I hung around the ARC when the food trucks where there, and I observed how the students interacted with the trucks, and what/how they decided to get some food.

## **People**

* UW Bothell / Cascadia College students
* Some show up as single units, others show up in groups (largest observed was a group of 4)

## **Activities**

* Students would talk with the food truck order taker and ask questions about the food
* Groups would talk amongst themselves
* Single students would talk to random students
* Students would order food
* Food truck would should out orders
* Students would stand behind other students thinking that was the wait line

## **Context**

* Students would get into the longer line without looking at the truck
* Students would get into the shorter line to get food quicker
* Groups of students would get into a single line together to keep chatting

## **Technology**

* Students would use debit/credit cards to pay for meal
* Zero cash transactions viewed
* Food trucks just had boards or posters with their food offered on them (no pics)
* Students would use their phones while waiting for food

## **Key Elements**

* Students would show up either as individuals or groups and would order food.
* If a student didn’t know the food truck they would either stand next to the line and read the menu, or wait until they got to the front of the line and would then ask questions about the food
* Most students appeared to be between the ages of 18-30 years old

## **Personas**

* Students
* Multiple classes on the same day
* Short time between classes
* Tired of eating Subway
* Want to eat something different
* Needs food fast

## **Main Activities / Goals**

* Get food to eat either between or in class
* Hang out with friends

## **Technologies and Artifacts**

* Smart phones
* Debit/Credit cards
* Posters

## **Observation on What Can Be Done Better**

* Next time I’d like to stay closer to the groups. I ordered food then sat back and ate it while watching the students. This made it difficult to hear exact conversations

## **Opportunity to improve lives**

* If we provide pictures of the food that trucks are offering this can speed up the lines
* If people can order ahead of time this will reduce the wait time for students using the app, which should increase sales and let students get to class on-time instead of leaving without buying anything.