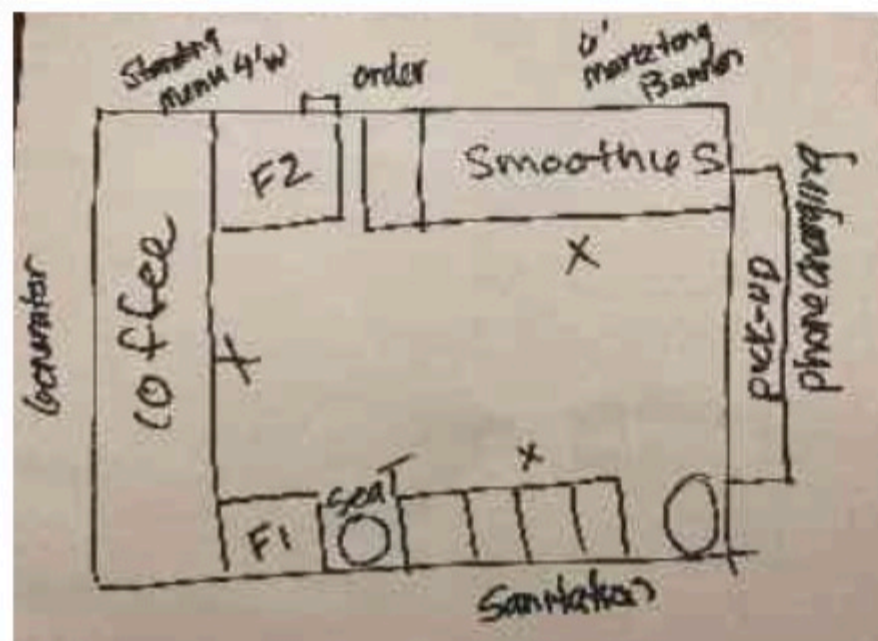




## Design Principles

- Happy, colorful, rainbow inspired visual design
- Super easy online ordering system
- Integrated POS system that also allows for in-person sales as well
- Friendly customer interactions
- Avoid information overload
- Appealing design for personal and business use



## Customer Experience

Farmer's Market

### Keywords:

- Happy
- Healthy
- Unique

### Customer Journey:

1. Customer spots the Happy Food Truck Trailer
2. Customer looks up menu (approaches trailer or pulls up website)
3. Customer places order (either in-person or online)
4. Customer waits while food order is made
5. Customer picks up order and enjoys their food
6. Customer gets 24hr after sale review request

## Customer Experience

Corporate Event

### Keywords:

- Happy
- Healthy
- Unique

### Customer Journey:

1. Business owner expresses interest is booking HBFT for their special event
2. Event details confirmed and contract agreed upon (food options, budget, etc)
3. HBFT set up shop on day of special event, patrons spot it and get excited
4. Patrons order food from limited menu (it's free for them)
5. Patrons pick up order and enjoys their food, takes a picture and posts it to social media

## Customer Experience

Special Event Booking

### Keywords:

- Happy
- Healthy
- Unique

### Customer Journey:

1. Customer expresses interest is booking HBFT for their special event
2. Event details confirmed and contract agreed upon (food options, budget, etc)
3. HBFT set up shop on day of special event, patrons spot it and get excited
4. Patrons order food from limited menu (it's free for them)
5. Patrons pick up order and enjoys their food, takes a picture and posts it to social media

## Website Goals

- Menu + Online Ordering
- Provide Nutrition Education (blog)
- Book Your Special Event (form)
- Tell Our Story
- Link to Social Media

## Business Launch Date:

May 12, 2023

## Vision:

We were sick and tired of junk food options at pop-up special events.

Our solution? Fresh, locally sourced fruit, smoothies, smoothie bowls, and beverages — that you and your kids will love, happily served from our vintage food truck trailer.

# Farmer's Market Customer Profile

Allie Crow



## Customer Snapshot

**Age:** 32

**Location:**  
Lives in Haslett, Michigan

**Life stage:**  
Married with 3 children (6months, 3yrs, and 7yrs old)

**Job:**  
Stay at home mom

- Hobbies:**
- Loves attending farmers markets regularly w/ spouse and kids
  - Visits children-friendly parks multiple times a week
  - Enjoys learning/talking about healthy eating for kids who are picky eaters

- Key Characteristics:**
- Family oriented
  - Crunchy granola mom
  - Wellness lover
  - Health conscious
  - Shops local
  - Environmentally friendly
  - Outdoorsy
  - College education
  - Tech savvy
  - Social media savvy

## Motivators

**Family:** She's focused on fun family-friendly activities that help pass her days as a stay at home mom. These include things like attending local markets, in-state seasonal camping trips, and visiting the parks so her children can burn off energy.

**Health & Wellness:** She's knowledgeable and passionate about eating healthy and is always looking for way for her picky eater kids to eat healthy snacks/treats. She has a lot of pride about not feeding her kids junk food and overly processed snacks and treats.

## Needs

- Fun, safe, outdoor activities to do with her family
- Access to affordable, healthy food
- Inspiration on yummy, healthy snacks for picky eaters
- Convenient kid-friendly healthy snacks when out n about
- Easy ordering and fast, friendly service
- Ability to order using mobile app to avoid frustrating long lines and waiting at farmers market

## Behaviors

- Has a regular weekly schedule of family activities to keep herself and her children occupied
- Attends outdoor parks and local markets every week
- Avoid unhealthy processed foods
- Only feed her children healthy foods
- Posts regularly on social media

# HBFT: Famers Market Customer

