Part 1
User Personas
Made in Google Slides
https://docs.google.com/presentation/d/1nmRG52aiYqEFFLECmmoJXaeBpo2Vp2Oldh2de9XR-KU/edit?usp=sharing
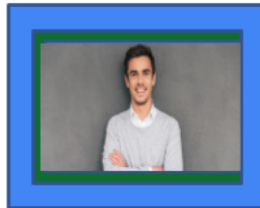
The New Marketing Manager

DEMOGRAPHICS
Age: 23
Gender: Non-Binary
Marital status: single
Location: San Francisco, CA

INTERESTS
Jameson loves getting outside and hanging with his friends. He wakeboards, snowboards, and travels all over the world in his spare time.

GOALS
- Get lunch fast and get it for cheap
- Have a flexible meal routine
- Find the best local places to grab a bite

FRUSTRATIONS
- Ordering food is way too expensive
- Trying to find the hole in the wall restaurants
- Planning a meal schedule and sticking to a diet

PERSONALITY

"PROTAGONIST"
ENFJ (-A/-T)
Charismatic and inspiring leaders, able to mesmerize their listeners.

BRANDS
- Burton
- Hurley
- Volcom

BIO
Jameson was recently promoted to a mid-level management role and is already feeling overwhelmed as he is trying to step into his new role. He doesn't always think about what or when he's going to eat so he wants a flexible meal plan where he can order something cheap and fast but only when he needs to. This might change once he gets more comfortable in his new role.

The Homebased Writer

DEMOGRAPHICS
Age: 32
Gender: Female
Marital status: Married
Location: Austin, TX

INTERESTS
Sarah loves philosophical literature and has read every classic book you can think of. She also enjoys spending time with her family.

GOALS
- Self care through excellent food
- Make more food from home while working from home
- Have new food experiences regularly

FRUSTRATIONS
- Not a fan of mobile apps
- Trying to find new and high quality food experiences

PERSONALITY

"MEDIATOR"
INFP (-A/-T)
Poetic, kind and altruistic people, always eager to help a good cause.

BRANDS
- Grammarly
- Amazon
- Vera Bradley

BIO
Sarah is a technical writer based in Austin, TX. She has been working from home since the beginning of the COVID-19 pandemic. This has been great for her as she has been able to cut back on daycare costs and take care of more things at home while still maintaining her professional career and ambitions. She loves to cook and usually makes her own meals at home but would love to treat herself to novel food experiences from time to time, especially on the stressful days.

App name - Meal Time

Part 2
Minimum Viable Product (MVP)
- User/Restaurant profile

- ○ Location
- ○ General food interests
- ○ Preferred price range
- ○ Preferred meal times
- ○ Preferred payment information
- ○ Ability to close or cancel account
- ○ Profile option for local eateries that want to stand out
- ● Restaurant Finder Features
  - ○ Find by category
  - ○ Find by price
  - ○ Find by location or distance
  - ○ Find by map
  - ○ General menus for associated restaurants
  - ○ Find by rating
- ● Schedule an order features
  - ○ Schedule orders to be ready at _____ time every day, every Monday, etc.
  - ○ 1-click repeat order from order history
- ● Recommend new places to try
  - ○ Recommendations based on order history
  - ○ Recommendations based on preferences in their profile
- ● Share your experience features
  - ○ Leaving a rating directly through the app
  - ○ Share and recommend and a restaurant with a friend
  - ○ Share your experience on social media
- ● Discounts and coupons features
  - ○ Send promotional discounts based on the restaurants marketing goals
  - ○ Send discounts to loyal customers

User Stories
1. I am a working professional in the tech industry. I love automating and optimizing programs and workflows. I am looking for an app that can automate my lunch ordering without compromising my commitment to a healthy diet. I would also love to become aware of new places to order from in my area without having to search the internet.
   a. User profile
   b. Schedule an order features
   c. Recommend new places to try

2. I'm working from home as a technical writer. I can usually cook for myself, but sometimes I'm just not feeling it. I'm not too picky, so I'm looking mostly for highly-rated new restaurants for the special days I want to treat myself to a novel food experience.
   a. User profile
   b. Recommend new places to try
   c. Find by rating

3. I just got a new role as a marketing manager in the tech industry and I anticipate I'll need to start ordering lunches for myself more frequently. I love most types of food, so I'm just looking for some cheap eats from a variety of local places on the days I'm more busy than normal.
    a. User profile
    b. Find by price
    c. Recommend new places to try
    d. 1-click repeat order from order history
4. I moved to America to start an authentic Thai Restaurant run by me and my family. We have a lot of details figured out but we are still considering our marketing strategy. We don't want to spend too much money on broad advertisements, we're really just looking to target and capture the loyalty of customers who already love Thai Food.
    a. Profile option for local eateries that want to stand out
    b. Send discounts to loyal customers
    c. Share your experience features

5. I am a franchisee of Wendy's. We have been struggling against our competition with all of the new places that have been popping up and drawing attention. We planning to run some new promos that will hopefully shift a share of the market back in our direction.
    a. Discounts and coupons features
    b. Restaurant finder features
    c. Share your experience features

Trello
https://trello.com/invite/b/LIsdJnH2/89fe6308d396047b1b68f81281a1a785/meal-times-app
Or

Part 3
Figma
Jameson (User story 3-Marketing Manager) searching for food based on low price and ordering
https://www.figma.com/file/LWYKBX8CrGJfgZHn3dnd5a/Meal-Time-App-Sketch?node-id=0%3A1

Extra Credit
Amazon
Java, C++, C#, object-oriented design, functional programming

Entrata
SQL, PHP, Java, C#

Qualtrics
Java, PHP, Scala, HTML, CSS, Javascript-angular/node, SQL, MySQL