Team Byte Me

TEAM 07

Deliverable 2

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June 15, 2020

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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 of new technologies. Jerry cannot live without his laptop or smartphone. Jerry usually 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. Since her restaurant has plenty of loyal customers, she wants to have a membership/reward system, but she does not know how to utilize modern technology. Alice has an android phone, but she is not a fast learner. Thus, she prefers a simple and straightforward application that provides easy-to-use promotion templates and membership systems, so that she can apply them directly without too much modification. Although she is good at cooking, she does not know much about how to promote her restaurant. Most of her customers come by word of mouth. She finds that most of her customers are among the older population, so she wants to find an easy but effective way to promote her restaurant to the younger generation.

Restaurant Owner - Bob Whittaker

Bob Whittaker is a 30-year-old restaurant owner living in Toronto. He started a fast-food restaurant recently. However, his restaurant does not earn much revenue during the first month of operation. Bob is urgent to find a platform where he can publish customizable promotions of his restaurant to engage more customers. Bob is familiar with many technologies; he uses all kinds of applications on his computer, smartphone, and tablet. Furthermore, Bob is currently using an excel sheet to manage his coupons, but Bob thinks that checking the database like this is inefficient in the long run. Thus, he hopes to find a better way to keep track of those data.

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 find restaurants that I know.

- As Jerry (a customer), I want to check restaurants near my location, given a specific range.

- As Jerry (a customer), I want to see a list of available promotions, so that I can participate and get benefits.

- As Jerry (a customer), I want to sort promotions by the expiration dates, so that I will not miss any coupons.

- As Jerry (a customer), I want to see all the current promotions of a specific restaurant.

Participate in Promotions

- As Jerry (a customer), I want to earn points and coupons from accomplishing achievements.

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 my coupons according to their expiration dates.

- As Jerry (a customer), I want to filter my 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 with 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 purchase coupons and items with my points.

Restaurant Owners

Validate Coupons and Promotions

- As Alice/Bob (restaurant owners), I want to be able to check if a customer has satisfied our promotion requirements within 10 seconds.

- As Alice/Bob (restaurant owners), I want to be able to validate customers' coupons within 10 seconds.

View 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 other relevant information, so that 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 set rules for promotion by picking from a list of presets. For example, visit the restaurant ten times within a month.

- As Bob (a restaurant owner), I want to customize rules for a promotion. For example, order one item from each of these three categories within ten 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 set what customers 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 interchangeable coupons across both of the restaurants.

Analytics

- As Bob (a restaurant owner), I want to see the demographics (age, gender and food preference) of my customers.

- As Bob (a restaurant owner), I want to see how many people are participating in each of the promotions, so that I know which ones are more attractive.

- As Bob (a restaurant owner), I want to see how many people have obtained each of the coupons, so that I know which ones are more attractive.