

A food ordering app that allows users to order any type of food and have it delivered to their home or place of business. The target audience is working professionals who have limited time to prepare and eat a meal. Local restaurants can sign up to provide food on the app as well.

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## Part 1: Finding Patterns

### Persona 1 - Busy Guy - Tim

Tim is a 29 year old with university degrees in business and works as technical writer for a consulting group. Married, but doesn't have kids. Spends most of his time working in an office and talking to clients on the phone. Because he works in an industry of perception he is fitness minded and puts his best foot forward. Tim loves to workout, and watch tv.

### Persona 1 - Busy Guy

I need food and eating healthy is important. My life is very busy and I don't have a lot of time to make food. I would love a service that provides me with healthy food while at work. I would love to see the basic health information and what is inside the food. I need a food app where I can quickly order food and there's not a lot of extra features. My life is busy enough. I don't want to spend time learning about a food app.

### Persona 2 - Single Working Mom - Deb

Deb is a 32 year old mom with no university degree, she works at a markup warehousing company as an office manager. She spends her time filing paperwork and taking consulting calls. After work she returns from her busy full time job to her three kids. Where he does the responsibilities of being a mom. She is single and spends her time taking care of her kids and talking to her friends.

### Persona 2 - Single Working Mom

My kids are very impatient. I need a delivery timer so I can plan meal time better. Also I need to know the basic health information so I'm not called a bad mom for not feeding my kids bad food. I like things to be very clear and I like to know when things are happening so I can plan my life.

### Persona 3 -The Crypto Trader - Josh

Josh spends his busy days keeping up with the ever changing cryptocurrency news. Trading and selling highs and lows. Went to university but ended up day trading cryptocurrency full time, Married with no kids. Hobbies are games and music. Age is 25.

### Persona 3 -The Crypto Trader

I don't leave my house very often and I don't like driving to the store. It would be nice if someone could bring me some food. I love it when the service is clear to understand and just works. I'm really focused on day trading so I don't want to spend a lot of time on something like getting food.

1. A **minimum viable product (MVP)** is a product with most basic functionality (no more, no less) to be able to fulfill a concept. For this app's MVP, what should it be able to do? Make a list of features/functionality.

### **MVP**

Pick a food item

Enter Payment information

Get feedback on when the order will be delivered.

Providers should be able to place Food items for sale on the website on some type of backend, that lets them update real time what type of food they are selling in a set area.

### Features

Calories are displayed on the menu times themselves/ with what inside the product.

Payment happens before the delivery service is dispatched so the business can pay the delivery.

People need to be able to view the food items, and be able to order a meal, with feedback about when their food will arrive.

"Your order of \_ will arrive in about 15 min.

After picking the menu item and finishing your order you should be presented with a time view when they're going to arrive.

Feature the menu being the landing page so the visitor can just select food like a vending machine while also being presented the nutritional facts and a description of what the meal

contains. This meal is made on a healthy whole wheat bun, with fresh spring mix and juicy chicken.

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1. Translate your list of features into a set of user stories with the proper tense. Make sure to include user stories for both people buying food as well as restaurants who are providing food.

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Businesses can sign up for meals and get online orders that will be picked up and delivered to the buyer. Businesses only get the order after they get payment confirmation.

This app lets the business provide healthy food items, based on what they are willing to make.

For the business it gives them time to prepare the food.

The User doesn't want to spend much time trying to figure out how to navigate the website so we want to reduce the clicks to about three for food

The timer feature lets the business know when they need to get an order out the door and when the food might be delivered to the place.

Notes from data

People want fast but quality food

Food needs to be menu items of 15 dollars or less depending on the item.

Looking for meals that are a healthy

Would like to have salads wraps and sandwich or pizza

Proteins and clean meals

I'm a busy professional looking for a food delivery service