

Persona: <Name> <Age> <Position>			Scenario: This is sample text						
Stages of Journey	Motivation	Search For Websites		Browse The Site	Evaluate Products		Pay		
Activities	Want to buy a product.	Search for products Keyword on search engine)	Click the 1 st ads result	Check online again and go to the 1 st original result	Check out ongoing deals & hot sale products	Open a product page to check product details	Open more product page to compare	Process to pay	Contact online service for help
Feelings	Very Happy								
	Satisfied								
	Unhappy								
Experiences	Excited to give a surprise to the friend	Happy to see many options. Confusing about how to choose	Annoyed at the useless info	Happy with the informative shopping site. Not sure about how to find the best price.	Surprise to see lots of discounts	Frustrated about review from other customers	Pleas with village & designs. Sad to see out of stock products.	Frustrated to find only the PayPal payment options	Satisfied with bank card payment. Feels unhappy to wait for a bit of long time.
Customer Expectations	Easily to obtain discount news	More user-friendly search engine	Allow to hide unnecessary ads	Clear and innovative website design	More discounts during holidays	Higher quality products	Faster supply chain system	More payment choices	Faster website speed