BPM Assignment

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**1 Brainstorm a few options of how customers might be able to place order identify user persona based on this.**

This Mind-Map describe some characteristics about the KartLoad Supermarket, show how people buy products on the store, how the market receives product to sell and some improvements. I could identify three types of personas: Customers, Supermarket Employees and Market Manager.

**2 From the options you have brainstormed, illustrate one or more flows - of how users**

**can purchase an item from the supermarket (simple flow charts will suffice. Clearly state any assumptions you have made.)**

First, I made the basic flow to a customer buy a product at the supermarket.



After that, I made other flow, to show how an Employee request new products from warehouse to supermarket. In this flow, I used 2 personas, the supermarket employee and store manager.



**3 Identify and submit key user personas (in the format Introduced the part of the**

**reading content). Explain how / why you chose these personas.**

Persona 1

**Name:** Diana

**Age:** 25 years old

**Type of persona:** Customer

**What is she want?** She wants some fruits

**What she has?** She has $10

**What is your occupation?** She’s student

Persona 2

**Name:** Tiago

**Age:** 15 years old

**Type of persona:** Supermarket Employee

**What is your occupation?** Supermarket Intern, He makes the catalog of stock.

Persona 3

**Name:** Pedro

**Age:** 30 years old

**Type of persona:** Manager

**What is your occupation?** Supermarket Manager, He makes the update in store inventory, staff and trains new workers