

Persona: Dunkin Daryl

Goal: An easy and quick way to get coffee

ACTION	Select Coffee Shop	Browse menu	Place Order	Complete Order	Pick up order
TASK LIST	Tasks A. Decide on what coffee type B. Search closeby coffee shop C. Select a coffee shop	Tasks A. Browse online menu B. Select menu items	Tasks A. Locate Phone number B. Call the shop C. Place Order	Tasks A. Confirm Order B. Provide Payment information	Tasks A. Drive to coffee shop B. Pick Up the coffee
FEELING ADJECTIVE	Happy to find a good coffee shop close to them	Happy to see their best coffee is on the menu	Upset with the time taken to place an order	Annoyed at the time taken to drive to coffee shop	Relieved to drink fresh coffee
IMPROVEMENT OPPORTUNITIES	Make an app just for Coffee House	Include Images Include ratings	Create an easy to use process	Provide a space for rating	Include reward programs