

Provisional Personas



The Customer

- Goals:**
- Wants to order & get their food quickly & easily
 - Wants a pleasant experience that ends with enjoying good food

- Frustrations:**
- Sometimes an order is messed up or mishandled - which is annoying as the customer isn't getting exactly what they ordered / wanted



The Restaurant Staff Employee

- Goals:**
- Wants to make customers feel welcome, relaxed, and happy
 - Wants to help customers order & receive their food

- Frustrations:**
- During peak times restaurants can often become extremely busy and workers sometimes need to work even more quickly which can be stressful



The Delivery Driver

- Goals:**
- Wants to stay safe on the road
 - Wants to successfully deliver food to customers within reasonable / allotted time frames

- Frustrations:**
- Having to deal with traffic, weather (such as rain or snow) time constraints, and unfamiliar locations



The Ecommerce Manager

- Goals:**
- Wants to help Freshness Burger increase its online revenue
 - Wants to manage the ordering process to ensure it runs smoothly while collecting customer data

- Frustrations:**
- Integrating a new online order system into Freshness Burger's current existing site will pose a number of challenges, including learning the new system