
Project Deliverable #2

A presentation by
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Team Roles



Scrum Master: Evan

- Has leadership experience and can help solve any issues
- Past experience as a Scrum Master



Lead Developer: Pravinthan

- Can mentor and provide general guidance to the developers
- Most experience with developing



Product Owner: Luke

- Can communicate effectively and make sure the right thing gets built



Developers: Jeremy and Anthony



Personas & User Stories

Requirements



Achievements



Coupons



Types of Users



Restaurant
Owners



Consumers



Bo Ling

- 45-year-old Chinese immigrant chef
- Tech-savvy, but only fluent in Chinese. Knows some English
- Loves efficiency
- Wants a loyalty app to automatically pull down his restaurant's menu from Yelp
- Wants app to randomly generate coupons for him





Jeff

- 30-year-old restaurant owner
- Business has increasingly slowed down
- Wants a loyalty system specific to his customers' needs
- Wants to be able to increase business by allowing customers to collect points and share rewards



Joe

- Joe is a 31-year-old who is an active figure in his community.
- Has a passion for cooking and helping his community
- Started his own restaurant, but lacks funds to promote and run it
- Wants to improve business through customer feedback
- Want to be able to automatically customize my restaurant's achievements based on customer feedback

Tim

- 40-year-old chef
- Looking to promote his restaurant that is not doing well
- Wants to show his restaurant to new users while providing discounts
- Customers leave negative reviews when he deletes coupons that he no longer wants to offer
- Wants to be able to delete existing coupons at any point and not cause any confusion



Ben

- 62-year-old
- Recently started a family restaurant
- Trouble gaining more customers
- Old fashioned and doesn't understand new technology well
- Children are usually busy with work and school
- Wife is also not tech-savvy





Sammy

- 20-year-old management student
- Likes to go out to eat seven times a week
- Loves to find deals on restaurants
- Wants a Flipp-like app but for restaurant savings
- Wants a way to sort coupons by most savings or popular coupons around her

Steven

- 18-year-old university student
- Looking to find deals for his favourite restaurants at a reasonable price
- Wants to be able to view which restaurants are having good discounts and deals
- Wishes to be able to track restaurants he constantly visits with the royalty system app





Brock

- Brock is a 26-year-old rebel
- Likes exploring places with new restaurants
- Wants a searching system that will give him a wide range of unique food choices
- Wants an option to see the coupons that a restaurant offers before choosing to like it or not



Jimmy

- 26-year-old who recently purchased a house
- Is reluctant when purchasing non-necessities
- Hangs out with his buddies at restaurants and bars, but needs to justify spending money
- Jimmy's wife also spends money with her friends
- Wants to be able to collaboratively collect points and share rewards with his wife



Jenny

- 32-year-old mother who works two jobs
- Has a child who constantly needs attention
- Trouble entertaining her child and finding new places to eat
- Thinks reward systems offered by restaurants are too time consuming and uninteresting
- Doesn't like keeping track of multiple restaurant reward systems