

Week 1 Assessment

Part 1: Finding Patterns

1. User Personas



Mary Sullivan

32 / female / married

Occupation: Sales Director

Greenville, SC

-Working Mom with 2 children, trying to get back in pre-pregnancy shape, but has trouble staying away from the junk food that is quick and easy to grab.

-Enjoys her job immensely, and works in the office because staying home can get too distracting.

-Active on social media and enjoys using apps for her music, email, and social life.

-Eats out a few times a week but it is always the same old food. She might be interested in other restaurants in her area but isn't sure she could get away from the office long enough to get there and back in time.

Motivations: Health, Family, Career

Goals: Weight Loss, Promotion

Frustrations: Time, Accessibility, Lack of options



Mark Matthews

45 / male / married

Occupation: Construction
Foreman

Austin, TX

-Busy work life, and bustling home life with 3 children (one 8yo and 5yo twins). He works in the field,

but his family takes most of his time at home so he doesn't get to pack a lunch like he would like. He ends up eating out almost every day.

-Needs something quick and easy to eat at lunch time, deliveries arrive and priorities shift quickly on the job site and he needs to be there to oversee what is happening.

-He isn't picky about what he has for lunch but typically grabs fast food, or if he has the time, a pizza or sandwich. He is picky, however, about how much it costs. He is constantly thinking about his family and saving for his kids' college funds.

-Has trouble keeping up with new or changing technology and feels overwhelmed with too many apps. He has a facebook account but never uses it.

Motivations: Family, Time, Money

Goals: Excel at work, Spend more time with his family, College fund for his kids

Frustrations: Time, Repetitive Options



Dakota Hatcher

24 / non-binary / single

Occupation: Engineer

Austin, TX

-Tech focused foodie who enjoys hanging out with friends and binging Netflix seasons when they have the chance.

-Works at home due to the pandemic

and loves getting out of the house every now and then to grab a bite to eat. They don't get to do it very often though, maybe a couple times per month, so when they do they like to go big and make it worth their while.

-Loves trying new and interesting restaurants, and enjoys ethnic foods from all over the world; but they have a special place in their heart for Indian or Thai food. Is a picky eater though and would NEVER spend a lunch time eating fast food.

-Large online presence with a youtube channel, and multiple social media accounts. They are especially active on TikTok and Instagram.

Motivations: New Experiences, Friends, Career success

Goals: Promotion, Increase Followers, Travel

Frustrations: Lack of Options, Staying inside, Loneliness

2. Name of the App: Quick Cuisine ----> Quisine

I chose this name because my personas seemed to be mostly focused on both speed and quality, I feel like the word quick still instills a feeling of urgency without drawing association to fast food like the word “fast” would. I chose cuisine to focus on the quality of food and the variety of options that users could find on the app. Then I put them together since they share many of the same letters and that led to Quisine.

Part 2 : Work Breakdown

1. Minimum Viable Product (MVP)

- Log-In
- Options
- Filter
- Menu
- Order Page
- Delivery Location
- Order Confirmation
- Check Out
- Purchase Confirmation

2. User Stories

As a user I want to be able to log in right when I enter the app so that I can have my information and preferences remembered and check out quickly each time I order.

As a user I want to be able to see all of the options in my area immediately so that I can quickly scroll and decide.

As a restaurant owner I want the user to be able to see me in their options list immediately, so that our restaurant can be seen quickly, without the user having to specify.

As a user I want to be able to filter my options based on my dietary restrictions, genre preferences, and price so that I can make a choice that's right for me without taking additional steps.

As a user I want to be able to see all of my food options so that I can order exactly what I want and not be surprised by undesirable ingredients, misleading pictures or allergens.

As a restaurant owner I want our customers to be able to see all of our food options so that they can have every opportunity to see an item that they might be interested in and increase chances for a repeat customer.

As a user I want to be able to place my order and see exactly what is in my order so that I don't accidentally order something twice or tap the wrong item.

As a restaurant owner I want the user to be able to see their order in advance so that they are happy with their order and so we don't have to refund their money if they call back with something they didn't mean to order.

As a user I want to be able to specify my location so that my order can get to me quickly, while it's still hot, or cold.

As a restaurant owner I want the customer to be able to enter an accurate location so that their food arrives at its best and to save our delivery driver's time.

As a user I want to receive an order confirmation that allows me to give everything one last look before I check out so that I can ensure that all of the information is correct and that the process can go smoothly.

As a user I want to have a check out screen available to pay for my order so that I can have the option to pay with a credit card and don't have to pay the driver when they arrive.

As a restaurant owner I want the customer to be able to pay online to avoid taking our delivery driver's time to collect payment and to ensure that the order is able to be paid for before it is made.

As a user I want to receive a purchase confirmation so that I receive feedback to ensure that my order has gone through and that I have been charged the agreed upon cost.