Part 1

App Elevator Pitch: "Lightning Delivery"

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

Assumptions:

- People take a lunch break
- A lot of restaurants will sign up
- People want food delivered to them

Problem Statements:

- Identify how often people are eating out weekly
- Identify if people like to explore food options
- Describe what you look for when considering lunch options
- Identify how much you'll spend for lunch
- Identify your work environment (Office, Remote)
- Describe how important food is
- Identify if you would be interested in an app where you can order from

Survey Design:

- How often do you purchase lunch as opposed to make your own lunch?
- Do you want to discover new restaurants in your area?
- What is the biggest factor when you decide on a restaurant for take-out food?
- How much are you willing to spend on a sandwich-type meal for lunch?
- What kinds of restaurants do you get take out most frequently?
- Where do you work?
- Being able to choose what food I'm eating is important to me.
- I would like to use an app allows me to schedule lunch deliveries on a daily basis.
- I would like to use an app that allows me to discover new restaurants.
- I'm a picky eater when it comes to lunch food.
- What is your job title?
- What industry do you work in?
- What is your gender?

Analysis and Reporting

- 7 of the 13 participants go out to eat at least once a week
- 12 of the 13 participants are open to discovering new restaurants
- Majority of the participants choose where to go based off of
  - quality/type of food (38%)
  - Location/speed (30%)
- 53% of the participants are willing to pay $15 or less for their meal
- When asked what type of food they usually get, 38% of participants said they get pizza/sandwich or salad/health focused
- 9 participants identified that they work from "home" while 2 said "office" and 2 said "other"

It was interesting to discover that while a majority of the participants work from home, they still go and eat out for lunch rather than simply making something at home. It was also interesting to see that people are really open to discovering new restaurants.

User Persona 1

Name: Troy C.
Age: 49
Occupation: CFO
Status: Married, 3 kids
Location: San Diego, CA

Goals
- Set a good example to fellow employees
- Set expectations on pay raise structure
- Process payroll in a timely manner

Frustrations
- Getting payroll processed on time
- Getting off work intime to watch sons football games

Favorite Foods
- Mexican
- Sandwiches
- Meat

User Persona 2

Name: Nathen F.
Age: 38
Occupation: IT
Status: Married, no kids
Location: Raleigh, NC

Goals
- Be head of IT department
- Make sure system updates go smoothly
- Be a good husband and father

Frustrations
- People not restarting their computer
- Server crashes
- Little time for lunch

Favorite Foods
- Indian
- Mexican
- Pizza

User Persona 3

Name: Emily K.
Age: 30
Occupation: Digital Marketing
Status: in a relationship
Location: Washington D.C.

Goals
- Get married
- Finish Masters Degree
- Manage my department

Frustrations
- Traffic
- Parking

Favorite Foods
- Healthy
- Sandwich
- Thai

Part 2

MVP

- Set a price range
- Set a delivery time
- Select a restaurant
- See recently visited restaurants
- See recommended restaurants based off my history
- Be able to identify any food allergies
- Be able to see pending orders

User Stories

- As a user, I want to be able to select my price range.
- As a user, I want to set my preferred delivery time.
- As a user, I want to choose my restaurant.
- As a user, I want to see my recently visited restaurants.
- As a user, I want to see recommended restaurants.
- As a user, I need to identify my food allergies.
- As a user, I want to check my pending orders.
- As a restaurant, I want to see when they want their food.
- As a restaurant, I want to see if they have any allergies.
- As a restaurant, I want to see if I have any orders to fill.

Link to trello:

https://trello.com/invite/b/BJMM74Kb/99dd821a56bc3e81c16a67d6fd9f0789/lightning-delivery