



BOB

THE HOSPITALITY HOUND

The Hospitality Hound cares most about the quality and speed of service. They strive to have a good experience through interactions with workers and being able to receive their order in a timely fashion. They care about the accessibility of the cafe through both phone and online web pages and want to know all services offered without having to jump through loops.

Interviews: David, Blake, and Leo.

USER NEEDS

- i. Easily get recommendations on what to order.
- ii. Quickly find the items on the menu to order.
- iii. Quickly purchase the items wanted.
- iv. Access information for ordering in bulk for private events.
- v. Be able to speak to inform staff about logistical issues.

USER GOALS

- i. Feel welcomed with good service that is experienced and warm.
- ii. Quickly put in order and head to work in a timely manner.
- iii. Fulfill my job as an event-planner as best as I can.

BACKGROUND

Bob is 24 years old working full-time as a corporate event-planner in the San Diego area. Before heading to work and during his lunch breaks, he likes to grab a quick drink at the local cafes. He often takes the drink with him to-go and appreciates quick service because he has limited time. Since Bob is in charge of planning company events, he likes to be able to figure out other services provided by cafes so he can include them in catering special events.

USER SCENARIO 1

Bob wants to grab boba during his lunch break which is only 40 minutes. He is looking to find a place with fruit teas and aloe vera topping. He wants a short wait time because he is in a rush to get back. He has time before lunch to search for a cafe.

USER SCENARIO 2

Bob is planning an office-wide party to celebrate hitting the sales quota for the quarter! He wants to order lots of desserts and drinks to bring to the office. He needs to figure out any bulk order deals or dietary restrictions to put in an order. He has time to consider many options.

USE CASES 1

- i. Find out where the restaurant is and its hours.
- ii. Look at the menu for specific teas.
- iii. Look for wait times.
- iv. See if it's possible to order online.
- v. See if there is parking nearby.

USE CASES 2

- i. Look at the menu and estimate the cost of their meal.
- ii. Look for services offered beyond regular purchases.
- iii. See how to make reservations or make reservations online.
- iv. Check some reviews to gauge what people's experiences were like with the service.
- v. See if there is parking nearby.