

Final Major Project

Formative 2

Jacob Fielding

2 sentence

I am going to modernise and digitise the current ice cream van industry, by developing an app delivery service like uber eats.

Proposal?

The idea is an app on your phone, which is connected to a tracker device which is placed into operating ice cream vans. When the Van is near to your location you will receive a notification on your phone which will then allow you to order the Ice Cream Van to come to your location (for free) you can then scan through the menu before they arrives so you already know what they in stock allowing a much smoother transaction.

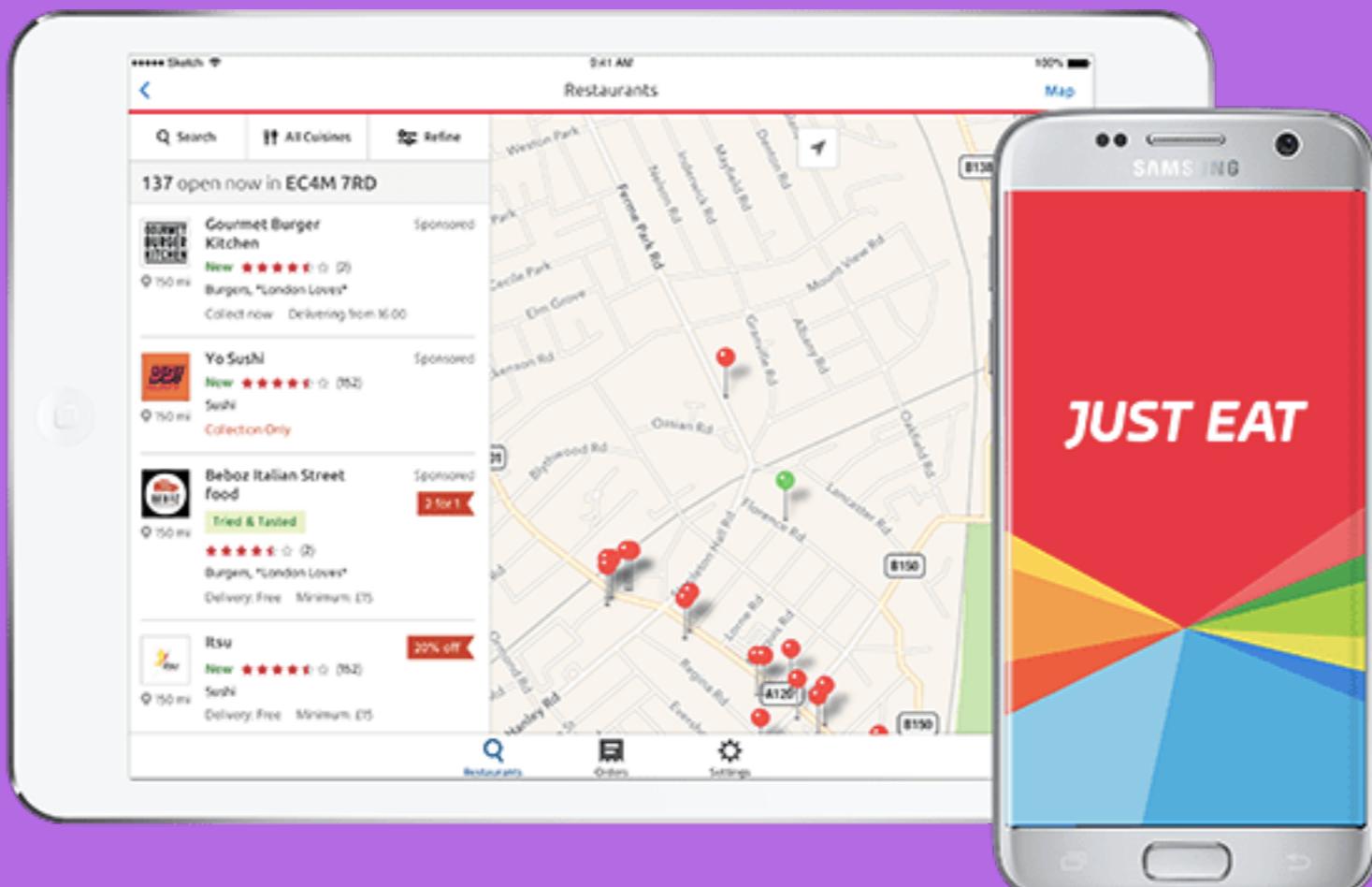
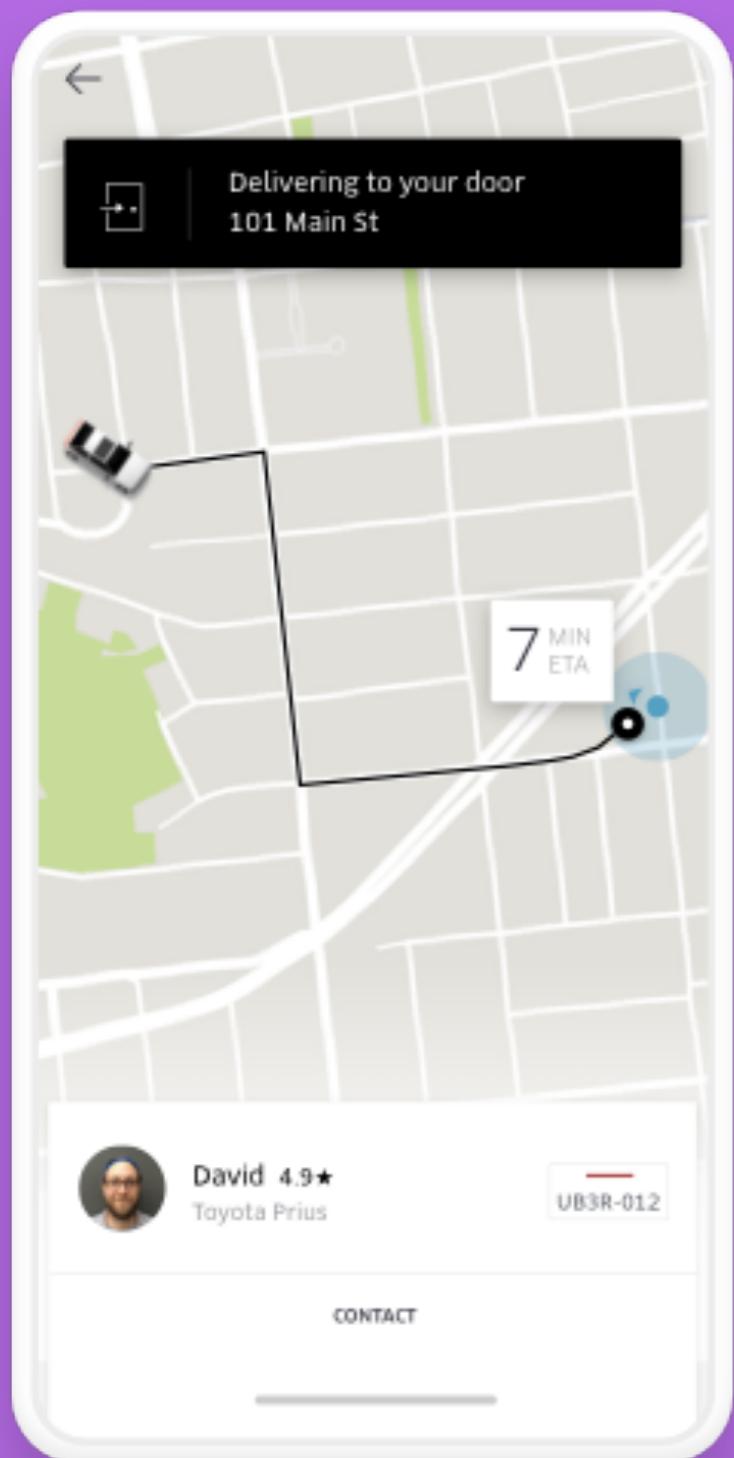
Why?

The App is needed as the industry is really in a dying state and has been on the decline for years, anyone who lives in Britain knows the nostalgic feeling you get from hearing the ice cream van or reminiscing of a past time getting the classic ice cream. There is an opportunity for the industry to be revitalised by modernising the system already in place the ice cream van could defiantly make a comeback. there are thousands of vans in the uk which are either sitting unused or constantly roaming the streets so digitalising this industry and developing it further will allow a comeback for ice cream van, which could potentially be the most convenient and accessible way to order a delivery.

Who?

The App is aimed at the younger generation from 12-25, but there is no discriminating because all ages love ice cream and children's parents could even use the app to reward their kids or perhaps Adults who miss the nostalgic taste of. Also the idea could be expanded to other produce being sold during winter months when ice cream isn't as popular, this would allow drivers to operate all year round.

Competitor Analysis



Food Delivery Market Analysis

The unstoppable rise of the takeaway delivery phenomenon means the market is now worth £4.2 billion, up 73% in a decade.

NPD says Food delivery will grow 17% over next two years with British consumers spending nearly £5 billion annually.

'Deliveroo, JUST EAT and UberEATS – have been the catalyst for the market growth. They have levelled the playing field, allowing smaller independents to compete more effectively with the bigger foodservice chains.'

Ice Cream Market Analysis

Britons spend £1.1 Billion a year on ice cream.

Brits devour an estimated 337million litres of ice cream each year, more than 5 litres per person.

By 2024, the global ice cream market is projected to be worth an estimated 74.96 billion U.S. dollars.

Ice Cream Van Research

in the Ice Cream Van 1970s heyday, there were 30,000 vans in operation on the road.

Over the last decade or so, ice cream vending has been targeted by health campaigners and Local Authorities, who have banned vans from many of the places that were most profitable e.g. near schools, parks and town centres.

The Food Standards Agency has inspection data for 13,460 mobile caterers in the UK.

wholesaler's website shows 12 litres of Mr Whippy for £15 which will make 923 x 50/60g servings of soft ice at 1.6p each, which is around 1% of your average £1.50 sales price which is an excellent profit margin.

USER PERSONA



Motivation:

The motivation to get this app is to make his life a lot more convenient, he is a huge fan of the traditional 99p flake, which he used to eat all the time growing up, but he has the issue of leaving his newborn unattended and also working from home as a web designer, to scour his area to find a ice cream van would be too time consuming for his lifestyle which has distanced him from his favourite treat.

Name: **Steven**

Age: **24**

Occupation: **Web Designer**

Gender: **Male**

Backstory:

Steven is your average British man, He's finished university he's just had his first child and quiet recently bought his first property. he works from home as he is a freelance designer and a part time dad.

USER PERSONA



Motivation:

she loves ice cream but the van never seems to stop on her road since she moved house but she always hears it in her area.

to have an app that could allow her to locate order and receive an ice cream for free delivery within minutes would defiantly be a game changer for her.

Name: **Lou Lou**

Age: **17**

Occupation: **Student**

Gender: **Female**

Backstory:

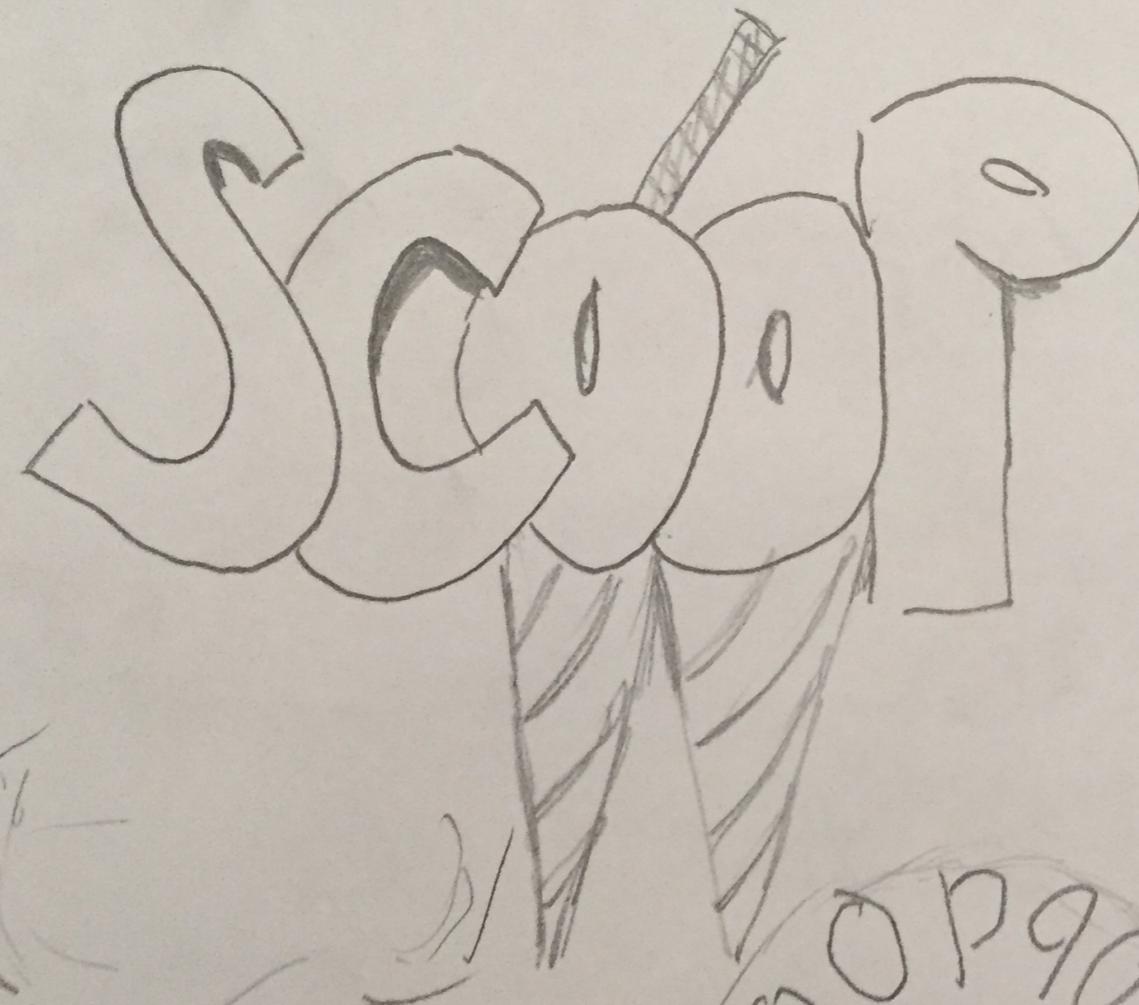
Is your typical girl growing up in suburban London she's just finishing her a levels and is excited for the summer. Summer time reminds her of the times she used to get ice creams all the time as a kid.

User Testing Report

Once I had developed my App further I wanted to show some potential users my idea as the app walk through explains the app's function well. I decided to ask a friend of mine ' Jess' who is within my target audience bracket of 16-25. She is 22 uses her phone a lot and is a lover of ice cream, she really liked the idea of the app and explained when she had to wait outside for 30 minutes hearing ice cream chimes for the van never to turn up on her road, so she felt this app would take away that inconvenience as well as ordering the ice cream rather than waiting around hoping a van stops is a game changer. All in all she found the idea to be strong and she would use it herself which is positive. She also found the App to be simple but effective and seemed very easy to use.

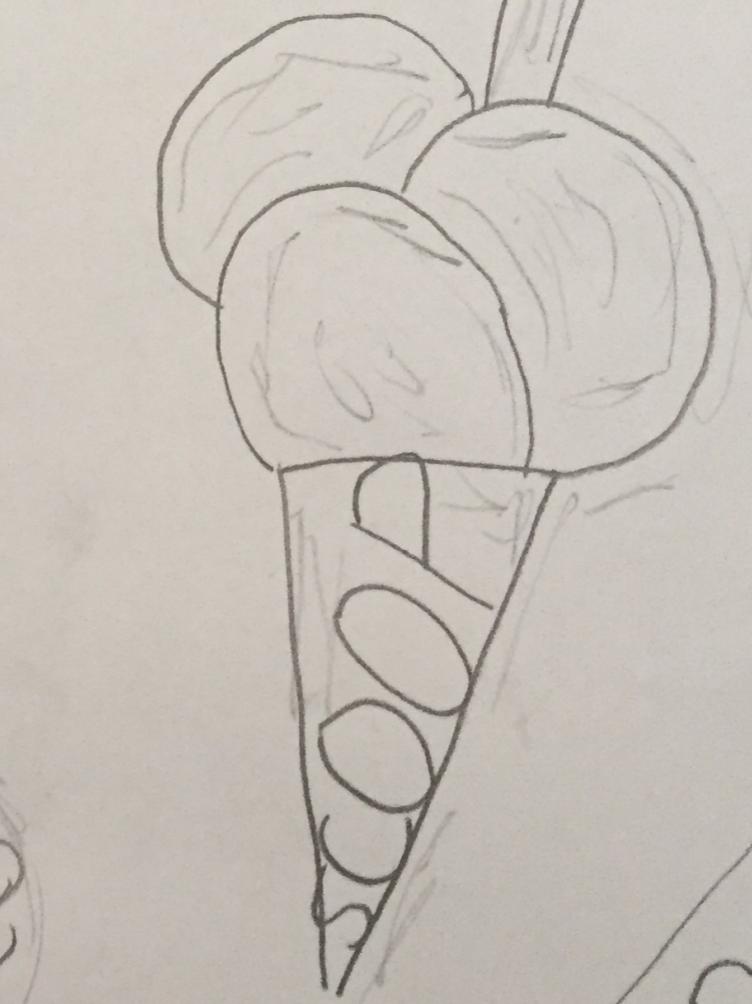
Branding Development

scoop



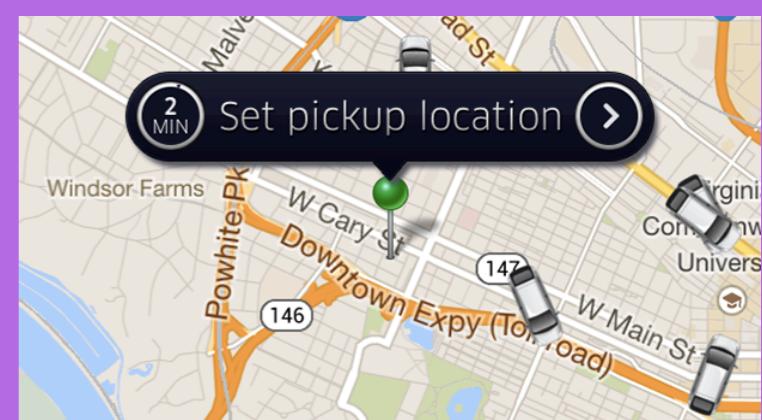
SCOOP 9000S

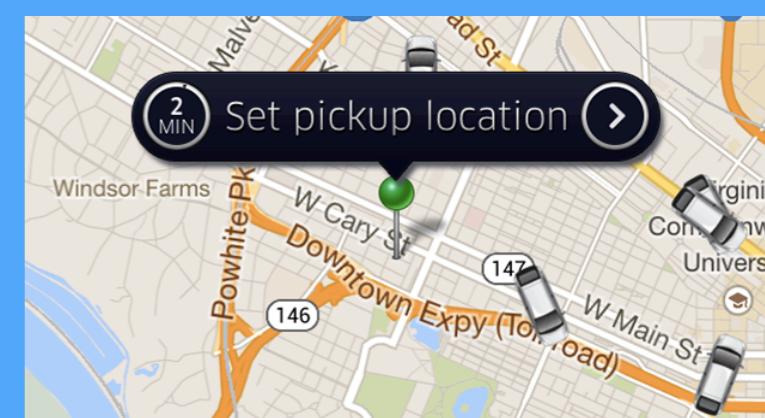
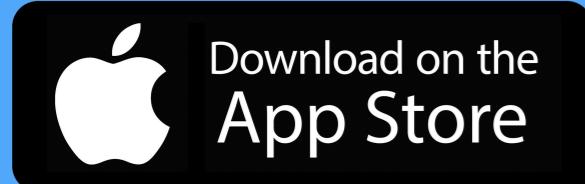
SCOOP

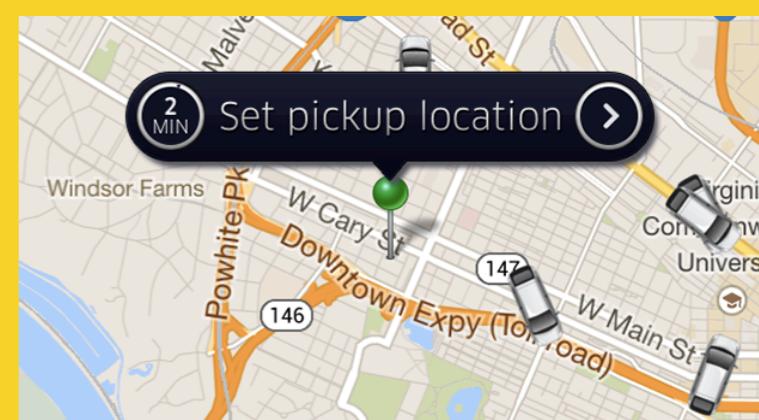


SCOOP





















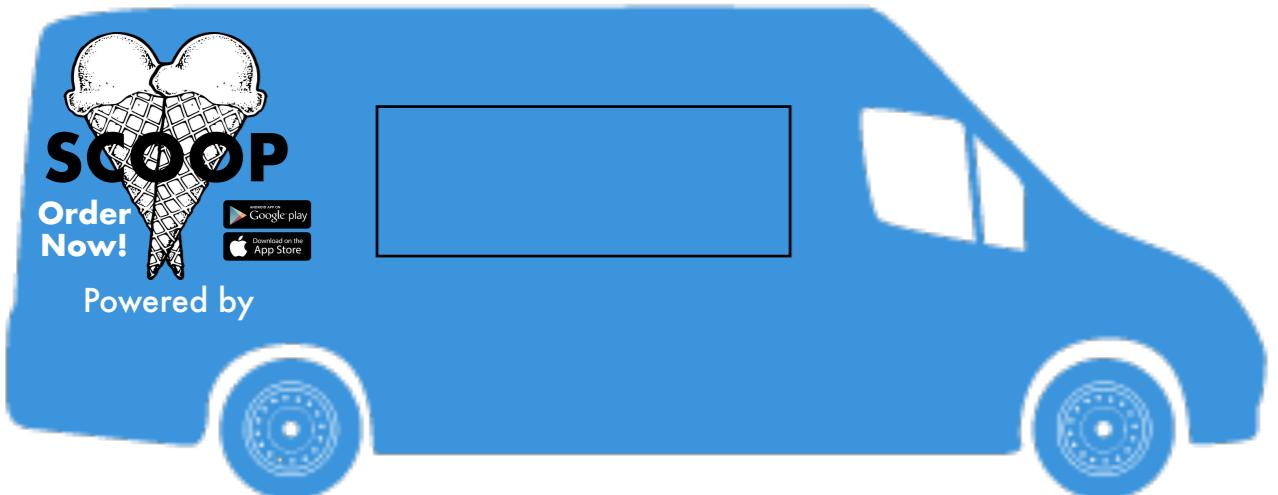


SCOOP

Order
Now!

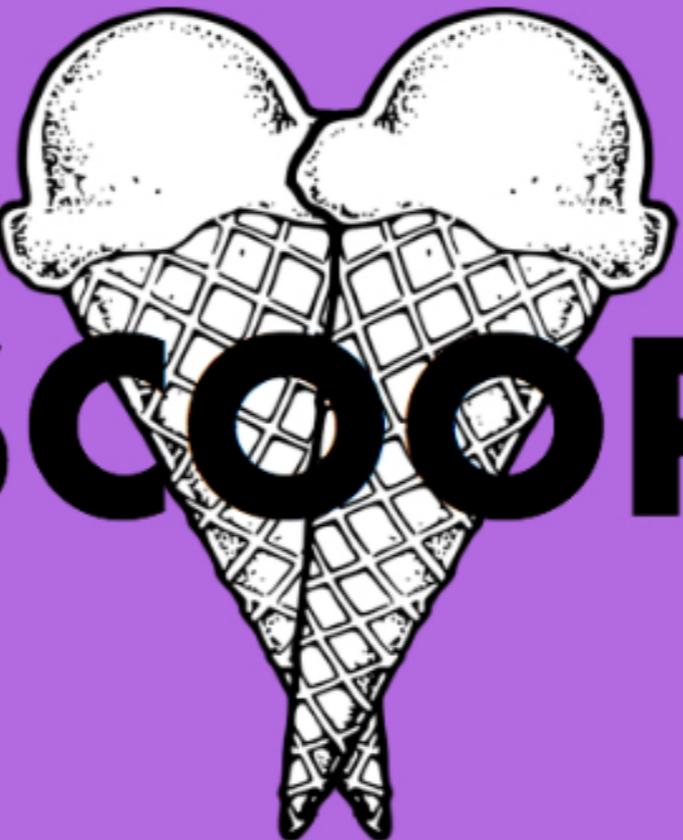


Powered by

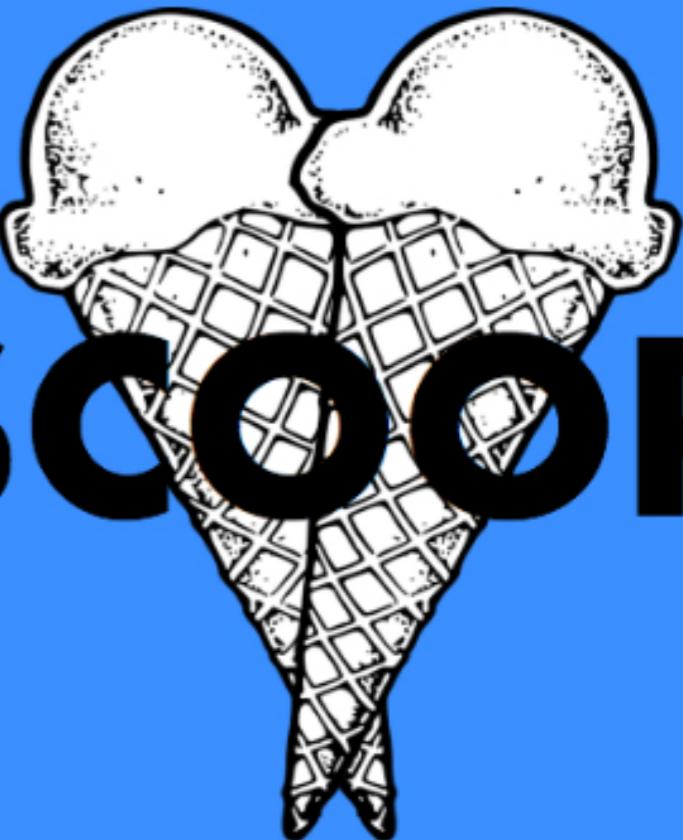




scoop



scoop



scoop

SIGN UP

LOGIN

SIGN UP

LOGIN

SIGN UP

LOGIN

SCOOP

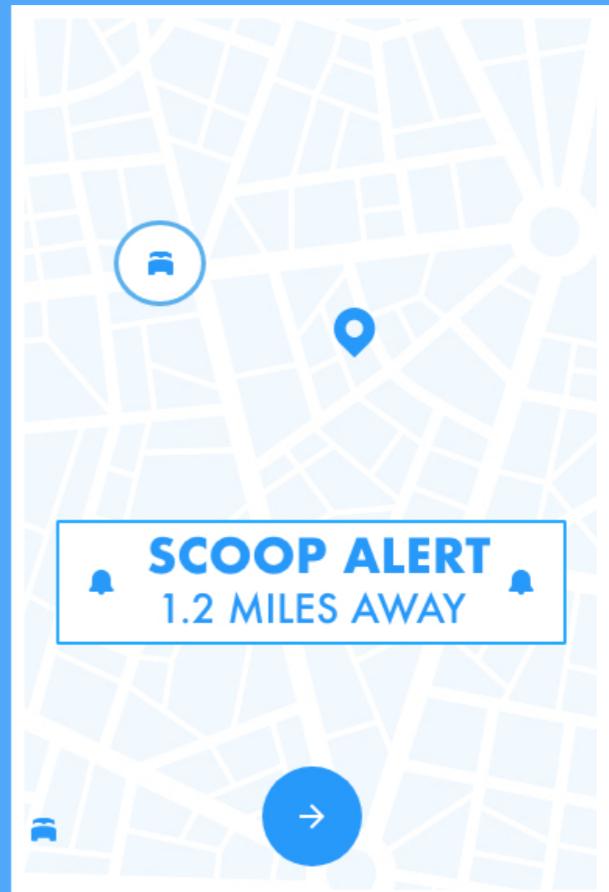


Free Delivery!

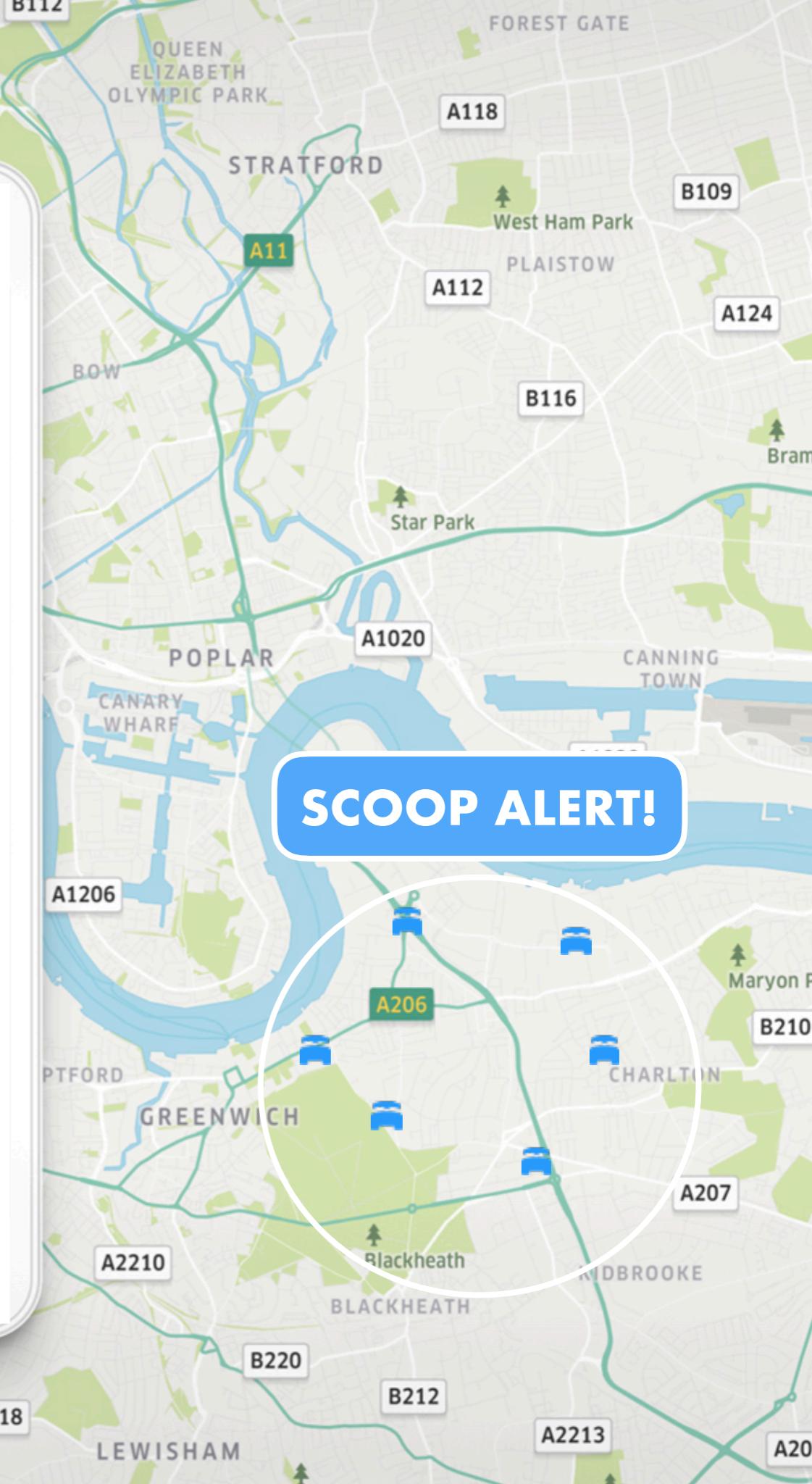
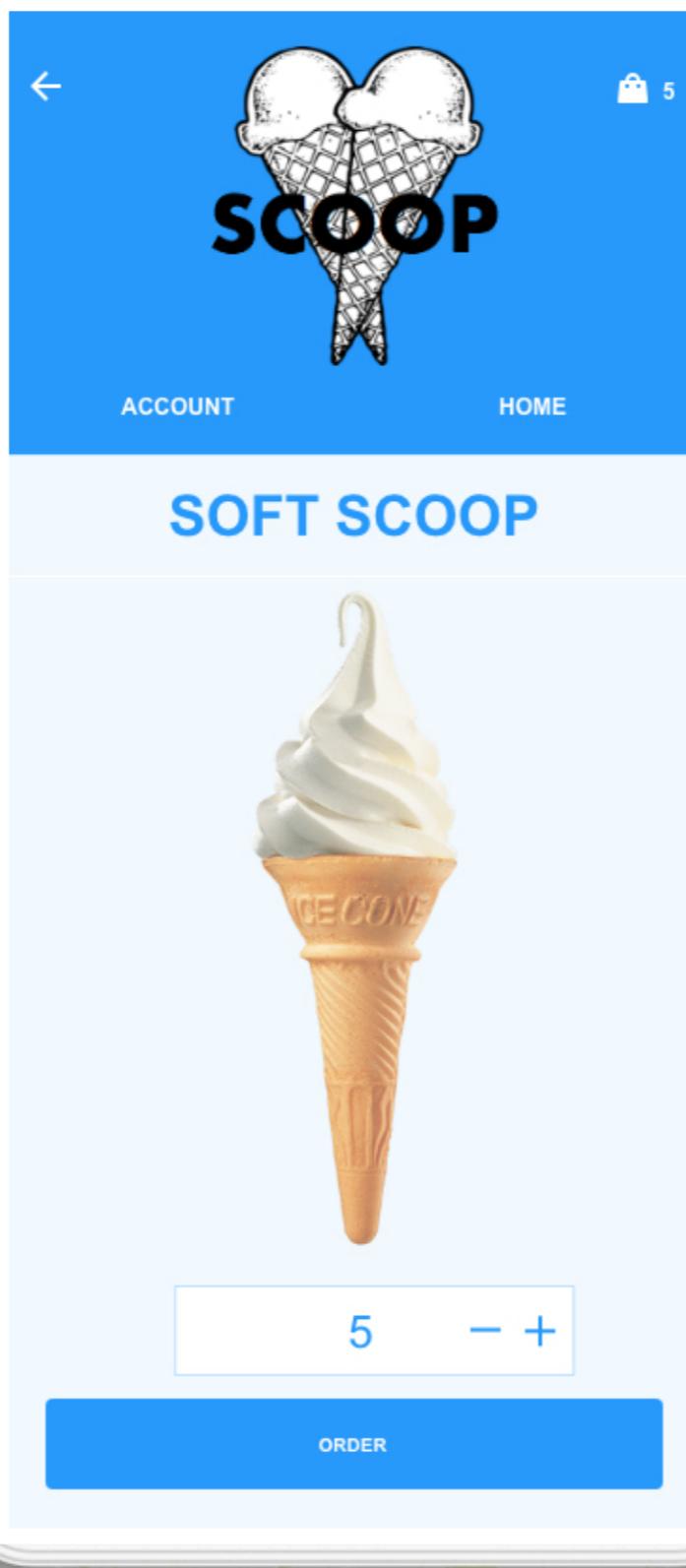
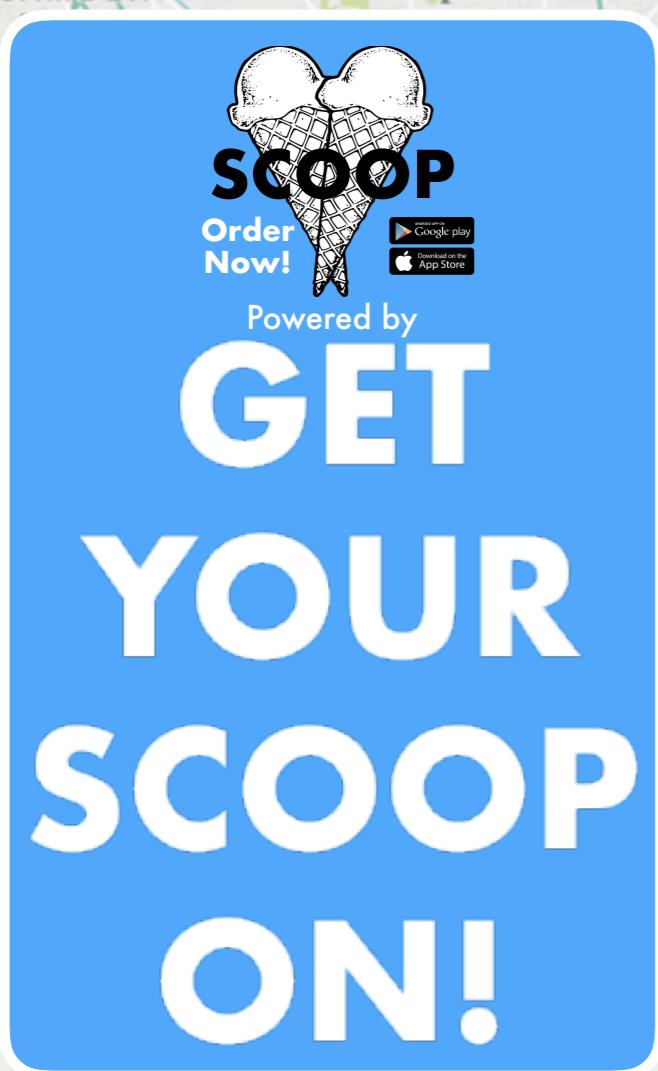


Download Now!

**Let SCOOP
Instantly inform
you when there
is a ice cream
van within your
radius!**



Free Delivery !



App Development

USER FLOW

Visit The App Store Download our new App.

Create An account and activate your location settings.

Adjust settings to be notified via message or chimes when a van is in your radius.

When notified a driver is in your area, simply click order, then pick your ice, then pay through the app.

The Driver will be with you within minutes without a delivery fee.

DRIVER USER FLOW

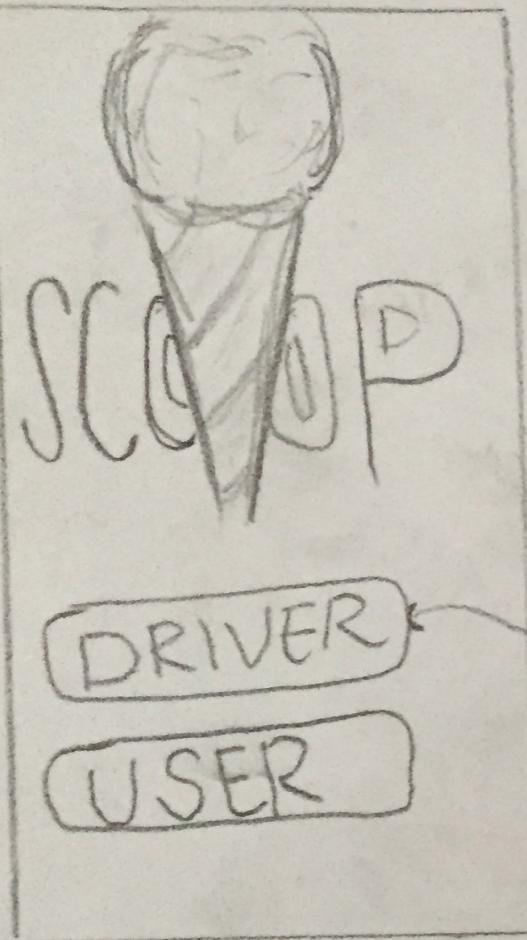
Visit The App Store Download our new App.

Input your details and your unique Scoop ID.

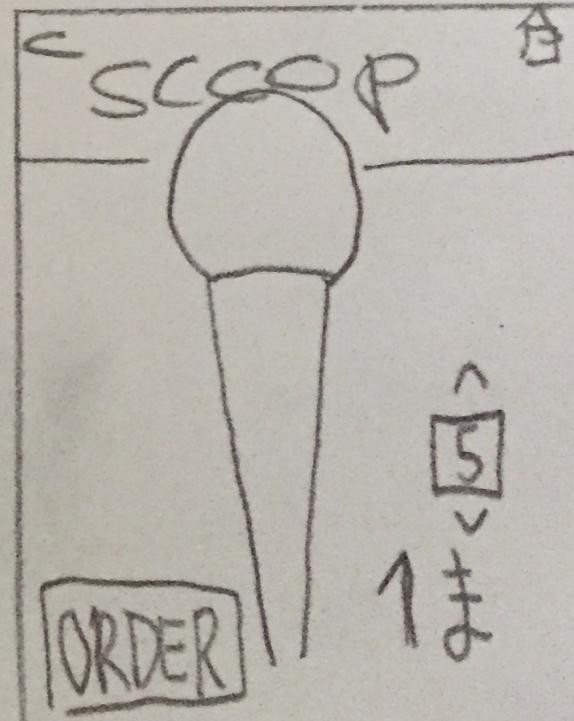
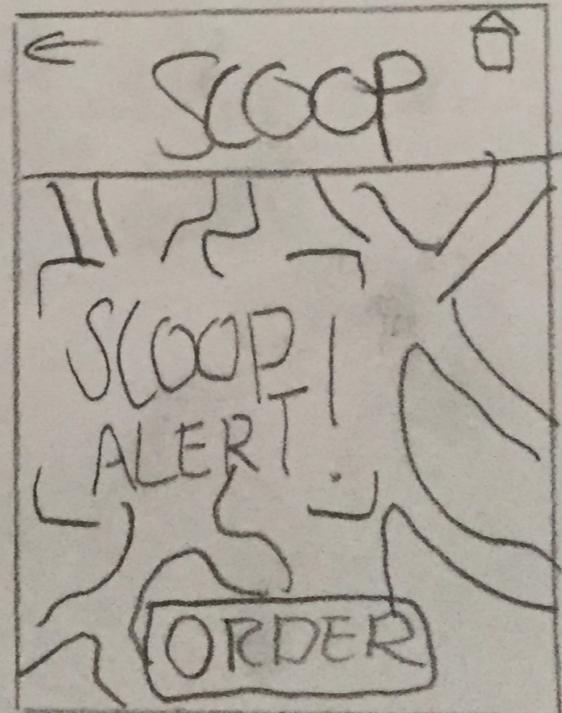
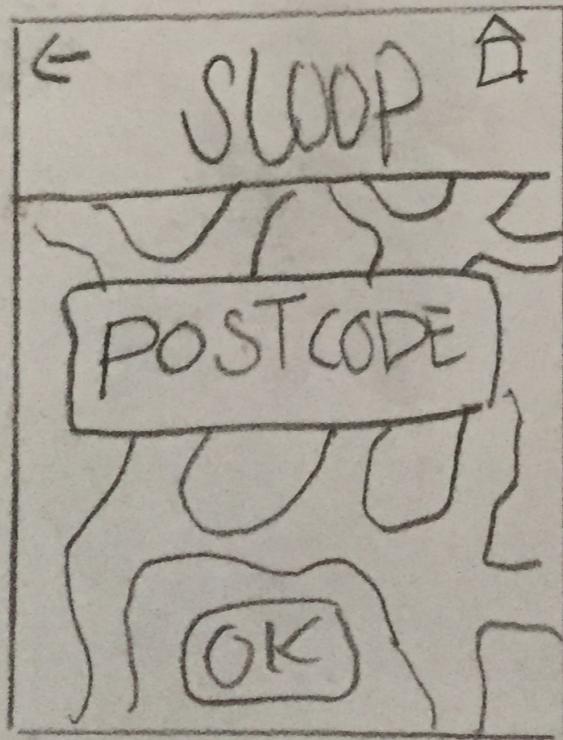
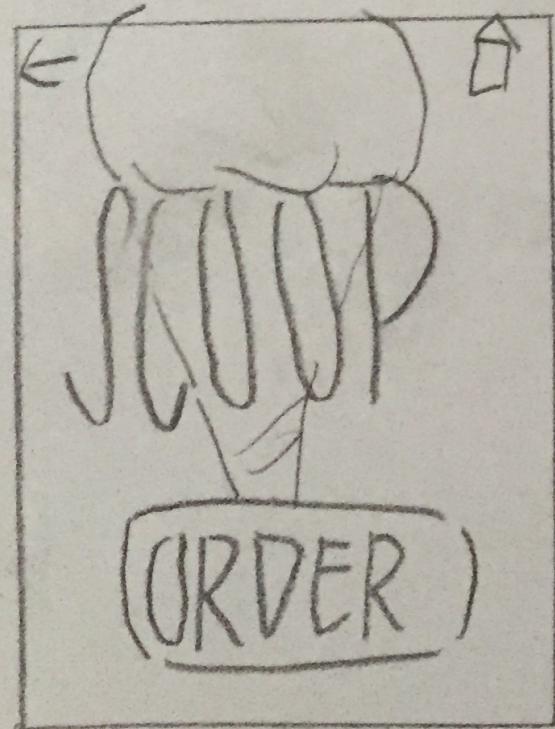
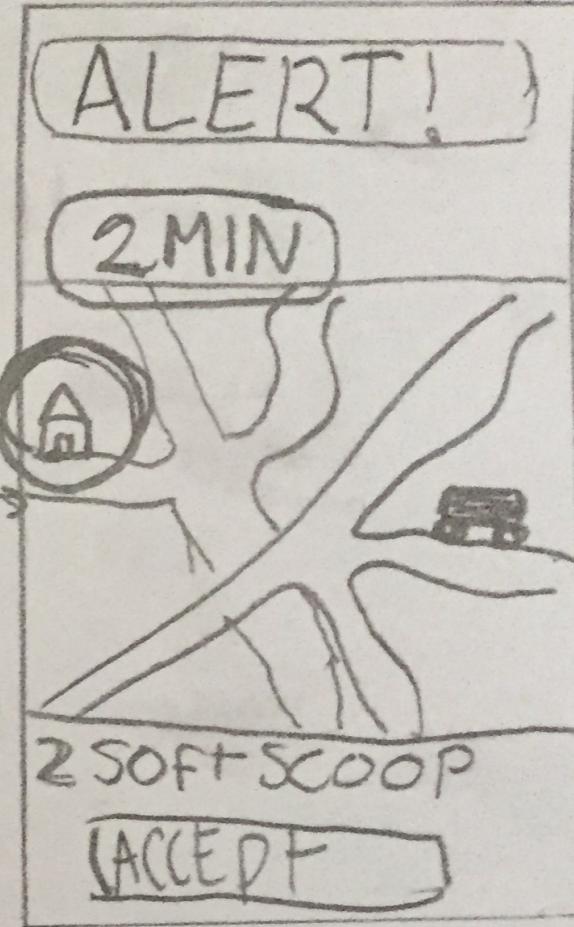
Update your stock as soon as you login. Get scooping, turn on your scoop radar and get driving.

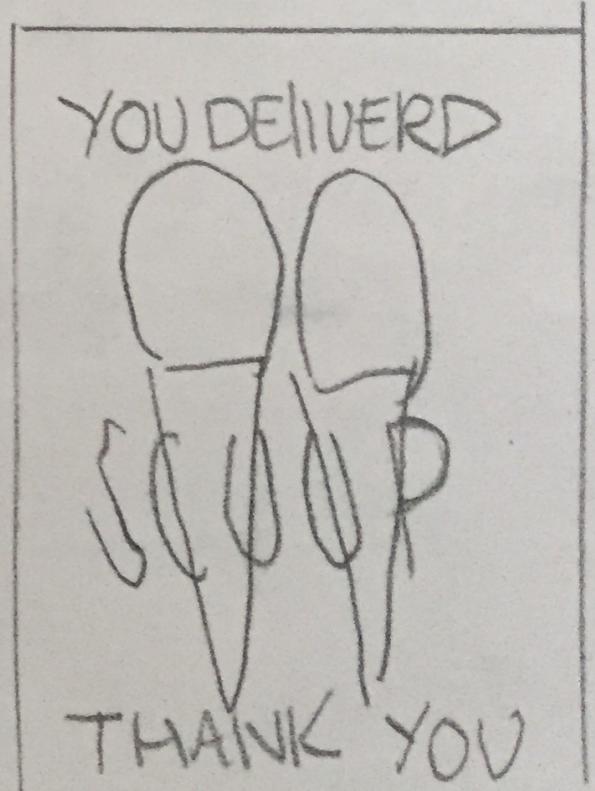
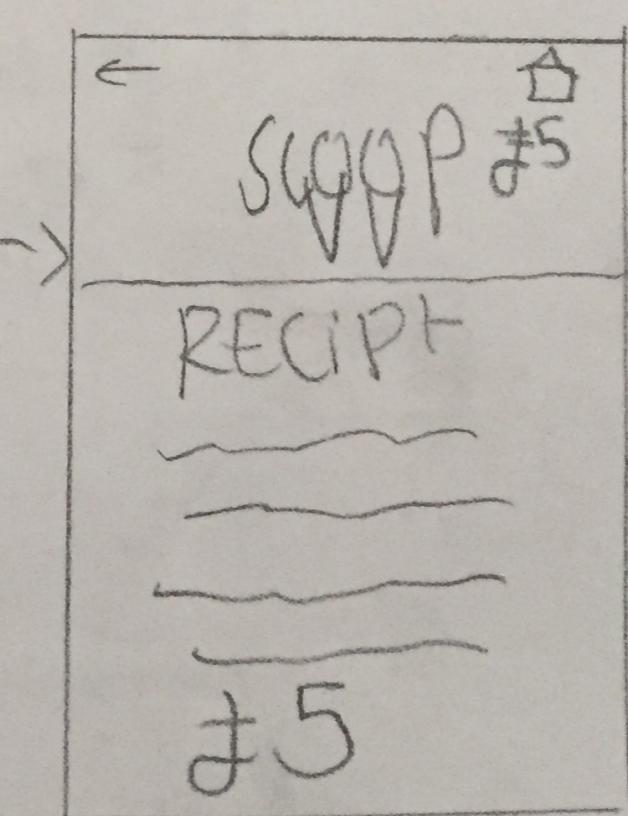
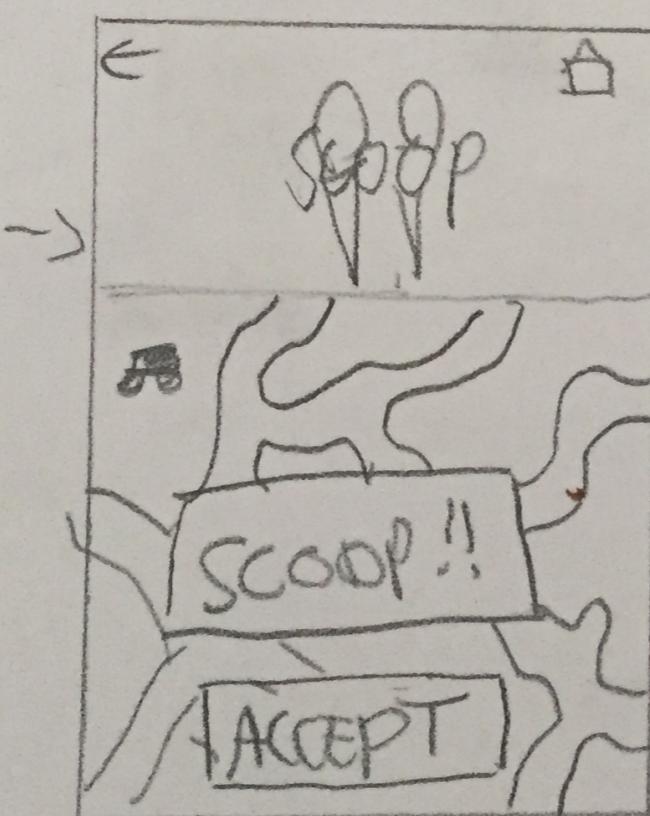
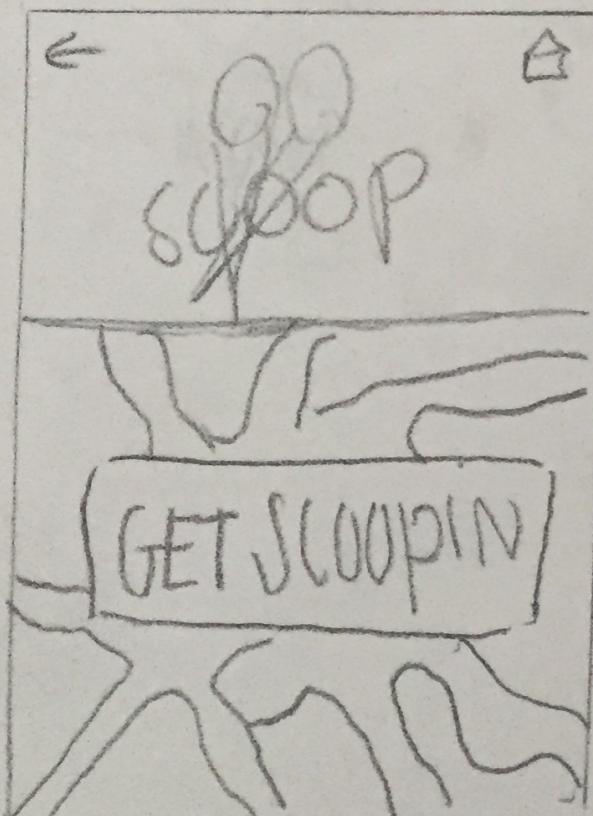
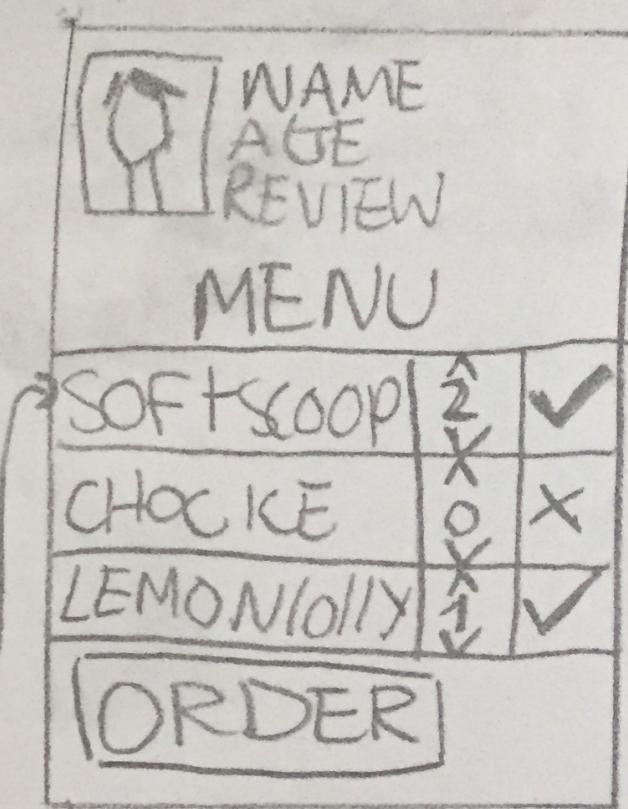
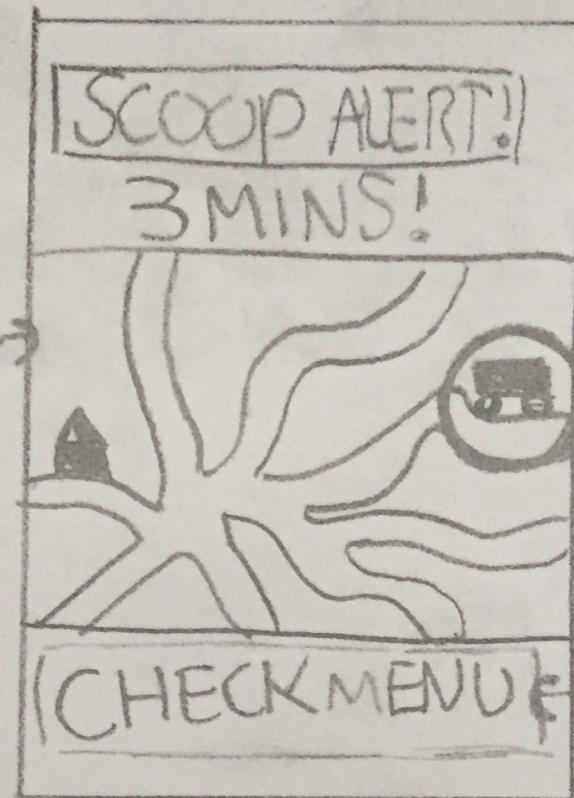
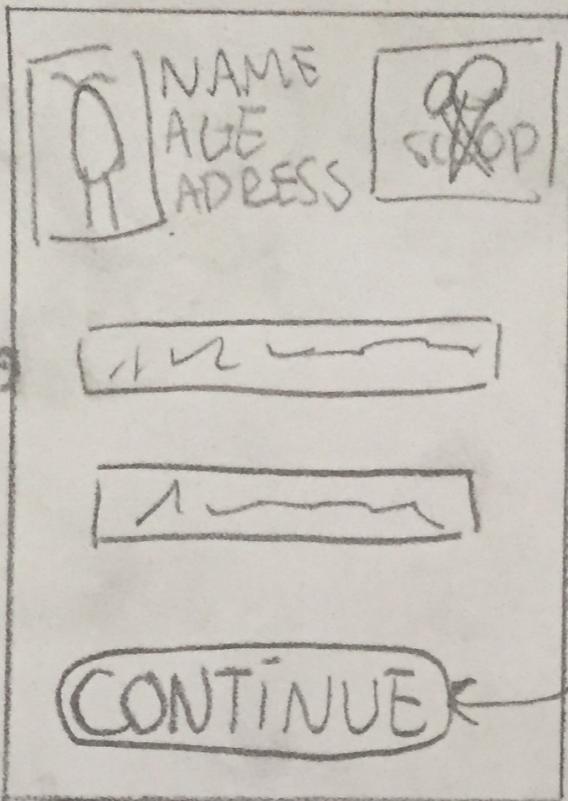
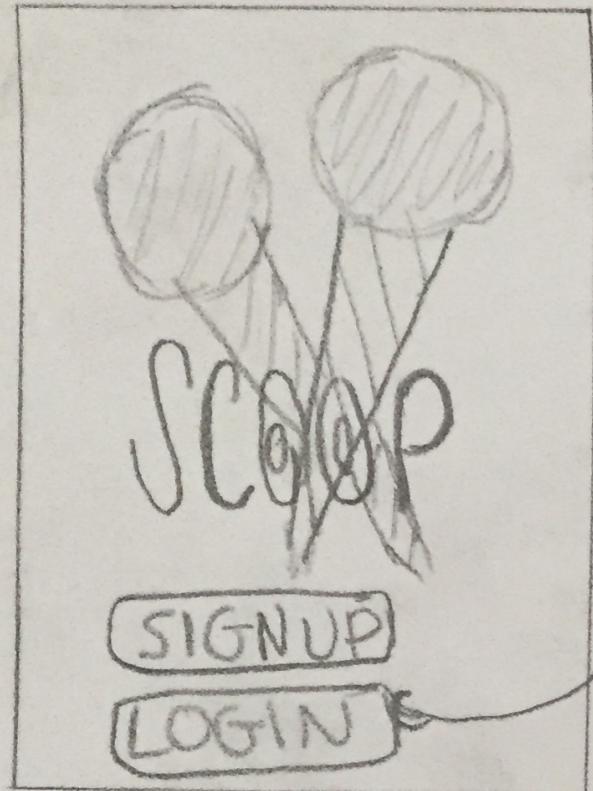
Order alert , once received accept and head to delivery location.

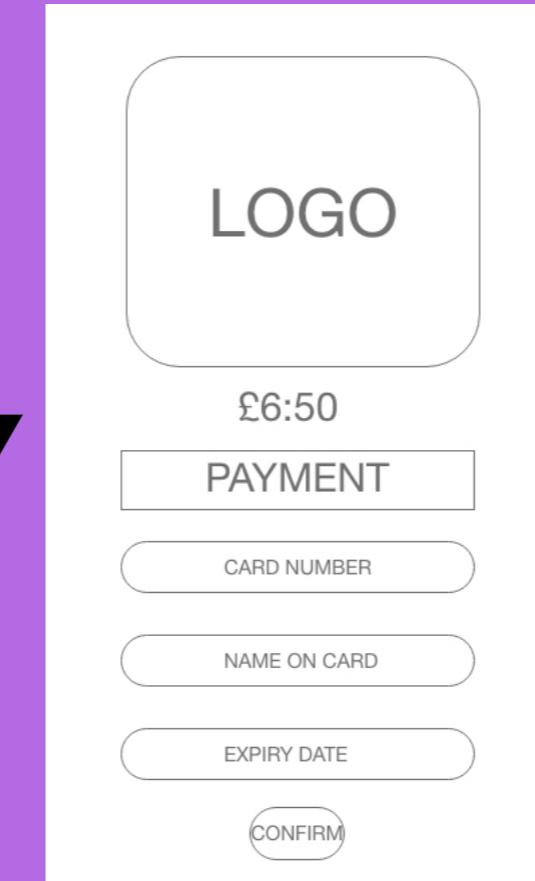
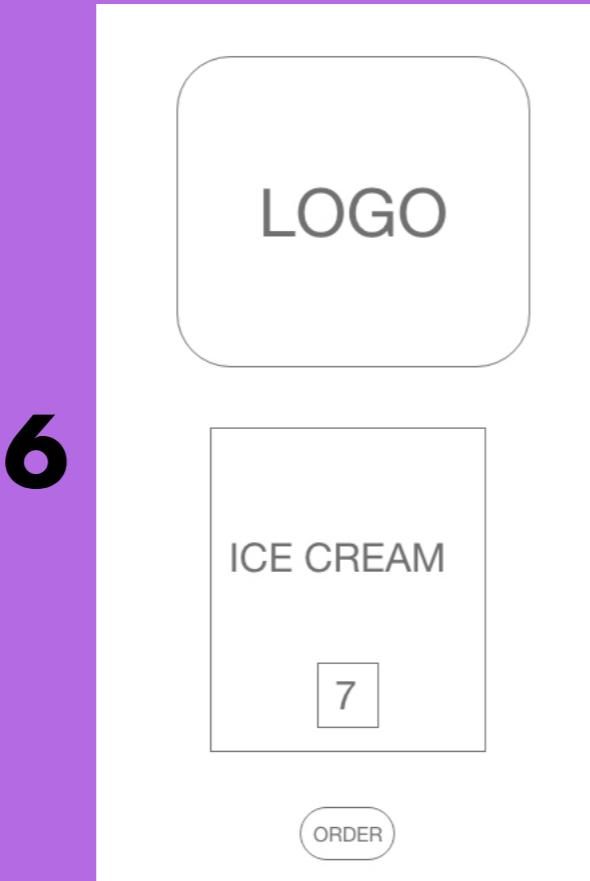
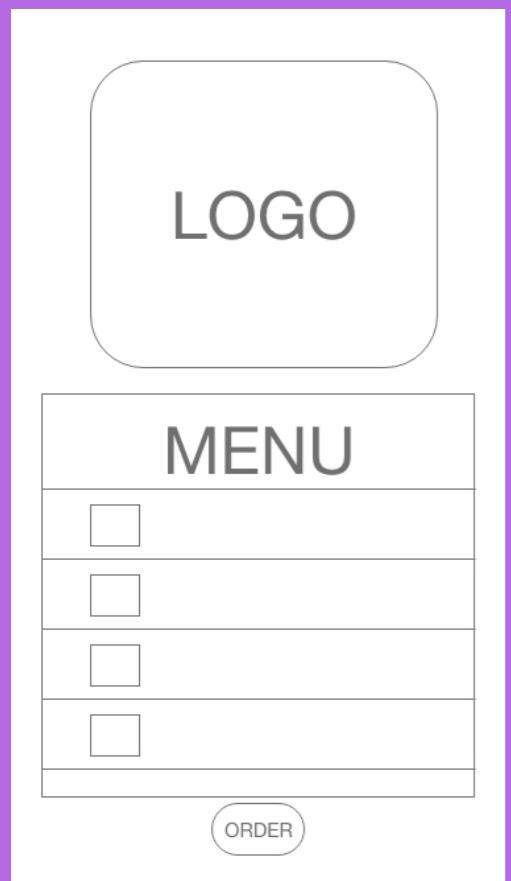
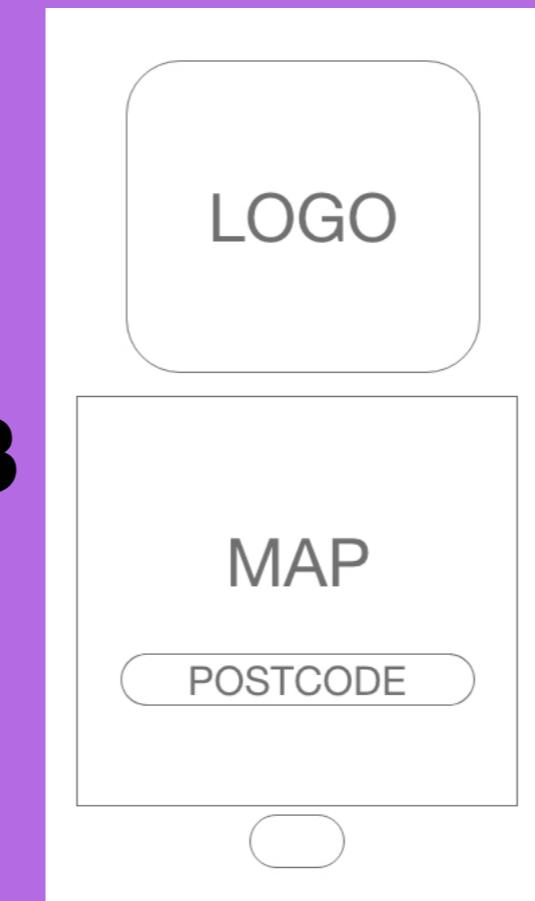
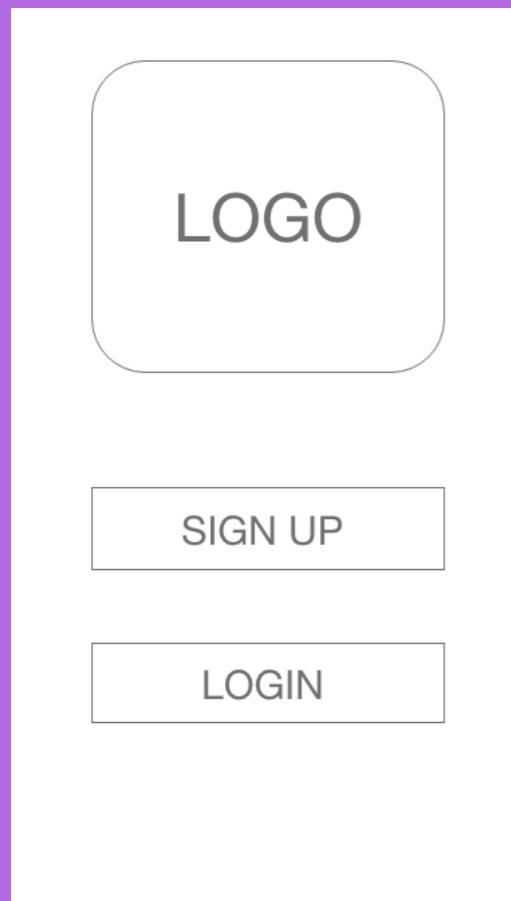
Go to location ask the customer for their order number then hand them their scoop.

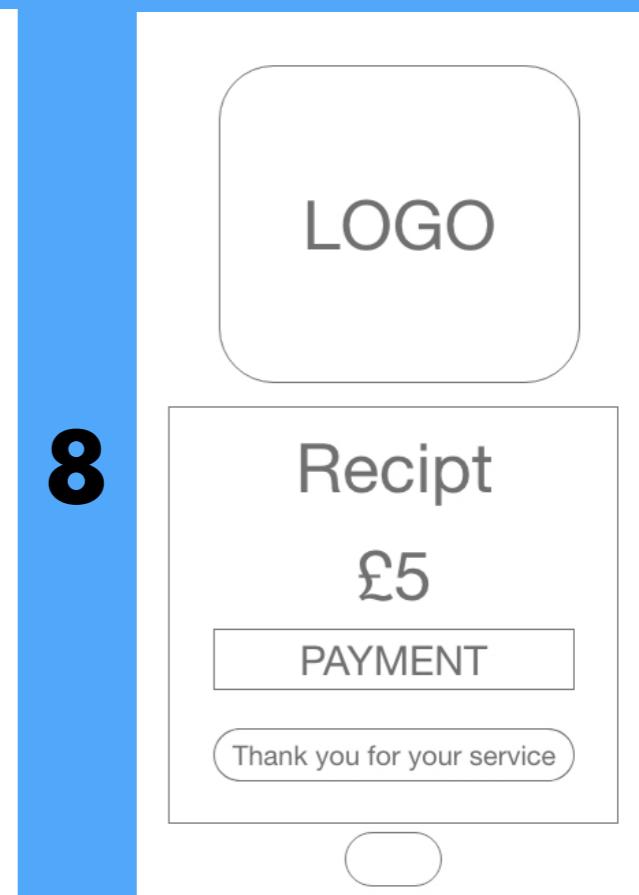
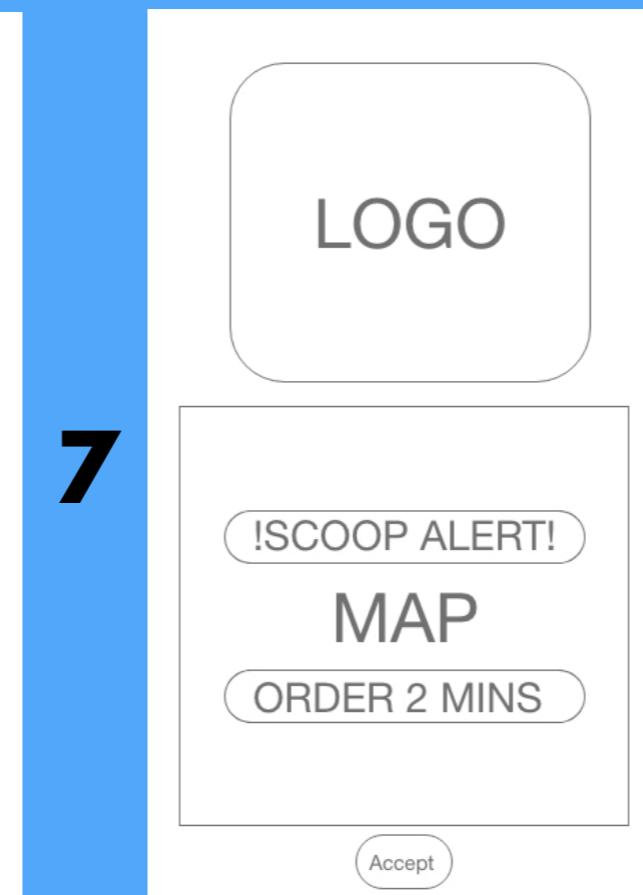
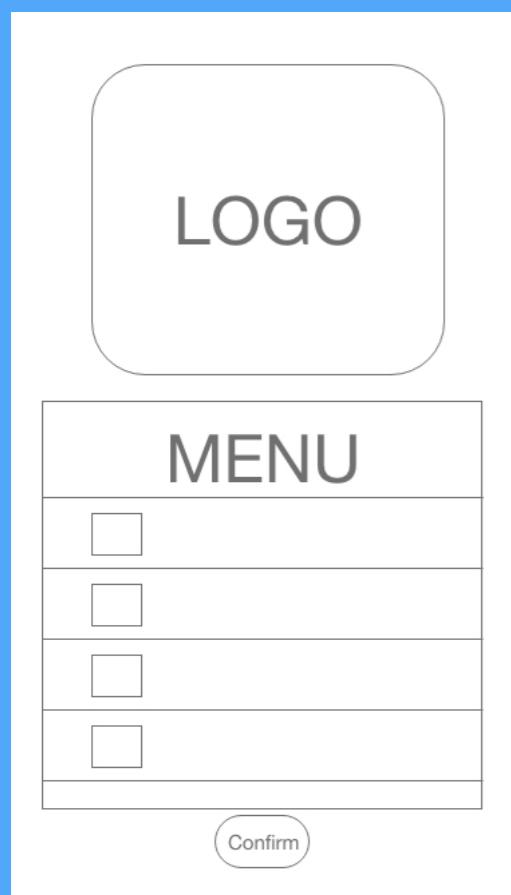
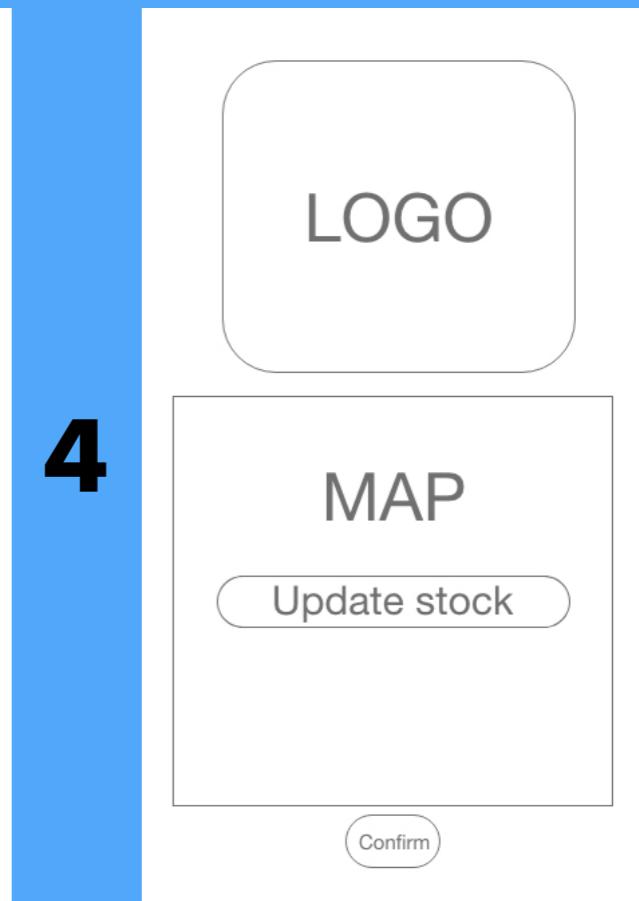
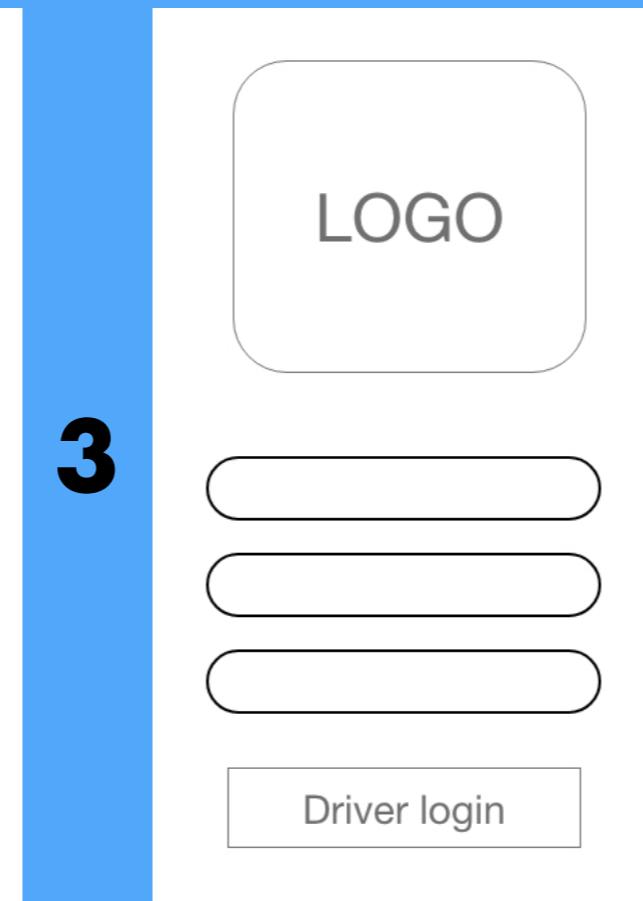
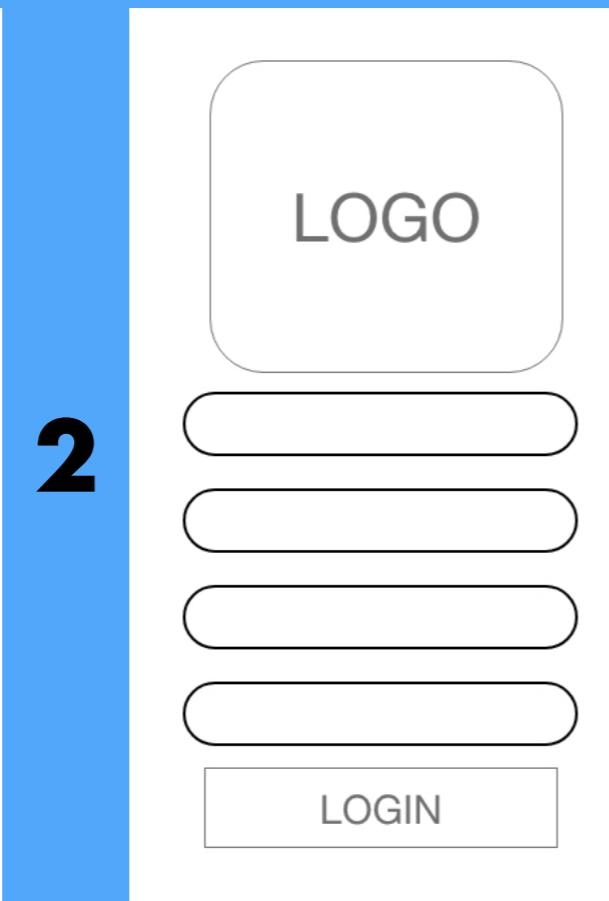
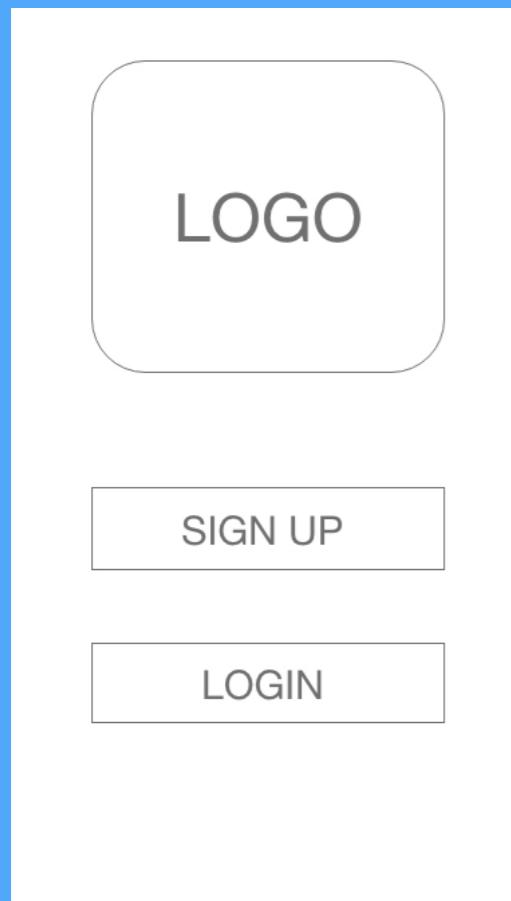


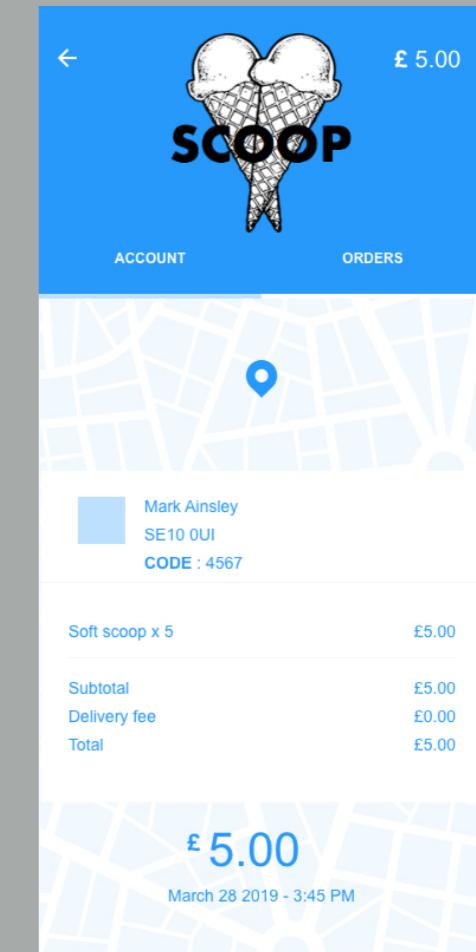
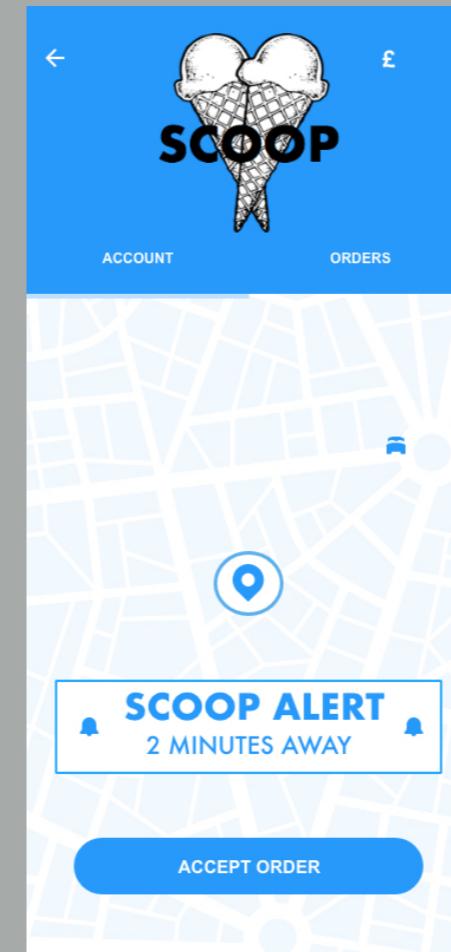
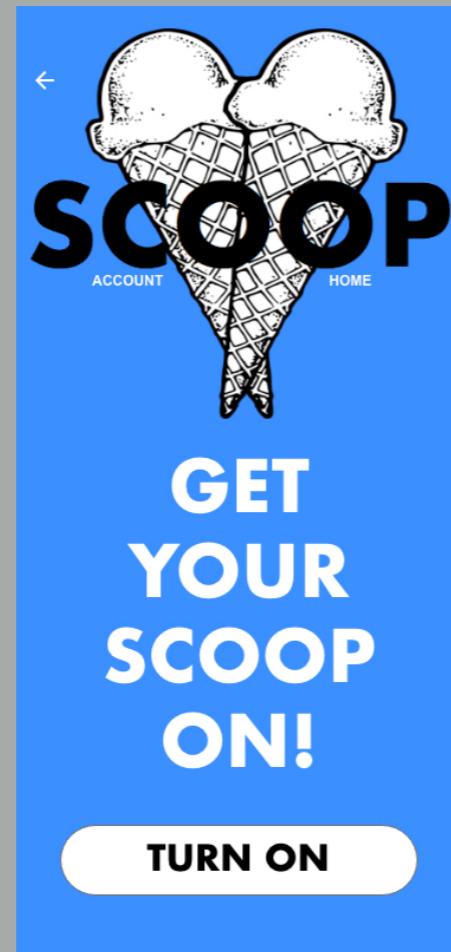
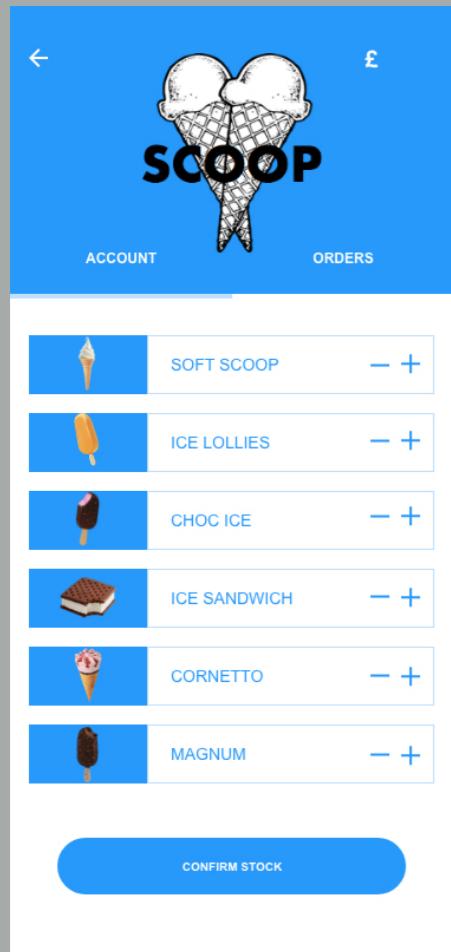
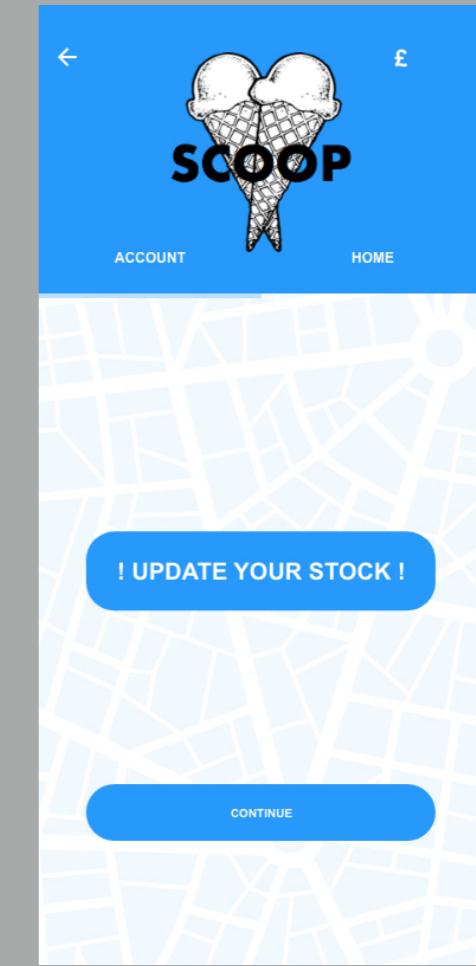
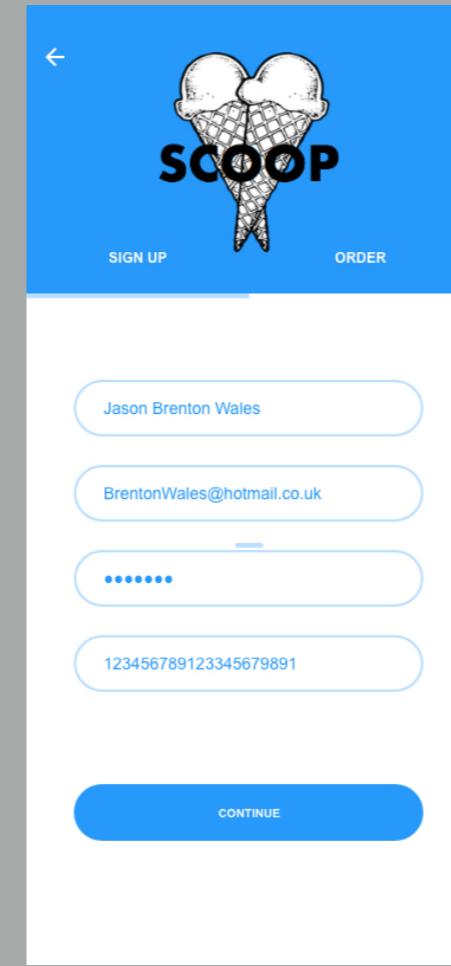
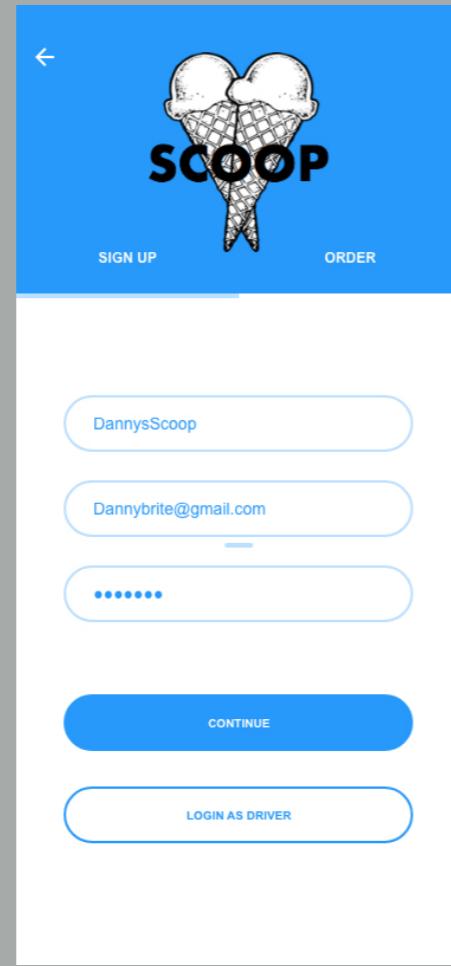
	NAME: AGE: LOCATION:
STOCK	
SOFT SCOOP	<input checked="" type="checkbox"/>
CHOC ICE	<input type="checkbox"/>
LEMON LILY	<input checked="" type="checkbox"/>
MINT ICE	<input type="checkbox"/>
CONFIRM	<input type="checkbox"/>













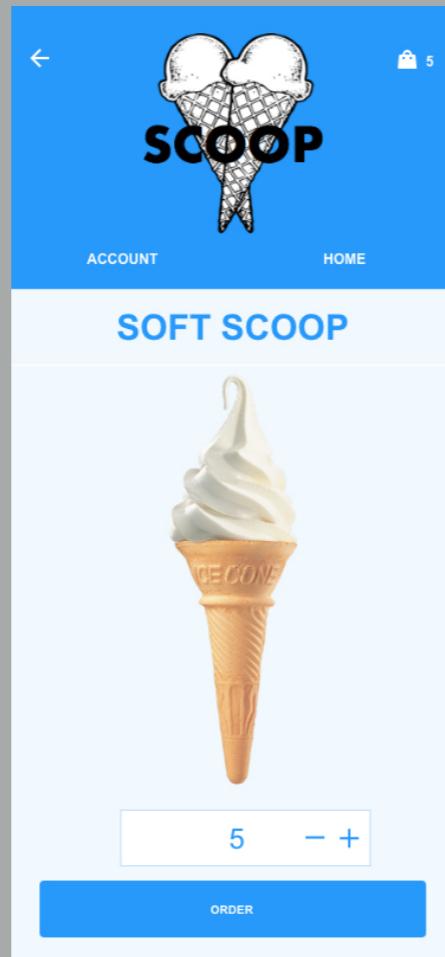
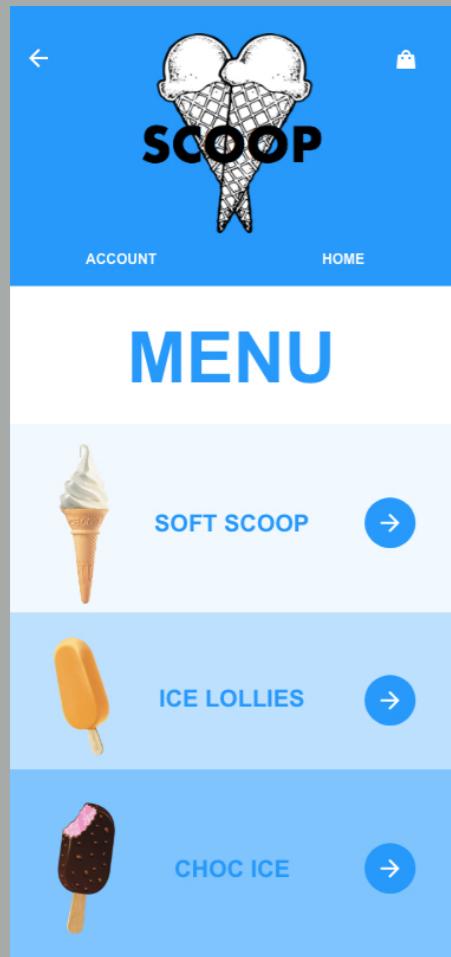
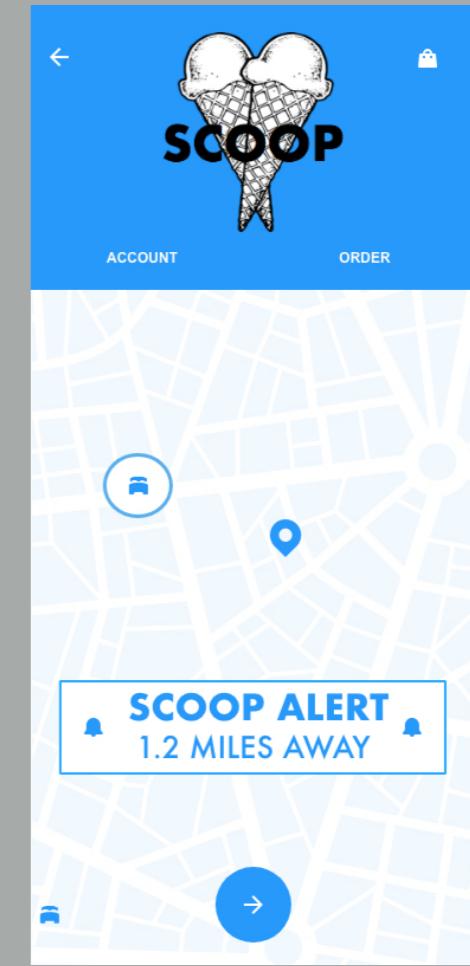
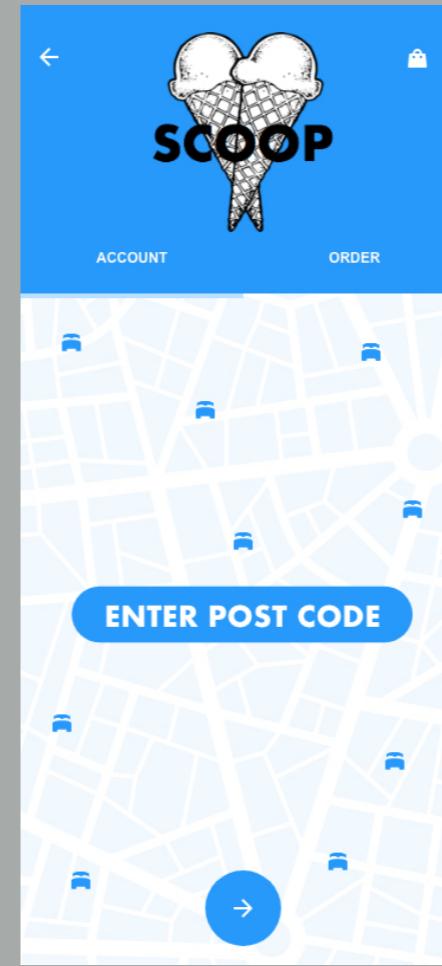
SCOOP

SIGN UP LOGIN

Mark Ainsley Jenkins Full Name
MarkJenkins@yahoo.com Email
***** Password

Personal Information
05/07/1993 Date of Birth
United Kingdom Country/Region
London Town/Village

→



SCOOP

ACCOUNT HOME

PAYMENT

£5.00

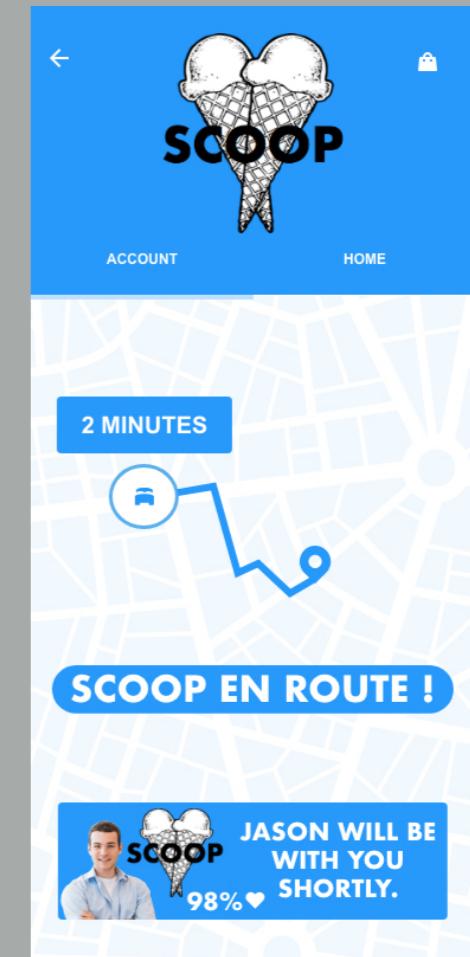
CARD NUMBER
1234 5678 3456 2456 VISA

CARDHOLDER NAME
Mark Ainsley

EXPIRE DATE CVV
05 / 21 123

SAVE CARD

PAY SECURE



Concept Video's

**USER APP WALK THROUGH
DRIVER APP WALK THROUGH**

User Walk through



Driver Walk through





Thanks for listening any questions?