Initial Report

Last Modified: 10/11/2013

1. How often do you attend sporting events?

#	Answer	Bar	Response	%
1	Never		31	14%
2	Less than Once a Month		74	34%
3	Once a Month		35	16%
4	2-3 Times a Month		43	20%
5	Once a Week		27	12%
6	2-3 Times a Week		7	3%
7	Daily		0	0%
	Total		217	

Statistic	Value
Min Value	1
Max Value	6
Mean	2.92
Variance	1.90
Standard Deviation	1.38
Total Responses	217

2. How often do you buy concessions at sports events?

#	Answer	Bar	Response	%
1	Never		72	39%
2	Every once in a while		85	46%
3	Most games		18	10%
4	Every game I go to!		9	5%
	Total		184	

Statistic	Value
Min Value	1
Max Value	4
Mean	1.80
Variance	0.65
Standard Deviation	0.81
Total Responses	184

3. How much money (per game) do you spend on concessions?

#	Answer	Bar	Response	%
1	$0		68	37%
2	Less than $5		45	24%
3	$5-10		52	28%
4	$10-15		16	9%
5	$15-20		3	2%
6	More than $20		0	0%
	Total		184	

Statistic	Value
Min Value	1
Max Value	5
Mean	2.14
Variance	1.13
Standard Deviation	1.07
Total Responses	184

4. How much more would you spend on concessions if you didn't have to wait
in line and/or leave your seat? (Compared to what you currently spend)

#	Answer	Bar	Response	%
1	$0		62	34%
2	Less than $5		85	46%
3	$10-15		7	4%
4	$15-20		5	3%
5	More than $20		2	1%
6	$5-10		23	13%
	Total		184	

Statistic	Value
Min Value	1
Max Value	6
Mean	2.29
Variance	2.51
Standard Deviation	1.58
Total Responses	184

5. We have two systems in mind. Which would you prefer?

#	Answer	Bar	Response	%
1	Order on the app, scan my ticket stub (or input manually), and have the food delivered directly to my seat.		126	68%
2	Order on the app, receive a text (or some other message) when my food is ready, then pick up my food from a designated area.		43	23%
3	Neither		15	8%
	Total		184	

Statistic	Value
Min Value	1
Max Value	3
Mean	1.40
Variance	0.40
Standard Deviation	0.64
Total Responses	184

6. How long is a reasonable time to wait for your food to be delivered to you?

#	Answer	Bar	Response	%
1	Less than 3 minutes		1	1%
2	3-6 minutes		19	15%
3	6-10 minutes		47	37%
4	10-15 minutes		49	39%
5	Longer than 15 minutes		10	8%
	Total		126	

Statistic	Value
Min Value	1
Max Value	5
Mean	3.38
Variance	0.75
Standard Deviation	0.87
Total Responses	126

7. Would you tip the deliveryman?

#	Answer	Bar	Response	%
1	Yes		73	58%
2	No		52	42%
	Total		125	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.42
Variance	0.24
Standard Deviation	0.49
Total Responses	125

8. How long is a reasonable time to wait before your food is ready for pick-up?

#	Answer	Bar	Response	%
1	Less than 3 minutes		3	7%
2	3-6 minutes		16	37%
3	6-10 minutes		10	23%
4	10-15 minutes		5	12%
5	Longer than 15 minutes		9	21%
	Total		43	

Statistic	Value
Min Value	1
Max Value	5
Mean	3.02
Variance	1.64
Standard Deviation	1.28
Total Responses	43

9. How much would you be willing to pay for this convenience?

#	Answer	Bar	Response	%
1	$0		40	22%
2	More than nothing, but not much		69	38%
3	More than $1		40	22%
4	More than $3		6	3%
5	It would depend on how much I buy		28	15%
	Total		183	

Statistic	Value
Min Value	1
Max Value	5
Mean	2.52
Variance	1.68
Standard Deviation	1.30
Total Responses	183

10. If Stadium Order existed right now, how likely would you be to use it?

#	Answer	Bar	Response	%
1	Very Unlikely		27	15%
2	Unlikely		43	23%
3	Undecided		34	18%
4	Likely		58	32%
5	Very Likely		22	12%
	Total		184	

Statistic	Value
Min Value	1
Max Value	5
Mean	3.03
Variance	1.62
Standard Deviation	1.27
Total Responses	184

11. How much more likely to use the app would you be if there were in-game specials through the app?(Example: If your team scores by the end of this quarter, all hot dogs and hamburgers are 25% off till the end of this game when purchased through Stadium Order.)

#	Answer	Bar	Response	%
1	No more likely		16	9%
2	A little more likely		86	47%
3	A lot more likely		82	45%
	Total		184	

Statistic	Value
Min Value	1
Max Value	3
Mean	2.36
Variance	0.41
Standard Deviation	0.64
Total Responses	184

12. What would be a good name for the app?

#	Answer	Bar	Response	%
1	Stadium Order		137	78%
2	Other		39	22%
	Total		176	

Other
The coolest app in the world
Stadium Crush Saga
It's not Dijiorno, It's Delivery
Stadium Order is good, but Front of the Line Food (or Concessions) might give a better idea of what it is for
Concession Delivery
Serve Me!
FoodMe or BeerMeSomeFood
Stub Grub (referring to your ticket stub)
Tailgater
grubhub
sit and order
quickstadium
Treat Yo Seat
Seat Service
Ready to go
Food Run
Fat Man's Concession Stands
Hot Seat Pick Up
Refresh Concesh
eat stuff while you watch stuff
Meals on Wheels
Stadium Order is fine, but Ch
Order Consessions
Freshly Delivered
Food Fast
something shorter
Seat Side Concessions
Go Long
Stadium Bell-Hop
Stadium Service
No-Line Food
Food Now
Seat Service
Stadium Runner
Avoid the word "stadium" (hard to use in name)

Statistic	Value
Min Value	1
Max Value	2
Mean	1.22
Variance	0.17
Standard Deviation	0.42
Total Responses	176