App name: Everywhere Diner

part 1:

Bianca Johnson

43 • Financial Manager

Motivations

CONVENIENCE	✳ ✳ ✳ ✳
PRICE	✳
QUALITY	✳ ✳ ✳

Goals

- Find more time in her schedule to take care of herself
- Work hard and someday reach an early retirement

Pain Points

- General quality and healthiness of fast food
- Long delivery time on food delivery apps

Frequently Used Apps

Bio

Bianca is a busy financial manager in a large corporation. There just aren't enough hours in a day and she struggles to find a balance between convenient and health-conscious.

Daniel Gillespie

43 • Senior Sales Associate

Motivations

CONVENIENCE	✳ ✳ ✳
PRICE	✳ ✳ ✳
QUALITY	✳ ✳ ✳

Goals

- Maintain his work ethic and be somebody his team can rely on
- Make more time for his family and not let work encroach on family time

Pain Points

- Hidden fees and delivery costs on delivery apps
- Small restaurant selection in his general area

Frequently Used Apps

Bio

Daniel just made senior sales associate and is struggling to juggle the new work load with spending time with his family and taking care of himself

part 2:

List of functions and features

★ In-house cooking for fresh meals
★ Delivery from partnered restaurants
★ Simple collaboration functionality, light social aspects, easy split-payment options
★ Easy access to health-conscious options, including both in-house and restaurants
★ Save favorite restaurant or menu selection options
★ Optimized driver selection
★ Simple and intuitive order notification for partnered restaurants and in-house kitchen
★ Messaging system between user, restaurant, and driver for easy communication

User stories

★ As a person with a busy social life, I want to collaborate on an order so that I can get everyone their order.
★ As a busy parent, I want to have my favorite selections easy to access so that I can keep an eye on my children.
★ As a restaurant, I want to be able to message my customers so that I can let them know asap if any substitutions need to be made before the driver arrives.

Trello link: https://trello.com/b/iA5vC0YA/simple-project-board

part 3:

Figma link:
https://www.figma.com/file/5YpwBi4esKRNtynIFRtYpM/Everywhere-Diner?node-id=0%3A1