

Persona: Julia

ACTION	Open payment App	Choose local Shop	Make Payment	Receive transaction Confirmation	Explore App features
TASK LIST	<p>Tasks</p> <p>A. Launch app on smartphone. B. Authenticate using pin or biometric data</p>	<p>Tasks</p> <p>A. Browse list of local shops. B. Select Favourite coffee shop from list.</p>	<p>Tasks</p> <p>A. View items in Cart. B. Confirm Total amount.</p>	<p>Tasks</p> <p>A. Receive a Confirmation Message on App. B. Optionally receive an email receipt.</p>	<p>Tasks</p> <p>A. Navigate to Apps home screen. B. Explore other features such as transaction history and offers.</p>
EMOTIONS	<p>Excited and eager</p>	<p>Engaged and satisfied.</p>	<p>Confident and secure.</p>	<p>Satisfied and relieved.</p>	<p>Curious and Explorative.</p>
IMPROVEMENT OPPORTUNITIES	<p>Simplify onboarding so it's easier for users.</p>	<p>Provide more personalized offers.</p>	<p>Enhanced accessibility to visually</p>	<p>Cognitive load to simplify interface.</p>	<p>Accessible offline.</p>