**Rapid prototyping intro**

* Here we do things in hours/days, not weeks or months
* I built this ‘digital experience’ in 7 days
* Building with agility is what we do, it’s how we show clients that their crazy ideas are possible
* Building rapid prototypes demonstrates that the value of an idea is greater than expected and the effort required is lower than anticipated – there is great power in walking away with that
* Rapidly prototyping and agile methodology also lends itself to change quite easily, which can accommodate for things like menus that are constantly changing or expanding
* A digital experience such as this gives these kitchens & restaurants a direct connection to these multi-channel users
* The amount of data from that connection is invaluable
* Customers are expecting an experience tailored to them, their buying habits, their needs, wants, dietary restrictions

**Scenario #1 – user at home w/ no allergies**

* Log in as “john”
* Briefly visit profile page
* Needs to order food at lunch during a workday, tired of the usual order from the same place
* Really craving those classic Mickey D’s French fries and that delicious Mexican pizza from Taco Horn
* What about dessert?
* I haven’t had a frosty from Wendel’s since I was a kid…
* Walk through specific restaurant ordering
* View cart & checkout

**Scenario #2 – family user at home w/ dairy allergy**

* Log in as “taylor”
* Briefly visit profile page
* I’m a user at home with a family to feed for dinner, however most of us have a dairy allergy and I need a menu that is transparent about their dietary compliance
* Tonight we’re craving burgers
* Search page for burgers, add a couple and one for my husband who loves cheese (point out alert)
* Navigate to restaurant page - my son loves the onion rings from Wendels, and hey they are dairy free!
* What’s for dessert?
* Search for slushie
* View cart & checkout

**Scenario #3 – w/ volunteer**

* Log in as volunteer
* Briefly visit profile page
* You are a business traveler, in your hotel or you are traveling for fun and you’re staying at an Airbnb for the weekend & you’d like something for dinner delivered to you after a long day
* Have them drive the order
* View cart & checkout