





Cynthia Judge
Office Manager,
Mosaic Sales Solutions,
Toronto, Ca.

Cynthia is the office manager at the Toronto office of a big marketing solutions company with locations in the US and Canada. She has 5 years of experience in office management and assistance. Cynthia is a very curious and friendly co-worker. She enjoys making friends and socializing over lunch and she will do all she can to maintain employee morale and a good company image.

Scenario:

A new marketing operations head for the Print Advertising Team has just been transferred to the Toronto office from HQ in New York. This is his first day and he’s holding an introductory briefing for the entire division at lunchtime.

Goals:

- 1. Cynthia has to quickly curate a balanced menu of pastry goods that caters to everyone’s preferences.
- 2. She needs it available fast so she can’t schedule a tasting or book a catering service. But she still wants to be able to control what’s on the menu.
- 3. She’s just going to select what she wants off an online menu and have it delivered to the office directly.

This will also be more convenient for her because she has an accessibility need due to her leg pain.

STAGES	AWARENESS	GETTING TO KNOW YOU	CHECKING FOR CONVENIENCE	EXPLORING THE MENU	SELECTING PRODUCTS	REVIEW ITEMS IN CART	ENTER ORDER DETAILS	PAYMENT	CONFIRM
STEPS	INSTAGRAM PAGE	HOME PAGE	TAKEOUT + MAP	MENU	PRODUCT PAGE	CART	ORDER DETAILS	PAYMENT	ORDER CONFIRMATION
DOING	Cynthia heard about us from Jane over at DDC and she finally decided to check out our Instagram page. She finds the link to our website and is taken to the Home page.	Cynthia lands on the home page of the bakery website and starts to get a feel of our brand voice and values.	She scrolls through the “Our Services” section to confirm takeout and delivery options. Afterwards, she scrolls to the map section to see if the bakery is close by and ETA of delivery.	She goes back to the menu, explores the products available and decides which ones to select.	She clicks on each individual item, goes over the product description and confirms it is suitable for what she wants. Then she selects the quantity she needs.	She reviews all the items she has selected and added to cart confirming she has enough items for her coworkers.	She fills in the order details, including the method of delivery, date, and the delivery location.	She proceeds to select payment method, enters payment details and completes the payment for the order	She confirms the order and opts to create an account to help her manage current and future orders.
THINKING	What varieties of pastries and beverages does the bakery offer? Who are their previous users?	Are they professionals? Are they reliable? How long would it take to complete an action on the site? Is the site user friendly?	Is there takeout option? Are the products ready to order online? Will the bakery deliver? How long would it take? Is the bakery close by?	She’s making quick decisions based on the meeting’s needs and the preferences of her coworkers. She thinks: does the bakery offer a variety of products for my need?	Is there enough clear and helpful details about the product? Including price, ingredients, availability, and delivery option.	Do I have enough of everything I need? Does the site present my selected items in chronological, easy to comprehend order?	Have I entered my details correctly? Is there a convenient method of delivery? Does the website present enough information on ETA?	Is the payment process easy and user-friendly? Convenient and popular payment options? Smooth and trustworthy experience?	Cynthia is hoping the order gets to the office on time.
FEELING	Anticipation	Anxious	Relieved, happy	Satisfied	Happy	Relieved	Neutral	Satisfied, safe	Hopeful
EMOTION	Cynthia feels enthusiastic and hopeful as she explores the bakery’s social media posts; pictures and reviews of the bakery’s products and services.	She’s slightly anxious about the time constraint.	Her stress level decreases as she learns there’s takeout and delivery option to her location. She feels reassured. Relieved to see the bakery is close; a sense of convenience.	She feels a bit in a rush but she’s satisfied with the selection of pastries on the website. She’s relieved she can find all she needs in one place.	Cynthia feels happy that she can see transparent pricing and honest description about the product ingredients and availability.	She’s relieved she added everything she needs in the cart.	Cynthia is relieved that the process is straightforward.	She appreciates the convenience of paying online. She feels anxious about having to enter her private card details online but she trusts her details are secure on the site.	Anxious but relieved she took quick action. Relieved the entire process was easy and seamless, She’s hopeful her order will arrive within the estimated time for delivery.
EXPECTATION	She expects to find the site equally helpful in enabling her quickly order pastries for the introductory meeting with the new boss.	She anticipates finding a clear and well-organized homepage with easy navigation to important sections.	Cynthia expects to see clear and detailed information about the takeout menu and delivery schedules. She expects she can view the map on mobile.	She expects to easily browse the menu and find what she needs.	Cynthia expects to find concise and clear details about the products she’s adding to her cart.	She hopes to be able to view her list of added items on the cart and to see how many of each item she’s added.	She anticipates a straightforward order form that allows her enter personal and delivery details accurately.	She expects a secure and efficient payment process. She expects her payment will go through without issues.	She anticipates receiving a clear order confirmation with delivery time estimates and a way to track her order.
POTENTIAL PAIN POINTS	If there are no posts or proper engagement with followers section, she won’t trust the bakery. If the link to the site is not on the bio section, it would be difficult for Cynthia to find it through search.	Confused or cluttered homepage design that makes it difficult to find the clear information she needs quickly.	Limited or unclear information about the takeout delivery service would make her uncertain about continuing her order. If the map is not mobile-friendly, it’d be difficult for her to confirm the location.	Slow-loading menu or an overwhelming number of items presented all at once would make her selection more time-consuming.	Product details is unclear and she can’t tell if the item is fit for her preference. If the price is not clear enough or not there at all, she’d be confused and would abandon her order process.	View mode and details of items in cart are not clear enough, making Cynthia unsure of if she has ordered enough of the right items.	Complex or unclear order form that leads to input errors. If she needs help to complete the form, she would feel stressed, anxious and unhappy about the whole process.	Payment processing issues and errors such as slow loading. If her preferred payment is not supported, or she doesn’t feel safe about entering her payment details, she would abandon the cart.	Lack of order confirmation or unclear order tracking.
OPPORTUNITY	I need to make sure the bakery’s social handles are optimized, engaging and portrays a lot of our client reviews and pictures of events we’ve catered.	Ensure a clean, intuitive homepage layout with clear conventional navigation key sections.	Provide detailed information about takeout delivery; including delivery time and areas served. Also, optimize the map for various devices and easy access.	Optimize the website’s performance. Consider grouping items into categories for easier exploration. Add a search section.	Ensure clear information is provided about ingredients and allergy details on the product page. Use a simple pricing strategy.	Optimize cart view mode. Include quantity details.	Create an easy-to-use checkout form all buyers can comfortably fill without needing help.	I need to ensure a robust payment system with fast, simple, simple and safe processing. Support alternative payment methods.	Provide clear order confirmation notification and email. Implement an order tracking feature even for unregistered buyers.