User profile

Jennifer LAWSON

Marketing Manager

- Name: Jennifer Lawson
- Age: 28
- Gender: Female
- Marital Status: Married
- Location: New York, NY

Scenario

Late at night during a workshop, Jennifer Lawson wants to book a table for herself and her boyfriend at Little Lemon Restaurant, but she can't do it by calling. She needs to know immediately if a table is available and prefers a quiet area. Using the restaurant's responsive website, she quickly checks real-time availability, confirms the reservation, and adds a comment for a quiet table, all seamlessly.

She is using her iPhone 15 Pro Max and Safari as web browser

User expectations

- *Immediate Availability Information*
- *Ease of use*
- *Customization options*
- *Fast confirmations*
- *Reliability*

User journey map

User steps *What is each step of the user journey?*	Enter Little Lemon restaurant	Search on-line booking system	Check tables & hours availability	Perform booking	Receive booking confirmation
User actions *What action does the user take during each step?*	Open Safari Guillaume MICOULET → Navigate to https://www.little-lemon.com Guillaume MICOULET → View the home page Guillaume MICOULET	Click on the reservation button accessible from the header menu available on all web site pages Guillaume MICOULET → Arrive to the on-line reservation system Guillaume MICOULET	Select default proposed date and time based on current datetime plus 2 hours. Unavailable schedule are displayed in grey and can't be selected Guillaume MICOULET → Select the number of seat Guillaume MICOULET → Add a comment in order to have a quite table Guillaume MICOULET	Click to the reserve button Guillaume MICOULET → Enter form information with few information: - name - phone number Guillaume MICOULET	She get notified that the reservation is successfully done Guillaume MICOULET → In addition, she receive an email to confirm the reservation Guillaume MICOULET
Goals & experiences *What is the user trying to accomplish?*	Enter directly to the website of his favorite restaurant Guillaume MICOULET	Move forward to the schedule availability and select date, time, number of people and customization Guillaume MICOULET	Book a available table for a given datetime Guillaume MICOULET	Don't give too much information like address to avoid user suspicious/fears Guillaume MICOULET Make reservation quickest as possible to avoid users who don't finish the booking Guillaume MICOULET	Be sure the reservation is done successfully Guillaume MICOULET Be able to share and/or show the reservation to anybody Guillaume MICOULET
Feelings and thoughts *Use the emojis below to help illustrate how the user might be feeling.* 😃 🙂 😐 ☹️ 😠	Web pages load fast 😃 Guillaume MICOULET	The system don't ask any information 😃 Guillaume MICOULET	Intuitive UI → Can't navigate to not available sheduls 😃 Guillaume MICOULET	Minimalist data asked/collected 😃 Guillaume MICOULET	Real-time email received 😃 Guillaume MICOULET
Pain points *What's not working well? What causes friction?* *How many people does this affect? On a scale of 'nuisance to show-stopper', how bad is this pain?*		Due to the system don't know the user, we can't personalized or pre-define relevant informations like number of people or phone number Guillaume MICOULET		Avoid ask user data like phone number Guillaume MICOULET	She can forget the reservation Guillaume MICOULET All people going the the restaurant might not be aware of the restaurant's address Guillaume MICOULET
Opportunities *How might we address these pain points? How big is the opportunity if we correct this pain point?* *What are new ways to serve this person?*		For recurrent users like Jennifer, add a account system to offer the ability to pre-define information like phone number and propose relevant upcoming booking Guillaume MICOULET		Automatically identify know users and pre-define asked information Guillaume MICOULET	Propose a system to allow user add the event into they're calendar (both in web site confirmation + email) including all informations like date, time and address Guillaume MICOULET