Interview Notes
- Sue Batham

Person1:

- Drexel University Student, double majoring in Marketing & Business Analytics, and minoring in UXID.

Food trucks:
- Finds food trucks really convenient, and as a time saving option
- Favorite food trucks : happy sunshine, and Pete's lunchbox because of their typical traditional American cuisine, also their location, affordable pricing, quick service.
- Repeats order, almost always gets the same dish that both trucks feature
- Repeats order because, it's a familiarity thing, a consistent taste that always tastes good
- Preferred wait time : 5-10 mins
- Would go back to happy sunshine, and Pete's lunchbox, because of the owners & management provide a friendly interactions, also mentions a long line waiting makes it more assuring about the service quality
- Best experience : As a regular customer, appreciates the interaction with owners of the food trucks respectively.
- Worst experience : None in particular, but doesn't like long waiting lines & short staffed with that
- Willing to spend: 10-12 dollars

Online ordering:
- Use iPhone14 pro max, Uber eats is typically the go-to app for ordering food
- Order whatever is the quickest option
- No particular cuisine choice
- Aims for efficiency, convenience, discounts(cheaper things)
- Considers discounts & other incentives a merit, and it would make a difference in the usage of the app
- Decision making process when ordering : Opens app, goes to the delivery options of the restaurants available, sorts list by delivery time, then views the menus and order based on preference, checkout (enter any promos & codes), places order, waits for food
- Challenges faced, are the bugs in the system, as when new restaurants set up with Uber eats the customization is not updated sometimes
- Finds payments on ordering apps convenient as they cover it all
- Loyalty factors : discounts, benefits, cheaper prices (competitive prices)

Improvements:
- improvement for food trucks : Prefers food trucks to do delivery orders, as they have specific opening hours and if not able to visit during that time, would like the delivery option.

- Student at Drexel University, majoring in Graphic design, minoring in UXID, and is also working in a study program

Food trucks:
- Finds a lot of variety of food trucks near Drexel, when doesn't want to eat at same place over & over
- Visiting Frequency: visits every other day out of convenience, and because of the proximity to the academic building
- Fav Food truck is Pete's little lunchbox, because they have Venmo payment option, and doesn't like carrying cash.
- Happy Sunshine has the same kind of food, but prefers to go to Pete's little lunchbox because of Venmo payment option availability.
- Fav Food : Thai tea, breakfast sandwich (bagel w/ turkey bacon, eggs, cheese) finds the pricing affordable, and mentions huge portions
- Has visited WokWorks, but feels it's pretty mediocre, fast service, good amount of customizations
- WokWorks bad experience : a friend of hers, found hair in food (uncertain if it was chicken hair) but it deterred her & her friend to order again from WokWorks, additionally finds the pricing has significantly increased
- Preferred wait time : 5-10 mins, above 15 mins is not ideal
- Ordering habits, usually order same dish, unless hears a recommendation from word of mouth
- Willing to spend: 10 dollars max
- Likely to return to a food truck factors: consistent quality, and appreciates service of Pete's little lunch box, recognizing frequent customers and are extremely nice, and if the price and the ratio of portion size matches.
- Prefers sitting down in a seating area near food trucks.

Online ordering:
- Uses a iPhone, prefers call & order directly if close to home
- Food order apps: gravitates towards Uber Eats, because of more advertisements and convenience of having all restaurants
- Fav cuisine, middle eastern or Indian food, prefers ordering in than driving there
- Primary goal when ordering food online, seeing the location in terms of quicker delivery time (time & location)
- Discounts, and other incentives strongly matter in decision making, and plans to order meals in the future based after checking promo expiration dates
- Ordering process, if pre-decisive of place in mind, ignores everything and goes into the specific restaurant by searching it up. Else, browses for restaurants based on promos. Likes to use customization with check boxes than a special note.
- For payment, its easier with card information saved in the app or use Apple Pay.

Improvements:
- improvement for food trucks / WokWorks: would like some kind of loyalty system, where it can be a card or discount days, for frequent customers to able to get free drink or some kind of incentive.

Reflection Notes:

- Person1 prefers both types of services in-person & ordering online, whereas Person 2 has higher preference to go in person than order online.
- Considering the average wait time for food trucks & preferred time of both of parties aligned with wait time : 5-10mins
- Both parties value time efficiency, and convenience, and showed preference towards incentives for food trucks & ordering apps.
- Both of them felt going to food trucks fits their eating habits b/w juggle busy class schedules as opposed t and planning out meal
- Some other patterns are inclination to hospitality(consistently being welcoming & recognizing repeat customers), apart from food quality and how it makes them gravitate towards a food truck.
- I noticed how special the interviewees felt when they mentioned the owners remembering people's names, I think this played a powerful role in customer service.
- When I think of marketing, I always head into digital marketing, but something interesting I noticed was Word-of-mouth(WOM) marketing in play for trying new dishes at food trucks, actively influencing in decision-making. (Natural form of)
- Person 2 was a female, and I observed the safety aspect for grabbing at food trucks during evening hours, in terms accessibility of the food trucks in around campus location wise.
- With loyalty products on ordering apps, they seem to be picking the restaurant that catches their attention with banners & discounts tags providing a quick glimpse(in the hero section)
- Both use digital payments because of convenience, and safety
- Note : can students' dragon card be used to food truck purchases can promote repeat visits?