



Introduction

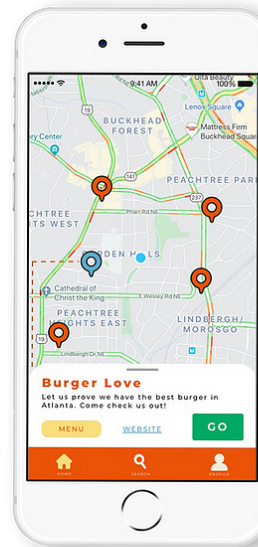
This app and website was designed to help you locate food trucks in your area, follow your favorite trucks, and be notified when they are parked and open for business.

Problem

Food trucks are valuable because of their mobility. However, this can also be a problem because they are rarely in the same location every day. Also, if you find a truck that you enjoyed it is often hard to find them again unless they have a strong social media presence.

Solution

There were two problems that were addressed in the design of this app. First, offer a way to quickly search for food trucks, in case someone is looking for trucks nearby on a lunch break. Second, offer a way to follow or track a food truck.



Competitor Analysis

Many of the food truck locator app options were only in selected cities. The 2 chosen competitors, *Roaring Hunger* and *mFood*, all offered a different focus but a great service. *Roaring Hunger* focused on supporting the food truck community. *mFood* has the market advantage, but it did not have a strong UX/UI.

User Personas

"Food should always be emotional. Which is why I love food with a good brand."

ABOUT
 AGE: 25-33
 JOB: Accountant
 EDUCATION: Master's Degree
 DEMOGRAPHIC: Millennial Professional

CORE NEEDS

- Loves living in the city
- Values social and work life balance
- Values experiencing new things
- Active user of social media to keep up with things around the city

SCENARIO
 Randall chose his job in midtown because of the way they value work culture; one example being their Food Truck Thursdays. One Thursday he really connected to the brand of a food truck, and decided to follow them on social media to continue to

RANDALL

"I'm on the go a lot, so I really love being able to find a food truck close by and not have to settle for fast food."

ABOUT
 AGE: 19-25
 JOB: Communications Associate
 EDUCATION: Bachelor's Degree
 DEMOGRAPHIC: Gen Z Young Professional

CORE NEEDS

- Values live/work/play lifestyle, needed to live close enough to the city where she can get to work and events by walking or a short cab ride.
- Loves to explore the city
- Follows several influencer brands on social media to keep update with new food/fashion trends

SCENARIO
 Vanessa is planner. She's going to a festival with her friends and wanted to check her food options on the way. She loads up the app and notices the festival has great food truck options scheduled.

VANESSA

"We value anything that creates a sense of community. Food has the power to do that."

ABOUT
 AGE: 25-45
 JOB: Mechanical Engineer & Stylist
 EDUCATION: Bachelor's Degree
 DEMOGRAPHIC: Millennial Young Family

CORE NEEDS

- Fears becoming an old married couple
- Loves the convenience of the city
- Still tries to enjoy life even after becoming parents

SCENARIO
 The Jones Family moved to a specific neighborhood in the city because they heard of its Food Truck Market every Tuesday night. They like being able to check out the options before going, and also the opportunity to be "neighborly" with the food truck owners.

JONES FAMILY

Sketch Wireframes

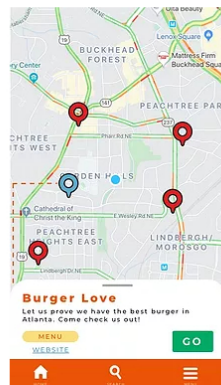
[View PDF of Wireframes](#)

Usability Testing

The food truck locator app was tested with real users to find any errors in navigation and visual appearance. I also wanted to observe their interactions and collect suggestions from them. Objectives were to:

- Quickly find a food truck and get directions
- Create a profile to customize their experience
 - Search saved food trucks
 - Turn on notifications
 - Go "live" as a truck driver,
 - Sync preferences from Yelp & Google

A/B Testing



69%



31%

The first option offers a quick view of the available food trucks before committing to see too many options. After the testing, the participants that chose the second option made a great point about being able to see a quick view of the menu. So in further development, I may add this slide up menu as an option for users that desire it.

Critique

Positive

Johnny:

- The app sounds really cool
- The colors feel good
- I love the create account option being second, I hate apps that make you sign up first.

Natalie:

- I would use this app! I really need it

Constructive

Johnny:

- Can I continue to use it as a guest? I usually prefer that option to avoid a bunch of emails
- I'd like to see in the saved trucks section a way to toggle on and off notifications for each truck
- Should you include driver-focused screens? I'd like to see how that would look.

- It's pretty too. I love the colors and the design. It looks very professional.

Vatazia:

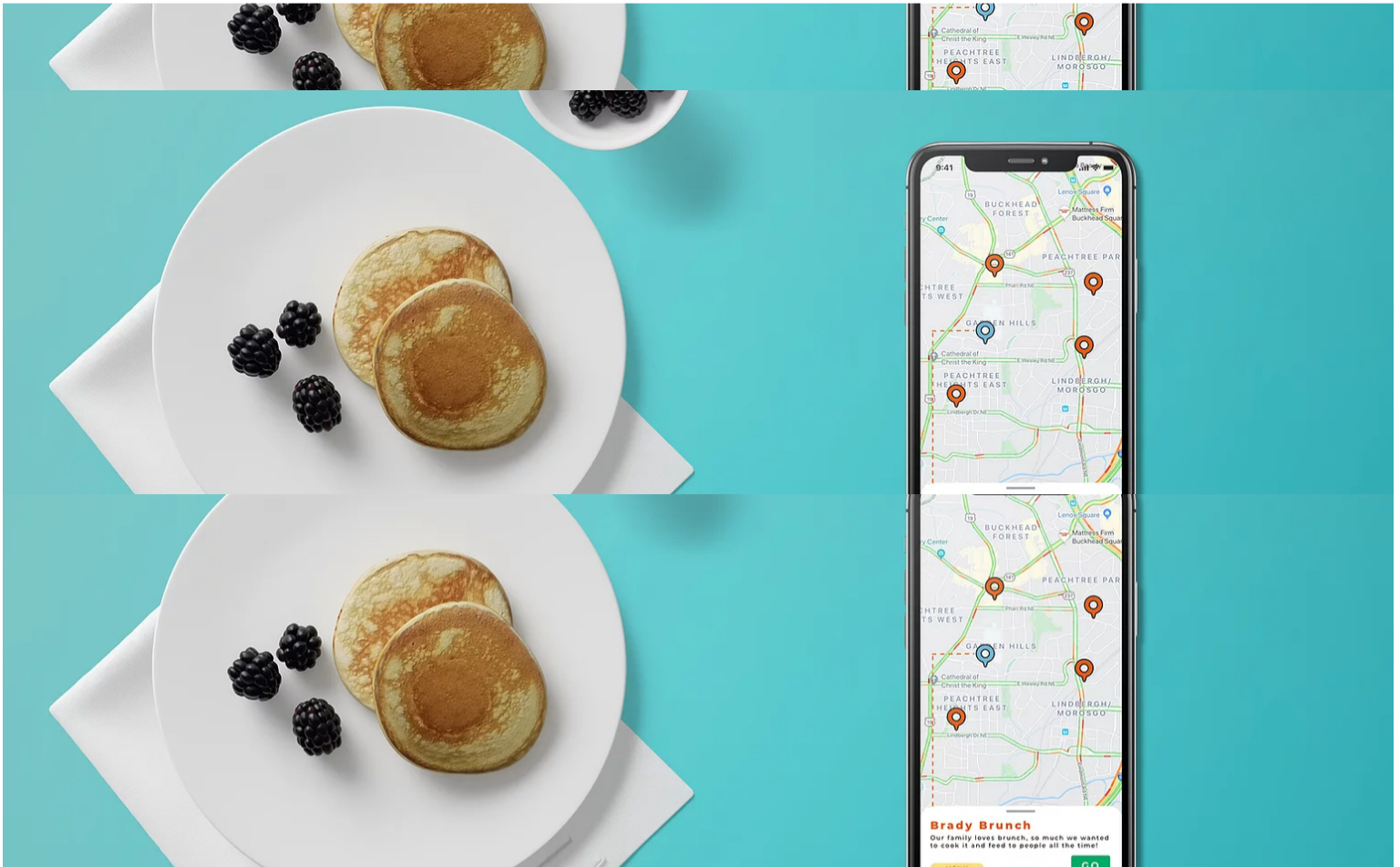
- Love the typography
- Love the colors combinations
- Looks like the fun app.

Natalie:

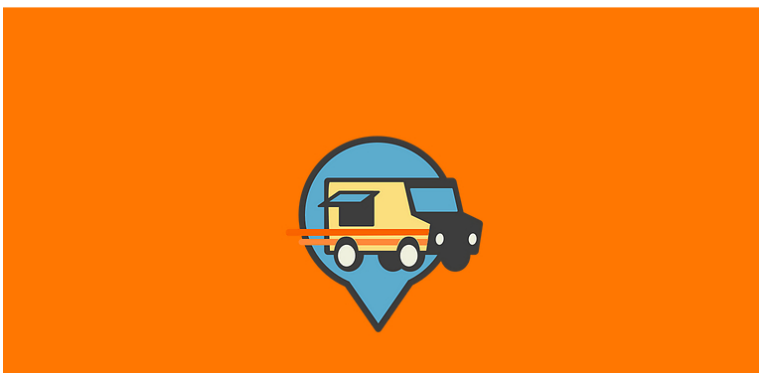
- Home screen is a little confusing. I would think the menu is the home screen.
- Maybe change the home icon to a map? Or just say map?
- Maybe change the menu icon to profile? That seems to be more intuitive since when the menu screen looks more like the place where we can customize everything.
- Selected icons need color

Vatazia:

- I think the buttons aren't large enough
- The colors from the Facebook and Google buttons on the sign-up screen clash with the orange background
- Agrees with Natalie, the navigational bar could be worked on a little more. I was confused about the home page too.



Style Guide



Color Palette



Typography

MONTSERRAT

This font was chosen because it embodies bold, retro, and modern.

HEADING 1 - 27pt

Food trucks are awesome!

HEADING 2 - 20pt

Food trucks are awesome!

HEADING 3 - 19pt

Food trucks are awesome!

SUBHEADING 4 - 16pt

Food trucks are awesome!

SUBHEADING 4 - 10pt

Food trucks are awesome!

NOTE: Do not use true white (#ffffff) for the fonts. Always use the off white from the color palette.

#EFFDDE

Iconography

BUTTONS

USE LOCATION?

CREATE AN ACCOUNT

LOG IN

GO

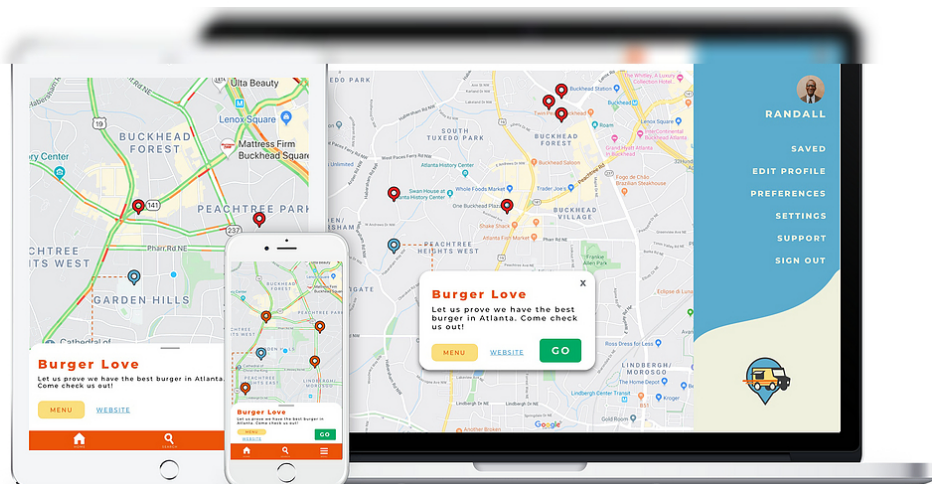


MENU

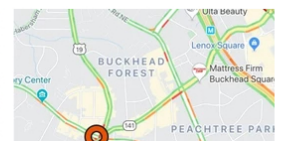
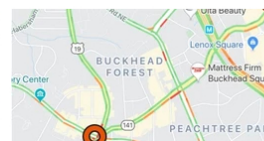
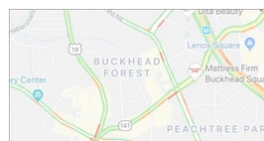
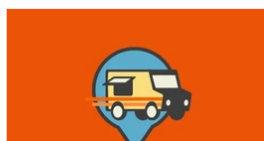
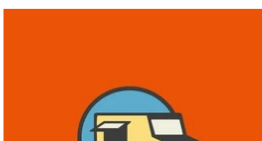
ICONS

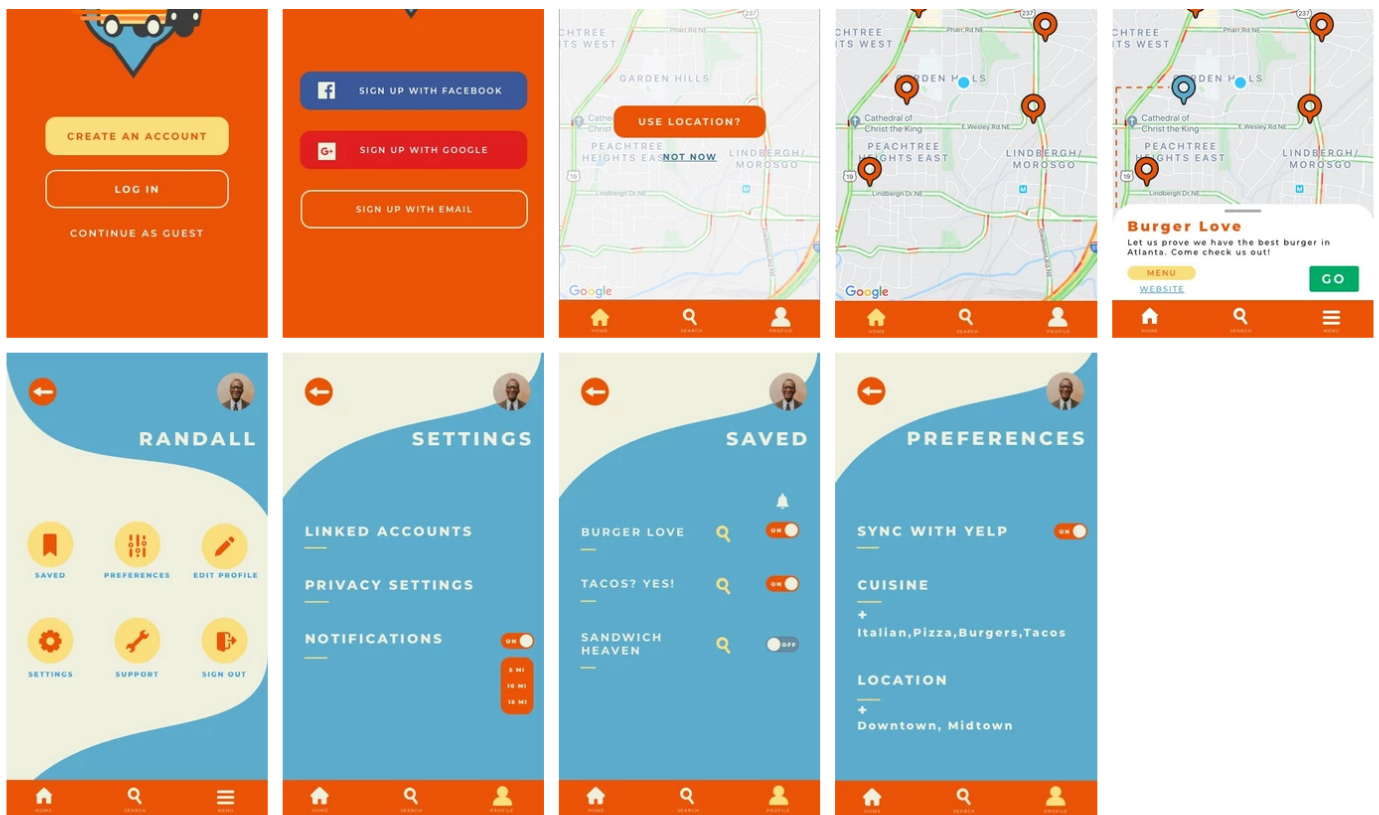


Responsive Designs

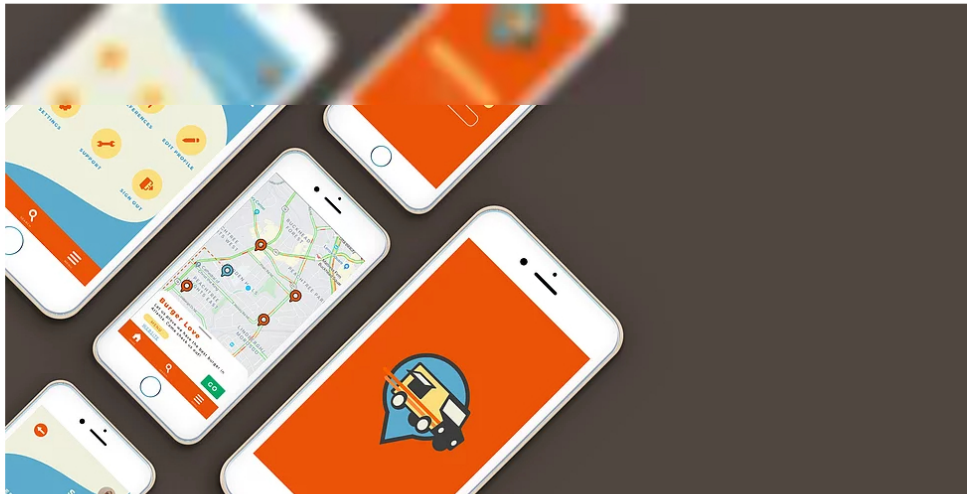


Final Screens





Final Mock Up



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LET'S WORK TOGETHER

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LET'S CONNECT

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