HOW MIGHT WE?

How might we **bring Food Carts around the US to users fingertips** ?

explain what outcome are you trying to make possible

How might we **use users locations to populate the nearest Food Carts** ?

explain what outcome are you trying to make possible

How might we **allow users to contribute to the Food Cart movement** ?

explain what outcome are you trying to make possible

PROBLEM STATEMENT & HYPOTHESIS

PROBLEM STATEMENT
DEFINE THE PROBLEM THAT YOUR USERS ARE FACING.

_____John_____ needs a way to find the best Food Carts closest to him
user's need

because Food Carts make tasty food! .
insight

HYPOTHESIS
WHAT CAN YOU DO TO ADDRESS THE PROBLEM?

We believe that by creating an app that focuses solely on Food Carts ,
doing something/creating a type of experience

for users (John) we will achieve being a first mover in the space .
these people/personas this outcome

We will know this to be true when we see our users increasing and contributing to the app .
we see this feedback/qualitative insight/quantitative measurement