

CSCC01 Project Deliverable #2

Group: Leap C



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Personas

Restaurant Owners

1. Tim is a 40-year-old chef looking to promote his restaurant by adding it to a new food ordering app. Tim, knowing that his restaurant is not doing too well, decides that he wants an easy way to show his restaurant to new users while providing discounts to get more customers. Tim finds that whenever he uses other food ordering apps and deletes existing coupons that he no longer wants to offer, customers get very unhappy and leave negative reviews on his restaurant.
2. Ben is a 62-year-old who recently started a family restaurant. His restaurant has not been doing too well due to a lack of budget for advertising. Ben is trying to find a way to gain more customers but is unsure how. He also is very old fashioned and doesn't understand new technology well. Fortunately, Ben has children who can help but are not always available due to their busy lives working at the restaurant and attending school. Ben's wife is also not tech-savvy.
3. Jeff is a 30-year-old man who has historically been selling burgers to locals. However, he has recently come across a problem. The business has increasingly slowed, and what's worse, the neighbouring restaurant across the street has been increasing in popularity. Curious as to why the neighbouring restaurant was getting so many customers despite the inferior burger, he asked his employee to investigate. As it turns out, the neighbouring restaurant was offering customers a loyalty system app to all returning customers. The loyalty system was such a success, customers keep coming in. As a result, Jeff decides to implement his own app. However, Jeff is not very tech-savvy and is rather cheap.
4. Bo Ling is a 45-year-old Chinese immigrant who owns a small restaurant he's been trying to make popular through coupons and discounts. He is tech-savvy, but much prefers all his apps to be in Chinese. He is not proficient in English, so if there is no Chinese version of the app available, he loves it when there are pictures to guide him. Bo Ling loves efficiency so whenever he does something he wants to automate as many things as possible. His dream goal would be to have a loyalty app that would automatically pull down his restaurant's menu from Yelp (already put it in before) and randomly generate coupons for him
5. Joe is a 31-year-old who is an active figure in his community. He has a passion for cooking and loves helping others, so he decided to start his own restaurant, as a way to provide for the community and also live out his passion. Joe isn't very good with technology and is lacking in funds, so he wants an application that is both easy to use and affordable, that can help him promote his restaurant. Joe is a heart to heart person, so he wants to be able to get feedback from the community and make changes to the business accordingly. The application should be flexible enough for him to make these changes quickly and easily.

Consumers

1. Jimmy is a 26-year-old who recently bought a house for his wife and him. He is becoming more and more reluctant when purchasing non-necessities such as restaurant food. Even though Jimmy hangs out with his buddies on Fridays at restaurants and bars, he needs to justify spending money on restaurants. Jimmy's wife also spends money every Saturday when she hangs out with her friends.
2. Jenny is 32 years old. She works two jobs and is always busy with business calls. She also has a child who constantly needs attention. Since Jenny is always busy, she has trouble entertaining her child and finding new places to eat. She has considered reward systems offered by restaurants but they are too time consuming and uninteresting. She also doesn't like to have to keep track of multiple restaurant reward systems because she has a hard time organizing and ends up forgetting about them. She also has no trouble with using technology since it's a necessity for her job.
3. Steven is an 18-year-old Computer Science Student at the University of Toronto. Steven is a foodie. He loves eating at various restaurants but hates how despite the fact that he's a regular, he still doesn't get any loyalty discounts or rewards. In addition, because Steven is in the Computer Science program, he has to spend over 16k per year on just classes alone. As a result, Steven is poor. He wishes to get food at a reasonable price. He also wishes to be able to track restaurants he constantly visits with the royalty system app.
4. Sammy is a 20-year-old management student studying at UTSC. She is currently dating and likes to go out to eat on average seven times a week. She uses her phone daily and loves to find deals on restaurants. But, she doesn't like that every restaurant has its own app for their own loyalty system and wishes there was just one app she could search for coupons like Flipp, but just for restaurant deals. She would like it if there was a way to sort coupons by most savings or popular coupons around her, so she didn't have to do all the looking
5. Brock is a 26-year-old rebel living life on the edge. Brock doesn't like exploring areas that don't have different restaurant spots which he can eat at. Just like his adventures, he likes to keep his food choices diverse and fresh but struggles to find a reliable and affordable way of doing so. Brock is good with technology and wants an application with a large searching system, that gives a wide range of unique food choices, offered with great deals.

User Stories

Restaurant Owners

1. As Tim, a restaurant owner, I want to be able to delete existing coupons at any point and not cause any confusion among customers who wanted to redeem them beforehand so that I will not get a bad reputation among any future customers.
2. As Ben, a non-tech-savvy restaurant owner, I want to be able to manually create coupons without needing a strong understanding of modern technology, so I can have better control of the business.
3. As Jeff, a business owner, I want to be able to automatically assign flat-rate discounts, so that I can increase the loyalty and consistency of my customers.
4. As Jeff, a business owner, I want to be able to see the customer's attendance by just scanning their apps.
5. As Bo Ling, a power user and a restaurant owner, I want to randomly generate coupons from my menu given a max percentage discount so I don't have to manually enter each individual coupon myself
6. As Joe, a new restaurant owner, I want to be able to automatically customize my restaurant's achievements based on customer feedback, so those achievements are focused on the customer's wants/needs.

Consumers

1. As Jimmy, a frugal consumer, I want to be able to collaboratively collect points and share rewards with another user so that I am able to maximize savings.
2. As Jenny, a busy user, I want to be able to view all the coupons that are currently available to me, so that I can make quick decisions on which restaurant to choose.
3. As Steven, a student, I want to be able to search up any restaurants that are offering discounts and deals, so that I can easily find cheap and affordable food at reasonable prices.
4. As Steven, a student, I want to be able to look at my account and track my loyalties so that I can see what benefits I can receive.
5. As Steven, a student, I want to be able to view ratings of any restaurant I want and rate them myself, so I can learn about the restaurant's quality before having to visit.
6. As Sammy, an avid consumer, I want to have my coupons sorted by most percentage saved so that I can save money when I eat out seven times a week
7. As Brock, an active user, I want a feature that will introduce me to new restaurants weekly, so I can explore options I may not have known about before
8. As Brock, an active user, I want an option to view the coupons that a restaurant offers before I choose if I like it or not, so I can see if there are items that fit my budget.