

App Name: Go Food Go

User Personas

Name: Steven Edwards

Age: 31

Marital Status: Married

Occupation: Consultant

Salary: \$65,000

Kids: None

Work location: Home

Frustrations:

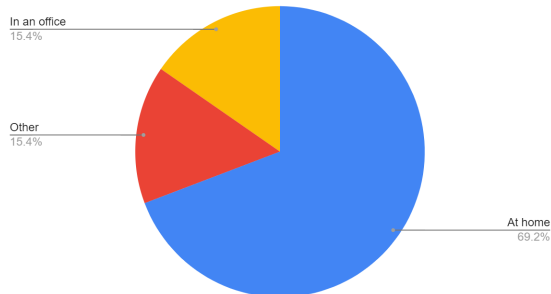
- Hates to do dishes
- Refuses to pay delivery fees
- Is tired of ordering from 1 restaurant

Goals: Save enough money for him and his wife to buy a tiny home and travel the world.



Bio: Steven has always dreamed of traveling the country and possibly the world in a van or small RV home. He had to do the dishes everyday as a kid and hates doing them now as an adult. He and his wife both work remotely and get takeout once a week.

Count of Where do you work?



Name: Becky Cho

Age: 25

Marital Status: Single

Occupation: Technical Writer

Salary: 56,000

Kids: None

Work location: At home

Frustrations:

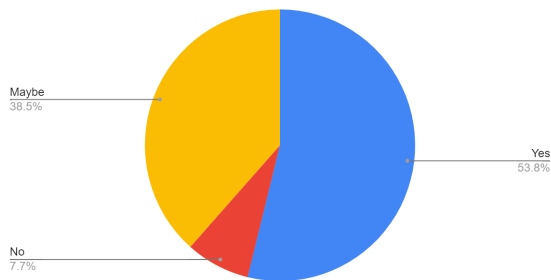
- Doesn't like when takeout arrives cold
- Has had bad experiences with takeout
- Only likes Thai, Indian or Mexican food

Goals: Wants to try new restaurants and expand her list of likes.



Bio: Becky has always been a picky eater. She has serious food allergies and gets sick for days if she eats the wrong thing. She has recently started some new medication and has been feeling more open to new food experiences.

Count of Do you want to discover new restaurants in your area?



Name: Peter Lee

Age: 23

Marital Status: Single

Occupation: Engineer

Salary: \$90,000

Kids: None

Work location: Home

Frustrations:

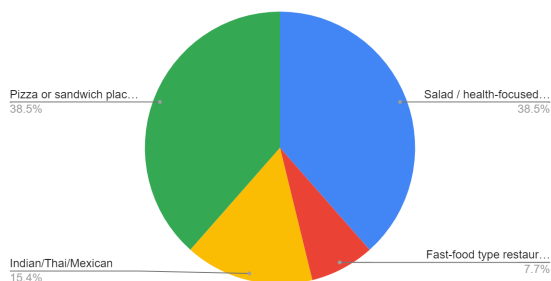
- Wants more healthy takeout options
- Feels the prices of takeout are too high
- Tired of having to order everyday

Goals: Set and stick to a schedule that helps him live a healthier lifestyle.



Bio: Peter was just hired 2 months ago for his first engineering position. He would like to stop staying up so late and adopt a healthier lifestyle. He has been working really hard to set a schedule that will help him be a healthier individual and succeed at his new career.

Count of What kinds of restaurants do you get take out most frequently?



Minimum Viable Product (MVP)

- Order food
- Rate the food
- See pictures of the food
- See estimated delivery time
- Referral rewards
- List types of restaurants
- Request new restaurants be added
- Food roulette
- Food allergy filters
- Update customer with order progress
- Delivery time guarantee
- Market to new customers

Trello Link:

<https://trello.com/invite/b/Go1sOIUc/b7afbda30a4e03c89822cf4f16ea1a6c/assessment-1>