



JANET

THE AESTHETICS ADMIRER

The Aesthetics Admirer values looks over anything else in a dessert shop. They like to know whether the space will be to their taste before visiting because they prioritize posting cute pictures on Instagram and would like to maintain their Yelp Elite status. They are also a fan of working in cafes and want to know if the interior would fit their needs. They appreciate a well-designed decor, clean environment, and beautiful and unique drinks.

Interviews: Linh, Evelyn, and Amy.

USER NEEDS

- i. Get recommendations on what to order.
- ii. Feel welcomed to ask questions about the content of desserts and drinks.
- iii. Find clean seating with good lighting and outlets.

USER GOALS

- i. Have an impressionable first experience of boba drinks and desserts.
- ii. Take photos of my order to post on social media.
- iii. Find a good study spot with everything necessary to study efficiently (WiFi and outlets).

BACKGROUND

Janet is a 19 year old college student attending UC San Diego. She is often the first one on Yelp to search for new places to try with her friends, looking through dozens of photos and reviews to get the feel of a place before she goes. She also keeps an eye on social media feeds, hungry for the latest unique twist on trendy foods. As a college student, she heads out in her free evenings to bustling nightlife areas, like Convoy and Mira Mesa.

USER SCENARIO 1

Janet wants to decide if this cafe would be a good place to study during the weekends. To study, Janet wants to find a proper clean table and chair with a nearby outlet and decent lighting. She wants to know what drinks and snacks will be available to her. She often uses online resources to look up food places so she is confident in her ability to accurately evaluate a place.

USER SCENARIO 2

Janet wants to take some nice pictures to post on her Instagram. As a foodie, she loves taking pictures of food and wants to know what kind of aesthetic the cafe where she is heading to will have.

USE CASES 1

- i. Look at menu to gauge price range.
- ii. Find drinks that have more caffeine.
- iii. Look in menu for snacks offered to eat during breaks.
- iv. Check reviews that have been written by previous guests to see if the interior will be too loud or noisy.
- v. Look for pictures of the interior to ensure there's sufficient seating.

USE CASES 2

- i. Look at the menu to find pictures of the food and drinks offered.
- ii. Look for pictures of the interior for the overall aesthetics of the cafe.
- iii. Check reviews for mentions about the "vibe" or "atmosphere" of the shop.
- iv. Check social media for mentions and images of the shop.
- v. Examine the overall aesthetics of the shop's site.