

## USER PERSONA 1:

ROBERT CLARK

Age: 28

Family: Single, No Kids

Location: New York City

Residence: 1Br Condo

Car: No car, takes public transportation to work or bike everywhere

Occupation: Engineer in Technology field, with about 3-4 years experience

Salary: \$85k

Personality: Social Introvert. Sometimes a little too care-free.

Passions: Trying to keep healthy by going to the gym, problem solving, playing video games.

Goals: To work diligently and move up the success ladder and ultimately make more money.

Wishes to maintain their health as best as possible. They would like to better manage their time spent on work to be able to have a better social life.

## USER PERSONA 2:

DANIEL LEE

Age: 35

Family: Divorced, joint custody for 2 daughters (5 y/o and 7 y/o)

Location: Los Angeles, California

Residence: Suburban Home

Car: 2020 BMW X3

Occupation: Sales Manager for a Health Insurance Company, with about 9 years experience

Salary: \$100k

Personality: Go getter, very outgoing, talkative, likes to plan things

Passions: Watching game shows on TV, reading books

Goals: To be able to provide for his family and be a good father. To think more about his health as he grows older as well as for his daughters growing up.

### USER PERSONA 3:

ADAM JONES

Age: 52

Family: Married, 3 children (2 twin sons (22 y/o ) and 1 daughter (24 y/o))

Location: Miami, FL

Residence: Suburban Home

Car: 2018 Nissan Pathfinder

Occupation: Executive Director of a Non Profit Organization

Salary: \$78k

Personality: Excellent communicator, motivates others well and treats everyone with respect, honest.

Passions: To be an amazing role model for his children. The importance of his organization's goals. Pushing everyone around him to reach their goals.

Goals: To become more tech savvy for future growth of the organization. To be a mentor/role model to others around him. Would like to make more time to spend with his family.

APP NAME: HealthyEats ToGo

MVP (Minimum Viable Product)

#### Features/Functionality

- Search various restaurants in the area and distinguish by type of cuisine.
- For each restaurant, show distance to location along with approximate delivery time.
- For each restaurant, show rating based on reviews (1-5 stars).
- Have symbol if restaurant has healthy options (like a leaf symbol)
- Have a "Past Orders" tab as a reminder of what was eaten for future meals.
- Having a "Top choices" for each restaurant's menu
- Have an accounts tab to maintain payment options, different delivery destinations and a "Favorite Eats" list for favorite restaurants.

1. As a user, I want to be able to search through different restaurants to see what my options are for meals and also categorize by cuisine.

2. As a user, I want to know approximately how long a delivery will take to better manage my meal times during a busy scheduled day.
3. As a user, I would like to know what others thought of their experience with the restaurant's food to help with choosing where and what to eat.
4. As a restaurant owner, I want my customers to know we have healthy alternatives for them to choose from.
5. As a restaurant owner, I want the customers to know what our top choice dishes to eat are.
6. As a user, I would like to easily view my recent orders or favorite places to eat from because I may not have a lot of time to scroll through the various restaurants.
7. As a user, I would like to have a tab for my account to add different payment options and various address destinations.