

User Personas



Kyle

Age: 35

Occupation: Sales Director (Remote)

Status: Single

Location: Utah

Archetype: Bro beans

Goals

- Wants to develop a fitness app to help people eat better
- Actively dating to find someone to settle down with
- Wants to compete in a spartan race

Frustrations:

- Spends long hours in the office and can't find time to cook healthy meals
- Work leaves little time to date
- Relies heavily on energy drinks to get through a work day

Bio: Kyle is very good at what he does. He's health conscious, but doesn't know where to start with all the fitness minutia out there. He's also very strapped for time to make it constantly to the gym. Because Kyle is so health conscience he only orders food once per month for lunch. Quality and type of food matter to him and is more likely to order strictly from salad/healthy eateries



Ashley

Age: 27

Occupation: Technical Writer (Remote)

Status: Single

Location: Utah

Archetype: Gossip Queen

Goals

- Wants to get a promotion so puts long hours in
- Wants to have more time after work to socialize
- Wants to travel more

Frustrations:

- Wants to work more hours to get a raise, but has no time after work to socialize
- Has no time to learn how to cook
- New to town and wants to discover new restaurants with more ease

Bio: Ashley is single with no kids. She wants more out of life, but feels like she's trying to fight a tide wave every step of the way being torn between being having a social life and getting a job promotion so she's very strapped for time. She purchases lunch an average of once per month and quality and type of food matters most to her



Brad

Age: 30

Occupation: Digital Consultant (In-office)

Status: Married

Location: Utah

Archetype: Mormon Dad

Goals

- Wants to spend more time with wife and kids after work
- Wants to start his own digital consulting firm
- Wants to travel more with wife

Frustrations:

- Wants to spend more time with family, but can't seem to fit it all in
- Doesn't have anytime to prepare food for work
- Wants to discover new restaurants, but doesn't have time to discover new places

Bio: Brad is married with 3 kids. He's not a picky eater, but just wants food to be delivered quickly and from a location close by so his food isn't cold. He orders at least once per week.

App Name:

Food Run

MVP List:

1. Restaurant list within proximity of user with option for healthy choices

2. "Estimated time to delivery" feature
3. checkout and pay now feature
4. User ratings for quality of food

User Stories

1. As a health conscious customer, I want to be able to easily see healthy restaurant choices from the app listed all in once place so I can easily and quickly select the food I want
2. As a customer, I want to be able to be able to filter and order based on delivery time so I can effectively plan my lunches
3. As a foodie, I want to be able to filter restaurants by reviews on the quality of food so I can filter out food that was poorly rated
4. As a restaurant owner, I want to easily be able to sign up as a business option for the app

Trello Link: <https://trello.com/invite/b/j5lYfCoy/0a45bbd3d954d0a74851df7117d6425a/module-1-project>