

SPOT-A-CART



MiSSION Statement:

Food Cart reviews in your pocket

The problem

Currently food carts do not have a centralized system that tracks (locations) and reviews them

Yelp does not focus on food carts and does not provide sufficient data on the carts



The
Solution

SPOT-A-CART

A custom solution, by using your location to show you the top food carts near you.

Features of SPOT-A-CART

GPS Location based search (Google Maps API)

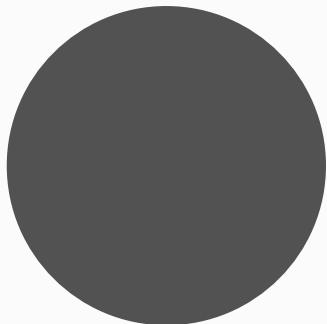
A Google Map view of all Food Carts in the app

Save food carts to favorites list to remember which ones were best

How it Works

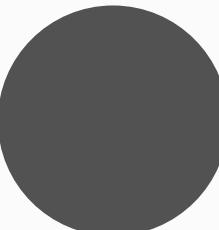
Step 1

User searches for food carts



Step 2

User selects a food cart
to see more details



Step 3

User is able to leave a
review about their
experience



Target Demographic

Name: John Connor

Bio: 26 year old male living in NYC, working long hours as a Sales Analyst on commission in Midtown. Loves beer, food and women.

Interests: Eating great food and watching the game with his boys.

Goals: Wants to study for the CFA and pass the exam to get a nice promotion at work.



USeR Stories

As a User, I can find the best Food Carts in NYC

As a User, I can find the best Food Carts closest to my location

As a User, I can Favorite the Food Carts I like the most

As a User, I can read a little about the Food Cart and look at images before deciding where to go

Revenue Model

The user gets targeted with relevant ads based on location and food carts visited

Create App and populate with food carts in NYC

Show users advertisements based on search and review history

Continue updating app and expanding to other major food cart cities in the USA

Timeline

Progress of SPOT-A-CART

March 18, 2016

Paper prototype. Create Trello and Research Plan.

March 22, 2016

Working on creating a working MVP

March 24, 2016

Debug and test app to see if it meets functionality

Fri

Mon

Tue

Wed

Thur

Fri

March 21, 2016

Start working integrating Google Maps API.
Commit and push often.

March 23, 2016

Start implementing additional functionality

March 25, 2016

Work on last minute bugs

Why now?

App usage is on the rise, worldwide. More and more users are turning to reviews before selecting a place to eat.

