Name of Company: QuickYum

MVP – Get users with minimal time to spare food quickly and easily.

Functions:
- Offer healthy options
- Allow for delivery to home/place of business
- Allow for local companies to have their food available for purchase as well as larger food chains.
- Helps users remember what they had ordered in the past.
- Shows calorie intake from each meal ordered (can turn off feature if not desired)

User Stories:
1. As a marketing director, I am very busy and need a great app for getting me my food quickly but also includes healthy options.
2. As an owner of a local smoothie shop, I want to be able to serve our smoothie/food options to the working class so that I can get our name out into the public more.
3. As a yoga instructor, healthy food options are very important to me, as well as calorie intake. An app where I can have food delivered to my home that is healthy is a big need for me.
4. As a CEO of a large company in New York, I want a food delivery service that can deliver me food wherever I am at and do it quickly. I have meetings all over the city and need to be able to have a good lunch in between them.
5. As a manager of a large chain of sandwich shops, I need a good way to keep customers coming back so that I can continue to grow the company.

Trello Link:

https://trello.com/b/SjwCaudT/quickyum

Figma Link:

https://www.figma.com/file/7Oxa1NkX3HcfHoaPRqQvpo/Untitled?node-id=0%3A1

User Personas Below:

Shane Wilson

*32 • WebDev •
Husband/Father*

Motivations

CONVENIENCE	✱ ✱ ✱ ✱ ✱
Easiness	✱ ✱ ✱ ✱ ✱
Family	✱ ✱ ✱ ✱

Goals

- Be the best father/husband I can
- Be the best team member/co-worker I can be.

Pain Points

- When I have to take time away from family/work to do anything else
- on a tight budget

Frequently Used Apps

> I love spending time with my family, as well as working. I don't have much time to do anything else.

Bio

Shane is a back-end engineer for a large tech company in San Fransico. He is married and has 3 beautiful children. He spends his free time with them hiking, camping and they all love to show off their musical talents!

Sarah Parker

27 • Yoga Instructor •

Health Food Freak

> I love to work out so a good healthy meal is important to me.

Motivations

ACHIEVEMENT	✳ ✳ ✳ ✳
GROWTH	✳ ✳ ✳ ✳ ✳
SOCIAL	✳ ✳ ✳

Goals

- to help create a safer/heathier world
- to eat healthy food, but also good food!

Pain Points

- Not being able to find a good/convenient way of getting a meal
- has money to spend, nowhere to spend it.

Frequently Used Apps

Bio

Sarah is a very successful yoga instructor in Brooklyn. She is single and lives in a loft with her best friend Ashley. She spends her free time trying to find the best new restaurants in town!

Aaron Johnson

45 • Marketing Director • Baseball Fan

Motivations

FAMILY	* * * *
INCENTIVE	* * * *
CONVENIENCE	* * *

Goals

- to be a great father/stepfather
- To help my company grow as much as I can

Pain Points

- Not always having time to make a meal to be able to save money
- Not being able to get to a Red Sox game when I have freetime

Frequently Used Apps

> " I love my job, but I love the Red Sox more. "

Bio

Aaron is a marketing director for a large bank corporation in Boston Mass. He is newly married and has 2 kids of his own who are both in HS, and has 3 stepchildren who also are in HS. He loves to go to Fenway Park when he can slip away from work and family.