

SPOT-A-CART

1. **Title** – Spot-A-Cart
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3. **Date** – March 18, 2016
4. **Background** – The purpose of this exercise is to find the pros and cons of different food cart review apps/sites that are available to the public. The general consensus is there are no dedicated channels that cover food carts exclusively.
5. **Goals** – Research and differentiate from what current restaurant review apps/sites do well vs. poorly. SPOT-A-CART has the goal of becoming the leading app to search for and review food carts in major cities in the US.
6. **Research Questions** –
 - Are there any apps that focus exclusively on food carts?
 - What are the most widely used restaurant review apps/sites?
 - Is a mobile app trusted for reviews of food carts/restaurants?
 - What do people need from a food cart app?
 - Do people actually leave accurate reviews?
7. **Methodology** – Users should be prepared for an app that is dedicated to the booming market of food cart vendors.
8. **Participants** – Target audience is 12 – 80 year olds that live in neighborhoods that have Food Carts (typically more urban areas). The audience will consist of people that enjoy having a good meal at reasonable prices. In urban areas a large audience will be the workforce during lunchtime.
9. **Schedule** –
 - March 21: Complete persona worksheet and initial prototypes.
 - March 22 – 23: Conduct usability tests via paper prototype and Pop app.
 - March 24: Complete research plan and research highlights worksheets.