

BUSINESS GOALS

PERSONAS

IMPACTS

DELIVERABLES

USER STORIES

Sell 15% more coffee this quarter



Sarah Miller



Keith Oliver

Pop in the coffee shop more frequently, buy more coffees.

Buy coffees more frequently

Improve inner processes to reduce the time for preparing drinks.

"Buy 6 coffees, get 7th for free" loyalty program.

As an occasional coffee buyer I want my drinks to be served ASAP so I can make it to my meetings in time.

As a coffee lover, I don't want to spend too much money without reducing the amount of coffee I consume.