

User Persona 1



Jan

Personal Information:

Career: Construction Contractor

Age: 36

Family: Married with two kids

Residence: Suburban Home, worksites vary

Salary: \$140k per year

Transportation: Drives to work

Passions: Hiking, biking, traveling, reading

Picky Eater: Yes

Tech Information:

Phone: iPhone 7

Social: Facebook, Instagram

Tech savvy: No

Short Term Goals:

Help her crew as much as possible by being present at the job site as much as she can. Also has a promotion in her crossheirs, so being present in her role is crucial in meeting that requirement.

Long Term Goals:

Move into corporate and or office at her company, spend a little more time at home. Slow down, enjoy more of her hobbies and be there for her kids when they need her.

User Persona 2



Derek

Personal Information:

Career: Senior iOS Engineer

Age: 26

Family: Single

Residence: City

Salary: \$120k per year

Transportation: Works from home

Passions: Creating freelance apps, working out, cars, health and well-being

Picky eater: No

Tech Information:

Phone: iPhone 13 max

Social: Instagram, Twitter, Reddit, Github

Tech savvy: Yes

Short Term Goals:

Focus on his career as much as possible, trying to work hard in his 20's so he can prosper in his 30's. Focused on moving to an even more senior role (Principle or Staff Engineer), and trying to play his cards right in the meantime.

Long Term Goals:

Move to a CTO/VP position as he's older, settle down, start a family. Considers moving to suburbs, but still can't part ways with the city just yet.

User Persona 3



Jose

Personal Information:

Career: Loan Officer

Age: 56

Family: Married with kids (grown up)

Residence: Suburban home

Salary: \$80k per year

Transportation: Works from home

Passions: Spending time with family, reading, gardening

Picky eater: No

Tech Information:

Phone: Samsung galaxy 9

Social: Instagram, Facebook

Tech savvy: No

Short Term Goals:

Try to finish out his years as a loan officer, and hopefully retire in the next few years. Try to work as hard as he can until retirement, and maybe dabble in a little bit of exercise along the way.

Long Term Goals:

Retire, be able to assist in sending off his grandchildren to college by saving now. Focusing on his health and the health of his spouse, and maybe moving to a warmer retirement friendly climate.

App Name: FoodDood

MVP

- Allow users to find deliverable food near them
- Allow users to filter based off of price, location, food type
- Show a clean, simple map that shows users their options
- Show estimated delivery time to users after they order
- Allow users to save their favorite order/restaurant in a separate view
- Allow any restaurant to advertise their food on the app, per requirements
- Make it accessible to everyone, easy to use (elderly, less tech savvy people)

User Stories

- As a user, I would like a clean map showing my food options
- As a user, when viewing restaurants on the map would like the ability to filter restaurants by category
- As a user, I would like to see the real time delivery status of my food
- As a user, I would like it to be clean and easy to use
- As a user, I would like to be able to know that even smaller restaurants are able to have their food delivered as well
- As a user, I would like to be able to display my restaurants food on the app for delivery
- As a user, I would like an easy process of displaying my menu on the app for people to see
- As a user, I would like the ability to filter my options based off of my favorites list
- As a user, I would like a randomize button to show me random options
- As a user, I would like to filter my options based on delivery ETA
- As a user, I would like a separate restaurant account that I as the owner can manage, and have inside access on new information coming out
- As a user, I would like a list of restaurants to swipe through, along with the map