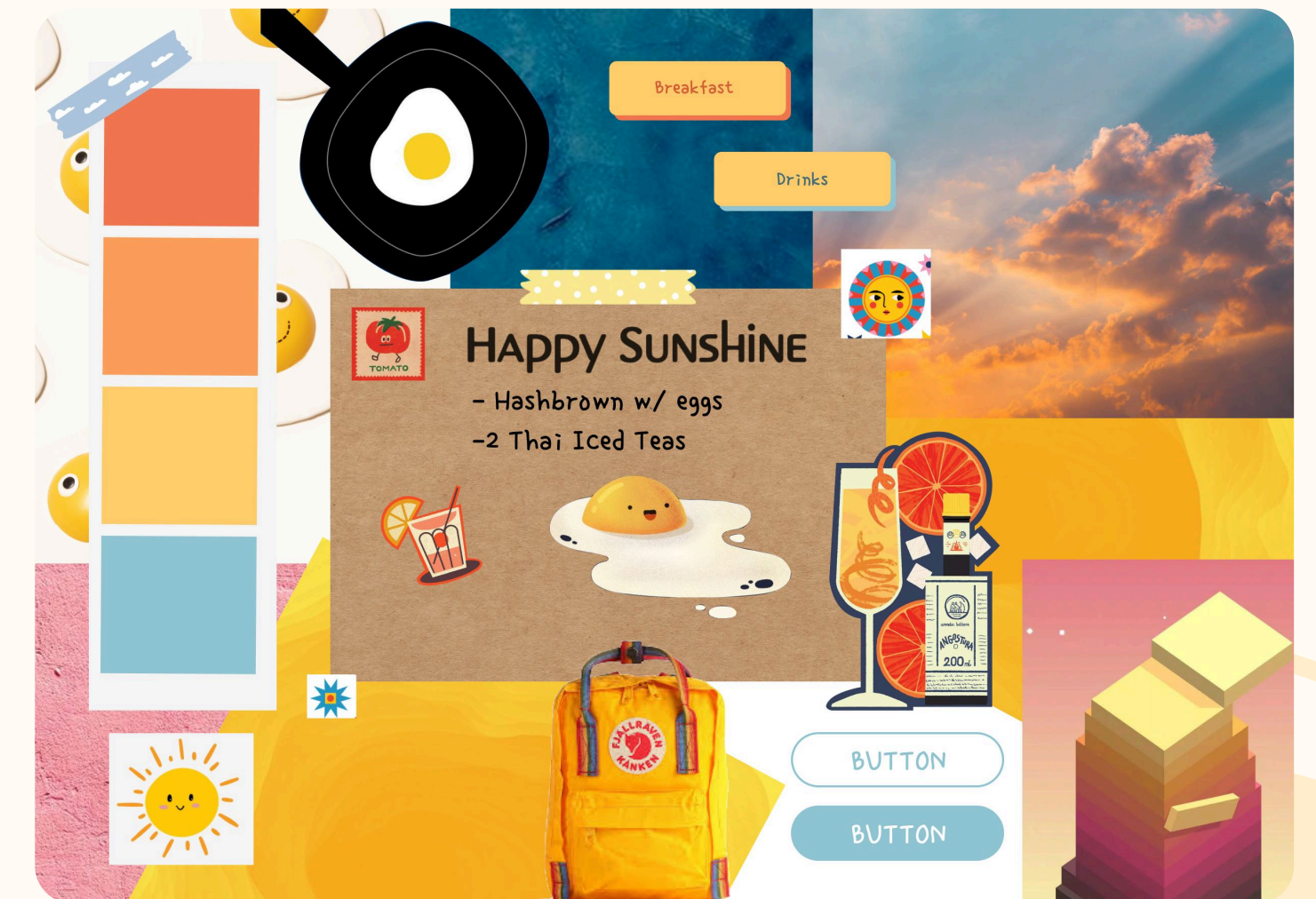


preliminary research

Fly on The Wall



Moodboard



Project + Business
Model Canvas

Team Number_ Food Truck Name_Project Canvas				
Get Started				
Participants <ul style="list-style-type: none">Owners<ul style="list-style-type: none">They are the only two members who work the food truck, so they cover all management needs like taking orders, making the food, keeping track of finances and business decisions, and cleaning and closing up shopCustomers<ul style="list-style-type: none">They come in different dynamics and demographics, where the majority is made of Drexel studentsSuppliers<ul style="list-style-type: none">The owners get their food supplies from Jetro	Goals <ul style="list-style-type: none">To deliver good quality food at an affordable priceAffordable price<ul style="list-style-type: none">This is stressed by the owners (no credit, only cash and they haven't raised their prices in a long while) because they want students to be able to afford to eat thereEstablishing a rewards/points systemThere could be a physical stamp card for whenever an order is made and can be scanned on the app to update their order numbers -- this doesn't force the owners to use digital media for business	Users <ul style="list-style-type: none">Age demographic: mostly students (seemingly 18-24), but there are also many adults who order food (Ex. locals, Drexel faculty, construction workers)Race demographic: Very mixedUsually are solo customers, but there are also many groups who order together User Benefits <ul style="list-style-type: none">Swiftly place order online to have it ready when they arriveLarge group orders can avoid waiting for so long if they order aheadFlexible time selection so they can order in advanceCan send special notes to operatorsOpportunity to purchase merch with frequent order points!	Activities <ul style="list-style-type: none">Selling food and drinks to customersPossible merchandise line<ul style="list-style-type: none">bucket hats, insulated lunch bags, tote bags, socks, hoodiesrewards system could be put in place where if you spend a certain amount then you can get a free tote bag	Deliverables <ul style="list-style-type: none">Mid-fidelity WireframesHigh-fidelity clickable prototypePossible mockups for merchandisePossible inclusion of a game on the app to keep customers busy as they wait for their food
Risks <ul style="list-style-type: none">Customers don't see a need to downloadTruck owners are too busy to notice phone orders coming in, orders are missedCash only system creates opportunity for food wasteUnpaid orders, or customers not collecting food	Milestones <ul style="list-style-type: none">October 3rd - Business Canvas & Project CanvasNovember 7 - Usability TestingNovember 21 - Mid-fidelity prototypeNovember 28 - High-fidelity prototypeDecember 1st - Finalized High-fidelity prototype	Constraints <ul style="list-style-type: none">The truck only accepts cash as a payment, which limits our options in structuring the appOnline pre-order is not allowed by the owner even if the user pays in cash	Scope <ul style="list-style-type: none">In scope: expand the online scope of Happy Sunshine since Happy Sunshine doesn't have any online presenceNot in scope: expanding the physical outreach of Happy Sunshine - we want to keep it on Drexel campus	