

MChaudry

Module 1 Project

## Part1

Name of the App: **QuickGrab**

3 distinct User personas:

Persona 1: William Smith- Digital Marketing Consultant, busy professional with multiple clients.

William Smith



Age: 35 yrs.

Profession: Digital Marketing Consultant

Work-Life: Balanced, but on the busier side

Passionate About: Serving customers in timely manner.

Goals: Become the Chief Marketing consultant at his company

Interest: Tech, social media, sports, trying out new cuisine. Favorite food: Sandwiches.

Persona 2: Jennifer Jones- Software Engineer, works for robust new silicon valley startup.

Jennifer Jones



Age: 32 yrs

Education: Bsc. In Computer Science

Occupation: Software Engineer

Likes: Tech, social media, trying out new apps and restaurants, Burgers and sandwiches.

Goals: Become a staff software engineer

What she says about herself: I am a busy tech professionals who is looking for a new ways to make by schedule effective so I can work productively. I am also dyslexic .

Persona 3: Elon Adams- Executive Director, leads a diverse financial tech company serving college students.

Elon Adams



Age: 58 yrs

Background: PhD in Management.

Occupation: Executive director at a large finch non-profits.

Passion: Help students attend college with proper financing.

Goals: Become the CEO of the company he works at.

Daily schedule: Busy, but satisfying

Interest: Finance, finding apps that help his day's work productive, Fast Food.

## **Part 2:**

### **QuickGrab MVP:**

Features and Functionality:

1. Simple in design
2. Quick and easy view/layout of food options for easy picking.
3. Easy user flow that allows them to order food in few clicks
4. Not too many options.
5. No more than 5 colors
6. More visual and less verbose
7. Quick Delivery option.
8. Quick Pay options like PayPal, Apple Pay, Google Pay.

### **User Stories:**

For Client:

#### **User Story #1:**

As a dyslexic person, I want to be able to see an app that employs visual vocabulary and relies less on words while describing their products so I can easily see and order my food so I can have a trauma-less experience.

#### **User Story #2:**

As a busy professional, I want to be able to use few clicks and a quick checkout process so I can save my time while ordering.

### User Story #3:

As a low income single parent I want to have a discount so I can feed my children.

For the Restaurant:

### User Story #4:

As a busy restaurant during lunch time we want to be able to have a few options of food to cook so we can focus on quality. Too many orders stress us out and ruins the quality.

### User Story #5:

As a delivery-only restaurant we want to have multiple quick delivery option such as UberEats, GrubHub etc. so we can deliver to as many clients as we can.

Trello Board Link: (2 lists- 5 Cards for total of 5 user stories.

[https://trello.com/invite/b/n6QNC4az/  
b58a4b211d504af54b776f9e28ea8472/module-1-quickgrab-  
mchaudry](https://trello.com/invite/b/n6QNC4az/b58a4b211d504af54b776f9e28ea8472/module-1-quickgrab-mchaudry)

<https://trello.com/b/n6QNC4az/module-1-quickgrab-mchaudry>

FIGMA LINK:

[https://www.figma.com/file/rwxx7FrzSxNEQEKKXrR8QMY/QuickGrab?  
node-id=0%3A1](https://www.figma.com/file/rwxx7FrzSxNEQEKKXrR8QMY/QuickGrab?node-id=0%3A1)

