

Personas:

Jim

1. Age: 38
2. Location: Seattle, WA
3. Personality: high level of focus and sports fan.
4. Bio: Jim is a father of three children. A full-time financial advisor.
5. Goals: Have food arrive as fast as possible. Order food 2-3 times a week.
6. Problem: Don't have time to go out for lunch due to an appointment based schedule. Jim likes to catch a glimpse of sport highlights before going back to work for his personal drive.

Tiffany

1. Age: 22
2. Location: New York, NY
3. Personality: Sticks to the schedule and likes to have fun at the sametime. She has a hard time when her schedule gets backed up
4. Bio: Tiffany is a personal stylist/graphic designer. She enjoys learning new things (like new graphic design features of a software).
5. Goals: Tiffany wants to order healthy food options. She is lactose and watches her figure due to her personal stylist demeanor.
6. Problem: Every other Friday, she has 4-5 different clients to attend to in different locations from 9:00 a.m. to 3:00 p.m. So likes to get carry-out from a restaurant enroute to her upcoming client.

Derek

1. Age: 19
2. Location: Foxboro, MA
3. Personality: Athletic and Comedic.
4. Bio: Derek works at a sports recreation center from 4:30pm - 10:00pm. He plays video games late at night. Some nights Derek becomes extremely busy when there are multiple events going on at the recreation center.
5. Goals: Order food before the rush around 6:00pm - 7:00pm on busy days.
6. Problem: Don't have a car to go grab food (relies on his friends for transportation). He is intermittent fasting so he has to eat in a strict time frame.

App Name: “Quick Eats”

Trello: <https://trello.com/b/tRWEZR7d/quick-eats>

Figma:
<https://www.figma.com/file/BljUhq4eSH09JbqPEyXU90/Quick-Eats>