The task

The task for this persona will be purchasing Elk steak for delivery.

Persona

	Description:
 The Self gift giver Name: Samuel Stinson *"Sometimes I want to try something different."*	Samuel is a professional server assembler at a high-tech company in Kanata. He spends his workday being stressed out by tight deadlines. When he gets his paycheck, he likes to treat himself. He likes to barbecue his food any chance he gets on his back deck. Samuel always complains that the steak at local store is no good, but he never feels like making the trek to better store. He loves to watch Netflix shows. **The Goal:** Samuel wants something to look forward to when he gets home from work.
Personal and professional background Gender: Male Age: 38 Status: Single Education: Engineering degree Occupation: Assembler Household income: 52,000 per year Location: Kanata, Ontario, Canada Religion: Lutheran **Technology used and usage level:** Windows 10 Android Laptop ●●○○○ Smartphone ●●●○○ Facebook ●○○○○ Regular usage	Scenario: Samuel started watching a hunting show on Netflix. The hunter has a lot to say about the superiority of game meat. Samuel searches online using his smart phone for any steak that isn't beef. He finds the ElkRanch website where he can purchase elk steaks. He selects ElkRanch.com and sees the home page. He reviews the page and sees there are image links for each meat category. He selects "steaks" and is taken to the Steak page where he selects the cut of steak, Tenderloin cut. He chooses 5 steaks. He selects to add the purchase to a cart. He selects checkout. He is taken to the Sign In page, where he is given the option of signing in or creating an account. He selects to create an account and is taken to a Sign-up page. He selects to sign up, enters his email as a username and enters a password. He decides to choose delivery instead of pickup, provides his shipping and payment info, reviews the order, and then selects to proceed with the purchase. A confirmation message is given, and he is advised he will be sent a tracking number once shipped. Samuel is pleased with the simplicity of the purchase process and eagerly awaits his steaks.

Task flow

1 Purchase Elk Steak

- 1.1 Review home page
- 1.2 Find Steak page
  - 1.2.1 Locate "steak" nav link
  - 1.2.2 Select steak page link
- 1.3 Select steak type and amount (steak page)
  - 1.3.1 Select Tenderloin steak
  - 1.3.2 Select number of steaks from dropdown
- 1.4 Add to cart and checkout
  - 1.4.1 select Add to cart button
  - 1.4.2 select checkout
  - 1.4.3 sign in page
- 1.5 Create account
  - 1.5.1 select "sign up"
  - 1.5.2 review sign up page
  - 1.5.3 Input email address
  - 1.5.4 Input chosen password
  - 1.5.5 Review email
  - 1.5.6 Select confirm to continue
- 1.6 Choose delivery or pickup (shipping and pickup page)
  - 1.6.1 Select delivery button
  - 1.6.2 Select continue button
- 1.7 Enter shipping address (shipping and pickup page)
  - 1.7.1 Review address form
  - 1.7.2 input recipient first and last name
  - 1.7.3 In address line 1, input address
  - 1.7.4 In address line 2 input apt # (optional)
  - 1.7.5 In "city" box, input city/town
  - 1.7.6 Select province from drop down
  - 1.7.7 Input postal code and select continue
- 1.8 Input payment info (payment page)
  - 1.8.1 From payment page, input card holder full name
  - 1.8.2 Input credit card number
  - 1.8.3 Input card expiry month/year
  - 1.8.4 Input 3-digit CVV card number
  - 1.8.5 Check the box "billing address same as shipping"
  - 1.8.6 Select continue button
- 1.9 Review order (order details page)
- 1.10 Confirm purchase
  - 1.10.1 Select proceed with purchase button
  - 1.10.2 Purchase confirmed

<u>Resources</u>

Task flow diagram is based on the task flow teachings and examples from the following articles.

Andreas Komninos, (No publishing date), *How to Improve your UX Design With Task Analysis*

https://www.interaction-design.org/literature/article/task-analysis-a-ux-designer-s-best-friend

Larry Marine, (March 27 2014), *Task Analysis: The Key UX Design Step Everyone Skips*

https://www.searchenginewatch.com/2014/03/27/task-analysis-the-key-ux-design-step-everyone-skips/