

MY FOOD

ASSUMPTIONS

1. Each restaurant has everything needed to integrate in the app. Like pizza restaurants food tracker that shows how long until your pizza is done and where it's at in the delivery process.
2. Everyone knows how to use a smart phone.

APP FEATURES

1. Find places to order food by category.
2. Browse local restaurants that are on the app(explore).
3. Simple UI that shows pricing and est time to receive food before you check out.
4. Create an account as a user
5. Create an account as a restaurant owner.
6. Easily create new menu items.
7. Pay for food with easy payment options.

USER PERSONAS



Jared Salisbury
Age: 38
Occupation: Project Manager
Status: Single
Work location: Home
Willing to spend: \$15

Jared works from home and is very picky and has allergies, it's important to him to be able to choose exactly what he wants. He is very organized and expects the same of people and businesses that he interacts with.

Frustrations

1. Doesn't like unorganization
2. Trying to figure out what ingredients are in a meal.
3. Not being able to customize my order

Goals

1. Not have an allergic reaction for a year
2. Lose weight



Mark Jacobsen
Age: 45
Occupation: Professor
Status: Married with 1 kid
Work location: Home
Willing to spend: \$15

Mark works from home and ends up eating a lot of the same food. He wants to find new restaurants to eat from but doesn't know where to start. He is a little bit of a "Foodie" and loves sharing new restaurants and always takes a picture of his latest amazing meal.

Frustrations

1. When there is not enough selection
2. If there is no share button he's not happy

Goals

1. Become an instagram influencer with his food pics



Karen Stallenger
Age: 26
Occupation: Contractor
Status: Single
Work location: Changes daily
Willing to spend: \$10

Karen works in construction and I'm always eating on the go. She knows what she likes and so she eats from the same few restaurants everyday. She is always changing location so she needs to know how long her food is going to take to reach her.

Frustrations

1. Apps with too many questions
2. When she can't save her order and reorder the same the thing with one click
3. Not knowing if her food is coming or not

Goals

- 1.

USER STORIES

1. As a user I need to know if there are any allergens in the food.
2. As a user I want to be able to discover new places to get food.
3. As a user I want to know how long the food is going to take to get to me.
4. As a restaurant owner I need to be able to create meals in the app easily.
5. As a restaurant owner I want to be able to see analytics about my restaurant on the app.

