

# Persona: Smiling Suzy

Goal: Enjoy a slower-paced/casual meal out at the taco bar with friends and family. Be able to place my own order without help.

ACTION	Access taco bar menu on app	Browse menu options for custom tacos	Select desired taco options	Select payment options	Wait for order / verify order status
<b>TASK LIST</b>	A. Scan QR code on table to access digital menu, -OR- B. Download and open restaurant app/menu, -OR- C. Use tabletop ordering screen, OR D. Call server	A. Explore options for shell, meat, fillings, and sauces  B. Get a feel for how to add and remove individual options on screen	A. Select protein  B. Select solid add-ins  C. Select sauces	A. Select contactless payment, -OR-  B. Select "traditional server payment"	A. Add a "Review Your Order" page before placing order  B. Add an indicator for kitchen to table feedback that order is received  C. Leave "Call Server" option open on screen
<b>FEELING ADJECTIVE</b>	Confused – Not tech savvy on how to use QR code  Annoyed – Downloading not ideal  Curious – Tabletop option unfamiliar  Relieved – Server option easy	Hungry – App should show vivid pictures of each component Excited Overwhelmed – If there are too many options Confused – If a customer doesn't know what something is (no item description) or its price	Excitement – Lots of choices  Uncertainty – May not know what everything is, how spicy things are, etc.	Relieved – Options are either tech-savvy or non-tech savvy/traditional	Confidence – Order looks correct  Worried – I made a mistake on my order (call server)
<b>IMPROVEMENT OPPORTUNITIES</b>	Add tabletop instructions for using QR code Eliminate any option that requires installing an app (doesn't work for those without smartphones, avoids download time/data/etc.) Assume users should use the tabletop kiosk by default	Show pictures of each item Enable audio dictation for each menu element (to read out name of item and its description) Design ordering flow to be one element at a time (shell, meat, fillings, exclusions) Show prices on each element	Menu should include definitions for all items (especially less familiar items like barbacoa, rojo sauce, etc). Should be audio dictation enabled. Include ratings of spiciness for each item Consider colorblind assist	Add reassuring text on the screen: "We'll walk you through how to pay with a digital wallet" Or "Prefer the old- fashioned way? No problem. Call server."	Design screen to read back / display your order in large fonts before submitting. Also show price before submitting.