

# Persona: Casey

Goal: want a cheap, reliable, and discrete way of accessing free feminine products

ACTION	Discovery	Evaluation	Download	Utilization	Feedback
<b>TASK LIST</b>	<p>Tasks</p> <p>A. identifies need for free feminine product app</p> <p>B. searches online for free apps</p> <p>C. discovers free feminine product app</p>	<p>Tasks</p> <p>A. reviews app description and reviews</p> <p>B. evaluates features of app</p> <p>C. evaluates user experience of app</p>	<p>Tasks</p> <p>A. downloads app</p> <p>B. creates account</p> <p>C. confirms account set-up</p> <p>D. choose subscription option</p>	<p>Tasks</p> <p>A. browses products</p> <p>B. selects products and adds to subscription box</p> <p>C. receives products in the mail</p>	<p>Tasks</p> <p>A. provides feedback on products</p> <p>B. provides feedback on user experience</p> <p>C. shares app with friends</p>
<b>FEELING ADJECTIVE</b>	Curiosity, anticipation	Interest, caution	Excitement, relief	Satisfaction, relief	Gratitude, pride
<b>IMPROVEMENT OPPORTUNITIES</b>	Improve online visibility of the app	Provide more detailed descriptions of features	Streamline account set-up process	Offer more product choices	<p>A. Encourage users to leave reviews and share the app with friends</p> <p>B. Offer reward program</p>

# Persona: Robert

Goal: wants to easily secure free feminine products for his daughters

ACTION	Discovery	Evaluation	Download	Utilization	Feedback
TASK LIST	<p>Tasks</p> <p>A. hears about the free feminine product app</p> <p>B. researches the app to learn more about it</p> <p>C. views reviews from other users</p>	<p>Tasks</p> <p>A. evaluates the app to determine if it meets his needs</p> <p>B. decides if the app is worth downloading</p>	<p>Tasks</p> <p>A. downloads the app from the app store</p> <p>B. creates an account</p> <p>C. subscribes to receive the free feminine products</p>	<p>Tasks</p> <p>A. receives the free feminine product</p> <p>B. daughters use the products</p> <p>C. interacts with the app to manage his subscription</p>	<p>Tasks</p> <p>A. leaves a review for the app</p> <p>B. shares the app with others</p> <p>C. provides feedback about the product to the company</p>
FEELING ADJECTIVE	curious and intrigued	hesitant or unsure	excited and relieved	satisfied and grateful	Gratitude, pride
IMPROVEMENT OPPORTUNITIES	focus on creating content that educates single dads about the app and its benefits.	create a more detailed explanation of the app and its features to help single dads make an informed decision.	make the process of signing up for the subscription easier and more intuitive.	add features to the app that make it easier to manage and customize the subscription.	implement a system that encourages single dads to leave reviews and provide feedback about the product.