Command line application interface are limited to typing command on the terminal to interact with the operating system ; where the CLI visual prompt is limited to specified line from the system . Howevere Web interface are more engaging and more interactive. Web application leverages the entire screen real estate for interaction purpose thus more engaging for most of the general public.

Designing a full scale web application with the foodtruck data points requires an understanding the audience or end-user for the web application to be effective for the to the segment.For instance if its for a real estate company I would try to integrate food truck data with events like Openhouse / Showings and Company events that would provide value to food truck and event organizer

However if the target user are general consumer then integration with Mobile Gateway would provide value by helping users to find the nearest food truck of there liking.

Regardless of the practical usage the success also depends on Responsive and Accurate application which requires Caching ; CDN; Distributed programming, Replication , that could provide Reliability, Scalabity , Performance and Maintainability of the application

Most importantly the application should address the problem and provide beyond user expectation.