Persona: Katarína

Goal: An easy and quick way to order coffee for pickup via app.

ACTION	Get App	Browse menu	Submit order	View confirmation	Pick up order
TASK LIST	A. Download app B. Set up account	A. Browse menu in the app B. Select menu item	A. Add menu item to cart B. Choose pick up time C. Initiate checkout	A. Check app and email for receipt B. Confirm order details a pick-up time	A. Pick up order B. Inspect order C. Go to school
FEELING ADJECTIVE	Excited about the new app Stressed out if it will work	Disappointed with a small selection of coffees Annoyed by a small text	Unsure whether she placed the order correctly	Happy that the order has been processed	Pleased that the order is ready on time Annoyed because she has to say the order number
IMPROVEMENT OPPORTUNITIES	Offer discount coupons	Offer a wide selection of coffees Use larger text an also alternate text	Show what's in the cart and show a text that the information is filled in correctly	Use legible and large fonts in paragraphs	Use name instead of order number

Persona: Vladimír

Goal: Possibility to book a table via app.

ACTION	Get app	Find a booking option	Book a selected table	Check confirmation	Come to the café
TASK LIST	A. Download app B. Set up account	A. View options in the app B. Choose a booking option C. Choose a table to book	A. Write the time of your arrival B. Fill in your details C. Confirm the reservation	A. Check app and email for confirmation B. Confirm the table number and time	A. Arrive at the café at the specified time B. Meet the client at the reserved table
FEELING ADJECTIVE	Excited about the app Frustrated by the amount of information needed to register	Annoyed by the many options he doesn't need	Pleased that he had easily and quickly booked a table	Nervous from the long wait for confirmation	Happy that the reserved table is empty Frustrated by the noise
IMPROVEMENT OPPORTUNITIES	Use only email and password to register	Categorize options for quick navigation in the app Add a restaurant plan with table numbers	Create time options Add the possibility of checking whether the table is not reserved at the time	Send confirmation immediately	Recommend the time when there are the fewest customers in the café