

BreadChaser

Mobile App

Bridget Bowes

Strategy Document

“Bread Chaser” (Alternate name: “Glutteny”)

“Let’s Get This Bread” – Food locator app that tracks your GPS location & shows restaurants near you that serve complimentary bread or other free items with meal purchase.

Target Audience

The website/app will focus on the following target audiences:

Roles (groups of people with similar goals)

- The Carb Lover
- The Deal Hunter
- The Party Host

Demographics

- **Gender** – Any
- **Education** – college or higher
- **Occupations** – Limited income but expensive taste
- **Age** – 18-35

- **Location** – Large cities or urban areas where the cost of living is higher than average (e.g. NYC, Los Angeles)

Psychographics (personality, values, attitudes, interests, lifestyles)

Think of at least 5 details among the categories below.

- **Personality & Attitudes:** Thrifty, Foodie, Adventurous
- **Values:** Open-minded, Family & friends
- **Lifestyles:** Social, Traveler, Active

Strategy

User Persona



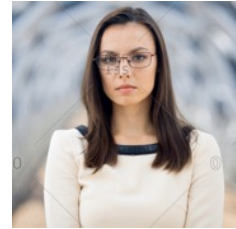
Ted (28) – The Carb Lover

- Self-proclaimed foodie, runs a food blog
- @TedLovesBread on IG, just hit 10k followers
- Travels frequently & enjoys discovering good bread
- Has “Runs On Carbs” in his Tinder bio
- His 23&Me results are 4% Italian, so he “knows his starch”
- Loves to impress friends/dates with fancy dinners that feature **fabulous** bread



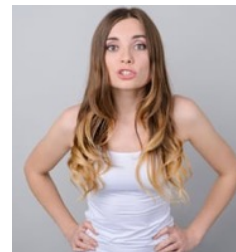
Connor (25) – The Deal Hunter

- Recent college graduate in marketing
- Just moved to a new city for an entry level job
- Wants to find good food spots & learn the city
- Enjoys dinners, going out, & entertaining friends but has a tight budget due to some student loan debt



Shannon (30) – Party Host

- Enjoys taking large groups of friends and family out to dinner & sometimes has impatient appetites in her group
- In a high paying job position but tends to spend a lot of money entertaining/impressing others.
- Looking for places to host a nice dinner where her party members will be served an immediate snack, especially when her nieces & nephew come along
- Sometimes covers the entire bill & feels entitled to free items since she’s paying for everyone’s food



Alexis (23) – Health Nut

- Has been on a strict, self-implemented, no-carb diet for the past 2 years. Needs to know which places hand out free bread so she can avoid going. Temptation is everywhere.

Strategy

User Needs

The website needs to enable the user to:

- Look at a map that easily displays restaurants & locations offering free items with meals
- View menus, hours, and contact info for featured restaurants in the app
- Look at user reviews and pictures of the bread and restaurant.
- Use filters to narrow down restaurants / see options for complimentary items other than free bread
- Tell the customer whether or not the bread comes immediately or with their meal.
- Be able to look at restaurants from other geographic locations.

Client Needs

The website needs to enable the client to:

- To provide users with a simple, easy to use app that appeals to young people while being all age inclusive
- Encourage users to save money by advertising all area restaurants that serve complimentary items or special meal deals.
- Communicate the intention and purpose of the app and what it does
- Encourage users to discover or try new restaurants in an unfamiliar area
- Market bread as a staple with every meal/a means of bringing people together
- Communicate the name “BreadChaser” also as an app that helps relieve your bank account.

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.

“The user will be looking for...”

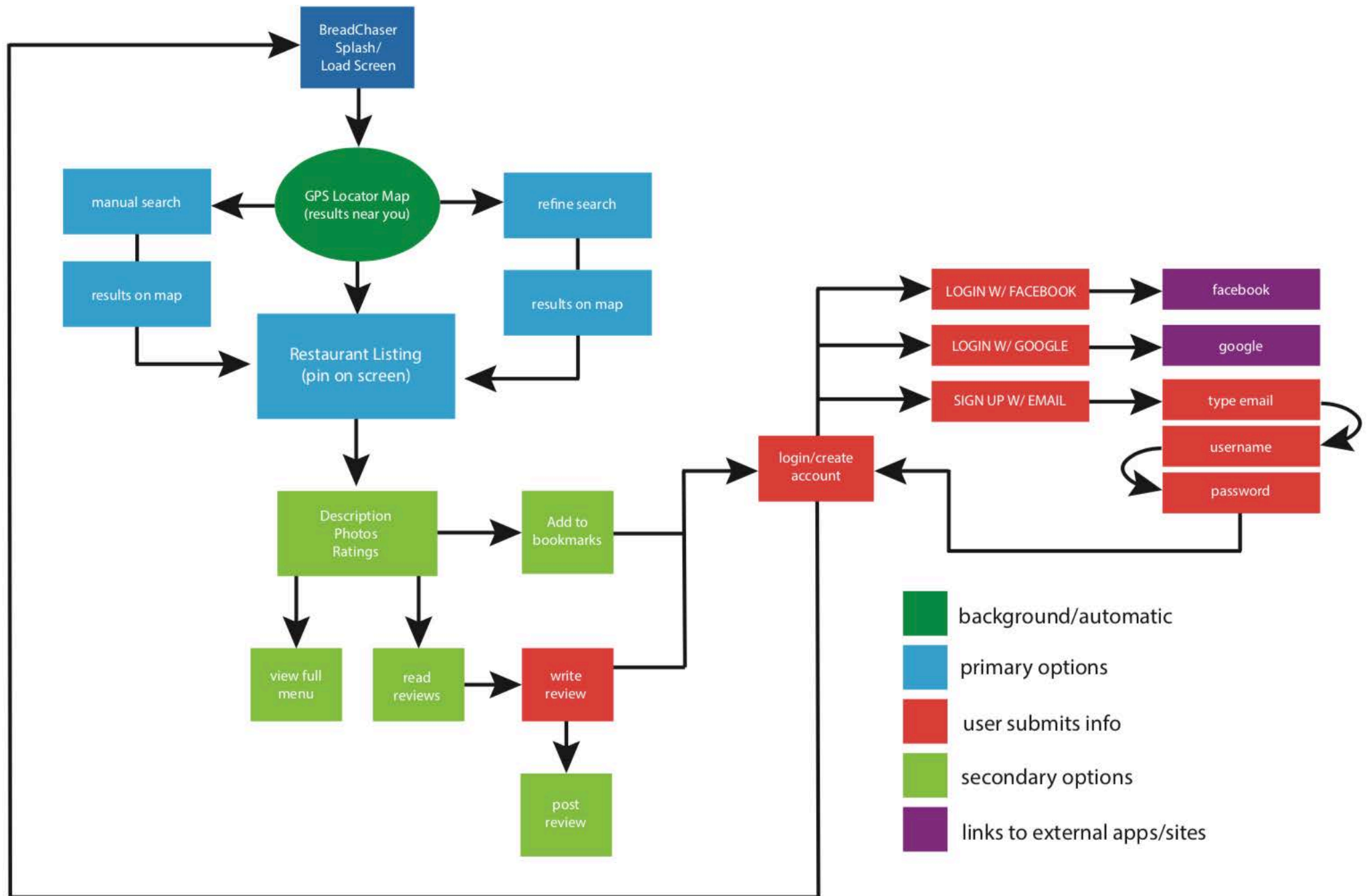
- A map with location pins (within radius of user)
- Restaurant menus and descriptions
- Each featured complimentary item with pictures
- User Reviews and ratings on each restaurant
- Directions on where to swipe
- Touchscreen buttons to navigate pages

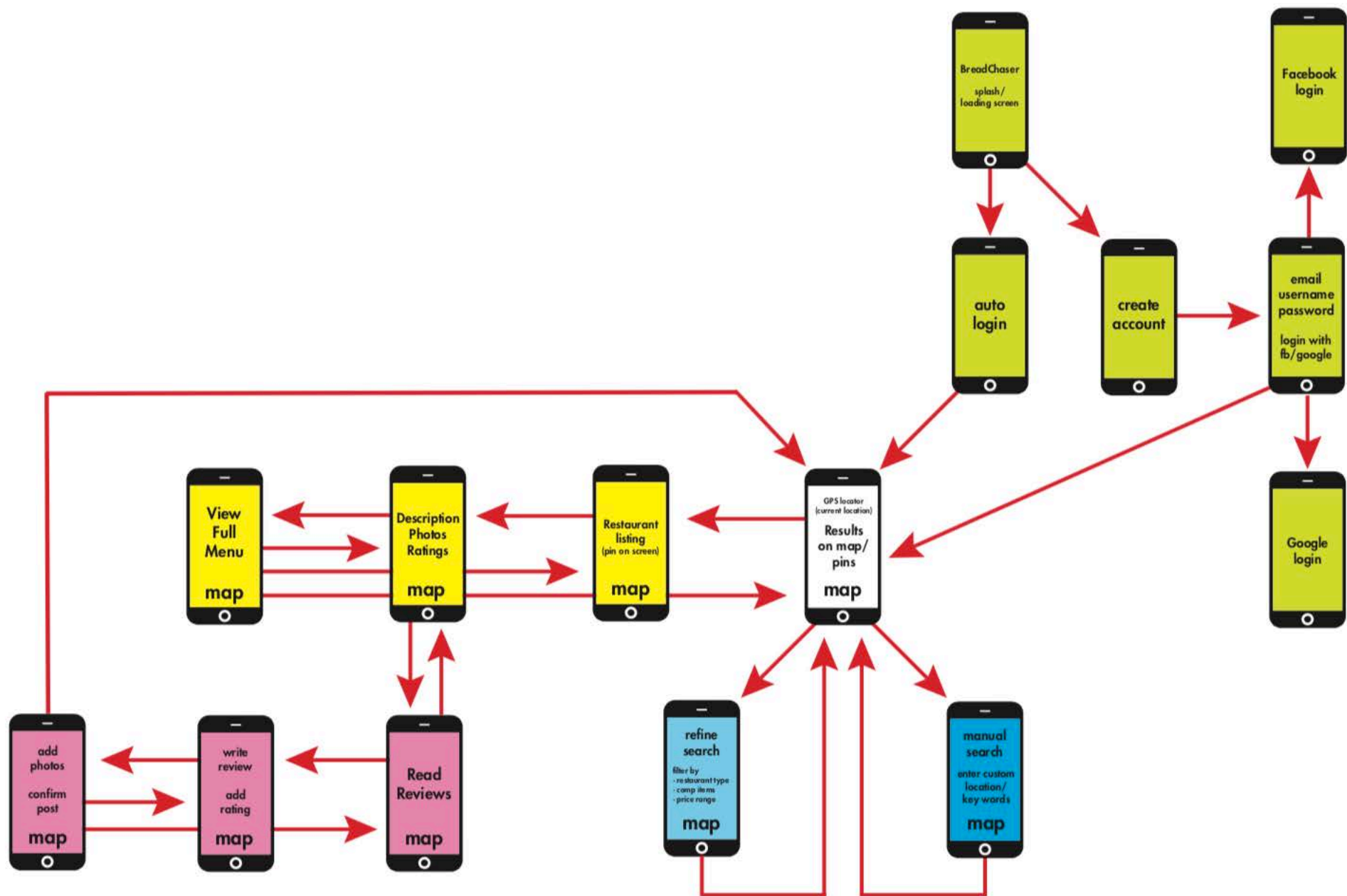
Functionality Requirements

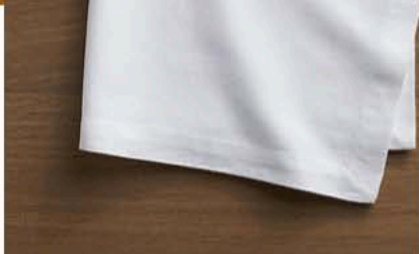
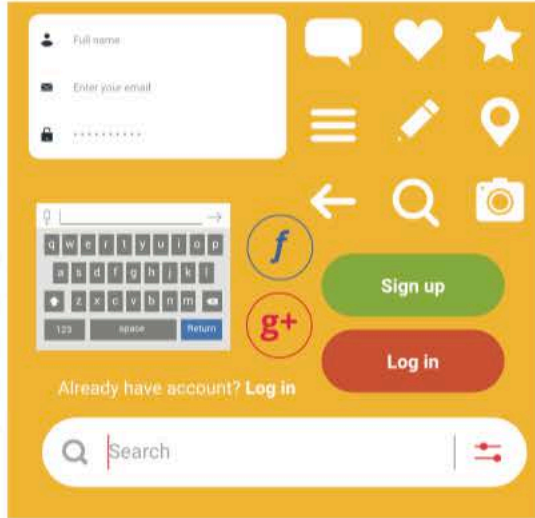
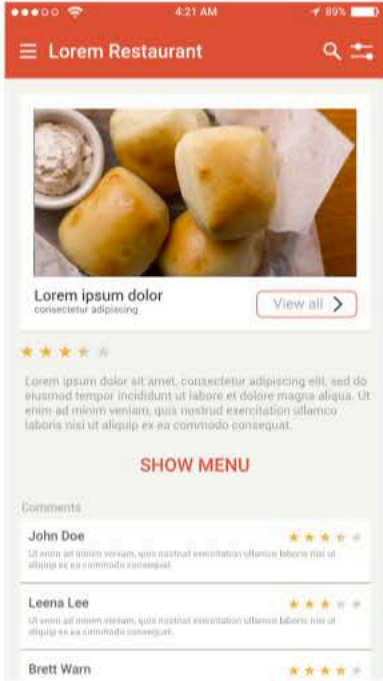
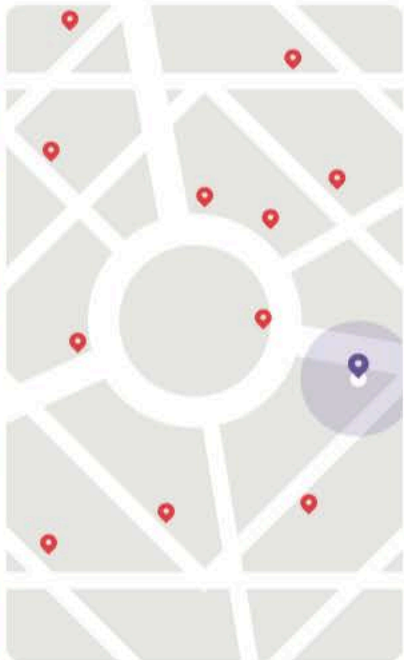
Systems that will allow the user accomplish tasks.

“The user will be able to...”

- Search bar to type in location
- Select locations to view by single tap
- Drop Down Menu for filtering results













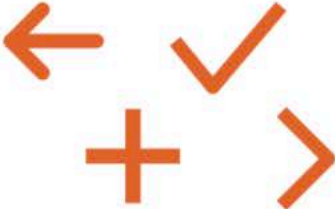
	Button with text label	
	normal/passive	
	touch and hold	
	tap	
inactive		

Image icons	
1	
2	
3	
4	

Other elements	
1	
2	
3	
4	