

App Personas

Jessica

Gender: Female

Age: 32

Occupation: Marketing Director

Location: Salt lake City, Utah

Bio: I am a marketing director here in the great state of Utah. I am a hard worker and often find myself running to get food in the last minute of the workday. I love my family and playing frisbee in the park

Robert

Gender: Male

Age: 64

Occupation: Sales manager

Location: Denver, Colorado

Bio: I am a sales manager here in Denver. I have quite a bit of health problems and because of that I have chosen to be a pescatarian.

Sydney

Gender: Female

Age: 24

Occupation: Engineer

Location: San Antonio, California

Bio: I love the beach and more importantly the beach culture. If I could I would go hang out at the beach everyday with my friends and get food to eat while we are there.

User stories

As a Working mother i want to be able to find fast food in a concise and productive manner
So that I can feed my kids and still complete all of my work.

As a Health instructor i want to find healthy food near me So that I can stay healthy while still
eating out

As a restaurant owner I want to have a way to promote my food So that I can continue to have
business.

As a food connoisseur I want to have an app that shows reviews on food so that I can always be
satisfied with my food that I buy.

Minimum Viable Product (MVP)

The app should be able to promote a variety of different products and different accommodations that are offered by different restaurants. It will have features to choose from a variety of restaurants and a variety of different dietary restrictions. It will have a reviews portion so you know you're getting quality food.