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| **Belle Croissant Lyonnais User Personas** | | |
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| |  |  | | --- | --- | | **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. | | | | | | |