

# Persona: Joe

Goal: To select the best products with verified reviews.

ACTION	Searching the products he wants.	Looking into product descriptions of various products	Selecting the best product.	Redirecting to the parent site.	Placing the order.
TASK LIST	Tasks  A. Typing the product name. B. Sorting and filtering.	Tasks  A. Looking for a verified product among the results.	Tasks  A. Studying reviews. B. Deciding the product to be ordered.	Tasks  A.Going to the parent site to place the order.	Tasks  A. Adding addresses. B. Placing the order.
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>Excited</li></ul>	<ul style="list-style-type: none"><li>Confused</li><li>Hopeless</li></ul>	<ul style="list-style-type: none"><li>Relieved</li></ul>	<ul style="list-style-type: none"><li>Confused</li></ul>	<ul style="list-style-type: none"><li>Satisfied</li><li>Glad</li><li>Alert</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>More detailed search suggestions.</li></ul>	<ul style="list-style-type: none"><li>Better sorting of verified and unverified products.</li></ul>	<ul style="list-style-type: none"><li>Better comparison and suggestions</li></ul>	<ul style="list-style-type: none"><li>Proper working of the link.</li></ul>	

# Persona: Haseeni

Goal: To select and purchase products in the least time with no ads.

ACTION	Searching the products he wants.	Looking into product descriptions of various products	Selecting the best product.	Redirecting to the parent site.	Placing the order.
TASK LIST	Tasks  A. Typing the product name. B. Sorting and filtering.	Tasks  A. Looking for the best product among the results.	Tasks  A. Studying reviews. B. Deciding the product to be ordered.	Tasks  A.Going to the parent site to place the order.	Tasks  A. Adding addresses. B. Placing the order.
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>Excited</li></ul>	<ul style="list-style-type: none"><li>Puzzled</li></ul>	<ul style="list-style-type: none"><li>Relieved</li></ul>	<ul style="list-style-type: none"><li>Confused</li></ul>	<ul style="list-style-type: none"><li>Satisfied</li><li>Glad</li><li>Alert</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>More detailed search suggestions.</li></ul>	<ul style="list-style-type: none"><li>Better sorting of verified and unverified products.</li></ul>	<ul style="list-style-type: none"><li>Better comparison and suggestions</li></ul>	<ul style="list-style-type: none"><li>Proper working of the link.</li></ul>	

# Persona: Ishrat

Goal: To select the best only from products available at her location to avoid waste of time in looking at those unavailable.

ACTION	Searching the products he wants.	Selecting her location	Selecting the best product.	Redirecting to the parent site.	Placing the order.
TASK LIST	Tasks  A. Typing the product name. B. Sorting and filtering.	Tasks  A. Search for her location and select it.	Tasks  A. Studying reviews. B. Deciding the product to be ordered.	Tasks  A.Going to the parent site to place the order.	Tasks  A. Adding addresses. B. Placing the order.
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>Excited</li></ul>	<ul style="list-style-type: none"><li>Confused</li></ul>	<ul style="list-style-type: none"><li>Relieved</li></ul>	<ul style="list-style-type: none"><li>Confused</li></ul>	<ul style="list-style-type: none"><li>Satisfied</li><li>Glad</li><li>Alert</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>More detailed search suggestions.</li></ul>	<ul style="list-style-type: none"><li>Better filtering of available products.</li></ul>	<ul style="list-style-type: none"><li>Better comparison and suggestions</li></ul>	<ul style="list-style-type: none"><li>Proper working of the link.</li></ul>	

# Persona: Jenny

Goal: To select and purchase in language she's comfortable in.

ACTION	Selecting her preferred language.	Searching the products he wants.	Looking into product descriptions of various products	Selecting the best product.	Redirecting to the parent site.	Placing the order.
TASK LIST	Tasks  A. Look for her preferred language in the list of languages.	Tasks  A. Typing the product name. B. Sorting and filtering.	Tasks  A. Looking for a product among the results.	Tasks  A. Studying reviews. B. Deciding the product to be ordered.	Tasks  A.Going to the parent site to place the order.	Tasks  A. Adding addresses. B. Placing the order.
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>Glad</li></ul>	<ul style="list-style-type: none"><li>Excited</li></ul>	<ul style="list-style-type: none"><li>Confused</li><li>Eager</li></ul>	<ul style="list-style-type: none"><li>Relieved</li></ul>	<ul style="list-style-type: none"><li>Confused</li></ul>	<ul style="list-style-type: none"><li>Satisfied</li><li>Glad</li><li>Alert</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>Including more number of languages.</li></ul>	<ul style="list-style-type: none"><li>More detailed search suggestions.</li></ul>	<ul style="list-style-type: none"><li>Better sorting of verified and unverified products.</li></ul>	<ul style="list-style-type: none"><li>Better comparison and suggestions</li></ul>	<ul style="list-style-type: none"><li>Proper working of the link.</li></ul>	