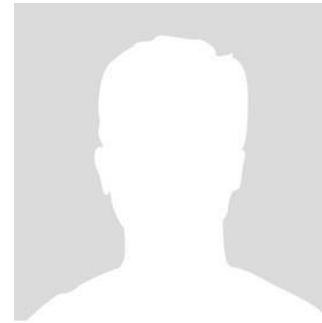


Part 1

Persona 1



Personal Background

Age: 40
Status: Married, no kids
Car: 2021 Tesla Model Y/ bike
Occupation: Process Engineer
Salary: \$95k
Passions: Video games, anime, problem solving, movies, personal development, the environment
Gender: Male
Food Allergies: Peanuts, shellfish

Tech Background

Apps: Uber Eats, Facebook, Spotify, Door Dash
Laptop: PC, Windows 10
Mobile: Samsung
News: New York Times, The Economist

Short Term Goals

My short term goals are to improve my eating habits, spend more frugally, to keep learning, enroll in a coursera course and begin to manage my finances better

Long Term Goals

Become a project manager, lower my cholesterol, develop a daily workout routine and cook daily, and lead a more healthy life.

1



Persona 2

Personal Background

Age: 29
Status: Married, w/kids
Car: Toyota Corolla
Occupation: Nurse
Salary: \$70k
Passions: Gardening, trying new food, programming
Gender: Female
Food Allergies: N/A

Tech Background

Apps: Uber Eats, Instagram, Spotify, LinkedIn
Laptop: Mac
Mobile: iPhone
News: Saveur, HuffPost Food

Short Term Goals

My short-term goals are to workout more and experiment more with different types of food, and make a career change towards a developer

Long Term Goals

Become a developer, travel the world and try other cultures cuisines, live my life to the fullest, provide for my children and ensure their security.



Persona 3

Personal Background

Age: 23

Family: Single

Car: 2018 Ford F-150

Occupation: Restaurateur

Salary: \$110k

Passions: Power Lifting, cooking,
visiting new restaurants and
borrowing from them

Gender: Non-Binary

Food Allergies: N/A

Tech Background

Apps: Uber Eats, GROUPME, Friendster,
LinkedIn

Laptop: PC

Mobile: Android

News: Scout Life

Short Term Goals

My short-term goals are visit more
restaurants as well as increase my
weight and number of repetitions.

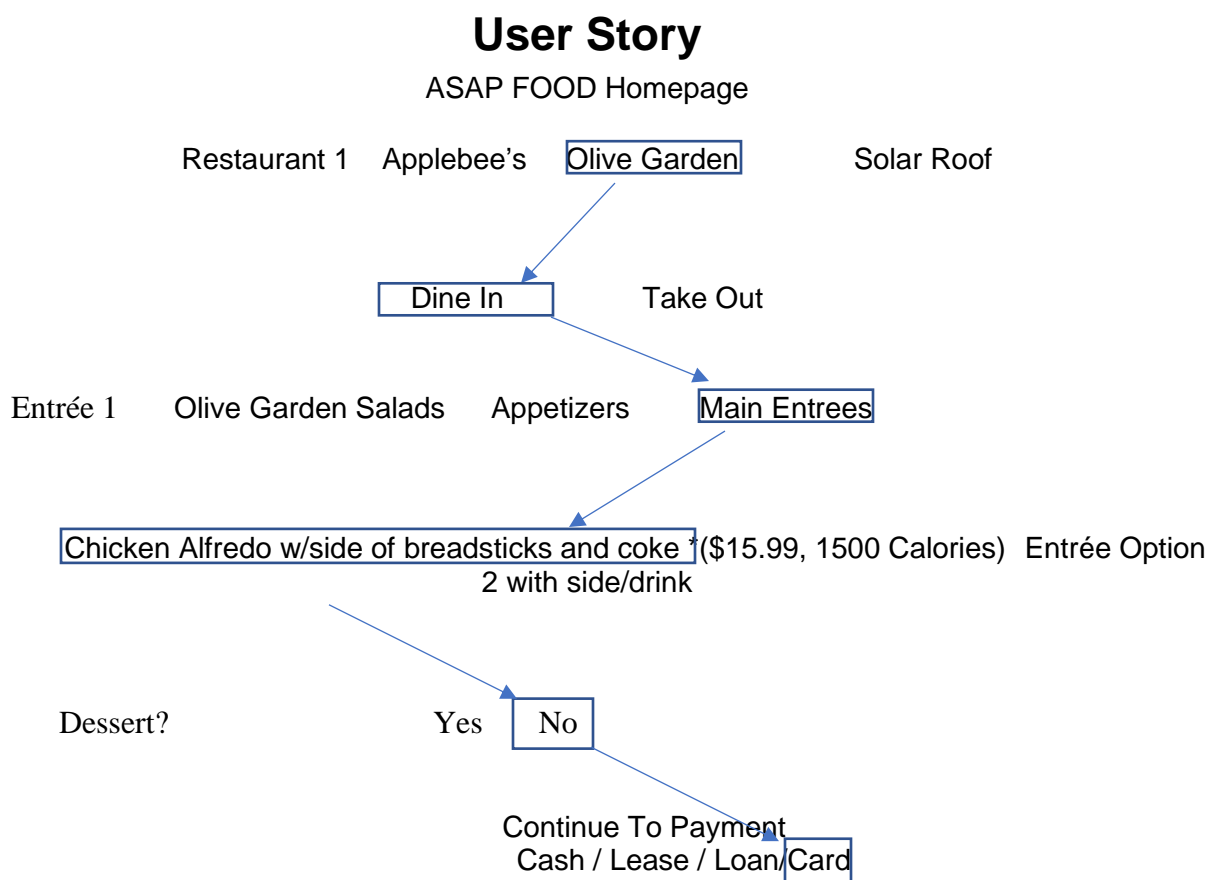
Long Term Goals

My long term goals are to further expand
my business, and introduce new entrees as
well as incorporate other dishes into my
restaurant so that I can market to more
people.

App Name : FOOD ASAP

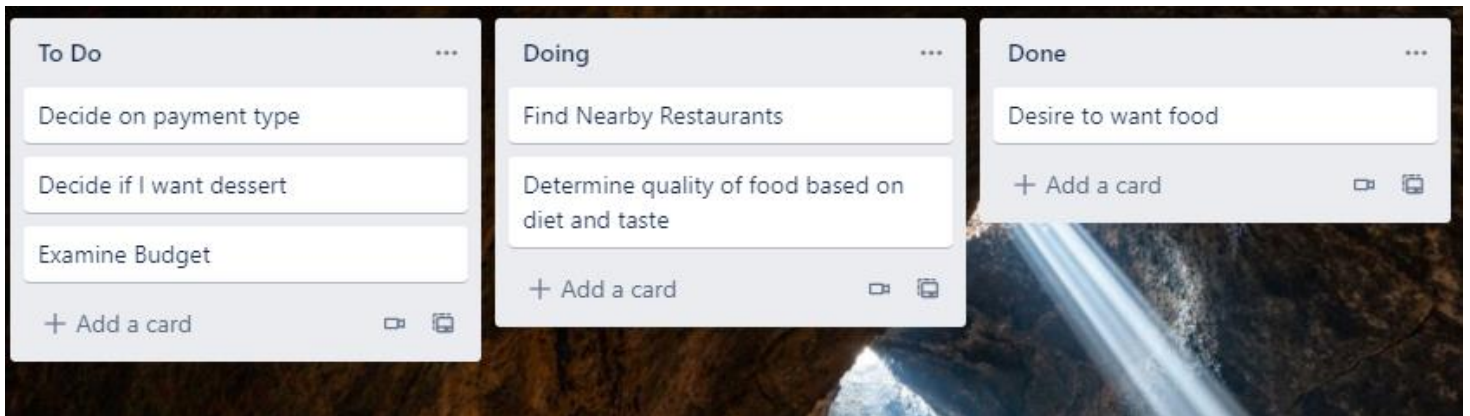
Part 2

1. List of features: This app should be able to direct customers to any restaurant within their vicinity and list the price, calories/nutrition facts of the entrees offered at the restaurant as well the options for dine-in/takeout. This app should provide the customer with their desired food choice.



Place Order

2. Trello Board



Part 3.



Color Scheme:
Shades of Red
with some Grey

Start with
Homepage,
One tab to view
restaurants,
Dine options/
Takout



If chose
Restaurant
options shows
all available
restaurants
within the
vicinity



List the
distances the
restaurants
are from the
users location





Color Scheme:
Shades of Red
with some Grey

Start with
Homepage,
One tab to view
restaurants,
Dine options/
Takeout



If Choose Dine-In
show all Dine-in
options that are
reasonably close as
well as wait time
and reservation
options



Display
different food
selections and
nutritional
facts



Frame 5



Color Scheme:
Shades of Red
with some Grey

Start with
Homepage,
One tab to view
restaurants,
Dine options/
Takout



If Choose Take-Out
then show all nearby
take-out restaurants
and ETA for take-out
arrival



Display
different food
selections and
nutritional
facts as well
as prices



\$14.99

Quantity



1



Add to Cart

Chicken Alfredo: Fettucine noodles
with creamy alfredo sauce with
herbs and grilled chicken

