User Personas

Link to figma for personas and wireframes:
https://www.figma.com/file/pdkVElDB6vdcUxizasZ8lM/Assessment-1?node-id=3%3A205

William

Likes and Dislikes

Likes:
- Computers
- Spending time with family
- Playing soccer with friends

Dislikes:
- Wasting time
- Cooking

Information

- Age: 31
- Gender: Male
- Industry: Tech
- Job Title: Software Engineer
- Relationship Status: Married with 1 kid
- Works at home

Goals

- Wants to get in beter shape
- Spend more time with his family
- Have more time to finish work projects

Frustrations

- Hates having to come home and waste his evening cooking and cleaning when he could be pusuing other intrests
- Running out of time to finnish projects

Susan

Info

- Age 28
- Industry: Tech
- Position: Marketing Manager
- Family: Married, no kids
- Transportation: Public transit
- Home: An appartment
- Intrests: Trying new foods, traveling, watching movies

Goals

- Be more productive at work
- Find new things to do in the city
- Improve fitness

Frustrations

- Has trouble finding things she enjoys
- Feels tired of all the routine in her life
- Feels like she ends up eating unhealthily too much

Wants From an App

- Would love to find new resturants
- Would like Recommendations based on foods she enjoys
- Is looking to pay $15.00 or less for a meal

Jeremy

Info

- Age: 32
- Occupation: Consulant
- Industry: Digital Marketing
- Family: Married, 3 kids
- Workplace: At home
- Home: A house in the suburbs

Interests

- Family
- Gaming
- Reading
- Eating new foods

Frustrations

- Paying too much for food he doen't feel is worth it
- Not having time to go get food in between consultations
- Not Having enough time to cook while working

Wants from an app

- A way to find high quality food for a fair price
- Get food sent to him regularly so he doen't need to worry about planning

---

App Name

Lightspeed Lunch

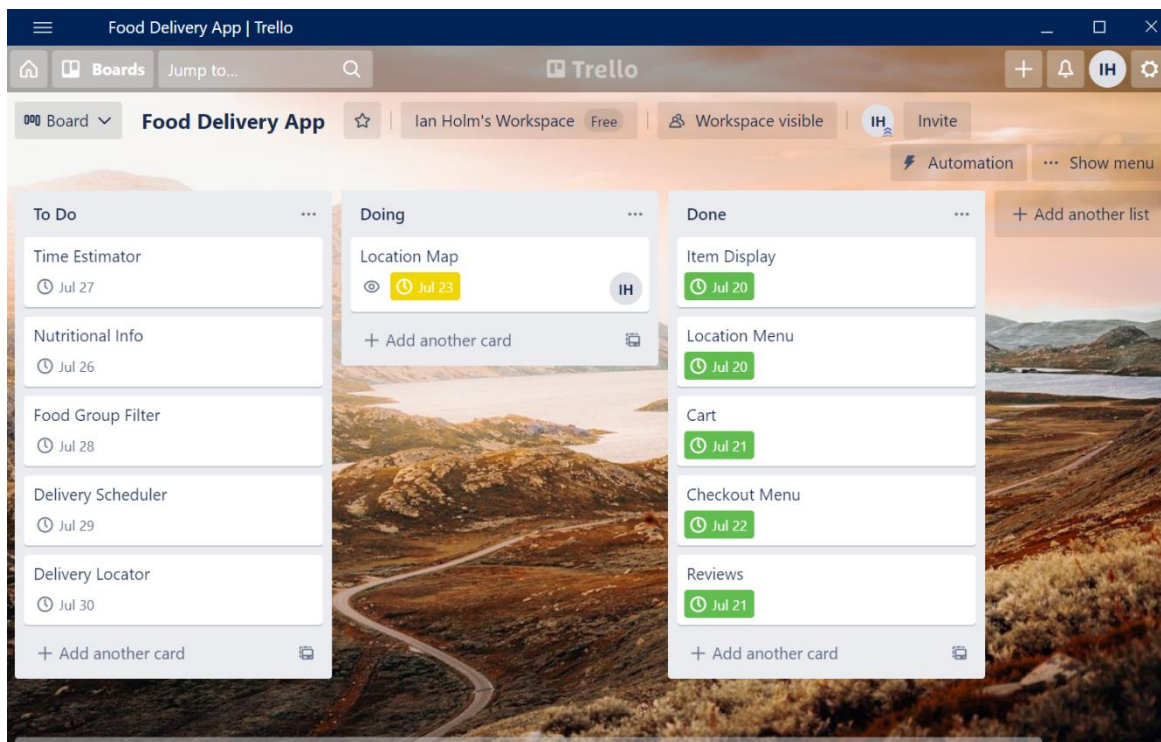**App MVP**

Minimal features the app needs:

- A map that displays the location of all delivery options
- A time estimate on when the food will arrive at their home/workplace
- A menu to select specific restaurants or stores, and their food.
- Reviews so users can see the quality of the item they are interested in
- Nutritional info so users can decide based on health
- A way to schedule deliveries for when they are too busy at lunch
- A way to group similar foods for if people are feeling picky, or want something specific
- A cart to put items in
- A checkout menu
- A way to track the delivery

User Stories

- I have been looking for new options for restaurants in my area, but I don't know what is good here. It would be nice to know which options are the highest quality.
- I often must work through my lunch break at work, and I feel like it impacts my performance for the rest of the day. It would be nice to have something brought to me so I could keep working and eat at the same time.
- I tend to only want one type of food when I get hungry. It would be nice if I could find a place that serves that specific food in my area.
- I sometimes don't have time to browse through all my options for lunch at lunch time if I could schedule something to arrive before work, that would be helpful.

Trello Board
https://trello.com/invite/b/s8R0EFJc/8cca99ce9a673db76849a151698295d0/food-delivery-app

WireFrames

Back

Logo

Cart

Food Selection

Pic of food	*Food Description*	*Pic of food*	*Food Description*
Pic of food	*Food Description*	*Pic of food*	*Food Description*
Pic of food	*Food Description*	*Pic of food*	*Food Description*
Pic of food	*Food Description*	*Pic of food*	*Food Description*
Pic of food	*Food Description*	*Pic of food*	*Food Description*

Back

Logo

Cart

Map

Location

Location

Location

Location

Location

Location

Location

Location

Back

Logo

Cart

Cart

Item Pic   Item Name and Price

Item Pic   Item Name and Price

Item Pic   Item Name and Price

Schedule Delivery

Address

Time

Special Requests

Procede To
Checkout

Homepage

Log In Here   Lightspeed Lunch   Cart

Start an Order   Browse Food   Browse the map

Need some food quick? Look no further! We specilize in
getting your lunch to you as fast as possible, wherever
you happen to be.