

# project canvas

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|---|--|---|--|---|
| <p>Participants</p> <ul style="list-style-type: none"><li>• Owners<ul style="list-style-type: none"><li>• 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 shop</li></ul></li><li>• Customers<ul style="list-style-type: none"><li>• They come in different dynamics and demographics, where the majority is made of Drexel students</li></ul></li><li>• Suppliers<ul style="list-style-type: none"><li>• The owners get their food supplies from Jetro</li></ul></li></ul> | <p>Goals</p> <ul style="list-style-type: none"><li>• To deliver good quality food at an affordable price</li><li>• Affordable price<ul style="list-style-type: none"><li>• 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 there</li></ul></li><li>• Establishing a rewards/points system<ul style="list-style-type: none"><li>• There 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</li></ul></li></ul> | <p>Users</p> <ul style="list-style-type: none"><li>• Age demographic: mostly students (seemingly 18-24), but there are also many adults who order food (Ex. locals, Drexel faculty, construction workers)</li><li>• Race demographic: Very mixed</li><li>• Usually are solo customers, but there are also many groups who order together</li></ul>  | <p>Activities</p> <ul style="list-style-type: none"><li>• Selling food and drinks to customers</li><li>• Possible merchandise line<ul style="list-style-type: none"><li>• bucket hats, insulated lunch bags, tote bags, socks, hoodies</li></ul></li><li>• rewards system could be put in place where if you spend a certain amount then you can get a free tote bag</li></ul> | <p>Deliverables</p> <ul style="list-style-type: none"><li>• Mid-fidelity Wireframes</li><li>• High-fidelity clickable prototype</li><li>• Possible mockups for merchandise</li><li>• Possible inclusion of a game on the app to keep customers busy as they wait for their food</li></ul> |
|   |  | <p>User Benefits</p> <ul style="list-style-type: none"><li>• Swiftly place order online to have it ready when they arrive</li><li>• Large group orders can avoid waiting for so long if they order ahead</li><li>• Flexible time selection so they can order in advance</li><li>• Can send special notes to operators</li><li>• Opportunity to purchase merch with frequent order points!</li></ul> |  |   |
| <p>Risks</p> <ul style="list-style-type: none"><li>• Customers don't see a need to download</li><li>• Truck owners are too busy to notice phone orders coming in, orders are missed</li><li>• Cash only system creates opportunity for food waste</li><li>• Unpaid orders, or customers not collecting food</li></ul>   | <p>Milestones</p> <ul style="list-style-type: none"><li>• October 3rd - Business Canvas &amp; Project Canvas</li><li>• November 7 - Usability Testing</li><li>• November 21 - Mid-fidelity prototype</li><li>• November 28 - High-fidelity prototype</li><li>• December 1st - Finalized High-fidelity prototype</li></ul>  | <p>Constraints</p> <ul style="list-style-type: none"><li>• The truck only accepts cash as a payment, which limits our options in structuring the app</li><li>• Online pre-order is not allowed by the owner even if the user pays in cash</li></ul>   | <p>Scope</p> <ul style="list-style-type: none"><li>• In scope: expand the online scope of Happy Sunshine since Happy Sunshine doesn't have any online presence</li><li>• Not in scope: expanding the physical outreach of Happy Sunshine - we want to keep it on Drexel campus</li></ul>   |   |