CSCC01 Deliverable 2

CodeShippers

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1 Personas

Customer

Tom Clark is a 22-year-old undergraduate student studying at the University of Toronto Scarborough. He was raised in the Greater Toronto Area and speaks fluent English. Tom has access to a smartphone and laptop, and is comfortable using both for school and daily use. Tom is familiar with most modern technologies and mainstream social media platforms. He lives near the university campus, and is a member of several extra-curricular groups. He also has a part-time job and lives off the money that he makes. Tom has a busy life as both a student and employee, and as a result, does not have much time to cook. Tom is an adventurous person and is interested in trying independent, local restaurants, but is unable to find much information on them online. He wants a service where he can find information on local restaurants, order from them, and either pick the food up himself or have it delivered to him. Tom has used other food delivery platforms before and likes to create accounts on these platforms so that his delivery and payment information, as well as his favourite restaurants and recommendations are always on hand. Before he considers a restaurant, Tom will normally read the reviews of the restaurant, and look at pictures of their food.

Restaurant Owner

Jane Nguyen is a 54-year-old owner of a small local restaurant that serves authentic Vietnamese food in Scarborough. She speaks fluent Vietnamese and a little bit of English. Jane and her husband are skillful chefs and have a rich cultural background which provides diversity to their community. Her restaurant was gaining traction in the local area, but unfortunately, this momentum was lost due to the prominence of the COVID-19 pandemic. She is looking to re-capture this momentum in spite of the pandemic, and is looking for a medium to showcase her cuisine, tell stories of her culture and recipes, and provide takeout and delivery services to her customers. She treasures her community and has many friends in the local area that are restaurant owners themselves who she would like to help out. She does not use computers very often and is not very familiar with catering services like SkipTheDishes and UberEats. She doesn't mind learning to use simple technologies, given clear instructions, or if someone were to show her how to use them.

2 User Stories

Customer: Ordering Process

- As Tom (a customer), I want to view a list of restaurants which displays their name and logo.

- As Tom (a customer), I want to select a restaurant from a list of restaurants to view specific information regarding it, such as its contact information, location, menu, prices, and promotions, in the form of text and pictures.

- As Tom (a customer), I want to select items from a restaurant's menu and have them placed in a virtual shopping cart for purchase.

- As Tom (a customer), I want to be able to choose between delivery or takeout options for my order.

- As Tom (a customer), I want to keep track of my delivery, so that I can plan my schedule accordingly.

- As Tom (a customer), I want to receive a virtual receipt of my order by email, which lists the items ordered and their individual prices, the total price, and any discounts applied.

- As Tom (a customer), I want to give ratings to restaurants that I have ordered from, on a scale of 1 to 5.

- As Tom (a customer), I want to create an account on the website so that information about my delivery address, payment options, and favourite restaurants will be kept for easy access in the future.

Customer: Website Navigation and Searching

- As Tom (a customer), I want to read about information regarding a restaurant through restaurant profiles and posts by the owner.

- As Tom (a customer), I want to select certain restaurants as my favourites and have them put into a personal list which I can view.

- As Tom (a customer), I want to have a search engine to search for food by price by providing a specific price range and obtaining a list of restaurants whose average food prices fall within that range, so that I can easily find food based on my current budget.

- As Tom (a customer), I want to have a search engine to search for food options by providing a type of cuisine and obtaining a list of restaurants which sell that type of cuisine, so that I can conveniently select food based on my current tastes.

- As Tom (a customer), I want to have a search engine to search for restaurants that are nearby, by providing an address and obtaining a list of restaurants that are deemed nearby, so that I do not have to commute too far for takeout orders.

- As Tom (a customer), I want to sort restaurants by customer ratings, so that I can easily determine which restaurants provide the most widely recommended services.

Restaurant Owner: Uploading Information

- As Jane (a restaurant owner), I want to upload basic information about my restaurant such as a name, an address, a telephone number, and the type of food we serve to a restaurant profile for customers to see.

- As Jane (a restaurant owner), I want to upload text, pictures, and videos to my restaurant profile that showcase my restaurant's food and menu.

- As Jane (a restaurant owner), I want to share stories regarding my restaurant by uploading text, pictures, and videos to a section on my restaurant profile about my culture, recipe origins, and cooking tips for customers to see.

- As Jane (a restaurant owner), I want to occasionally offer promotions of my own design, such as flat-rate or percentage discounts, the details of which I can upload to my restaurant profile for customers to see.

- As Jane (a restaurant owner), I want to be able to independently update my restaurant profile, including my menu and information.

Restaurant Owner: Community Engagement

- As Jane (a restaurant owner), I want to display a section on my restaurant profile with information about special community events, recommended restaurants, and social media links, to inspire closeness among the local community.

- As Jane (a restaurant owner), I want to be able to create and join virtual networks of restaurants that endorse one another, such that the networks that I belong to are visible on my restaurant profile for customers to see.

Restaurant Owner: Customer Service

- As Jane (a restaurant owner), I want to offer a takeout service for customers, where customers are able to order items from the restaurant's menu and then pick them up from the restaurant when the food is ready.

- As Jane (a restaurant owner), I want to offer a delivery service for customers, where customers are able to order items from the restaurant's menu and have them delivered to their house.

- As Jane (a restaurant owner), I want to view analytics on the customers that order from my restaurant, such as location, what they ordered, and a summary of the data, so that I can improve my business model.