Taco Trek The Case Study
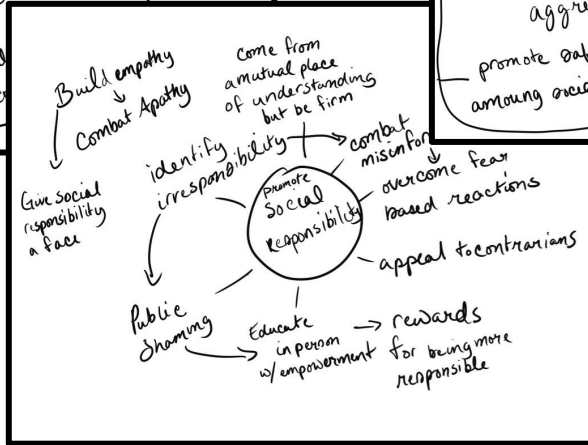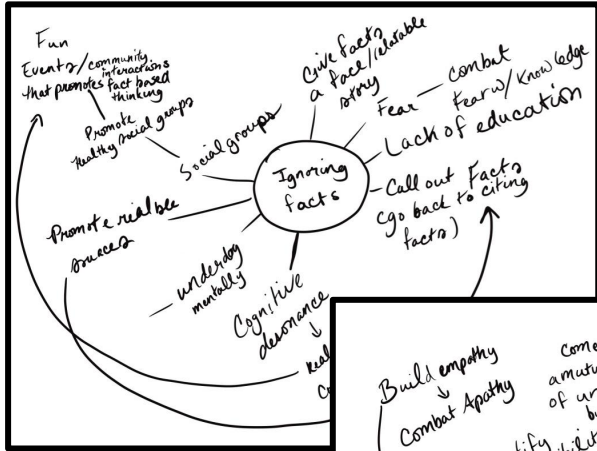
How far would you walk for Tacos?
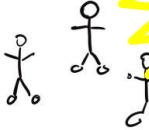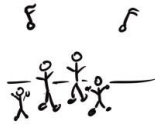
Figuring out the destination

The goal was to come up with product or service that would influence others to adopt or alter a habit in their lives for the better.

Mapping out Social Issues

Embarking on the Journey of Fitness

Trekking For Tacos

How it conceptually works:

- Taco lover downloads App
- App has access to taco lover's GPS and step count
- Taco is notified of taco trucks impending arrival and can sign up for a "trek"

- Taco lover complete's trek
- Taco lover can now obtain yummy tacos after a hopefully lovely trek

(A trek is the minimal amount that the taco lover has to walk for yummy tacos.)

Dipping a toe in the creek

Assumptions:

- That food is an adequate motivation to get people moving.
- That if you go to where the people are, that they will come the rest of the way to you.

Fording the River

Designed Test my test to validate or disprove my assumptions:

Would food get people out of there seats?

I arrived ahead of class and wrote a notification of free kolaches on the board. Then I went the courtyard and waited...
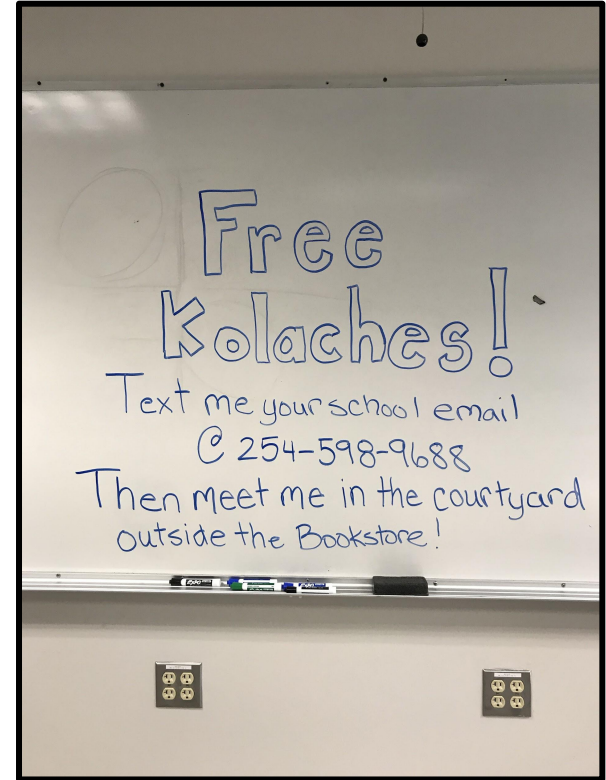
Wash Out

...and waited…

But nobody came.

I asked around and it was because I didn't specify timing. Additionally, everyone had come into class ready to focus. So, I forged on and tried again!

MOstly Clear Skies

Four of the five people in class came down.

X marks the Spot

I gave a survey to the participants and I learned that:

How likely would you be to walk in the morning or evening if you could receive food and/or drinks as an incentive?

Answered: 4   Skipped: 0

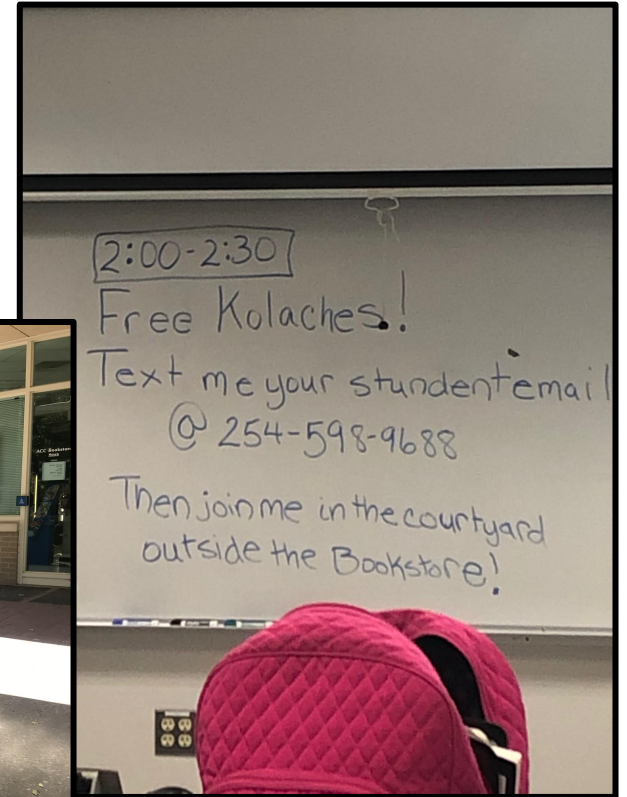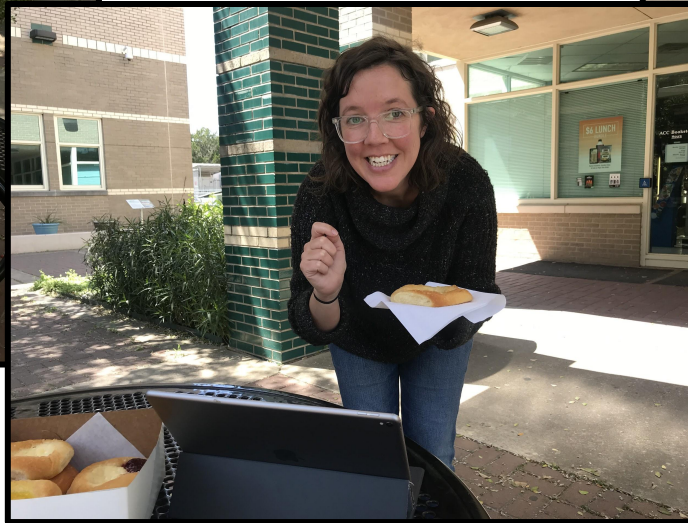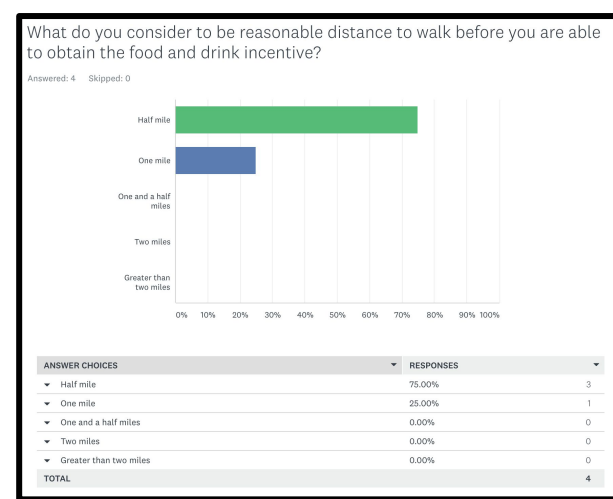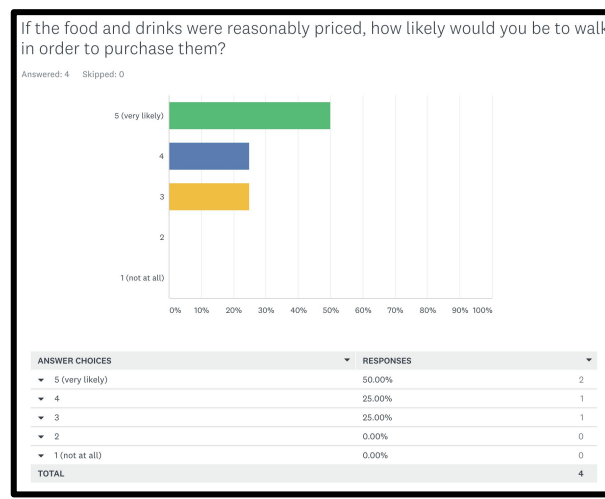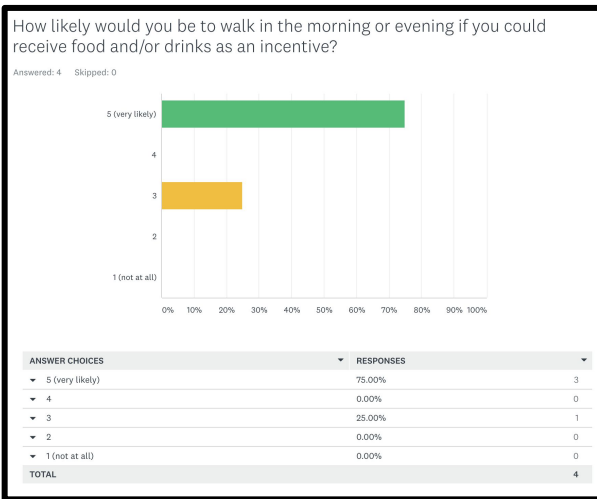| ANSWER CHOICES	RESPONSES	
5 (very likely)	75.00%	3
4	0.00%	0
3	25.00%	1
2	0.00%	0
1 (not at all)	0.00%	0
TOTAL		4

If the food and drinks were reasonably priced, how likely would you be to walk in order to purchase them?

Answered: 4   Skipped: 0

ANSWER CHOICES	RESPONSES	
5 (very likely)	50.00%	2
4	25.00%	1
3	25.00%	1
2	0.00%	0
1 (not at all)	0.00%	0
TOTAL		4

What do you consider to be reasonable distance to walk before you are able to obtain the food and drink incentive?

Answered: 4   Skipped: 0

ANSWER CHOICES	RESPONSES	
Half mile	75.00%	3
One mile	25.00%	1
One and a half miles	0.00%	0
Two miles	0.00%	0
Greater than two miles	0.00%	0
TOTAL		4

There and Back Again...

Some things that I learned about my testing strategy-

-Make sure there is enough context

-Be explicit about conditions

-Have fun!

As for trekking for tacos:

-People would walk for food!

-The distance they would walk isn't really inspiring.