

PROCESS BOOK

PROJECT 2

GRDS 400: GRAPHIC DESIGN STUDIO II

PROFESSOR TRUDY

SUMMER 2017

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PROJECT 2

PROPOSAL:

ASIAN FOOD TRUCK

Introduction: I want to create branding for an Asian food truck including the vehicle wrap design and menu/website. I either want to go the Japanese Bento Box route or the Vietnamese Pho route.

Research Methodology: I will research local food trucks as well as current Asian food truck competitors in the local area as well as regional area.

<http://foodtruckempire.com/uncategorized/food-truck-infographics/>
<http://www.businessnewsdaily.com/9237-how-to-start-food-truck-business.html>
<https://www.behance.net/gallery/41764909/VIET-NOMZ-UXDesignInterfaceDesign>

Who are the competition?

- Bento Bus <https://roaminghunger.com/the-bento-bus/>

"The Bento Bus is bringing healthy, locally sourced, organic Japanese cuisine to the streets of Atlanta. In addition to their yummy food, the Bento Bus also focuses on providing customers with eco-friendly wares and utensils."

- Viet-Nomies <https://roaminghunger.com/viet-nomies/>

"This truck presents a southern twist on classic Vietnamese dishes, creating what can only be described as the ultimate Asian comfort food. From Pho to Bahn Mi, Viet-Nomie's delivers some of the best Vietnamese food in the ATL!"

Why do people chose to eat at food trucks?

- Support local

- Mobile food helps those with shorter lunch breaks

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- Cheaper authentic options
- Lunch and dinner options for young professionals/millennials

Why start a food truck?

- Location is everything and a mobile restaurant gives the owner to move to the hotspots easily.

What are the hotspots in Atlanta?

- Atlanta Food Truck Park
- Atlantic Station
- Atlanta college campuses

Target Audience: Males and Females millennials 18-37

Geographic Scope: I want to focus on local food trucks around the Atlanta area.

Strategy: I will create an Asian food truck with a modern design to attract more of the millennial crowd that loves food trucks. There is currently only one Bento style truck in the Atlanta area as well as only one Pho truck. The Pho truck does not have a modern aesthetic whatsoever, but the Bento one does. I can either bring the Pho truck up to the modern design age or create a competitor for either style of food truck in Atlanta. I will also create packaging for the product.

Goal: To create a food truck with a modern aesthetic that will attract the millennial market and become a leading competitor to current Asian food trucks.

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PHO TASTY
VIETNAMESE NOODLE HOUSE

317-436-7071
6044 E 82nd St.
Indianapolis, IN 46250
6 Days A Week
Monday: Closed
Tue. - Thurs.: 11:00 A.M. - 9:30 P.M.
Fri. & Sat.: 11:00 A.M. - 10:00 P.M.
Sunday: 11:00 A.M. - 8:00 P.M.

We Delivery! We accept these credit cards only. \$3.99 delivery charge. No Cash/Phone
Have food allergies? Tell us!

Phở Natic
Vietnamese street food

9021 PHO
A MODERN VIETNAMESE KITCHEN

Apps START HERE

Phở Natic
REAL VIETNAMESE FOOD
PHRESH. PHAST. PHUN.

Kang Foo
noodles

MOPHO

SPRING ROLLS (2 per order)

- Pork & Shrimp | Gỏi Cuốn | \$4**
Pork, shrimp, vermicelli & vegetables wrapped in rice paper. Served with peanut sauce.
- Grilled Pork | Gỏi Cuốn Thịt Nướng | \$4**
Char-grilled pork, vermicelli & vegetables wrapped in rice paper. Served with peanut sauce.
- PhoNatic Roll | Gỏi Cuốn Nem Nướng | \$5**
BBQ pork sausage, cucumber, pickled carrots and daikon, lettuce and crispy eggroll skin wrapped in rice paper.
- Tofu | Gỏi Cuốn Đậu Hũ | \$4**
Fried tofu, vermicelli & vegetables wrapped in rice paper, served with peanut sauce.

CRISPY TOFU

- Crispy Salt & Pepper Tofu | Đậu Hũ Rang Muối | \$5.5**
Fried tofu seasoned with a blend of spices made in house.

"BANH MI" SLIDERS (2 per order)

- Grilled Pork Bun | Bánh Bao Thịt Nướng | \$5**
Grilled pork, cucumber, pickled carrots and daikon, jalapenos and house made aioli served in a steamed Peking bun.

EGGROLLS

- Vegetable | Chả Giò Chay | \$4**
Assorted vegetables wrapped & fried. Served with sweet chili sauce. Four per order.
- Pork & Mushroom | Chả Giò | \$4**
Pork, mushrooms & vegetables wrapped & fried. Served with fish sauce. Two per order.

BUILD YOUR OWN Phở \$8.50

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RESEARCH:

<https://www.noodlebarphx.com/>

<https://prezi.com/-s5ouxymlwou/the-food-truck-industry-vietnam/>

<http://www.pho-natic.com/>

<https://roaminghunger.com/viet-nomies/>

Food Trucks are extremely popular in the USA compared to Vietnam. Vietnamese transportation system consists of motorcycle use 60-65% of the time with bicycles being another 25%. However, food carts and outdoor kitchens/markets are a big thing in Vietnamese culture and Vietnamese food is easy to make quickly. This quality in their culture mirrors perfectly for a food truck in Atlanta since vehicles are more common in the USA and the food can easily be prepared on a truck.

Name Options: (for my new food truck)

- PHO NOMZ
- PHONATIC
- PHO-NAM
- PHRIEND or PHO
- PHO THE WIN
- PHO-EVER

Pinterest Board: To collect ideas of influence for my project direction.

<https://www.pinterest.com/ashemorgan/food-truck/>

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Brief History of Pho: Pho has evolved during its nearly 100 year history. Originally, pho was just boiled beef, noodles and broth. However, innovative cooks then developed the raw beef version (pho bo tai), chicken pho (pho ga), and during wartime when beef was deficient, they made pork pho (pho lon). Though there are many variations existing today, most people define pho as involving beef.

American bowls of pho are about 30% bigger than what's found at a street-side place in Vietnam. American pho restaurants regularly offer numerous options to personalize their bowls including raw beef, cooked beef (such as brisket, flap or outside flank), tendon, tripe and meatballs. The display of many options is a perfect example of the reflection of America's wealth compared to Vietnam. Options are an uncommon luxury in Vietnam; in fact, if you're low on money in Vietnam you may order a less expensive bowl without any meat.

(<http://vietworldkitchen.typepad.com/blog/2008/10/the-evolution-of-pho.html>)

The popularity of Pho spread north to south starting in 1954 when Vietnam was divided into North and South Vietnam. As the dish moved south, cooks infused it with additional ingredients until it evolved into the version that is most commonly served today. Today there are almost 2,000 Pho restaurants across the USA and Canada with mostly Southern style Pho served.

(<http://www.phofever.com/facts.php>)

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When you get Pho to go, it comes in 2 containers with the broth in a separate container to pour into the other bowl when ready to eat. Chopsticks and a spoon are the utensils.

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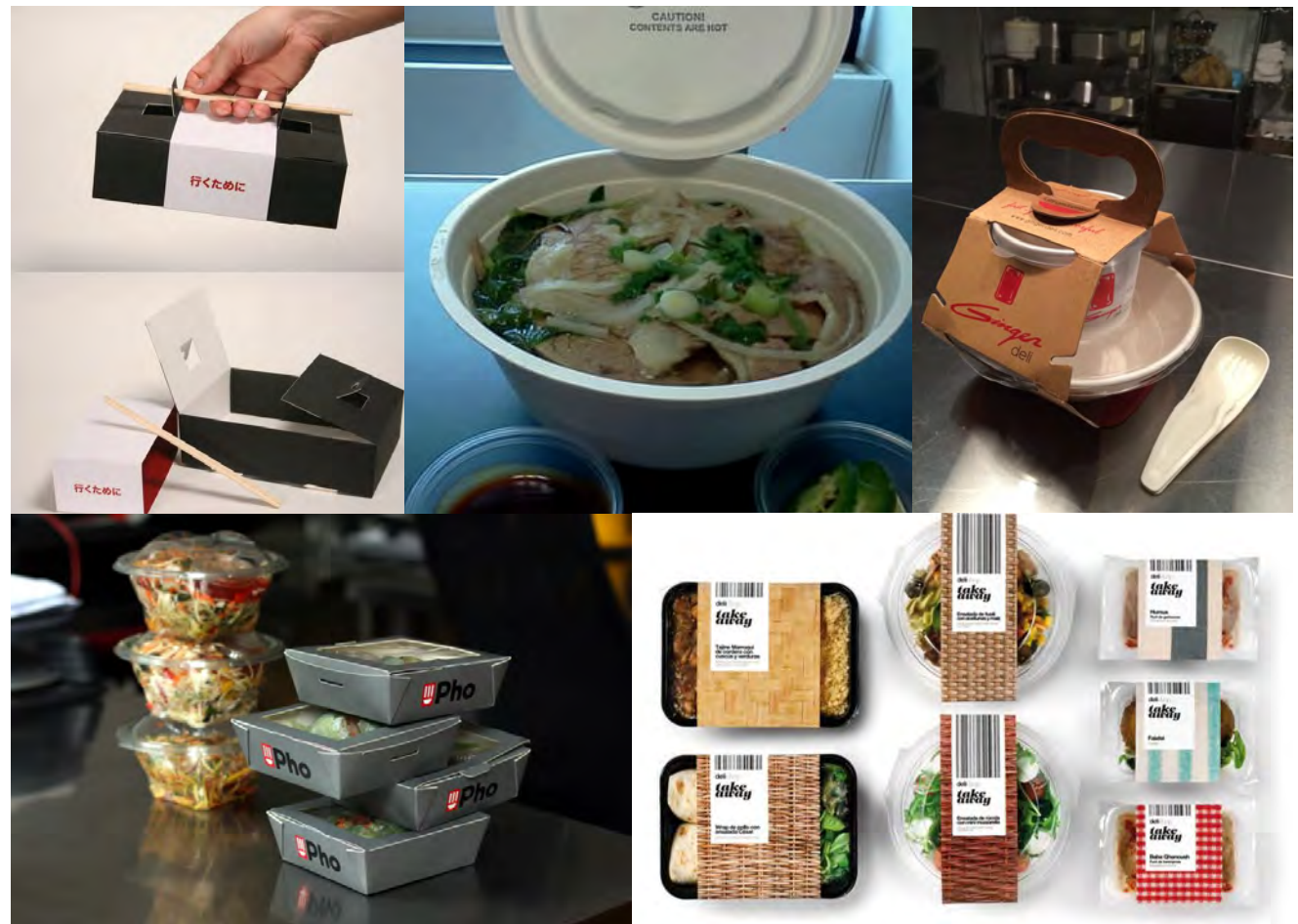
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LOGO THUMBNAILS:

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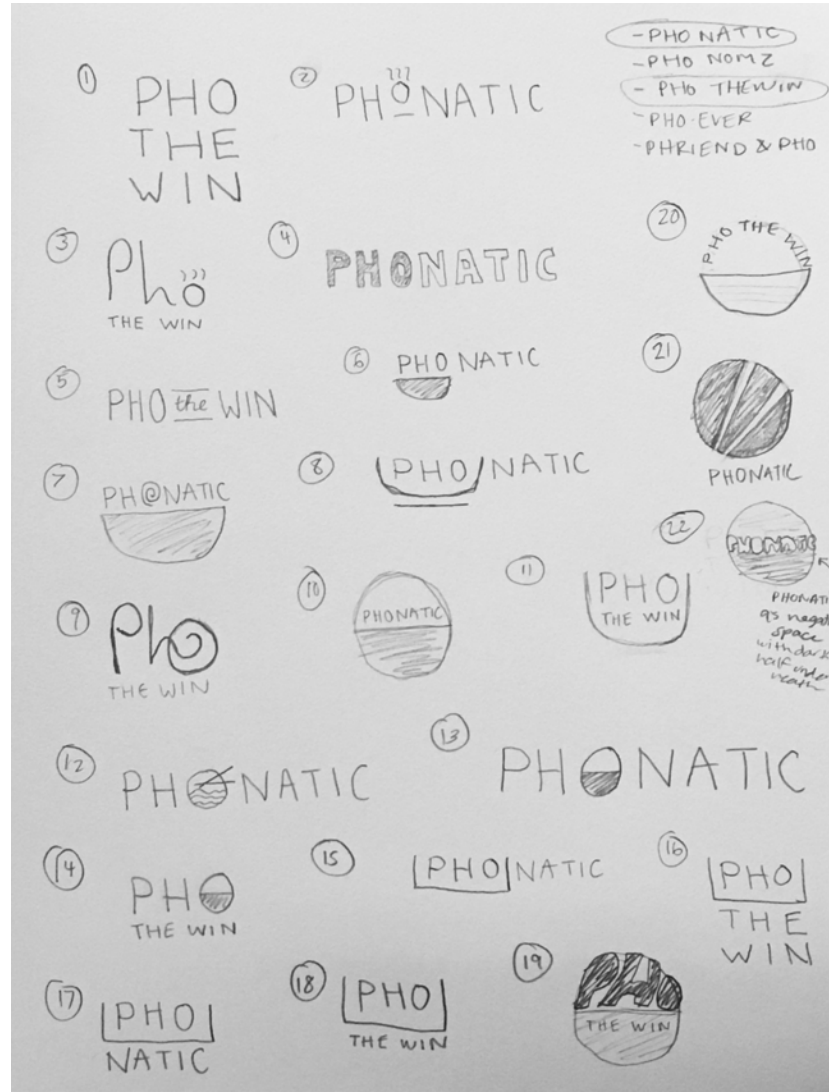
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PACKAGING THUMBNAILS:

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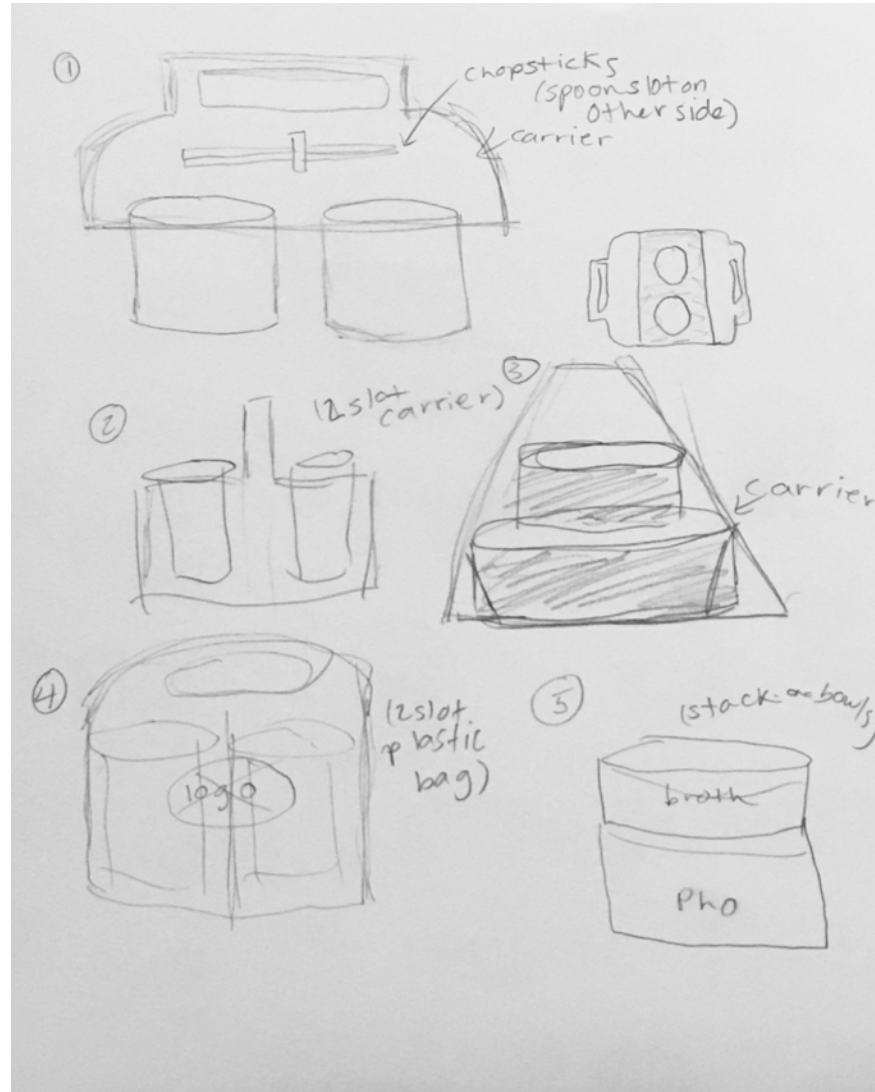
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LOGO REVISIONS:

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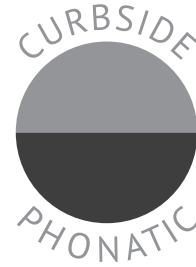
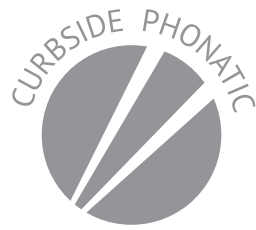
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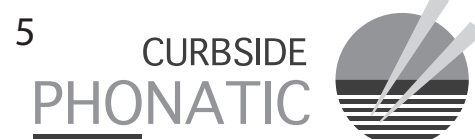
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PHONATIC



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1 PHONATIC

2 PHONATIC

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LOGO REVISIONS:

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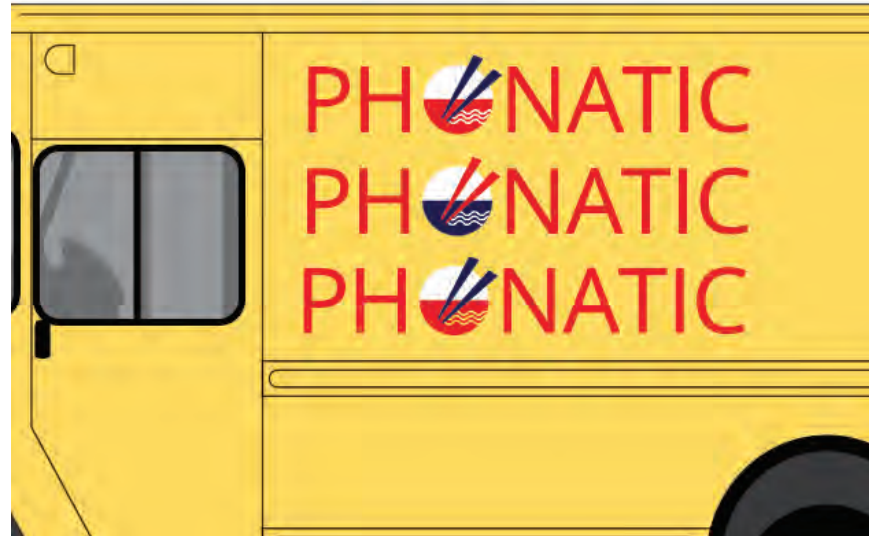
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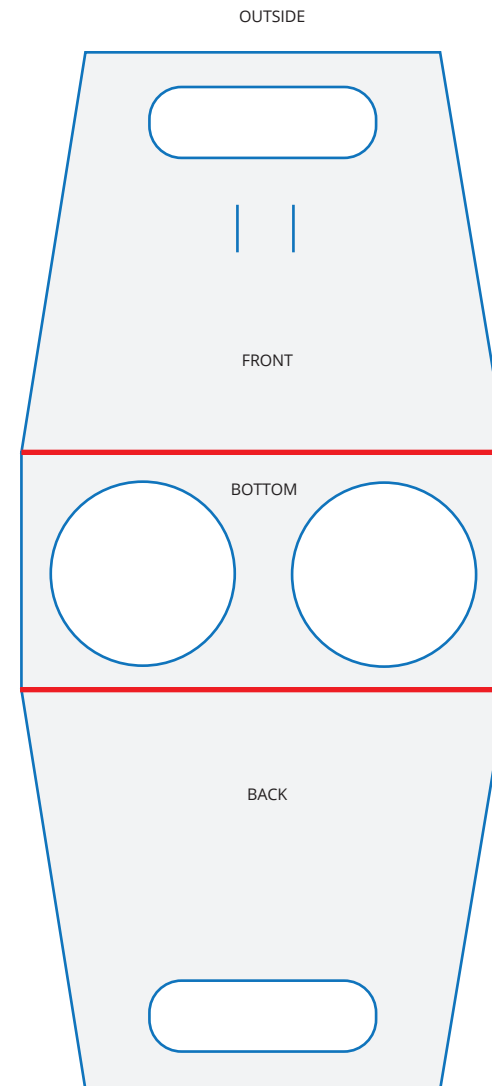
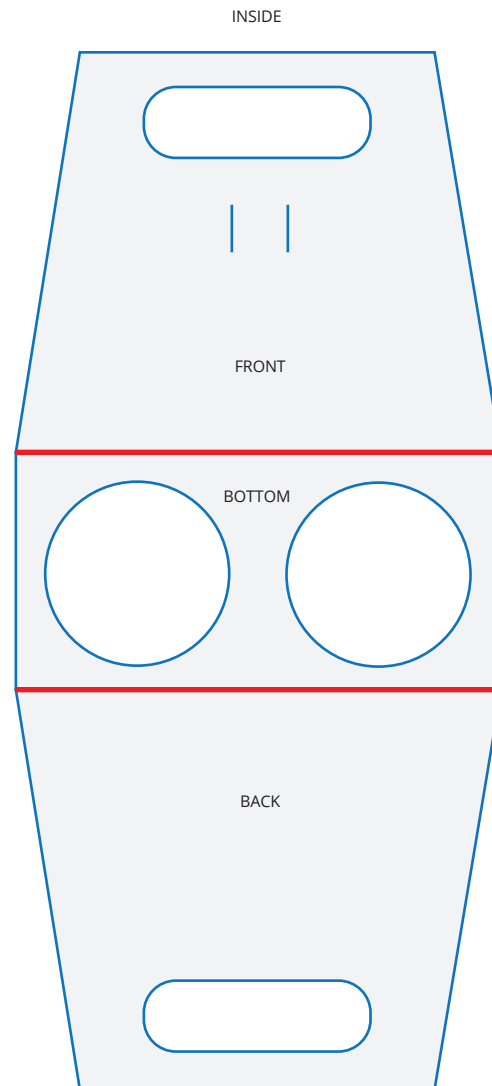
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PACKAGING REVISIONS:



CHOPSTICKS HERE

LENGTH -
WIDTH -

BOWLS HERE

TOP - radius $4 \frac{3}{4}$ "
CIRCLE - circumference $12 \frac{1}{4}$ "

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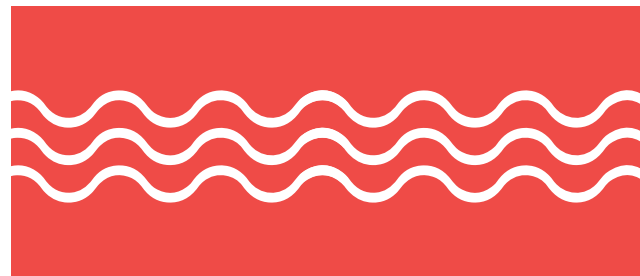
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ADDITIONAL ELEMENTS:



- P1. PHO TAI - Tender Beef
- P2. PHO NAM - Flank
- P3. PHO GAU - Fat Brisket
- P4. PHO BO VIEN - Meatballs
- P5. PHO TOM - Shrimp
- P6. PHO GA - Chicken
- P7. PHO CHIN - Well-done Brisket



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FOOD TRUCK DRAFT:

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PACKAGE CARRIER DRAFT:

INSIDE



OUTSIDE 1



OUTSIDE 2



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PACKAGE CARRIER DRAFT SIZE UPDATES:

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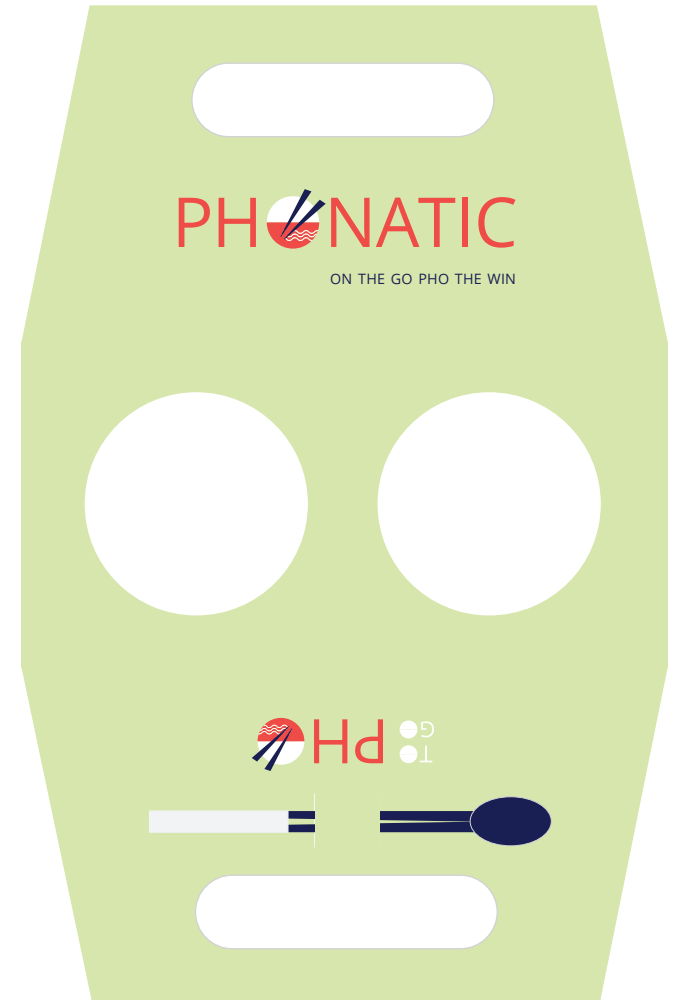
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PACKAGE CARRIER TEST PRINT:

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FINAL FOOD TRUCK:

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FINAL PHO CARRIER:

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FINAL PHO CARRIER PRINTED:

PROPOSAL

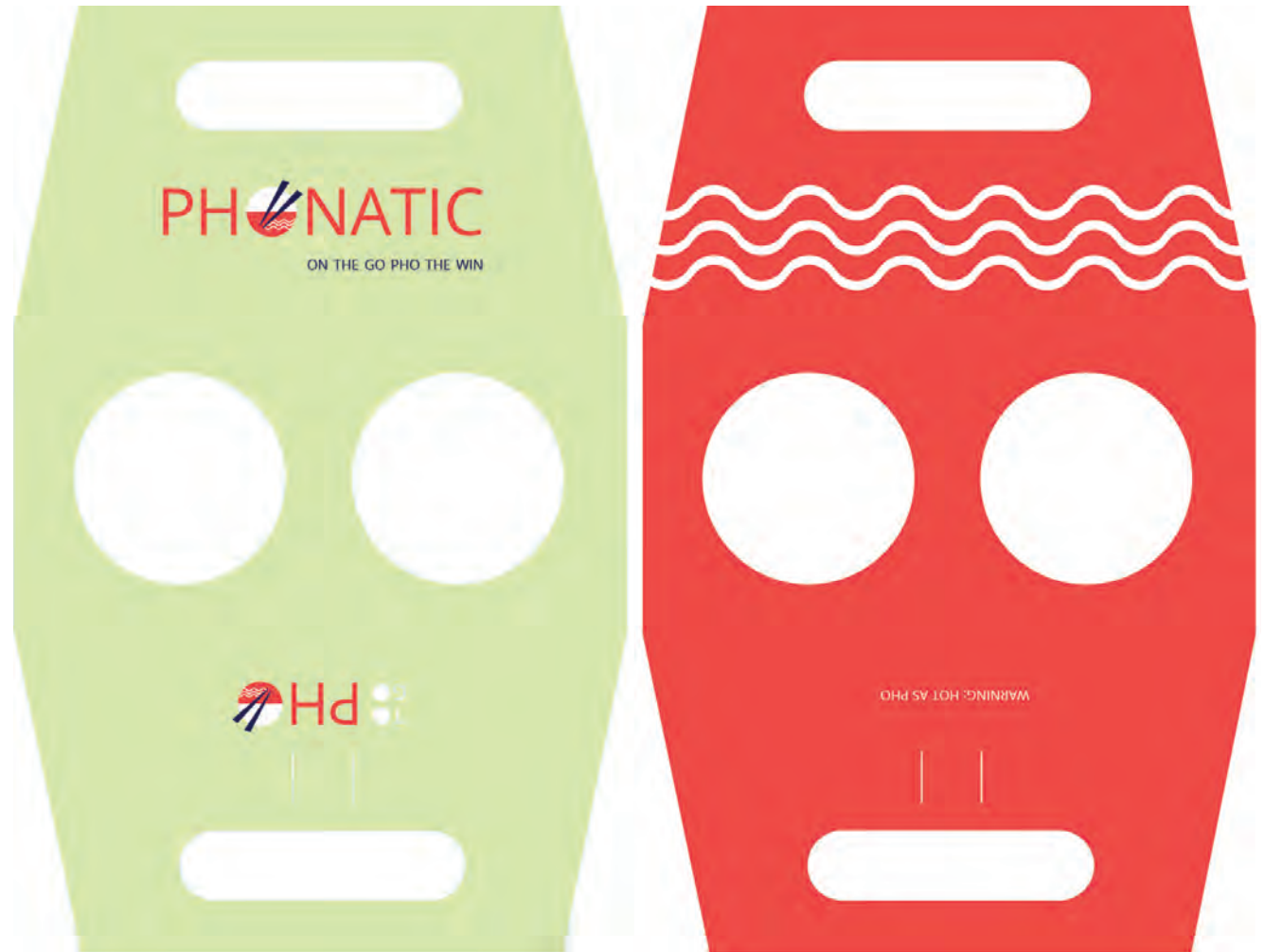
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FINAL PHO CARRIER PRINTED:

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