

General / Open Questions

- Describe the problem you want your product to solve. What is the need for your product?
- How will your product solve the problem?
- Describe the main features of your product.
- Who are the primary / favoured users of this application?
 - Do you expect other people to use this application?
 - Yes - Who?
- Other than helping (new) customers discover (new) vendors, and helping customers keep track / locate vendors, are there any other goals of this application?
 - Suggestions:
 - Menu advertising
 - Familiarizing customers with vendors on other levels?
 - Personal Bios?
 - Culinary training / Experience?

Vendor Interface

- What general benefits do vendors gain from this application?
- Can you run us through as many use-cases as you require, to talk about every feature that a Vendor must have access to?
- What are all the available options to the vendor in terms of interaction with the application?
- Currently, the attributes we have listed that the vendors can set are:

- Current Location
 - Could this be done on a repeating schedule?
 - Option to override if they move somewhere different for a day / length of time
 - Perhaps a single button labelled “Set Location” that grabs their location from their smart device?
 - If the tracking is automatic, how do vendors shut this off?
 - Length of time they will be there
 - Does this vary day-to-day?
 - Perhaps a formal schedule would be better?
 - Menu information
 - Specials
 - What is meant by this? A text input for vendors to post deals? Picture uploads of their “special” food item?
- The RFP mentions that some of the vendors currently utilize social media to promote and educate their customers. Should there be any integration with social media in this application?
 - Yes - Vendor interaction
 - Do you want links to the vendor’s social media pages?
 - Do you want integrations such as automatic posting to social media based on information available in the application?
 - Do you want information to be automatically updated in the application based on social media?
 - Yes - Customer interaction
 - Can customers share information in the application with their social media?
- Will the vendor have the option to have any sort of notifications sent to them from the application?

Location / GPS

- Under the “Known interaction with systems” section of the RFP, it reads: “... the ideal system will include interfaces for GPS or other automated tracking systems for registered vendors to automatically update their positions.” What kind of GPS devices are supposed to interact with this interface?
 - Smart Devices?
 - GPS’ built into vehicles?
 - After-market external GPS devices?

- Under the “Known constraints to development” section of the RFP, it reads: “Potential customers must receive correct and current locations of the mobile vendors at all times to ensure success of the Mobile Vendor Tracking Solution.”
 - If mobile vendors are uploading their location manually, that information can be uploaded to the database immediately, but how often should the user’s phone be checking the database for changes? Would you like the system to be real-time in that the database “pushes” the changes to the user’s phone?
 - If mobile vendors are using some form of automatic upload of location, how often should their device send updates to the database on their location?
 - Mobile vendors may be “mobile” in the sense that they move around, but is it necessary to upload the location of vendors while they are moving? That is a lot of updates considering the vendors probably spend <5-10% of their day moving, and the other 90-95% being parked.
 - Perhaps there could be a button interface to “send location to database” button for vendors to press when they arrive at a new location.
 - If so, similar question as before, how “real-time” should this new location in the database be checked by users phone, or would you prefer a database push to users?

Customer Interface

- What general benefits do customers gain from this application?
- Can you run us through as many use-cases as you require, to talk about every feature that a customer must have access to?
- What are all the available options to the customer in terms of interaction with the application?
- Do customers log in to some profile / account, or is the customer interface more of a browsing mode?
 - Yes - What features does this profile have?
 - Personal information?
 - Name, phone number, email, address?
 - Food truck favourites?
 - Bio?
 - 100-300 character place for any text?
- The RFP outlines the customer interface as having two main pages: map and list format, but when you click a vendor (through the map or list) should it take you to a third page type where the vendor page will be displayed?
 - Should this page be the same if you come from the map or list?
- The search properties listed for the customer interface are:
 - Vendor name
 - Availability
 - Type of vendor
 - What types of vendors are there?
 - Proximity
- Can the customers interact with the Vendor pages in any way?
 - 'Favourite' the vendor?
 - Rate the vendor?
 - 'Share' the vendor in any way?
 - Facebook, Twitter, other?

- Under the “Intended users of the system” section of the RFP, it reads: “[Customers] also need the ability to post updates on the location of mobile vendors that are not yet active within the program.”
 - Why is this necessary?
 - What problem is this solving, and is there a better way to solve that problem?
 - What should this system look like?
 - Forum style?
 - Twitter style feed?
 - Fake profiles for vendors that get updated based on this customer input?
 - Do you trust / can you rely on customer input enough to allow them to post updates?
 - Will this have to be moderated?
- Will the customer have the option to have any sort of notifications sent to them from the application?

Registration Interface

- This interface is for the vendors to sign up, and to be moderated before they are given permission to have a vendor profile on your application. As such, how much information do you want from vendors at this time?
 - It may be wise to not require too much effort from vendors until they have been accepted
- This section correlates with an “approval” team of sorts
 - Who is approving the vendors?
 - Do we need to make a whole new interface for the administrators?
 - Does this interface need to be all that user friendly given the nature of the administrators tasks?
 - Perhaps just a text format to save costs
- Will the vendor signing up have the option to have any sort of

notifications sent to them from the application?

Advertising / Marketing

- How much screen real-estate is required for the targeted advertisements?
- Which interfaces have targeted advertisements?
- What information does your marketing team need?
 - Vendor locations
 - Vendor food items
 - Vendor food prices
 - Customer favourites
 - ...?
- How user-friendly does this information have to be for your marketing team?
 - Just a back-end database style?
 - Spreadsheet of data?
 - GUI?

Misc. Questions

- Should this application be general enough to support any country / region?
- What devices are expected to run this application?
 - Smart Phones?
 - Cell Phones?
 - Tablets?
 - Computers?
 - What Browsers and versions?
 - Firefox?
 - Chrome?
 - Opera?

- Will any part of this system have to be maintained in some form other than design updates / core functionality maintenance?
 - Administrators in your company?
 - Moderators?
 - Content fillers?
 - Marketing access?
- The information that needs to be stored in the application needs to be stored in a database. Does it matter what kind of database is used?
 - SQL vs NoSQL?

Mock-Up Sketches

- Can you draw a mock-up of the Customer interface?
 - Interactive map, List format, and Vendor page
- Can you draw a mock-up of the Vendor interface?
- Can you draw a mock-up of the Registration interface?