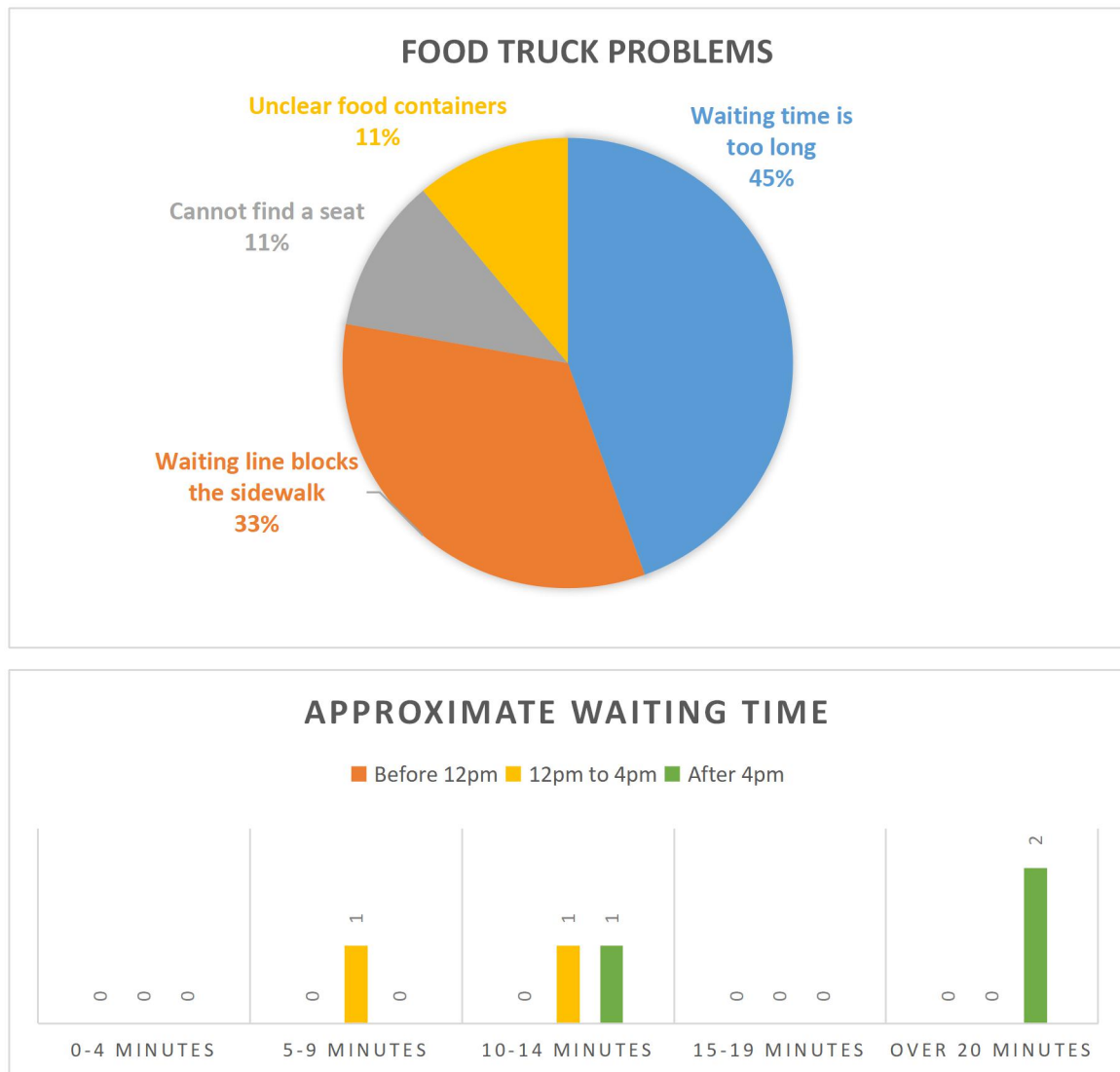


Summary of data collected



The purpose of the research is to figure out what problems undergraduate students might have when they order foods at the food trucks. In this study, I implemented a 10 minutes interview trying to find out the issues and making improvements. The chart and the graph demonstrate the result of the research.

The data suggests four problems exist in food trucks on campus: time-consuming, a long waiting line, no seats, and unclear food containers. The time-consuming is the greatest issue among them, following by the long waiting line. Students spend most of their time waiting after 4 pm after class. In brief, students cost at least 5 minutes getting their meals.

The interview suggests that most students have bought foods from the food truck on campus. There exist various unpleasant experiences. As it shows in the first chart, the main problem is distributed in time-consuming. Four interviewees believe that it takes too long waiting for their foods. The average waiting time is 7.5 to 11.5 minutes from 12 pm to 4 pm; however, it cost over 16.67 minutes waiting after 4 pm. Three students feel depressed because the queue is blocking their way.

Insights

According to the data collection, our product should be able to decrease the average waiting time to improve students' satisfaction at the food truck. Since the lectures usually start at 6 pm, students have to eat dinner before their class. This phenomenon increases the waiting time at the food truck. If students could spend less time waiting for their meals, the waiting line would be shortened. Thus the queue would not block the street and bothered passerby. Further more, students go to the food trucks because they want to save their time during the break; however, this purpose is not reached during the peak period of dinning.

On the other hand, students would not buy foods at the food truck if they think they are late for class. Others refuse to spend too much time waiting. Therefore, if we could solve this problem effectively, the sales would increase. The number of students waiting in line would not bother the cooks. Still, they are willing to have an app which allows students to order their foods in advance and saves their time.

Appendix

Interview #1

Interviewee: Student 1

Interviewer: Yufei Ye

Interviewer: Have you ever bought foods from the food trucks on campus?

Student 1: Yes.

Interviewer: Will you go to the food truck regularly?

Student 1: Yes.

Interviewer: How often do you go there?

Student 1: I go to the food truck almost every day after class since I don't have time going back home and have my meals.

Interviewer: When will you go to the food truck?

Student 1: Well, I usually have my meals at 5 pm.

Interviewer: Have you experienced any problems when you are getting foods from the food truck?

Student 1: I guess the problems is it is hard for me to find a seat and have my dinner since the food truck is on the street side. I have to sit in the street or go to my lecture room to have my food. That is pretty annoying.

Interviewer: Have you ever waited in line before?

Student 1: Yes, I have; I spent most of my time waiting.

Interviewer: What was the approximate waiting time?

Student 1: About 10 minutes. Fortunately, my classes don't end at 6, or I have to wait for much more longer.

Interview #2

Interviewee: Student 2

Interviewer: Yufei Ye

Interviewer: Have you ever bought foods from the food trucks on campus?

Student 2: Yes, I have.

Interviewer: Will you go to the food truck regularly?

Student 2: No, only 1-2 for a term.

Interviewer: Have you experienced any problems when you are getting foods from the food truck?

Student 2: I think the waiting time is too long.

Interviewer: What was the approximate waiting time?

Student 2: 10 minutes.

Interviewer: When will you go to the food truck?

Student 2: I go there around 12 pm after class.

Interviewer: Have you ever walk through a line in front of the food truck?

Student 2: Yes.

Interviewer: Does the line unpleasing you?

Student 2: Not really. It depends on how many people in the line.

Interviewer: Do you have any other unpleasant experiences you want to talk about?

Student 2: Yes. I wish they could have a more clear food container.

Interview #3

Interviewee: Student 3

Interviewer: Yufei Ye

Interviewer: Have you ever bought foods from the food trucks on campus?

Student 3: Yes.

Interviewer: Will you go to the food truck regularly?

Student 3: Rarely, I go there like once a month.

Interviewer: Have you experienced any problems when you are getting foods from the food truck?

Student 3: The problem is it takes too long waiting. I go to the food trucks usually because I have classes later, and the long waiting time would cause me late for school.

Interviewer: What was the approximate waiting time?

Student 3: Sometimes it just takes me 5 minutes at noon, which is fine. But sadly sometimes it takes 20-30 minutes when there are too many students at dinning time.

Interviewer: Have you ever walk through a line in front of the food truck?

Student 3: Yes.

Interviewer: Does the line unpleasing you?

Student 3: It does.

Interviewer: Do you have any other unpleasant experiences you want to talk about?

Student 3: Not really. Others are totally fine.

Interview #4

Interviewee: Student 4

Interviewer: Yufei Ye

Interviewer: Have you ever bought foods from the food trucks on campus?

Student 4: Yes.

Interviewer: Will you go to the food truck regularly?

Student 4: Not really. I got foods from the food truck only once actually.

Interviewer: Why you decide not buying foods from the food truck?

Student 4: I prefer cooking by myself, and I'm not that interested in fast foods.

Interviewer: Have you ever walk through a line in front of the food truck?

Student 4: Yes, I have.

Interviewer: Does the line unpleasing you?

Student 4: It doesn't most of the time, but it is annoying when it's time to have dinner. There are so many people there blocking the sidewalk, especially in front of Bahan and Sidney Smith.

Interviewer: Do you have any other unpleasant experiences you want to talk about?

Student 4: No.

Interview #5

Interviewee: Student 5

Interviewer: Yufei Ye

Interviewer: Have you ever bought foods from the food trucks on campus?

Student 5: Yes, if there is only 1 hour break.

Interviewer: Will you go to the food truck regularly?

Student 5: Yes, I like food trucks. I bought food there 3 times a week.

Interviewer: Have you experienced any problems when you are getting foods from the food truck?

Student 5: I waited for 30 minutes once in winter.

Interviewer: Have you ever walk through a line in front of the food truck?

Student 5: Yes.

Interviewer: Does the line unpleasing you?

Student 5: Yes, when people are talking to each other and blocking my way.

Interviewer: Do you have any other unpleasant experiences you want to talk about?

Student 5: No.

Interview #6

Interviewee: Cook

Interviewer: Yufei Ye

Interviewer: Have you experiences difficulties when they are too many students buying foods?

Cook: Well, no. I'm already getting used to it.

Interviewer: Are you willing to use an app letting students order their meals in advance?

Cook: I might use this kind of app. If students order their foods in advance on their mobile, then I could prepare their orders early for them. They can walk past grab the food and leave.

Interviewer: Do you have other unpleasant experiences?

Cook: Nope.

Consent Form:
Interviews of Undergraduate Students

I hereby consent to participate in a research study conducted by Yufei Ye for an assignment in University of Toronto Computer Science course CSC318 The Design of Interactive Computational Media.

I agree to participate in this study the purpose of which is to understand what problems undergraduate students are facing when they are getting meals from the food trucks on campus.

I understand that

- The procedures to be used is a 10-20 minutes interview.
- I will receive no compensation for my participation.
- I am free to withdraw before or any time during the study without the need to give any explanation.
- All materials and results will be kept confidential, and, in particular, that my name and any identifying or identified information will not be associated with the data.

PARTICIPANT

Name (please print)

Kejia Lin

Signature

Kejia Lin

Date

09/28

INVESTIGATOR(s)

Name

Yufei Ye

Signature

Yufei Ye

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PARTICIPANT

Name (please print)

Yueyue Lin

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Yahui Guo

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