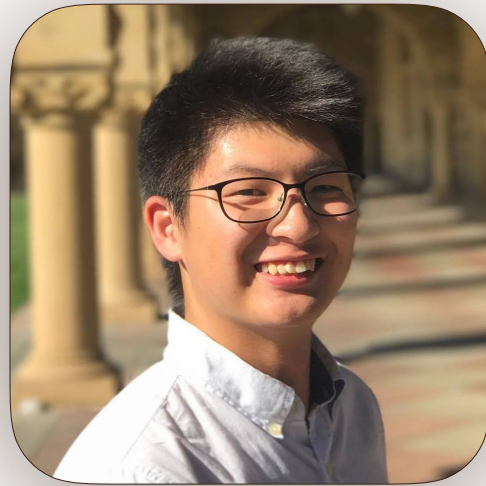# Team 3
Food Trucks

The Team

Jessica Chen
undeclared soph

Thomas Hsieh
CS soph

Paula Sáyago
PD senior

Jennifer Tao
CS coterm

Original POV

We met Sho, a coterm who trusts the taste of food trucks.

We were surprised to learn that he doesn't trust Yelp reviews.

It would be game-changing to streamline the discovery of food trucks.

Additional Interviews

Adiya and
Kevin

David

Cassie

Cary

Additional Interviews

Likes food trucks, but never knows where they are.
Doesn't trust recommendations easily.

Food trucks are too expensive.
Trusts food editors rather than strangers.

Had experience with food trucks selling out.
Defers to expertise of her friends.

Food trucks are not welcoming or visible.
Prefers nearest and most convenient places.

POV#1

We met Cary, a senior who often eats out **with his friends**.

We were surprised to learn that he uses Yelp **even when he doesn't trust** its reviews.

It would be game-changing if Cary could choose food trucks **quickly and reliably**.

POV#2

We met David, a recent graduate who is almost a foodie.

We were surprised to learn that he only eats at food trucks if he is passing one.

It would be game-changing if food trucks could connect to customers.

POV#3

We met Cassie, an entrepreneur and foodie who likes to go out with her husband.

We were surprised to learn that she often experienced menu items selling out at food trucks.

It would be game-changing to give users real-time feedback on food availability.
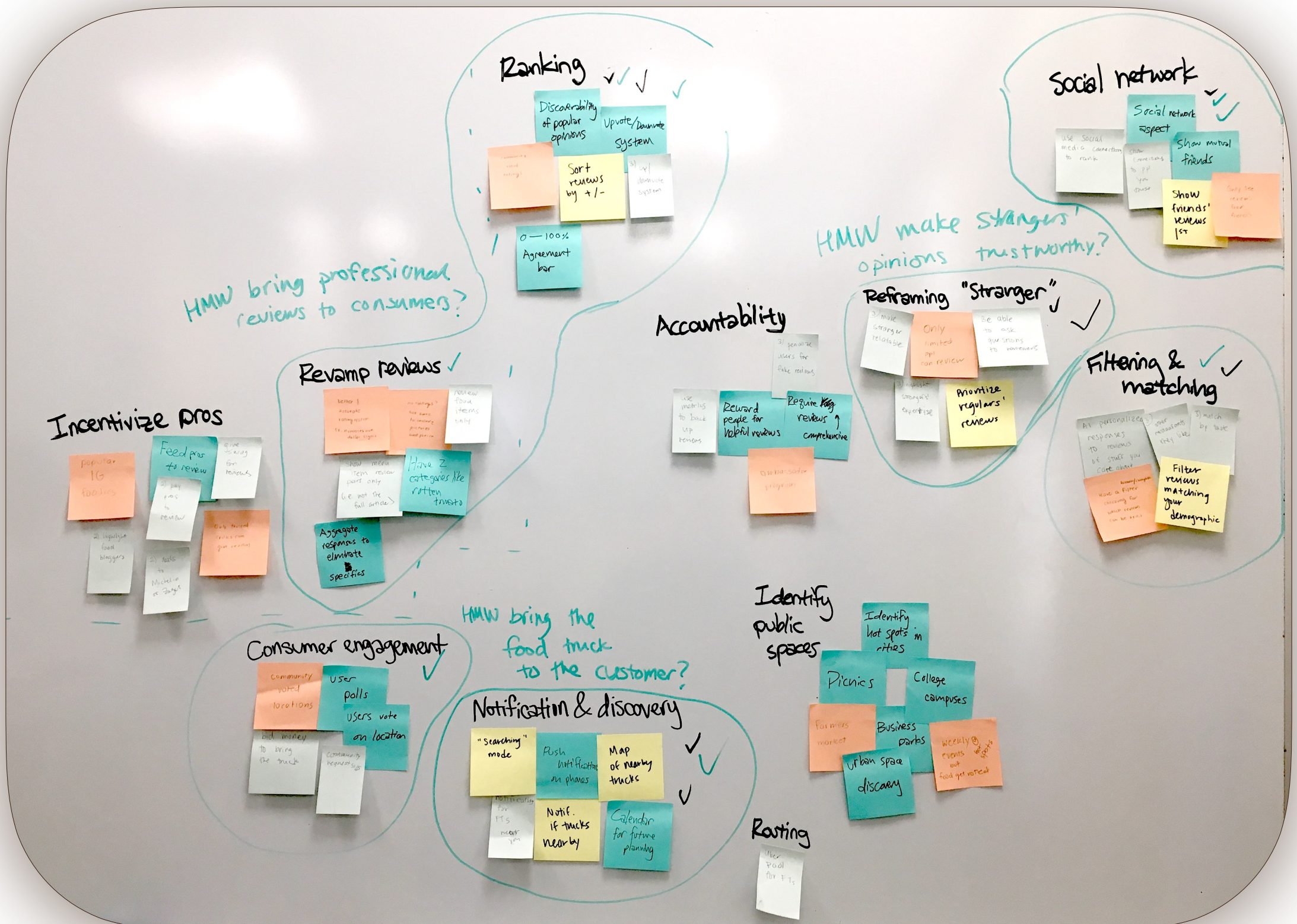
HMW…

…bring food trucks to consumers?
(David)

…make strangers' opinions trustworthy?
(Cary)

…help customers find seating?
(Cassie)

HMW...

Assumptions

Consumer engagement
- Users will care enough to vote
✓ - Willing to go out of the way to request

Filtering / Matching
- People prefer seeing those filters
- Filters will work

Ranking
★ - People trust things w/ more upvotes
- More upvotes = better

Revamping Reviews
★ - People don't care about story of a review
- 5-star system isn't preferred

Notif
✻ - People are willing to be spontaneous
- Wait time will be reasonably short

tags vs. essay
↳ re-representing same info

① Yelp vs our ver.
② Fake crowd-sourced rankings (gDoc)
③ TAP patrons → truck?

Social Network
- Trust friends' taste
- Enough friends will review

Reframing Stranger
- Regulars' reviews = better
- Regular reviewers = better
- Will trust strangers' opinions

Prototype 1: Text vs Tag

assumption: consumers don't care
about the "story" in a review

Prototype 1: Text vs Tag

assumption: consumers don't care
about the "story" in a review

Prototype 1: Text vs Tag

Prototype 1: Text vs Tag

What worked:

Very enthusiastic participant who explained his preferences.

What didn't work:

Nothing.

What we learned:

Simple design is more trustworthy.

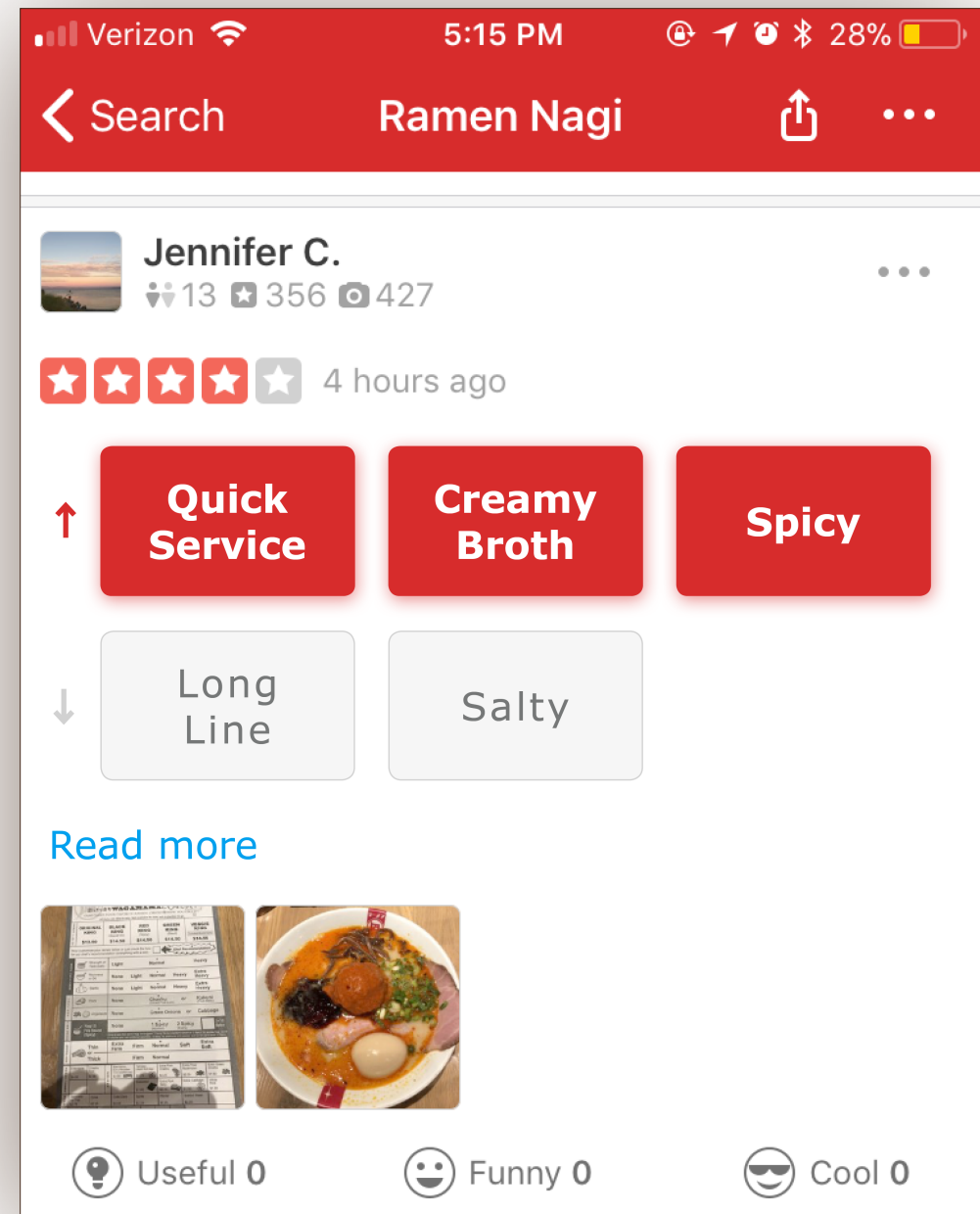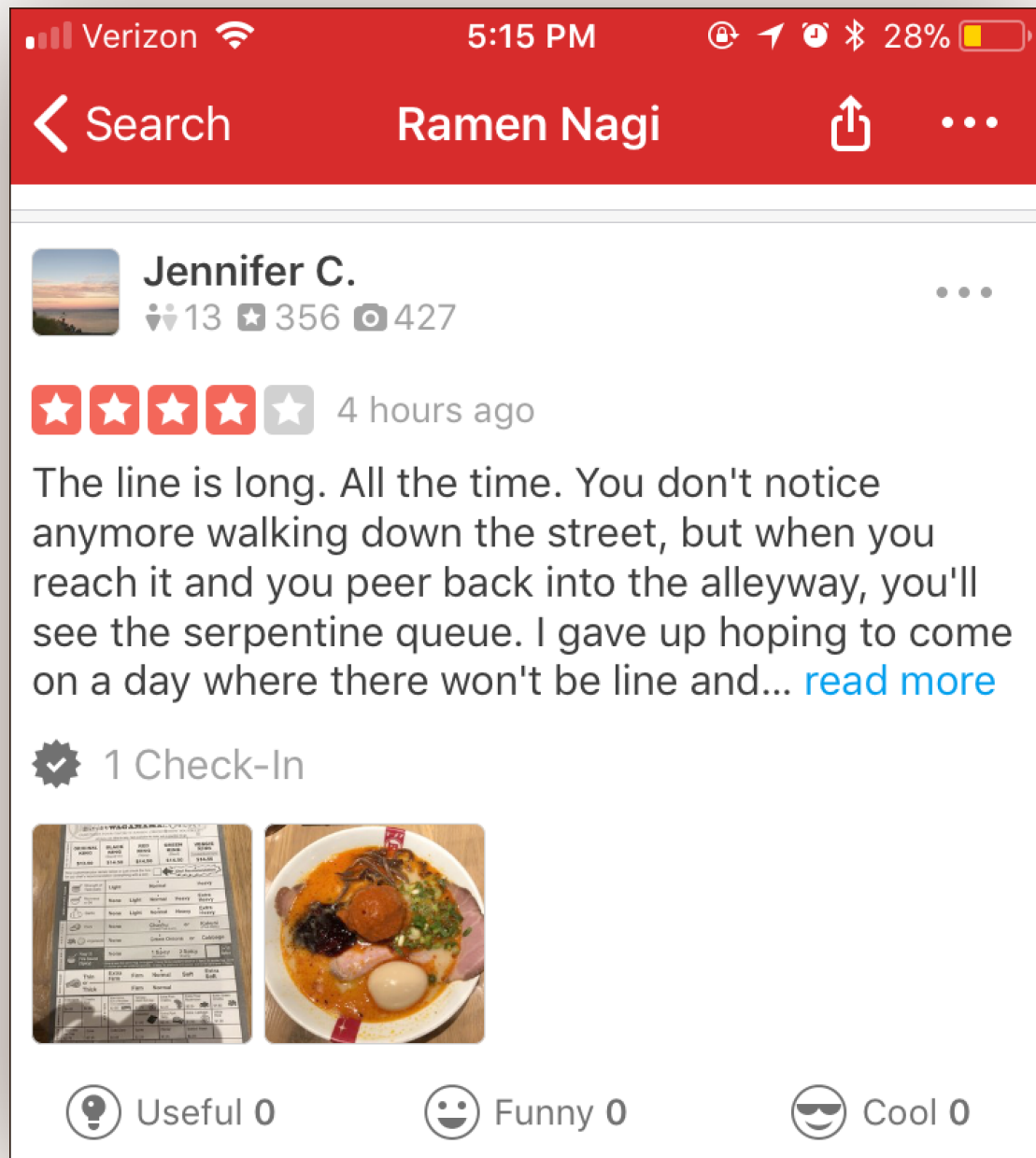Long reviews contain a lot of irrelevant information.

Prototype 1: Text vs Tag

assumption: consumers don't care
about the "story" in a review

Prototype 1: Text vs Tag

✓ assumption: consumers don't care about the "story" in a review

People want reliable information, and they want it fast.

Prototype 2: Push Notifications

assumption: consumers are
spontaneous when it comes to meals

Prototype 2: Push Notifications

Prototype 2: Push Notifications

What worked:

Participants explained their rationale.

What didn't work:

First participant had language barrier.

What we learned:

Lunch is more flexible than dinner.

Food trucks are a "novelty."

Prototype 2: Push Notifications

assumption: consumers are
spontaneous when it comes to meals

Prototype 2: Push Notifications

X assumption: consumers are spontaneous when it comes to meals

People are committed to their plans.

New assumption: consumers would be more willing to visit a food truck with advance notice.

Prototype 3: Fake Good Reviews

assumption: consumers trust positive reviews more

Prototype 3: Fake Good Reviews

assumption: consumers trust positive
reviews more

Hey! Thanks for helping us find the **best place to grab a meal** off-campus.

You can:

- Write down your thoughts on a place to eat
- Criticize or agree with other people's opinions
- Suggest a new place

Prototype 3: Fake Good Reviews

assumption: consumers trust positive
reviews more

Bonchon

★★★★★
- We got the fried rice and the wings. The fried rice tasted like it was cooked in some sort of fat, however, it was really tasty. The wings were a very generous portion, well battered and fried to perfection. I will definitely come back!
  - ^^^ I go here ALL. THE. TIME.
  - The food is too oily. 2 stars

★★★★☆
- I would die for the bulgogi tacos.
  - Lmao same. Also their shumai

Teaspoon

- ★★★★★
  - Definitely one of my go-to favorites when I'm craving boba. I always get the classic Thai tea with honey boba here, as it's perfectly sweet and has a delicate flavor with nice, chewy pearls; I owe this to the fresh tea they use to make their drinks on the spot. A huge plus is also the amount of customization you can have with the drinks. It's a little pricey, but given the surrounding area it's not bad at all.
    - Definitely agree! The freshness of the tea is really what makes Teaspoon stand out above other boba spots!
    - Definitely! I love teapoon! Try liquid gold!
- ★★★☆☆
  - Its ok but not the best
    - I agree i rather go somewhere else with a shorter line
    - Too overrated

Prototype 3: Fake Good Reviews

chon

★★★★

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spoon

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    stand out above other boba spots!
  - Definitely! I love teapoon! Try liquid gold!

★★★☆☆

- Its ok but not the best
  - I agree i rather go somewhere else with a shorter line
  - Too overrated

What worked:

Participants got excited about the food.

People trusted the rating system.

What didn't work:

Writing reviews took too much work.

Contributions only when strongly dis/like.

What we learned:

Everyone filters reviews differently.

Prototype 3: Fake Good Reviews

assumption: consumers trust positive reviews more

Prototype 3: Fake Good Reviews

? assumption: consumers trust positive reviews more

People interact with reviews differently.

New assumption: consumers trust friends' recommendations the most.

Summary

We underestimated people's mealtime plans.

We found that there is still a large barrier to writing reviews.

We learned that simple reviews generate more trust and excitement.

Thank You