Persona: Mark Finnigan

Goal: A fast and most convenient way to receive orders from his favorite food truck

ACTION	Collect Orders	Locate the Closest Food Truck Available	Submit Order	Wait for Order Completion	Pick Up Orders
TASK LIST	Tasks A. Make order for himself B. Collect orders from his family members	Tasks A. Check with food truck locations and schedules B. Select the truck closest to the specified location	Tasks A. Relay mobile order to the food truck B. Double-check order for accuracy C. Initiate checkout	Tasks A. Follow up with the order queue. B. Follow up with the current progress for orders made	Tasks A. Pick up orders B. Check that orders are correct
EMOTIONS	Excited about ordering food Worried about making order errors	Excited about getting food orders Worried about orders not processed through the chosen food truck.	Excited about food selections made Nervous about multiple orders missing the food preferences Stressed about entering each order one-by-one	Anxious about time and order process	Relieved that orders are ready Hopeful that everyone's orders are correct
IMPROVEMENT OPPORTUNITIES	Offer a way to easily collect multiple orders	Include features for locating closest food trucks that are open and available	Include features for configuring food preferences per item type Offer a way to easily collect multiple orders	Include availability preferences that keep the food truck informed of any update	