

# I101 Final Presentation

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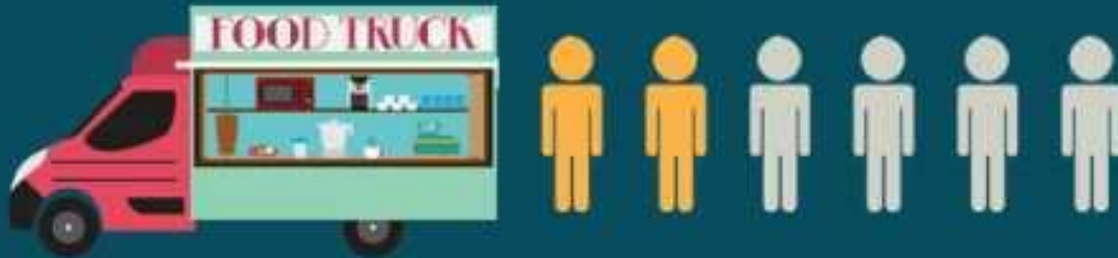


# Food Truck Introduction



# Food Truck Demographics and Statistics

○ 2 – 4 Employees ○



# The Problem

Restaurants want to be able to reach out to their customer base and use online ordering to make ordering easy for consumers and the restaurants.



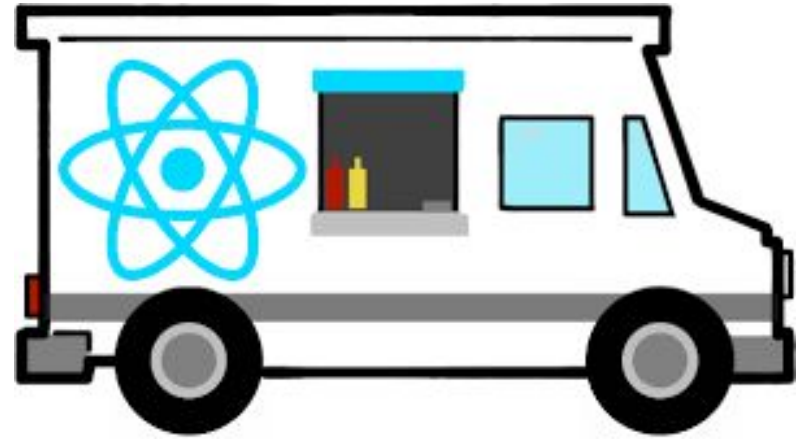
# Who does it affect?

This problem affects anyone, especially those near food truck locations. For us, we saw that it affected IU students that do not have easy access to knowing where the food trucks on Kirkwood are or if they are even open.



## Given Scenario

A new food truck has just opened in town and the owner is looking for a way to stay connected with their growing customer base as well as engage new customers. The owners aren't up-to-date on technology trends and has two other employees besides themselves.



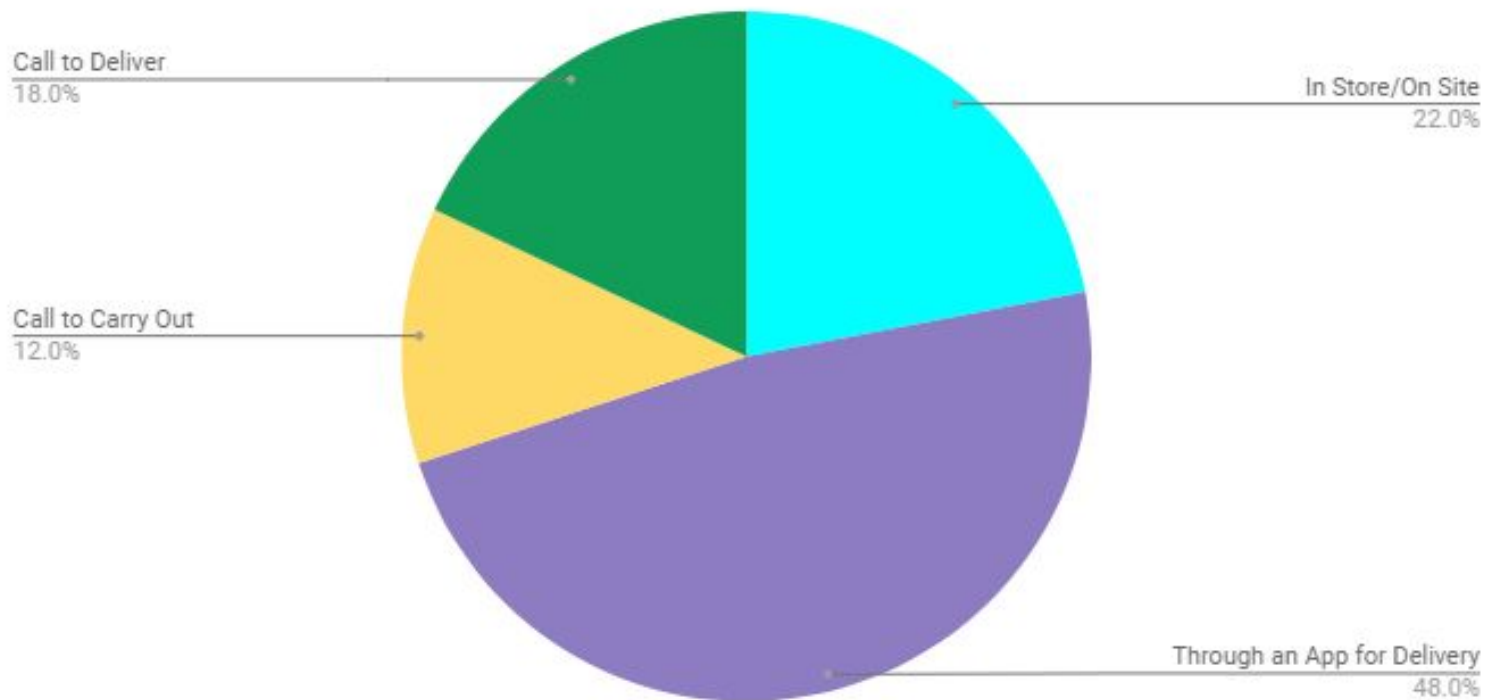
# Primary Research (Survey)

We asked a group of college students about how they like to order their food. Their options were **call to deliver**, **call to carry out**, **in store/on site**, **through an app for delivery**.



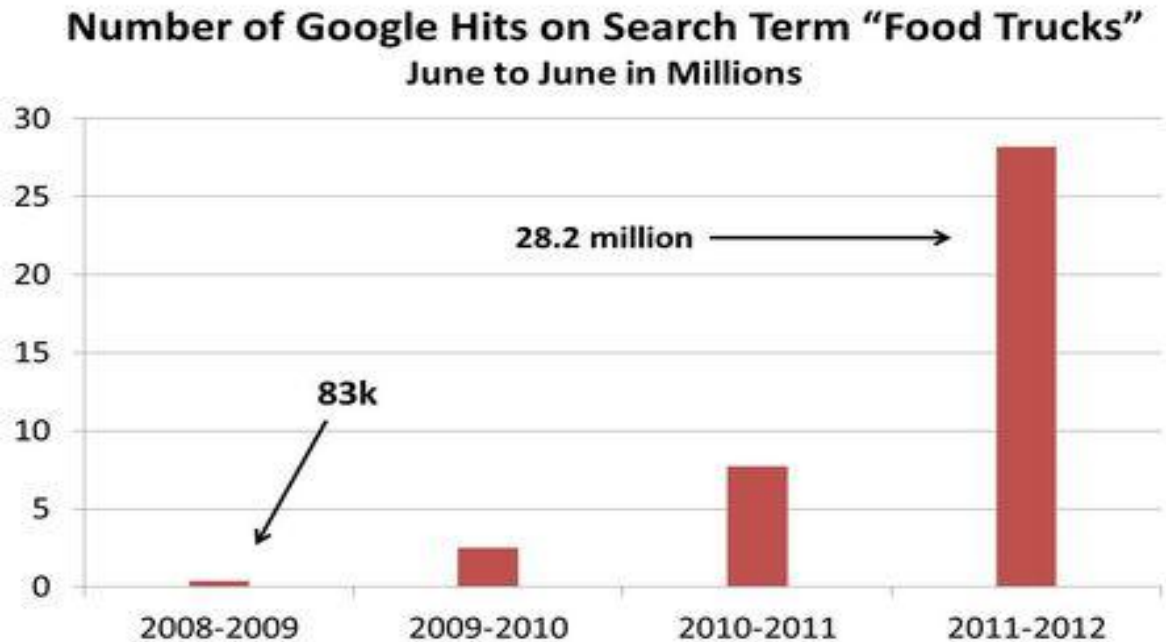
# Survey Results

How do you like to order?





# How often is “Food Truck” searched on Google?



# Why?

People are more interested in eating local foods. Food trucks provide unique food that is different from franchise locations. The graph shows the huge increase in people that wanted to search for what or where a food truck is.

## Secondary Research (Article)



The easiest way to keep your customers informed is to post a schedule on your website. This will be great for people who see where you are going to be tomorrow, the next week, and possibly the next month depending on how extensive the planning is.

# Secondary Research Cont...

Food Truck Schedule						
Today		April 2018		<a href="#">Print</a> <a href="#">Week</a> <a href="#">Month</a> <a href="#">Agenda</a>		
Sun	Mon	Tue	Wed	Thu	Fri	Sat
Apr 1	2	3	4	5	6	7
		2:30pm 10th Street Locat	2:30pm 10th Street Locat		2:30pm 10th Street Locat 11pm N. College Ave Loca	2:30pm 10th Street Locat
8	9	10	11	12	13	14
		11am E. Kirkwood Locatic 2:30pm 10th Street Locat	2:30pm 10th Street Locat		2:30pm 10th Street Locat 11pm N. College Ave Loca	11am E. Kirkwood Locatic 2:30pm 10th Street Locat
15	16	17	18	19	20	21
		11am E. Kirkwood Locatic 2:30pm 10th Street Locat	2:30pm 10th Street Locat	12pm S. Walnut Location 4pm S. Henderson Locati	2:30pm 10th Street Locat 11pm N. College Ave Loca	11am E. Kirkwood Locatic 2:30pm 10th Street Locat
22	23	24	25	26	27	28
	12pm S. Walnut Location 4pm S. Henderson Locati	11am E. Kirkwood Locatic 2:30pm 10th Street Locat	2:30pm 10th Street Locat 4pm S. Henderson Locati	12pm S. Walnut Location 4pm S. Henderson Locati	2:30pm 10th Street Locat 11pm N. College Ave Loca	11am E. Kirkwood Locatic 2:30pm 10th Street Locat
29	30	May 1	2	3	4	5
	12pm S. Walnut Location 4pm S. Henderson Locati	11am E. Kirkwood Locatic 2:30pm 10th Street Locat	2:30pm 10th Street Locat 4pm S. Henderson Locati	12pm S. Walnut Location 4pm S. Henderson Locati	2:30pm 10th Street Locat 11pm N. College Ave Loca	11am E. Kirkwood Locatic 2:30pm 10th Street Locat

Events shown in time zone: Eastern Time

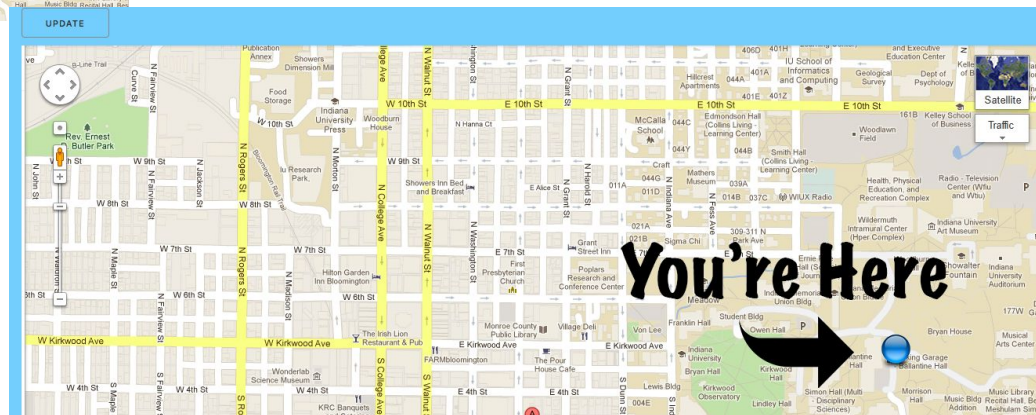
# Secondary Research Cont...

According to FoodTruckr, one way to take the location updating aspect up a level is to link it to a GPS directly from the truck. This can be done fairly easily by purchasing a GPS tracking device, such as Geo-Trax for example, and installing it to a device with an internet connection.

Benefits:

- Customers can stay up to date with the food trucks location
- Users can easily see if the truck is stopped or moving

A map of downtown Indianapolis, Indiana, with a large black arrow pointing to the intersection of W Kirkwood Ave and N 10th St. The text "Food Truck Here" is overlaid on the map. The map shows various streets, landmarks, and a "Satellite" view button.



# Mock Scenario

IU students trying to locate the Big Cheese truck because sometimes the location on their website doesn't match up to where they actually are. In addition, online ordering for pickup at a food truck can make it easier to get food between classes.



# Solution

- This is not a new solution as many companies are using food ordering apps to help sales and customer loyalty.
- Our solution addresses our problem because it engages new customers as well as connects with current ones to help their business keep customers loyal and happy.
- Our specific target audience is college students that attend IU in Bloomington
- People will love having an app to better locate and order food from our food truck because it will be more efficient and let customers get food in an easier way.

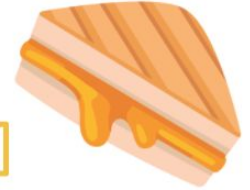


# Hand Sketch of App

- Reward points for maintaining customers
- Online ordering for pickup
- GPS to locate food truck
- Menu displayed for convenience
- Prices displayed in a clear way
- Phone and email to contact food truck



Reward Points **3**



Order Online for Pick-Up

Locate our Food Truck

## MENU

GRILLED CHEESE \$5

GRILLED CHEESE \$3

*GRILLED CHEESE* \$7

GRILLED CHEESE \$6

**GRILLED CHEESE** \$5

CONTACT US!



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# Menu

A menu on the app makes it easier for customers to order their food for pickup.

item_id	name	price	category
101	Fries	\$3.00	snack
102	Chips	\$1.50	snack
103	Basic Cheesy Grilled Cheese	\$5.00	sandwich
104	Caprese Grilled Cheese	\$6.50	sandwich
105	Jeff's 3 Cheese Grilled Cheese	\$7.00	sandwich (fan favorite!)
106	Amy's Special Bacon Grilled Cheese	\$7.00	sandwich (fan favorite!)
107	Coke	\$1.50	drink
108	Sprite	\$1.50	drink
109	Water	\$1.00	drink
110	Cake	\$2.00	dessert
111	Brownie	\$1.25	dessert
112	Chocolate Chip Cookie	\$0.75	dessert

# Works Cited

FoodTruckr. “How to Run a Food Truck 03: Send Location Updates.” FoodTruckr | How to Start and Run a Successful Food Truck Business, FoodTruckr, 1 Oct. 2014, <https://foodtruckr.com/2014/09/run-food-truck-03-send-location-updates/>.

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“The 2017 Food Truck Industry Report.” *YouTube*, YouTube, 5 Dec. 2017, [www.youtube.com/watch?v=X4lG9B6glRM](http://www.youtube.com/watch?v=X4lG9B6glRM).

“The Rise of Gourmet Food Trucks.” *Small Business Labs*, [www.smallbizlabs.com/2012/07/the-rise-of-gourmet-food-trucks.html](http://www.smallbizlabs.com/2012/07/the-rise-of-gourmet-food-trucks.html).