

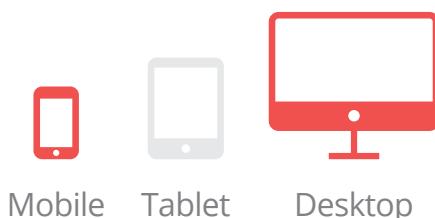
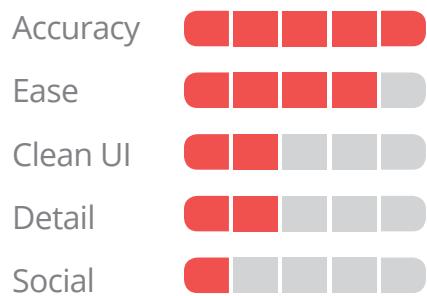
FOOD TRUCKS DC

Finding you food trucks around Washington, DC

PERSONAS



Alexis's Considerations



Alexis, 35

The stressed-out professional
Senior institutional strategist, Farragut

Bio & demographics

Alexis is a busy professional juggling a fast-paced career with raising her two-year-old son. Though she and her partner share responsibilities, both face demanding jobs that often leave them scrambling to keep up. Alexis loves to cook and would ideally pack her lunch every day, but there's just no time. Fortunately, working in Farragut means she has lots of nearby options to choose from—but also crowds to battle. This gets tough when she has barely half an hour to take a break in her day.

Goals & needs

Since lunch is one of the few moments in the day she has to herself, Alexis wants it to function as a brief reprieve to collect her thoughts—not as an additional task she needs to stress about.

Frustrations

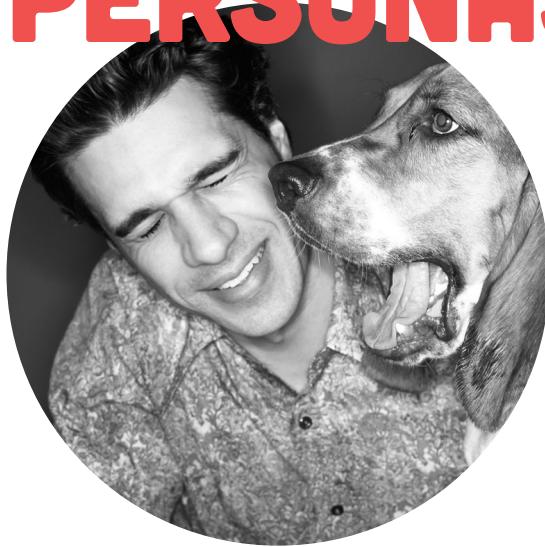
- No time to eat
- Long lines around Farragut
- Irregularity of food truck schedules

Key characteristics

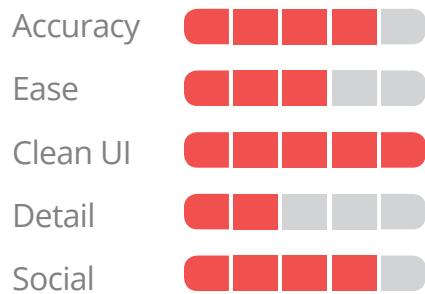
- Punctual, tight schedule
- Tech-savvy
- Not a picky eater
- Limited to walking area
- Credit only

"Grabbing lunch shouldn't be adding to my stress. There's already enough in my life that does that."

PERSONAS



Matt's Considerations



Matt, 29

The lunch-hour enthusiast

Work-from-home proposal editor, Union Station

Bio & demographics

Matt is an active, single editor who lives in an apartment with his dog. Because his work is deadline-based, he doesn't adhere to a strict 9-5 schedule. As soon as Matt realizes he's hungry, he typically heads to the gym and then grabs lunch. Sometimes he meets up with friends who also work from home. Depending on the time, he either looks up the Union Station food trucks or heads to H Street. Matt is particular about lunch, often planning around the expectation that a specific truck is in the area.

Goals & needs

Since Matt spends a lot of the day by himself, he treats lunch as a social event. He likes to know when and where trucks are, and he wants to be able to look up details beforehand and write reviews after.

Frustrations

- Clunky functionality on existing websites
- Inability to save and quickly track favorites
- Difficulty finding hours

Key characteristics

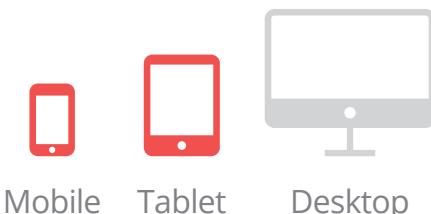
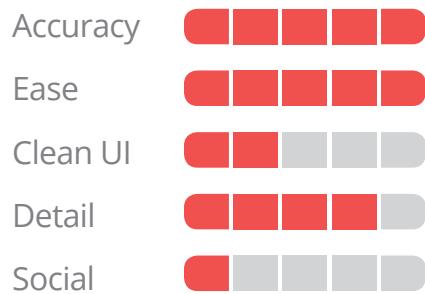
- Relatively flexible schedule
- Likes slick, streamlined navigation
- Fancies himself a bit of a foodie
- Has a car but prefers to walk
- Enjoys reading and leaving reviews

"I want to know exactly what I'm getting into before I leave my apartment. Eating is the highlight of my day."

PERSONAS



Dana's Considerations



Dana, 42

The DC explorer

Middle-school teacher from Ann Arbor, MI; tourist staying in Dupont

Bio & demographics

Dana and her husband are taking their 11- and 14-year-old children on a spring visit to DC. Hungry after a morning of navigating the metro, photographing cherry blossoms, wandering the National Mall, and visiting the Spy Museum, the group settles onto the steps of the Portrait Gallery to consult their guidebooks, notes, and apps. Although not the most organized travelers, Dana and her husband are determined to give their kids a taste of DC and not fall back on old familiar chains or tourist traps.

Goals & needs

Dana needs something quick but reliable. Because her family isn't local, she wants their lunch to feel special; but she'd also rather not wait a long time or spend a ton of money.

Frustrations

- Inability to quickly find nearby food trucks
- Lack of data and pricing information
- Unfamiliar with common truck hubs

Key characteristics

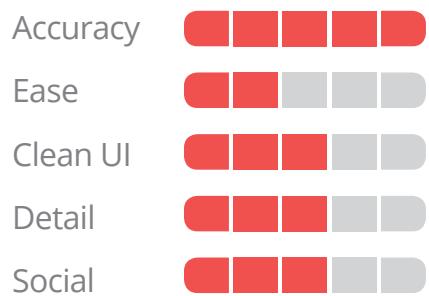
- Relatively flexible schedule
- Prefers crucial information up-front
- Interested in trying new things to a point
- Limited to metro area
- Cost is important; traveling on a budget

"I really want my family to be able to absorb DC's local culture—not just hit up another Hard Rock Cafe."

PERSONAS



Josh's Considerations



Josh, 18

The broke student
Political science major at GWU

Bio & demographics

Josh is a political science student from Vancouver, Washington, who is living away from home for the first time. His aunt and uncle cover his tuition and student meal plan, but he's on his own for other expenses. Although Josh loves living in DC, he can't get over the cost of living. His part-time job helps, but he has to be careful about expenses, especially since his friends always want to go out. Josh knows trucks like Tasty Kabob accept GW's meal card, and he's hoping to learn of others that do the same.

Goals & needs

Josh is often strapped for cash, but he has funds on his student meal card. He wants to know when trucks that accept student plans are at campus, or if they're at least a walkable distance from him.

Frustrations

- No money
- Lack of clarity about meal plans
- Inability to easily find trucks online

Key characteristics

- Must eat between classes and work
- Wants to view information on mobile
- Wants to explore the city, but has walk
- Constantly hungry
- Primary motivation is saving money

"There aren't a ton of options at GW, so food trucks are great. I just really want to use my meal plan to pay for them."

COMPETITIVE ANALYSIS

Food Truck Fiesta

- + Well-known in DC
- + Both an app and a website
- Not responsive
- Location list buried
- Tons of ads
- Map difficult to read
- Confusing UI hierarchy
- App costs money
- Sometimes inaccurate

The screenshot shows the Food Truck Fiesta website. At the top, there's a banner for "Gartner names Okta the Only Leader." Below it is the "Food Truck Tracker" section, which includes a map of Washington, DC, showing food truck locations across various neighborhoods like Penn Quarter, Navy Yard, and Georgetown. A sidebar on the right lists "Food Truck Truth" and "Food Truck List". The main content area features a news article titled "TaKorean Opens Third DC Retail Location! @TaKorean" with a small image of a dog.

TaKorean Opens Third DC Retail Location! @TaKorean

POSTED BY: KYLE ON JULY 20TH, 2015 WITH NO COMMENTS

Today, July 20, veteran DC food truck, TaKorean, is opening its 3rd retail location at 13th & F Street NW! Full details:

TaKorean is thrilled to announce the opening of its first location in Northwest DC on July 20, 2015. The local fast-casual chain will debut an extended pop-up location in the Eat at National Place food hall located at 13th & F Street, NW.

TaKorean's new downtown restaurant has entrances at 13th & F Street, NW and 1331 Pennsylvania Avenue at Freedom Plaza. TaKorean will have a grand opening on Monday the 20th and Tuesday the 21st. Customers who bring a friend on Monday and Tuesday will receive 50% off their entire order. Temporary store hours will be Monday through Friday from 11am to 8pm and closed on the weekend. TaKorean will open on Saturdays at a later date.

TaKorean will serve its unique menu of Asian inspired taco combinations and bowls to consistently provide customers with fresh, healthy and delicious food.

(MORE...)

FILED UNDER: NEWS

Truckeroo Happy Hour Begins! (7/10)

POSTED BY: KYLE ON JULY 10TH, 2015 WITH NO COMMENTS

Happy hour at Truckeroo is just getting started this late afternoon! Enjoy some fantastic food truck fare & cold beverages with your friends & coworkers at Half & M St SE (across from the Navy Yard/Ballpark metro entrance). Open until 11pm, all ages!

FILED UNDER: NEWS

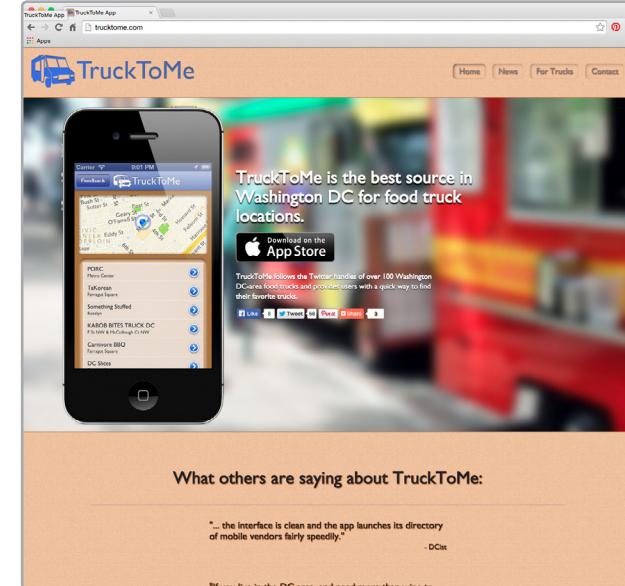
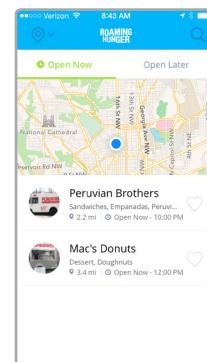
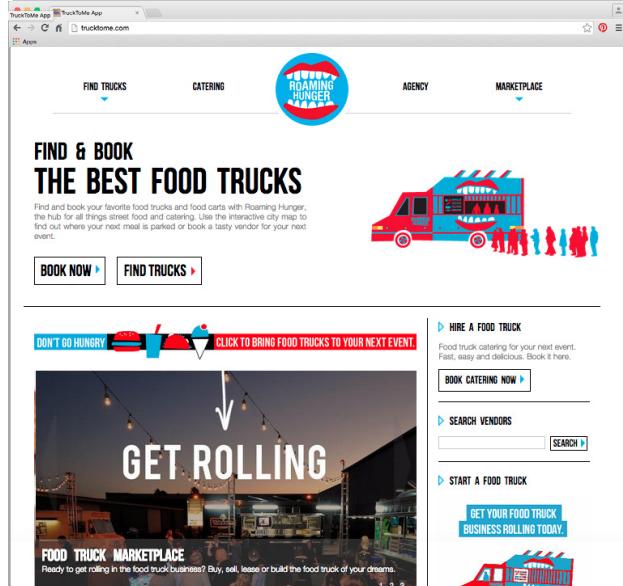
July's Truckeroo Is Now Open! 11am-11pm #truckeroo

POSTED BY: KYLE ON JULY 10TH, 2015 WITH NO COMMENTS

Truckeroo is now open! Come over to the Fairgrounds at Half & M St SW to dine at over 25 of DC's finest food trucks! Free admission, all ages, plenty of seating, music, games, and adult beverages are available now until 11pm. Here is the list of trucks serving today.



COMPETITIVE ANALYSIS



Roaming Hunger

- + Clean interface
- + Tells when trucks are open
- DC listing not comprehensive
- Split focus on catering, locating
- Not responsive
- Seemingly random order to vendor list
- Unclear who target audience is

Truck to Me

- + Straightforward functionality
- + Few competing visual elements
- Only an app, not a full website
- Not many search options
- Outdated interface
- Not well-known

PROPOSED FEATURES



Map with clear markers despite multiple trucks sharing locations



Search bar with predictive text for trucks, locations, food types



Intuitive functionality for searching by location



Ability to leave and view reviews for trucks



Ability to search by food type



Ability to save trucks as favorites



Truck profiles that include location and payment accepted



Optional user profile but no mandatory log-in

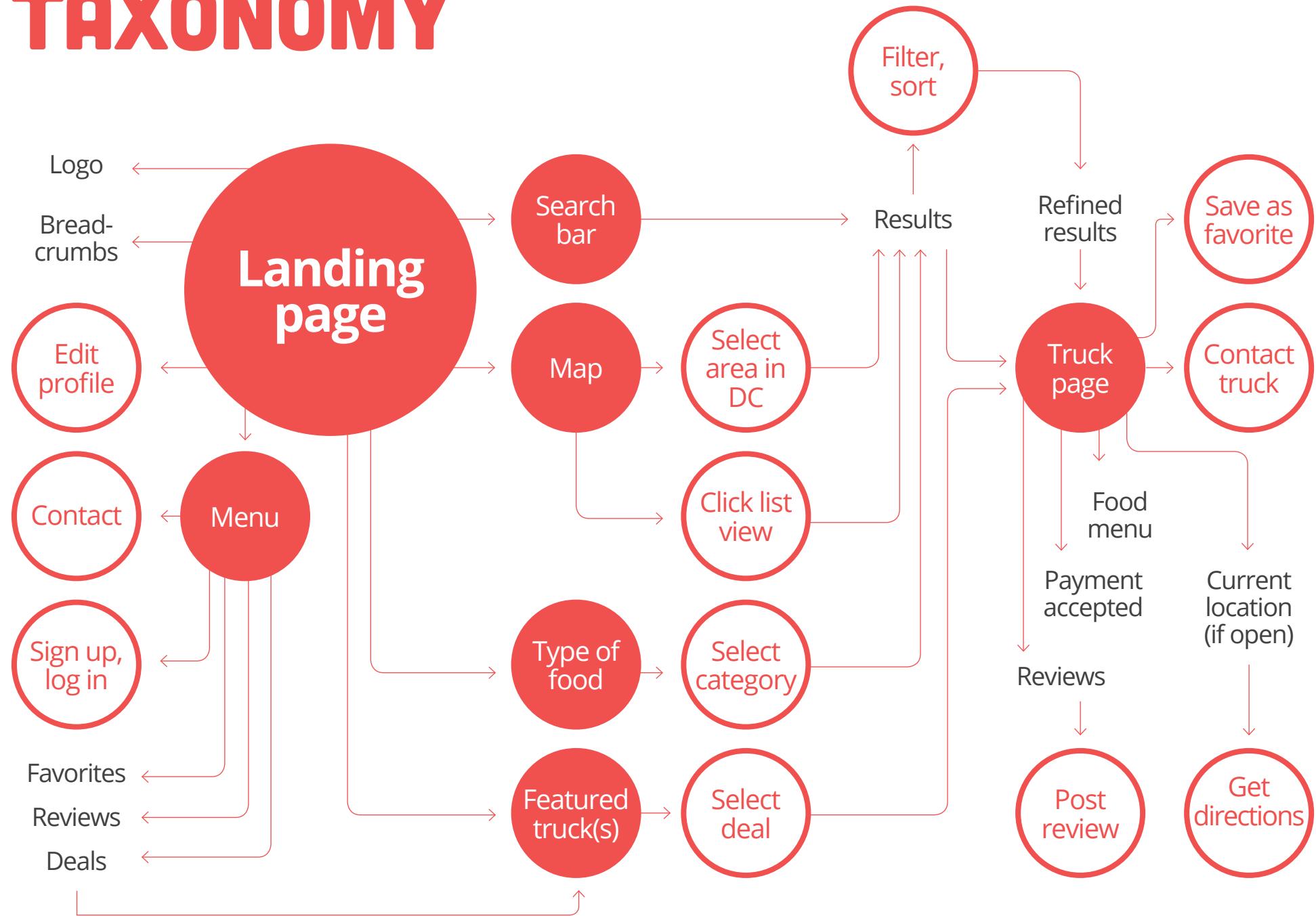


Featured truck listings with potential ad space and deals

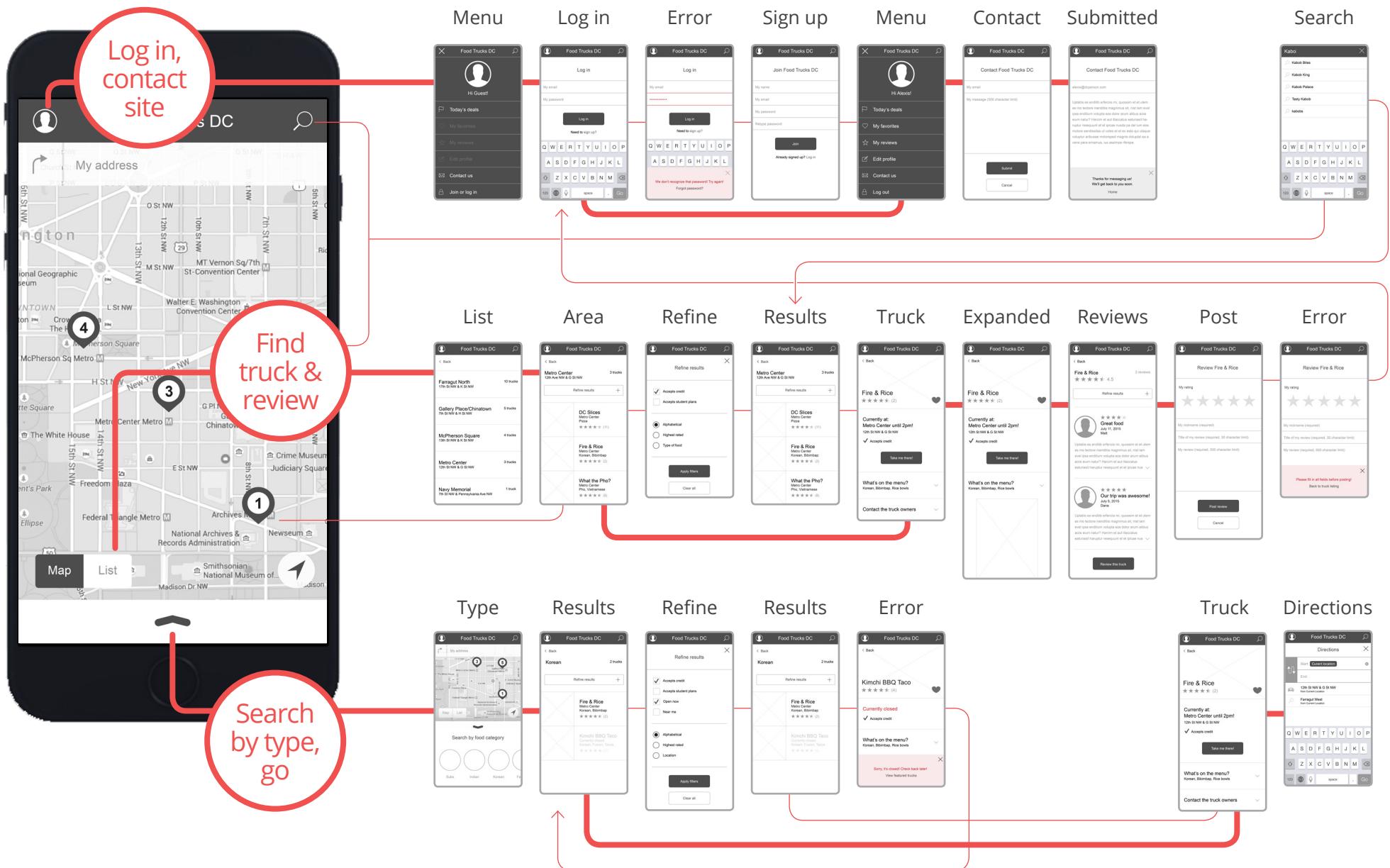


Contact admin form with option to report listing errors

TAXONOMY



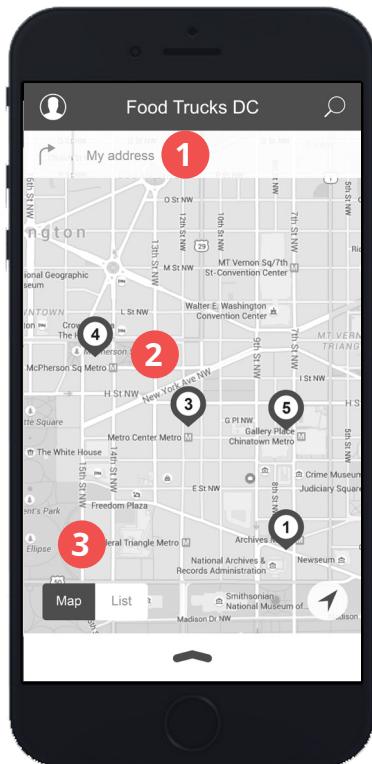
USER FLOWS



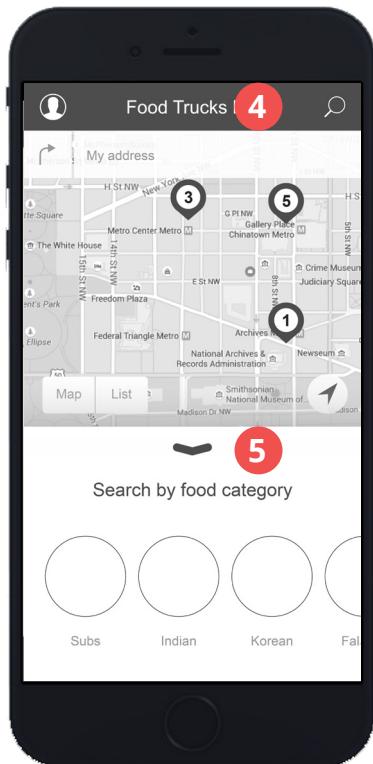
WIREFRAMES

<https://invis.io/EV3QXT3UR>

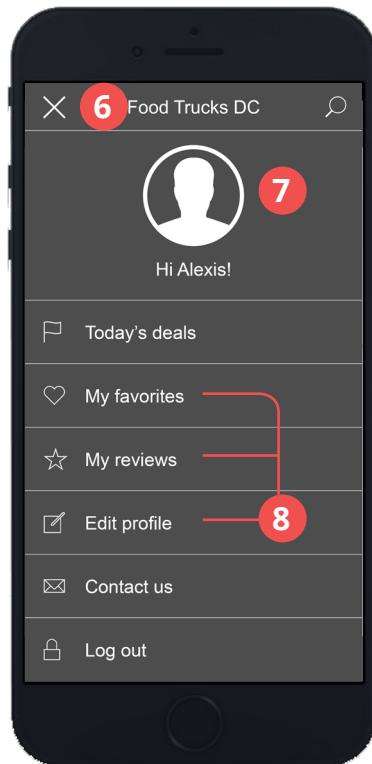
Landing



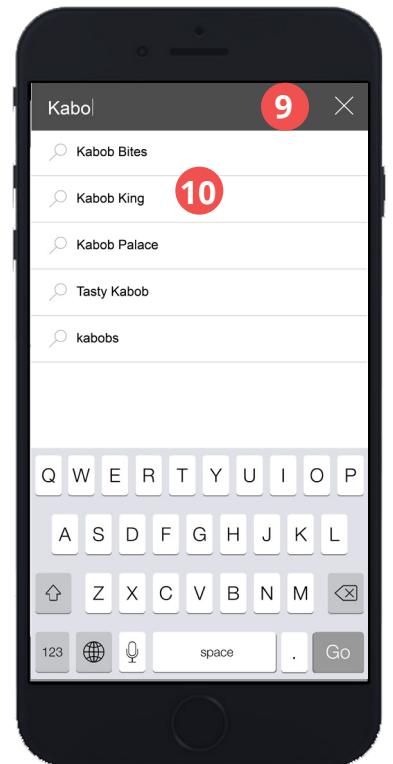
Food type



Menu



Search



- ① Type address or tap icon for directions
- ② Map icon shows # of trucks at hub
- ③ List icon opens list of hubs

- ④ Tap logo to go home
- ⑤ Slide up to reveal food category search; categories slide in from right

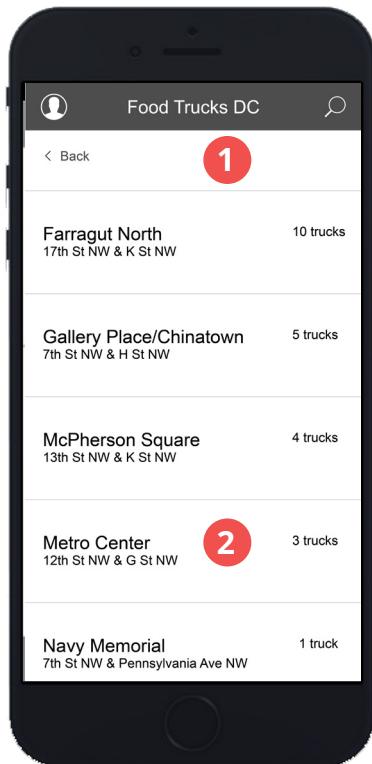
- ⑥ Menu slides down on click, up on X
- ⑦ Tap to edit photo
- ⑧ All user settings grayed out until logged in

- ⑨ Header turns to search bar on tap
- ⑩ Search predicts text with truck names, locations, food types

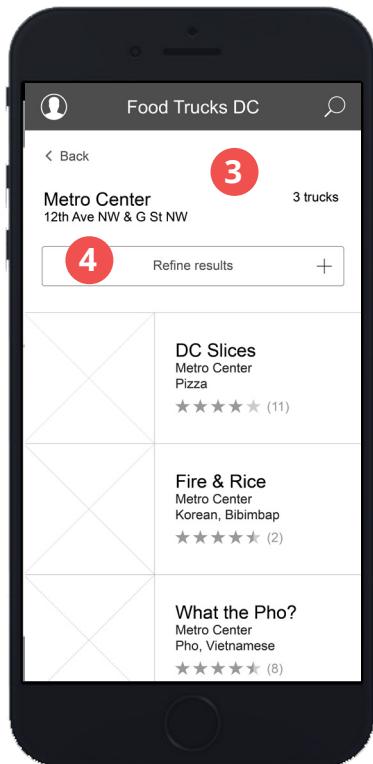
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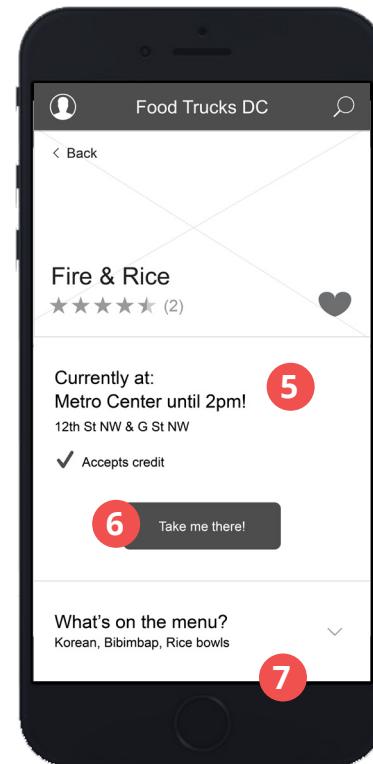
List view



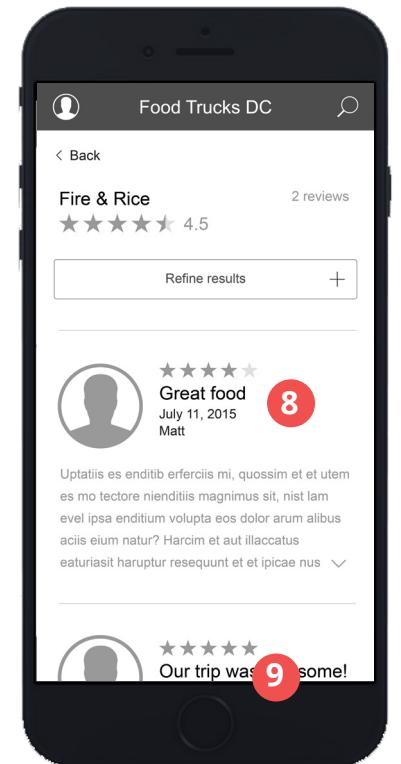
Hub view



Truck profile



Reviews



- ① View shows list version of map
- ② Each location slides to show trucks currently there

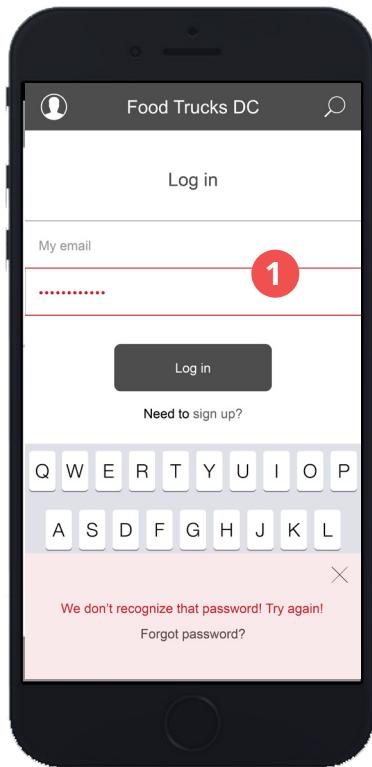
- ③ Arrive here by tapping on map icon or expanding list view
- ④ Tap to refine results

- ⑤ Populates with current truck info
- ⑥ Button for directions
- ⑦ Tap to expand full menu image and contact info
- ⑧ View and filter reviews; expand to show full reviews
- ⑨ Button to leave review anchors at bottom

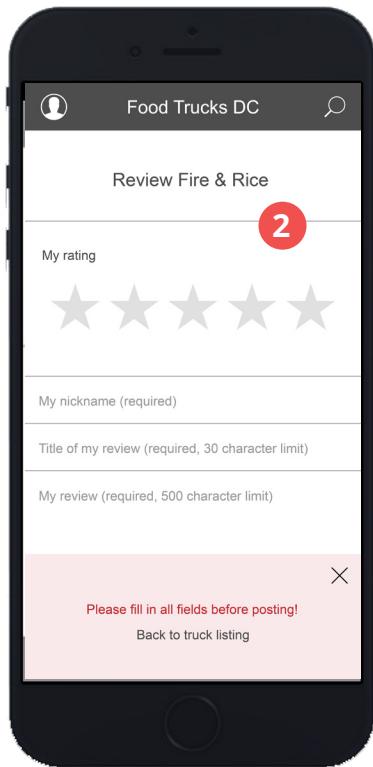
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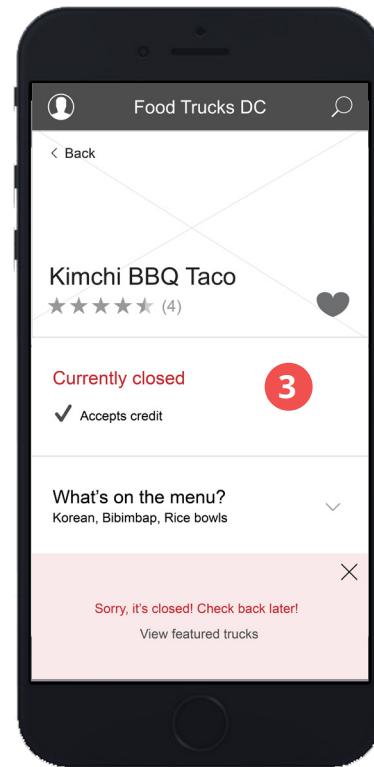
Log-in error



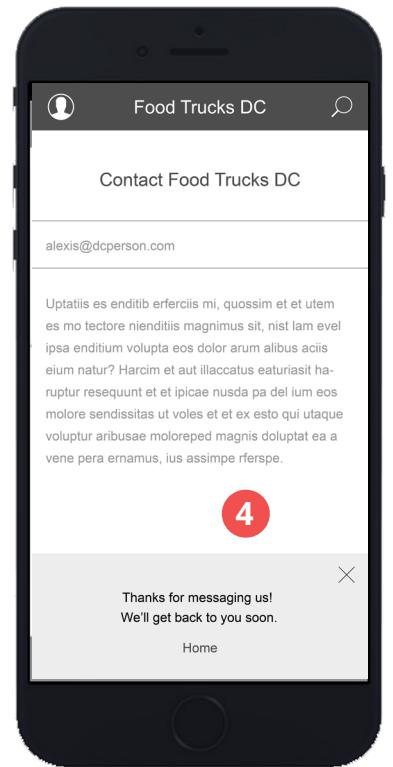
Review error



Closed truck



Successful form



- ① Password field highlights red; click "forgot password" to change through email

- ② Pop-up appears if user arrives at "leave review" page and isn't signed in; user can return to previous page or log in to continue

- ③ Truck is closed, but user can still view details
Map only lists open trucks; searching by type or name may include closed results, which are grayed out

- ④ Successfully submitted contact form; X out to close pop-up, tap "home" or use header nav to exit screen

ADAPTIVE VIEWS

