

## PART 1: FINDING PATTERNS

### PERSONAS

#### Anna Allred



"I'm looking for a site that will simplify the planning of my daily meal."

AGE: 35

WORK: Consultant

FAMILY: Married, 1 Child

LOCATION: Phoenix, AZ

Organized

Practical

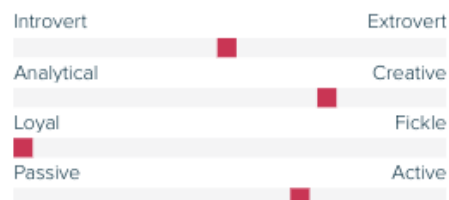
Protective

Hardworking

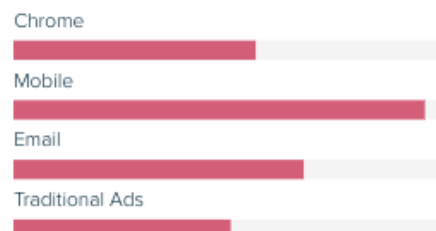
#### Bio

Anna is a consultant who works daily from 9 am to 5 pm. She has a very busy schedule every day serving and helping her client to reach their company goals. She is frustrated that due to her busy schedule, she does not really have time to prepare meals, even for her family at home. She wishes to hire a cook at home, but the costs would be very expensive. She expects a more balanced life. Time is very precious for her.

#### Personality



#### Preferred Channels



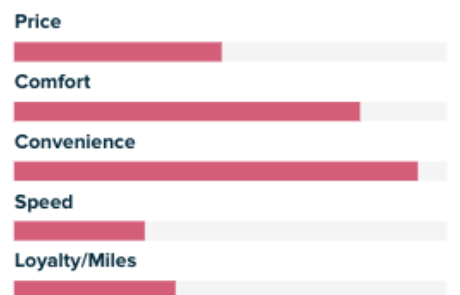
#### Goals

- To spend less time thinking about what to eat.
- To have more time for lunch at work.
- To have a simple lunch.

#### Frustrations

- No time to cook!
- There is not enough fast-food restaurant in her work area.
- 

#### Motivations

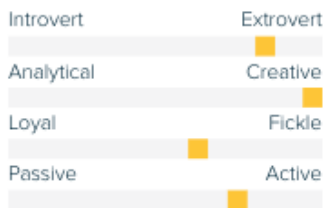


# Brenda Smith



Age: 30  
Work: Interior Designer  
Family: Single  
Location: Phoenix, AZ

## Personality



Ambitious

Focused

Free-Spirited

## Social Media



## Bio

Brenda is a very talented interior designer who seeks to grow a strong industry reputation. She loves interacting with her clients to build meaningful relationships with them. She has been practicing interior design since 2010 and has a Master's of Interior Architecture from ASU. She loves travelling and eating new foods. Although she loves cooking, she sometimes has no time to prepare her own meal due to a busy work schedule. She hopes to find a way to at least have healthy food for her lunch without her spending much time preparing it. ●

## Motivations

Designer Products



Eco-Friendly



Personalization



Low Prices



Convenience



Social



## Preferred Channels

Mobile



E-Commerce



Social Networks



Real Life



*"I take great pride in helping others get inspired and unlocking their full potential!"*

## Goals

- To grow a strong self reputation.
- To build last-long relationships with clients.
- Live a healthy life in her busy life.

## Frustrations

- Spending too much time with clients.
- No time to prepare meals.
- Not enough healthy diet options in her town.

# Dan Miller



"Time is money. Use it wisely!"

**Age:** 38

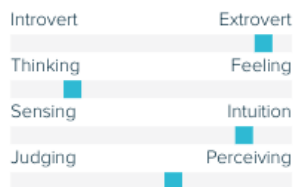
**Work:** Marketing Director

**Family:** Married with 4 kids

**Location:** Phoenix, AZ

**Character:** Very active person

## Personality



## Goals

- No overtime work.
- Maintain effective communication with team members.
- Have a better balance diet to maintain personal health.



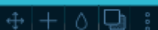
## Frustrations

- Daily unexpected work to do.
- Has no enough time for lunch.
- There are not many food options in his work area, mostly junk food.

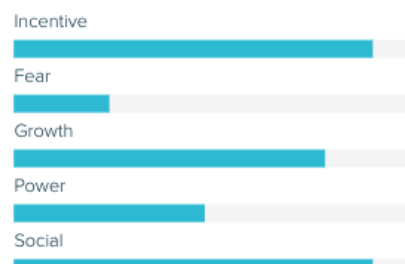


## Bio

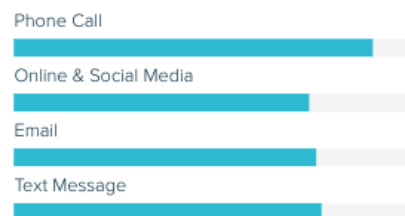
Dan is a very active person who spends most of his time working at home during the week, traveling with family on the weekend, and exercising every night. He loves simplicity and being effective in everything he is doing.



## Motivation



## Preferred Communication



## **APPS NAME**

“QUICK FOOD”

## **PART 2: WORK BREAKDOWN**

### **MVP**

- Credit card payments.
- Map showing restaurant and customer location.
- Customer and seller profiles.
- Menu pictures.
- Search features.

### **USER STORIES (CUSTOMER)**

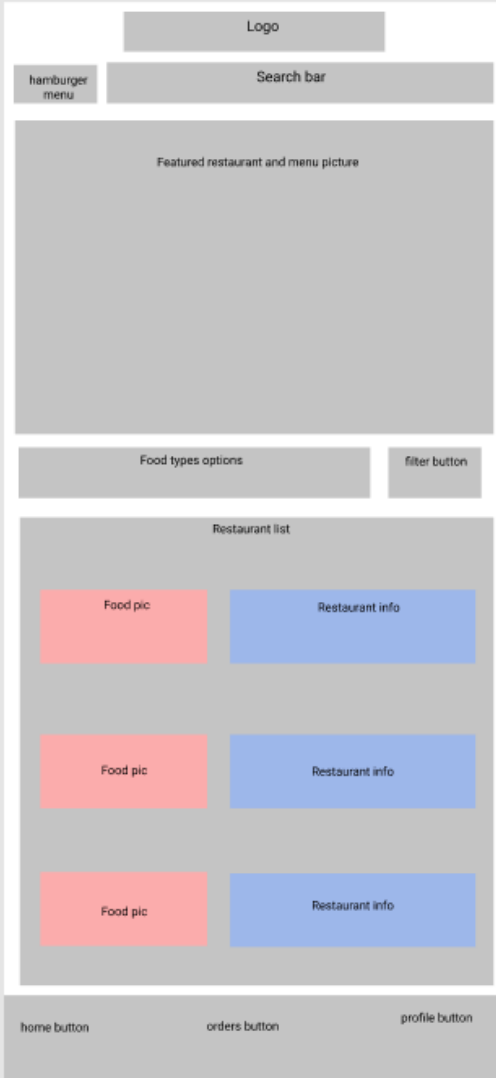
- As a user, I want to search what food is available in my town, so that I can choose what to eat for lunch.
- As a user, I want to see type of food that is available close to my location.
- As a user, I want to see the location of restaurants in my town, so that I can estimate the delivery time estimation.
- As a user, I want to see pictures of food the restaurants have to offer.
- As a user, I want to track where my food is when it is delivering.
- As a user, I want to see reviews of each restaurant so that I can see the food and service quality of that restaurant.

### **USER STORIES (RESTAURANT)**

- As a user, I want to see the customer review (star level), so that I know they are valid order.
- As a user, I want to be notified when the order is a fake order.
- As a user, I want to see the picture of my customer.
- As a user, I want to see the customer location so that I can give them the estimation delivery time.
- As a user, I want to have a feature that shows customer how long the food preparation is so they can track their order.
- As a user, I want customers to be able to pay cashless.

## PART 3: BRING YOUR IDEA TO LIFE

### Outline



### Style Guide



Theme Color



Icon color

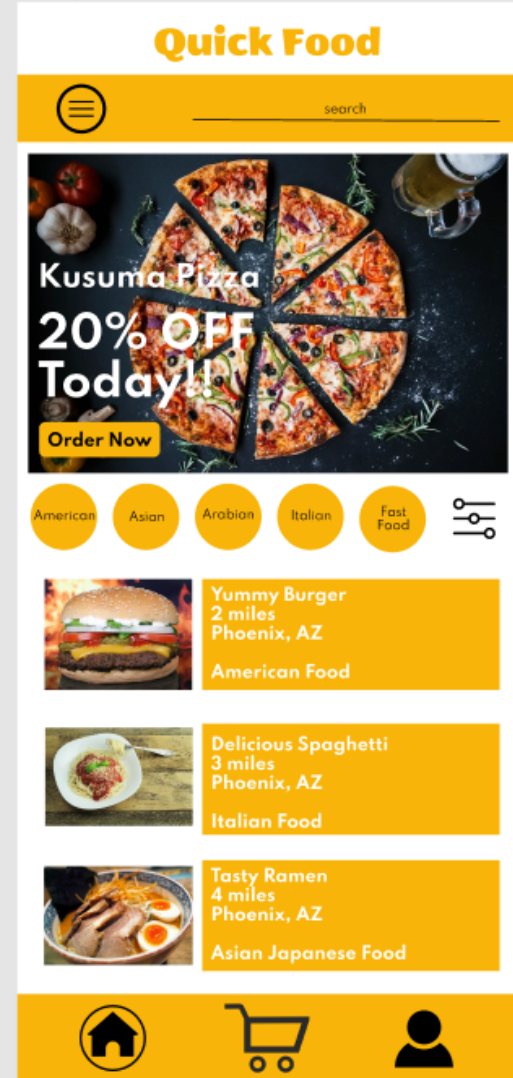
Font:

**Logo: Wendy One, 36**

All others: spartan

- Food type: 10
- Restaurant info, order now button: 14
- Features restaurant: 24 (restaurant's name), 36 (discount info)

### Mockup




Picture of Individual wireframe:

## Outline




## Style Guide

Style Guide



Theme Color



Icon color

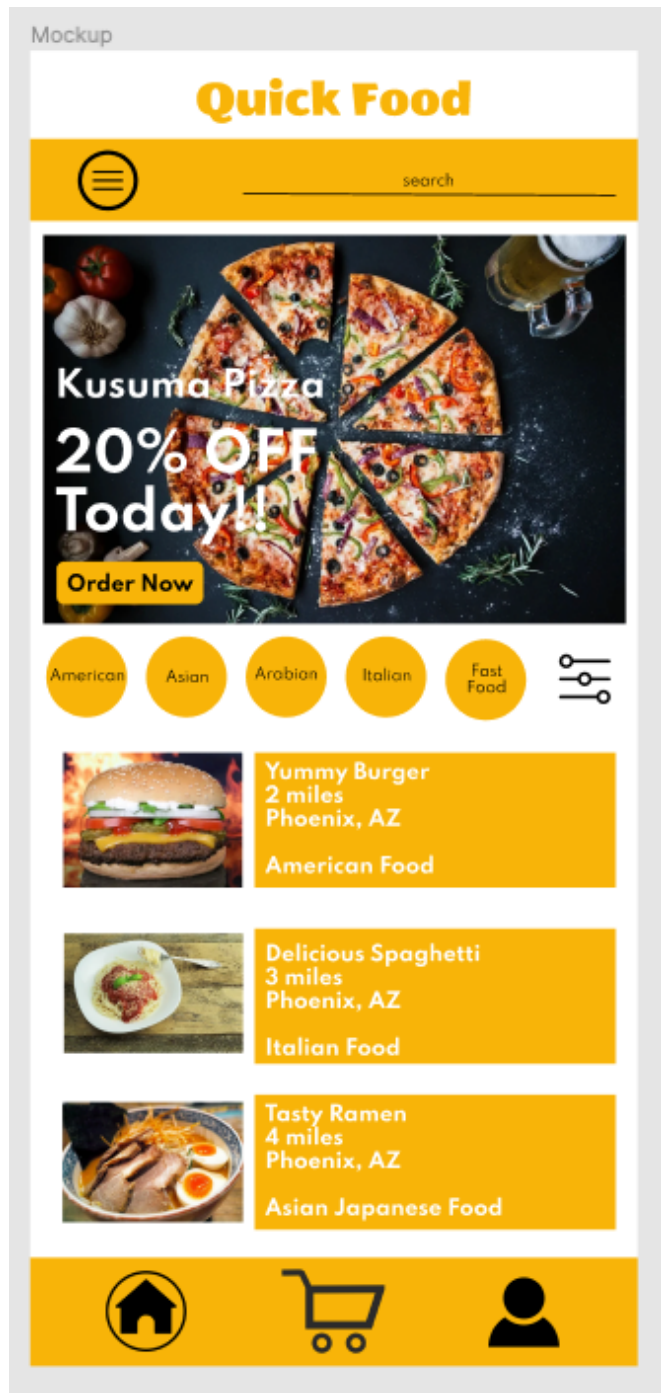
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- Restaurant info, order now button: 14
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## Mockup



If you want to go to my figma instead, this is the link:

<https://www.figma.com/file/QIPjBX6U42BQvLwf4qXXN8/Quick-Food-App?node-id=0%3A1>



## Extra Credit

Google doc link:

<https://docs.google.com/document/d/1eb125UDnNgyqfgB78xPgNIInYq8dsJDCSTIB2-WIURM/edit>