

Test Name Environmental Impact Preferences
in Dining Choices

Deadline Thursday, November 7th

Assigned to Aaron Rothman

Duration 10 minutes

STEP 1: HYPOTHESIS

We believe that

people who shop at or live near farmers' markets prefer restaurants that adjust their menus based on seasonal produce availability

Critical:



STEP 2: TEST

To verify that, we will

Interview people who shop at or live near

farmers' markets to rate the importance of seasonal menu changes when choosing a restaurant, alongside factors like menu stability, convenience, proximity, and pricing.

Test Cost:



Data Reliability:



STEP 3: METRIC

And measure

the average rank of each listed factor

Time Required:



STEP 4: CRITERIA

We are right if

the average rank of seasonal menu changes falls within the top two factors