

*Test Name* College Dining Patron Values

*Deadline* Thursday, Nov 7

*Assigned to* Anant Singhal and Peter Mastnak

*Duration* 5 minutes

## STEP 1: HYPOTHESIS

We believe that

A large portion of college students highly value local produce when eating at restaurants

Critical:



## STEP 2: TEST

To verify that, we will

Interview people at Stanford campus to determine the importance they place upon these five factors when eating at a restaurant: local-sourced food, menu variety, convenience, nutrition, affordability

Test Cost:

Data Reliability:



## STEP 3: METRIC

And measure

The average rank order of each factor across all the interviewees

Time Required:



## STEP 4: CRITERIA

We are right if

the average rank order given to localness of produce is in the top three

