

User Personas for DelishDrop

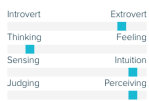
Andy



"A quotation that captures this user's personality."

Age: 45
Work: Executive Director
Family: Married, 3 Kids
Location: Seattle, WA
Character: Work-a-holic

Personality



Generous Kind Focused Influential

Goals

- Serve & Help those less fortunate
- A life goal to be reached
- Or an experience to be felt

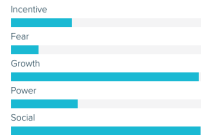
Frustrations

- Andy has little to no time to eat lunch during the week
- Works for a non-profit org and lacks scheduling in lunch
- He has no assistant, he is in charge of his own calendar

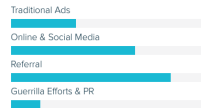
Bio

Andy is the Executive Director at a non-profit. Often times he is buried in work because of his passion to help those around him. He often skips lunch because he simply forgets. He has a family and loves spending time with them camping, being outdoors, and hiking.

Motivation



Preferred Channels



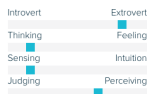
Brandon



"Keep your sense of humor, my friend. If you don't have a sense of humor, it just isn't funny anymore."

Age: 31
Work: Architect
Family: Married, 1 Kid
Location: Phoenix, AZ
Character: Fun

Personality



Humorous Logical Multi-Tasker

Goals

- Become Head/Partner in Architect firm
- Build custom house for his family
- Live life to the fullest

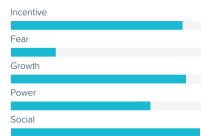
Frustrations

- Brandon doesn't enjoy leaving work to get food
- Finds little time to prep lunch in the morning with young child
- He would like to spend 30 mins on lunch but ends up taking an hour because of lines and commutes

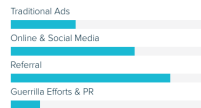
Bio

Brandon is a mid level architect at a well known firm. He is passionate about his designs and helping others make their dreams a reality. He is often found in his office working away. While he is not working he enjoys the time with his little family visiting relatives, watching movies, and going to sporting events.

Motivation



Preferred Channels



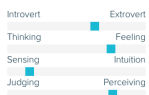
Catherine



"I'm having fun. I'm being myself. I'm doing what I love. That's all that matters."

Age: 26
Work: Digital Marketing Consultant
Family: Single
Location: Dallas, TX
Character: Bubbly

Personality



Fun Talkative Convincing Smart

Goals

- Achieve next promotion to Team Lead
- Travel the world
- Be kind to all

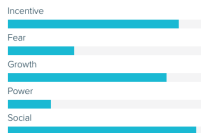
Frustrations

- In pursuit of promotion she is often caught up at work and forgets to eat lunch
- She often finds keeping her pantry stocked difficult
- Often times it is costly to order delivery for one person

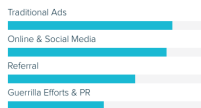
Bio

Catherine is a work-from-home digital marketing consultant. She enjoys art, musicals, and movies. Catherine enjoys time with friends and has many different social circles.

Motivation



Preferred Channels



Work Breakdown

MVP

- Be able to let users select restaurant/food and order it
- Allow users to schedule days/time food is wanted
- Allow delivery driver to accept order/fulfill it on time
- Allow restaurants to clearly see all orders as well as fulfill orders on time.

Trello Board

<https://trello.com/invite/b/DvAijkY0/53decf55e6870876c1ad77cf4028d9e9/delishdrop>

User Stories

Food Orderers

1. As a user, I want to be able to schedule in advance what food I want delivered, on what day, and at what time so that I don't have to worry about taking time out of my day getting lunch.
 - Food scheduling page
 - Drop-downs for days, time, restaurants, food available to order, and flexibility.
2. As a user, I want to easily change lunch delivery schedules/adjust time/or decline delivery in advance so that I can not worry about buying or having food delivered if I happen to have a change in schedule for that day.
 - Notify users before food is made for that day. Give them the option to Accept/Decline Delivery
 - Give users the option to postpone time for the same day or different day
3. As a user, I want to easily access all available restaurants that provide delivery in my area so that I can get food quickly.
 - List of all participating restaurants within selectable mile range of user location
 - List includes the restaurant logo and highlights of what they offer on card view
 - List estimated delivery time

Food Makers/Deliverers

4. As a restaurant user, I want to be able to clearly see each order for each day and time so that I can prepare the food on time for the delivery service.
 - View of order details and time
 - Submit button for food being done and ready for delivery

5. As a delivery user, I want to be able to see restaurant location, food status, and order location so that I can efficiently plan my time to pick up and deliver food on time.
- List view of orders I accepted as a delivery driver
 - Time food will be ready
 - Orderers location

Style Guide, Wireframe & Mockup

Main
F05D5E

Font Choice Roboto:
Heading 1: 36pt Bold
Heading 2: 24pt Medium
Heading 3: 18pt Medium
Paragraph: 14pt regular

Neutral
E7ECEF

Button


24pt - Medium
15px, 40px, Margins
Button Color: F05D5E
Text Color: 000000

Margins: 15px

Line Width: 3px
Color: FABC3E

Accent
FABC3C

Main
000000



Schedule Regular Food Drops!

Select Food


Create Schedule

Get Notified

It's Easy!

Start Here

DelishDrop



Schedule Food Delivery
for Multiple Days up to
3 Weeks!

Step 1

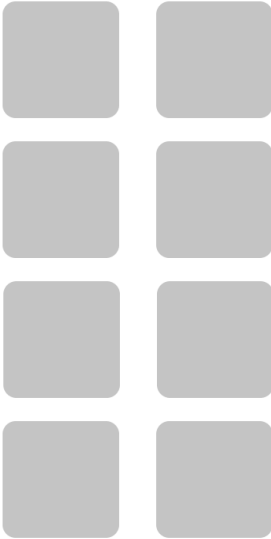
Step 2

Step 3

Start Here


DelishDrop

Restaurants within: 8 miles



DelishDrop

Order Details:



1x Pork Burrito
Smothered
w/Drink

Date: Jun-15-2021

Time: 12:30 pm MST

Price: \$13.99

Location: 123 E 456 W Ore..

Place Order