

Kayla Kang (SungA)  
WEB202  
DRIVETHRU Bubble Tea  
User Needs



1. **Name:** Min the Yogagirl
2. **Quote:** “Carpe Diem! The perfect today”
3. **Demographic**
  - The yoga- girl Min is 27 years old who daily starts her day by doing yoga. She currently graduated from college by earning a degree in interior design. After her daily routine of yoga she never passes DriveThru Bubble Tea. Line waiting is part of her plan of starting a day to get bubble tea from DriveThru.
4. **Profile**
  - Min loves to experience and exploring herself to learn various environments due to the fact that she wants to move wider in the world fulfilling her career in interior design. According to her quote favorite quote

“Carpe Diem” her happiness follows along her every moment and enjoys her journey.

#### **5. Goals**

- Mentioning previously, her daily routine now days includes ‘line waiting’ for a cup of bubble. She tended to visit the website thinking information will be announced, however the website only had links to the social media and that led her to make another step reaching for direct information. Easy order and pick up is what she wants!

#### **6. Usage**

- Easy selection, fast process on ordering a bubble tea

#### **7. Wants & Needs**

- Any function that she can have direct information about the remaining bubble teas and fast process of ordering; not being complicated



1. **Name:** Yujing the princess of Bubble Tea

2. **Quote:** “Yes bubble Tea can be your meal!”

3. **Demographics**

- She is a 27 years old female, living roommate with Min. She attends Bellevue college to earn an AA degree. As being a status of a student, no incomes are earned by her.

4. **Profile**

- She is a fast searcher, especially within the web field. She tends to get great deals and promotions. Especially, while she shops free shipping is always important to her. In addition, sale coupons, fast deliveries, and promotions, etc.

5. **Goals**

- Drive Thru Bubble Tea always tend to has a huge line of waiting due to the limitation of weekly business hours. She always wished the announcements of the hours were directly mentioned in the website instead of linking it to a social media. And on top of that, she always wanted easier process of pre-ordering the drink, directly relating to her profile characteristics.

6. **Usage**

- Easy step of pre-order

7. **Wants & Needs:**

- Knowing number of remaining drinks so she does not fail her walk to the store and pre-order ready for being picked up!