

Module 1 Assessment - Dylan Wiseman

Part 1: Finding Patterns

User Personas:



Julia

Description: Julia is a 29-year old interior designer. Some days she works from home, other days she is out on site. She is incredibly busy and speed/convenience is her main focus when eating lunch. She doesn't enjoy cooking or having to worry about planning meals. She's always on the go.

Feelings/Personality: Julia appreciates good design and efficiency, both of which are reflected in her work as a designer. She prefers her routines and though she will spend time with friends on the weekend, she makes sure to keep some time for herself.

Motivations: Julia is motivated to see her work completed and on time, she gets fulfillment from her plans becoming reality.

Goals: Lead the design for a new corporate office for a large well known company

Frustrations: when non-designers try to take too much control of the process from her, or when she doesn't feel like she is in control of her time.



Ryan

Description: Ryan is a 24-year old software developer. He works either from the office or home. Though his job is demanding, he makes sure to take breaks and disconnect mentally during lunch and his off time. He enjoys eating with friends and trying new places. He is new to the city.

Feelings/Personality: Ryan is having a really good time in the city. He is living it up and trying to make the most of his experience, cuz he doesn't really know what will be coming next for him.

Motivations: Ryan wants to have fun in the present. He knows that what he eats and how he spends his breaks can affect his mood and productivity so he likes to eat at healthy and new places.

Goals: Make the most of his time in the city, continue to improve career

Frustrations: his work makes him feel claustrophobic at times, he doesn't like only being behind a computer screen all day



Aria

Description: Aria is a 32-year old mother who also works as a nutritionist and diet coach. She likes to cook healthy meals for her and her family and introduce healthy habits to her clients. She works from home. She works very hard and sees healthy activities as a key to managing her stress

Feelings/Personality: Health and maximizing her lifestyle are important to Aria

Motivations: She wants her family and clients to get the most from life, and she believes health and nutrition are key to that

Goals: Fix the world's eating problems

Frustrations: She often feels overwhelmed and like she doesn't have enough time.

App name: Local Eats (Local)

Part 2: Work Breakdown

MVP Features:

1. Display list of local restaurants users can order from
2. Display menus (or at least subset menus) from local restaurants
3. Allow users to place orders at those restaurants
4. User specify delivery location
5. Pass those orders to delivery users on their app
6. Display delivery notifications to users
7. Allow users to sign up, manage their account
8. Allow restaurants to sign up, manage their restaurant account
9. Allow transactions/payment between users placing orders, deliverers and restaurants

Optional Features:

1. Search by restaurant name/category
2. Filters (price, distance, category, etc.)
3. Messaging between users/delivery drivers
4. Restaurant reviews
5. Tipping
6. Daily featured restaurant
7. Advertising (?)
8. Suggested restaurants/orders based on usage history

(We will build a separate app for the users who wish to be on the delivery side and fulfill orders).

User Stories:

1. As a busy working professional, I want to quickly place an order for lunch, so that I can focus on my work and not worry about preparing food or having to spend time searching for something to eat.

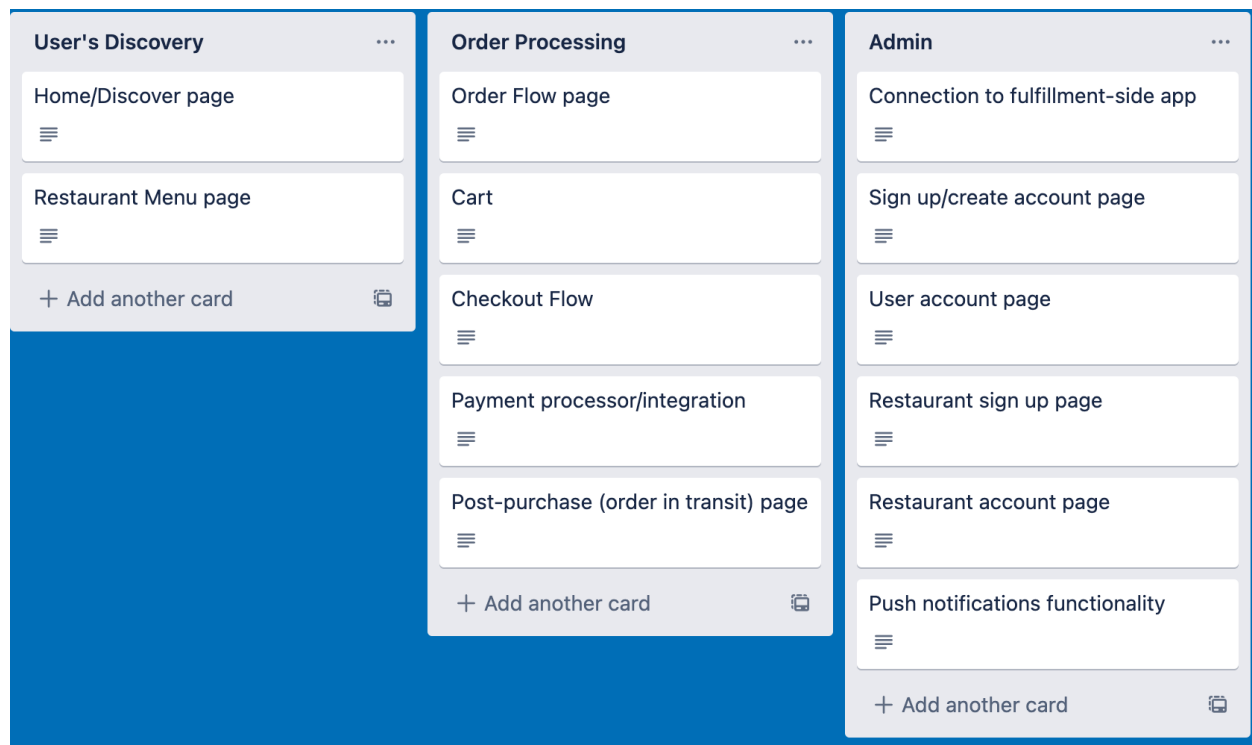
- Home page/discover page makes local restaurants easy to find
 - Menu page is simple, order flow is seamless
 - Quickly enter order, payment, and delivery info
 - User can easily create a new account
2. As a young professional new to the city, I want to be able to easily discover local restaurants, so that I can find new and interesting food options.
 - Discover page contains interesting featured restaurants, vivid photos
 - Menu page contains adequate photos/descriptions of food options
 - Quickly enter order, payment, and delivery info
 3. As a health-focused but busy working professional, I want to see menus and nutrition facts from local restaurants, so that I can maintain my diet without only eating chicken and rice at home.
 - Menu page contains adequate photos/descriptions of food options
 - Quickly enter order, payment, and delivery info
 4. As a local restaurant owner, I want to display my menu to users so that I can get orders from new customers
 - Restaurant can easily sign up and get approved
 - Easily upload menu items
 - Orders are quickly processed, order information is pushed through to restaurants/delivery drivers

Trello:

<https://trello.com/invite/b/H4pCOaVi/0f3d119aca8c4298ff5a0646b368caa5/assessment-1>

or

<https://trello.com/b/H4pCOaVi>



Part 3: Bring Idea to Life

