








PERSONAS (1)

 **Tiffany Taylor, 35, USA**
 Married, two children. Works in banking industry. Loves getting her nails done and enjoys spa to de-stress. Has to pick her children up at 2:00pm every day. Usually comes to the nail salon every 2 weeks.

	DESIRE	RESEARCH	EXPERIENCE	BOOK AN APPOINTMENT	RETURN
Customer goals	Get her pedicure and manicure done in less than 2 hours. Enjoy a relaxing experience while getting her nails done the way she likes. Affordable prices.	Compare different nail salons and choose to go to the one with the best reviews. Go to the nail salon that she was recommended by her friends and family.	Enjoy the salon experience and the convenient location that is close to her work and children's schools. Enjoy the price and quality of the nail job.	Ask for the nail technician's name to book an appointment with.	Return to get a similar experience with the preferred nail technician. Know what to expect this time.
Action flows					
Touchpoints	Self interest/influence 	Google search 	The nail technician 	Website calendar 	The nail technician 
Process	Tiffany is a beauty lover and strives to keep up a good personal image. After her favorite nail technician quit, she is now looking for a new nail technician who can do her nails the way she wants.	Tiffany decides to read all the Google reviews and visit websites of local nail salons to explore all the options she has.	Tiffany is very happy with the service she receives by a particular nail technician at the new nail salon.	Visit the nail salon's website to see the availability of the preferred nail technician. Choose the preferred time slot and specify wanted services.	Get to the nail salon on time with an appointment. Receive expected services by the requested nail technician.
Customer expectations	Find a nail technician who is careful and meticulous in performing the service.	To find the nail salon that meets her expectations.	To receive the same service by the same nail technician next time she comes back. To set up an appointment with the preferred nail technician to minimize wait time.	Being able to set up an appointment at a preferred time with the preferred nail technician.	No wait time. Same quality as last service.
Emotions					
Pain Points	Unable to find a nail technician who is as good as her previous one.	The nail salon does not have a website for customers to visit and look at the services offered to find more information.	Receive a poor quality service that does not meet her expectations.	Tiffany has to text/call and wait for her nail technician to confirm an appointment.	Tiffany arrives on time for her appointment but still has to wait, causing a delay in her schedule.
Ideas	Post the works of all the nail technicians with their names on a website for customers to see the quality and decide for themselves.	Create an impressive website for first-time customers like Tiffany to visit and make them want to come.	Set up a feedback site for customers to share their experiences after receiving services.	Allow customers to make an appointment through the website that shows availability of each nail technician.	Make all customers pay a deposit when booking an appointment to avoid no-shows. The requested nail technician should not take on another customer too close to appointment time.