Part 1: User Personas and research patterns
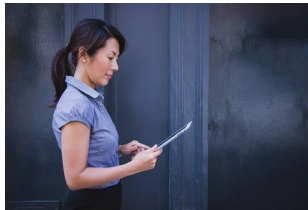
App name: Find My Food

This is Bill

Bill is a consultant in digital marketing. He works from home.

Bill enjoys pizza and similar ready to eat foods. He isn't a picky eater and likes discovering new restaurants. Bill has a firm schedule and would like to be able to schedule deliveries ahead of time. He wishes that ordering food were more convenient and consolidated. He likes to enjoy food at his desk while getting work done.

Bill lives in a suburban environment where driving to a restaurant every day would be difficult. He usually enjoys his lunch break at home.

Hobbies	Family life	Location	Schedule	Interest in app
Gaming	Married	Modest home	Flexible	Would find this app useful
Computer repair	3 Young Kids	Suburban development outside city	Lunch at similar times each day but not firm	Location and speed most important to him
Gardening	Enjoys being with family	Shopping center nearby	Lunch is often had at an odd time due to time zone difference with coworkers	Not picky and willing to spend moderately on ordering food.
Walks	Often shares his interests with them	Restaurants are not abundant	Lunch break time is flexible	Overall: High Interest.

 This is Jane

Jane is a marketing director for a business consultation company. She works from home.

Jane is a health conscious woman who enjoys salads and fresh restaurants. It is important for Jane to be able to choose her lunches and eat what is right. This makes it hard for Jane to find new places to eat or order from restaurants frequently.

Jane lives in a city environment where walking to lunch would be possible, but her busy schedule makes it difficult to do this. She is looking for a quicker way to find foods she likes.

Hobbies	Family life	Location	Schedule	Interest in app
Running	Married	Apartment in city	Busy schedule	Loves the flexibility of app
Biking	2 young adult children	Her apartment is not near a lot of restaurants	Flexible schedule but only due to fluctuating daily routine	Likes being able to have more healthy options
Hiking	Children in school	High floor level makes it difficult to want to leave the building	Lunch is always different	Hopes to be able to easily find new places to eat.
Reading	Husband works in an office	Lives near a park	Looks forward to lunch break	Overall interest: High

 This is David

David is an executive director for a non-profit organization. He works in an office.

David has visited restaurants near his office many times and is getting tired of the same foods. He eats out for lunch consistently and would like the option to schedule food deliveries daily as his schedule is consistent. He is health conscious and enjoys choosing what he eats. David will often eat his lunches outside his office in the courtyard gardens.

David finds it tedious to find new places to eat because he has a time limit for lunch that doesn't allow him to travel far and find new places. This makes him wish for more convenient ways to order quality food without digging into his lunch break so much.

Hobbies	Family life	Location	Schedule	Interest in app
Working on cars	Single	Downtown apartment	Firm schedule	Interested in the consistent delivery option
Traveling	Family lives nearby	Lives right next to his office	Short lunch breaks	Wants to find new restaurants
Music	Often enjoys evenings at bars with his brother	Lives with his brother	Consistent schedule	Likes the idea of having more time to eat rather than finding a place to eat
Chess	Visits his mother frequently	Restaurants are close due to offices	Routine important	Overall interest: high

LINK TO PART 2 TRELLO BOARD

https://trello.com/b/AQkPnC6M

LINK TO PART 3 FIGMA

https://www.figma.com/file/vqVP2iDMKP7KpRNTl9UZyt/Module-1-Part-3?node-id=0%3A1

EXTRA CREDIT RESEARCH

Company 1: Ancestry
I have always been interested in family history and this would be a fun way to combine two of my interests. They also have a great facility with good benefits.
Ancestry is a DNA and family history site that helps connect people with their family's history. They use what is called an OpenStack cluster. They use a large variety of technologies and their website states that this is to quickly test and find the best options for the code they write.

Company 2: Divvy
Divvy is a tech company specializing in simplifying company's expense reports.
They use a large tech stack that allows them to be flexible with the companies they work with. They have amazing growth, amazing benefits and amazing facilities making it **one of my top places I want to apply.**

Company 3: Workfront
Workfront builds web based work and project management software. They also have a diverse tech stack allowing them speed in coding and testing. They also have had amazing growth. They offer amazing benefits and facilities as well making this **another one of my top places to apply.**