

LOCAL FOODIE

LF appreciates gourmet foods and drinks, and follows several local restaurant blogs and Twitter feeds. They have a job where they are afforded a disposable income, and they eat out at a new restaurant every Friday. LF particularly enjoys being one of the first to try out new food trucks, as they write restaurant reviews on their personal food blog.

MOTIVATIONS

- Being a resource to friends about best places to eat in town
- Try novel, international or fusion cuisines

GOALS

- Eat at one new food truck/restaurant a week
- Maintain an updated local foods blog

FRUSTRATIONS

- Relative amount of waste generated by a food truck vs. a restaurant (plastics and disposable items)
- Nowhere to sit and enjoy the food at some trucks

WEEKDAY WORKER

WW works at downtown startup in a thriving medium-sized city. They work long hours, and for lunch, will usually step out to grab a quick bite from any of the food trucks scattered within a 5 minute walk. They have their favorite places to go, but are always on the lookout for new places to add to their list and share with their coworkers.

MOTIVATIONS

- Bonding with coworkers as they all go to lunch together
- Being entertained by new menu items and specials with punny/cheesy names

GOALS

- Convenience: Get tasty food relatively quickly so they can get back to work
- Be filled up so they can work for the rest of the day

FRUSTRATIONS

- Lines can get long, which makes them have to take a longer break
- Lack of dietary restriction info/menu ingredients

FOOD TOURIST

FDB is connected to the food truck scene in their home city, and when traveling, likes to sample other local flavors. When they arrive at their destinations, they seek out highly rated food trucks to try. They will often base their vacations around burgeoning food trends.

MOTIVATIONS

- Eat good food when traveling
- Expand their palate and understanding of regional food culture

GOALS

- Eat their way through a city
- Support local businesses

FRUSTRATIONS

- Items can be expensive, hard to stay within their vacation budget
- Truck schedules and locations are not updated online, so it is a waste of time to get there and find it closed/not present

DRUNK AND HUNGRY

DH is single, and enjoys regularly going out after work to drink with their friends and coworkers, and meet new people. Usually after a few rounds, they start to get hungry and will order greasy, filling, hot food from a nearby food truck. If there isn't one on the lot, they'll leave the bar to go find one.

MOTIVATIONS

- Go out and have a good time
- Convenience over saving money

GOALS

- Find food easily to satisfy their "drunchies"
- Get food quickly so they can get back to their friends

FRUSTRATIONS

- Portions can be small, and not satisfy their hunger
- Popular food trucks tend to have long waits