



Sending CARE to Others

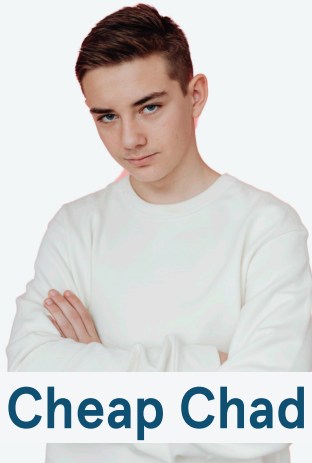
**PERSONAS &
UX MAP**

PERSONAS



Busy Bethany

Bethany is a 34-year old woman who is upper-middle class and raises her young family in the suburbs. She juggles a busy schedule with family and job responsibilities. Bethany is a fan of Chick-fil-A because of its convenience and high quality meal options and frequently uses the CFA mobile app to place her orders. Her dual-income household provides the disposable income necessary to eat out on a regular basis as well as splurge on pricier gifts. Bethany is a last-minute gift giver and is looking for a fast and easy way to show appreciation to friends and family. She spends most of her time on Facebook and Instagram and would discover the feature through a CFA Instagram advertisement or on the mobile app. She would use the feature to celebrate birthdays, employee achievements, and baby showers and would most likely use the feature on the same day of the occasion or. Bethany would choose the pricier, pre-made care packages since she does not have time to customize a meal or personalize a message but is willing to spend money on extravagant gifts for others.



Cheap Chad

Chad is an 18-year old who is currently in high school and lives in the suburbs. He works a part-time job and is a fast food fanatic. Chick-fil-A is his favorite fast food chain because of its cheap and affordable meal options. Chad spends most of his time on Tik Tok and Twitter and would most likely discover the feature through a branded Tik Tok video. He has never used gift delivery services because he has a low budget and usually can't find a good gift within the available budget. Chad would use the feature during event-driven holidays and occasions, such as Valentine's Day. He would stray away from the pricier options and choose a standard meal and a free, handwritten note.



Considerate Karen

Karen is a 60-year old who is middle class and rurally based. She is a mother of three and currently an empty nester. She is a loyal Chick-fil-A customer and aligns with their christian values and quick-service dining options. Karen spends most of her time on Facebook and would likely discover the feature through targeted Facebook advertising. She does not know specifically what a gift recipient would want or need, but she wants to send something special to show her love and let them know she's thinking of them. She is searching for convenience and ease of ordering as she gets confused with new or difficult-to-use mobile apps. She would primarily use the feature for everyday occasions, such as sending her children a special meal or letting a friend know she's thinking about them. Karen would utilize the feature in its simplest form by selecting a meal option without any additional items and scheduling delivery to their location.



UX MAP

CFA Mobile App Prototype



For an interactive view of our UX map, visit our Figma link:

<https://www.figma.com/file/O0sQpBxJJFahNLdiSotO6Y/CFA-UX-MAP?node-id=0%3A1&t=tCwXIOPwDh369q0c-0>

