

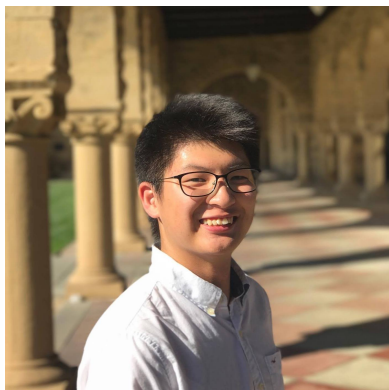
Needfinding

Team 3

Introduction



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Introduction

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Studio Theme:

Arts & Culture

Problem Domain:

Food Trucks!



- audience
 - consumer
 - curator
 - creator
- subject
 - performing arts
 - People who run theaters/performance venues
 - Managers
 - People who watch performing arts
 - literature
 - Readers
 - Critics/reviewers
 - People who go to spoken word events
 - **Book stores**
 - People who don't know what to read
 - Book clubs
 - visual art
 - People who visit museums
 - Curators
 - Small personal gallery owners (or visitors)
 - Art supply store owners
 - music
 - People who listen to music while working/studying/exercising
 - white noise generator?
 - Playlist/streaming services
 - People who make playlists
 - People who go to concerts/music festivals
 - Managers
 - people who make (collaborative?) playlists for parties
 - People who recommend music to each other (influencers?)
 - food
 - Foodies
 - Food Instagrammers
 - Yelp users/reviewers
 - **Cheap eaters**
 - Food truck owners
 - **Food truck enthusiasts/customers**



Needfinding: Where

Food trucks near Y2E2



Downtown Palo Alto



Needfinding Methodology: Who

Ricardo

- Food truck owner
- Approached him at the end of his shift
- “How do you get word out about your food truck?”



Needfinding Methodology: Who

Jane1 & Sho

- Stanford students
- Approached them while eating
- “How do you decide that you want to eat at a food truck?”



Needfinding Methodology: Who

Mitzi

- Retired woman eating at Paris Baguette
- Approached her while eating
- “Could you tell us about your first food truck experience?”



Interview Results

Surprise

**“We pay a fee to be
able to sell here”**

Ricardo

Food Truck Owner

Contradiction

“I don’t trust Yelp,
but I still use it”

Mitzi

Retired Real Estate Agent

Tension

“Every company we
work with has a
different contract”

Ricardo

Food Truck Owner

Empathy Map

Say

Owners

- Customers take business cards
- Even paying a fee leads to profit
- Wants to share his country's food



Customers

- Speed/convenience matter when alone
- Quality > \$/location
- Food is better with friends



Do

Owners

- Lean against food truck during interview
- Work alongside employees



Customers

- Eat with a group of people
- Eat close to the food truck if possible



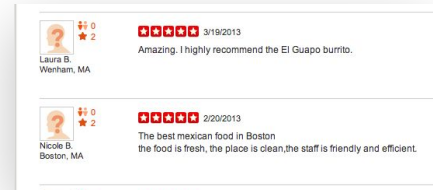
Think

Owners

- I wish there was a way to keep customers coming back
- I have to get the word out about my business



Customers



- I wouldn't usually eat at a food truck alone
- I can't trust the reviews
- Don't want to eat in car
- Would rather sit down to eat with friends

Feel

Owners

- Proud of success
- Worried about getting enough bookings



Customers

- Frustrated with food discovery options
- Intimidated by the unknown
- Confused by ratings/reviews
- Disappointed by current food discovery services (Yelp, Google Maps, etc.)



Analysis

- **Inferences**

- Consumers want an easier, more reliable way to discover food
- Consumers want a different rating system

- **Questions**

- How do consumers find food trucks they'll like?
- How do owners choose where they can make profit?

Needs vs Insights

- **Insights**

- Consumers would benefit from a more objective review and rating system
- Consumers eating alone prefer cheapness & convenience

- **Needs**

- Discover food easily
- Trust in the selection process
- Owners need to connect to current and new customers

Summary

- Needs of food truck owners and consumers are different
- Currently difficult for owners and customers to communicate/find each other
- Word of mouth is king, but it's hard to find food trucks entirely this way