

Elevator Pitch

We have our perfect toast food truck
they can conveniently order online
They will have the option to CUSTOMIZE THEIR TOAST

Document assumptions

Pick up ready
Point system
Coupons
Don't have to make the food yourself
Don't want to waste time in line

Problem Statement

Identify how an app could be convenient
Identify the ideal app layout
Identify a good wait time for online orders

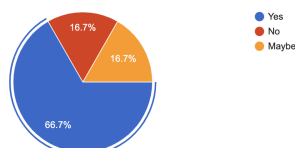
Survey Questions

Do you eat from The Perfect Toast Food Truck? (y/n)
Do you like the food from the food truck? (1-5)
How has your experience been with food delivery apps? (good, bad, other)
On a scale of 1-10, how likely would you be to use an app for the food truck? (1-10)
What would be your preferred wait time for an online order?
what are your favorite toppings offered at the food truck?
What would you look for in an app for our food truck?
Would you be more likely to use an app if it offers discounts on your toast?

Analysis and Reporting Results

1. People are wanting a food truck app that is easy to use with quick and convenient delivery
2. People are more likely to use our app if discounts are offered through it

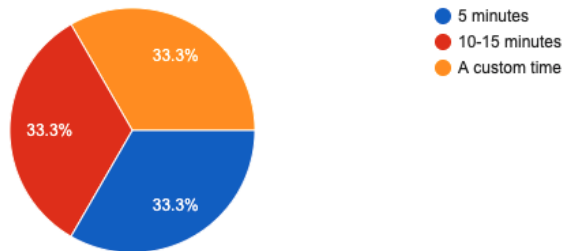
would you be more likely to use an app if it offers discounts on your toast?
6 responses



3. Give the app users custom wait times. The results show that an equal number of people prefer different wait times. We would be able to cater to all customers, by simply offering custom wait times.

What would be your preferred wait time for an online order?

6 responses



Identify how an app could be convenient

We learned that our app would be convenient because a majority of our responses have experience with food delivery apps and a majority of those people are likely to use an app for the food truck.

Identify the ideal app layout

We weren't able to identify our ideal app layout. We didn't ask any questions in our survey about the layout. Next time we would need to remind ourselves of our problem statements so we can answer them all.

Identify a good wait time for online orders

We were able to learn that our app should offer custom wait times to appeal to all customers, since the results came back completely split.