

EASYFOOD

USER PERSONA 1:

PAUL JOHNSON

Age: 28

Location: New York City

Residence: 1Br Condo

Occupation: Engineer in Technology field

Personality

- Social Introvert
- Likes to plan things
- A little care-free sometimes

Passions

- Trying to keep healthy by going to the gym
- Problem solving
- Playing video games.

Goals

- Wants to have a lot of different food options to pick from
- Wants to see more healthy options from restaurants
- Wants to know which restaurants have healthy options before clicking on their menu
- Wants to know distance from restaurant and estimated delivery time

Frustrations

- Difficult to tell which restaurants have healthy alternatives
- Not a lot of healthy food choices close by to home

Features/Functionality

1. Search various restaurants in the area and distinguish by type of cuisine.
 - 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. Have symbol if restaurant has healthy options (like a leaf or some health symbol)
 - As a restaurant owner, I want my customers to know we have healthy alternatives for them to choose from.
3. In each restaurant section, show information on distance and estimated delivery time.
 - 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.

USER PERSONA 2:

KEVIN SAUNDERSON

Age: 35

Location: Los Angeles, California

Residence: Suburban Home

Occupation: Sales Manager for a Health Insurance Company

Personality

- Go getter
- Very outgoing
- Talkative

Passions

- Traveling
- Reading books
- Has a great interest in Avionics

Goals

- Wants a reorder option for his favorite restaurants
- Wants to be able to know which are his favorite restaurants
- Wants to view specific cuisines

Frustrations

- Can be time consuming scrolling through all the various restaurants
- Difficult to know which restaurants other customers prefer or enjoyed

Features/Functionality

1. Allows customers to select certain restaurants as their “favorites” by heart symbol.
Would also have a “Favorite Restaurants” section under the “My Account” tab.
2. Have a “Past Orders” tab with a reorder function for future meal purchases.
 - As a user, I would like to easily view my favorite places to eat from or be able to reorder a previously ordered meal because I may not have a lot of time to scroll through the various restaurants.
3. For each restaurant, have a rating system based on reviews (1-5 stars) to show other customers enjoyment of food experience.
 - 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.

USER PERSONA 3:

CARL COX

Age: 52

Location: Miami, FL

Residence: Suburban Home

Occupation: Executive Director of a Non Profit Organization

Personality

- Excellent communicator
- Natural leader
- Trustworthy

Passions

- To be an amazing role model for his children
- Motivating others around him
- The growth of his non profit to further educate others and stop animal cruelty

Goals

- Wants to know which restaurants have healthy options before clicking on their menu
- Wants to try multiple new restaurants that serve healthy alternatives
- Would like to schedule a lunch delivery way ahead of schedule

Frustration

- Can be very busy at times so sometimes it can be difficult to order lunch on time
- Difficult to find healthy alternatives due to no “healthy labels or symbols”

Features/Functionality

1. Have symbol if restaurant has healthy options (like a leaf or some health symbol)
 - As a restaurant owner, I want my customers to know we have healthy alternatives for them to choose from.
2. Be able to pre-order a lunch and set a time for delivery, must be a same day order.
 - As a working professional, sometimes I find it difficult to order lunch on time so having a pre-order option and set a delivery time would be very helpful.
3. Search various restaurants in the area and distinguish by type of cuisine.
 - 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.
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4. Having a “Top Choices” section for each restaurants menu
 - As a restaurant owner, I want the customers to know what our top choice dishes are.