

Part 1 Finding Patterns

Persona #1



Name: Margaret Wilson

Age: 45

Gender: Female

Location: Phoenix, Arizona

Occupation: Marketing Director

Bio: As a marketing director at a fortune 500 company I am a very busy person. That being said, I always find time to cook delicious healthy dishes! I do have type 2 diabetes which means I really need to keep an eye on what I eat.

Motivations:

- Spending time with family and friends
- Spending time in my beautiful city

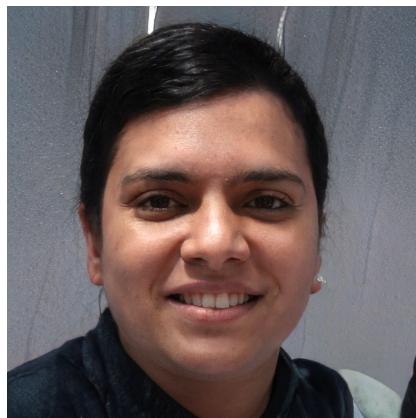
Goals:

- Run a marathon
- Excel in job
- Maintain blood sugar levels to the point where I don't need to take medicine

Problems:

- Work life balance
- Finding healthy restaurants that work with my restrictive diet

Persona #2



Name: Xe Thatcher

Age: 26

Gender: Non-binary

Location: Dallas, TX

Occupation: Engineer

Bio: I graduated from Harvard with a computer science degree. Since then I've moved around the country from company to company developing my programming skills and working on a plethora of different projects. Friends describe me as easy going and chill. I have a culinary sense of adventure and love trying new foods.

Motivations:

- Family and friends
- Learning and solving puzzles

Goals:

- Learn a new programming language
- Hike more
- Travel to every country and try their cuisine

Problems:

- Finding a reliable restaurant for lunch everyday
- Squeezing in time to order food during my busy schedule

Persona #3



Name: Frank Smith

Age: 45

Gender: Male

Location: Lowell, MA

Occupation: Therapist

Bio: My practice and patients are my life! I love seeing them excel and tackle their issues. As someone with a regular schedule I usually just pack and lunch and rarely feel the need to eat out.

Motivations:

- Working with patients
- Helping people through personal problems
- Being with my grandchildren

Goals:

- Publish a paper in a peer reviewed journal
- Set up a fully functioning hydroponics setup

Problems:

- Finding budget friendly restaurants in my area

App Name: **Food42**

Catchphrase "food for you to you"

Part 2

Work Breakdown

MVP

- Payment system-Easy to use transparent payment process
- Rating system- Make sure users can leave reviews of restaurants to help inform other customers decisions
- GPS capability-Be able to find restaurants within a certain distance of your house/business
 - Track driver as they deliver food
- List different types of restaurants broken down by
 - Type of food (chinese, pizza, etc)
 - Health options (gluten free, allergy conscience, vegan etc)
 - Price

User Stories

“As a busy professional I want to be able to order food and track it so that I can return to work and not have to worry about where my food is”

“As a vegan I want to know which restaurants are strictly vegan so that I can stick to my strict lifestyle”

“As a an independent pizza shop I want to be able to connect with multiple customers in the same neighborhood so that my drivers can be more efficient in their delivery schedule”

“As a traveling salesman I want to be able to find new restaurants in whatever town I’m in with reliable ratings so that I don’t eat from bad restaurant”

“As someone with a deadly peanut allergy I want to know that the restaurant I am ordering from is peanut free so that I don’t die”

“As a chain restaurant I want to be able to use a delivery app and independent delivery drivers so that I can keep my overhead low”

“As a restaurant in a rough neighborhood I want a payment system that is entirely digital so that I won’t get robber”

Trello Board

<https://trello.com/b/zsCINKqS/food-delivery-app>

Part 3: Bring your Idea to Life

Figma link

<https://www.figma.com/file/nhdq3csb2caygnp1apHEOU/Untitled?node-id=0%3A1>