Elevator Pitch:

* It’s a social network for food trucks that shows real time location data and menus from the trucks to the users.

Assumptions:

* Food trucks can be difficult to locate at times
* Facebook/Twitter is really the only way for them to let their fans know where they will be in advance, otherwise they rely on foot traffic
* Depending on the capabilities of the truck owner, they may not be easily searchable on the internet

Problem Statements:

* Identify the roadblocks to food truck owners having an online presence
* Identify the features most important to users that enable them to connect with the food trucks quickly
* Describe difficulties that food truck owners have with releasing locations to potential customers
* Identify ways to reward continued use

Analysis:

When I look at the data I received I feel I was able to answer most of the problem statements except for ways to reward continued use. I would probably have to go back and add in a question directly addressing what kinds of loyalty programs do people like.

I had 10 responses to my survey and I found that 80% of participants frequent food trucks, with 84% visiting them at least once a month and 67% of those visits occurring within the last 2 weeks. 58% of participants do not have a favorite food truck, which tells me that people take the opportunity to try new things when they eat at food trucks, but are still loyal to previous visits at particular trucks.

25% of future food truck location knowledge based on participant responses were attributed to Facebook, which is tied with the other most common way of finding a food truck being “I just happen to see them sometimes.” Beyond that, it seems to be word of mouth or sponsored events like farmers markets or apartment sponsors that draw in the food trucks to people. I think that the last portion provides an important tidbit into a user profile of who would potentially use the app.

When searching for restaurants in general an overwhelming number of people use Google or Google maps to find food establishments. I think that this provides a perfect opportunity that would appeal to potential users by pulling data from Google reviews and Google Maps into the app since that is what people look at anyways when making their decisions.

Approximately 67% of participants view and frequent social media pages from restaurants, I also think this is an important characteristic to take note of when building the personas

When asked for the top 3 metrics when deciding on an establishment to eat at online, the numbers showed that participants cared about the star rating (91% of participants selected), the menu (100% selected), and pictures of the food (54% selected) the most when deciding on where to eat.

As addressed earlier, further research may be needed to determine the best form of loyalty program, but as it stands an app that shows real time location data for food trucks in the area overlaid on a map could potentially be really useful. Especially if the app incorporated reviews, menus, pictures, and links to social media pages.