Title: Korea Food

Objective and Goal

The objective is to create a mobile app of korea cuisine. To attract people who love eating korea food to use the app. The app is to allow user to be choose the type food, decide on the quantity of food followed by payment. Through this mobile app, it gives user using the app mobility more alternative other than the traditional way where by the customer have to travel down to purchase their food.

The goal is to provide convenience and easy reach services for busy parents, young couples, tertiary students and single whom does not cook at home. Customer’s craving to eat korean style of food to use the app.

Challenges and Constraints of developing an mobile app

Challenges and constrains faced when developing an app, there are many developer out there in the world creating similar application.

Challenge:

* The customers can order the food of their choice and they also have the option to cancel the order.

Constraints:

* Facing Low **Food Delivery** Budget Because of its feasible for long distances.
* Limited Number of menu choices.
* Due to time **constraint** mostly frozen **meal** can be cooked it in over flame and **deliver** it.

**Audience Analysis:** **Busy parents, young couples, tertiary students and single age 18 to 60 years old. Loves to eat spicy and korea type of food.**

Personal 1

## 

## ****Profile:** Joann is 23 years old, just graduated from polytechnic currently working in a bank as a new comer. She often return home late as there are work that she cannot complete during office hour and has to stay back to finish. By the time she reached home, she was too tired to travel down to buy her dinner.**

## ****Scenario**: Joann came across an app that sells korea food while scrolling her phone. She look at the images and it look good to eat so she went on to purchase her food with just only a few click. Joann checked out the app and proceed to pay using his credit card.**

## ****Site MaP****

