1. Finding Patterns

User Personas

1.

Name: Mike Jobs

Age: 35

Location: Salt Lake City, UT

Lifestyle: Has a stressful lifestyle and tries his best to reax after work.

Industry: Mike is a construction worker, he needs to be at the jobsite very early in the morning and eats lunch at the site 5 days a week, he often comes home around 5pm

Bio: Mike usually finds himself in a hurry to get to work and make his kids lunches for school in the morning, he is a hard worker, and it has taken a toll on his body. He doesn’t let it stop him when it comes to playing with his kids afterwork though! He spends his limited amount of free time watching a movie, although he often falls asleep in the middle of it.

Life goals: His goal is to progress far enough in his field to avoid the brutal stresses of hard daily labor so that he can have more energy for his kids and his wife. He also is actively looking for ways to increase his free time to have more personal time for self-development and hobbies.

2.

Name: Jessica

Age: 24

Location: Salt Lake City, UT

Lifestyle: Jessica lives a very active lifestyle spending most of her time outside or working out.

Industry: Jessica is a new yoga and spin instructor. She is passionate about working with her clients to achieve their personal fitness goals, and in turn watching her clients progress inspires her to push herself to reach her own fitness and personal goals.

Bio: Jessica is often up her to teach yoga, then spin and often finds herself going from class to class for most of the day. She often has 2hrs around lunch to go to her own gym in which she trains as a powerlifter. Then she quickly finds something healthy to eat and fuel her afternoon bike rides.

Life goals: Jessica’s main goal is to help people achieve their fitness goals, secondary to that is training to compete at her powerlifting meets as well as give herself time to read more to improve her work/life balance.

3.

Name: Beth Dixon

Age: 45

Location: Salt Lake City, UT

Lifestyle: Beth is an avid reader spending most of her time at her home or in her office.

Industry: Beth works as a college finance professor as well as doing some guest lecturing at other colleges and teaching conventions.

Bio: Beth is financially responsible and tries to bring her own lunch with her to work, but once a week she likes to treat herself to a nice meal out. When she is traveling, she likes to try local restaurants for fun. She loves her job and gets a great amount of satisfaction out of helping the next generation start/develop their professional careers.

Life goals: She hopes to further her career by working with PhD candidates on research. She hopes to retire in 10 years and work as a consultant as well as do guest presentations at local high schools to get kids learning and interested in personal finance.

App Name:

**Snap Meals**

1. Work Breakdown
2. MVP

* List of available restaurants that can be delivered broken up by category
* Search function to find a specific restaurant
* Link restaurant menu options to the app for seamless ordering
* Communication system to alert the restaurant to a new order
* Advertise specific restaurant promotion prominently on the app
* Payment method to charge food purchase to credit card on file
* System to route delivery drivers to restaurants and to drop off locations
* Secure sensitive customer payment information

1. User Stories

* As a user of food delivery apps, I want to be able to find restaurants by food category depending on my mood that day.
* As a consumer, I want to be able to find a restaurant on the app and see the full menu to purchase directly through the app.
* As a restaurant owner, I need to be alerted to new online orders with enough time to ensure that the food is ready and waiting for the delivery driver to bring it to the customer.
* As a restaurant owner, I want to ensure that my customers are notified of any sales or promotions to attract new business as well as reward my loyal customer base for their continued patronage.
* As an app user, I want to quickly input my credit card information, because I find it frustrating to repeatedly type all those numbers into an app to make a purchase.
* As a delivery driver, I want a clean map layout that directs me when and where I need to be to pick up and deliver the food.
* As a user, I want to feel confident that my personal credit card information is safe from hackers while using the app.

Trello Board: <https://trello.com/b/IUp1mcfX/week-1-assessment>

Figma Link: https://www.figma.com/file/HULH3I8iVlqHLbOaJl5E4o/Week-1-Assessment?node-id=0%3A1