

Module 1- Project

Assessment #1: Bruno Jorquera; Foundations 8; August 20, 2021

App 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.”

Problem Statement:

Identify the types of food consumers enjoy, how much they're willing to spend, and where they are when they need food.

Personas:

- **Persona 1 Name:** Wendy Wilson
Life stage: Early 30's
Bio: Wendy is a single adult that works as a software engineer. She enjoys spending time with her two dogs and hopes to settle down later in life. Wendy loves finding apps that can save her time so she can spend more time coding.
Job Occupation: Software Engineer at a large corporation
Location: Silicon Valley, CA
Goal(s): To focus more on coding and ensure that she does not waste further by time making/ordering for food.
- **Persona 2 Name:** Stefano Giuseppe
Life Stage: Mid 40's
Bio: Stefano Giuseppe is a married man who works as a sales executive. Stefano is a busy individual that savors all the free time he can get; he spends most of his time taking his family out to eat or ordering food for his children at school.
Job Occupation: Sales Executive
Location: Phoenix, AZ
Goal(s): Stefano is seeking ways to reach out to his family members while he is at work. Stefano wants to have the ability to order food for others and when he is not able to go out with his family, order for himself in a timely manner.
- **Persona 2 Name:** Cade Johnson
Life Stage: Mid 20's
Bio: Cade Johnson is a marketing manager at a local small business. They spend most of their free time away from work attending local minority gatherings with their friends.
Job Occupation: Marketing Manager at a local IT business.

Location: Minot, ND

Goal(s): Find new fast-food options in the area. Be able to order quickly and efficiently so that social gatherings aren't spoiled by slow service.

App Name: Timely-TakeOut

User Stories:

- As a busy consumer, I want to have the opportunity of scheduling my orders so that I can focus on my work. (Feature: Schedule Order- allows the user to set a schedule for when their food should be ordered and when it can be expected to arrive).
- As a food lover, I want to have an app that shows me new foods often so that I can try new things every day. (Feature: Shuffle Food Options- This feature allows the user to provide certain parameters for what kind of food options they are seeking, and the app shuffles their options and gives them an idea of what to eat).
- As a busy consumer, I want my food to arrive quickly, especially from a nearby location so that I can save more time. (Feature: Nearest Locations List- allows the user to select the nearest locations that currently provide delivery options).
- As a consumer that enjoys ordering online, I want to have an idea of how my order is doing so that I can schedule my breaks and know when to expect my food. (Feature: Review Order Status- allows the user to see where their order is and who is delivering; user can message the delivery driver and restaurant to know the condition of their order).
- As a busy consumer, I want my delivery driver to know where I will be when I am at work or in a confusing neighborhood so that I can ensure my order arrives to ME and my current location. (Feature: Driver Notes- allows the user to specify how to arrive at their location and a safe/clear environment where the order transfer can take place).
- As a business, I want to avoid being scammed by customers so that each order is sent to the right place and sent by the right person. (Feature: Order Id- each business receives the order number of the customer and driver ID prior to food exchange, if an order is being sent to john#2234 then the order goes to them and not john#1298).
- As a restaurant owner, I want to have my full menu available on the app and the opportunity to update information regularly so that customers don't order something we do not have. (Feature: Owner menu update: restaurant admin has the access and ability to remove/add menu items according to their inventory).
- As a user/owner of a business, I want to save my order information and account info so that I can keep track of my orders/orders that come into my business. (Feature: Account Profile- allows the user to create a profile that specifies them as an owner or a consumer of a business, provides owner/consumers with specific IDs for their respective accounts).

Trello Link:

<https://trello.com/b/ZN68TKwK/timely-takeout>

Figma Link:

<https://www.figma.com/file/sodszYAAxGB8xDtoPWyKVE/Timely-TakeOut-App?node-id=0%3A1>