Part 1: Finding Patterns:

User Personas:

1. Derek Jones

Age: 37
Location: Denver, Colorado
Lifestage: On the go professional
Industry: Digital Marketing
Bio: Derek lives in downtown Denver and enjoys socializing in the area when he's not answering calls and working as a digital marketing consultant. He is health conscious and enjoys trying new things.
Life goals: Swift and ongoing success establishing his brand and reputation for helping businesses thrive. Derek hopes to settle down in the next several years with a partner.
Favorite Lunches: New sandwich/pizza places and quirky lunch stops.

2. Jessica Rowell

Age: 24
Location: Salt Lake City, Utah
Lifestage: Fresh College graduate, starting up her career.
Industry: Technical Writer
Bio: Jessica enjoys any activity that can be done outdoors, she spends time hiking and skiing in the mountains close by. She practices yoga and emphasizes nourishing her body with healthful foods.
Life goals: Paving the way for women in tech engineering, establishing herself as a mentor for other newcomers, training for her own yoga teaching certification abroad.
Favorite Lunches: Cuisines from around the world, enjoys indian, mexican, and thai foods often.

3. Jade Parsons

Age: 31
Location: Las Vegas, Nevada
Lifestage: Young professional
Industry: Tech Marketing Manager
Bio: They enjoy their work and making time for adventures with their dog, Bruno in their spare time. Jade enjoys traveling and spending time with friends and their partner.
Life goals: Traveling, meeting new people, and creating memories with loved ones. Adventuring in the outdoors and with food energizes and excites them.
Favorite lunches: Sandwich/pizza shops, anything fast and cheap!

App Name: Picnic

Part 2: Work Breakdown:

MVP:

1. This app needs to have a simple design for fast access and service.
2. This app needs to be able to locate both buyers and sellers.
3. Must be able to show restaurants within a certain range/deliverable time frame.
4. Must have a page for users to select their preferences of food and budget.
5. Needs to be able to understand and estimate the restaurant's working load to establish an estimated delivery time frame while the buyer is browsing.
6. App must have clear and easy to read menus for lunch selection.
7. App needs to be able to save login/ and financial details securely for faster service.
8. App must include a search bar for buyers to be able to search for any particular cuisine.
9. App must also sync reliably between drivers as well to ensure seamless service and delivery. Buyer should be able to select their lunch from the restaurant and pay through the app, at which time the app should alert both seller and delivery driver. Restaurant and driver updates should be sent to the buyer once food has been made, picked up, in transit, and delivered.
10. App must be able to keep track of the amount of orders coming into each restaurant, and extend the delivery time frames as needed.
11. Create separate user interfaces for both restaurants and consumers.

User Stories:

1. As a consumer on Picnic, I want to be able to see where restaurants are located so that I can make a decision for lunch based on what is already close by to me.
2. As a seller on Picnic, I want to be able to know where buyers are located so that I can manage time and food making accordingly.
3. As a consumer on Picnic, I want to be able to see when restaurants can deliver food to me so that I can make the best decision for lunch based on my available time.
4. As a seller on Picnic, I want to be able to have certain delivery range limits and boundaries set so I can provide the best experience for consumers.

5. As a consumer I want to be able to select my own preferences and budget, so that I can have the unique experience of having customized food options shown to me.
6. As a seller, I need the app to keep track of orders coming in and the time it will take to get them delivered so that buyers can see ahead of time what an estimated delivery time will be.
7. As a consumer, I want the menu to be easy to read and select from so that I can choose my lunch faster.
8. As a seller, I want my food menu easily available and accessible to customers so that they will order from my restaurant.
9. As a consumer, I want my personal and financial information to be securely saved so that I can enjoy a much faster service each time.
10. As a consumer I want to be able to see and receive updates about where my food is during each stage, (prepping, in transit, delivered) so that I can make sure that it is made and sent to me in an appropriate amount of time.
11. As a consumer I want to be alerted when my food is delivered so that I can have more convenience when I'm waiting.
12. As a consumer I want to be able to provide feedback about my food, the restaurant, and the quality of service.
13. As a seller, I want customers to be able to provide ratings for my restaurant so that I can continue earning more business from customers.

Trello Board:
https://trello.com/invite/b/WtRMd25G/b79e4edb263931dbe04553818f8f9b5c/picnic-app

Part 3: Bring Your Idea to Life:

https://www.figma.com/file/RIdeDy5yah1hh8bdAdQWYi/Untitled?node-id=0%3A1