

Belle Croissant Lyonnais User Personas

Persona 1: Marie, the Baker

- **Role:** Experienced baker responsible for crafting Belle Croissant Lyonnais' signature pastries and bread.
- **Needs:**
 - Easy-to-use inventory system to track ingredient levels and place orders.
 - Recipe management tool to scale recipes for different batch sizes.
 - Clear view of daily production schedule and upcoming orders.
- **Tech Skills:** Basic computer literacy, but not familiar with complex software.

Persona 2: Sophie, the Cashier

- **Role:** Front-of-house staff member responsible for taking orders, processing payments, and interacting with customers.
- **Needs:**
 - Intuitive point-of-sale (POS) system for fast and accurate transactions.
 - Ability to apply discounts and process loyalty program rewards.
 - Mobile app for managing orders and inventory on the go.
- **Tech Skills:** Comfortable with technology, familiar with mobile devices and basic software.

Persona 3: Antoine, the Manager

- **Role:** Oversees daily operations, manages staff, and makes decisions about inventory, pricing, and promotions.
- **Needs:**
 - Comprehensive dashboard with real-time sales data, inventory levels, and staff performance.
 - Reporting tools to analyze sales trends, customer behavior, and product profitability.
 - Employee scheduling and time-tracking features.
- **Tech Skills:** Proficient in using computers and data analysis software.

Persona 4: Amélie, the Loyal Customer

- **Role:** Regular customer who enjoys Belle Croissant Lyonnais' products and participates in the loyalty program.
- **Needs:**
 - User-friendly mobile app for browsing the menu, placing orders, and tracking loyalty points.
 - Personalized offers and recommendations based on purchase history.
 - Easy access to information about ingredients, allergens, and nutritional values.
- **Tech Skills:** Comfortable using mobile apps and online ordering platforms.

Persona 5: David, the Tourist

- **Role:** Tourist visiting Lyon who wants to experience the local cuisine.
- **Needs:**
 - Information about Belle Croissant Lyonnais (location, menu, opening hours) easily accessible online or through a mobile app.
 - Ability to place orders for pickup or delivery to their hotel.
 - Option to pay in their preferred currency.
- **Tech Skills:** Varies, but likely comfortable with basic online tools and mobile apps.