



THEODORA

THE DEAL HUNTER

The Deal Hunter is looking to get the best boba and desserts for their buck and wants to know the prices of the items as well as the popularity of the items. They don't mind exploring but they prefer to know they're getting a good value for their purchase.

Interviews: Cheryl, Lindsey, and Evelyn

USER NEEDS

- i. Know when deals are happening so I can save money
- ii. View menu with pricing, available combos, and current promotions to know what the best deals are.
- iii. Join a loyalty program to make the most of my purchases.
- iv. Order a drink/dessert that won't break my bank, i.e. competitive pricing with similar places in the area.
- v. Place should look relatively safe and clean so I don't worry about those around me when with my kids.

USER GOALS

- i. Save money and stretch my budget to provide for myself and those around me as best as I can.
- ii. Enjoy my family time and desserts without worrying about disturbing others.
- iii. Order something that appeals to both myself/spouse and my kids.

BACKGROUND

Theodora is 30 years old and lives around in La Jolla with her family of 4. She goes out for desserts once a week with her husband and two kids, aged 8 and 10. When visiting dessert or boba places, she typically uses the in-store menu and promoted items to decide on a drink but she also appreciates a colorful and photo-filled menu so her kids can have a say in choosing their dessert and drinks as well. She loves joining loyalty programs and seeing what free things she can score!

USER SCENARIO 1

Theodora wants to decide if this store would make a good place to take John and her two children for a rare after-dinner dessert. She's given herself enough time to make a careful choice.

USER SCENARIO 2

Theodora wants to see which cafe will give her the best deals so she can stay within budget as well as try something new. She wants to find a place where she can easily pick out the best-selling drinks so she can quickly decide what to get her fussy children. She doesn't have a lot of time to investigate, since her own work is calling.

USE CASES 1

- i. Look at the menu and estimate the cost of their snacks.
- ii. Look for pictures of the interior to see if it looks right for them.
- iii. Compare prices among items based on their content.
- iv. Look for smaller kid's items that would be cheaper.
- v. Look for desserts/drinks suitable for each family member.

USE CASES 2

- i. Look at the location of the shop to see how far it is.
- ii. Look at the menu and estimate the cost of a potential meal.
- iii. Check for current promotions or deals.
- iv. Check if the shop has a loyalty program.
- v. Look for the most popular orders.