

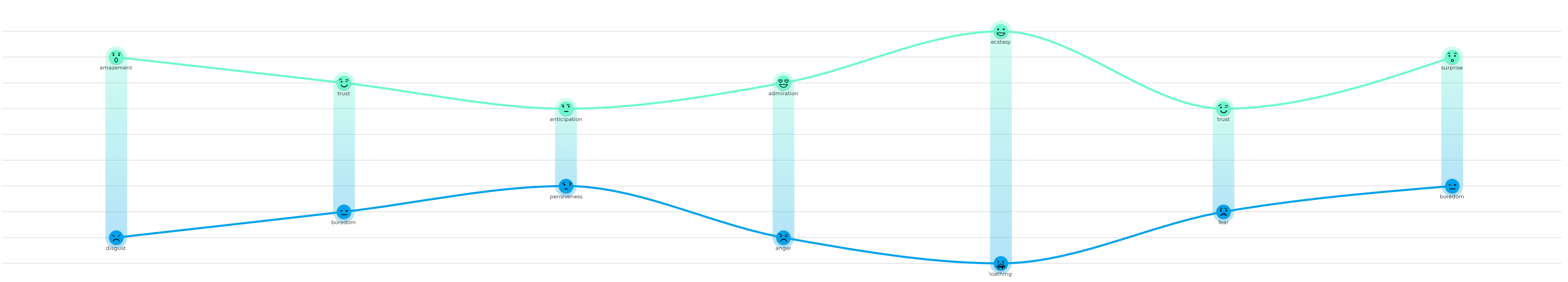
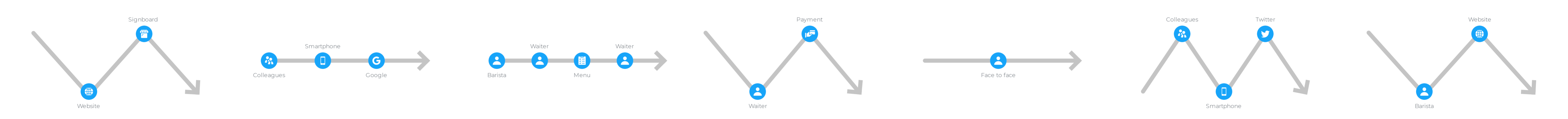
Cheryl Miller
Cheryl is a mid-level manager at an IT company in NY. Her income allows her to buy little treats like a few cups of delicious coffee a few times a week.

Sarah, Co-worker
Sarah is a Consultant at an IT company. She's a big coffee fan. She never misses a chance to grab a ☕ nearby.

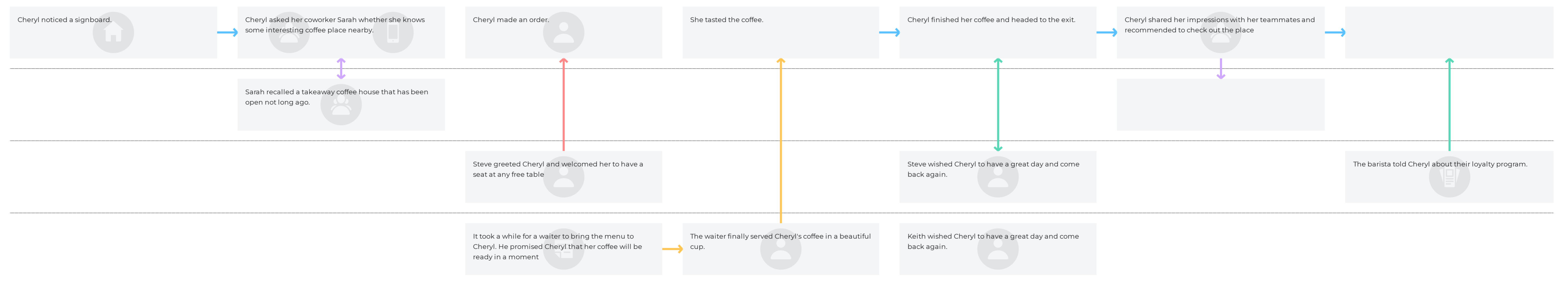
Steve, Barista
Steve has been working as a barista for two years. He saves money as his dream is to open a coffee shop at a trade center.

Keith, Waiter
Keith is a student who works for four hours a day at a coffee house to pay for his studies.

STORYBOARDS	BEFORE		ORDER			AFTER	
	AWARE	SEARCH	ORDER	DRINK	LEAVE	FEEDBACK	BONUS PROGRAM
PERSONA GOALS	<ul style="list-style-type: none"> Get there fast on foot Quickly locate the place 	<ul style="list-style-type: none"> Find a nice coffee place nearby 	<ul style="list-style-type: none"> Get coffee ASAP! 	<ul style="list-style-type: none"> Drink delicious coffee made from fresh and well ground beans Pay for the drink 	<ul style="list-style-type: none"> Leave before her break ends 	<ul style="list-style-type: none"> Share her experience with coworkers and friends 	<ul style="list-style-type: none"> Get a discount Any other way to spend less money
QUOTE	"This signboard was really cute! 😍"	"I will ask Sarah if she knows some place nearby. 😊"	"It is nice inside and that smell of coffee... I just hope they accept visa 😊"	"It's hot and delish! Just how I like my coffee... 😍"	"I'm loving this place. Good coffee, nice staff and the vibe is just awesome 😊"	"Oh I have to tell the other guys at the office what a nice place it is! And I'll even tweet! 😊"	"I wonder if there's some reward program like 'every 7th cup is on the house'?" 😊"
PERSONA EXPECTATIONS	<ul style="list-style-type: none"> A signboard that is hard to overlook No breaking a leg when getting to the place on high heels 	<ul style="list-style-type: none"> Convenient location Good selection Good quality of drinks 	<ul style="list-style-type: none"> Pretty interior Paying with smart card via contactless payment Fast service 	<ul style="list-style-type: none"> Fresh coffee with no extra sugar Beams should not be too ground 	<ul style="list-style-type: none"> Leaving the place without having to take care of leftovers 	<ul style="list-style-type: none"> Get some bonus point for sharing a photo from the coffee house 	<ul style="list-style-type: none"> Get some bonus points Exchange bonuses for drinks and other treats



- PROCESS**
- The café's website said the café was at the ground floor but there were so many offices and so hard to find the place.
 - On the way to the coffee house, Cheryl noticed a fun signboard with some cartoon characters that pointing to the place.
 - Cheryl asked her coworker Sarah whether she knows some interesting coffee place nearby.
 - Sarah recalled a takeaway coffee house that has been open not long ago.
 - Cheryl googled it up on her smartphone.
 - Cheryl headed to the cafe.
 - A friendly barista greeted Cheryl and welcomed her to have a seat at any free table.
 - It took a while for a waiter to bring the menu to Cheryl.
 - She made an order and the waiter promised Cheryl that her coffee will be ready in a moment.
 - The waiter finally served Cheryl's coffee in a beautiful cup.
 - She was irritated by long awaiting but once she tasted the coffee she softened.
 - Cheryl finished her coffee and headed to the exit.
 - All staff wished her to have a great day and come back again.
 - Cheryl shared her impressions with her teammates and recommended to check out the place.
 - She took a photo of her coffee and posted to twitter saying that the coffee was amazing.
 - The barista told Cheryl about their loyalty program, but for that she had to sign up on the cafe's website.
 - Cheryl was glad so that she decided to make an extra effort by going to the website. Though it would be way cooler if she didn't have to.



- PROBLEMS**
- It isn't easy for customers to locate the place
 - Not a center of the city
 - People working nearby may not know that there is a new coffee place is open
 - Not enough information and reviews
 - No way for customers to pay by Apple and Android pay
 - Long order time because baristas are busy with coffee making
 - Low quality of coffee
 - Poor choice of snacks
 - No reaction to customers posting photos from the coffee house
 - Customers have to make an extra effort to get into loyalty program. Not everyone wants to go to the website and sign up.

- IDEAS**
- Install a bigger signboard so people see the place right away
 - Add map and directions on social media and the website
 - Print flyers promising 20% discount to employees working in the nearby offices
 - Post more content on social media with a proper geotag
 - Add menu to the coffee shop's website
 - Participate in local coffee competitions
 - Provide the possibility to pay via contactless payments
 - Hire a dedicated employee to take care of the orders during the busy hours
 - Add a small chocolate bar as a gift to make the process even more enjoyable and win customers' loyalty
 - Expand the choice of snacks and pastries
 - Encourage customers to post photos from the cafe by giving them discounts
 - Respond to review on social media
 - Create personalized souvenirs for regular clients
 - Find a way to eliminate the necessity of going to the website.

