USER PERSONAS

Xenial POS Refund Redesign

INFM 480 Instructor Requirements

1

Clara (Concession Cashier)

The Frontline User



The Frontline User

Needs to process refunds quickly during busy peak hours to reduce customer wait times. Easy-to-learn interface.

PAIN POINTS

Long queues, stressful manual inputs, and waiting for supervisor approval.

2

Sam (Store Supervisor)

The Troubleshooter



The Troubleshooter

Wants to minimize interruptions for refund approvals. Focuses on reducing cashier errors and support tickets.

PAIN POINTS

Being constantly pulled away to authorize complex error-handling steps, training high-turnover staff.

3

Fiona (Finance Auditor)

The Compliance Specialist



Goals & Needs

Accurate, error-free refund ledger, system on system, transaction errors.

PAIN POINTS

Discrepancies between system logs and finance reports, time-consuming audits, tracking down error-prone transactions.