

# Survey Response Analysis

I created a survey and shared it directly from within the Google form using Slack, Reddit and Surveytandem. I could determine the following potential patterns:

## Demographic data

My data analysis is based on the summary of 16 responses, displayed as series of charts, graphs and text. I collected the opinion of a diverse group, ages 18-54. 80% of the participants live in North America and will more likely benefit from a product like Curbside Eats.

## Devices and browsing

Top four used devices for browsing are smart phones, laptops, tablets and desktop computers. About 80% of the users browse on their smart phones and laptops, although some of the participants also use desktop computers and tablets.

Based on this information, we'll need to focus on creating responsive site so our users can access and view content in Curbside Eats from any device.

## Dining Experiences

73% of the audience purchases a meal to go often or sometimes, with majority of them browsing often to find a place to eat. When it comes to decision making, 31% of them find out about new dining experiences based on friend's recommendation but 19% of the respondents rely on online reviews. Restaurants and Food trucks are the top two dining experiences survey respondents are looking for.

We are going to target these meal to go clients by designing a mobile application that allows users to find food trucks near them, Good navigation, intuitive and easy to use UI will be a focus as we design Curbside Eats.

## Ratings and Customer Reviews

63% of the respondents will look at current ratings and customer reviews if they plan to dine out at a place they have never been before. Moreover, 19% of them would leave a rating and/or review for their new dining experience.

To reflect the survey results, we need to enable the review and rating functionality for our Curbside Eats app.

## Competitors

Yelp, Google maps and no other Food Trucks maps were mentioned in the survey results as a potential competitor. They are easy to use and provide local in-depth data available across devices, however, they are not focused on food truck data and don't always have menu with prices to look at.

We will look to integrate all the positive features mentioned and determine how Curbside Eats can stand out with its usability features.

## Ordering

53% of the survey respondents like to order in advance. Most of them prefer using mobile application for pre-ordering, but they would also use desktop applications and ordering over the phone. It is important to account for cash purchases, based on the survey results. Users want the process to be quick and accessible, much like ordering in person.

## Social

63% of the respondents of them use a social account (Facebook or a Twitter) to register on other sites.

A requirement for Curbside Eats is to include social registration. We can conclude that this feature will be used by most users.

# Competitive Analysis

## A List of Competitors

Based on a thorough marketing research and survey results, we can conclude that the following applications are our main competitors and greatest challenges on the market:

### **Food Trucks, Street Food and FOLLOW THAT TRUCK!**

There are applications such as Google Maps and Yelp that indirectly compete with Curbside Eats by offering only part of the features that our application will have, mainly solely offering map locator and navigation or locating broad spectrum of restaurants and will be excluded from this report.

Applications with limited support will not be considered as well, as they are not direct competitors.

## Positioning

**Roaming Hunger** is one of the most popular food truck apps. And for good reason, it's a comprehensive app that provides food truck locations in most major cities. The app provides real time food truck locations, and the user can sort by meal or vendor to find the perfect food truck for any given moment.

The **Street Food app** is accurately named and is geared towards street food lovers in North America. Vancouver, in particular, has a reputation for having enticingly delicious street food and the Street Food app is essential for many Canadians.

It can succinctly let the user know how many food trucks are open in the city today and what time they are open until. This useful app also offers descriptions of local street food and helps the user get intimate tips about the locals and what to expect.

**FOLLOW THAT FOOD TRUCK!** is a free mobile app for iPhone and Android that uses GPS to display the real-time location of all nearby food trucks. Food truck operators can even customize their truck's profile by displaying contact info, a website, hours, or menus.

## Primary Audience

If we go to our competitor's apps, we see that the content is well written and clear. **Roaming Hunger** and

The **Street Food App** have sleek UI. **FOLLOW THAT FOOD TRUCK!** has a slightly different approach that conveys inexpensive. All three apps are free.

We can conclude that their target audience is anyone 18-60 who would order food from a food truck. **FOLLOW THAT FOOD TRUCK!** has over 24 000 users.

## Differentiators

**FOLLOW THAT FOOD TRUCK!** allows food truck operators can even customize their truck's profile by displaying contact info, a website, hours, or menus. They provide a quick tutorial for Food Truck Owners, a great benefit for those who are not tech savvy.

**Roaming Hunger** provides website support with additional features for truck owners (buy, lease, sell a truck)

**Street Food App** provides website support that allows Food Truck Sign in and Food Truck catering.

Curbside Eats' future for exploring the menu and pre-ordering will set us apart. Social media sharing the truck owner support are additional features we can consider.

# SWOT Analysis

## Street Food Ap

Positive	Negative	
<b>Strengths</b> <ul style="list-style-type: none"><li>• sleek UI, intuitive navigation</li><li>• Android and iOS support</li><li>• obvious call-to-action</li><li>• relevant content</li><li>• intuitive navigation structure</li><li>• free</li><li>• no sign-in required</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• lack of pre-ordering capabilities</li><li>• does not provide menus</li><li>• lack of rating and customer reviews</li></ul>	Internal
<b>Opportunities</b> <ul style="list-style-type: none"><li>• potential untapped markets</li></ul>	<b>Treats</b> <ul style="list-style-type: none"><li>• competition-copying features</li><li>• market already saturated with similar tools</li></ul>	External

# Roaming Hunger

Positive	Negative	
<b>Strengths</b> <ul style="list-style-type: none"> <li>• sleek UI</li> <li>• intuitive navigation</li> <li>• website support with additional features for truck owners (buy, lease, sell a truck)</li> <li>• Android and iOS support</li> <li>• obvious call-to-action</li> <li>• relevant content</li> <li>• statewide support (even in Phoenix!)</li> <li>• great futures: automatic citation, commenting</li> <li>• free</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>• lack of pre-ordering capabilities</li> <li>• does not provide menus</li> <li>• lack of rating and customer reviews</li> </ul>	Internal
<b>Opportunities</b> <ul style="list-style-type: none"> <li>• potential untapped markets</li> <li>• making money</li> </ul>	<b>Treats</b> <ul style="list-style-type: none"> <li>• competition-copying features</li> <li>• market already saturated with similar tools</li> </ul>	External

# FOLLOW THAT FOOD TRUCK!

Positive	Negative	
<b>Strengths</b> <ul style="list-style-type: none"> <li>• non-sleek UI, implying inexpensive</li> <li>• intuitive navigation</li> <li>• fee</li> <li>• uses GPS to display the real-time locations of all nearby food trucks</li> <li>• website with more information for additional information</li> <li>• for both iPhone and Android users</li> <li>• obvious call-to-action</li> <li>• relevant content</li> <li>• intuitive navigation structure, for the most part</li> <li>• great futures: maps, simple UI</li> <li>• Social media sharing enabled</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>• Logging in misleading, it is designed for truck owners only, but the user finds out after creating an account</li> <li>• UI needs work. UI becomes irresponsive if the user is outside their area.</li> <li>• does not provide menus</li> </ul>	Internal
<b>Opportunities</b> <ul style="list-style-type: none"> <li>• potential untapped markets</li> </ul>	<b>Treats</b> <ul style="list-style-type: none"> <li>• competition-copying features</li> <li>• market already saturated with similar tools</li> </ul>	External

Sources:

<https://www.bloc.io>; <http://followthatfoodtruck.com/>; <https://streetfoodapp.com>; <http://roaminghunger.com/marketplace/>