

User Personas

Name: Karen Karenson

Age: 54

Occupation: Business Consultant

Lifestage: Recently Divorced

Frustrations:

- Dating/Relationships
- Balancing home/work
- Finding time for different aspects of her life

Motivations:

- Achieve balance
- Automate mundane tasks

Name: Megan Wu

Age: 34

Occupation: Software Engineer

Lifestage: Married

Frustrations:

- Life moves too fast
- Cooking

Motivations:

- Providing for family

Name: Jason Hockersmitt

Age: 27

Occupation: Marketing Rep

Lifestage: Newly Graduated

Frustrations:

- Money to pay off debt
- Time management

Motivations:

- Get out of debt
- Excel at new job
- Manage time more effectively

App Name: Pick 'n GO

Minimum Viable Project

Features:

- Location services
- Delivery time estimate
- Style of restaurant drop down
- Filters(location, price, delivery, etc.)
- Order input/retrieval
- Checkout process
- Menu options
- Quick order/Easy order

User Stories:

As a busy business person I want to be able to quickly order my food so I can relax during my lunch break.

As a restaurant owner I want to receive clear, easy to read orders, so that I can fulfill them as quickly as possible

As someone who enjoys a variety of foods I want to be able to see all the food styles around me, so that I can experience new foods

As someone with a busy work life, I want to be able to pick items from a clearly written menu, so that I can focus on my other projects without worrying about food prep.

As a restaurant owner I want my menu to appear vast, but easy to navigate so I can satisfy as many customers as possible

As a consumer I want to be able to have my favorite orders saved so that I can easily get the same thing repeatedly

As a restaurant owner I want to be able to track my delivery drivers so that I can know how quickly I'm fulfilling orders

<https://trello.com/b/7yz7Fbfh/week-1-assessment>

<https://www.figma.com/file/0JHT69ewUbFmauqA26vvLE/Week-1-Assessment?node-id=0%3A1>