

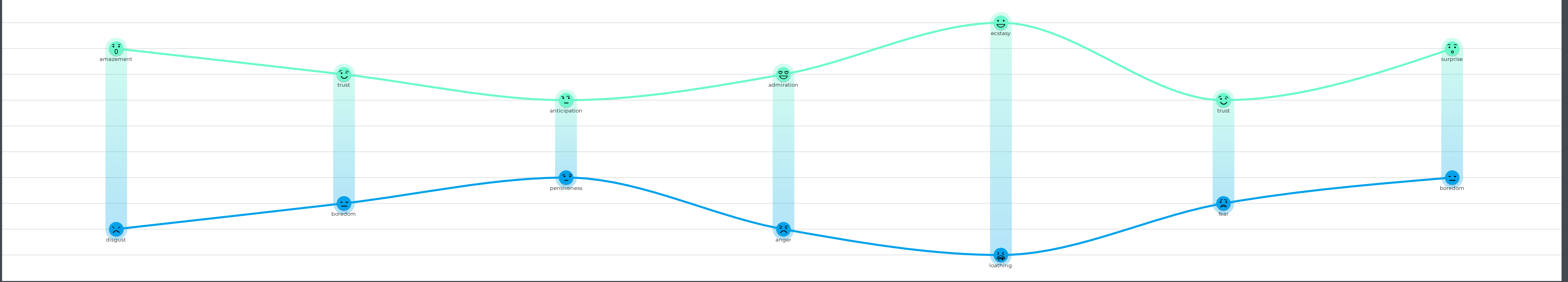
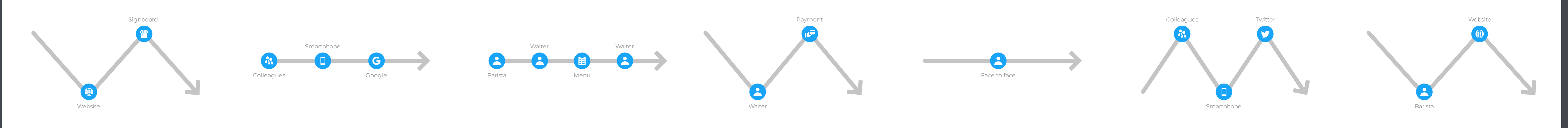
**Cheryl Miller**  
Cheryl is a mid-level manager at an IT company in NY. Her income allows her to buy little treats like a few cups of delicious coffee a few times a week.

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

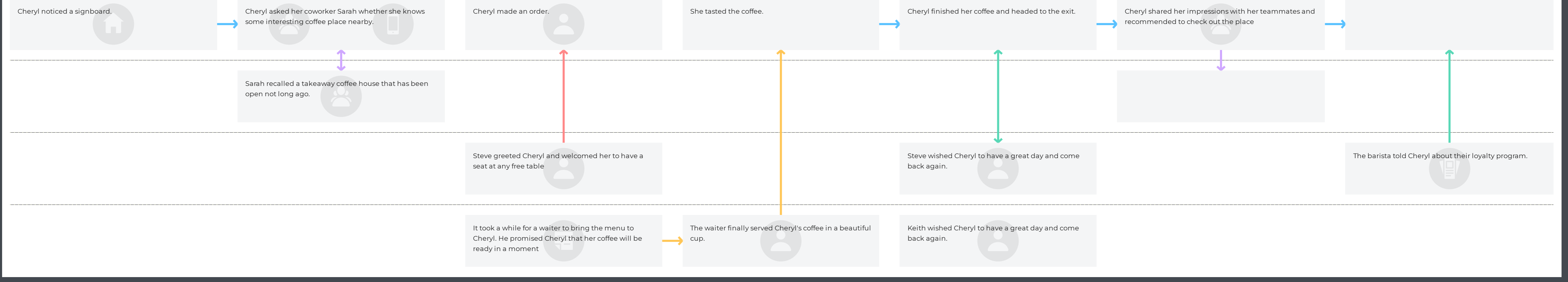
**Steve, Barista**  
Steve has been working as a barista for two years. He saves money as his dream is to open a coffee shop at a trade center.

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

	BEFORE	ORDER			AFTER	BONUS PROGRAM	
	AWARE	SEARCH	ORDER	DRINK	LEAVE	FEEDBACK	
<b>STORYBOARDS</b>							
<b>PERSONA GOALS</b>	<ul style="list-style-type: none"> <li>Get there fast on foot</li> <li>Quickly locate the place</li> </ul>	<ul style="list-style-type: none"> <li>Find a nice coffee place nearby</li> </ul>	<ul style="list-style-type: none"> <li>Get coffee ASAP!</li> </ul>	<ul style="list-style-type: none"> <li>Drink delicious coffee made from fresh and well ground beans</li> <li>Pay for the drink</li> </ul>	<ul style="list-style-type: none"> <li>Leave before her break ends</li> </ul>	<ul style="list-style-type: none"> <li>Share her experience with coworkers and friends</li> </ul>	<ul style="list-style-type: none"> <li>Get a discount</li> <li>Any other way to spend less money</li> </ul>
<b>QUOTE</b>	"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 twit! 😊"	"I wonder if there's some reward program like 'every 7th cup is on the house'? 😊"
<b>PERSONA EXPECTATIONS</b>	<ul style="list-style-type: none"> <li>A signboard that is hard to overlook</li> <li>No breaking a leg when getting to the place on high heels</li> </ul>	<ul style="list-style-type: none"> <li>Convenient location</li> <li>Good selection</li> <li>Good quality of drinks</li> </ul>	<ul style="list-style-type: none"> <li>Pretty interior</li> <li>Paying with smart card via contactless payment</li> <li>Fast service</li> </ul>	<ul style="list-style-type: none"> <li>Fresh coffee with no extra sugar</li> <li>Beams should not be too ground</li> </ul>	<ul style="list-style-type: none"> <li>Leaving the place without having to take care of leftovers</li> </ul>	<ul style="list-style-type: none"> <li>Get some bonus point for sharing a photo from the coffee house</li> </ul>	<ul style="list-style-type: none"> <li>Get some bonus points</li> <li>Exchange bonuses for drinks and other treats</li> </ul>



<ol style="list-style-type: none"> <li>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.</li> <li>On the way to the coffee house, Cheryl noticed a fun signboard with some cartoon characters that pointing to the place.</li> </ol>	<ol style="list-style-type: none"> <li>Cheryl asked her coworker Sarah whether she knows some interesting coffee place nearby</li> <li>Sarah recalled a takeaway coffee house that has been open not long ago</li> <li>Cheryl googled it up on her smartphone</li> <li>Cheryl headed to the cafe</li> </ol>	<ol style="list-style-type: none"> <li>A friendly barista greeted Cheryl and welcomed her to have a seat at any free table</li> <li>It took a while for a waiter to bring the menu to Cheryl</li> <li>She made an order and the waiter promised Cheryl that her coffee will be ready in a moment</li> </ol>	<ol style="list-style-type: none"> <li>The waiter finally served Cheryl's coffee in a beautiful cup</li> <li>She was irritated by long awaiting but once she tasted the coffee she softened</li> </ol>	<ol style="list-style-type: none"> <li>Cheryl finished her coffee and headed to the exit</li> <li>All staff wished her to have a great day and come back again.</li> </ol>	<ol style="list-style-type: none"> <li>Cheryl shared her impressions with her teammates and recommended to check out the place</li> <li>She took a photo of her coffee and posted to twitter saying that the coffee was amazing.</li> </ol>	<ol style="list-style-type: none"> <li>The barista told Cheryl about their loyalty program, but for that she had to sign up on the cafe's website</li> <li>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.</li> </ol>
---	---	---	--	--	---	---



<ul style="list-style-type: none"> <li>It isn't easy for customers to locate the place</li> <li>Not a center of the city</li> </ul>	<ul style="list-style-type: none"> <li>People working nearby may not know that there is a new coffee place is open</li> <li>Not enough information and reviews</li> </ul>	<ul style="list-style-type: none"> <li>No way for customers to pay by Apple and Android pay</li> <li>Long order time because baristas are busy with coffee making</li> </ul>	<ul style="list-style-type: none"> <li>Low quality of coffee</li> <li>Poor choice of snacks</li> </ul>	<ul style="list-style-type: none"> <li>No reaction to customers posting photos from the coffee house</li> </ul>	<ul style="list-style-type: none"> <li>Customers have to make an extra effort to get into loyalty program. Not everyone wants to go to the website and sign up.</li> </ul>
---	---	--	--	---	--

<ul style="list-style-type: none"> <li>Install a bigger signboard so people see the place right away</li> <li>Add map and directions on social media and the website</li> </ul>	<ul style="list-style-type: none"> <li>Print flyers promising 20% discount to employees working in the nearby offices</li> <li>Post more content on social media with a proper geotag</li> <li>Add menu to the coffee shop's website</li> <li>Participate in local coffee competitions</li> </ul>	<ul style="list-style-type: none"> <li>Provide the possibility to pay via contactless payments</li> <li>Hire a dedicated employee to take care of the orders during the busy hours</li> </ul>	<ul style="list-style-type: none"> <li>Add a small chocolate bar as a gift to make the process even more enjoyable and win customers' loyalty</li> <li>Expand the choice of snacks and pastries</li> </ul>	<ul style="list-style-type: none"> <li>Encourage customers to post photos from the cafe by giving them discounts</li> <li>Respond to review on social media</li> <li>Create personalized souvenirs for regular clients</li> </ul>	<ul style="list-style-type: none"> <li>Find a way to eliminate the necessity of going to the website.</li> </ul>
---	---	---	--	---	--

