**https://docs.google.com/forms/d/1uGGYaVka8KgWHnO8v2Q8fYncWevxZGhg4kN7o6enoxI/edit#responses**

**The Pitch:**

Why have a normal hotdog when you can have a FANTASTIC one? It is rare to see hotdogs that provide something different to the plate. If they do, you have to park your car, get all your kids out, and walk inside to order. How about a togo hot dog that provides quality change without the hustle and bustle of ordering in person?

**Problem Statements:**

* Identify the length of hotdog
* Identify whether they would branch out or like the usual
* Identify how they like their hot dog to be cooked
* Identify what toppings people regularly choose
* Identify what sides people prefer
* Identify what length people prefer
* Identify whether hot dogs are a dine in or grab and go

**User Research:**

1. Do you like hotdogs?
2. Would you try new things on a menu if provided one?
3. What are your regular toppings?
4. How long do you like your hot dogs?
5. What sides do you prefer on your hot dog?
6. What method of preparation do you prefer? (grilled, broiled, ect.)
7. Would you prefer to dine in or grab and go?

1. 10/12 like hotdogs
2. 66.7% would be willing to branch out with 16.7% saying they would if it was extremely appealing.
3. Ketchup, mustard, dijon mustard, pickles, onions, sauerkraut, mayo, mustard, bbq sauce, relish, chili, cheese, tomatoes, avocado
4. Split nearly down the middle, slightly favoring regular 6 inch
5. Most preferred grilled
6. Chips, salad, soda, mac and cheese, fries, soup, coleslaw, chili
7. 10/12 people prefer to grab and go

**Analysis of survey:**

Most people would be willing to branch out and try new things on their hotdogs. The sides were predictable, and everyone responded with regular hot dog restaurant items. I also concluded most people prefer to grab and go. An app that allows customizable menu options that serve in a fast-food truck or drive thru would appeal to most of my survey participants. Sticking with a regular grill and not getting too fancy with how the hot dog is cooked may be a better option as well.

**Personas**:

A person wearing glasses

Description automatically generated with medium confidence

Name: Derek Jameson

Age: 26

Location: Provo, Utah

Lifestage: works full time and going to college, married  
Industry: tech

Bio: He loves good food but rarely has the time to sit down

Life goals: Graduate and move up in his company

Favorite Snack: beef jerky

A person with a beard

Description automatically generated with low confidence

Name: Jason Baxter

Age: 35

Location: Salt lake, UT

Lifestage: single adult  
Industry: manager at Whole Foods

Bio: Likes Marvel, hanging out with friends, and drinking on the weekends

Life goals: Lives by the day

Favorite Snack: BBQ anything

A person smiling for the camera

Description automatically generated with medium confidence

Name: Helga Hightops

Age: 28

Location: Magna, UT

Lifestyle: Works full time, is a mom of 2, married

Industry: retail

Bio: Loves to try new things and go to new places. Loves good food and a good time

Life Goals: Raise her kids and retire in fashion

Favorite Snack: avocados