

## Initial Research Findings



5 users



Live in St Paul  
or Minneapolis



Average Age

Poor Search Results



5/5 complained about  
inaccurate results



5/5 users said  
they would eat at  
a food truck more  
often if they knew  
how to find them.



4/5 users want to know  
about trucks nearby  
their current location.

4/5 users would prefer a  
map-based search option  
over list-view or other.



2 users said they would like to be able to filter  
by allergy or dietary restriction, including vegan  
and vegetarian options, nut allergy, or kosher.



5/5 users  
would use a  
food truck  
finding app

## Brief Research Summary

All users interviewed and observed were post-college graduates, each in their own respective fields, ranging from accounting to sports performance. Four out of five users interviewed regularly go to breweries with friends, and all said they generally eat food from food trucks if one is available at a brewery where they are. Several cited food trucks as being a fun alternative option to eating at a restaurant, and they would be more likely to try if there was a comprehensive way to find food trucks. All five discussed searching and filtering options as extremely important to them, primarily proximity, price range, food type, and ratings. Three users said they would like a way to keep track of the food trucks they had already tried and liked,

or trucks they would like to try in the future. Users wanted to be able to see menu options for food trucks ahead of time, to have an idea of what to expect at a given truck. Photos of menu options were also mentioned. Overall, users liked Google as a search option because of the ability to see results in a map format. They want to see this implemented in a food truck app. Users also liked the way Yelp allows users to save restaurants for later and the ability to rate, although several mentioned that this featured need not be as robust in a food truck app. When asked about using the app as a social platform, similar to Untappd, users said they would not be interested in an app that complex, but want a quick way to find nearby trucks.