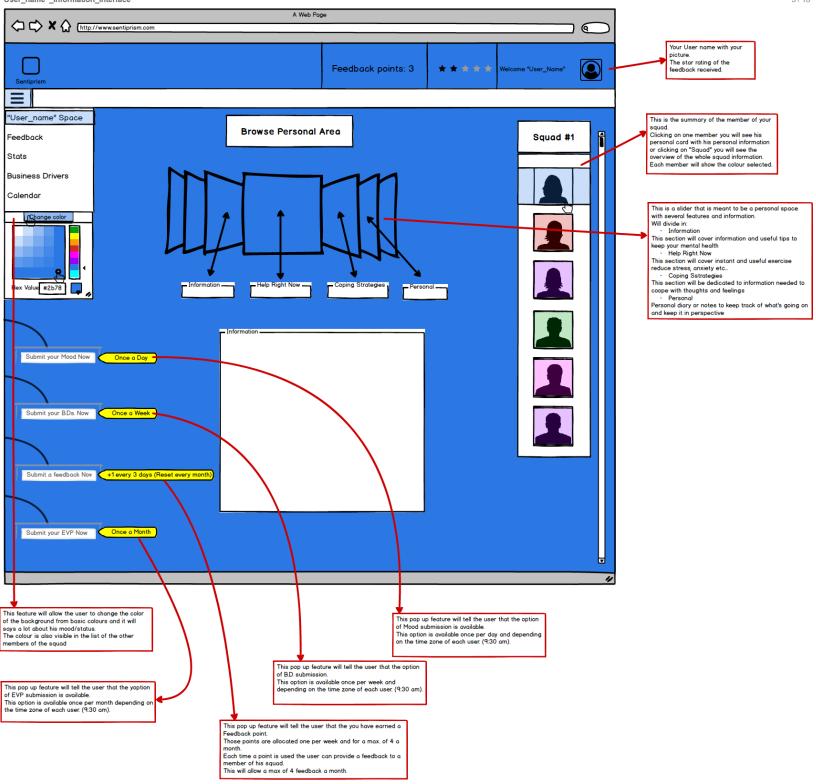


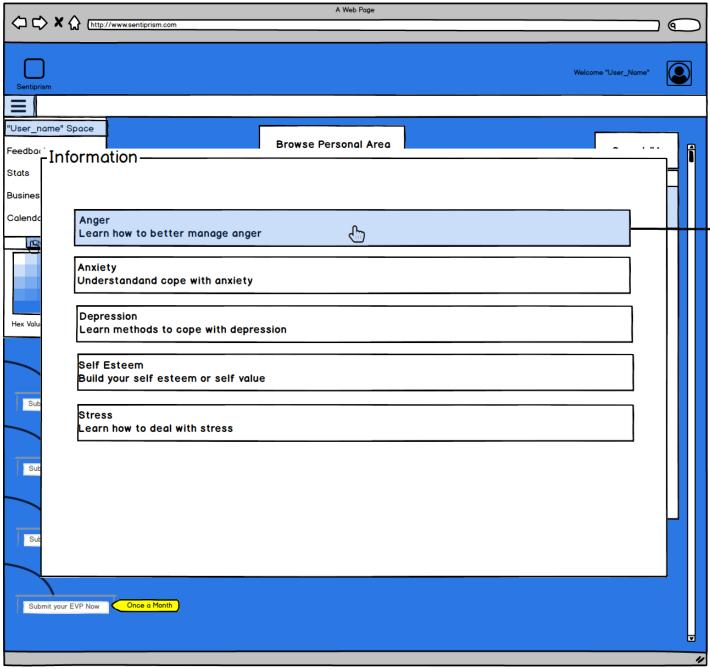
The Sign Up form will ask for the following mandatory extra questions on top of the standard ones:

Current working country

•

"User\_name"\_Information\_interface 3/16





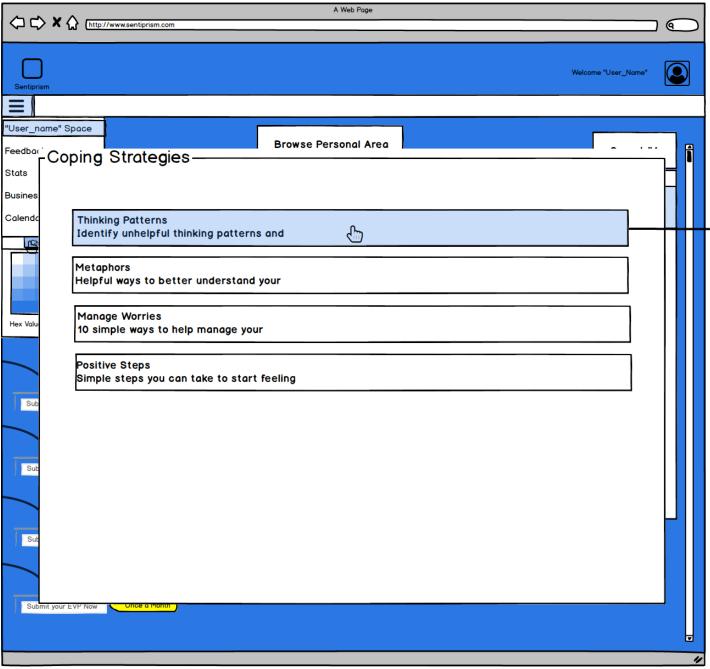
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"User\_name"\_Information\_Interface copy 2 5 / 16

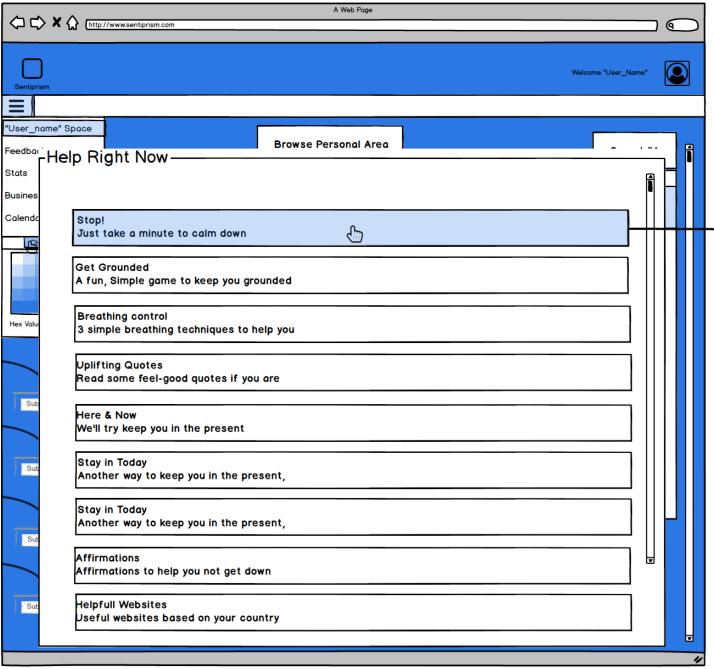


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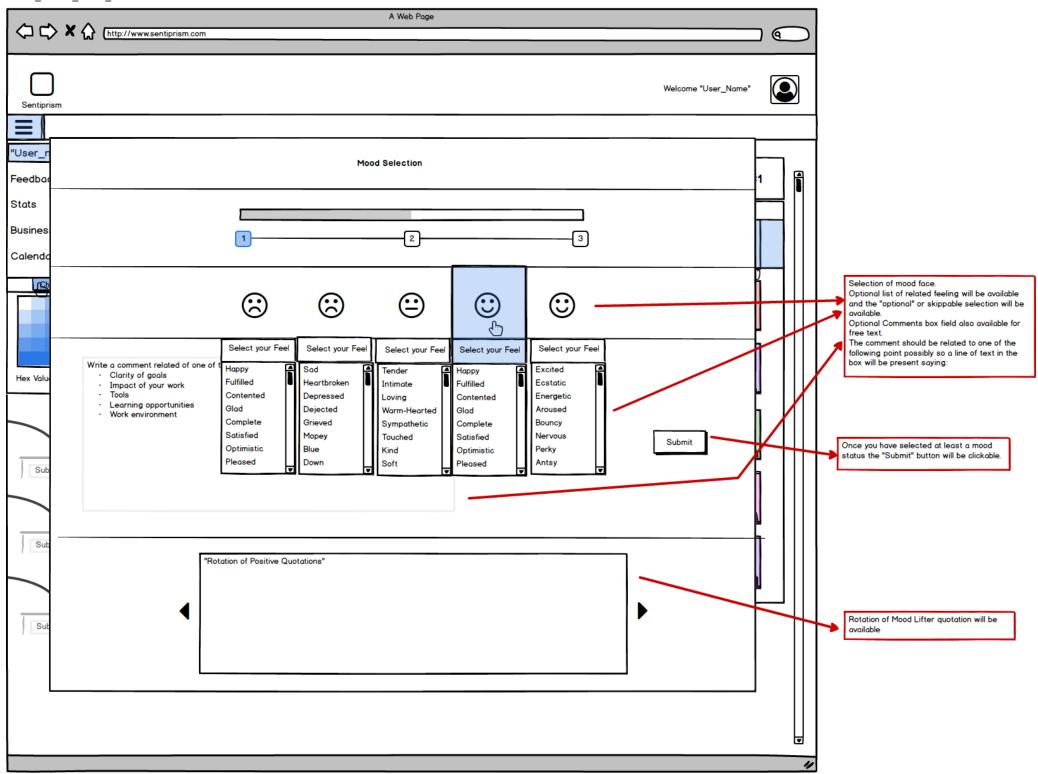
"User\_name"\_Help\_Right\_Now\_Interface 6 /

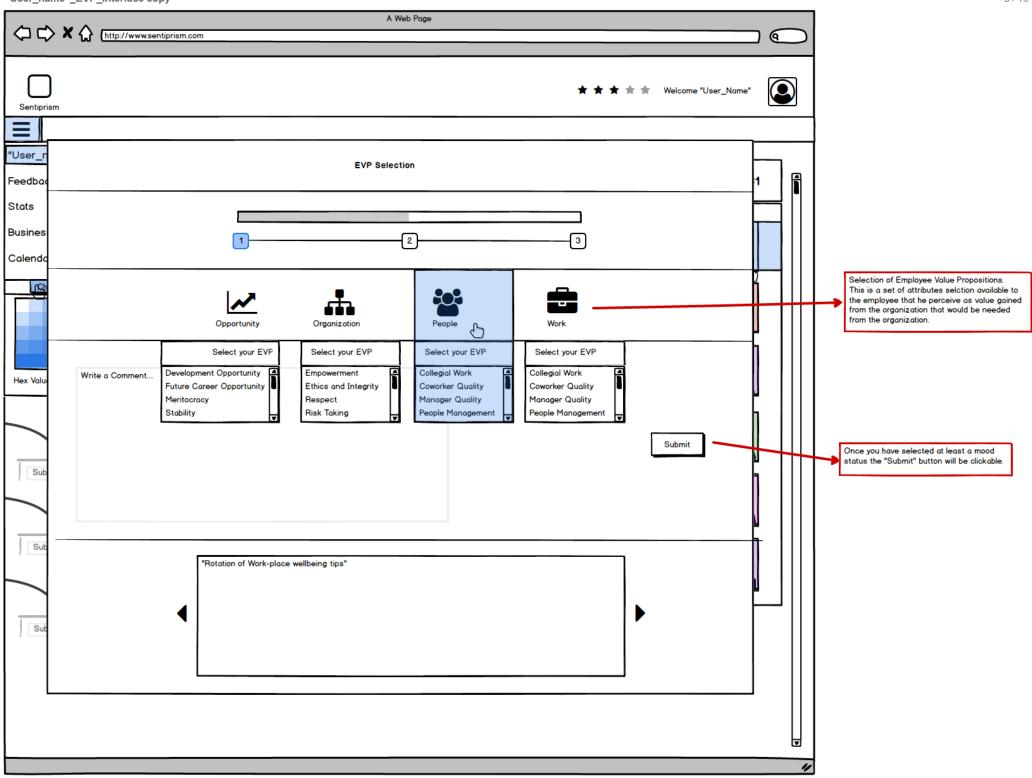


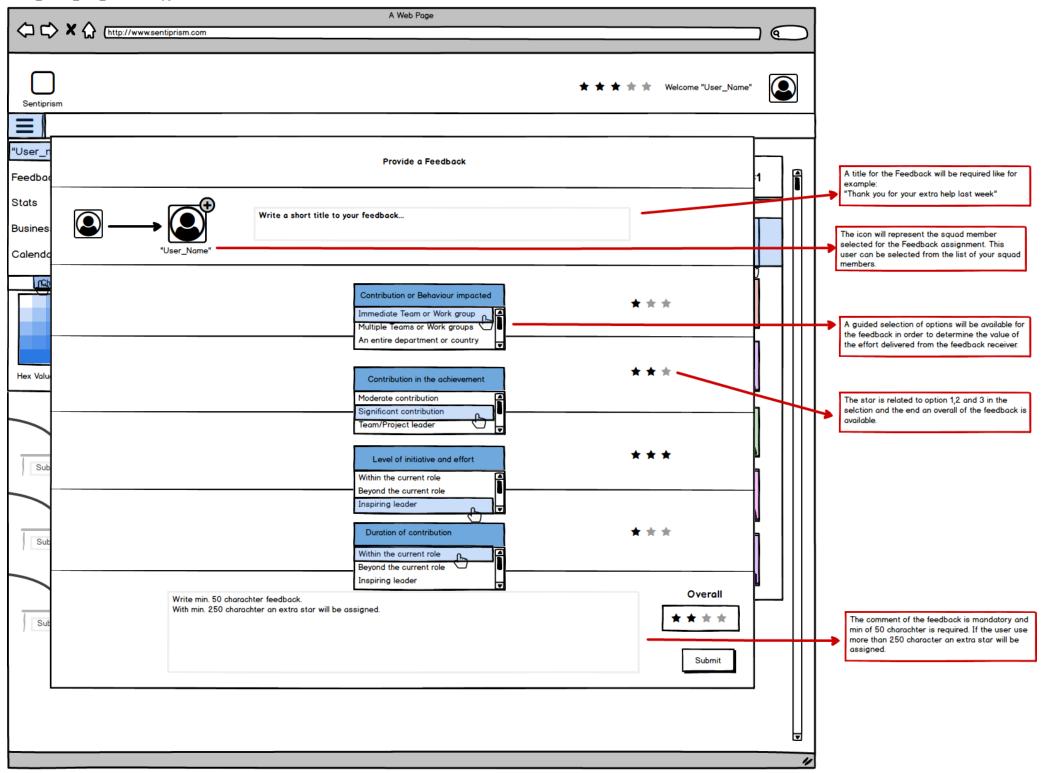
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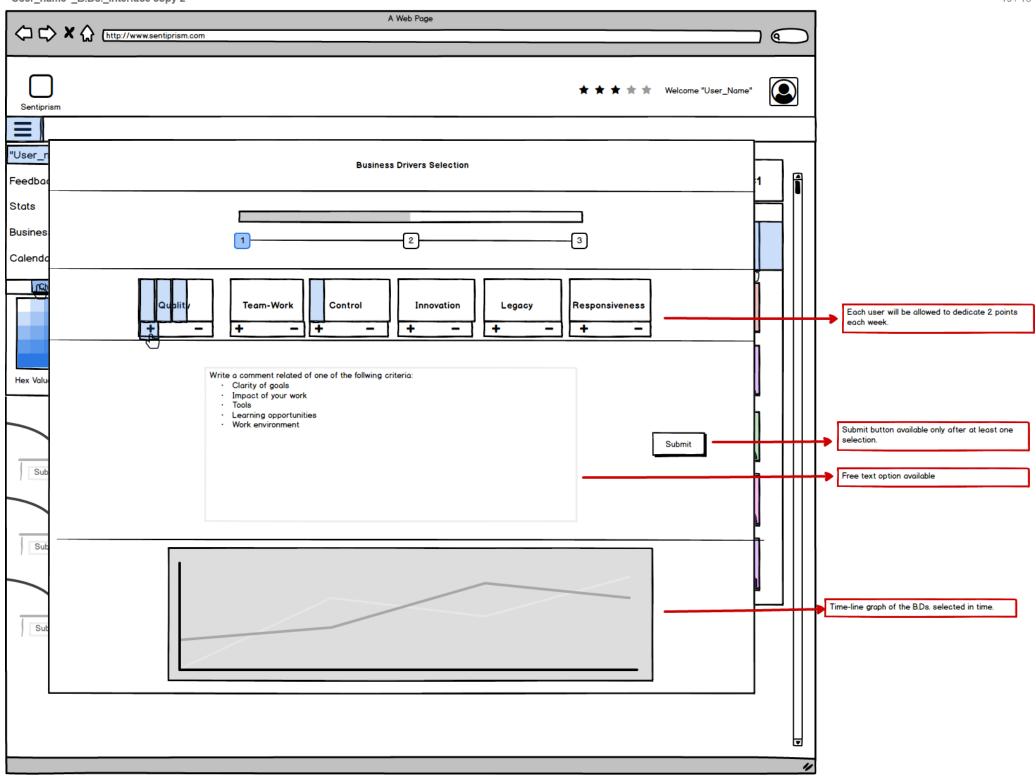


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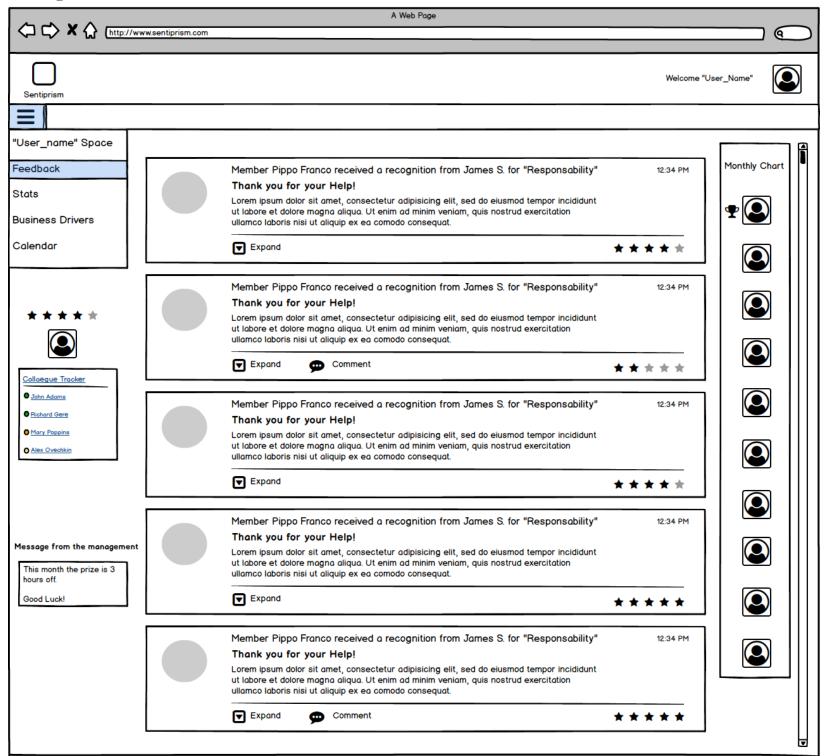




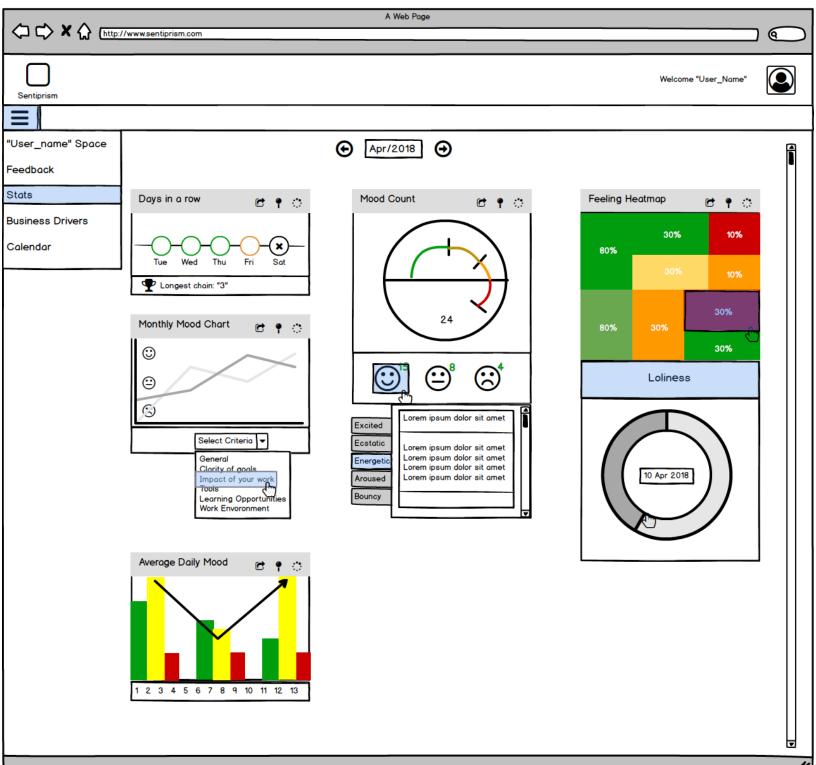




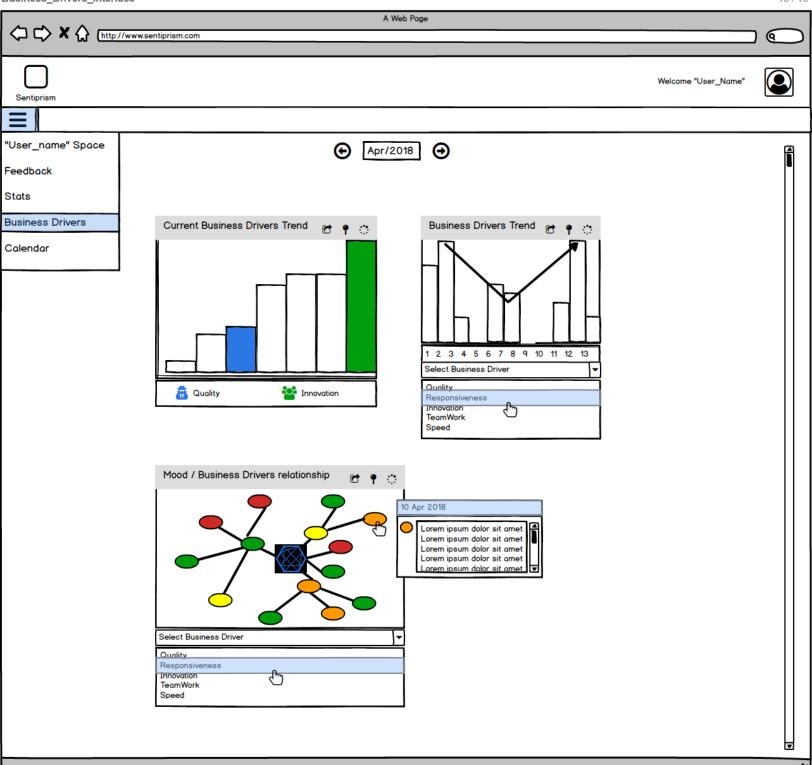
Feedback\_Interface 11/16



Stats Interface 12 / 16



Business\_Drivers\_Interface 13/16



Squad Overview

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# Squad 1

### **Squad Overview**









NAME	Tracy Irving	Tracy Irving	Teresa Vacaro	Marc Olsen
JOB TITLE	Head Chef	Head-Chef	Sous-Chef	Manager
BACKGROUND	Chef and owner of a restaurant in a small town, population of 7K. Has run her own business for 10 years.	Chef in hotel restaurant for 5 years, and spent 10 years working as sous-chef in various high volume urban restaurants.	Sous Chef in independent restaurant for 3 years, and worked her way up sous-chef from the start of her career.	Owner and operating manager of amultiple franchise restaurants.
QUOTE	I need the business to run on rails. If I know the deliveries and inventory are going well, I can focus on working with my staff.	Cooking is never the problem. Getting everything out of the way so that I can focus on the experience is what I lose sleep over.	Working hard on the every day operations takes the bulk of my day. If I don't worry about that, I can create in my happy place.	Seeing that all of the operations are in order, from deliveries to staff schedules, should be easier.
GOALS	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque pharetra. Maecenas urna. Nulla sapien. Sed dignissim aliquet quam.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque pharetra. Maecenas urna. Nulla sapien. Sed dignissim aliquet quam.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque pharetra. Maecenas urna. Nulla sapien. Sed dignissim aliquet quam.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque pharetra. Maecenas urna. Nulla sapien. Sed dignissim aliquet quam.
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Persona Detail

## Squad Member 1

#### Persona Detail



NAME Tracy Irving

TITLE Head Chef

BACKGROUND

28 years old

Restaurant Owner & Chef

\$ 66K / Year

TECH PREFERENCES

Macintosh

iPhone

ur ir nor

iPad

### Persona Designation

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#### **Key Characteristics**

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#### Goals

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User Interface 16 / 16