Week 1 Assessment

User Personas:

1. Name: Jay

Age: 24

Occupation: Web Developer

Location: Los Angeles, CA

Personality: Mostly extroverted, analytical thinking yet very sensitive

Goals: To avoid social isolation even though work is now at home, to have meals taken care of without having to spend much time or effort on it

Frustrations: Can’t go out for lunch with co-workers anymore, doesn’t hear about the latest places around the office, no longer close to the restaurants that were previously frequented downtown and isn’t sure where to find a good quick sandwich place near his apartment since many places closed during coronavirus shutdowns and have not yet fully reopened.

Bio: Jay works at a small tech company in the Los Angeles area. Originally from France, Jay still enjoys learning about French culture and lifestyle. Jay enjoyed going into the office every day to socialize and is now trying to figure out how to live and work from while still maintaining social connections. During spare time, Jay is working to help other non-binary individuals find friends and build networks even if stuck on their couch.



1. Name: Judy

Age: 45

Location: Chicago, IL

Occupation: Contractor

Personality: Extremely extroverted, Sensing, Thinking, Judging (ESTJ)

Goals: To find a way for the lunch stuff to handle itself for the most part. To find the fastest way to order food that delivers quickly during the short window she is available to eat.

Frustrations: Never enough time in the day to deal with work; personal responsibilities, including eating, often get neglected. Often feels overwhelmed by the options available and feels like it takes too long to sort through everything to find a quick, easy meal.

Bio: Judy is the youngest female general contractor in the city. She often feels as though she has to work twice as hard as the men around her just to keep their respect. Many days she does not eat at all since there is rarely time but doesn’t not want to eat just any food. She wishes there was an app that just knew where she was and what she wanted and delivered to wherever she happened to be for the day.



1. Name: Jim

Age: 56

Occupation: Executive Director

Location: Austin, TX

Personality: Somewhat introverted, intuitive, feeling, judging (INFJ)

Goals: Find the best quality food in his area or find new local businesses that are community centered with quality ingredients.

Frustrations: It wastes too much time to have to scour individual menus and menu items looking for foods that avoids his gluten and nut allergies or to find meals made with organic produce.

Bio: Jim spent much of his early career doing social work. Although he enjoys helping people, he eventually experienced burn out from the long hours and transitioned into non-profit office work. He still wants to make sure that all of the people working under him are happy and fulfilled and is very conscientious of the food and other products that he buys.



App Name: Food Genie

App Features:

* Multiple search and filter options
* Restaurant Map
* Favorites list and an ex list (restaurants people want to exclude from searches or buying again from)
* Reviews and social media shares
* Coupons and discounts section
* Time estimator

User Stories:

* As father of 3 children, all with different food allergies, I want a quick way of finding a place where we can all find something to eat so every meal out doesn’t have to become a several hour long grueling nightmare.
* As a general contractor, I’m constantly in different areas of town during lunch and need a way to quickly find good restaurants that are close to my current work site.
* As a busy CEO, I barely have enough time to eat, let alone sort through long lists of restaurants every day. I wish there was a feature that allowed me just to search local restaurants I already know that I like both the quality and service of without having to sort through or even scroll through the same restaurants over and over that I know I won’t want to eat at.
* As a new restaurant owner, I want to work with an app that will help me to market and advertise my store by allowing customers to share their experience on social media.
* As a college student, money is always tight. I’d really like to see and app that lets me jump straight to whatever is on sale that day or help me find a good deal.
* As a restaurant manager, it frustrates me that these food delivery apps will allow 10 different orders to be placed at the same time and will still estimate the same delivery time for all of them. I would like there to be a feature that keeps track of how busy the store is or how many orders are in the queue at that moment and adjusts ETA accordingly so I don’t have to listen every day to customers screaming that their 15 minute order took an hour instead simply because we were already slammed when the order came in.

Trello Board:

<https://trello.com/b/1Q2ItspM/week-1-assessment>

Figma:

<https://www.figma.com/file/NsNHt3NT4lRxvqWoaKGJqp/Week-1-Assessment?node-id=0%3A1>