

Megan



"I love to eat healthy food and love making it myself."

Age: 22
Work: Marketing Director
Family: Single
Location: Frisco, Texas
Character: The Leader

Personality



Open Minded

Experimental

Straight Forward

Reasonable

Goals

- Increasing company revenue.
- Be able to maintain a healthy life with a busy work schedule.
- Keep mental stable to make better decisions at work.

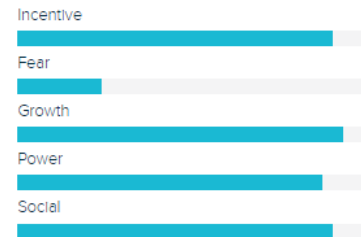
Frustrations

- A lot of restaurants don't have healthy food.
- Dietary preferences.
- Busy work schedule and meetings.

Bio

Megan is a director of marketing at a fortune 500 company. She believes that a healthy body leads to a healthy mind and that translate to better decisions being made in the work place. She works a 14 hour/day work schedule so often times having a healthy diet is a daily challenge. In addition she finds a lot of restaurants void of healthier options. She believes that online ordering is a great way to save time but usually brings her own lunches.

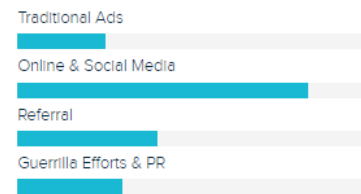
Motivation



Brands & Influencers



Preferred Channels



Anushka



"Food is used for one purpose and that is to fuel the body."

Age: 25

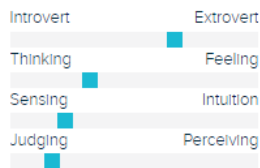
Work: Construction

Family: Married

Location: Orange, CA

Character: The Pillager

Personality



Hard Worker

Routine

Assertive

Ruthless

Goals

- To be able to complete projects within an allocated time.
- Reduce downtime during work to increase productivity time.
- Eat enough to fuel my demands at work.

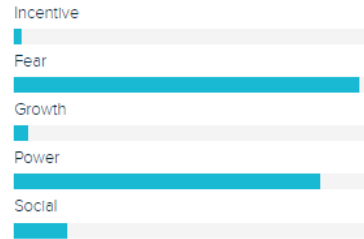
Frustrations

- Body burns a lot of calories on a consistent basis
- Ordering food is expensive.
- Limited lunch hours before going back to work.

Bio

Anushka is a construction worker that spends most of her day on feet. She works a very demanding job that requires a lot of work and therefor frequently orders food. She tends to choose restaurants that are either close or can produce food quickly because of her limited down time allocated to her. Because she orders food often she doesn't like to spend much per meal.

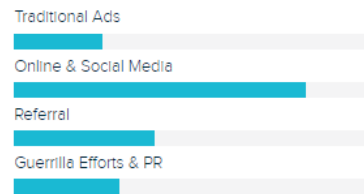
Motivation



Brands & Influencers



Preferred Channels



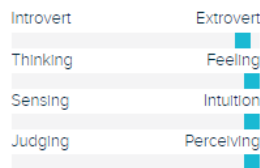
Harley



"Food is used for one purpose and that is to fuel the body."

Age: 35
 Work: Interior Designer
 Family: Married
 Location: San Francisco, CA
 Character: The Stylist

Personality



Stylish

Clean

Professional

Well put

Goals

- To be able to understand customer needs.
- Ensure that projects are delivered on time.
- Ensure that food is not an obstacle.

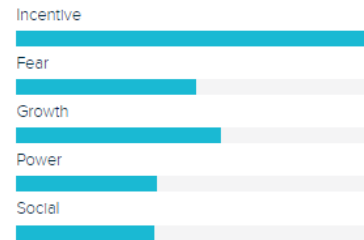
Frustrations

- Often gets lost in work and forgets about food.
- Has difficulty making decisions and often gets side tracked.
- Dislikes waiting long for food.

Bio

Harley is an interior designer for many motorcycle dealer ships around the world. Although he has a busy work schedule, because a lot of the times he's so engrossed into his work he often forgets to eat meals. Because of this, he usually finds himself ordering from places that not only have a fast turn around time from the minute you order, but also places that are near by so he can get back to his work.

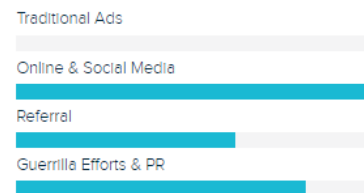
Motivation



Brands & Influencers

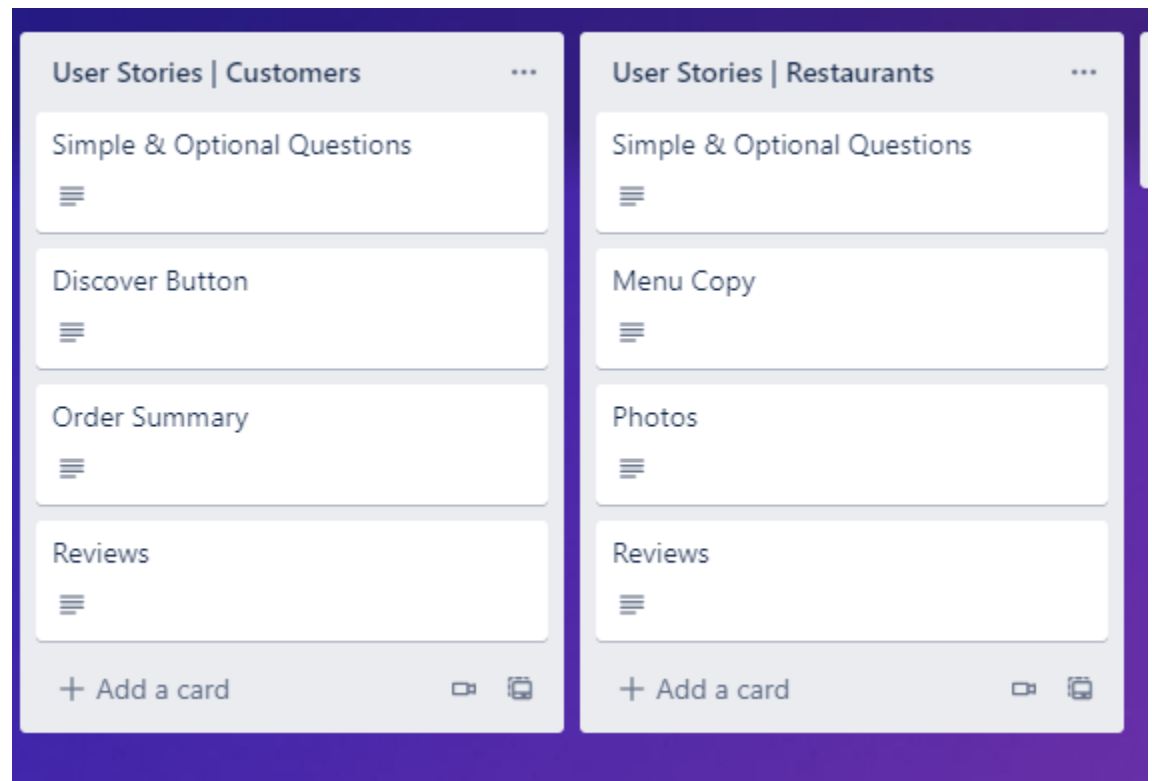


Preferred Channels



- Name of app
 - SnackPacks
- MVP Breakdown
 - Checkout function
 - Discover function
 - Reviews
 - Add to cart function
 - Restaurant menu browsing
 - Browse function
 - Categories, featured restaurants,
 - Account and payment tabs
 - Applicable promotions
 - A working menu for each store/restaurant.
- User stories
 - Customers
 - As a customer I want to be able to have a simple and and quick checkout when purchasing food so that I can spend more time on my tasks at hand.

- As a customer I want to be able to have the convenience to order from other restaurants so that I don't have to eat or get bored of eating the same things.
- As a consumer I want to have a stress free and transparent buying experience so that I can allocate that stress on my job.
- As a consumer I want to be able to see the reviews of a restaurant that i've never tried so that I can be more at ease when trying something new.
- Restaurants
 - As a restaurant we want to reduce the amount of decisions customers have to make so that they will have a better user experience.
 - As a restaurant we want to make sure our menus are clean and legible so that it is easier for potential new customers to understand what is in our foods
 - As a restaurant we want to have high quality photos of our foods so that we can build trust with our customers.
 - As a restaurant we want to provide quality communication and service on our reviews page so that our customers know we care about their experience with us.
- Trello Board
 - <https://trello.com/invite/b/m8282Bpf/a59f5195faf2c247b6c892e334c6bb38/project-management>



- Wireframes
 - <https://www.figma.com/file/Cy8mau5YImXzyu2ceiCIYP/Assessment-1?node-id=0%3A1>

