

USER PROFILE

Jerry is a 33-year-old marketing analyst working in a multinational company in Hong Kong. Hong Kong's fast paced lifestyle keeps him on his toes. Weekdays are a blur of long and erratic hours at his desk, drinks with clients and maybe squeeze in sometime for exercise, leaving him with little to no time to prepare a wholesome meal.

He loves experimenting with different cuisines and is always on the lookout for new and price friendly options to eat in and around his locality. However restaurants in Hong Kong crop up and disappear faster than season changes.



Having a curated food truck discovery app will allow the user to locate food options around their location, explore menus, price lists, place orders within the app and read reviews thus breaking the monotony of selecting everyday meals.

The driving force for this app was frustration, dealing with locating food options when hungry, long queues, limited options for people with dietary restrictions, limited payment options and lack of detailed user reviews.