

Redfin Food Truck Writeup

As food trucks become one of the fastest growing segments of the food industry, a web application can help facilitate even more revenue in this 1.2 billion dollar industry.

Users can find which trucks are currently open and sort them based on proximity and user reviews. Not only will the consumer optimize their time, but they can also find basic information for each food truck including the vendor's name (applicant), what the vendor sells (optionaltext), when they are open and closed (starttime, endtime), and their location (latitude, longitude, location) which will be pinned on a map. This basic information has the opportunity to increase customer acquisition, satisfaction, and ultimately retention. As users try out new food trucks, they have the opportunity to share their experiences to friends and also save the vendor to a "favorite food truck" list.

Furthermore, a "send to my device" feature that involves sending the food truck information from the user's computer to the user's mobile app provides a more streamlined experience for the user. When a user sees a food truck they wish to go to while browsing the website, they can send the truck information to their device. Once they open the application on their phone, it will navigate them to the truck with a menu on the side.

To benefit vendors as well the vendor can also make their own vendor-specific account. The vendor can locate centralized food truck areas through the website/application and optimize sales by choosing areas that may lack the product that a particular vendor is selling. For example, a hot dog vendor would benefit more by opting to go to an area without other hot dog vendors as opposed to an area with multiple hot dog vendors. In addition, vendors can coordinate hours of operation according to those of other vendors selling similar products. For example, a hot dog vendor may schedule to arrive at a centralized food truck area at 2:30 pm after another hot dog vendor leaves at 2:00 pm.