

# Research Plan

## Introduction

- Title:** Creating a menu and payment app for a Thai food truck called Hungry Momo
- Project background:** To design an app that enhances your food truck experience. It allows people to browse menus, discover special offers and place their order in advance for a seamless pickup - skip the line and savor the meal exactly when it's ready.
- Research goals:** I aim to assess the user-friendliness of our ordering process, seeking insights on its clarity and efficiency. My goal is to understand the user experience and gather valuable feedback to enhance and streamline the overall ordering process.

## Research Focus

- To understand the overall experience with ordering food from food trucks and any challenges they face
- To learn how long it takes a user to find where to set the pick up location?
- To observe the user flow or the steps that users take to
  - Browse the menu → add items to cart → checkout/payment → order tracking
- To learn what potential users expectations are when ordering through the app (features, information, etc).

## Methodology

### PRIMARY RESEARCH

- User Interviews
  - 5 participants
  - Students or working professionals who are above 18 and have ordered from food trucks before (min. 10 times)
- Reddit
  - Asking members in the subreddit group of 'Food trucks' the simplified questions that are similar to the interview questions.

## SECONDARY RESEARCH

- Competitor Audit
  - To analyze the order and payment processes as well as the general user interface and experience of each competitor's app
- Market research
  - High level research on articles, statistics as well as Reddit and Quora posts on food trucks best practices and consumer behaviour

## Research/Interview Questions

1. Can you describe your current schedule and how you balance your responsibilities with meal planning?
2. How often do you buy food from a food truck?
3. Can you share your overall experience with ordering food from food trucks?
  - i. What do you enjoy the most about the current process of ordering?
4. Are there any challenges or inconveniences you've faced when ordering from food trucks in person?
  - a. How do you feel about waiting in line to place an order at a food truck?
5. Have you ever used an app to order your food from a food truck?
  - a. If yes, what has been your experience with such apps?
  - b. How often do you use it? Is there a specific feature that is your favorite/least favorite?
6. What challenges do you face in the ordering process?
  - a. How does this make you feel?
  - b. Any problems with the payment?
7. Is there any way in which you feel these challenges could be resolved? What kind of solution would you like to see?
8. How do you feel about ordering your meal online from a food truck, being able to track it (time) and getting notified when it's ready for you to pick up?
  - a. (If positive response) What are the must have features in an online ordering and payment app for food trucks for you?