

Welcome to the show of our program – Millionaire Assistant

There are six parts in today's presentation: Before showing our program, I want to introduce our team members at first. And then I will talk about our program, including the final concept, our target audience, and the motivation we had. After that, our web will be demonstrated in details, for each function. If you have any problems or suggestions about our program, there will be about 5 mins provided for you to speak in the last.

At first, I want to introduce our team members briefly. There are five people in our team. Most of us have learned DECO 7140 before and have learned some basic knowledge about front-end. For our program, we have three main tasks including interaction design, web frame and back-end, include API implementation as well. Firstly, Zhongyu Sun works web frame and back-end. We all code further function on the basis of his work. And then Juewen Ma and Lujia wang mainly take responsibility for interaction design, for example, some contents will display after click an icon. The last main task is API implementation. Peiying Song and me take responsibility for this task based on the workshop's learning.

In fact, our website aims to assist food merchants in Brisbane who want to boost their income by putting food trucks. There is some information about enrolled food trucks' geographical distributions, the type of food, the locations of bus stops and ferry terminals, the recommended suburbs and other details for merchants to make a decision about where is better to put a food truck. Our target users.

Our target audience is individual business owners that run a food truck or planning to run one in Brisbane. The users are supposed to have the experience of running a food business or some knowledge about it. They spend downtime on social apps, so they are skillful at using maps and obtaining information from a website. The most significant pain point is the accuracy of the information and the practicability of the recommendations. They want to boost their business earnings, so they want to look into all aspects of existing food trucks.

For this program, we have three motivations. Restriction from government, Higher competition and high demand.

On the one hand, government restrict on mobile food business. For example, Hobsons Bay City Council in Melbourne's west planned to release a new policy related to mobile vendors. Under the restrictions, the food trucks business has to stay 500m from physical restaurants. This action aims to protect the bricks and mortar food business to reduce their risk of customer churn.

On the other hand, Higher competition due to the adaptability of food truck's business models has. Due to the global pandemic, repeated COVID-19 lockdowns damage businesses across different industries. Small food businesses are hard to maintain business during downturns. As an alternative business model, food trucks have started to be well known in the food industry. With the increases in the food truck businesses, intensive competition between companies is unavoidable.

Finally, the high demand for food trucks pushes business owners to seek higher incomes. From personal experiences and related news, people are crazy about food trucks' food in Australia. They are popular since they can be classified as convenient, lower price and diverse of food type.

For these motivations, we have implemented our web.
(Showing web)