

University of Toronto Scarborough

Personas and User Stories

CSCC01H3 - Summer 2020

Team Members of Team 8:

Alac Wong

Calvin Cheng

Jin Rong (Tony) Cao

Robert Nichita

Winnie Lam

Team TA:

Sally Moon

Table Of Contents

1 - Personas	3
1.1 Restaurant Owners	3
1.1.1 Hames Jarden	3
1.1.2 Robert Downey	3
1.2 Customers	4
1.2.1 Steve Hobbs	4
1.2.2 Bob Lee	4
1.2.3 Rachel Lin	4
1.2.4 Alice Wong	5
1.2.5 Janet Jackson	5
1.2.5 Karen D'Souza	5
1.3 Administrators	6
1.3.1 Al Capone	6
2 - User Stories	6
2.1 Restaurant Owners	6
2.2 Customers	7
2.3 Administrators	8

1 - Personas

1.1 Restaurant Owners

1.1.1 Hames Jarden

Hames Jarden is a 35 year old owner of a well-known sports bar and steakhouse. A substantial number of customers frequent his establishment, enjoying delicious steak and sports talk. However, due to the COVID-19 situation, he can only offer takeout, which is taking away the appeal of his bar. One of Hames' pride is to be able to interact with his customers and build a connection through a common ground. Not being able to connect and share his stories with his customers makes it harder to attract customers to his bar. This greatly frustrated Hames, since his once knit-tight community is no longer there. As a single father, Hames has found it increasingly difficult to support his two daughters, as his bar was his only source of income. He knows how to use technology efficiently as his bar uses an iPad to place orders and to assign seating. Hames is looking into online platforms where he can offer delivery and can recreate the community he used to have before the pandemic.

1.1.2 Robert Downey

Robert Downey is a 28 year old male, who is the manager of a small family owned restaurant named Rob's Ribs. Rob's Ribs is owned by his parents, Bill (58 years old) and Julie (55 years old), who are also the chefs. Rob's Ribs is a seasonal restaurant, so their menu changes every 3 months or so. Both of Rob's parents are unfamiliar with technology and the logistics of business, but are very charismatic especially when interacting with customers. Such charisma attracts customers to keep coming back to the old couple that have such family history, as well as the delicious ribs. Rob, a business (marketing) graduate was hired to handle the logistics and marketing of the restaurant. He has good computer skills using Microsoft Office and has personally used food services such as Skip the Dishes and Uber Eats. He takes pride in his analysis skills to determine the best opportunities for the family restaurant. Rob seeks to increase business to offset the lost profits due to COVID-19. He has considered using apps like Uber Eats and Door Dash but the large percentages fees (20-30%) these companies charge would make it hard for the business to make any meaningful profits.

1.2 Customers

1.2.1 Steve Hobbs

Steve Hobbs is a 42 year old male who owns a small business in Scarborough. He has been taking his employees and visiting clients out to lunches on a weekly basis since it was founded as a means of creating a sense of community between his team. Steve also does this for tax reasons, as it is possible to write off such lunches as tax deductible business expenses. Steve has decided that he will continue to support his small team during this time, as they remain employed. He takes orders for the entire team and places it into one big order. Steve's

team finds it difficult to meet, so they often end up creating and cancelling orders many times before settling on a time where they can all eat together. He finds the cancellation part difficult in current online ordering services after ordering, and usually ends up eating the food he couldn't cancel. Steve is proficient with technology and using computers, mainly from using Excel spreadsheets for work and sending emails to clients and employees.

1.2.2 Bob Lee

Bob Lee is a 20-year-old male political science student who lives in Scarborough, Ontario. He is very comfortable using technology whether it be writing papers, checking emails, browsing social media and shopping online. In addition, he has used existing food services such as UberEats and Doordash but finds that they lack a variety of Scarborough restaurants. Bob has a taste for authentic cuisines and occasionally cooks it at home. However, due to the amount of papers he has to write he often does not have time to cook for himself so he much prefers being able to order delivery to his front step as it would save him time that can be used for schoolwork. Since Bob enjoys authentic food as opposed to fast food, he likes to know a bit about the restaurant and their culture before ordering for them as long as being able to see sample pictures of the various dishes if possible. In addition, he has two younger siblings that are 10 and 15 that he often has to take care of as his parents work long hours so when ordering or cooking food, he needs to ensure there is enough for his siblings as well.

1.2.3 Rachel Lin

Rachel Lin is a 21 year old outgoing international management student at the University of Toronto Scarborough and rents a place close to UTSC. Rachel is a foodie and loves to experiment with new cuisines around Toronto all the time. Rachel's English is acceptable, but her first language is Mandarin and she is also technology literate. A typical week Rachel would be going to school, and then after a long day's work commute to a local restaurant in Scarborough for a nice dinner where she would usually talk to other guests and exchange good restaurants to visit. These restaurants vary greatly between weeks. However due to the COVID-19 situation, Rachel is no longer able to commute due to fear of contracting the virus on the TTC. This frustrates her a lot, since she enjoyed eating in different environments and talking to different people. Her preference of the in-person, face to face interactions makes her dislike the use of food ordering services. Rachel is now venturing into online cuisine and looking to explore good cuisines.

1.2.4 Alice Wong

Alice Wong is a 20 year old university student living by herself in Scarborough, who orders online delivery often since she cannot cook. She prefers not to leave her house and to do her work in the leisure of her home. Most of her work needs the use of a computer, giving her more the reason not to leave and proficient with technology. She is a regular user of existing online delivery apps, such as Uber Eats, and is used to those types of interfaces. Alice likes to experiment and try different foods depending on her mood, making her very indecisive when actually choosing her foods. She also likes to keep track of which of the dishes she tried that

she liked the best, so she can go back and support the business again, especially in these hard times. As a university student, Alice's budget is tight since she has to divide her money for tuition fees and rent.

1.2.5 Janet Jackson

Janet Jackson is a 30 year old female doctor currently working as an essential worker during the quarantine. Janet wants to do as much as she can during the pandemic and has picked up long shifts that don't leave her much time to eat. Though luckily, Janet has a car to commute to and from work which saves her a bit of time. With her limited amount of free time, she relies on ordering food rather than cooking it. She has moderate technology skills from being able to navigate and order food from the web pages, but does not consider herself a technology expert. Also, since Janet wants to limit the spread of any germs she prefers to pay using a debit or credit card rather than cash. Janet considers herself a bit of foodie and likes to express her opinions. She is very active on sites like Yelp where she can review foods and rate them accordingly. Although she orders food a lot, Janet does not have a favourable opinion of food ordering services since they have high service fees for both the customers and the restaurants.

1.2.5 Karen D'Souza

Karen D'Souza is a 60 year old female who lives with her husband and 2 children in Markham. Karen unfortunately has several illnesses that restrict the types of food that she takes that resulted in her having to be a vegetarian for 5 years now. In addition, her entire family also has dietary restrictions, for instance they are vegetarian, they only eat halal food or only organic food. Due to the variety of the dietary restrictions present in her family, she finds it too hard to cook a variety of dishes that fit each of the dietary restrictions. Instead, she would like it if she was able to order food from restaurants that cater to a specific diet as it would ease her headache of designing dishes. Karen is hesitant to use food ordering services as she would prefer to go to the restaurant itself to order pickup. Unfortunately, the COVID-19 pandemic has left her with no choice as she has trouble commuting. The main reason for her hesitation is due to the fact that she has minimal tech interaction with technology. Karen mainly relies on her children to do such tasks. She is worried that the food ordering process is too complex and that she would not have a meal ready for her.

1.3 Administrators

1.3.1 Al Capone

Al Capone is a Business Analyst who would like to know about how the website is being used. He wants to view statistics and analytics data in real-time to determine how to best improve the website. Al wants to help the restaurants in Scarborough flourish through the website and tries his best to figure out how to increase traffic with his marketing and statistics

knowledge. Al is working from home with colleagues from UTSC to think of what these restaurants need from Scarborough Dining to operate a delivery service.

2 - User Stories

2.1 Restaurant Owners

Epic: As Hames Jarden (a restaurant owner), I want to connect my story with my regular customers through the platform so that I have their continued support.

Corresponding User Stories:

- As Hames Jarden (a restaurant owner), I want to list and link my social media platforms so that I can connect with customers on different platforms.
- As Hames Jarden (a restaurant owner), I want to have conversations between customers so that I can keep in contact with my regulars.
- As Hames Jarden (a restaurant owner), I want to upload videos from files so that I can update my page with videos that I do not want on other platforms.
- As Hames Jarden (a restaurant owner), I want to embed videos from YouTube so that I can easily link videos on different platforms without uploading twice.

Epic: As Robert Downey (a restaurant manager), I want to promote specials/discounts, to further promote my business.

Corresponding User Stories:

- As Robert Downey (a restaurant manager), I would like to be able to push specials further up the search engine, so that they are visible to customers.
- As Robert Downey (a restaurant manager), I would like it to be visible which of the dishes have specials so that it attracts the consumers' attention to the specials.

As Robert Downey (a restaurant manager), I want to upload my family recipes, so that I can pass on the generations of good food to others.

As Robert Downey (a restaurant manager), I want to have the option to edit my website, so that I can implement the new menu we get every season.

As Robert Downey (a restaurant manager), I want to have the option to mark a dish as out of stock/sold out on the webpage so that I would not have to cancel on a customer.

2.2 Customers

As Steve Hobbs (a small business owner), I want it to be simple to place orders for multiple dishes or quantities of a dish so that I can order for an entire group of people.

As Steve Hobbs (a small business owner), I would like to be able to cancel my orders so that I do not pay for incorrect orders.

As Steve Hobbs (a small business owner), I would like to see the full transaction history on my business' account for tax reasons.

Epic: As Bob Lee (a cuisine exploring user), I want to buy food from the authentic restaurants in the Scarborough area so that it delivers to my front door.

Corresponding User Stories:

- As Bob Lee (a cuisine exploring user), I want to be able to view restaurants that serve a specific cuisine of a dish so that I can explore different cuisines.
- As Bob Lee (a cuisine exploring user), I would like to be able to order from UberEats/DoorDash so that I do not need to leave my house for food.
- As a Bob Lee (a cuisine exploring user), I want to be able to see pictures and reviews of dishes served at a restaurant so I can decide if it suits my siblings appetites.

As Bob Lee (a cuisine exploring user), I want to be able to view the recipe of a dish so that I can attempt to recreate it at home.

Epic: As Rachel Lin (a food ordering user), I want to explore and get recommended foods based on what I have ordered so I can explore different foods.

Corresponding User Stories:

- As Rachel Lin (a food ordering user), I want to get metadata from the restaurants that indicate what kind of food they serve so that I can explore different types of food.
- As Rachel Lin (a food ordering user), I want to see user ratings of the restaurant so that I can decide to choose to eat there or not.
- As Rachel Lin (a food ordering user), I want to see a viewing list of recommended restaurants and/or dishes so I can order from restaurants that others like.

Epic: As Alice Wong (a food ordering user), I want to be able to filter the restaurants so that I can explore different food options.

Corresponding User Stories:

- As Alice Wong (a food ordering user), I want to search for food within a certain price range so that I can stay within my budget.
- As Alice Wong (a food order user), I want to search for new cuisines, so that I can try new types of food.
- As Alice Wong (a food order user), I want to search by proximity, so that the food comes quickly to my apartment.

As Alice Wong (a food ordering user), I want to save/favourite my favourite dishes so that I can continue to order it and support the business.

As Alice Wong (a food ordering user), I want to be able to see discounted foods so that I can stay within my budget for expenses.

As Alice Wong (a food ordering user), I want the option to tip so that I can reward good service.

As Janet Jackson (a healthcare worker), I want to pay in debit/credit, so that I can reduce the spread of germs that comes with handling cash.

As Janet Jackson (a healthcare worker), I want to save my banking info, so that I can speed up the ordering process.

As Janet Jackson (a healthcare worker), I want to rate and leave reviews for restaurants, so that I can voice my opinion on the food I eat.

As Karen D'Souza (a restrictive food ordering user), I want to be able to view restaurants that cater to a specific dietary restriction such as Vegetarian, Halal or Organic foods so that I can suit my family's dietary needs.

As Karen D'Souza (a restrictive food ordering user), I want to have symbols to denote meals that contain common allergies so I am certain that I am not consuming something dangerous.