Persona: Bella

Goal: An easy way to order and pickup books from the bookstore to save time.

ACTION	Select Bookstore	Browse Books	Purchase Order	Pickup Order
TASK LIST	Tasks A. Look for bookstores B. Search about the bookstores C. Select a bookstore	Tasks A. Browse the books available on various shelves B. Selecting books and adding to cart	Tasks A. Wait in a long line to checkout	Tasks A. Pack the books in the bag or carry them in hand B. Carry all the books to the car and load them in
EMOTIONS	Overwhelmed by number of genres/authors to choose from Excited to find new books	Tired from roaming in between shelves	Annoyed for having to wait in line	Tired of carrying the book Happy to get new books
IMPROVEMENT OPPORTUNITIES	Create a dedicated app for the bookstore	Provide search filters Include images and book descriptions Optimize to include screen reader tech	Provide a simple checkout flow	Option to schedule pick-up date and time Option to enter into rewards program