

PERSONA

User Personal Background:

Name – Tina Sparkler

Age – 26

Marital Status – Unmarried

Education – Bachelors in Business Administration

User Environment:

Location – Toronto Downtown

Devices used – Apple MacBook, Google Pixel 7 Pro

Professional Background:

Occupation – Marketing Manager

Income – \$75,000 / annum

User Characteristics:

- Understanding, Supportive, Collaborative and Creative
 - Critical thinker and good with communication
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End Goals:

- Get the user to order for pickup from the store via the website
 - Get the user to purchase merch and gift cards from the website
 - Inform the user about the menu presented by the food store
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Scenario:

- After a busy work day Tina was preparing to leave the office and suddenly her boss stops her to do some urgent work before going home.
- Her boss was not happy with her previous work also.
- Tina was very hungry as she has not had any food after the breakfast.

- In this situation she realizes her favorite food store is near her in a walking distance.
- Tina orders pick up from the store and also bought a virtual gift card from the website.
- She ate her pre dinner before going home and send the gift card to her boss and suggested her to try food here sometime.