

Module 1 Project

5-7-21

App Elevator Pitch

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.

PART 1: Finding Patterns

<https://ed.devmountain.com/materials/f1/lectures/planning/>

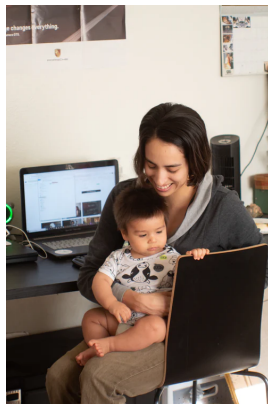
- 3 user personas from this data:
 1. **Persona 1** - Edward- health-conscious, on the go, 40's
 - a. Identify someone who is watching what they eat and wants to be healthy
 - b. Working professional that is on the go, extrovert, busy, likes to work and be social, is eating healthy, willing to pay more for quality, good food, health conscious, needs something quick, doesn't have enough time to cook
 - c. 40's, watching what he eats, social butterfly, lives in the busy city, downtown
 - d. Motivated to eat better for his health, looking to lose some weight and build muscle, likes to look good, date a lot, cares about his image
 - e. Frustrations are lack of sleep, headaches, which is why he wants to be healthier



2. **Persona 2** - Jeff, working young adult, unhealthy, cares about good tasting food
 - a. busy with work, doesn't really have any health concerns, 20's, not fit, but not overweight, isn't social, doesn't like working out, loves to eat, and try new food
 - b. Describe a busy person who isn't willing to pay more for quality food and wants something fast, easy, and tastes good. This person is not a picky eater, but loves to try new foods and isn't necessarily looking for healthy food. This person likes their taste buds happy and doesn't wait around but wants something now.
 - c. Motivations is good tasting food, likes to stay home on breaks, not very social, keeps to themselves,
 - d. Developed some unhealthy habits, wants to stay the same, doesn't like change too much but frustrated by his lack of motivation and desire of staying the same



3. **Persona 3** - Alex, 30's, mom, working professional works from home, loves her family and any chance to not have to cook, health-conscious, recently had a baby
 - a. Identify a professional who works from home but likes to treat themselves to food delivery once a week. Doesn't like to cook everyday and loves to have food delivered and willing to pay a little more to treat themselves, social, extrovert
 - b. Loves spending time with family when not working, loves to save time by ordering food especially for special occasions
 - c. Food quality is important, loves to eat good but healthy food
 - d. Food and people together is the perfect combination
 - e. Watches what she eats and wants to lose the last bit of baby weight, frustrated with the extra weight but motivated to be healthy



- **Appropriate name for the app** (catch attention of your primary user personas):
 - Fast Food Fairies (FFF)

PART 2: Work Breakdown

1. MVP

- What should the app be able to do? Features/Functionality:
 - i. Navigation bar scrolling at the top of the app (different menu/category buttons for grocery, mexican food, indian food, italian food, and all of the other different types of food. (This is a quick link navigation that is first on the page so you can quickly get to what you want.)

- ii. Location link gps that you can add your address to or allow the gps to detect your location that you're at. This will allow the app to bring up all of the places near that location in whatever category you want.
- iii. Quick link for delivery or pickup (whatever the user is looking for to have that option)
- iv. Search button to allow the user to type in any food or category into search section
- v. Cart to allow the user to add multiple order options to the cart from more than one restaurant if wanted.
- vi. Group order button, to allow app user to have one checkout with multiple ways of paying to allow a group to order all together and pay separately
- vii. Extra filters added to the food to allow user to search for vegan, vegetarian, gluten-free options and so on
- viii. Delivery time included in the order and as a link option so that the customer can choose foods based on timing and availability.
- ix. Allergy, modifications, or additional links added to the order section for customers with more needs.

2. Features to User Stories with proper tense (include user stories for both people buying food and the restaurants providing food)

(**As a** <specific role>, **I want to** <action I want to accomplish>, **so that I can** <can get value of some kind>)

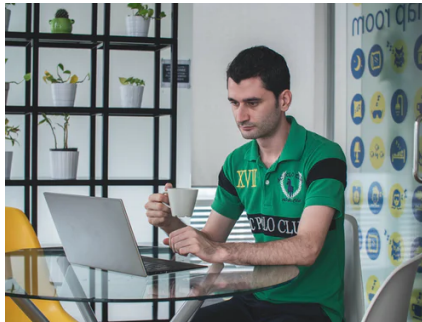
○ **Buyers:**

- i. As a health-conscious working professional who is constantly on the go and in a hurry, I want to quickly see my options on the app of vegetarian foods/dishes and salads so that I can fulfill my healthy needs, watch my weight, and have a large selection of restaurants near me who provide salads etc near me.
 - 1. I want to use the filters on the app to look for vegetarian options and salads closest to my location.
 - 2. I want to easily see every category of food since I'm a picky eater.



- ii. As a tired, young adult who just wants good, easy, fast food near me, I want to filter my search results and get dessert, pizza, and other foods I crave delivered to my doorstep from multiple restaurants in one order so that I can continue my work from home and not have to cook anything or leave my house to go get food.

1. I want to use filters one at a time to see what pizza options are available soon and then use the dessert category to pick my dessert.
2. I want my food delivered in a certain time frame so that I can continue working and get the food in a timely manner. I want the option to be able to choose that time.
3. I want to add multiple orders from multiple places to one order so that I can get all of my food delivered together. If I want to order pizza and dessert then I want the option to be able to order from multiple restaurants and have it delivered to me all at once.



- iii. As a busy stay at home mom who recently had a baby, I want healthy food options, fast delivery, and a way to order food for my group with different filter/checkout options so that I can get good quality healthy food for me and my group and we can all pay separately.
 1. I want to be able to filter the results of the food to healthier options near me and allow for any allergy options.
 2. I want the food delivered within a certain time frame.
 3. I want to checkout with one order and be able to pay separately so that I don't have to worry about collecting money from the rest of my group.



○ **Restaurants:**

- i. As a health-conscious aware restaurant, I want to see the exact food order with filters applied, easy to read in the order section so that I can meet my customer's needs and provide good customer service.

1. Order section is clear, easy to read, unmistakable with what customer wants
- ii. As a restaurant known for fast delivery and quick simple foods, I want to have a clear delivery time in the order form from the customer so that I can deliver the order before the customer expects it and stay true to the timeframe.
 1. Expected delivery time included in each order in order to meet those expectations.
- iii. As a busy, adaptable take out restaurant used to delivering huge take out orders for families, businesses, and large groups, I want to see clear order forms with any extra notes, or added additions to any order, so that I can easily read and see if there needs to be a modification or any allergy awareness to provide extra caution and security needs with my customers.
 1. Extra links for modifications, allergies, or modifications for any order link.

3. Trello board link:

- <https://trello.com/invite/b/y6lksawp/83afd81a49640440352535919396d9be/module-1-project>
- OR
- <https://trello.com/b/y6lksawp/module-1-project>

PART 3: Bring Your Idea to Life

1. Figma - create 3 lo-fi wireframes and show at least 1 user story of your app
2. Design a homepage for your app. Include the name that you decided on in Part 1. Make sure to choose a color scheme, typography, and at least one photo.

***All uploaded to GitHub!