App Name: **Food Mood**

User Personas

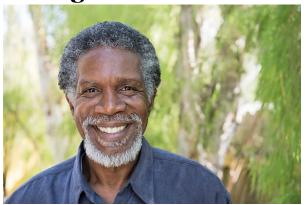|	
1 - Mindy	**Personal** -Age: 40 -Pronouns: She, Her, Hers -Industry: Tech -Occupation: Engineer, Full Time -Work Status: Remote -Activities: Writing, Crafting, Cooking *"Friendly, Thoughtful, Family-Oriented"*
Food Mood Fav Food Type: Indian/Thai/Mexican Allergies: None Order Out: 2 - 3 times a month Preferred online apps and methods: Grocery food deliveries so she can cook at home for her family (Amazon Fresh app, Costco online)	**Motivations** She enjoys "expanding her palate." She wants to try out and explore new foods and restaurants **Frustrations** There's not enough online places that cater to her favorite food type, (most of her favorite places are not online or on an app). She often has to settle for the same Thai restaurant, or other foods online that are not her preference.

2 - Greg

Personal
-Age: 59
-Pronouns: He, Him, His
-Industry: Retired Psychology Professor
-Occupation: Consultant, Contract
-Work Status: Hybrid
-Activities: Wine Tasting, Mentoring, Interior Design

"Community-oriented, Giving, Motivating"

Food Mood
Fav Food Type: Salad / health-focused restaurants

Allergies: Dairy Intolerant, Gluten Intolerant

Order Out: Weekly

Preferred online apps and methods: Has a hard time finding lots of options on apps that cater to his needs. He often orders directly from the restaurant's online website (Tender Greens, Veggie Grill)

Motivations
He wants a variety of meals and accomodations for menu options that cater to his allergens

Frustrations
He has a hard time navigating online and gets frustrated with overly complicated apps/websites.

3 - Allan

Personal
-Age: 28
-Pronouns: They, Them, Theirs
-Industry: Tech
-Occupation: Sales Rep, Part Time
-Work Status: Remote
-Activities: Video Editing, Streaming, Posting Tiktoks (over 300k followers)

"Social, Reliable, Resourceful"

Food Mood
Fav Food Type: Pizza or sandwiches

Allergies: None

Order Out: 2 - 3 times per week

Preferred online apps and methods: They prefer apps that are quick and easy to use (Uber Eats, Postmates)

Motivations
They are trying to cut down on ordering out so they can achieve their health and fitness goals (and save money).

Frustrations
They have a love/hate with ordering online because its so expensive (delivery fees, sales fees, small cart fees, surge prices, etc)

Part 2: Work Breakdown¶

A **minimum viable product (MVP)** is a product with most basic functionality (no more, no less) to be able to fulfill a concept. For this app's MVP, what should it be able to do? Make a list of features/functionality.

    a. Food Mood is a central place to order from about all restaurants in your selected region. This ensures that users are able to view and access ALL the diverse array of food options active in their respective area. It integrates data from all of the restaurants online presences (websites, reviews, social media) and formats it into an easily accessible and viewable page. Restaurants have the option to sign up directly and provide direct information about menu items on the app, for convenient user experience.

        i. If the restaurant is not signed up directly through Food Mood, this app will be able to filter and geolocate those restaurants, gathering information from google maps and creating a restaurant profile (from websites, online reviews, social media, and other online presence).

        ii. Users will be able to customize what type of additional information they want to see on the site (they can choose to activate/deactivate website info, social media info, yelp review info, etc). This will allow it to be as simple or as detailed as the user prefers.

        iii. One toggle is for health and wellness. Vegan 🥬 and Pescetarian 🐟 restaurants will have respective icons so users can easily identify their needs and preferences.

        iv. One of the toggle options for users is allergens. Restaurants that cater accommodations for gluten 🍞, dairy 🧀, and nut 🥜 allergies will have respective icons so users can easily identify their needs and preferences.

        v. One toggle will be for price. Users will have the option to see icons that represent price from more expensive **$$$$** to least expensive **$**.

        vi. Users can toggle between a map view or list view. They can also expand or narrow their geographical search (zip code, city, county, even other areas if theyre planning trips).

Translate your list of features into a set of user stories with the proper tense. Make sure to include user stories for both people buying food as well as restaurants who are providing food.

    b. As a person with cashew and almond allergens, I want to be able to easily identify restaurants and menu options that cater to my needs, so that I can safely order food.

    c. As a person who enjoys "expanding my palate," I want an app that can find and centralize information about different restaurants that may have different levels of online presence (may not be on other food delivery apps, but has an active social media account), so that I can try out and explore new local foods in my area.

d. As someone who loves ordering food yet trying to save money, I want an app that can show me food prices so I can make better financial decisions about where I eat.
e. As a user who prefers simple and easy navigation on apps/websites, I want an app that can give me the power to decide and choose what information I see, so that I am not sifting through extra irrelevant data.
f. As a restaurant who wants to build my online presence, I want to sign up for an app that can centralize my online presence and make my restaurant easier to find, so that users know how to find me.

Make a Trello board and add a card for each new user stories. Organize them into sections based on the different parts/users of your app.

Part 3: Bring Your Idea to Life

1. Using Figma, create at least 3 lo-fi wireframes that show at least **one user story** of your app.
2. Design a homepage for your app. Include the name that you decided on in Part 1. Make sure to choose a color scheme, typography, and at least one photo.