

Project Summary Evaluation

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2. Business Analysis—

1. Marketing and Advertising:

1. Develop a marketing strategy to attract both food truck vendors and customers to the platform.
2. Create targeted campaigns for different user segments (e.g., food enthusiasts, event organizers, food truck owners).
3. Utilize social media platforms and local food events for promotion.

2. Legal Considerations:

1. Develop clear terms of service and user agreements to protect the platform from liability.
2. Address privacy laws and data protection regulations

3. Sales:

1. Develop a pricing strategy for vendor tiers and any premium features.
2. Create a sales team or strategy to onboard food truck vendors, especially in the initial stages.
3. Consider offering promotional periods or discounts to attract early adopters.
4. Develop strategies for upselling and cross-selling additional services to vendors.

4. Customer Support:

1. Establish a customer support system for both vendors and customers.
2. Develop FAQs and self-help resources to address common issues.
3. Consider implementing a ticketing system for issue tracking and resolution.

5. Revenue Model:

1. Clearly define the revenue streams
2. Develop a financial projection based on expected user growth and revenue per user.
3. Consider strategies for monetizing the customer base without compromising user experience.

6. Partnerships:

1. Identify potential partners in the food industry or event planning sector.
2. Explore integration possibilities with complementary services.

7. User Acquisition and Retention:

1. Develop strategies to attract and retain both vendors and customers.
2. Implement a loyalty program to encourage repeat usage.
3. Create engaging content (e.g., food truck spotlights, local food guides) to keep users coming back.

8. Competitive Analysis:

1. Regularly monitor competitors and similar platforms.
2. Identify unique selling points and continuously innovate to stay ahead.

9. Regulatory Compliance:

1. Stay informed about changes in food industry regulations and technology-related laws.
2. Ensure the platform meets accessibility standards.

10. Community Building:

1. Foster a sense of community among users through features like forums and events.
2. Encourage user-generated content to increase engagement.

11. Performance Metrics:

1. Define key performance indicators (KPIs) for business success.

12. Feedback Loop:

1. Establish mechanisms to gather and act on user feedback.
2. Continuously improve the platform based on user needs and market trends.

3. Art (Graphics, Sound)—

13. Visual Assets:

1. Logo for the platform
2. Icons for various features (e.g., map, search, profile, events)
3. Food truck illustrations or photographs
4. User interface elements for both web and mobile versions
5. Map markers for food truck locations
6. Banners for events or promotions

14. Mobile App Settings:

1. Color scheme options (e.g., light/dark mode)
2. Font size adjustments
3. Notification preferences
4. Location services settings

15. Individual Artifacts and Features:

1. Profile pictures for users and vendors
2. Food menu layouts
3. Event calendar design
4. Rating and review interface
5. Chat or messaging interface

16. Sound Effects (if implemented):

1. Notification sounds for messages or alerts
2. "Check-in" sound when arriving at a food truck location
3. Sound effect for submitting a review or rating
4. Navigation sounds for the app interface

4. User Interface—

1. Usability:

1. Intuitive Navigation: The UI likely emphasizes easy-to-use navigation, allowing users to quickly access features like vendor search, event planning, and profile management.
2. Responsive Design: As the platform is intended for both web and mobile use (using Blazor for web and MAUI for mobile), the UI would be responsive, adapting to different screen sizes and orientations.
3. Consistency: The interface would maintain consistency across different sections and between web and mobile versions to reduce the learning curve for users.

2. User Experience (UX):

1. Map-Centric Interface: Real-time location tracking is a key feature, so a map-based interface would likely be central to the user experience, especially for customers searching for food trucks.
2. Visual Hierarchy: Important information like vendor ratings, upcoming events, and real-time updates would be prominently displayed.
3. Social Integration: Given the community aspect, the UI would facilitate easy sharing of reviews, events, and vendor information.
4. Real-Time Updates: The interface would seamlessly incorporate real-time updates, such as changing food truck locations or new event notifications.

3. Rationale for UI Orientation:

1. Mobile-First Approach:

Given the on-the-go nature of food trucks and their customers, a mobile-first design approach which would be the primary device for many users.

2. Task-Oriented Design:

The UI would be organized around key user tasks such as finding nearby food trucks, planning/attending events, and managing profiles

3. Community-Centric:

The interface would emphasize community features, making it easy for users to interact, share experiences, and participate in events.

4. Scalability:

The interface design would account for future growth, allowing for the easy addition of new features or expansion.

5. Design—

1. Characters and Races:

1. Food Truck Vendors:

The owners of the food truck or stands.

2. Food Enthusiasts:

The customers searching out food trucks.

3. Local Influencers:

People with large followings that would be used for advertising purposes.

2. Types of Artifacts and Their Applications:

1. Digital Food Trucks:

Virtual representations of real-world trucks, complete with menus, images, and real-time locations.

2. Event Beacons:

Mark the locations of food-related events, in real-time on the map.

3. Reputation Badges:

Earned by vendors for consistent quality and customer satisfaction.

4. Flavor Maps:

Interactive guides that showing hot spots and trending cuisines.

5. Community Forums:

Digital gathering spaces where knowledge is shared, recommendations are made and people can rate the vendors..

6. Loyalty Tokens:

Digital rewards earned by enthusiasts redeemable at the vendors that handed them out.

3. Rules Defining Business Perspective Conditions:

7. The Law of Fair Competition:

All vendors start with equal visibility. The ones with highest ratings will be emphasized in searches.

8. The Cycle of Renewal:

Menus and locations must be regularly updated.

9. The Code of Authenticity:

Vendors must provide accurate information about their offerings, locations, and availability to maintain trust in the community.

10. The Principle of Community Contribution:

Active participation in events, forums, and community initiatives boosts visibility and unlocks special features for both vendors and enthusiasts.

11. The Edict of Ethical Engagement:

All users must adhere to community guidelines to maintain a positive and respectful environment.

6. Code and Programming—

4. Primary Technologies:

1. .NET 6.0 framework
2. Blazor for web application
3. MAUI for cross-platform mobile development
4. Azure cloud services for backend

5. Programming Methods:

1. Server-side Blazor for real-time web interactions
2. Entity Framework Core for database operations
3. SignalR for real-time communications
4. RESTful APIs for data exchange

6. Architecture:

1. Microservices architecture for scalability and modularity
2. Model-View-ViewModel (MVVM) pattern for UI development

7. These methods are preferred due to:

1. Cross-platform compatibility (web and mobile)
2. Real-time capabilities crucial for location tracking and updates
3. Scalability and performance offered by Azure cloud services
4. Strong ecosystem and tooling support from Microsoft
5. Ability to share code between web and mobile applications

7. Overall project quality—

1. Integrated Ecosystem:

Combines location tracking, event planning, community forums, and loyalty programs in one platform.

2. Balanced Vendor-Customer Focus:

Equally serves both food truck owners and customers, unlike competitor platforms that often favor one group.

3. Real-Time Tracking:

Offers dynamic location services, surpassing static listings of competitors.

4. Community-Driven Content:

Emphasizes user-generated content over professional reviews or paid promotions.

5. Tiered Vendor System:

Provides flexible pricing and encourages vendor growth, a feature uncommon in competitor products.

6. Cross-Platform Consistency:

Ensures uniform experience across web and mobile platforms using Blazor and MAUI.

7. Scalable Architecture:

Utilizes microservices on Azure for better performance during peak loads.

8. Dual Loyalty Programs:

Implements retention strategies for both vendors and customers.

9. Event-Centric Features:

Focuses on food truck events and festivals, addressing a growing market trend.

10. Data-Driven Insights:

Offers valuable analytics to vendors, a feature often missing in basic tracking apps.

These features collectively create a more comprehensive, user-friendly, and technologically advanced platform compared to existing solutions, positioning us to potentially disrupt the current market.

8. Reflection Questions

What tools were used in creating competitors' products?

From what I understand, other food truck apps might use tools like:

React Native - It's good for making phone apps that work on both iPhones and Androids.

Node.js - This helps create the behind-the-scenes part of the app.

MongoDB - It's a way to store all the app's information, like user accounts and food truck details.

AWS (Amazon Web Services) - This is like a big computer in the cloud that runs the app.

What tools do you recommend for developing your product?

Tools I Recommend for Our Product:

Visual Studio 2022 - It's like a smart notepad for writing our app's code. It's made by Microsoft and works well with the other tools we want to use.

Blazor - This helps us make the website part of our app. It uses a language called C# which is easier for beginners.

.NET MAUI - This is for making the phone app. It lets us use the same code for iPhones and Androids.

Azure DevOps - This helps us keep track of our work and make sure everything's organized.

Azure Cosmos DB - This is where we'll store all our app's information. It works well with the other Microsoft tools we're using.

I chose these because they're all part of the Microsoft family, so they should work well together. They're also good for people who are just starting to make apps.

If Money Were No Object:

If we had unlimited money, we could get some fancier tools:

JetBrains Rider - This is like a super-powered version of Visual Studio. It has more features that could make coding easier.

Xamarin Test Cloud - This would let us test our app on lots of different phones without actually having all those phones.

Azure Cognitive Services - This could add some cool AI features to our app, like understanding what users type or recognizing pictures of food.

New Relic and Datadog - These would help us see how well our app is running and fix problems quickly.

The difference is that these tools are more expensive and might be harder to use at first. But they could help us make an even better app if we learn how to use them properly. They offer more advanced features that could make our app smarter and run more smoothly.