

Homework Presented in Week 4, Thursday, 100611

Case Study 1: Shoe Repair Shop

User Story 1--for Shop:

Name: Jim Dunne, aged 48, Senior-level VP

Details: Wants shoes shined every morning, before entering the corner office.

Wants something close by that opens early and can provide fast and reliable service.

Even though he can afford to pay for service, he appreciates a deal or freebie once in a while.

With "Joe's Express Shoe Repair" he can get the customer satisfaction he desires. He's been a client for 11 years.

User Story 2--for Shop:

Name: Lizzie Borgia, aged 26, Bartender

Details: Wants express shoe repair, especially if she has to be in her best heels for an entire evening at the bar.

Wants a repair shop that can do a good job with a wide variety of ladies' fashion shoes and boots, where the work is fast but not sloppy, and the finished product looks as good as new.

She definitely appreciates some perks for her "frequent buyer" status. She's happy that "Joe's Express Shoe Repair" can give her the quality service she wants. She's been a customer for five years.

Case Study 2: International Travel Agency

User Story 1--for Agency:

Name(s): Mr. and Mrs. Smith, late 60s, Affluent Retirees

Details: This senior couple wants to book their trips via a reliable travel agency, such as "Tented Safari, Inc.", since they prefer to travel to various parts of Africa, Middle East and Asia for exotic adventures.

They want a guaranteed safe trip, high-level accommodations, a flexible itinerary, all-meals-and-trips inclusive deals.

They also want to travel with their peers in comfort, and pace themselves to suit their varied travel needs. "Tented Safari, Inc." offers them the quality, reliability and unique adventures they crave.

User Story 2--for Agency:

Name: Fei Fei Sun, aged 21, Chinese Exchange Student

Details: Fei Fei wants to travel to exotic destinations, but prefers to have a tour guide and flexible program that take into consideration her native language and culture. She's willing to pay a premium for her vacations, but wants to be able to have action, adventure, photo-ops, special types of foods, good wines, and so on, while sharing these contemporary experiences with other young people like herself. With "Tented Safari, Inc." she can customize every trip and make each experience uniquely memorable.

Case Study 3: Fusion Cuisine Restaurant

User Story 1--for Restaurant:

Name: Pascale Cousteau, aged 55, Cinematographer

Details: Monsieur Cousteau is well-travelled, so his tastes in gourmet cuisine are quite elevated.

He wants an elegant-yet-understated restaurant/bistro where he can mix and match mezze, tapas, piattini and other exotic small-plate meals to share with a large group of friends. And he doesn't want to spend too much time or money on it.

At "Couleur Locale Bistro", he gets his fast fill of tastes from the Mediterranean and the enchanting Far East all under one roof.

User Story 2--for Restaurant:

Name(s): Mr. and Mrs. Olatunji, both in their mid-30s, Nigerian Entrepreneurs

Details: This hip, urban couple loves to go to their favorite local bistro at least three times a week, and more often when they entertain guests or have special occasions to celebrate.

"Couleur Locale Bistro" offers them a large variety of healthy, freshly cooked European style food which they've come to love after their stays in Paris, Milan, Barcelona and Phnom Penh. They want authentic food in an ambient setting, where they don't feel rushed to pay the bill and vacate. Here, they linger through many romantic evenings sampling the best appetizers, wines and cheeses.