

## Group Project Personas for **www.TacoBell.com**

These personas were created as part of a group project for User Interface Design at Arizona State University. They are designed to represent the most common user demographics most likely to purchase food from Taco Bell and therefore most likely to use TacoBell.com. The group consensus was that people most likely to purchase food from Taco Bell would mostly be young adults.

### **Personas**

Lisa O'Connor .....	1
Adam Sona .....	2



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"I like my user experience to be as simple as possible."

**Name:** Lisa O'Connor

**Age:** 20

**Education:** Bachelors in Communications

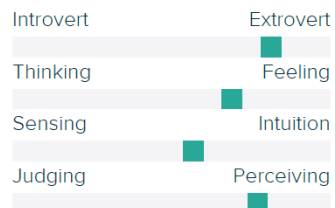
**Work:** No Work Experience (Student)

**Family:** Single

**Location:** Austin, TX

**Character:** Outgoing

## Personality



Social

Young Adult

College Student

Single

## Goals

- Prefers to place orders over the phone over placing them online
- Looks up locations.
- More concerned about simple navigation than time it takes to order.

## Frustrations

- Navigating a website that is overly cluttered
- Websites that don't list phone numbers.

## Bio

Lisa is a user who would prefer to order in person or over the phone to have a more personal customer service experience. Using websites that are over cluttered can become confusing and would like the user experience to be as simple as possible.

Lisa rarely orders take out especially from fast food restaurants. If she does, it is made via a phone call. She has never ordered taco bell from the website, however, she uses the site to find locations of establishments in her area.

The user experience for the website that Lisa wants most would be the simplest design to get from point A to point B. She is not concerned as much in the time it takes but would like a site that offers a simple approach to order and confirm purchase.

## Technology Skill Level & Use

Computer Skills: Intermediate

Internet Usage: 15 hours/wk

Social Media Site Usage: High

Looking Up Maps/Directions: High

Ordering Food Online: Low

## Likes

- Art
- Music
- Animals

## Dislikes

- Sports

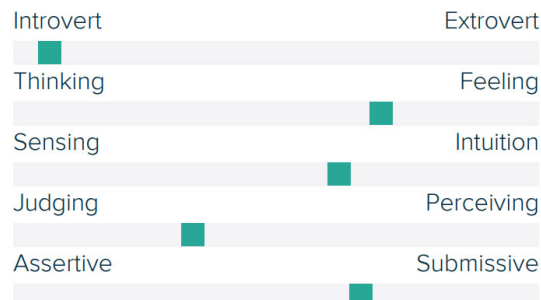


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*"I want a user experience that delivers in being quick and efficient especially when it comes to ordering my take-out"*

**Name:** Adam Sona  
**Age:** 26  
**Work:** Owner of Noah's Arcade  
**Family:** Single  
**Location:**  
**Character:** Introvert

## Personality



## Reason for Visiting Tacobell.com



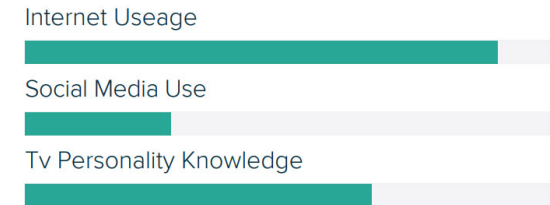
## Bio

Adam is a user that does not care about design flourishes of a website such as tacobell.com, he is only interested that the website completes his order correctly and the process is fast.

Adam frequently orders take out via restaurant's websites which is why he uses tacobell.com. The outlay of the site is easy to navigate especially the menu and ordering. Which is the main reason Mr. Sona visits the site to begin with as it is his favorite fast food chain.

Adam Sona, however, wishes that taco bell was as efficient at ordering take out as Domino's as Domino's has a handy tracker feature that lets you know what is happening with the pizza at every stage of the delivery process.

## Internet Use



## Likes & Dislikes

