DELIVERABLE 2

Team_01(GitHub)
Anson Feng
Jesse Zhang
Jiawei Qiao
Vanessa Pierre
Yolanda Su

Introduction

This report will contain the personas and user stories for the PickEasy project of creating an achievement-based platform for restaurants. First, the report will give a summary of our project goal and creative ideas which have been given the go-ahead by the clients. Then, the personas which represent the archetypal user groups as well as their user stories will be displayed. This arrangement is intended to make it easier to see how the personas and user stories correspond to requirements, since the initial project requirements are broad.

Project Idea

The project idea of Team Enterprise is to create a gamified achievement-based loyalty platform centered around the concept of digital characters. A user would have a character that will be able to gain experience and level up, just like a character in a video game. Whenever the user goes to a restaurant and orders something they will gain experience, and by fulfilling certain requirements users can unlock achievements that grant more experience. Restaurant owners would be able to set the experience values for items in their menu as well as create coupons/achievements.

The faraway idea is that restaurant owners would be able to issue quests that characters can participate in. For example:

Attack of the Pastamancer!
Level requirement: 5
Reward: 1 free pasta, 50 experience
Oh no! Rodric the evil pastamancer has broken out of his century-old prison and is out to conquer the world! We must defeat him before it is too late, but he is hiding in his fortress of pasta. The only way to destroy his fortress... is to eat it!
Pasta fortress hitpoints: 1000/1000

Whenever the user eats pasta at select restaurants, their character would "attack" the fortress (*Your character takes a big bite out of the fortress. Yum! 100 damage dealt)*. Higher-level characters would deal more damage. If they manage to complete the quest within the time period, they would get a reward, such as a free pasta.

Leaderboards may also be implemented to add a competitive element to the application which might increase customer spending and retention. Leaderboards would include things such as which character is the highest level, has gone to the most unique restaurants, ate the most pasta, etc.

Persona 1: David Wong (Restaurant Owner)

David Wong is a 51 year old Chinese-Canadian parent living in Richmond Hill, Ontario. David and his wife run a Chinese cuisine restaurant that has a respectable amount of regulars and consists mainly of Chinese families including the elderly. David is hoping to expand his customer base by advertising his restaurant to a younger audience, as well as to promote his signature dish. He is confident that once someone tries his breakfast congee they will keep coming back for more, which would increase his customer base and revenue. David has advertised his restaurant before through Yelp with moderate success and is willing to try another platform, but prefers to keep things simple.

Purpose: This persona represents the large number of Chinese restaurants that dominate the GTA region, in particular Richmond Hill. Since the target audience for restaurant owners are those who have experience using loyalty programs or are willing to try them, it is safe to assume the common goal is to advertise their restaurants and increase customer count. There would not be much variance between these users and their requirements for the application. These restaurant owners would most likely prefer a simple and intuitive platform mainly to attract new customers, increase customer spending, and promote certain dishes.

User stories for persona 1:
- As David (restaurant owner), I want to be able to verify that I am the restaurant owner.
- As David (restaurant owner), I want an interface where I can manage my restaurant on the application.
- As David (restaurant owner), I want to upload my menu onto the application.
- As David (restaurant owner), I want a way to identify a customer through their game character.
- As David (restaurant owner), I want to create a coupon with my selected requirements.
- As David (restaurant owner), I want to see a customer's progress for redeeming a coupon.
- As David (restaurant owner), I want to be able to redeem a coupon for a customer, so that the same coupon cannot be used again.
- As David (restaurant owner), I want the option to assign experience values to the items on my menu, so that customers will feel rewarded when they dine at my restaurant.
- As David (restaurant owner), I want a default setting for customer achievements, so that I don't have to manually configure everything.
- As David (restaurant owner), I want customers' progress towards achievements and coupons to update only after they buy an item.

- As David (restaurant owner), I want to be able to promote a certain item on my dish, so that I can increase customer spending.

Persona 2: Kevin Smith (User)

Kevin Smith is a 21 year old Computer Science student studying at the University of Toronto. Kevin wants to find good restaurants to eat at and hang out with his friends. Since Kevin is on a budget, he is looking for good deals such as discounts or coupons. As a hobby, Kevin plays games competitively and ranks highly on leaderboards for multiple games. Kevin is proficient with technology and frequently uses many different kinds of applications, although he finds himself coming back to the ones that he finds more fun. Kevin has used the loyalty programs of Starbucks and Tim Hortons to redeem many free coffees, but he finds these programs to be boring. Kevin doesn't have a car, so he is unable to go to places that are too far away and only looks for restaurants within walking distance.

Purpose: Represents the archetypical user who is a university student using the application to find somewhere to eat. University students are generally conservative with spending so they would want to make their money count, and they are usually looking for the hottest places. Users in this category are mostly proficient in technology and are attracted by applications that are more fun. They would also have a reasonable amount of free time to browse through different restaurants and compare.

User stories for persona 2:
- As Kevin (user), I want an interface where I can access the features of the application.
- As Kevin (user), I want to be able to see which restaurants are available nearby.
- As Kevin (user), I want to see which restaurant is offering coupons.
- As Kevin (user), I want to have a digital character that represents my progress, so that I can feel a higher sense of attachment to the application.
- As Kevin (user), I want my character to be able to gain levels as I eat at restaurants, so that I can feel a sense of progression as I'm using the application.
- As Kevin (user), I want my character to save me more money and get me better deals at restaurants as it levels up.
- As Kevin (user), I want my character to be able to gain achievements as I eat at restaurants, so that I can feel a sense of accomplishment.
- As Kevin (user), I want to be able to see my list of achievements, including the ones in progress.

- As Kevin (user), I want to have events and achievements that provide extra rewards so that I feel like I am getting more great deals out of the app.
- As Kevin (user), I want my character to be customizable, so that I will be more engaged in the app and have more fun.
- As Kevin (user), I want to see user leaderboards on the app so that I can compare my achievements with others and compete to see who can complete the most achievements.