

Michael Roseweir
Foundations 3
Module 1 Project
06/11/2021

Part 1: 3 User Personas

Sandra



"A quotation that captures this user's personality."

Age: 27

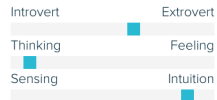
Work: Construction

Family: Single, 2 Dogs.

Location: Austin, TX

Character: The Hero

Personality



Ambitious Driven Strong Leader

Goals

- To work her way up to a Job Site Manager role
- Build her own house from the ground up
- Take on bigger jobs within the Company

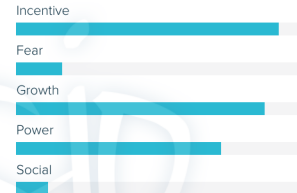
Frustrations

- Lack of time to focus on herself due to long work hours
- Team members and employees that do not pull their weight
- Finding time throughout each day to complete everyday tasks

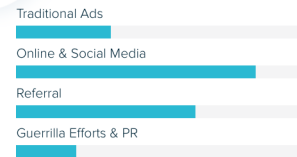
Bio

Sandra is the youngest female to receive a team lead position with her company. After years of working extreme hours in a multitude of positions throughout her company, she was able to secure her promotion to become a Team Lead. Unfortunately due to the amount of hours she works on job sites she has very little time to work on herself, including but not limited too; day to day tasks such as cooking meals, walking her dogs, and going grocery shopping.

Motivation



Preferred Channels



Mark



"Success is the sum of small efforts, completed day in and day out."

Age: 43

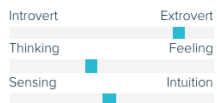
Work: Insurance

Family: Married, 1 kid

Location: Denver, CO

Character: The Sage

Personality



Loyal Grit Optimism Extroverted

Goals

- To work his way up to a Regional Manager role
- Comfortably support his son through College
- Lead his Sales team to #1 in the company

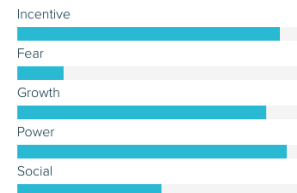
Frustrations

- Individuals on his team who do not put forth 110% effort
- Long waits for internal promotions
- Unreasonable client expectations

Bio

Mark began his sales career at the young age of 19 in the retail automotive industry after deciding University was not for him. He traversed through several different sales environments over the course of 11 years before falling in love with Insurance Sales. Throughout 13 years in Insurance Sales he earned several top producer awards and was even given the opportunity to manage his own sales team within the company. With his eyes set on a Regional Sales Manager Role, Mark dedicates a Majority of time to his work and bettering his team.

Motivation



Preferred Channels





App Name Idea: E(AT)FFICIENT

I created this name because after analyzing the survey results, Location/Speed seemed to be a recurring theme for individuals who would be interested in the app.

Part 2: Work Breakdown

Minimum Viable Product features:

1. Ability for users to create an account on the platform.
2. List of participating restaurants in the area.
3. A GPS engine for users to search for restaurants by proximity.
 - a. Will also allow users to pinpoint their location on the map.
 - b. Will also allow drivers to locate users when delivering food.
4. Ability for users to filter food options by the following methods:
 - a. Delivery speed
 - b. Delivery price
 - c. Price of food
 - d. Type of food
 - e. Level of Healthiness
 - f. Whether the restaurant is a chain or single location
5. A checkout/payment system allowing users to pay for the food

User Stories:

1. As an individual with minimal amounts of free time, I want the ability to search for the fastest delivering restaurants so I can be as efficient as possible.
2. As a Health Conscious individual, I want to be able to locate new healthy restaurants in my area so I am able to maintain my diet on a day to day basis.
3. As an individual who gives back to my community, I want to be able to search for locally owned and operated restaurants to ensure that my money is giving directly back to my immediate community.
4. As an individual who heavily monitors finances, I want the ability to search for restaurants based on price to help keep my weekly budget on track.
5. As a restaurant owner, I want individuals to be able to see specials/deals on the homepage so they are enticed to see the rest of the menu.
6. As a delivery driver, I want a reliable GPS system built into the app so I am able to quickly and easily locate the consumer to deliver their order.

(Trello screenshots on next page)

Trello

The image shows a Trello board with a dark blue background. It contains six user story cards, each with a light gray header, a white body, and a light gray footer. The cards are arranged in three rows and two columns.

- User Story 1**: As an individual with minimal amounts of free time, I want the ability to search for the fastest delivering restaurants so I can be as efficient as possible.
- User Story 2**: As a Health Conscious individual, I want to be able to locate new healthy restaurants in my area so I am able to maintain my diet on a day to day basis.
- User Story 3**: As an individual who gives back to my community, I want to be able to search for locally owned and operated restaurants to ensure that my money is giving directly back to my immediate community.
- User Story 4**: As an individual who heavily monitors finances, I want the ability to search for restaurants based on price to help keep my weekly budget on track.
- User Story 5**: As a restaurant owner, I want individuals to be able to see specials/deals on the homepage so they are enticed to see the rest of the menu.
- User Story 6**: As a delivery driver, I want a reliable GPS system built into the app so I am able to quickly and easily locate the consumer to deliver their order.

Each card includes a '+ Add another card' button and a card icon in the footer.

LoFi Designs + Design Template

E(AT)FFICIENT



Header Text: Rubik Medium

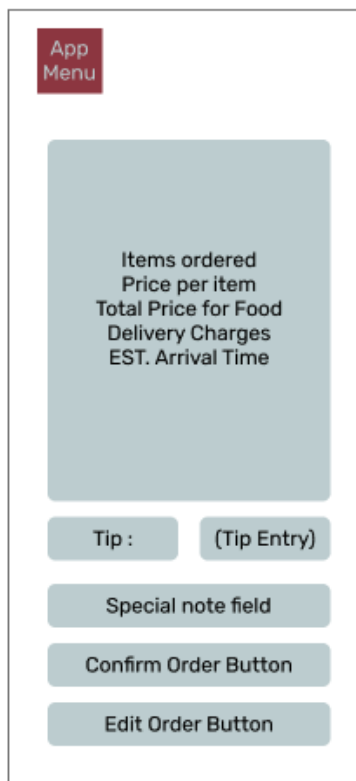
Body Text: Rubik Regular

Small Text: Rubik Light

LoFi 1 HomePage



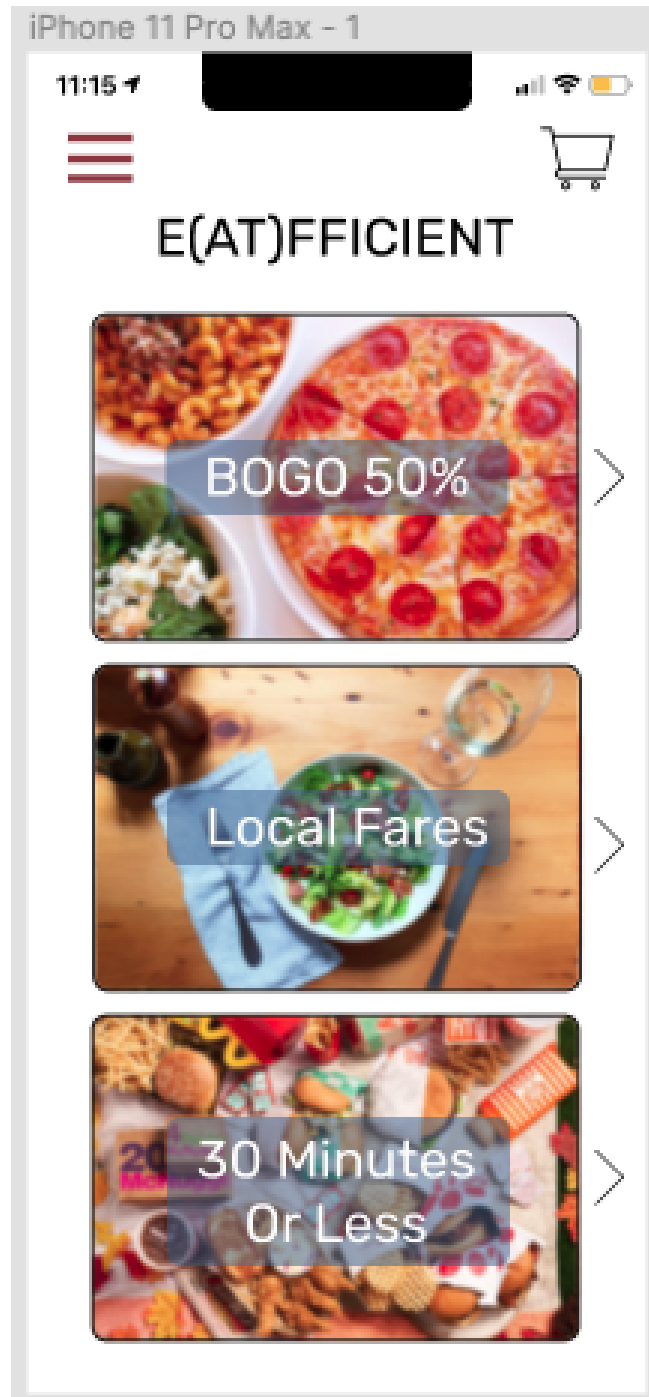
LoFi 2 Cart



LoFi 3 Confirmation



Final Homepage:



Link to Figma Project:

<https://www.figma.com/file/rghof0zikOnwHbW0zD87Bw/Week-1-Module-1-Project?node-id=0%3A1>