Elevator pitch for a **FOOD APP** that delivers food to homes and businesses. The name of the app will be **FOOD SANCTUARY.**

The **majority eat out** rather than eat home cooked meals.

The majority want to **discover new restaurants** in their area.

The majority decide on a restaurant by the **quality of their food**.

The majority would be willing to spend **$15.00 or les**s for a sandwich type lunch.

A good majority of people would either have a **pizza/sandwich** type or **salad/health focused** type lunch.

Most users **work from home**.

More users want to be able to **choose what food they will be eating.**

More users **do not** really **care about being able to have an option** to **schedule lunch deliveries daily.**

Most people want to be **able to discover new restaurants**.

Most users are a "3" when it comes to "pickiness".

Users' job title has a wide range of variety.

A good number of users work in the tech sector.

Men seem to be the majority.

User personas from research:

1. Name: **JACOB**

Jacob is businessman in his mid-30's. Works in the tech sector. Has a wife and three children.

Very rarely does he cook himself a meal since he is quite the busy man. His wife goes off to work after getting the kids off to school. Most of his days are spent at home quietly working. Just the way he likes it.

His family is his biggest motivator for everything he does. Since he is not the best chef in the world, he often orders take out. But since he is a busy man, he simply does not have the time to go to a restaurant to get food, so a food delivery app is perfect for his lifestyle.

As one who eats take out often, I want to have a more variety of options when it comes to restaurants, so I do not eat the same thing every day.

Name: **Jamie**

Jamie works in interior design, her passion. She usually works from an office and does not really have time in the morning to make herself a lunch. A little more health conscience than most, she prefers a more balanced diet type lunch. Quality is everything to her. Food, work, home, friends, etc. quality means everything.

With how hard it can be to find quality food that also is tasty and healthy, she wants an easier experience when it comes to ordering out.

As someone who is more health conscience, I want to be able to see the restaurant's menu so I can easily choose their healthier options.

Name: **JASON**

Jason is a college student in his second-year majoring in business. School is not much of a focus as it should be, but he is a bright young man. He loves to hang out with his friends. Since school is quite expensive, he is living on a budget.

He wants to be able to find good food at an affordable price.

As a college student, I want to be able to see how much I am spending in order to not go over my budget.

List of features:

The application should allow the user to see multiple restaurants (with a small description of the business) in their area.

The users should be able to see the menu of the desired restaurant when they select it.

Once in the process of finishing the order, they should easily understand what food item they have chosen, how many items, the price of transaction, and the order button.