

## Module 1 Project

Part 1:

App Name: Go, Go, Go!

Desktop - 1

**Kara Bailey**

Age: 37  
 Occupation: Software Developer  
 Home Office  
 Single mother with 3 children in middle school

Qualities:  
 - Hard working - Fun  
 - Busy - Extraverted  
 - Loving - Adventurous

Goals:  
 - Be able to buy lunch for under \$15 dollars on days when there are no groceries left in the house. This happens approximately 2-3 times a month.  
 - Being a single mother with 3 kids is a lot of work, sometimes Kara just wants to be able to open an app and have high quality pizza delivered to her door so that she can keep on working before her house becomes a zoo again.

Frustrations:  
 - Making her children's lunches can take up a lot of the food in the fridge, and with her busy workdays, Kara doesn't have time to go pick anything up during lunch.

**Daniel Coe**

Age: 28  
 Occupation: Tech Sales (Works 50 hr weeks)

Qualities:  
 - Funny  
 - People-pleaser  
 - "Gets the sale"

## Frustrations:

Daniel finds it hard to carry around lunch when he has meetings with potential buyers when he is in the field, constantly at different locations. Even when Daniel is in his own office, he leaves his apartment early in the morning and doesn't always have time to think about where he will be getting lunch that day.

## Goals:

Daniel wants an app that can deliver a good high-quality lunch in a fast manner and is willing to pay up to \$20 dollars for this service. With his location constantly changing, Daniel needs the app to make it easy to change his delivery location to which office he is currently at. Since Daniel needs to order lunch almost everyday, he wants an app that has a wide variety of options to keep his lunch interesting.

**Hannah Hailey**

Age: 30  
 Occupation: College Professor - Teaches English Literature

Hannah teaches a very difficult but intriguing course what has students visiting her office hours on the regular, often making it difficult to fit in a full lunch. Hannah has a very healthy/clean diet and often prepares her lunch ahead of time. However, on days she forgets, she wants to be able to have good food available, but doesn't have the time to eat out with her busy office hours.

## Goals:

Hannah wants to be able to sustain her clean/healthy diet even on days where she cannot prepare a lunch ahead of time. Hannah is looking for a user-friendly app that can help her find healthy delivery options in her area to fit her busy schedule.

## Frustrations:

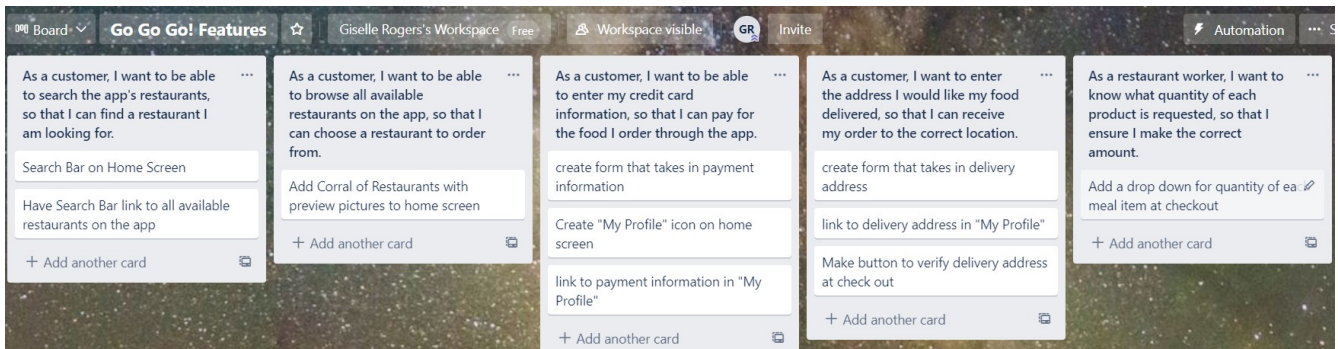
Hannah has a hard time looking through other delivery apps because they are complicated and do not have an easy search feature for healthy food. She doesn't have a lot of free time to browse through everything.

Part 2:

## MVPs:

- Search feature to allow customer to look for specific restaurants
  - User Story: As a customer, I want to be able to search the app's restaurants, so that I can find a restaurant I am looking for.
- list of local restaurants to browse
  - User Story: As a customer, I want to be able to browse all available restaurants on the app, so that I can choose a restaurant to order from.
- place to enter credit card information
  - User Story: As a customer, I want to be able to enter my credit card information, so that I can pay for the food I order through the app.
- enter the delivery address
  - User Story: As a customer, I want to enter the address I would like my food delivered, so that I can receive my order to the correct location.
- enter quantity of each product

- User Story: As a restaurant worker, I want to know what quantity of each product is requested, so that I ensure I make the correct amount.



### Part 3:

Payment option feature:

