Persona: Rachel

Goal: Quickly and efficiently place an order for bakery items

ACTION	Arrive at bakery	Place order	Wait on order	Pick up order
TASK LIST	Tasks A. Stand in line B. Look at menu on the wall while waiting	Tasks A. Tell cashier what you want B. Choose another item if unavailable C. Submit order and payment to cashier	Tasks A. Stand in designated spot for waiting B. Retrieve items from pick-up area	Tasks A. Go to pick-up counter for order B. Double check you have everything C. Leave bakery
FEELING ADJECTIVE	Impatient with how long line is taking Frustrated with small menu text size	Happy to see friendly cashier Frazzled trying to order quickly since I couldn't see menu well before Annoyed that favorite items are unavailable	Relieved that order placement process is complete Anxious about being late to work	Happy food is ready Rushed to get to work on time
IMPROVEMENT OPPORTUNITIES	Create an app for browsing bakery menu and placing advanced orders	App easily shows if items are unavailable Image and text enlargement	App alerts when order is ready for pickup	