

Part 1:

Persona 1

Brandon Stark:



- Age: 27
- Status: Single
- Location: Seattle, Washington
- Tier: Business Leader
- Goals: Fitness is a priority and always looking for fun healthy food options, higher income tier with no kids and willing to spend more money for quality food, wants to find new healthy food choices that are tasty and not boring to fit his lifestyle goals of working out and fitness daily.
- Frustrations: Bunch of chain restaurants in the area and high to find quality ingredients or original spots, Prefers to just meal prep so he knows exactly what ingredients he's getting but so rarely goes out to eat with coworkers.
- Bio: Bronson is a hard working professional who spends the majority of his time trying to improve his quality of life through his career and health and fitness. Bronson has worked hard to be established at a reputable company and enjoys spending time with his team. Bronson is frustrated by the lack of healthy options to eat out and socialize with coworkers and friends and doesn't eat out often because of that, but is always on the lookout for non-chain healthy restaurants that have great meal choices.

Persona 2

Christina Jones:

Age: 39

Location: Dallas, Texas

Tier: Construction business owner

Goals: Get as much work done as possible in a day and always on the go, Needs to be able to eat something fast to stay locked in and make time for projects to be completed on time, typically eating on the go and needs something reliable, due to ordering lunch every day she needs something affordable simple and cheap.

Frustrations: Has ordered from apps in the past and deliveries were late or not delivered correctly, occasionally forgets to order food until it's busy time so spends a long time waiting and

would benefit from something more automated so she doesn't have to remember, occasionally orders large amounts of food to feed her team to keep them going for the day.

Persona 3

Dr. Scott Senjo:

Age: 51

Location: SLC, Utah

Lifestage: Mid-Life

Industry: Higher Education

Bio: Dr. Senjo is a social science professor at the University of Utah, when he's not working he spends his time researching, traveling, and spending time with his wife and three kids (plus 2 grandkids).

Goals: Dr. Senjo has extreme sensitivity to Gluten. The cafe at the school and quick fast food options nearby don't provide the ingredients that allow him to avoid his food allergies. Dr. Senjo would love an app that showed him gluten free approved meals that he could order from time to time when he's burnt out from cooking his own lunches. He spends way too much time reading ingredient lists and researching menu items online and would like a more convenient way to deal with this.

Company Name: Food4Me

Part 2:

What to build

- An app that can run a user through a list of personalized questions about their food and take out goals, make suggestions, and save users data and continuing learning based on food choices they make.
- The app will take orders from customers and then connect the users to local restaurants to fulfill online orders for delivery.

Details

- Users need to login and see a list of restaurants within a certain area that meet their tailored food goals within their price range.
- Restaurants need to receive customized orders and be able to process the transactions and fulfill the orders

Information

- Any user will be able to sign up and during the onboarding process they will go through a questionnaire to generate customized food options in their area based on their goals, budget, tastes, and dietary requirements.
- From there, customers' stats and profile will be saved in our DB and each time they log in they'll be able to see options based on their geographic location when they login and their survey results.

- Our app will rank options based on how closely they match to their customized surveys, as the user makes decisions the app will track that data and provide the user with additional question prompts to confirm those choices match their original feedback to continue to learn (may be a V2 feature and not part of MVP).
- Restaurants will need to have access to orders in real time and be able to transfer the payment and order info to them with a response on estimated delivery time back to the user.

User stories for customer buying food:

- As a business owner who works 60+ hours a week, I want to be able to find a fast and convenient way to provide lunch for me and my team within my budget with any deals and promotions to find.
- As someone who is focused on health and wellness but bored of the same old home cooked meals, I want to be able to find healthy and tasty options to be able to enjoy from time to time that I can see the macros for.
- As someone with food allergies, I want to be able to quickly find all of the gluten free options near me with ingredient lists to avoid potentially eating something that will upset my health.

User stories for restaurants:

- As a restaurant owner, I want to be able to connect with more customers in the area and provide convenient ways for them to still purchase from our business in a post pandemic world where people aren't able to find us in person as easily.
- As a restaurant owner, we've put a lot of work into unique and health conscious recipes that we want to be able to get out to our target customer more easily to get our name out there.
- As a restaurant owner, I want to be able to comply with local health mandates due to COVID 19 without suffering my business sales and having to lay off employees. Being able to provide contactless delivery to consumers allows for that.

Trello link:

<https://trello.com/invite/b/UDSi7sYp/3408404f2baf73ec66d3e091304b794a/module-1-user-stories>

Part 3:

Lo-Fi Wireframes:

<https://www.figma.com/file/9pcDWtKbaWTattFLduzWsF/Module-1---LO-FI-Wireframes?node-id=0%3A1>

Home page mockup:

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

