



## PROJECT SELECTION

Currently, Philadelphia has over 150 food trucks around the city, with over 120,000 students and over 1.5 million citizens. Finding a food truck that will satisfy your cravings in the moment can be difficult without an overarching picture of what's available.

We are proposing a solution to this problem with a food truck finder mobile app in Philadelphia, with an emphasis on students, called *On The Go Eats*.

We were inspired by the pre-existing [foodtruckfinder.com](http://foodtruckfinder.com), which shows all food trucks in a searched area, and a map available on temple.edu, which details Temple's typical food trucks. The site, which has an accompanying mobile app; only shows the location, daily schedule, and photos of each food truck.

## PROJECT SCOPE

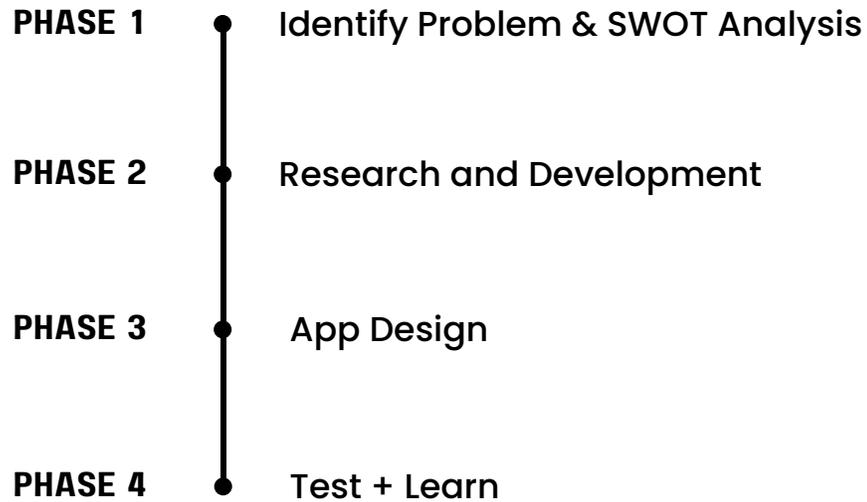
*Philadelphians can easily locate trucks and place orders through the app. Additionally, students can pay normally OR can connect their meal plan and preorder meals in the app using their meal plan.*

The app will let Philadelphia citizens and students know where food trucks are parked: on or around campus, near parks, busy streets, etc. The app will include daily schedules and changes, location changes, menu changes and current pricing for ordering.

The purpose for this app is to give all Philadelphians access to the city's plethora of food trucks, where they can order food with ease.



## HIGH-LEVEL REQUIREMENTS



## STAKEHOLDERS

Important stakeholders in this scenario include students, university faculty, and citizens/employees of Philadelphia. For students, professors, professionals, etc., time for breaks can be short. The goal of this app is to improve the process of figuring out what and where to eat around the city and its several campuses to give users a more efficient experience, especially with the utilization of meal plans for students.

Universities, as institutions, are another major stakeholder in this equation. If successful, the app could potentially bring in additional revenue for the universities of Philadelphia as more students/faculty opt to spend their money on campus as opposed to off-campus due to increased ease and convenience.

Similarly, any small business/food truck owners in the local neighborhood that are included on the app could benefit from more exposure and foot traffic, especially from those who may be discovering the business for the first time through the app.



By evaluating the current use and functionality of the foodtruckfinder.com website, we will further develop an updated and user-friendly mobile application. The application will utilize university credentials for students to connect to their respective meal plans. This will allow students to explore and broaden their food choice through their meal plan, which could otherwise be wasted at the end of the year. With this, food vendors and universities can better evaluate customer foot traffic of faculty and students.

The application will also will consolidate food truck vendors' information to a centralize hub that can better improve service to customers. Through this digital structure, food truck vendors will gain better insight on customer behavior and better manage their food inventory. Through ease of use for customers, this app will promote more loyal customers to return to the same food truck.

