



GÉNÈSE DU PROJET

Pour ce projet, nous avons cherché à développer une idée dans l'air du temps, nous avons donc fait le choix des food-trucks, un phénomène grandissant dans la capitale française mais aussi dans le reste de la France.

Le choix des foodtrucks est un bon sujet dans la mesure où c'est une nouvelle mode offrant beaucoup d'opportunité tant bien au niveau design, que conceptuel. L'idée de base était donc de recenser, mais aussi d'afficher les foodtrucks sur une carte, et de simplifier la commande de menu au foodtruck en permettant la commande directement via notre site.

Nous voulions également offrir une véritable vitrine pour les gérants de foodtruck, leur permettant une meilleure visibilité sur le web en les aidant à attirer du trafic même sans site internet.

ETUDE NET PROMOTER SCORE

[HTTP://WWW.FOODINTRUCK.COM/](http://www.foodintruck.com/)

Navigation: 5
Mobile: 7
Esthétique: 5
Inspire confiance: 5
Rapidité (Google page speed): 8

[HTTP://WWW.EASYFOODTRUCK.COM/](http://www.easyfoodtruck.com/)

Navigation: 4
Mobile: 6
Esthétique: 5
Inspire confiance: 5
Rapidité (Google page speed): 7

[HTTP://WWW.BUTWHEREISTHETRUCK.COM/](http://www.butwhereisthetruck.com/)

Navigation: 4
Mobile: 5
Esthétique: 4
Inspire confiance: 5
Rapidité (Google page speed): 8

[HTTP://WWW.POUEUT-POUEUT.COM/](http://www.pouet-pouet.com/)

Navigation: 7
Mobile: 4
Esthétique: 8
Inspire confiance: 8
Rapidité (Google page speed): 5

A partir de l'étude de nos concurrents, voici les points principaux de différenciation à explorer :

- Possibilité de commande sur le site
- Page de présentation pour chaque foodtruck
- Back-office pour les gérants des foodtrucks
- Mise en avant des nouveautés et des suggestions
- Gestion des favoris
- Compte utilisateur (historique des commandes, gestion des adresses favorites, gestion des goûts)

ÉTUDE PERSONNA



BORIS, 35 ANS
EMPLOYÉ DE BANQUE

Points clés

- Doit manger rapidement
- Aime changer de point de restauration

A faire

- Réaliser un site qui lui permette de commander rapidement son repas
- Lui afficher son emplacement
- Lui proposer de nouvelles idées de repas

Comportement

- Mange avec ses collègues
- Peut se permettre de faire des repas variés/originaux
- Il privilégie la qualité au prix

A ne pas faire

- Un processus d'achat, de navigation trop compliqué, long
- Lui proposer des camions trop éloignés de sa position



KÉVIN, 22 ANS
ÉTUDIANT

Points clés

- N'a pas beaucoup de temps pour manger le midi
- Est habitué à commander sur internet
- Navigue sur internet avec son téléphone

A faire

- Mettre en place un système de favoris
- Lui permettre de s'exprimer (notes)
- Proposer une application mobile

Comportement

- Privilégie le prix à la qualité
- Manger le même repas souvent ne le dérange pas
- A l'habitude de donner son avis sur ce qu'il achète

A ne pas faire

- Un site avec une navigation fastidieuse
- Une description ultra technique du produit



BENJAMIN, 24 ANS
AMATEUR DE FAST-FOOD

Points clés

- Aime manger des plats de qualité
- Est prêt à se déplacer pour manger
- Aime diversifier ses expériences gustatives

A faire

- Présenter clairement les menus des food trucks
- Classer les food trucks par catégorie
- Mettre en place un système de notes avec plusieurs critères
- Lui permettre de choisir ses goûts pour affiner ses recherches

Comportement

- Aime donner son avis sur les repas qu'il mange (blog, notes, commentaires)
- N'hésite pas à découvrir de nouvelles saveurs

A ne pas faire

- Lui proposer les foodtrucks dans lesquels il a déjà mangé

MOODBOARD

The moodboard includes images of food trucks, a map of Paris with food truck locations, and snippets of the FoodnTruck website interface showing search filters, user profiles, and food menus.

MAQUETTES

HOME

The home page features a search bar, a map of Paris with food truck locations, and sections for new features and suggestions. It also includes a sidebar for user profile editing and a footer with social media links.

PROFIL

The profile page shows a user photo, name (Johnny Doe), birthdate (08/04/86), email (johnny.doe@gmail.com), and a 'EDITER' button. It also displays five-star reviews and a 'GOÛT' rating section.

LE CAMION QUI FUME

<http://www.lecamionquiurm.com/>

EDITER

The food truck profile page for "LE CAMION QUI FUME" shows a photo, address (14 place de la Bourse, 75002 Paris), and a map. It includes sections for tours, specialties, menu creation, and a shopping cart summary.

PROFIL FOODTRUCK

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