



## USER PERSONAS

Spike Spiegel

Age: 27

Occupation: Marketing Director

Frustrations:

1. wants to discover new restaurants in area, tired of same old lunches
2. Wants to keep choices very healthy
3. Enjoys lots of options when deciding what to eat

*-Eats out 2.3 times a month*



Faye Valentine

Age: 23

Occupation: Contractor

Frustrations:

1. Very limited on time, and needs fast pick-up or delivery.
2. Would like an easy app to use so she can order quality food but not detect time from working
3. Very picky eater, needs lots of options to feel comfortable

*-Eats out every day*



Jet Black

Age: 30

Occupation: Digital Marketing

Frustrations:

1. Wants to discover new restaurants in area, but limited on time
2. Not picky about what he eats
3. On a budget, and needs to choose his lunch/work meals wisely

*-Eats out Weekly*



## EDWARD WONG

Age - 22

Occupation - Restaurant Owner

Frustrations -

1. Needs to make more money to pay rent @ Eds restaurant Brick and Mortar Location.
2. Some slow days leave employees with nothing to do.
3. Would like to Digitize restaurant with an online ordering app but does not know how to code or make said app.

APP name- QuickFastFood

### App Elevator Pitch

- a food ordering app that allows users to order any type of food and have it delivered to their home or workplace. Target audience is working professionals who have limited time to prepare and eat a meal. Local restaurants can sign up to provide food as well.

### MVP Basic Functionality

- 1 - Ability to browse local restaurants that offer food in the area of customer.
- 2 - List whether or not restaurants offer delivery, pickup, or both, and an ETA.
- 3 - Ability to browse Menu of restaurants, and prices of items.
- 4 - ability to purchase, and provide information restaurant needs to fulfill order.
- 5- ability to list a restaurant and menu items, so restaurants have an extra form of income other than in person orders.

## QuickFastFood USER STORIES

1. As a user, I want to be able to quickly browse food selection, and decide what I want to eat.
2. As a user, I want to see what food is available for quick delivery in my area.
3. As a user, I want to easily decide if the food is in my price range.
4. As a user, I want to be able to give my credit card information all within the app.
5. As a seller, I want to be able to list my menu so people can decide if our food is right for them.
6. As a seller, I want to be able to list my prices so people can get the right items for their budget.

FIGMA link -

<https://www.figma.com/file/ppEzEPc1EJUtdpDn2GVbbL/Project-1-QuickFood?node-id=0%3A1>

TRELLO link - <https://trello.com/b/BLvAlEhT/quickfast-food>