APP- Food ordering app that allows user to order any type of food and have it delivered to their home of work. Local restraunts can sign up to work with the app (Eat Fleet)

AUDIENCE- working professionals with limited time to prepare and eat meals

DATA-

people buy food 2-3 time a week

Yes to new restaurants

Less than $15 per meal

Salad/ healthy or pizza/ sandwitches

Most people are working from home, then office

People like to choose their food

50/50 lunch deliveries

Most not too picky

Marketing/ sales/ engineer

Tech fields/ medical field/ education

Man/ woman/ non-binary

USER PERSONAS-

1. Male, Marketing, Computer software company (richard)
2. Woman, Sales, pharmaceutical rep, (ellen)
3. They/ them, computer programming, professor (chris)

FEATURES- reviews of restaurants, group deliveries (same restaurant or not, all deliver at the same time for a group), recommended restaurants, popular meals from locations, contactless, tracking driver, an estimate of travel time before purchase, deals on meals if driver already picking up there. Restaurants can sign up to work with the app, restaurants can send their own drivers or allow Ubers, feature restaurants/ advertise,

USER STORIES-

As a user, I would like to see reviews on restaurants, so I can get a good idea of the quality of the food

As a user, I would like to place orders with my coworkers as a group to be delivered at the same time, so we can take out lunch together.

As a user, I would like to see recommended restaurants / meals, so I can occasionally try something new.

As a user, I would like my order to be delivered to my door with minimal interaction, so I can stay health.

As a user, I would like to know how far away my food is, so I can finish up what I'm doing before it arrives to spend my time more efficiently.

As a user, I would like to know an estimated time for food before I order, so I can pick accordingly and not be late or cancel plans.

As a user, I would like to get discounts if the driver is already on their way to a location I'm also ordering from, so I would be more inclined to try something from a restaurant I haven't eaten at before.

As a Restaurant owner, I would like to have an option to sign up to work with this app, so I can reach a larger range of consumers.

As a restaurant, I would like to send my own staff to deliver, so I can help my staff get better pay.

As a restaurant, I would like to work with the app to feature my restaurant, so I can draw in more customer.

https://trello.com/b/qK9cR6Yn/mvp-eat-fleet