

Persona: Amala

Goal: Buy a video game present for her teenage grandson

ACTION	Select Store	Browse Games	Place Order	Complete Order	Receive Order
TASK LIST	<p>A. Decide on game to buy</p> <p>B. Search nearby arcades, games, or tech stores</p> <p>C. Select a store</p>	<p>A. Browse games</p> <p>B. Select appropriate games to buy</p>	<p>A. Go to store</p> <p>B. Find the game and buy it</p> <p>C. In case the game is not in stock, place an order for it</p>	<p>A. Confirm order</p> <p>B. Provide payment info</p>	<p>A. Receive estimated date of order deliver</p> <p>B. Get order</p>
FEELING ADJECTIVE	<ul style="list-style-type: none">• Confused• Intimidated• Overwhelmed	<ul style="list-style-type: none">• Lost• Hopeful	<ul style="list-style-type: none">• Anxious• Annoyed	<ul style="list-style-type: none">• Annoyed• Excited• Hopeful	<ul style="list-style-type: none">• Happy• Excited
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• A dedicate arcade app for video games (Jeux Arcade)	<ul style="list-style-type: none">• Provide game demos• Include ESRB ratings for games• Owners picks for specific	<ul style="list-style-type: none">• Simple online checkout flow• Choice for ship to home without leaving the house	<ul style="list-style-type: none">• Provide on delivery payment option• Provide cash/gift-card payment options	<ul style="list-style-type: none">• Shipping tracking• Get rewards points for every