

# Persona: Jenny Star

Goal: Find a easy and quick way to order diverse food items for pick up

ACTION	Find a restaurant	Browse menu	Checkout	Confirmation	Pick up order
TASK LIST	A. Decide on food theme B. Locate restaurant near her C. Browse restaurant with same theme	A. Check online menu B. Select items to add to cart	A. Go to cart B. Enter payment info C. Place order	A. Get in app message of estimated time when order is ready for pickup B. Find restaurant address	A. Wait for update on order B. When ready, go to restaurant C. Pick up food and tip D. Inspect food E. Drive back to office F. Enjoy
FEELING ADJECTIVE	Anxious to find a restaurant to fit her theme  Excited when restaurant is found	Overwhelmed when looking at menu items with bunch of texts and limited visuals	Hard time locating cart, too many steps when making order  Unsatisfied with order process	Angry that she didn't get verification of some sort  Hard time locating restaurant address	Tiring when having to call to check if order is ready  Happy she is able to enjoy meal with coworkers
IMPROVEMENT OPPORTUNITIES	Make a restaurant app with a theme selection system to locate those restaurants easily that's nearby	Add a filter function  Add visual images  Shorten text length and only include important info	Make cart apparent & highlighted  Keep ordering simple and straightforward with as little steps as possible	Send email/phone verification of order with clear description  Also include address in the message	Send in-app update when food is ready for pick up  Send a short survey message with coupon for next time if completed