

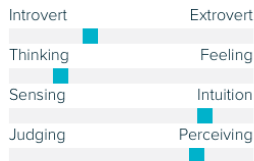
Ashley



"Not my Circus, Not My Monkeys."

Age: 34
Work: Manager
Family: Single
Location: Draper, UT

Personality



Busy Planning Explorative

Goals

- Wants to pick EXACTLY what she's getting
- Wants to break up the monotony of food she has at home
- Wants a way to filter by food type

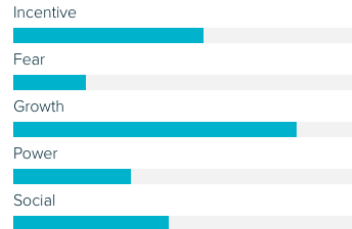
Frustrations

- Doesn't want to get crappy food
- Sometimes forgets to order/get lunch
- Hates the lack of diversity in her restaurant choices

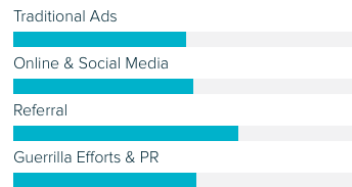
Bio

Ashley is a busy lady. She helps run a small business, which doesn't leave her a ton of time for food. She is looking for an app that can help her schedule delivery later, so she isn't forgetting to eat. She works from home, but there aren't any good restaurants near her. She is looking for an app that can let her schedule deliveries, for restaurants she maybe hasn't tried lately

Motivation



Preferred Channels



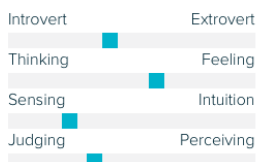
Brett



"You do you."

Age: 28
Work: Manager
Family: Single
Location: St.Louis, MI

Personality



Frugal Indecisive Explorative

Goals

- Wants to try new restaurants
- Wants to make sure the food he's getting will be good food
- Wants a way to filter by price

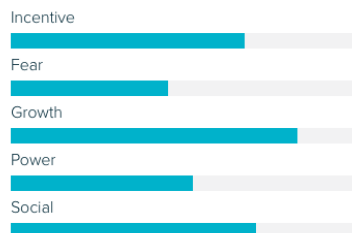
Frustrations

- Doesn't want to pay a ton for lunch
- He gets indecisive on where to eat for lunch
- He wants a place that will deliver to his work and home

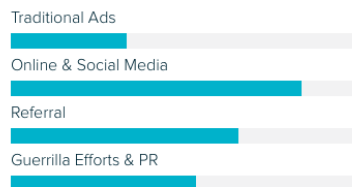
Bio

Brett is recently Divorced, so that's led to him eating out more. He wants an app that will help him decide where to eat, because when lunch time comes, he isn't always sure where he wants to eat. He also is looking for an app that will help him get food at both home and work, since he splits time between them.

Motivation



Preferred Channels



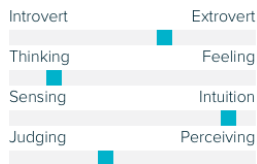
Joe G.



"I built that."

Age: 30
Work: Engineer
Family: Married
Location: Atlanta, GA
Character: Archetype

Personality



Picky Eater

Health Focused

Fast Paced Life

Goals

- wants to get Healthy food delivered fast
- Wants too choose the food that he gets delivered
- Wants to know what he's eating before he orders it

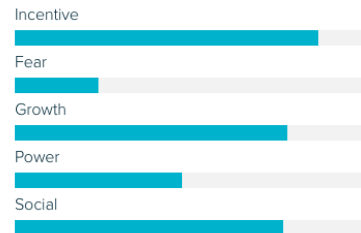
Frustrations

- Doesn't want to pay a ton for lunch
- Doesn't want to go out to get lunch.
- He hates that he eats the same food every day

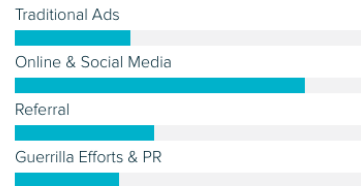
Bio

Joe is interested in eating healthier food, but he doesn't always have time to go out and get it. He's trying to eat healthier, and is looking for an app that will help him pick restaurants that have food he likes, but is still healthy. He's looking for an app that will tell him the nutritional information before he decides on what he wants to order

Motivation



Preferred Channels



MVP Feature list:

Login page for Drivers

Login page for restaurants

Login page for customers

List of restaurants that's sortable by food type/price/location

Restaurant menu page

User stories:

As a Customer, I want a way to decide what food i want to order, so that I can get what I *actually* want

(sortable list, Restaurant menu Page)

As a restaurant, I want a way to manage what food I offer on your app, so to make sure the customers only order things I can make

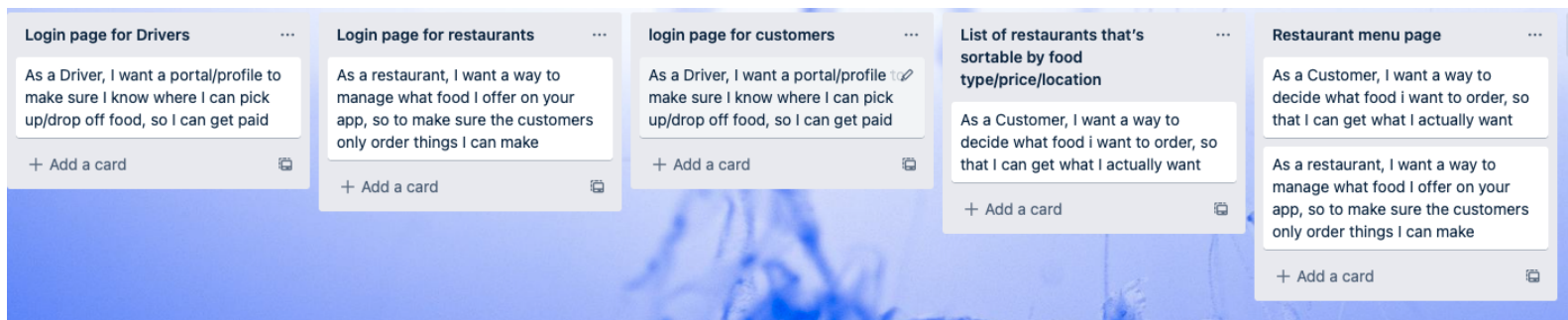
(login for Restaurant, restaurant menu page)

As a Driver, I want a portal/profile to make sure I know where I can pick up/drop off food, so I can get paid

(Login for customers)

As a Driver, I want a portal/profile to make sure I know where I can pick up/drop off food, so I can get paid

(driver login)



Figma link:

<https://www.figma.com/file/FJgifDVkNOJ98axYk8Lh64/Untitled?node-id=0%3A1>

Extra credit: