

Persona 1: Natalie Thompson

Background:

Cosmetology teacher at a local technical college

Enjoys reality TV shows

Avid reader and member of a book club

Demographics:

Female, 32 years old

Lives in a townhome with her fiancé

Is an enrolled member of the Turtle Mountain tribe

Lower-middle class

Identifiers:

Values culture and looks for experiences to bring her grandmother with

Kind and reliable

Creative

Simple Task: With the simple task being to find the menu, Natalie would have no problem finding it as it should be in the navbar as Order Now.

Complex Task: Natalie uses technology enough for her job to know how to operate an e-commerce site. So, the process to customize an iced beverage with 2 add-ins, add it to the cart, and checkout would not be difficult for her.

Persona 1: Jonathan Karlsson

Background:

Senior at a local university

Accounting major

Extroverted and easy-going

Sports fan

Demographics:

Male, 23 years old

Lives in an apartment with roommates near campus

Comes from an upper-lower class family

Identifiers:

Hardworking and reliable

Massive foodie who enjoys trying new foods.

Has many friends

Simple Task: With the simple task being to find the menu, Jonathan would easily use the Order Now button that is highlighted in the navbar.

Complex Task: Jonathan has robust experience using the Microsoft Office suite, so he understands technical navigation well enough to easily customize an iced beverage with 2 add-ins, add it to the cart, and checkout.

Persona 2: Vanessa Smith

Background:

Medical student

Somewhat basic

Likes Pilates and going on walks

Introverted and quiet

Demographics:

Female, 29 years old

Married with no children

Middle class

Identifiers:

Empathetic

Big fan of drinking tea

Not very tech-savvy

Simple Task: Anna would be able to find the menu by looking at the call to action button for ordering on the homepage.

Complex Task: Since Anna is not very tech savvy, she might struggle with trying to customize an iced beverage with 2 add-ins, add it to the cart, and checkout, but would also take additional time exploring all of the flavors and add-ins.

Persona 3: Brenda Kim

Background:

Honor roll student

Works at Culver's

Star soccer player, also participates in track & field

Demographics:

Female, 17 years old

Lives with parents and siblings in a house.

Upper-middle class

Identifiers:

Kind and gentlehearted

Popular

Creative

Role model for others, is a trendsetter

Simple Task: Brenda would find the menu from Order Now easily.

Complex Task: Preferring to use technology sparingly and enjoy her time outdoors, Brenda is not as tech-savvy, so it might take her a minute or two longer to customize an iced beverage with 2 add-ins, add it to the cart, and checkout.