

## Causes Hypotheses: Consumer

- Want to find trucks?
- Credit card payment?
- Influencing trucks important?
- Thinking <sup>out</sup> of item
- Plan ahead or spontaneous to eat at PT?
- ~~Always~~ Ever pre-order
- Why are you here?
- How do you know where food truck is?
- Who is paying? (Group?)
  - Group purchases
- Do you have a specific item in mind
- How do you communicate w/ truck
- Why buying at a food truck?

Small book will be a good source of info.  
Also about 'week in America'

Developers is working on a

- Heat map + truck locations
- Parking hubs

2 now

• leaves schedule ~~the~~

• Charles Smith: 'We all look like you today'

— often looks at wind

— Trusting

• saw at work - I didn't

• kind of food in policy

• If society  
I don't want on ~~the~~ influencing

• Don't plan ahead

• Very personable

1 woman - Asian

• Works at Ag's

• found on Twitter

1 man

• ~~First time at food truck~~

• looks out window

• Asks questions about food

• Hardest part is knowing what to order

• Likes society + trucks when in city

• Society to try different food

• Paid cash today

# \* What Smartphone

## Emergency

- Teach on peer driving sales
- Put into Excel at night

## Uses Square

- Convincing other trucks
- Used to charge fees.
- Now a % of sales

## Operate everything by phone

In Chicago, pre-order appealing during winter because waiting in line is cold. People don't wait long for food. Unless really popular. In line for > 35 minutes people leave.

- Not the case in L.A. (probably)

~~Also~~ <sup>About</sup> Seeing where their consumers are.

- What

- Upon request, they go only if it meets criteria: "do you have enough"

~~Most~~ <sup>Most</sup> Foods use Phone or iPad

Some trucks in LA have computerized systems.

## Top problems

- #1 - Legal parking spots  $\leq$  # legal spots, not possible  
- 7 or 8 trailers at Abu Park  
- 200+ spots in LA. They spread out  
- cut spots with office buildings  
- Police will harass sometimes  
- At some times enter market
- #2 -
- #3 -

Would want to track behaviors of individuals. People who they are - knows neighbors by their Twitter Name - valuable to see context/history with them

Nice to blast off to regulars  
- No time to categorize people in real-time

Wants to let people know when she runs out

Looks in the morning to see where other trucks are going that day.

Trucks  
Doing trucks is a startup

- ~~Wants~~ Pricing > \$1000 is too much  
BellyDag app - punchcard but online

Bigger Personality trucks have bigger customer

Can schedule tweets but if things change don't want wrong information to go out.

3 months <sup>per</sup>

Don't eat at food trucks. etc.

Someone at office reports to entire company ~~that~~ <sup>finds a Twitter</sup>

• Name caught

• Once every 3 months

<sup>45%</sup> Only wants to pay by card. Don't have cash <sup>if I would</sup>

• Usually eat out

• Simple interface for order

- Don't not a huge order

- Long-time member

- Highly desired items

Would pay up to \$1 more to ensure it was

• Would be interested in influencing

• get to a bunch of people at the office to check it out

1 young lady

- Chicago something found it
- specific twitter feed
- various a few items
- Usually knows what the comments
- would like to pre order
- ~~for~~ would pay an extra buck
- 5 minutes on twitter
- once a week - food trucks
- Chicago many twitter food
- would like to influence trucks
- brought a lunch but still comes to get specific truck

By law must throw all dairy food out.  
- Some trucks chest.

When it was 52° out,  
With teaching notes, she writes location  
and weather.

"Had above, can sell \$200"

Extremely valuable to predict how  
much inventory they should bring.

They take

- Food to the

- Regulars

- Weather

Went through past reports to see  
how she did at a certain location.

If you write stuff on paper  
it's good for notes. To keep track on paper  
Somewhat valuable to track inventory  
- If it only takes one step to do.

# Rigost Cds

#1 Food - because they sell high quality items,  
Packaging is very costly. It needs to be high quality so that it doesn't deteriorate

## Driving around

- Do one stop vs. multiple stops
  - They need to sell everything in one window.
  - Some savory foods do 2 spots
  - Way more important to have right location
- "Hilbert"  
bar

Sweet need to sell more: they sell all day

- Mac + Cheese parks at train stations for dinner

<sup>Go to</sup>  
<sup>Reynolds</sup> She parks in food & focus

Only 25 trucks open. Majority are ~~Sweet~~ Sweet.

- 6 launching

She grew up in restaurants.

<sup>Brown</sup>  
<sup>Ride</sup>

Nick Rodriguez  
part-time a cell 99

Entrepreneurial spirit

Want to

Lower risk than brick + mortar

Initial investment \$15K a truck

\$1200 truck  
lease

\$1200-2000/month space brick

to own

\$50K startup costs.

up to \$100K + trucks alone

Southern Mac launched as side business

- Had to open their own storefront from b2



Some fences don't latch

- Must get written up to launch successfully

• Need PR up front

• Had marketing

Risks:

- Ordinary

- Weather is #1 problem

~~Don't want to go out~~

- Summer

Tourists in Millennium Park

• Business people want to eat outside

Wants \$200+/day in winter  
\$350/day in good

Good summer ~~day~~: \$2000+/wk  
Good winter: \$1000/week

\$800/event - \$600/event (multi-day)

Catering complements food truck income

Benefits:

• Whimsical as catering  
1 day catering percent

Nestle catering - 150 employees

Could

Wageningen  
- Compete against

- Gets catering gigs from ~~food~~ food truck customers

• Has catering menu on website  
• Serves other foods for catering option

Do research once on which routes they can drive on, and which parking spots

Depot  
Goes to  
Losses business when cops

1 cop follows trucks on Twitter. Goes on  
Cop only

Need  
batteries

'Being  
increased'  
or trucks. Wants to rate areas of 'limited parking'

Hosted first truck meeting at Google 2 weeks ago.  
Sporting food truck assigne writing by laws.  
— New trucks make mistakes  
Makes it harder for all.

Cop behavior inconsistent.

\* Check back next week

Not provided

Need commercial space. Kitchen must pass.

- hot dogs, refrigerators,

CapomusExo.

Worked at  
Google  
Information

- Crowds  
- Police

Protecting/Privacy of

If people send out fliers,  
email blasts go out to company

Have to keep people remembering.  
→ A reward system would be helpful!  
→

Tweet out to almost always show up  
walking past <sup>going elsewhere</sup> (eg. Franklin/Radcliffe)  
the again

want to  
have?  
comm. Had  
follow base.

then

"If not super busy"  
Will write down twitter + office bldg info.  
IF's about high velocity service.  
- which office

Uses Excel to track handles associated  
with certain locations

Daily creates revenue report

"looks at monthly reports"  
Box of paper

Desired:

A customer enters their information up front

- twitter, name, email.
- Give a way for waiting customers to sign in
- BellyFlopp game everybody an iPad. Room.
- Rewards program desired

~~Running Rewards Program~~  
in LA  
Applying for

Veruca's at festivals.

## 1) Location

- knowing where to go
- where are consumers that are going to buy my product
- "location is everything"
- density of buildings
- want to find out internal email list owners so she can
- Real-time data base where ~~extra~~ office workers can say "what's for lunch?"

## 2) Interacting / connecting w/consumers

- Remembering who they are
- Personal touch
- Right now it is
- Doesn't know whether the word <sup>internal</sup> has gone out to renewal

"I wish there was a better way to figure out if people would come to my track that day"

Not gonna pay \$100 to track inventory in real time.

Does something

→ Auto Report generating what to plan for tomorrow

Food truck owners ask each other  
how much ~~the~~ inventory to bring

Guthrie acquired Seeger. Can order while in place

Colin thought about doing it.

Let more people would pre-order

She doesn't get many pre-orders.

Event broke: ~~24~~ 24 spinners is 5 pre-orders  
- gave \$2

- with 6<sup>th</sup> orders, <sup>trucks</sup> some do delivery  
directly

"We need to get out of the office."