

Persona: Lily

Goal: "Discover and order bakery delights, align with dietary preferences, for a delightful weekend treat"

ACTION	Check app for new items	Browse during break	Add to weekend plans	Apply loyalty rewards	Schedule delivery time
TASK LIST	A. Scroll through menu updates B. View featured items	A. Open app during lunch B. Explore available options	A. Select desired treats B. Add to cart	A. Redeem available points B. Confirm discount application	A. Choose convenient time slot B. Confirm delivery details
FEELING ADJECTIVE	A. Excited, Curious B. Intrigued	A. Relaxed, Anticipating B. Engaged	A. Satisfied, Craving B. Accomplished	A. Thrilled B. Content	A. Organized, Relieved B. Confident
IMPROVEMENT OPPORTUNITIES	A. Highlight seasonal specials B. Include brief descriptions	A. Offer lunchtime promotions B. Sort by dietary preferences	A. Show ingredient details B. Display order summary	A. Notify about expiring rewards B. Provide real-time savings display	A. Offer flexible delivery windows B. Share tracking information