The CHAIRMAN

Kristin Wojcik

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About The Chairman

The Chairman is an Asian style food truck based in San Francisco, CA. They were voted the best food truck by San Francisco Magazine.

They need:

- A cohesive branding system to attract new customers
- An advertising campaign to match the new branding
- A mobile ordering system to keep up with the demand and to simplify the process

The Problem

With the rise in popularity of food trucks vs traditional restaurants, The Chairman needs a campaign to make them stand out from the rest of the food trucks popping up in the area.

The Solution

To create a branding system as well as an advertising campaign that brings in new customers. To assist with the demand, a mobile ordering option will be necessary in order to keep the wait for these customers down.

The Big Idea

Fast food never tasted so good.

About the Chef:

Hiroo Nagahara

Chef Hiroo Nagahara is the culinary mastermind behind the Chairman. He was formerly restaurateur Charlie Trotter's executive chef at Bar Charlie in Las Vegas and partnered with Mobi Munch to bring his food to the masses. As Chef Hiroo explains, "Mobi Munch challenged me to blur the lines between brick-and-mortars and the food truck scene. We wanted to see how far we could push street food using techniques from high-end restaurants and The Chairman was my first concept."

Link

Cookbook

The Little Red Cookbook

Using secret recipes from the Little Red Cookbook, The Chairman Truck is leading the Great Culinary Leap Forward. Our food is inspired by the original street food of Asia it's bold, spicy, unique, fast and delicious. We offer steamed and baked buns that use the freshest ingredients that are savory and addictive.

Link

The Papolote Truck

Website

A Mexican food truck based in San Francisco. They use “Caviar” and “Door Dash” to provide mobile orders for pick up or delivery. 5 star rated and open for lunch from 11am to 2pm with two locations throughout the week, one location Mon., Thurs, and Fri. and the other, Tues. and Wed.. Can followed on Facebook and Instagram.

MOMO Noodle

Website

An Asian style food truck that specializes in “Ban Mian” noodles. They have a traditional food truck, a “Pod” truck and soon a food bar. Can be followed on Instagram, Facebook, Twitter and Yelp. Their schedule for either truck can be easily found on their website. Orders can be easily placed online directly through the website.

Kabob Trolley

Website

An Afghan fusion food truck that offers a variety of options as well as allergy free options. Can be followed on Facebook and Instagram, specifically to find their Pop-Up schedule. They have a variety of locations depending on the time of day with Mobile ordering available through their website.

Strengths

- Unique Story about the chef and their use of recipes.
- Mobility of the truck allows for greater reach to consumers.
- Has a stand alone location in addition to the truck to make it easy for consumers to find and order from regardless of the truck location.

Weaknesses

- Not consistent among the different social medias.
- Address for main site is not clear in various places such as Yelp.
- Social Media hasn't had many recent postings
- Inconsistencies in food quality causing concern amongst consumers

Opportunities

- Create incentives to follow on social medias
- Seamless brand experience across all platforms
- Create consistency for the ordering experience, whether through mobile ordering or delivery
- Incorporate a location map for daily schedule and hours.

Threats

- Other brands are consistent through all platforms.
- Each one offers some form of mobile ordering or delivery service for convenience
- Clear, consistent and easy to find location map to find the daily food truck location
- Easy to find menus and ingredients lists

Target Audience

Demographics

- Teens and Young Adults
- Working or attending school
- Ages 16-26

Psychographics

Busy students and young professionals that enjoy good quality food but need it fast. They enjoy the speediness of food trucks but still want restaurant quality. These people are looking for a great place to eat on a tight time frame.

PAUL

> **“With consistently eating lunch at my desk, I need to be able to order on my phone fast and efficiently”**

Paul is a young business professional that just landed a job at his dream company. Unfortunately it is not his dream position. This is why Paul needs to be able to order his lunch from his desk and run out and pick it up. His position is demanding and his food needs to be reliable.

Context Scenario:

I need to be able to find a place to eat that is close enough to my office that I can walk to, get my food and get back to the office with time to sit and eat before I need to get working again.

AGE	INCOME	GEOGRAPHY	BRAND ASSOCIATIONS	HOBBIES
26	$28K	San Francisco	Blackberry Adidas Microsoft	Video Games, Biking, Rock Climbing

JANE

> **“With my busy schedule, I need a place that is fast enough between activities”**

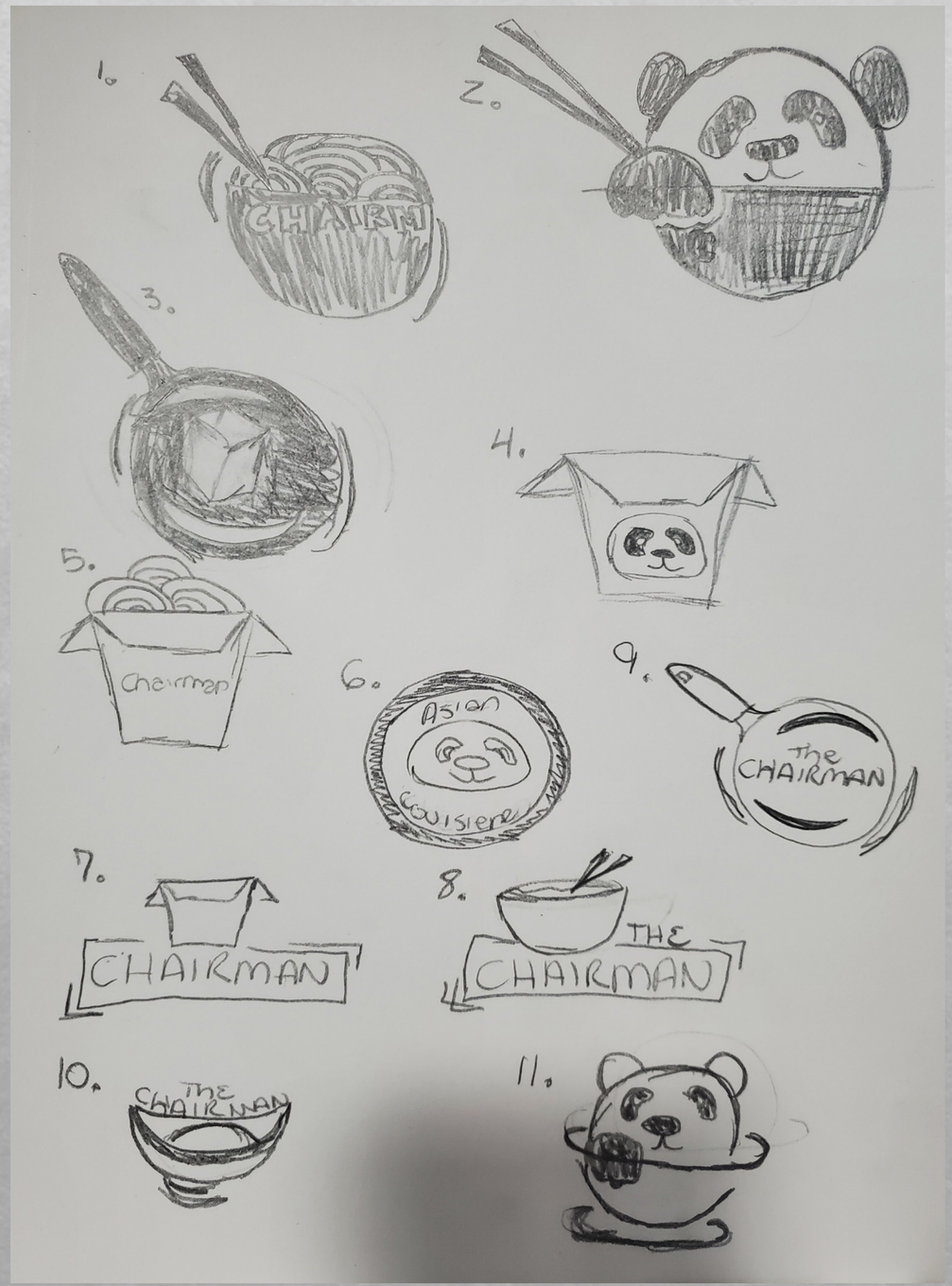
Jane is a single mom of 3 rambunctious kids. She works two jobs, one full time and the other part time. Her full time job is an HR representative. With kids at home and a busy work schedule she needs a place that can give reliable food without taking the time traditional restaurants take.

Context Scenario:

My full-time job has consistent hours, but my part-time one changes from week to week. I need a place that I can get reliably good food, fast.

AGE	INCOME	GEOGRAPHY	BRAND ASSOCIATIONS	HOBBIES
30	$45K	Chicago	Sephora Children’s Place Apple	Playing at the park, Reading, Wine

How might we help people seeking a fast and easy meal to find and order food when timing is a concern so that they chose The Chairman?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CUISINE
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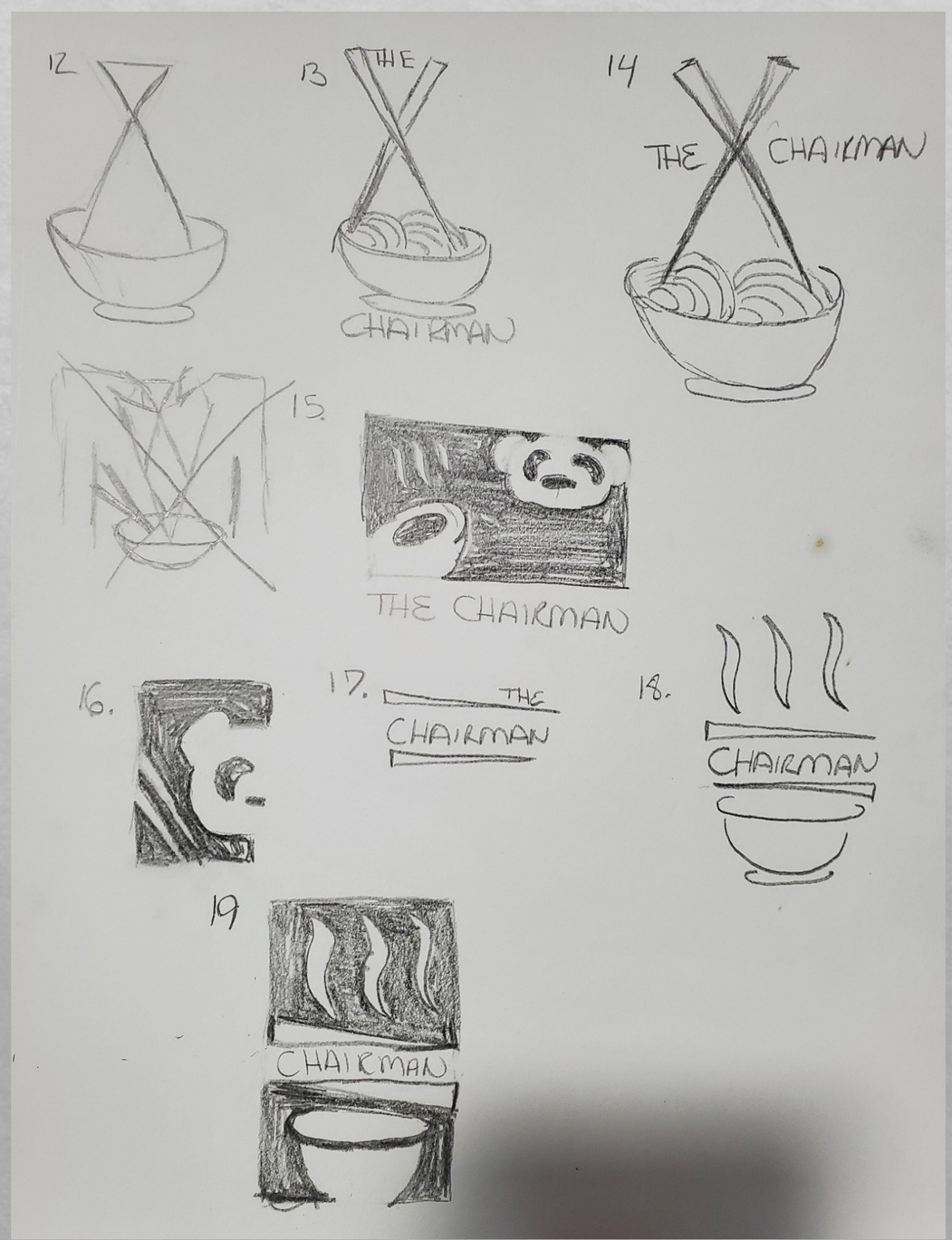
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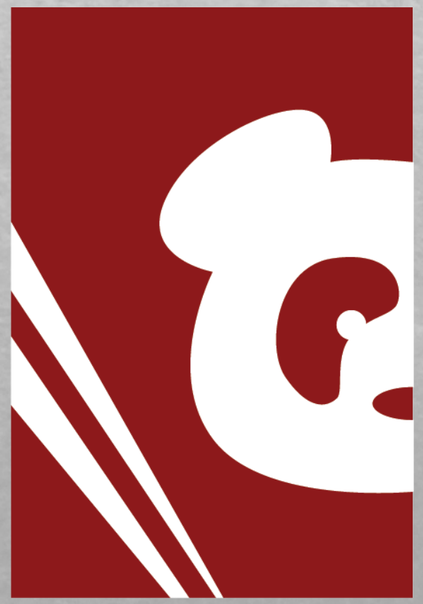
CHAIRMAN

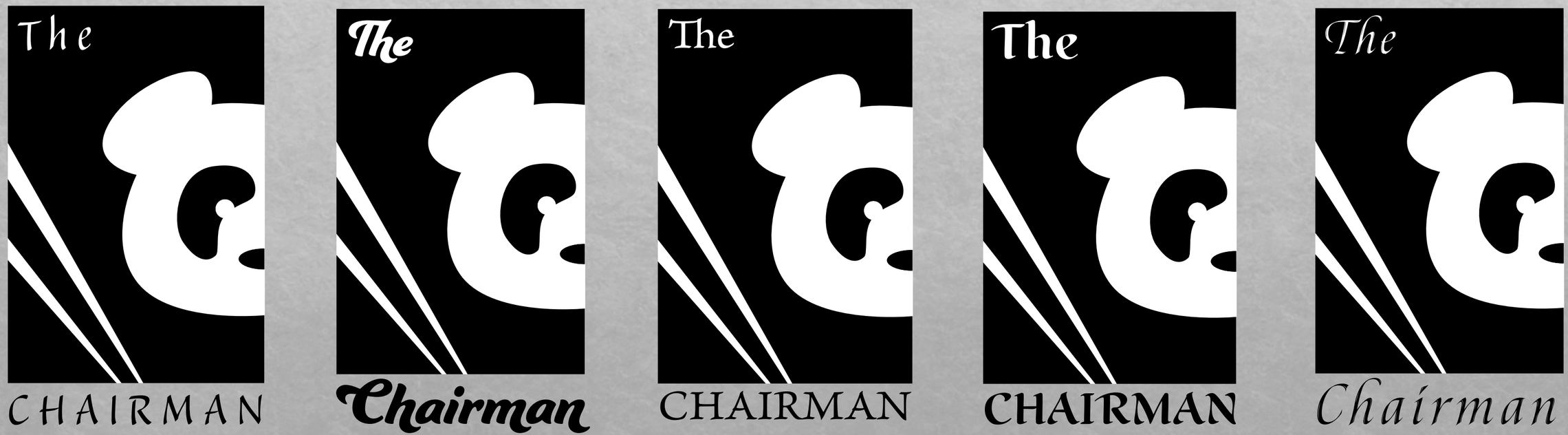
Logo 1

Logo 2

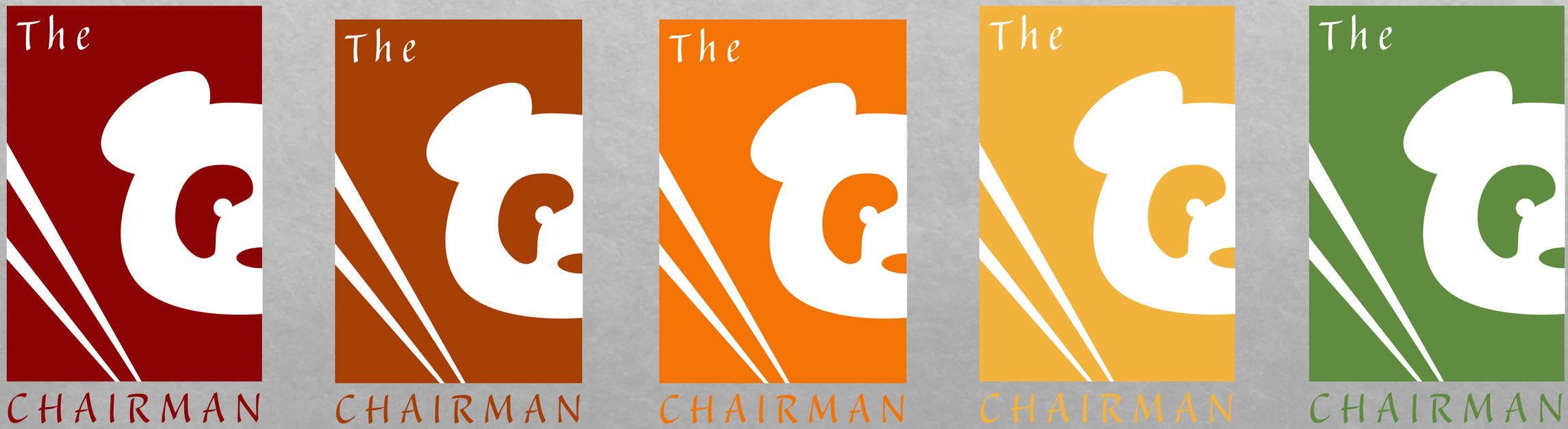


Logo 3

Font Style Exploration



Color Exploration



Mood Board

Scrivano

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Haboro

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

The Chairman Branding Guide

The CHAIRMAN

The Official Mark

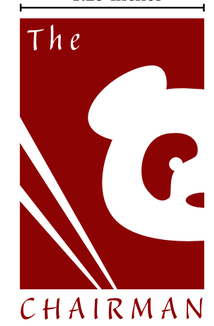
Official Color

#8C0303
RGB: 140/3/3
CMYK: 27/100/100/31
HSB: 0/97/54

Mark and Text

Smallest Size

1.25 inches

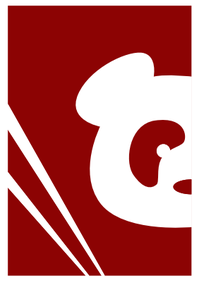


Print

72 pixels

Digital

Mark Only



Smallest Size

0.5 inches
36 pixels

Digital And Print

Color Variations

Mark and Text

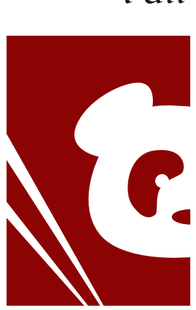
Full Color

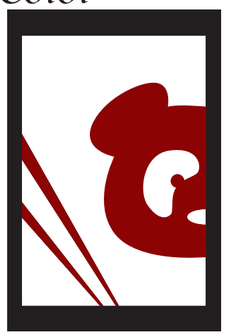
Black

White

Mark Only

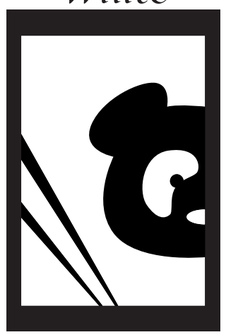
Full Color





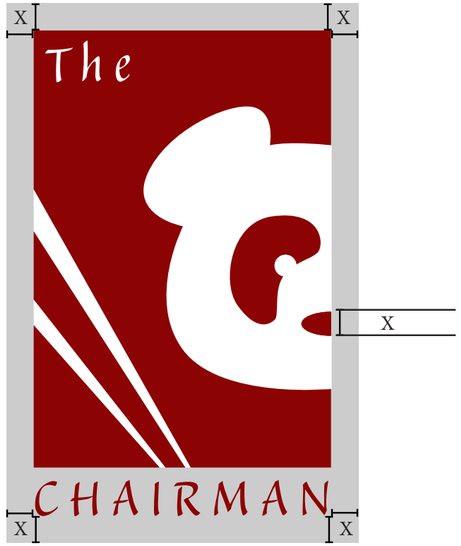
Black

White



Clearspace

Mark and Text



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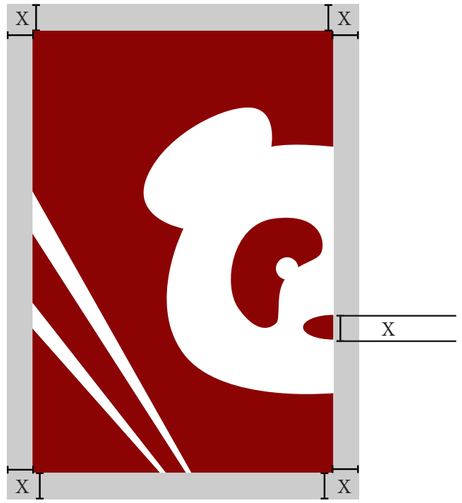
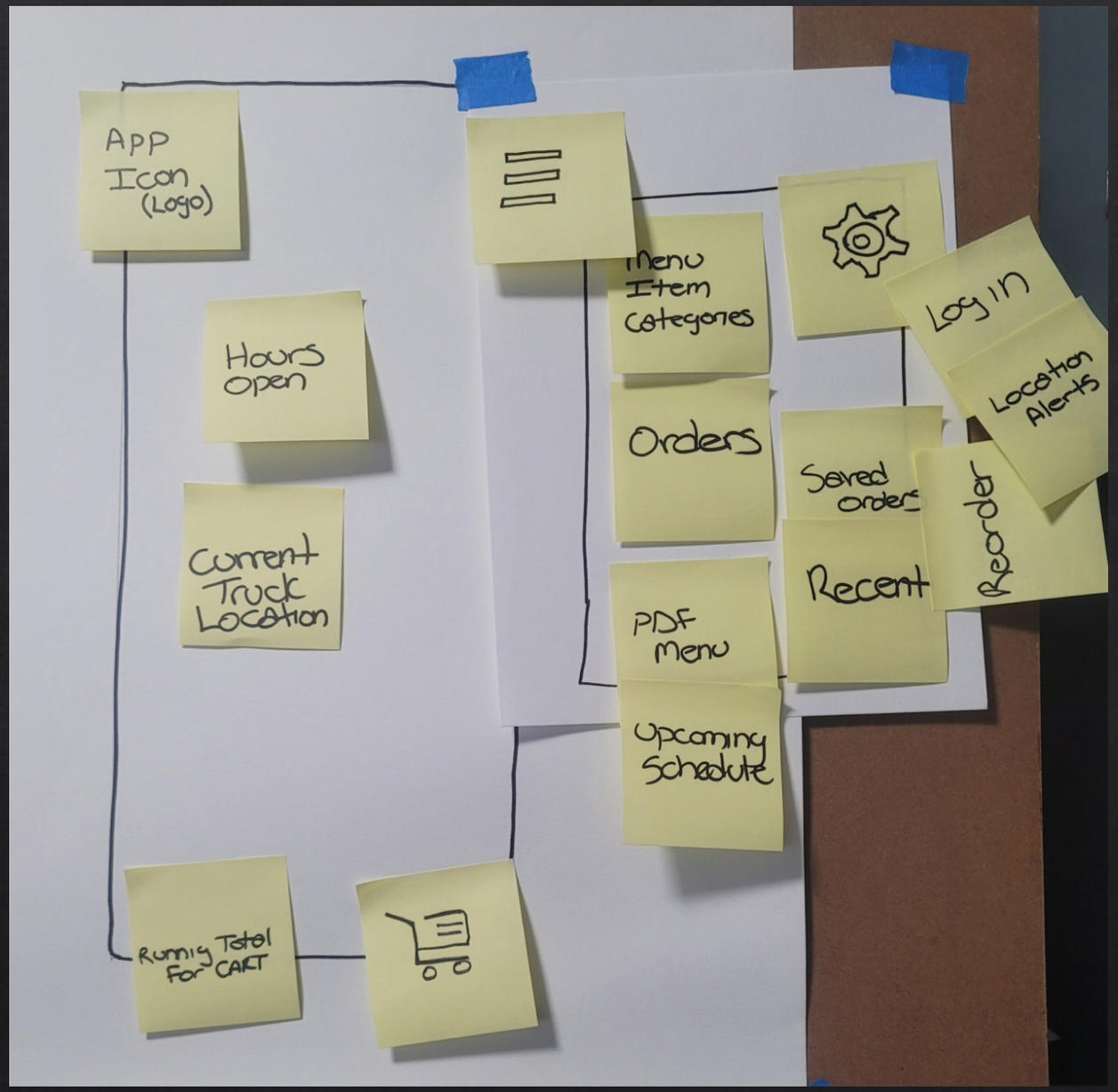
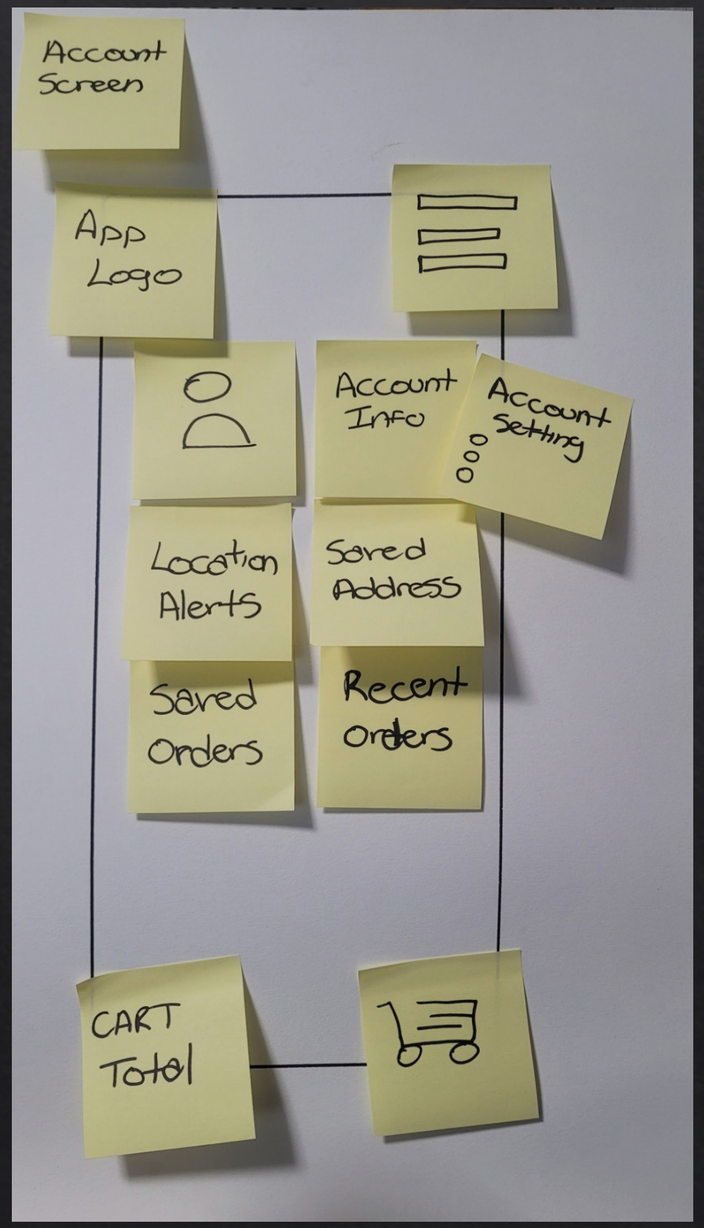
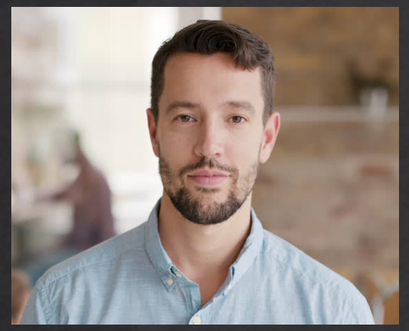



App Icon (Logo)
Hours open
Current Truck Location
Menu Item categories
Orders
PDF menu
Upcoming Schedule
Saved orders
Recent
Login
Location Alerts
Running Total For CART


Account Screen
App Logo
Account Info
Account Setting
Location Alerts
Saved Address
Saved Orders
Recent Orders
CART Total



PAUL

Age: 26

Occupation: Business Professional

When: Noon on Wednesday

Where: Work Office

User Scenario:

I need to be able to pick up my food close enough to my office that I can walk to, get my food and get back to the office with time to sit and eat before I need to get working again.

User Quote:

“ With consistently eating lunch at my desk, I need to be able to order on my phone fast and efficiently ”

Task Instructions

Set up Locations Alerts for when the food truck is at his preferred location to his office so he knows when he can order his lunch for pickup.

Step 1

Open Menu

Step 2

Select “Set Up Location Alerts”

Step 3

Select Turn On Toggle Button

Step 4

Select saved Location “The Office”

Step 5

Select “Save Changes”

Task Instructions

Place and Order for pickup from your “Saved Orders”. Because you are short on time, use Fast checkout which will auto-fill your saved payment method and favorite location.

Step 1

Open Menu

Step 2

Select “Saved Orders”

Step 3

Click “+” Sign to add order to cart

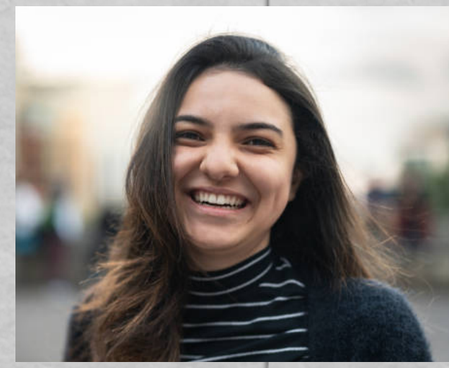
Step 4

Select “Fast Check Out”

Step 5

Select “Place Order”

JANE



Age: 30

Occupation: HR representative and single mom.

When: 4:30pm on Thursday

Where: Picking Kids up from School between Work Shifts

User Scenario:

My full-time job has consistent hours, but my part-time one changes from week to week. I need a place that I can get reliably good food, fast.

User Quote

“With my busy schedule, I need a place that is fast enough between activities.”

Step 1

Open Menu

Step 2

Select “Set Up Location Alerts”

Step 3

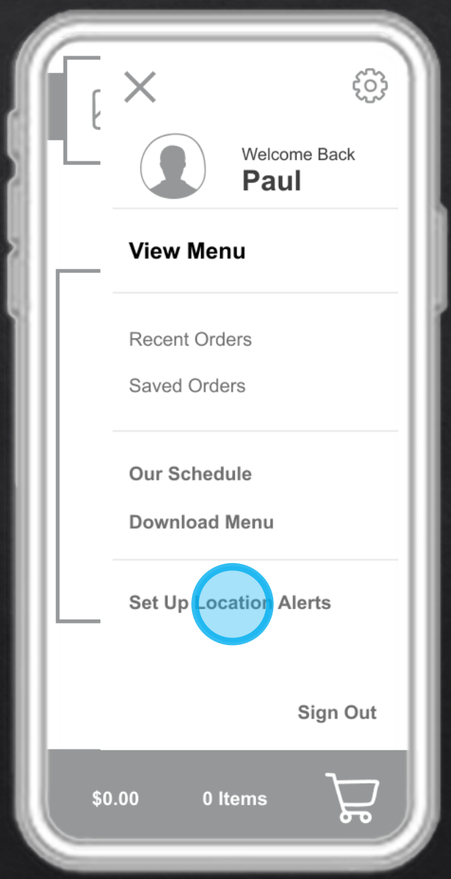
Select Turn On Toggle Button

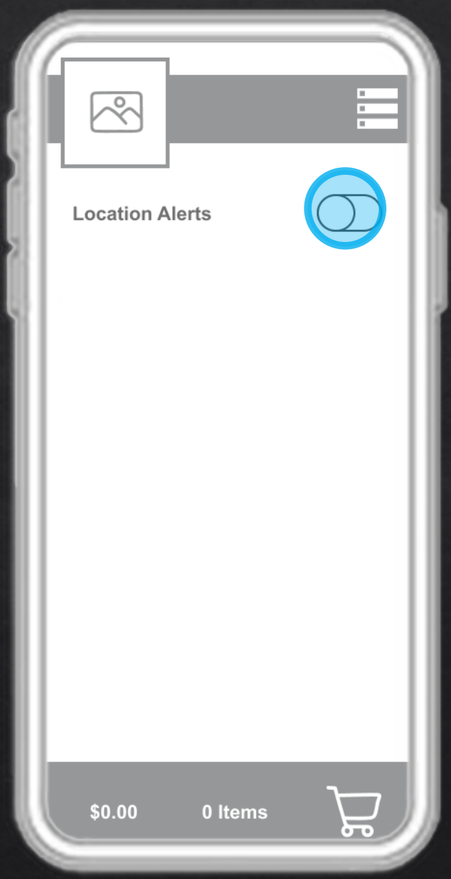
Step 4

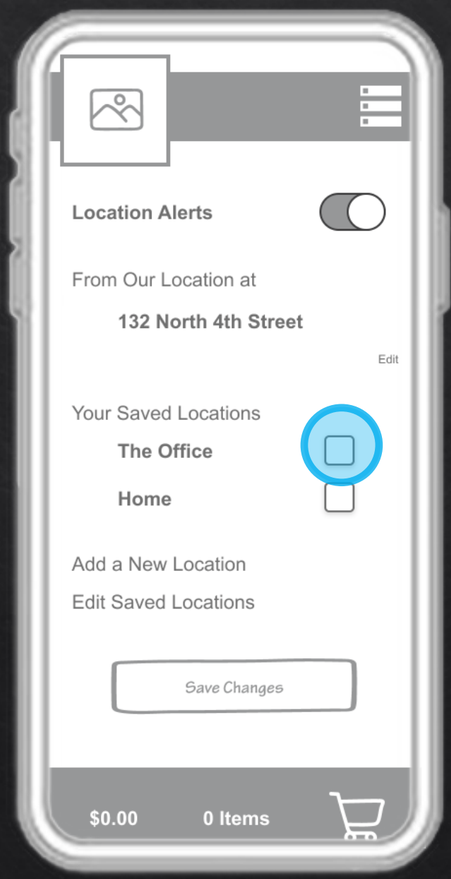
Select saved Location “The Office”

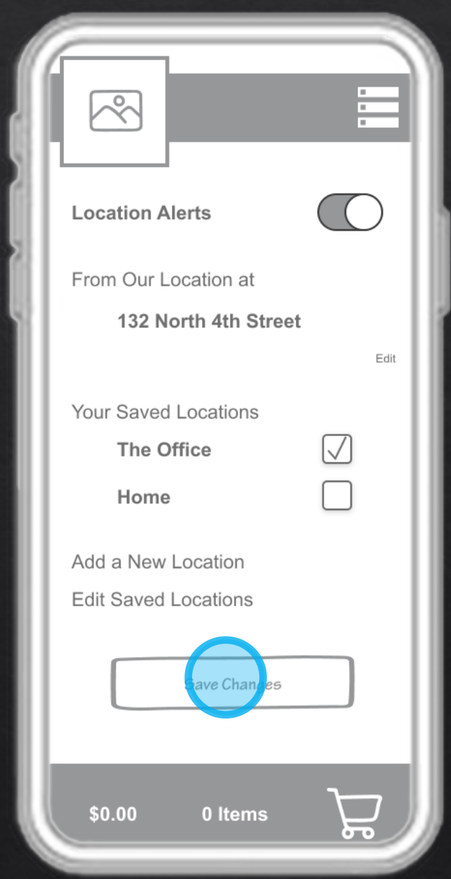
Step 5

Select “Save Changes”









Step 1

Open Menu

Step 2

Select “Saved Orders”

Step 3

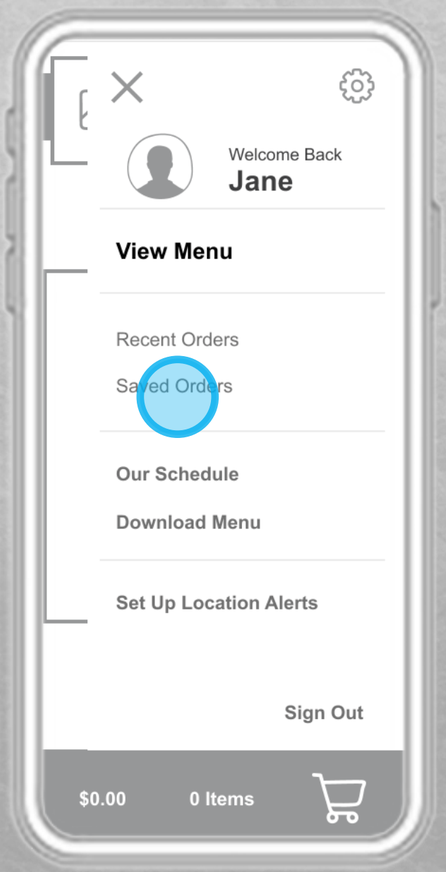
Click “+” Sign to add order to cart

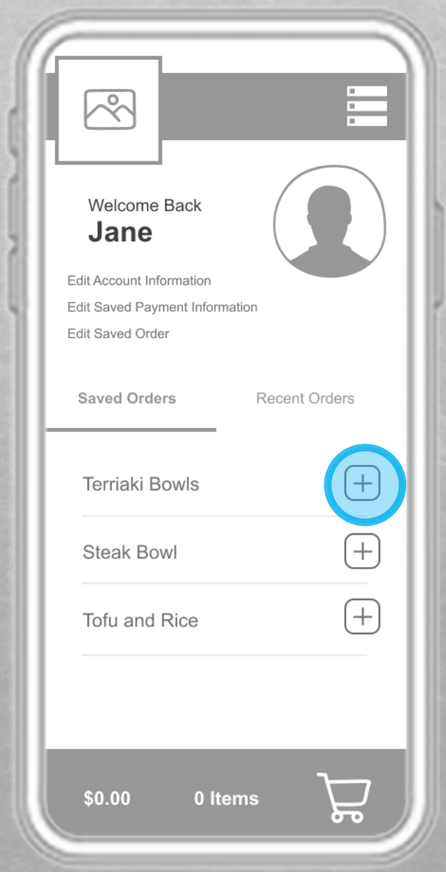
Step 4

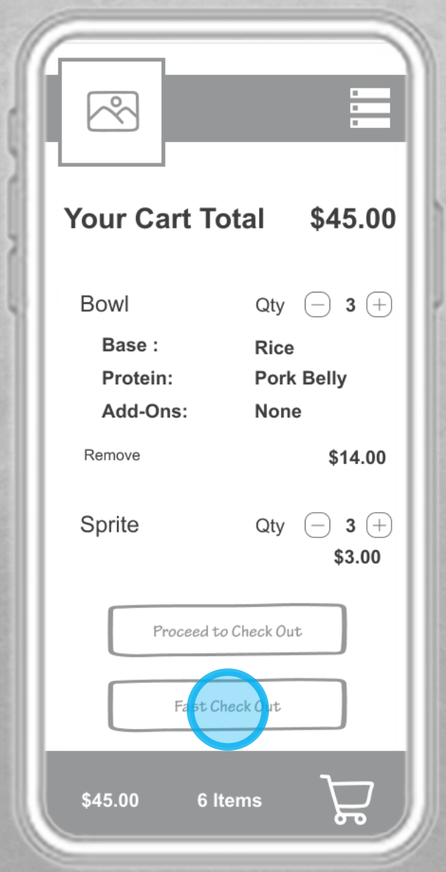
Select “Fast Check Out”

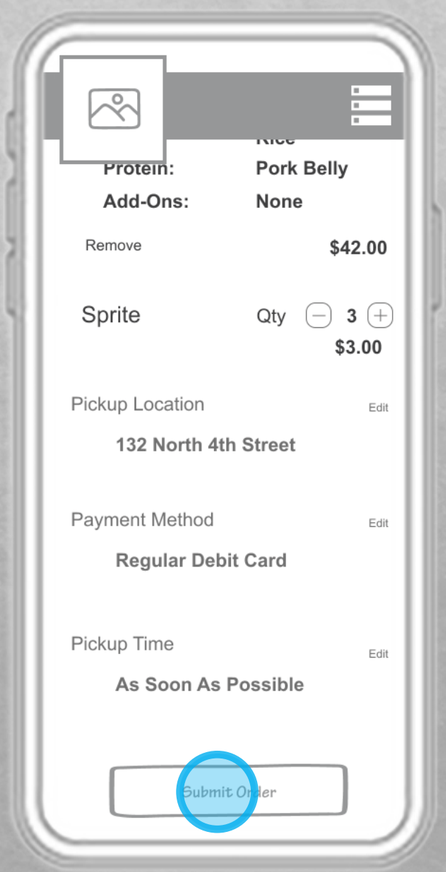
Step 5

Scroll down and Select “Place Order”







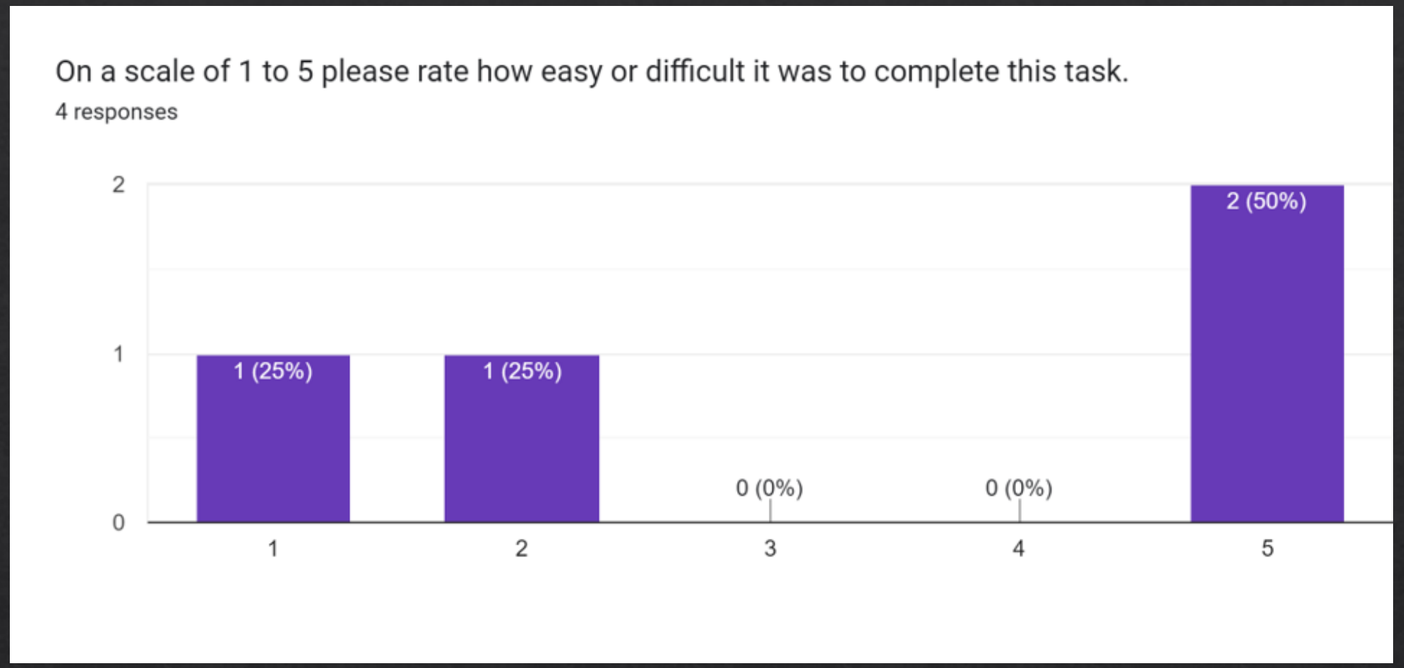


Usability Testing: Google Form Results

Number of Responses -- 4

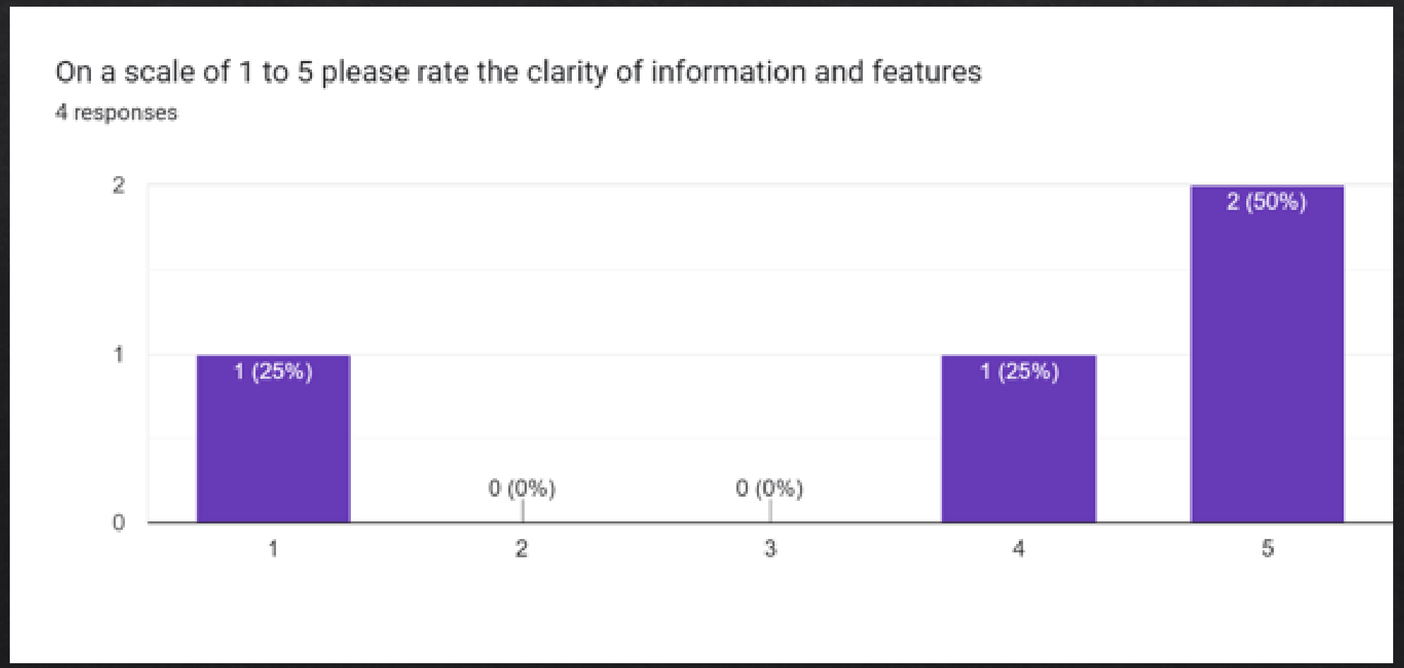
Testing Dates 2025

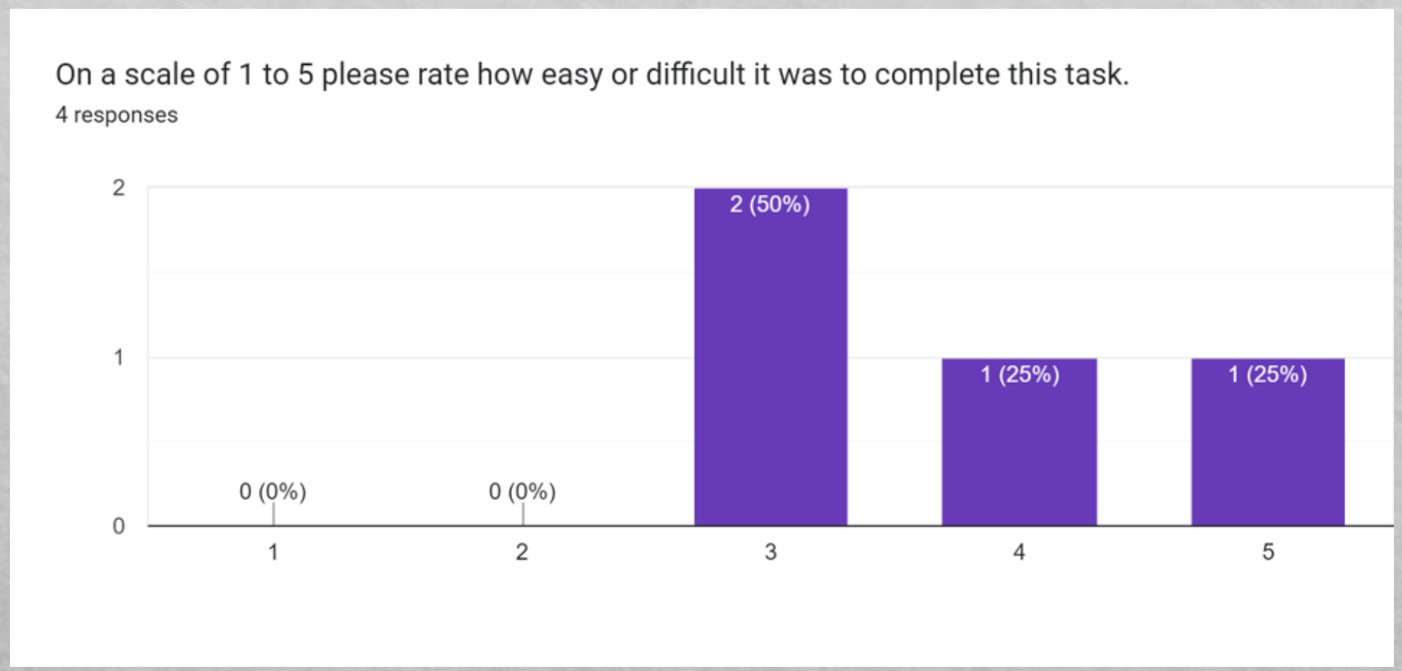
April 25 through May 10

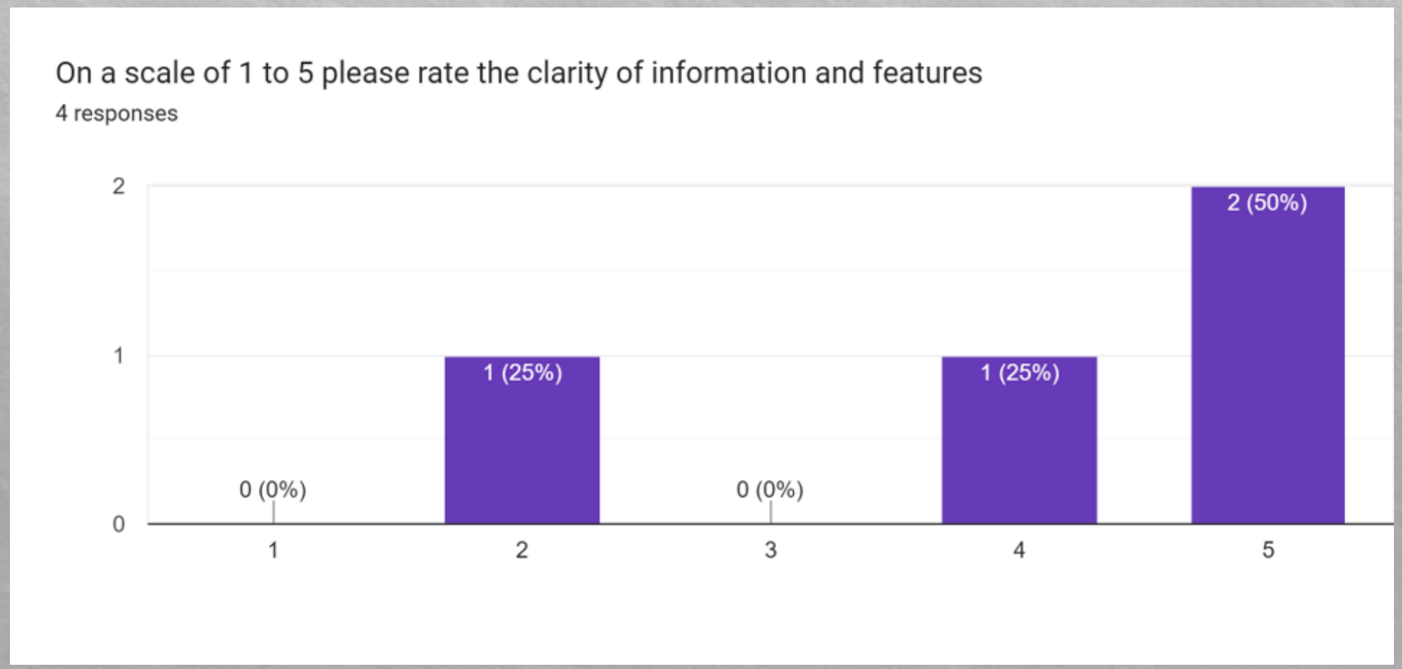


Task One Prototype

Click Here







Usability Testing: Google Form Results

Number of Responses - - 4

Testing Dates 2025

April 25 Through May 10

Task Two Prototype

Click Here

Usability Testing: Google Form Results

Number of Responses -- 4

Testing Dates 2025

April 25 through May 10

Usability Testing: Feedback from Testing

- More detail of where items would be in the menu or settings or have the location be set before going directly into the app
- Unclear and undefined sprites
- Maybe add an hours available section. Aka receive notifications at the office between 11-1pm
- Verification to make you that you didn't miss order or didn't order enough and not an up-sale.
- Displaying dates of when favorite dishes was last ordered on the same screen instead of a different tab would make it easier to order a favorite dish.

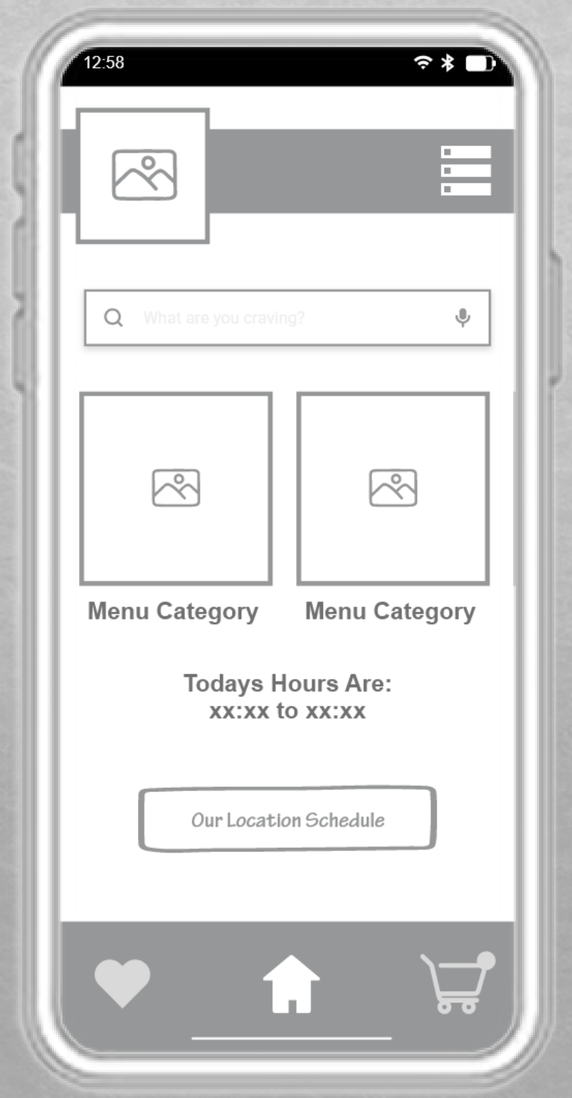
Usability Testing
Before and After

Changes based on testing:

- Made a clearer bottom menu.
- Added menu items to the home screen.

Before

After



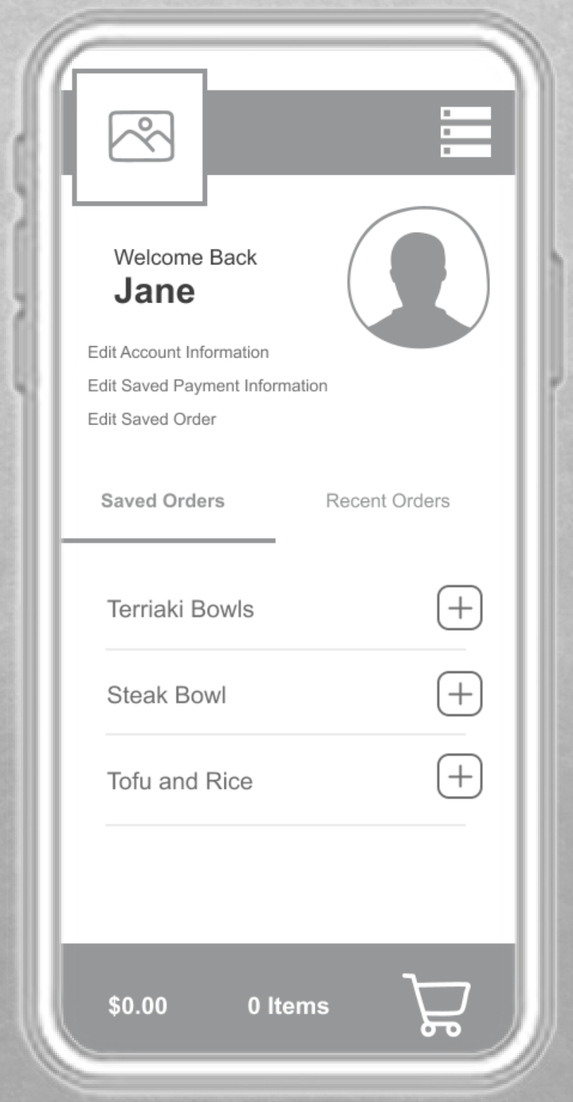
Usability Testing

Before and After

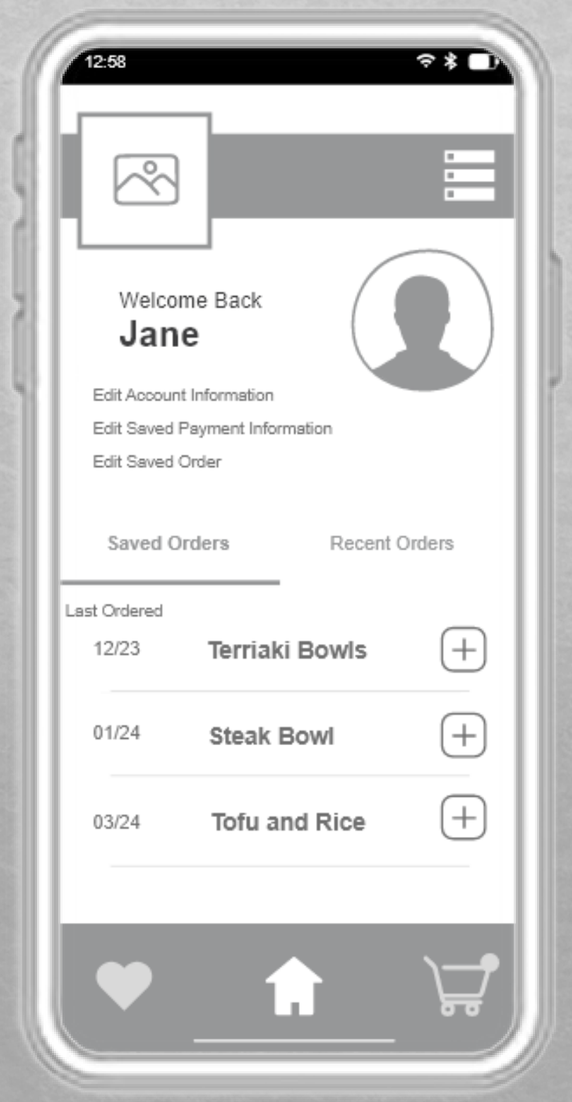
Changes based on testing:

- Add Last ordered dates to “Saved Orders”.

Before



After

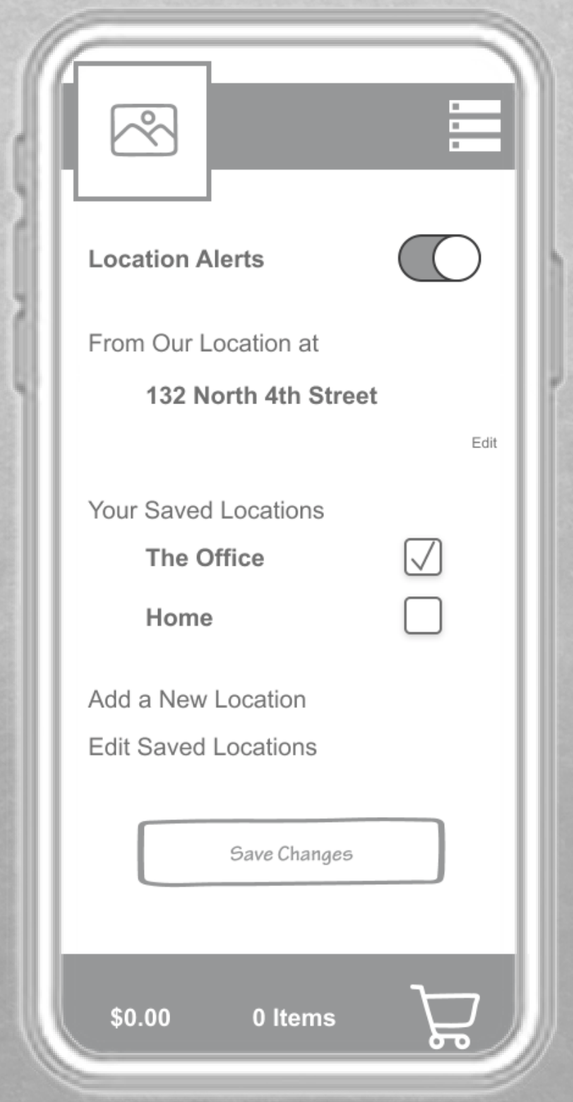


Usability Testing Before and After

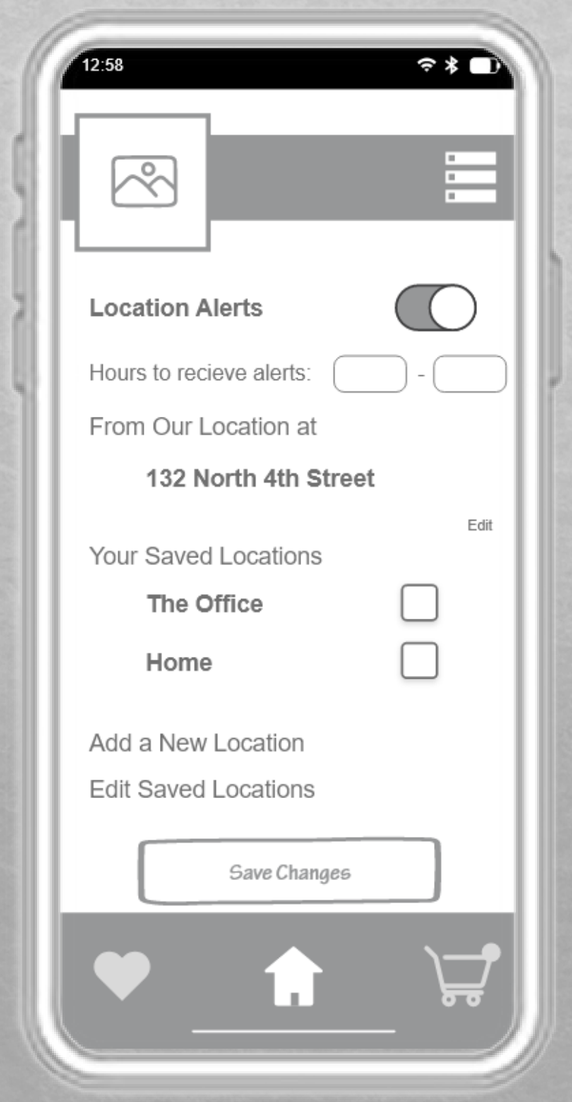
Changes based on testing:

- Added hours available to Location Alerts so notification would come during those hours specifically.

Before



After



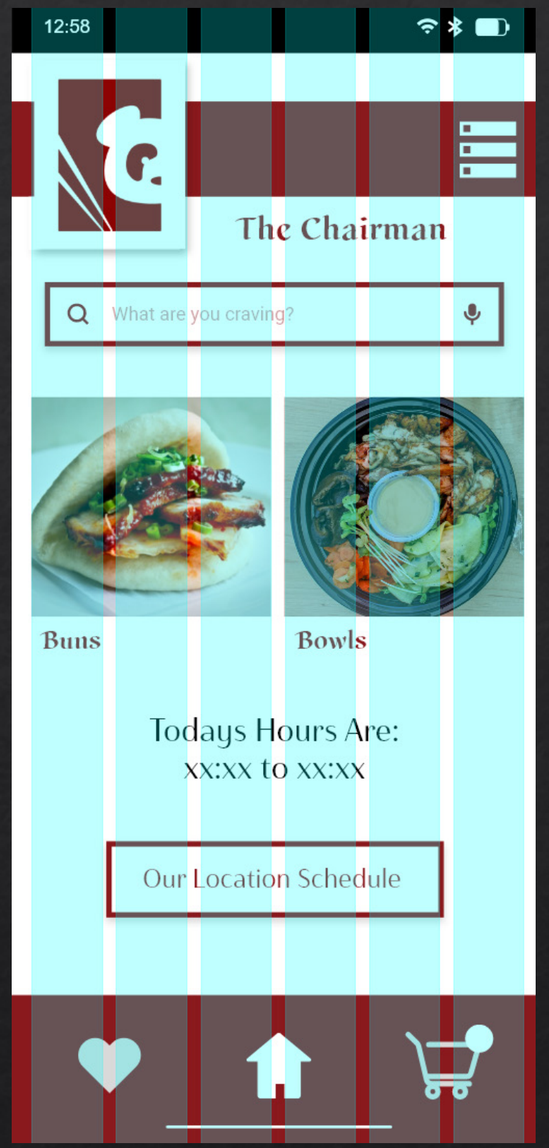
Grid System

Number of Columns : 6

Gutter Width : 10

Column Width : 53

Margin Space : 12



Step 1

Open Menu

Step 2

Select “Set Up Location Alerts”

Step 3

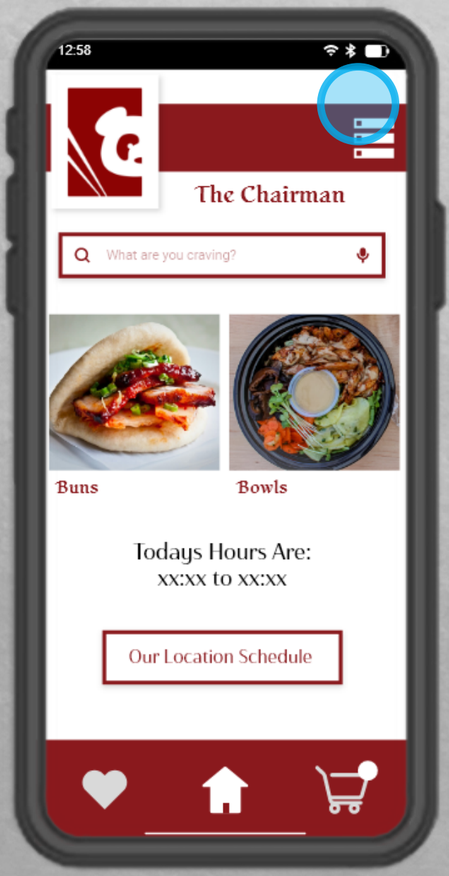
Select Turn On Toggle Button

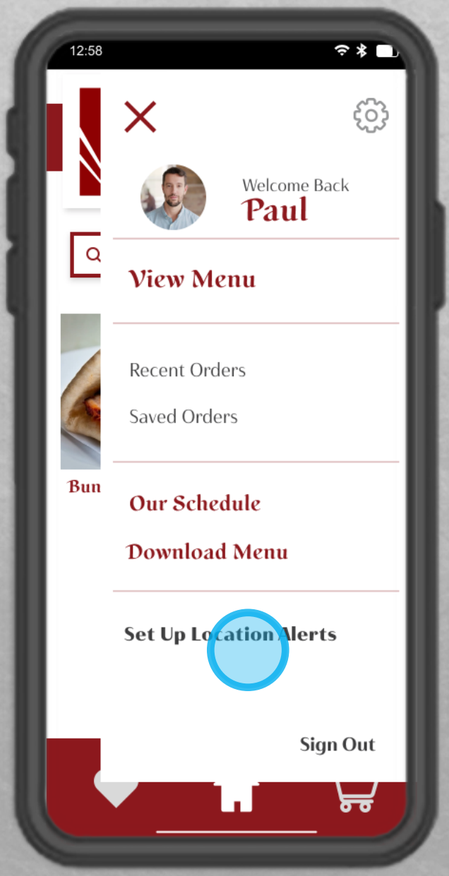
Step 4

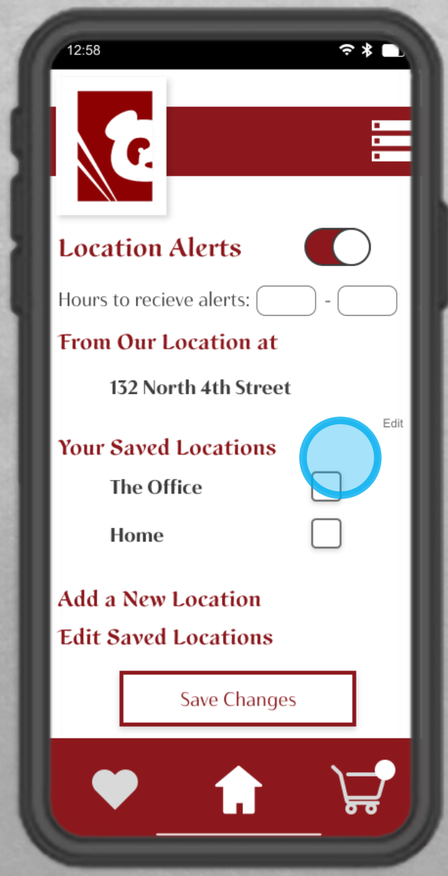
Select saved Location “The Office”

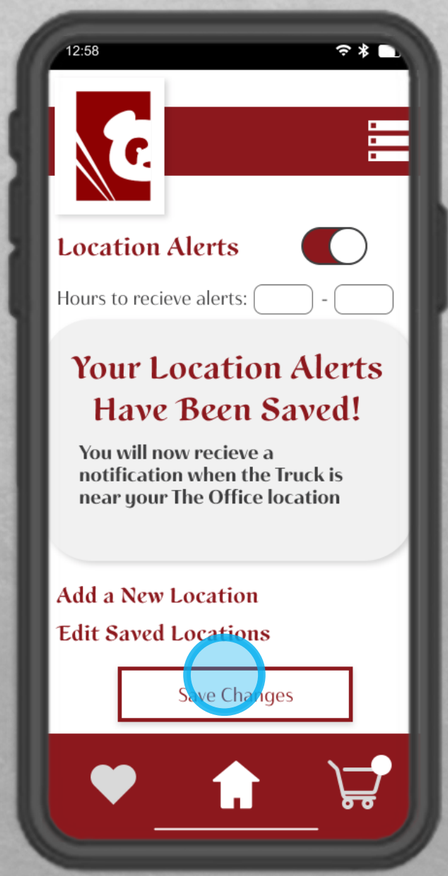
Step 5

Select “Save Changes”









Step 1

Open Menu

Step 2

Select “Saved Orders”

Step 3

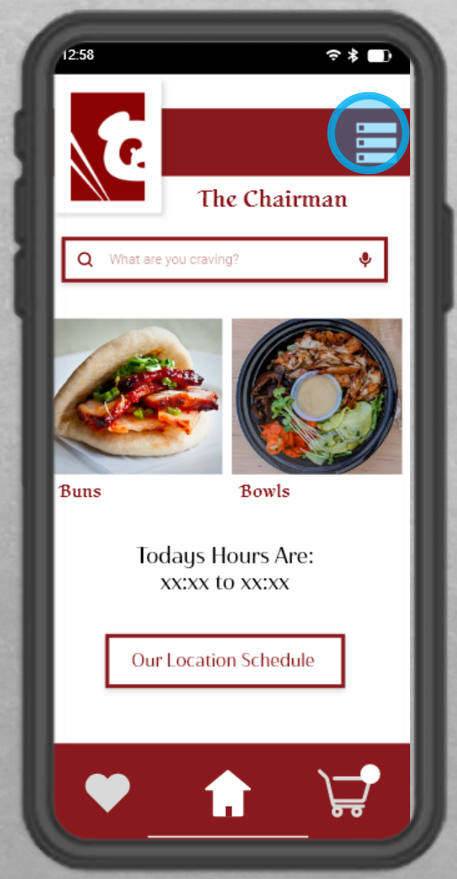
Click “+” Sign to add order to cart

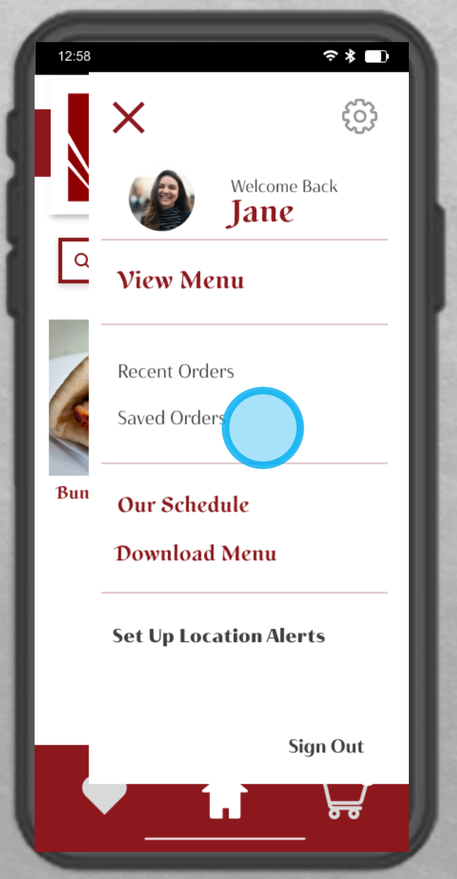
Step 4

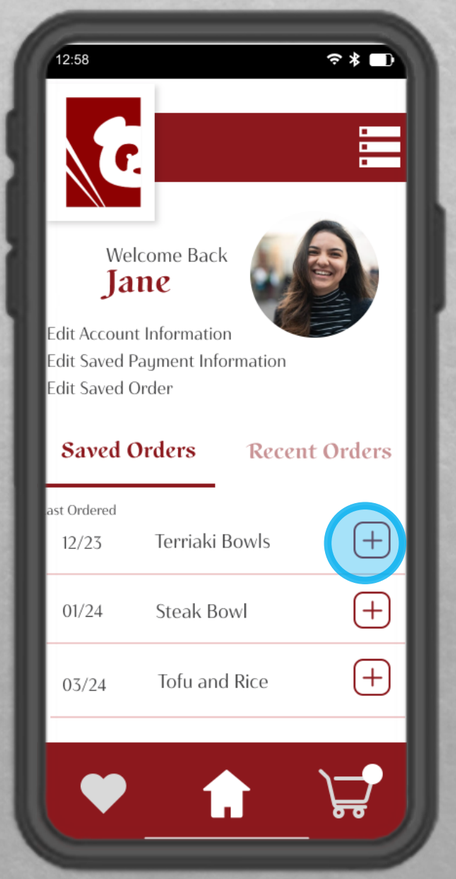
Select “Fast Check Out”

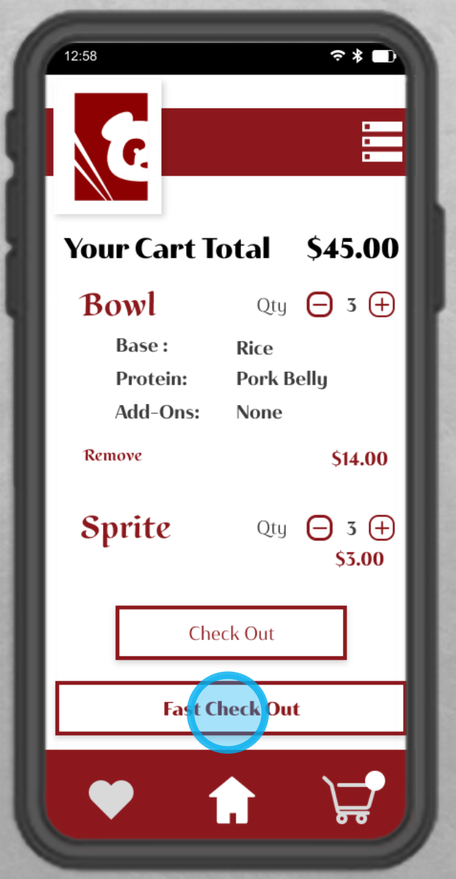
Step 5

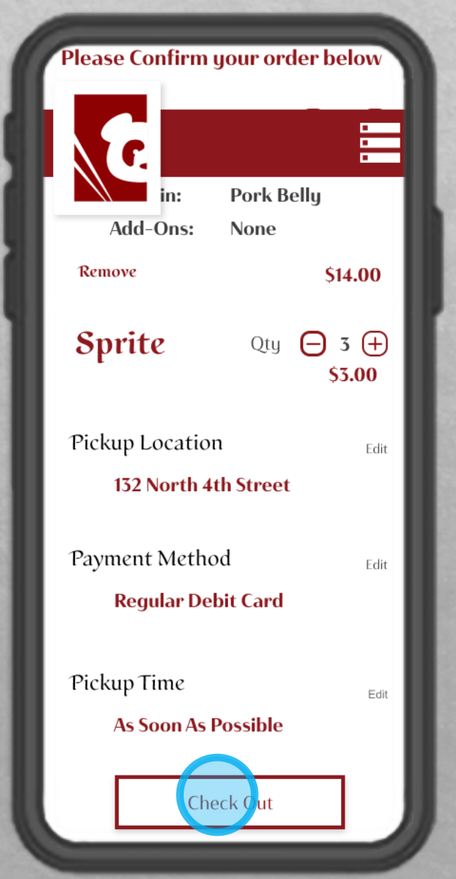
Scroll down and Select “Place Order”











Typography

Headings:

Scrivano

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

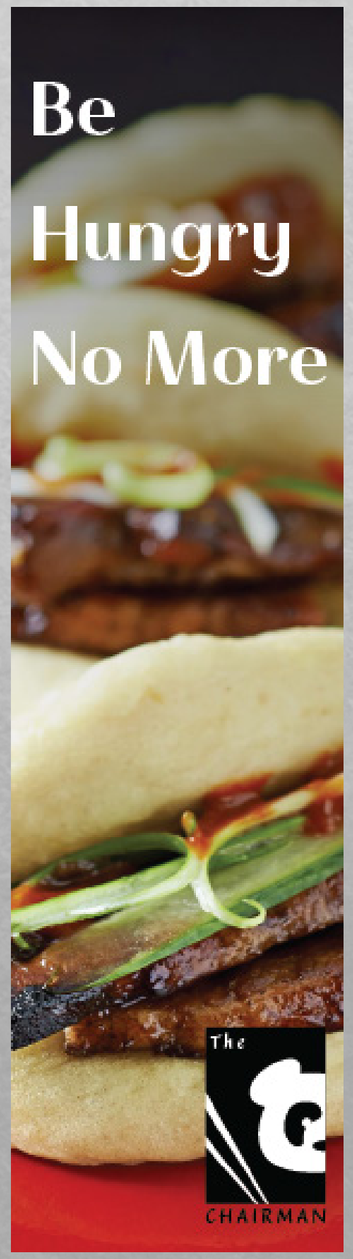
Body Text:

Haboro

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Color

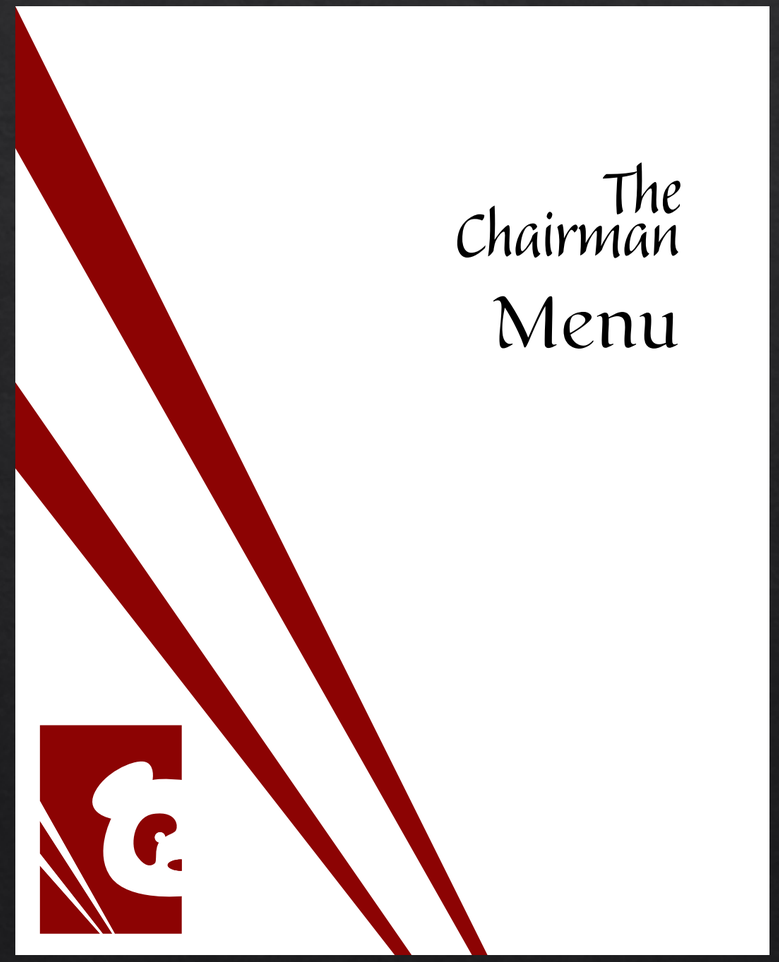
UI Elements


Be
Hungry
No More
The
CHAIRMAN

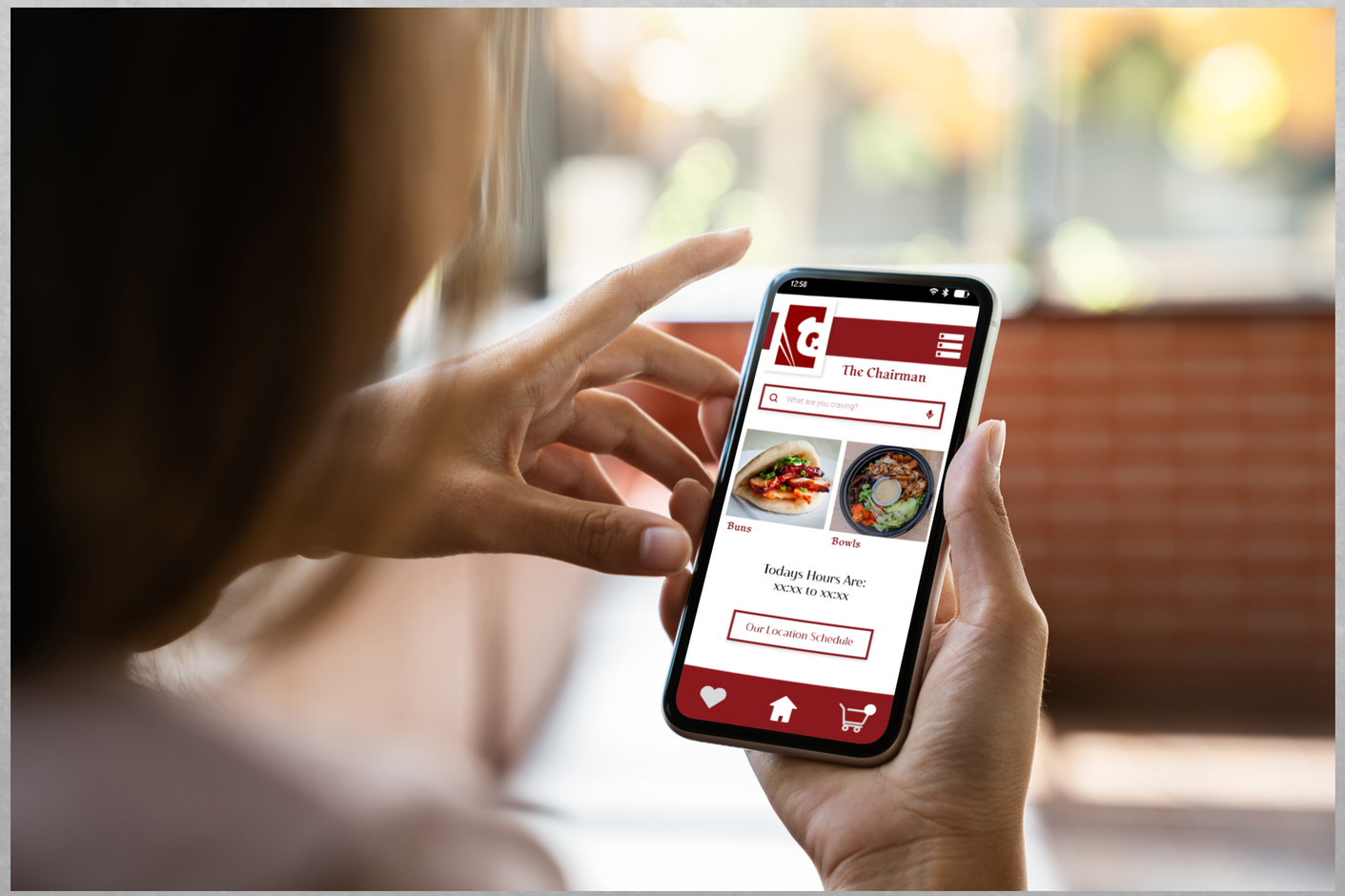
Logo

Business Card

Menu



Be
Hungry
No More
The
CHAIRMAN



Final App Prototype

Click Here

Resources

Backgrounds

- All backgrounds are from Adobe Stock and edited in Photoshop

Page 3: Overview

- Original Logo of “The Chairman” from LINK

Page 6: Competitors

- Papalote Truck LINK
- MOMO Noodle LINK
- Kabob Trolley LINK

Page 8: Target Audience

- Adobe Stock

Page 9: Persona Paul

- Adobe Stock

Page 9: Persona Jane

- Adobe Stock

App and Web Prototype

- Adobe Stock
- Food images from THE CHAIRMAN

Advertisement 1

- Adobe Stock

Advertisement 2

- Adobe Stock