



# Sean (The Manager)

## STAGES

1. STIMULUS ..... 2. RESPONSE ..... 3. RESEARCH ..... 4. SUBSEQUENT ACTION ..... 5. OUTCOME

DOING	1. STIMULUS	2. RESPONSE	3. RESEARCH	4. SUBSEQUENT ACTION	5. OUTCOME
EXPERIENCING	Sean is having a very stressful day at work when he remembers he is almost out of coffee at home.	Goes to the nespresso.com to order some coffee in order to relax after he finishes all his work.	Looks at the home page but can't seem to identify where to go for his usual orders.	After some browsing, he couldn't find what he was looking for and decides to buy it on a boutique after work.	Sean had a terrible experience on the Nespresso website. All he wanted to do was to go straight to a specific product, but instead, he was being offered too many options of navigation. At some point, he gives up and decided to buy it on a Nespresso boutique at a shopping mall on his way home.
THINKING	He is in a quick break from his meeting.	On the meeting room of his office, he access Nespresso's website.	He is looking for one specific product.	He closes the browser and returns to his meeting.	
FEELING	He is thinking about using the short time he has on his meeting break so he can order the coffee.	He is thinking he has a really short time to do it since his colleagues are about to return for the meeting.	He thinks he should maybe buy it some other time since he is not being able to find what he wants.	He goes on with his professional duties.	
	He is feeling overwhelmed with all his responsibilities.	He feels he definitely need some coffee time and he arrives at home.	He feels confused and angry about the website poor navigation.	He feels angry about not being able to finish his order and is willing to write an email to Nespresso to show his dissatisfaction.	
					



# Karolin (The Assistant)

## STAGES

1. STIMULUS ..... 2. RESPONSE ..... 3. RESEARCH ..... 4. SUBSEQUENT ACTION ..... 5. OUTCOME

<b>DOING</b>	Karolin realizes that coffee is almost out of stock on her office.	Goes to nespresso.com to make the weekly orders.	On the home page, she cant find where to buy capsules.	She browses some pages until she manages to find.	Karolin faces many difficulties on the website because all the offers and promotional campaigns makes her very confused in a moment she was already stressed. After exploring the website, she manages to find what she was looking for but she feels that she lost some valuable time trying to figure it out.
<b>EXPERIENCING</b>	She is stressed because she dont want to let her coworkers without their daily coffee.	She arrives at a confusing home page with many products being offered.	She glances around, but all she can see are promotional campaigns.	She finally finds the capsules she was looking for.	
<b>THINKING</b>	She thinks her coworks will get disapointed with her.	She thinks the coffee will arrive on time if she orders it as soon as possible.	She thinks too many information is distractive and not straight to the point.	She thinks the coffee will arrive on time.	
<b>FEELING</b>	She feels stressed with this situation.	She feels a bit relieved since usually the coffee is delivered quickly.	She feels confused and angry about not finding the products she is looking for.	She feels hopeful that her order doesn't get delayed.	
					



# Jan (The Developer)

## STAGES

1. STIMULUS ..... 2. RESPONSE ..... 3. RESEARCH ..... 4. SUBSEQUENT ACTION ..... 5. OUTCOME

<b>DOING</b>	Jan found himself with some free time and decides to explore the Nespresso website.	Goes to his tablet, open the browser and type nespresso.com	On the home page he clicks on the usual link for the coffee capsules.	Now he is browsing the recently added flavours of coffee.	Jan is a regular user of the website. He explores it a lot and is already familiar with all the different sections. He manage to order his products without any pain and feels satisfied with his experience.
<b>EXPERIENCING</b>	He has some free time available from his work.	He is excited bout discovering new ideas or products on the Nespresso website.	He finds out that some new capsules arrived at the website.	He is choosing which one he should pick up.	
<b>THINKING</b>	He is thinking about trying some ideas for coffee recipes so he can invite his friends to try it.	He is thinking that he will be able to impress his friends with his refined knowledge of coffee.	He is thinking some new flavours may be th best choice to try new recipes.	He is thinking of getting a very strong flavour.	
<b>FEELING</b>	He is feeling bored with the lack of work on this particular day.	He feels anticipation about the moment of meeting his friends.	He is feeling lucky he was able to find new flavours.	He us feeling proud about the new recipe he will be able to make.	
					