App Elevator Pitch: A food ordering app that allows users to order any type of food and have it delivered to their home or place of business. The target audience is working professionals who have limited time to prepare and eat a meal. Local restaurants can sign up to provide food on the app as well.

Part 1: Finding Patterns

1. Click here to download a dataset of User Research data that was obtained from a survey designed for this project. You can also view the survey questions.
2. Study the data and and identify at least 3 distinct user personas for this app. Create at least three engaging User Persona documents as described in the lecture you saw on Software Planning.
3. Based on your findings, decide on an appropriate name for the app. The name should be able to catch the attention of your primary user personas.

2.

Name : Jenny Lyhn
Age : 30
Job title : Marketing Director/ remote
Job Industry : Business Consulting
Gender: Female
Status : Married, 1 boy

Name: Jacob Willy
Age : 25
Job title : Therapist
Job Industry: Mental Health
Gender : Male
Status: Single
Salary : $50-80K

Name: Lily Liu
Age: 28
Job title : Engineer
Job Industry: Tech
Gender : female
Status: Single
Salary : $70-90K
Eating habits : Love eating healthy pizza and

|		
Salary : $80-100k Eating habits: Love eating salad, love eating at health-focused restaurants, love cooking healthy food,Choosing what food I am eating is important Frustration: Poor Communication Too much tasks from company Goal: Eat more healthy food Cook more healthy food for family Find the app to discover restaurants that have multiple healthy options in the same city. Spend more time with family	Eating habits : Love eating pizza and sandwich. Choosing what food I am eating is important. Frustration: Working full time in the office Goal: Find the app that allows me to discover famous pizza and sandwich places. Lower monthly bill Spend less time using social media Visit parents every weekend	sandwich. Frustration: Working full time at home Don't know how to cook Don't have much time to learn how to cook Goal: Find the app that allows me to discover famous pizza and sandwich places. Spend more time to watching cook tutorial Go to gym every day

3. **Name of the app that be able to catch the attention of your primary user personas** :
Foodie,Diner to Door, Now, Click to eat, Lunch to Door

Part 2: Work Breakdown

1. 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.
2. 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.

3. 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.

☐ searching and finding food easily / what user story prompted the app to have the searching button to search the food easily?

☐ making it easy to pay (with different options) / what user story prompted the app to have different ways to pay their food order?

☐ rating and reviewing the food / what user story prompted the app to see the rating and review from customers who tried the food?

☐ delivery person's contact info / what user story prompted the app to contact the delivery person easily?
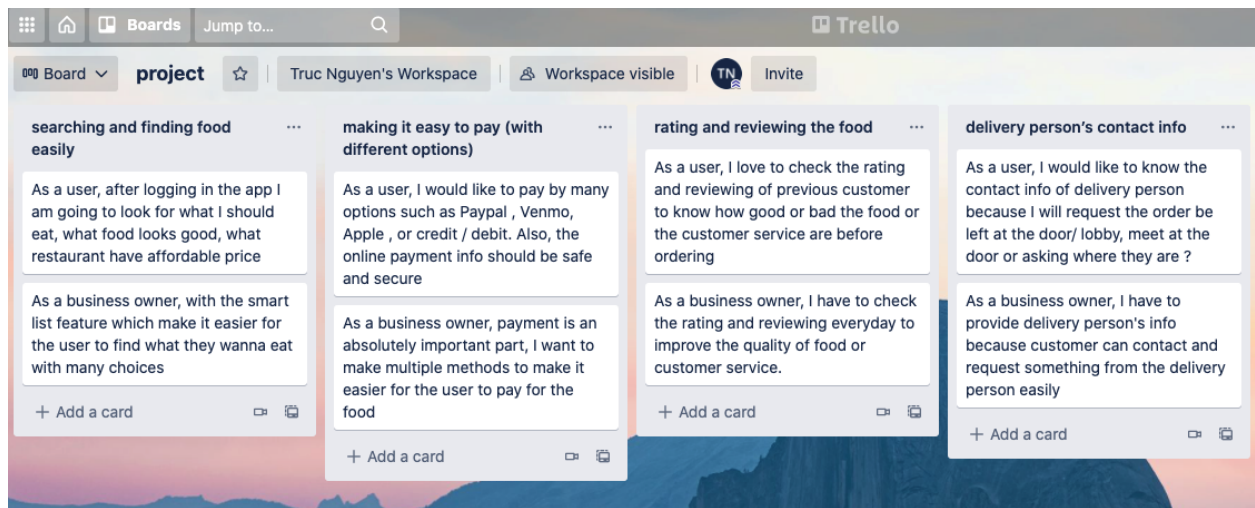
Part 3: Bring Your Idea to Life

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.