

Tasty

Burgers

An actually
handcrafted
Caesar salad

Milkshakes

Cookies

**French
Fries**

**Family
owned**

Locally grown
ingredients

Persuasion

**Clean
interface**

**Appealing
or familiar
food**

**mobile
access**

Phone
Reminders

**Positive
Reinforce-
ment**

Memes

Affordable

**Coupons
Accepted**

**College
discount**

**Buying
in bulk**

**Large
options**

**Exclusive /
sponsored
deals**

Buffet

**Bundle
options**

Convenient

**To go
boxes**

**Near
Campus**

**Quick
service**

**Food on
your route**

**Method of
payment**

**Hours of
operation**

**Food
trucks**

Health

Vegetables

**Low-calorie
options**

**Dietary
restrictions
(vegetarian,
gluten-free)**

**Knowledge of
Nutrition
values**

almond :,(

**Finds
healthy
recipes**