

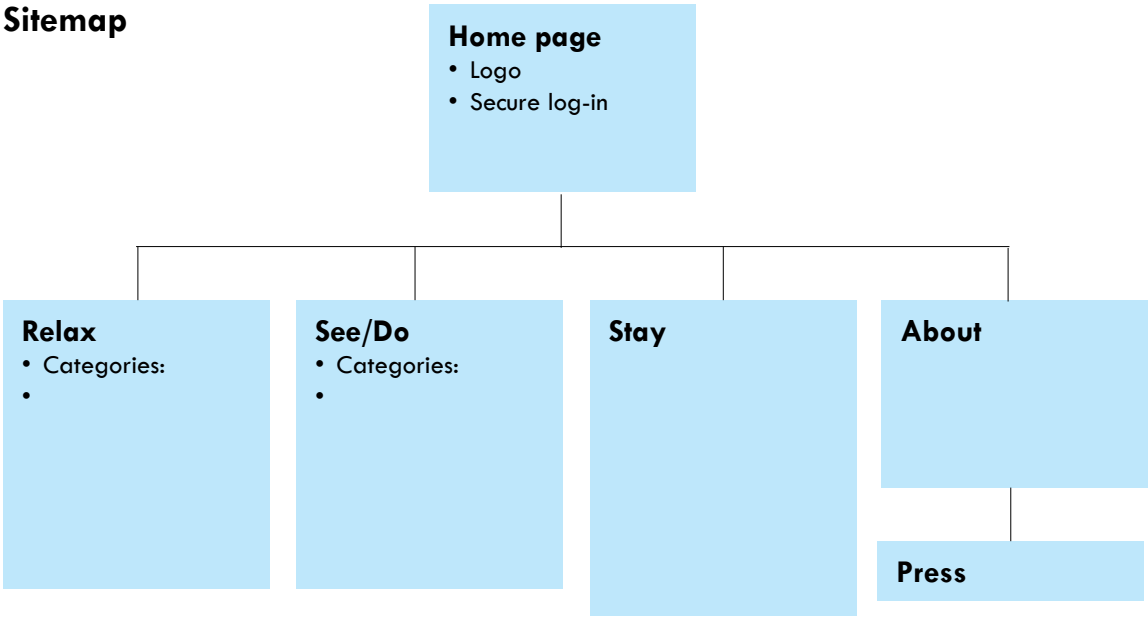
Eldur Vatn Resort

User Stories

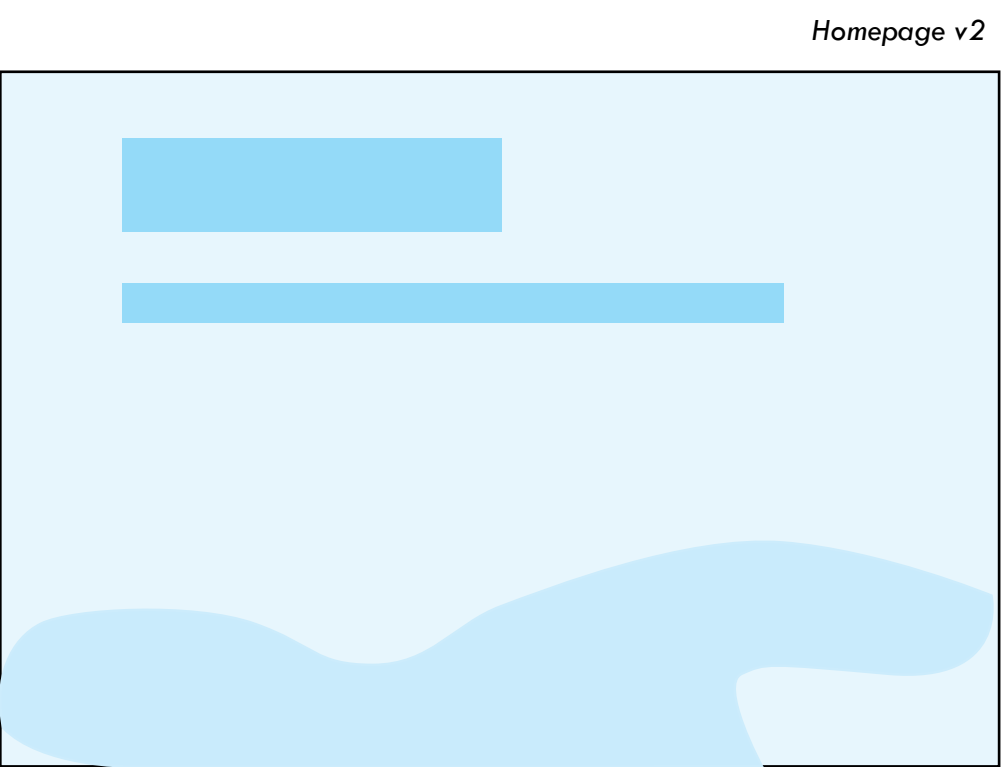
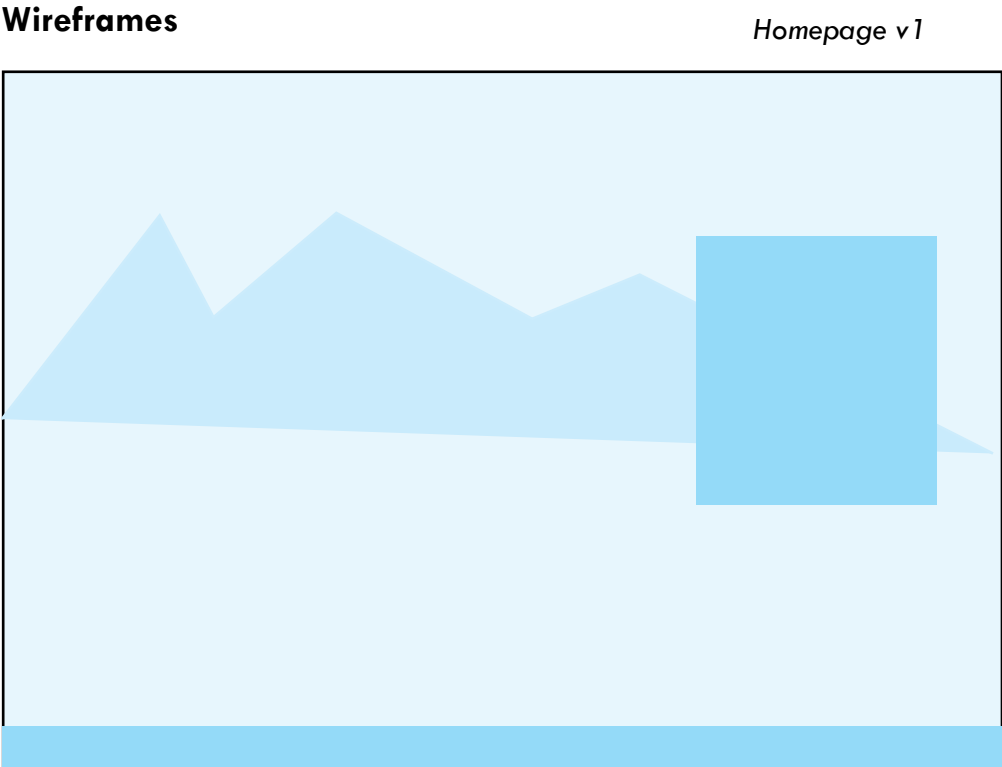
What are their goals?
How did they get to your site?
How can you help them and keep them interested?

- 1. Paul, an assistant for a seasoned movie star couple is charged with the task of organizing a rejuvenating spa vacation for her bosses and he wants to know every detail about the spa to ensure that her fussy bosses' are pleased.
- 2. A young royal, Yarraah, wants to impress his latest girlfriend with a spontaneous weekend get-away. He wants to ensure ultimate privacy but expects the royal treatment.
- 3. Jules, a wedding planner for an affluent bride-to-be

Sitemap



Wireframes



Sofra (Bakery and Cafe)

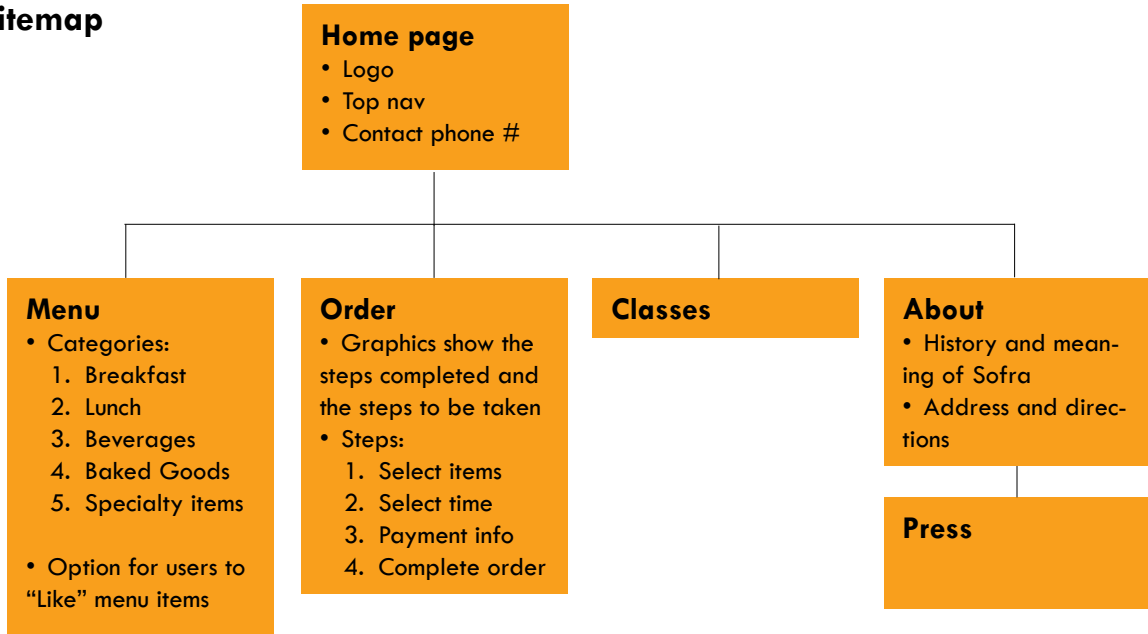
User Stories

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- 1. User Type: Competitive/Assertive
Julia works near Sofra and goes there for lunch a few times during the work week. She googles Sofra’s website because she is wants to maximize her lunch hour by ordering online. When Julia gets to Sofra her food will be ready by the time she arrives at the front of the long line.
- 2. User Type: Spontaneous/Amiable
A busy young mother, Susan, wants to have lunch on a weekend afternoon with her kids and has never been to Sofra but her local peers have recommended it. She wants to see a thorough, descriptive menu before she goes to Sofra so that she knows whether it would be a good fit for her kids. She also wants to know the hours of operation and parking options.
- 3. User Type: Humanistic/Expressive
Bo, a Canterbridgian foodie goes to Sofra on a weekend afternoons to relax, enjoy the food/coffee, and chat with a small group of friends. Bo found Sofra’s site on Yelp. quickly wants to know the specials of the week or other seasonal menu changes because they often like to try new things.

4. User Types Methodical/Analytical

Sitemap



Wireframes

