




Part 1

User Personas

Courtney C		Doug T	
AGE 21	Favorite Foods	AGE 26	Favorite Foods
OCCUPATION Therapist	- Pizza	OCCUPATION Sales Director	- Home Made Lunch
INDUSTRY Mental Health	- Sandwich	INDUSTRY Beverage	- Fast Food Options
Happy Caring Funny	Frustrations	Home Body Social Fast	Frustrations
	- No time to make lunch - Cant find new places		- Wait times - Prices
Ashley G			
AGE 23	Favorite Foods		
OCCUPATION Marketing Director	- Salads		
INDUSTRY Business Consulting	- Healthy Selections		
Healthy Active Spiritual	Frustrations		
	- No time to make lunch - Very Busy		

App Name

Instant Eats

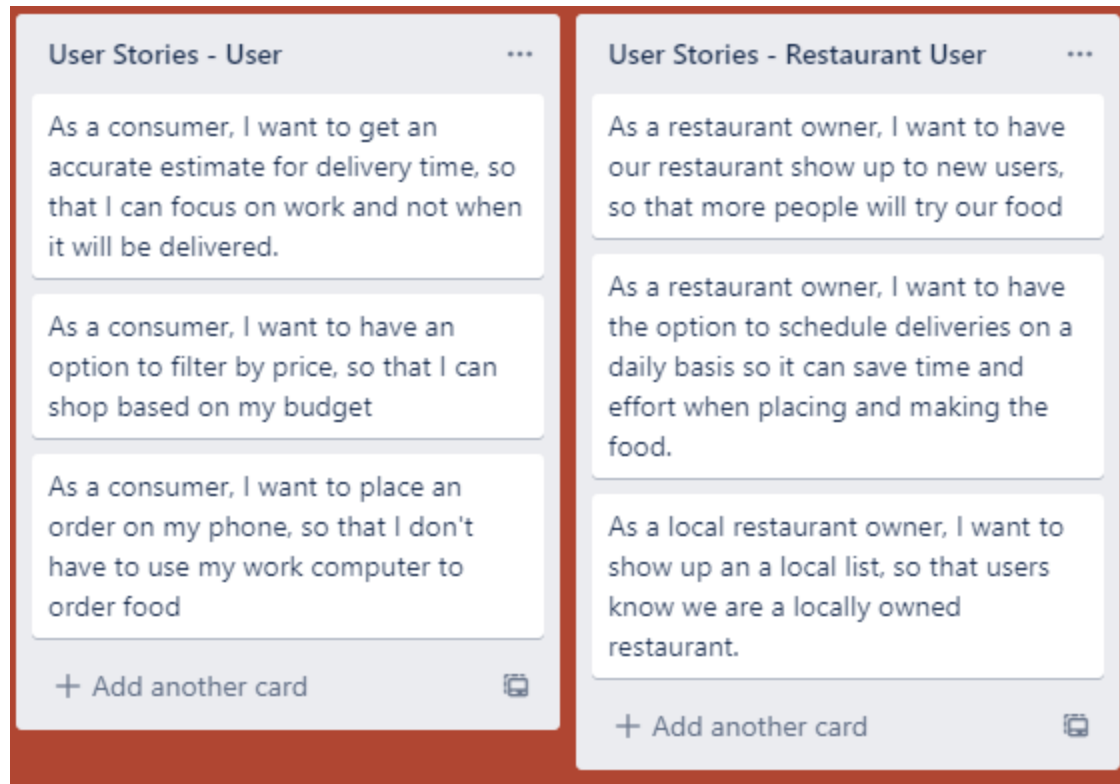
Part 2

MVP

- Filter places based on price, location, and type of food
- Place mobile order for delivery to home or work
- Give estimate for delivery time
- Show local places
- Show new places
- Schedule deliveries on a daily biases
- Member sign up
- Save favorite places

User Stories

1. As a consumer, I want to get an accurate estimate for delivery time, so that I can focus on work and not when it will be delivered.
2. As a consumer, I want to have an option to filter by price, so that I can shop based on my budget
3. As a consumer, I want to place an order on my phone, so that I don't have to use my work computer to order food
4. As a restaurant owner, I want to have our restaurant show up to new users, so that more people will try our food
5. As a restaurant owner, I want to have the option to schedule deliveries on a daily basis so it can save time and effort when placing and making the food.
6. As a local restaurant owner, I want to show up an a local list, so that users know we are a locally owned restaurant.



Part 3

Lo-Fi Wireframes

Hello, Ashley

Find some local amazing food today!

🔍

Search

- All
- Pizza
- Salad
- Healthy

Est. 20-25 min

Restaurant 1

📍 Location, Utah 84444

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Est. 20-25 min

Restaurant 2

Create a new account

Full name

Email

Password

Register Now

Already have an account? [Sign in](#)

Local Restaurants

Restaurant 1

Location

Estimated Delivery: 10:00am

Restaurant 2

Location

Estimated Delivery: 10:00am

Restaurant 3

Location

Estimated Delivery: 10:00am

Restaurant 4

Location

Estimated Delivery: 10:00am

Restaurant 5

Location

Estimated Delivery: 10:00am



Instant Eats



Hello, Ashley

Find some local amazing food today!

 Search

All

Pizza


Salad

Healthy

Est. 20-25 min



Burger Bar

 444 S 66 E, Utah 84444

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Est. 10-15 min



Pizza Place