

Team Byte Me

TEAM 07

Deliverable 2

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Personas

Customer - Jerry Huang

Jerry Huang is a 22-year-old university student. He is a native English speaker and a quick learner. Jerry cannot live without his laptop and smartphone. Usually, Jerry goes to the Mexican restaurant which is close to campus for dinner. He loves to explore restaurants in the city on the weekends. He would love to have an app that can help him save money and find affordable restaurants.

Restaurant Owner - Alice Lee

Alice Lee is a 45-year-old female immigrant. She owns a local Chinese restaurant for 15 years. Her restaurant is located in Scarborough and has a good reputation among local immigrants. She wants to have a member/reward system, but she doesn't know how to utilize modern technology. Alice has an android phone, but she is not a fast learner. Thus, she prefers to use simple and straightforward applications. She finds that most of her customers are among the older population, and she wants to promote her restaurant to the younger generation.

Restaurant Owner - Bob Whittaker

Bob Whittaker is a 30-year-old restaurant owner who lives in Toronto. He owns a small-scale fast-food restaurant. His restaurant is relatively popular in that area. Bob wants to publish promotions of his restaurant on a platform to engage more customers. Bob is familiar with using technologies; he uses all kinds of applications on his computer, smartphone, and tablet daily. Although he is currently using the excel sheet to manage his business, Bob thinks that checking the database is inefficient due to the popularity of his restaurant.

User Stories

Customers

View Restaurants and Promotions

- As Jerry (a customer), I want to see a list of all the restaurants, so I can find the ones that attract me.
- As Jerry (a customer), I want to search restaurants by their names, so that I can quickly find restaurants that I know.
- As Jerry (a customer), I want to check restaurants near my location, so that I can rapidly find restaurants near me when I turn on GPS.
- As Jerry (a customer), I want to see the available promotions, so that I can participate and get benefits from them.
- As Jerry (a customer), I want to see all the current promotions of a specific restaurant.
- As Jerry (a customer), I want the requirements for achievement to be described in detail and easily understood, so I know exactly how it works.

Participate in Promotions

- As Jerry (a customer), I want to earn points and coupons from accomplishing achievements.
- As Jerry (a customer), I want to see a list of all the promotions that I am participating, so that I will not miss any deadline.
- As Jerry (a customer), I want to invite other customers to gain a multi-users achievement (an achievement that needs multiple customers to accomplish).
- As Jerry (a customer), I want to accept the invitations from other customers to obtain a multi-users achievement.

View Coupons and Achievements

- As Jerry (a customer), I want to browse all coupons available for me.
- As Jerry (a customer), I want to be able to sort obtained coupons according to their expiration dates.

- As Jerry (a customer), I want to filter the obtained coupons according to the restaurant types.
- As Jerry (a customer), I want to see obtained achievements for each restaurant.
- As Jerry (a customer), I want to see my current available points at a specific restaurant and items that I can redeem using my points.

Redeem

- As Jerry (a customer), I want to use coupons at check-out, so that I can get discounts from restaurants.
- As Jerry (a customer), I want to redeem coupons or goods with my points.
- As Jerry (a customer), I want to see a list of all the coupons, both the ones I have used and the ones I possess now.

Restaurant Owners

Validate Coupons and Promotions

- As Alice/Bob (restaurant owners), I want to be able to easily check if a customer has satisfied our promotion requirements .
- As Alice/Bob (restaurant owners), I want to be able to easily validate customers' coupons.

View Promotions

- As Alice/Bob (restaurant owners), I want to be able to view upcoming, active and expired promotions.
- As Alice/Bob (restaurant owners), I want to filter promotions according to their status (upcoming, active or expired).

Create Promotions

- As Alice/Bob (restaurant owners), I want to be able to create promotions with customizable titles, images, descriptions and etc. so the promotion looks attractive and rules are clear and transparent.
- As Alice/Bob (restaurant owners), I want to be able to add starting dates and expiring dates so that I can schedule promotions in advance and set a deadline for promotions.

- As Alice (a restaurant owner), I want to be able to set rules for a promotion by picking from a list of presets. For example, visit the restaurant 10 times within a month.
- As Bob (a restaurant owner), I want to be able to customize rules for a promotion. For example, order one item from each of these three categories within 10 days.

Rewards and Points

- As Bob (a restaurant owner), I want to be able to customize rewards for an achievement: give customers 100 points (more details specified below) or give them coupons (such as 20% off on any order, \$5 dollars off on ordering this item) which they can use at our restaurant.
- As Bob (a restaurant owner), I want to be able to set what customer can redeem with their points. For example, they can redeem a free ice cream with 300 points or get a 50% off coupon with 200 points.
- As Bob (a restaurant owner), I want to start a promotion collaboratively with other restaurant owners, and customers can get coupons that can be used at both of the restaurants.