

Persona: Thierry Henry

Goal: Order Healthy Food

ACTION	Open Application	Browse Menu	Place Order	Track delivery	Receive Food
TASK LIST	Tasks A. Unlock Phone B. Select menu application	Tasks A. Go to desired Section B. Scroll options	Tasks A. Add food to cart B. Confirm delivery information C. Confirm card details and pay	Tasks A. Check ETA screen on app	Tasks A. Meet delivery driver
FEELING ADJECTIVE	Excited	Overwhelmed Lost	Anxious Excited	Restless Angry	Satisfied
IMPROVEMENT OPPORTUNITIES	Disting app icon to find faster	Intuitive layout with filtering options	Maps feature to deliver to current location	Accurate ETA	none

Persona: Martha Stewart

Goal: Order through app and pickup

ACTION	Open Application	Browse Menu	Place Order	Travel to store	Pick Up Food
TASK LIST	Tasks A. Unlock Phone B. Select menu application	Tasks A. Go to desired Section B. Scroll options	Tasks A. Add food to cart B. Confirm delivery information C. Confirm card details and pay	Tasks A. Check ETA screen on app B. Get to the store	Tasks A. Go to pick up section B. Wait for food C. Receive order
FEELING ADJECTIVE	Excited	Overwhelmed Lost	Anxious Excited	Excited	Satisfied Restless Tired
IMPROVEMENT OPPORTUNITIES	Disting app icon to find faster	Intuitive layout with filtering options	Maps feature to deliver to current location	Accurate ETA	Seating area if waiting Instant pickup