

Food Truck Design RFP

Read together as a class in Activity 1.

REQUEST FOR PROPOSALS

Dear Design Team,

I am opening a brand-new food truck, and I need your help! I want my truck to be a big hit with customers. But I don't know the best way to set everything up inside.

That's where you come in. I am asking your team to design a floorplan for my food truck. Here is what I need:

Popular: Use the survey data to pick menu items that lots of customers want to buy.

Affordable to Run: My truck has a budget. Pick menu items where I can charge a fair price and still make a good profit.

Efficient Layout: My truck is small — only 16 feet long and 8 feet wide! Your floorplan needs to give my workers enough room to cook, serve, and move around safely.

Safe: My truck needs to follow basic safety rules. Keep cooking equipment away from walkways, and make sure nothing could tip over or block the exit.

Buildable: Your design needs to work in real life. Show me your plan with a 3D model AND a model you build with your hands.

Show me your best floorplan idea, your menu, and your data. Convince me your design will be a success!

Thank you,

Riley Chen

Future Food Truck Owner

DISCUSSION QUESTIONS

1. What is Riley asking your team to design?
2. Which of the five criteria do you think will be hardest to meet? Why?
3. What is one question you have about the RFP?

4. Write a one-sentence problem statement for your team:
