

Problem Statement for a Persona:
Bethany is a busy assistant for a top partner at a big law firm and constantly is on the phone redirecting calls for her boss, therefore she needs an easy website where she can book reservations for her boss to meet clients because she needs her phone line to be ready when doing tasks.



Bethany Faris

Age: 34
Education: A.S. in Secretarial Service
Hometown: Chicago, Illinois
Family: Married with 1 child
Occupation: Secretary

“Organization is the best thing you can do for yourself in order to be efficient”

Goals

- To get tasks done faster, so I can see my child at home.
- Optimize my work processes for my boss and his clients.

Frustrations

- “Sometimes since I schedule so many appointments, I’m constantly on hold with people and getting multiple calls at once. I would like to avoid wasting time and book appointments online.”
- “I would like to reserve and unreserve appointments online with just a few clicks instead of having to call people to do so.”

Bethany grew up in the Chicago area with the hustle and bustle of the city. During the day, she starts her work day early so she can finish all her tasks before going home to her 5 year old. Currently, she is a secretary for a partner at a top law firm, so she is constantly taking calls and scheduling appointments for her boss. She often has to make appointments for her boss to meet clients over a meal and is frustrated that when she tries to call restaurants that she is left on hold for a long time. She desires a better way to make reservations so, she has more time to do other tasks.

Journey map for Bethany

Persona: Bethany

Goal: Reserve a table via the Little Lemon Restaurant Website for her boss and his client.

User Expectations:

- Select time and date
- Choose # of people
- Choose location to sit
- Be able to add comments (allergies, celebrations, etc.)

ACTION	Enter Website	Select date, time, # of diners, and location preference	Other Details	Confirm Reservation
TASK LIST (Doing)	Tasks A. Open Little Lemon Website B. Locate the option to where I can book a table	Tasks A. Select date and time. B. Select number of diners. C. Indicate inside/outdoor dining preference.	Tasks A. Add contact details B. Add additional details	Tasks A. Reserve table B. Print/View Confirmation Receipt.
FEELING ADJECTIVE (Thinking)	<ul style="list-style-type: none">• I’m eager to book a reservation for her boss.	<ul style="list-style-type: none">• Not sure where to find the option to let them sit in a quiet corner indoors to mitigate noise.	<ul style="list-style-type: none">• Where is the comment section?	<ul style="list-style-type: none">• Overwhelmed• Where is the confirmation notice?
Saying	<ul style="list-style-type: none">• “My boss likes this restaurant, let’s book this online quickly.”	<ul style="list-style-type: none">• “Ok easy for date, time, and number of diners. However, my boss and his client probably wants to sit inside so they can discuss case details.”	<ul style="list-style-type: none">• “I’m not sure if I booked this right. Also, where can I leave details because my boss’s client has a peanut allergy. He also probably wants to sit inside”	<ul style="list-style-type: none">• “I’m confused, I guess I’ll have to call the restaurant to confirm with them.”
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Update the reserve a table tab to be bolder and easier to see on the website.	<ul style="list-style-type: none">• Add options to select indoor or outdoor or see the seating map.	<ul style="list-style-type: none">• Add comment box to let the staff know of any allergies and dining preferences.	<ul style="list-style-type: none">• Add a detailed confirmation page• Add restaurant phone # in case they want to call to confirm table.