

AFFINITY DIAGRAM

PAIN POINT 1

The lining up and waiting time is too long, especially when you are at the mercy of the weather that day.

The experience is always good apart from the line up and also sometimes items sold out quickly.

A lot of food trucks don't have a designated food truck waiting area or any seats. When there are a lot of people ordering, it can get a little messy.

Long line up, no dine-in area. Not a fan of waiting in line, that's all.

I don't buy very often, but that is because I don't always catch a food truck around or if I do, usually the lineup is a little too long. People are always super excited to see a food truck.

I actually never like ordering from food trucks so much, cause I find it a little chaotic. Firstly I am exposed to sun or rain and the line up can be really long as well as the waiting time for the food. Sometimes the waiting time can be as long as restaurants.

About waiting in line, I hate it, it's totally wasting my lunch break.

Usually I will just skip the food truck if it's not something that I really want. Vancouver is rainy most of the time too so it's very inconvenient.

PAIN POINT 2

Not being able to checkout the full menu online / in advanced.

Some items sold out really quickly and you won't know that until you are at the cashier to order the meal.

The experience is always good apart from the line up and also sometimes items sold out quickly.

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. Every food truck is different, they put them in different places too.

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. A lot of times, they have their menu printed on the side of the truck and you can't always read it when lining up (too small).

PAIN POINT 3

The pricing in food truck can be quite expensive, comparable to restaurants or sometimes more

The price also has to be reasonable

Food pricing is too expensive based on my experience