**SAYING**

**DOING**

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| A person with goatee and beard  Description automatically generated with low confidence  **User Expectations**   * Select number of people * Select table * Enter date/time * Pay and confirm booking   **David Shelton**  Is trying to complete a table booking on the little lemon website for him and business associates. | | | |
| **ENTER WEBSITE** | **ENTER BOOKING INFO** | **ENTER CUSTOMER INFO** | **CONFIRM BOOKING** |
| * Open little lemon website. * Find tabling booking section | * Select number of people. * Select date/time * Select table/area | * Enter email * Enter Phone * Enter card details * Pay | * Press “continue” button to acknowledge booking confirmation |
| * Hope it doesn’t take to long to complete   **THINKING** | * That’s quite easy * Right to the point and quick | * Why do they need my email and phone number | * That’s a great animation. |
| Great they do table bookings | Perfect, I can select that window table with the great views. | Do they really need my phone number, wouldn’t only email suffice? | Well, that was quick and easy. |
| **FEELING** | | | |
| **TO DO**   * Potentially use only email for customer information as not all people feel confident in sharing their phone number   **Opportunities**  There is an opportunity to possibly show images of what the different seating/table areas look like to ensure the customer is making a good decision with their choice of seating/table. | | | |