

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.

	AWARE	SEARCH	WAY TO COFFEE	ORDER	WAIT	DRINK	BONUS PROGRAM	LEAVE	FEEDBACK
USER GOALS	<ul style="list-style-type: none"> To taste good coffee in an interesting place 	<ul style="list-style-type: none"> Find a nice coffee place nearby 	<ul style="list-style-type: none"> Get there fast on foot Quickly locate the place 	<ul style="list-style-type: none"> Get coffee ASAP! 	<ul style="list-style-type: none"> Not having to wait for too long 	<ul style="list-style-type: none"> Delicious coffee made from fresh and well ground beans 	<ul style="list-style-type: none"> Get a discount Any other way to spend less money 	<ul style="list-style-type: none"> Leave before her break ends 	<ul style="list-style-type: none"> Share her experience with coworkers and friends
QUOTE SECTION	<p>“OMG... I need coffee so bad 😞”</p>	<p>“I'll ask Sarah if she knows some place with good coffee nearby 😊”</p>	<p>“These signboard was really cute! 😊”</p>	<p>“It is nice inside and that smell of coffee... I just hope they accept visa 😊”</p>	<p>“It takes forever!”</p>	<p>“It's hot and delicious! Just how I like my coffee... 😊”</p>	<p>“I wonder if there's some reward program like "every 7th cup is on the house"? 😊”</p>	<p>“I'm loving this place. Good coffee, nice staff and the vibe is just awesome 😊”</p>	<p>“Oh I have to tell the other guys at the office what a nice place it is! And I'll even tweet! 😊”</p>
IMAGE SECTION									
USER EXPECTATIONS	User research data	<ul style="list-style-type: none"> Convenient location Good selection 	<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"> Pretty interior Paying with smart card via contactless payment Fast service 	<ul style="list-style-type: none"> No noises Nice music No lines to restrooms 	<ul style="list-style-type: none"> Fresh coffee with no extra sugar Beams should not be too ground 	<ul style="list-style-type: none"> Get some bonus points Exchange bonuses for drinks and other treats 	<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
PROCESS AND CHANNELS	Other	Friends, Google, Facebook	Face to Other	Face to	Building, Face to	Food	Smartphone, Face to	Building, Face to	Friends, Twitter
PROCESS	<ol style="list-style-type: none"> Cheryl completed an important stage of her work and decided to have a cup of cappuccino to reload her battery A thousand of coffee places crossed her mind 	<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> The cafe's website said the cafe 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. 	<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> Cheryl spent way more time waiting than she expected. She went to the restroom but the line was extremely long. 	<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> Cheryl finished her coffee and headed to the exit All staff wished her to have a great day and come back again. 	<ol style="list-style-type: none"> 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.
EXPERIENCE	sadness	anticipation	amazement	anticipation	boredom	ecstasy	admiration	admiration	love
PROBLEMS	<ul style="list-style-type: none"> No clue where to get coffee Betty used to go to one place but it was closed recently so now she need to find something new with the same quality of drinks and everything 	<ul style="list-style-type: none"> People working nearby may not know that there is a new coffee place is open Not enough information and reviews 	<ul style="list-style-type: none"> It isn't easy for customers to locate the place Not a center of the city 	<ul style="list-style-type: none"> No way for customers to pay by Apple and Android pay Long order time because baristas are busy with coffee making 	<ul style="list-style-type: none"> Making coffee takes too much time and customers get irritated No books/ magazines to pass the time with while waiting 	<ul style="list-style-type: none"> Low quality of coffee Poor choice of snacks 	<ul style="list-style-type: none"> Customers have to make an extra effort to get into loyalty program. Not everyone wants to go to the website and sign up. 		<ul style="list-style-type: none"> No reaction to customers posting photos from the coffee house
IDEAS	<ul style="list-style-type: none"> Place ads near local offices and bus stops Create profiles on social media 	<ul style="list-style-type: none"> Print flyers promising 20% discount to employees working in the nearby offices Post more content on social media Add menu to the coffee shop's website Participate in local coffee competitions 	<ul style="list-style-type: none"> Install a bigger signboard so people see the place right away Add map and directions on social media and the website 	<ul style="list-style-type: none"> Provide the possibility to pay via contactless payments Hire a dedicated employee to take care of the orders during the busy hours 	<ul style="list-style-type: none"> Optimize internal processes Train staff Bring some books, magazines, newspapers and board games 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Find a way to eliminate the necessity of going to the website. 		<ul style="list-style-type: none"> Encourage customers to post photos from the cafe by giving them discounts Respond to review on social media Create personalized souvenirs for regular clients