Shopping for Avocados on AmazonFresh: Menu Navigation
Persona: Zoey

Task 1. ***Go to AmazonFresh***

General description of the task aspects
Frequency: Once a week
Zoey goes on AmazonFresh once a week when grocery shopping. She browse certain grocery items.
Zoey is occupied with her career and other life responsibilities. She spends less than an hour trying to browse, pay, and order groceries.

The complexity and difficulty of the task
-The tasks are easy as Zoey is familiar with the Amazon system.

The relationship of the task to other user tasks
Mandatory. Zoey must just the Amazon to access the AmazonFresh portion of the website. This is essential.
Zoey tends to be familiar with her data. She uses similar passwords related to her Amazon account.

The physical environment of task performance
Zoey primarily uses a mobile phone to access Amazon. She uses a desktop computer to access Amazon Fresh sometimes.

Planning for learning and breakdown
AmazonFresh is familiar with the Amazon ecosystem. So it can be quickly learned. Zoey is tech-savvy. Amazon support (chat and phone services) are available if users have issues.

Task 2: ***Locate avocado options***

General description of the task characteristics
Frequency: Once a week
Zoey browses avocado options only when she's deciding to purchase them.
Zoey has a busy schedule, so she wants to find a selection of avocados in a short period.

The complexity and difficulty of the task
Difficulty level: Easy

The menu navigation on Amazon fresh is easy to choose from the 'Fresh Produce' category. The task is structured through the categorical options when navigating to avocado options.

The relationship of the task to other user tasks
This task is not mandatory as there are other ways to retrieve avocados. Like past purchases or typing in the search bar.
This is important as it's still an efficient and general way of locating avocados.

The physical environment of task performance
The task is performed online of the AmazonFresh portion of the Amazon website.

Planning for learning and breakdowns
AmazonFresh is familiar with the Amazon ecosystem. It that can be quickly learned, especially since Zoey is tech-savvy. But if the users still have issues, Amazon support (chat and phone services) are available.

*Task 3: **Select Avocado options***

General description of the task characteristics
Frequency: Once a week
Zoey might review multiple options before finally selecting an option for the avocado. Since she does want to spend too much time thinking, she picks what she thinks is the best option.

The complexity and difficulty of the task
Difficulty level: Easy
Zoey is deciding to choose an avocado-based on size and unit of count for avocados.

The relationship of the task to other user tasks
System use is mandatory as she uses the data given (size and unit of produce) to decide her selection.

The physical environment of task performance
The task is performed online of the AmazonFresh produce portion of the Amazon website.

Planning for learning and breakdowns
AmazonFresh is familiar to the Amazon ecosystem that can be easily learned, especially since Zoey is tech-savvy. Drop-down menus are also intuitive to decide on the quantity of the products.

*Task 4: **Gather details about the desired avocado option***

General description of the task characteristics
Frequency: Once a week.
- Zoey selects a specific option for an avocado. She needs to read descriptions to confirm if this product is fair for her needs.

The complexity and difficulty of the task
Difficulty level: Easy
Zoey just needs to analyze further information about the avocado to reaffirm her decision.

The relationship of the task to other user tasks
Not a necessary task. Sometimes Zoey wants to identify more information to reaffirm her selection before she purchases.
It is still vital, and it helps her understand the product further.

The physical environment of task performance
The task is performed on the product page within Amazon fresh.

Planning for learning and breakdowns
AmazonFresh is familiar with the Amazon ecosystem that can be easily learned. Zoey is tech-savvy. Many of the additional information about avocados is found. This is done by scrolling further down instead of clicking.

*Task 5: **Add avocados to shopping cart***

General description of the task characteristics:
Frequency: Once a week
Since Zoey grocery shops once a week, she buys enough avocados to last. She tries to check out quickly as soon as possible. This is t confirm her avocado option.

The complexity and difficulty of the task
Complexity: Easy
Zoey just needs to click the add to cart button. This is structured to see within the app/site easily.

The relationship of the task to other user tasks
The task is mandatory as this is the only way to complete the task. So this task is critical.
With successful completion, the data confirms the user's task is now ready for checkout.

The physical environment of task performance
The task is performed on the product page within Amazon fresh.

Shopping for Avocados on AmazonFresh: Analysis of Searching
Persona: Judy

Task 1. ***Go to Amazon homepage***

General description of the task characteristics
Frequency: Once a week
Judy is not tech-savvy. She uses Amazon only when she needs to buy groceries. She did not know how to get to Amazonfresh. She searched for avocados via Amazon's general homepage. Judy cannot check out as fast because of her tech competency and age. She spends her time browsing the homepage.

The complexity and difficulty of the task
-The tasks are easy as Judy has Amazon bookmarked for easy access.

The relationship of the task to other user tasks
This is mandatory. Judy needs to go to Amazon to accomplish the whole task.
Judy sometimes forgets her password, so she has it saved to her computer.

The physical environment of task performance
Judy always uses a desktop computer to shop. It's easier than using a phone because of the larger display.

Planning for learning and breakdown
Going onto the Amazon website isn't a complex problem for Judy.

Task 2: ***Locate avocado options***

General description of the task characteristics

Frequency: Once a week
Zoey browses avocado options only when she's deciding to purchase them.
Zoey has a lot of time to browse. She chooses the best option based on the information given.

The complexity and difficulty of the task
Difficulty level: Medium.
If Judy searches Avocados on Amazon's search bar, she looks for options. There is constant update on Amazon. Sometimes the first few results change order or disappear if out of stock. Sometimes the avocados show for Whole Foods instead of fresh.

The relationship of the task to other user tasks
This task is not mandatory. There are other ways to retrieve avocados. Judy is not good at navigation. So this is the general way she finds her product.
The task is essential as it's still an efficient and general way of locating avocados.

The physical environment of task performance
The task is performed online on the Amazon website.

Planning for learning and breakdowns
Amazon's website aesthetic and straightforward is easy to understand. Especially for older users like Judy. But if the users still have issues, Amazon support is available.

Task 3: **Select Avocado options**

General description of the task characteristics
Frequency: Once a week
Zoey is not super picky about what specific avocado, and she usually buys more than she needs to reduce the hassle.

The complexity and difficulty of the task
Difficulty level: Easy
 Judy buys a large quantity every week. It is structured well as the text, images, size, etc., are all displayed once Judy decides the avocado to buy.

The relationship of the task to other user tasks
System use is optional. Judy just wants to buy avocados. She's not worried about information other than quantity and checking out.

The physical environment of task performance

The task is performed online on the Amazon product page.

Task 4: *Gather details about the desired avocado option*

General description of the task characteristics
Frequency: Once a week
When Zoey reads the description of the avocados to confirm that they are good purchase.

The complexity and difficulty of the task
Difficulty level: Easy-Medium
Sometimes, Judy gets confused if the information is not straightforward. She based this from a different type of avocado that is usually not chosen.

The relationship of the task to other user tasks
Not a necessary task. Judy reads slowly just to make sure if it's the correct item she is buying. The task is not essential for her since. It's the same product she always purchases.

The physical environment of task performance
The task is performed online on the Amazon website.

Planning for learning and breakdowns
If Judy has confusion with product descriptions. She can call or chat with Amazon service.

Task 5: *Add avocados to shopping cart*

General description of the task characteristics:
Frequency: Once a week
Judy shops once a week, so she adds avocados to the cart weekly.

The complexity and difficulty of the task
Complexity: Easy
Judy needs to click the add to cart button which is structured to see the site easily.

The relationship of the task to other user tasks
The task is mandatory as this is the only way to complete the task. So this task is vital.
With successful completion, the data confirms the user's task is now ready for checkout.

The physical environment of task performance

The task is performed on the product page within Amazon fresh.