

#	Observation	Possible Reflection
User 1 demographics: Male, African-American, 18-24 years old		
1	Very quick to make the order, only with a glimpse at the menu	It looks like he is a frequent visitor of Jamba and is familiar with the menu
2	Takes out his wallet and gives his card to the staff to make payment	He uses a digital form of payment even at the store
3	Asks something to the staff just for casual talk	People tend to be communicative during their orders (they might like it or do it as an obligation); a potential eliminator in the order ahead process
4	Walks around the place looking bored and on his phone	He might prefer order ahead to save time on waiting
5	Goes to one corner and starts reading the menu on the wall	He is interested in knowing about other items even after having ordered other items
6	Gets his name called when his order is ready; goes to the station to get his drink; checks his drink properly and leaves	He is dubious on the accuracy of the drink and double check it often to make sure it is correct.
User 2 demographics: Female, Hispanic, Professional, 30-35 years old		
1	Comes in and glances at the order for a long time	She looks a little unfamiliar since she's staring at the menu for a long time
2	Goes and tells the staff about her dietary preferences (some kind of allergy; was not audible from far)	She looks like she is very specific with the kind of smoothie she wants
3	Asks the staff about Vanilla Blue Sky and how it looks	She might benefit from the exhaustive nutrition information available on the application
4	Orders a smoothie with some modifications	Highly particular about customizations
5	Waits for her order while talking over the phone with someone	She might prefer order ahead to save time on waiting
5	Gets her name called when his order is ready; goes to the station	She seems very satisfied and happy after receiving the smoothie