


## User Personas

### Daniel



Extremely Hardworking Intelligent kind

#### Goals

- Working towards promotion in his Job
- Wants to stay healthy
- Wants to save money

#### Frustrations

- Doesn't want to eat fast food every day but it's the fastest and cheapest option.
- Wishes he could stay in the office to eat more often
- Getting tired of the same food every day.

#### Bio

Daniel loves his job as an engineer and doesn't like wasting any time during the day. He wants to eat lunch as quickly as possible in order to get back to work.

"I wish I had more time to eat a healthy lunch but I always end up grabbing fast food so that I can get back to work as soon as possible"

Age: 26  
Work: Engineer  
Family: Single.  
Location: Seattle, Washington  
Character: "Can't stop working"

#### Motivation

Incentive	70%
Fear	30%
Growth	85%
Power	60%
Social	75%


#### Preferred Channels

Traditional Ads	10%
Online & Social Media	40%
Referral	65%
Guerrilla Efforts & PR	20%

#### Personality

Introvert	Extrovert
Thinking	Feeling

### Eric



Fun-Loving Kind adventurous

#### Goals

- Wants to try new things
- Wants to have time for lunch as well as enough time for all of his clients

#### Frustrations

- Getting bored of the same restaurants he goes to each week
- Can only eat from the restaurants near his office due to lack of time.

#### Bio

Eric is a therapist who really enjoys helping people. His office is located on the far side of town so his restaurant options are very minimal for lunch, he loves going out and trying new things but doesn't have as much time as he would like.

"I love trying new food and new experiences, but often I don't have time to go out looking for new restaurants"

Age: 42  
Work: Therapist  
Family: Married.  
Location: St George, Utah  
Character: "Adventurous"

#### Motivation

Incentive	70%
Fear	20%
Growth	85%
Power	20%
Social	40%

#### Preferred Channels

Traditional Ads	10%
Online & Social Media	30%
Referral	70%
Guerrilla Efforts & PR	10%

#### Personality

Introvert	Extrovert
Thinking	Feeling

## Janet



"I wish I could go out to eat more, but all of the healthy high quality restaurants take too much time on my lunch break."

Age: 32  
Work: Sales Director  
Family: Married with 1 kid.  
Location: Columbus, Ohio  
Character: "The Health Guru"

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### Personality

Introvert Extrovert  
Thinking Feeling

Hardworking

Busy

Go-Getter

Friendly

### Goals

- Wants to eat healthier foods
- Stay in good shape and remain active.
- Wants to move forward in her career

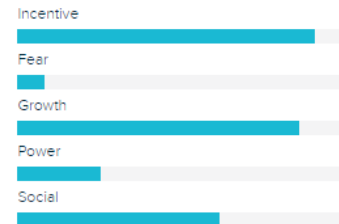
### Frustrations

- Tired of having to make lunch for herself every day
- Doesn't have enough time to go out to the restaurants she enjoys
- Doesn't like fast food and healthier options take too long.

### Bio

Janet has recently begun working at home and taking care of her kid at the same time, leaving her with less time than she used to have for lunch. She used to love going out to eat but now just doesn't have the time and ends up preparing lunch for herself almost every day.

### Motivation



### Preferred Channels



App Name -- Insta-Lunch "Fast(er) Food"

## Part 2

### 1.MVP

- See available restaurants in the area and make a selection
- see estimated wait times for each restaurant
- see the menu for each restaurant
- make selections from the menu
- input their address
- make payment
- notify restaurant
- notify user of wait time/ estimated delivery time

#### User Stories:

As a user I want to see all of the available restaurants in my area so that I can find something that I will enjoy.

As a user I want to see the most popular restaurants in my area so that I can try new restaurants that have good reviews.

As a user I want to know how long estimated wait times at a restaurant are before I order so that I know my lunch will be prepared on time.

As a user I want to Know when my food will arrive so that I can plan out my schedule accordingly

As a restaurant we want to be notified as soon as an order is placed so that we can begin preparing the order immediately.

<https://trello.com/invite/b/ZiC9xiO1/c53c041fb013400b36ed2e7f006896c4/user-stories-assessment>

<https://www.figma.com/file/MWrIBD2XpYoDsINKIoX8kG/Untitled?node-id=0%3A1>