

AFFINITY DIAGRAM

EXPECTATION 1

The app should have a full/complete menu on it and have it updated when any items are not available.

It should have the full complete menu on it and be able to pick what I want and pay for it.

It'd be nice if they have an electronic menu cause sometimes they have a paper printed menu on the side of the truck and it's hard to see, especially when the lines are really long.

If there is such app, I'll be very curious to check the menu for sure, and I'll try out the app and order from it.

One thing that I like is when they have a big QR code on their truck so I can check out their menu online and have my order ready while lining up.

EXPECTATION 2

Being able to place an order and pay (more flexible payment method) through the app

To be able to place an order and pay through an app and having that mobile pick up service would be great to have.

I like it when they have the tap payment system, some are very restrictive on the payment type that they accept.

EXPECTATION 3

The tracking system should show a high accuracy on the status of the order

Accuracy in the time tracking is probably quite important to me, I don't wanna go there and the food is not ready.

A crucial feature for me is the real-time order progress update. I want to be informed when the kitchen receives my order, when the food is being prepared, and having a displayed time allows me to coordinate my arrival perfectly with the readiness of the order.

It'd be nice for them to offer free delivery or a tracking system for you to pick up from the food truck when it's ready.

I think it's good to have a tracking system to know the progress of the order and so I can leave my office just in time to get my order.

EXPECTATION 4

Location accuracy has to be on point. When there is an update on the location of the food truck after they move to a new spot, it should be reflected on the app right away

Location accuracy - it has to be updated instantly in the app if the truck moves to somewhere else.

The location of the food truck is really important, to make sure that the location is updated all the time.

EXPECTATION 5

Being able to put a note or specific request for some dietary requirements/preference (ex. in case of any allergies or halal request)

Another thing is the app should allow me to customize my meal and put a note for them for dietary restriction, this will be useful for people with allergies.

I also like the options to customize my meal, for example to take out the pickles in a burger etc

EXPECTATION 6

Being able to reach out to the food truck directly when any issues arise (wrong order) or when they need to reach out to us (ex. when they need to replace an ingredients with something else)

Being able to talk to the person directly, if any issues, preferably through live chat just like UberEats. My thought is that if everything is done through the app, it'd be nice to be able to reach out through the app too instead of having to call the food truck.

EXPECTATION 7

Price is to be reasonable and the photos displayed in the app should be accurate and reflects the food quality

The price also has to be reasonable

The food photos in the app should reflect the food quality - should never under deliver. This is probably not really a feature from the app itself, but it's important to me.

If the food truck offers delivery, I'd definitely compare the app with other delivery options - its efficiency, price and rating.