

Steve the Student

Curious, Disciplined, & Hardworking

Bio

Steve is an undergraduate student at ASU, living on campus in Tempe. He is studying computer science and hopes to earn an internship over the summer. In his free time, which is rare, he plays video games with his friends.

Demographics

Age: 22
Gender: Male
Occupation: Student
Location: Tempe
Marital Status: Single

Experience Level

- Steve is proficient with technology and comfortable on e-commerce websites.
- He has experience ordering from a bakery.

Goals/Needs

- Convenience, he doesn't want to leave the campus for food.
- He gets bored of eating the same food, likes variety.
- Mobile usability, he wants to order his pastries with his phone.
- Would like a loyalty program, since pastries are expensive.
- To graduate on time and land an internship

Frustrations

- When the delivery fee is added on to his total at the last minute
- Sometimes he forgets when his delivery order will arrive.
- Doesn't have a lot of money to spend on pastries.



*"I work hard in school,
& sometimes I reward
myself with a treat."*

Says...

- “I would buy them more often if they weren’t so expensive.”
- “I don’t often have time to walk to the bakery, but I have ordered some pastries to my dorm before.”
- “Although quality is important, I would say an affordable price is most important to me.”

Thinks...

- I hope they have a deal going.
- I know they are worth the price, but I’m not sure if I can afford to buy more.
- I hope they have something new.



Does...

- Works on school work after attending class
- Plays video games with his friends
- Buys pastries for game nights
- Looks on the home page for any promotions, loyalty programs or deals.

Feels...

- He sometimes feels guilty about spending so much on pastries, but does love eating them with his friends.

Rachel the Receptionist

Adventurous, Caring, & Free Thinking

Bio

Rachel is a receptionist at an urgent care in Tempe. She just got married and lives outside downtown with her husband. Rachel is adventurous and enjoys learning and trying new things. She loves her dog, movie nights, and traveling to cool places.

Demographics

Age: 30
Gender: Female
Occupation: Health Care
Location: Tempe
Marital Status: Married



Experience Level

- Rachel is moderately proficient with technology and very comfortable on e-commerce websites.
- She worked at a bakery in her early 20's.

Goals/Needs

- Reliable pickup and delivery options
- Friendly and patient employees since her order is usually very big
- Tips and tricks for her own baking
- To travel with her husband and dog to more national parks

Frustrations

- When it is difficult to place a large order through the website
- When items are missing from her pickup and/or delivery order
- When they are out of her favorite or her co-workers favorite pastry

"I often pick up my urgent care's order at the bakery. I love when the employees remember my name and are patient with me."

Says...

- “I would go to the bakery everyday if I could!”
- “I usually place and pickup orders for my co-workers at the urgent care.”
- “A diverse selection of tasty pastries is most important to me.”

Thinks...

- I hope they don't get upset with my big order.
- I've got to make sure I've got everyone's order right.
- I wonder if there are any recipes available on the site.



Does...

- Picks up the order on her way to work.
- Brings home a few pastries for her husband and her to share together.

Feels...

- Sometimes she worries about the order being wrong, and one of her co-workers getting upset.
- She is excited to share desert with her husband at home.

Mary the Mom

Compassionate, Capable, & Faithful

Bio

Mary is a full time mom of her three teen boys. Her husband works long hours, and she is typically responsible for after school activities and household chores. When she isn't driving someone to soccer practice she is enjoying some quite time with a book and coffee.

Demographics

Age: 45
Gender: Female
Occupation: Mother of 3
Location: Tempe
Marital Status: Married

Experience Level

- Mary is comfortable with technology and very proficient with e-commerce websites.
- She has experience ordering from a bakery.

Goals/Needs

- Clearly marked allergens, since one of her kids has celiac disease.
- Custom cakes and cupcakes for special occasions.
- Promotions and special deals
- To raise her kids and love her husband well.

Frustrations

- Sometimes it's difficult to describe a custom order request
- When pestered to create an account on an e-commerce site
- If the pastry isn't marked as sold out before she clicks or taps on it



“Between taking care of my kids, and making dinner, I don’t have much time to bake.”

Says...

- “I rarely have time to drive to the bakery.”
- “I usually order from the bakery on birthday’s and special occasions.”
- “I would say the skill of the bakers is most important to me. I want to give them an order and have confidence they will get it done.”

Thinks...

- I hope they understand what I mean by this.
- I wish I had the time to learn how to bake like that.
- I really need this cake to be done in time for my son’s 16th birthday party.



Does...

- Orders custom cakes and cupcakes for pickup
- Picks up bakery order when out running errands
- Takes kids to after-school activities
- Cleans the house, prepares dinner, and spends what little free time she has reading her favorite books

Feels...

- Overwhelmed. Sometimes being a mom can be exhausting.
- Excited to see the custom made cake for her son’s birthday.