emailing, shopping, office applications	Comfortable with web browsing, emailing, light office applications	
Type of device used	Desktop computer	Laptop computer, smartphone	Laptop, smartphone, tablet	Smartphone	Laptop, smartphone	
Income level	\$10-20,000	\$60-70,000	\$90-100,000	\$30-40,000	\$10-20,000	
Relationship status	Widowed	Married	In a relationship	Single	Single	