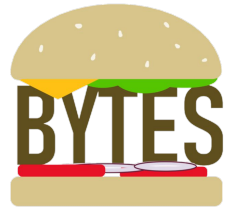


Deliverable 2 Presentation

During This Presentation...

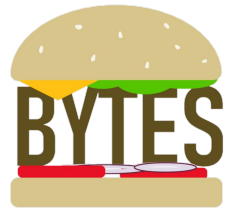
1. Process of creating Personas
2. Process of creating User Stories
3. Restaurant Owner Personas and User Stories
4. Comparison of Restaurant Owner Personas
5. Customer Personas and User Stories
6. Comparison of Customer Personas
7. Explanation of User Story Priorities



Process of Creating Personas

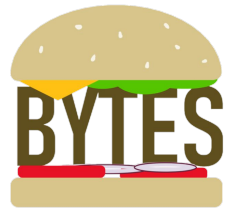
Talking with our client gave us the following information:

- Two interfaces
 - Customer
 - Restaurant Owner
- Target audience
- Asian cuisine dominates the GTA
- Customer engagement is a strong focus
- Restaurant owners want to encourage customer loyalty



Process of Creating User Stories

- Listed unique traits for each persona
- How traits reflect PickEasy's requirements
- How traits affect how personas use the system



Creation Process: Victor Chang

- Restaurant owner
- English is not primary language
- Has access to a laptop
- Not comfortable with technology
- Types of rewards:
 - Non-peak times
 - Different menu items
- Busy restaurants
- Located in suburban GTA



Creation Process: Ella Fields

- Restaurant owner persona
- New restaurant
- Seasonal menu
 - Customized Rewards
- Comfortable using technology
- Located in downtown Toronto
- Types of rewards:
 - First visit
 - Seasonal menu



Comparison of Restaurant Owner Personas

- Language
- Familiarity with technology
- Popularity of restaurant
- Types of rewards
- Location of restaurant



Creation Process: Bob Smith

- Customer persona
- Eats with his family with 3 children
- Suburban location
- Loyal to few restaurants and visits them often
- Needs to keep his children engaged with activities
- Money Saver
- Busy parent
- Basic user of a smartphone



Creation Process: Kelly Sawyer

- Customer persona
- Young adult (17)
- Lives and eats in the GTA
- Eats at a variety of different restaurants
- Eats in groups
- Bored easily
- Competitive
- Comfortable using smart phone



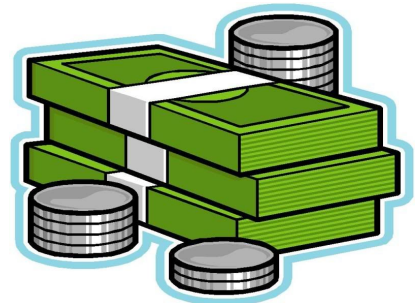
Creation Process: Charity Galvan

- Customer persona
- Young woman (28 years old)
- Rural Setting
- Flexible job
- Eats during off peak hours
- Comfortable with technology
- Environmentally friendly
- Motivated by seeing reward progress



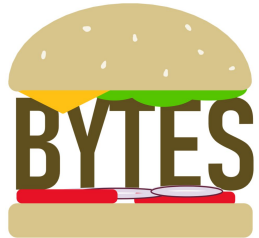
Comparison of Restaurant Customer Personas

- Familiarity with technology
- Incentive to use application
 - Rewards
 - Game
- Location of residence
- Budget
- Dining preferences

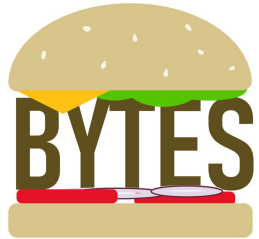


User Story Priorities

- More basic functionality based user stories have higher priorities
- Lower priorities go to UI based stories (“the looks”)
- Ranges from 1-6, with 1 being highest
- In order:
 1. Goals
 2. Rewards
 3. Interfaces
 4. Verification
 5. Reward Redemption
 6. Competition



Questions?



Thank you for listening!

