MEALS WITH FRIENDS

A food ordering app that allows users to order any type of food and have it delivered to their home or place of business. The target audience is working professionals who have limited time to prepare and eat a meal. Local restaurants can sign up to provide food on the app as well.

USER PERSONAS

When life shuts a door, open it again. It's a door, that's how they work.

Kylan Ericson, 24
The Advocate

MARRIED	Yes
KIDS	NO
EDUCATION	Bachelors in Finance
OCCUPATION	Investment Management
LOCATION	San Francisco

ANALYTICAL CARING
INTELLIGENT CAUTIOUS

Bio or Scenario

Loves his job but it sometimes leads him to working 60 hours a week. Enjoys investing and exploring what's new in crypto. When he is not working he loves to go out on the town with his wife and going water skiing. He is also a huge skydive enthusiast. Whenever he has a free weekend you can expect to see him trying to jump out of some plane somewhere.

Goals

- Buy his first house and move to the suburbs
- Hold the record for most skydiving jumps in a day.
- Learn how to do a 360 on his water skiing without breaking his neck.

Motivations

PRICE
COMFORT
CONVENIENCE
SPEED

Frustrations

- Hates bad drivers and those who cut people off.
- Loud, rude customers who have no respect for the wait staff.
- Burnt toast

Personality
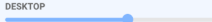
INTROVERT	EXTROVERT
ANALYTICAL	CREATIVE
LOYAL	FICKLE
PASSIVE	ACTIVE
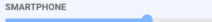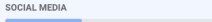
Technology

DESKTOP
SMARTPHONE
SOCIAL MEDIA

Brands

Starbucks adidas Windows 10 amazon.com

Software & Apps

Love to stream and explore new apps

Rachel Daughtery

Occupation
Accounts Manager
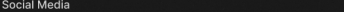
Location
Chicago, Illinois
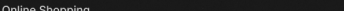
Age
42

Family
Married. 3 children.

Tech

Internet
Social Media
Online Shopping

Biography

Rachel and her Husband have 3 kids at home, 12,9 and 6. Her family is her life and she loves for them to eat healthy. Her husband works as well in air traffic control. With the both of them working it is hard to have a home cooked meal with everyone every night. She loves Cycling going to the movie theatr.

Needs

- A way to find a more healthy and affordable option for her and her family.
- Being able to see reviews and menus for good restaurants wtih keto and gluten free options.
- Lots of pictures of the menu

Pain points

Rachel needs to be able to use apps that are quick and easy and get the intended job done so she can spend qualtiy time with her family.

" Familes are like fudge... mostly sweet, but a little nutty.   "

Sarah Mendenhall

Occupation
Student

Location
Denver, Colorado

Age
19

Family
Single

Tech

Internet

Social Media

Online Shopping

Biography

Sarah is a college studet at the University of Denver. She is passionate about animals adn one day wants to open up a pet grooming salon. She loves to go to concerts and explores all types of music. She is a travelor and has been to 37 countries. While she is one the go she loves to be able to try new food and experience new culture.

Needs

• A GPS locator built in to give her directions

• Recommendations for new restaurants and hidden gems

• Links to social media to show where she has to for others to see.

Pain points

Sarah hates not being able to see reviews of restaurants so she can make her choice on where to go.

" We travel not to escape life. But for life not to escape us. "

APP FEATURES

- App will have a list of different styles of restaurants nearby.
- Will have menus and prices.
- At checkout will have delivery instructions.
- Also will have a big section for reviews and users to post selfies eating their favorite foods
- Create a social media stye environment for sharing new food and experiences
- Recommendations based on location, food preference/ likes, and a highlight restaurant a week.

USER STORIES
- Kylan finds that on his lunch break he is able to find a cool new restaurant to try based on reviews and location to him to have it delivered to his office
- Rachel likes how she can find a keto option with ease to pick up food for her family on her way home from work.
- Sarah uses the reviews to find lesser known restaurants in the town she is visiting. And she loves being able to submit pictures and rate her experience.
- John a restaurant owner, likes how he can submit to have his small run restaurant highlighted for a week to attract new customers.

WIRE FRAMES

Logo	Header	Search

Restaurant of the week

Pictures of Food	Pictures of food	Pictures of food
Popular menu options	Popular menu optons	Popular menu optons

Restuarant page

Logo

Search

Restaurant name and logo

Menu Items

Prices

Peer reviews and recommen datoins

Checkout page

Logo

Search

Restaurant name and logo

Items in cart

Check instrustions/ Delivery options/ payment

Meals with Friends