

Part 1: Finding Patterns

App name: Lunch Break

User Personas:

1. Jennifer

- Marketing director
- Age 52
- Single, no kids
- Extremely health conscious
- Works from home
- Favorite takeout foods: Salad / health-focused restaurants
- Pays attention to costs, but is not a huge driver
- Makes their own food most of the time, but orders takeout once a week.
- Is a very picky eater when it comes to selecting their food due to their primary driver being health.
- Primary frustration when ordering food is an inability to find restaurants that meet their healthy standards.



2. Marcus

- Engineer

- Age 34
- Married, no kids
- Has extremely limited time to eat lunch due to their hectic work schedule
- Works from an office
- Favorite takeout foods: Pizza or sandwich places
- Price is not a factor when ordering deliveries.
- Eats out almost every day because they don't have time to prepare their own meal
- Is interested in finding new restaurants to order from due to the frequency with which they order food.
- Primary frustration when ordering food is that their food frequently arrives late, forcing them to not be able to eat it immediately due to their work schedule.
- Goal is to find an app that allows them to have their deliveries arrive at exactly the time that they are available to eat them.



3. Kris

- Interior Designer
- Age 26

- Married, with 2 kids
- Very rarely eats out, often only once or twice a month.
- Works from a variety of locations
- Favorite takeout foods: Indian/Thai/Mexican
- Primary frustration and the reason why they do not eat out more is due to their tight budget.
- Would be willing to eat out more if they could find affordable places to order from at a reasonable price.



Part 2: Work Breakdown

Minimum Viable Product:

- The app allows users to browse and discover new restaurants in their area.
- The app needs to allow users to search for specific restaurants.
- The app needs to allow users to filter restaurants by price, location, healthy options, and a variety of other factors.

- The app needs to allow users to schedule deliveries to have their selected food delivered to them.
- The app needs to allow users to be able to digitally place their orders.
- The app needs to allow restaurants to receive and process customers' online orders and delivery requests.
- The app needs to allow restaurant owners to accurately input and update information about their restaurant and menu.
- The app needs to be able to let customers know about the status of their delivery

User Stories:

- As a new person to the area, I need to be able to browse and discover new restaurants in the area.
- As a user with specific tastes, I need to be able to find the restaurant that I know I enjoy.
- As a brand new restaurant, the app needs to allow us to connect to and be discovered by customers.
- As a health minded customer, I need to be able to ensure the restaurants I order from provide healthy options that support my lifestyle.
- As a customer on a budget, I need to make sure that the restaurants I order from are affordable and have good value.
- As a customer with an extremely busy work schedule, I need the app to ensure that my food arrives at a specific time that I can take lunch at.
- As a restaurant with limited online presence, I need the app to be able to take and process our customer's orders digitally.
- As a restaurant owner, I need to be able to input details about my restaurant, including our prices, location, and the healthiness of our food.
- As a customer who is waiting on an order, I need a way to be updated on the status of my delivery.

Trello Board:

<https://trello.com/invite/b/LCTayEAY/058d03d668b823bbe8e2a05f9f1786ae/food-delivery-app>

Part 3: Bring Your Ideas to Life

<https://www.figma.com/file/nKvYiol2L1swC3uuByatO2/Module-1-Project?node-id=0%3A1>