

About Farmacy Food

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

Our Mission

Our mission is to make health and wellness radically affordable and accessible.

We want to change people's perception of healthy eating. Maintaining a healthy lifestyle does not need to be difficult. At Farmacy Food, we create flavorful, nutritious meals to support your overall well-being and busy lifestyle. Our goal is to work with you to recognize that achieving your health goals can be done with convenience.

We strive to solve the crisis of the lack of affordable and healthy food available in our greater community. Price should not be an obstacle for those who are eager to achieve their health goals. We strongly believe in equity through food. Keeping equity at the forefront of everything we do, we offer discounted pricing to low-income residents, college students, educators, senior citizens, and veterans. We are passionate about using food as a vehicle to serve the underserved.

The Kata

Definitions

Transactional Customer - FFoods

Engaged Customer - in FFamily and FFoods

Support Community - engaged members within a community

Client: low income, poverty level, homeless, college students, educators, senior citizens

Community - small group of engaged customers within a neighborhood area

Overview

Farmacy Family is an enhancement of the existing Farmacy Foods system (designed by Arch Colider from the first Kata exercise) that adds tighter engagement with their customers. The primary goals:

- develop relationships between engaged customers and nurture those relationships
- convert transactional customers to engaged customers
- generate analytical data from medical information to demonstrate the benefits of Farmacy Foods

When a transactional customer purchases a meal, Farmacy Family will generate an email elucidating additional benefits available for becoming an engaged customer.

Thus, the overall goal of Farmacy Family is to connect, gather, analyze, and communicate.

Users: Hundreds, separated by distinct geographic zones. Additionally, different clusters of customers frequently consolidate around similar dietary requirements. A focus on ensuring that entire offering is accommodating to low income, poverty, and homeless.

Requirements:

- * Add a new system to manage customer profiles, allowing community engagement, personalization around preferences and dietary needs
- * Support geographical trend analysis to hone Farmacy Family's ability to optimize the foods delivered to fridges (an additional integration point TO Farmacy Foods)
- * Support both push and pull models for community engagement. In other words, Farmacy Family will manage forums, emails, and create connections between similar demographics. Farmacy Family needs transactional member information for outreach purposes. The engagement model includes subscriptions, forums, reference material, class information, and other media that supports Food-as-medicine
- * eDietitian has access customer profile to improve advice and monitoring of customers. Additionally, the customer and dietitian can interact via messages.
- * Farmacy Family wants to improve the distribution and potential food waste from having the wrong mix of foods in a particular fridge.
- * Farmacy Family will include medical profile information and the ability to share information with medical service providers.
- * Farmacy Family customers can customize how much profile information they want to allow the community to see, at a fine-grained level.
- * Farmacy Family has relationships with third party providers (clinics, doctors, etc) that have access to more analytical data to improve engagement (for example, regional dietary observations).
- * Add Farmacy Family user interface to existing Foods interface, which is currently a Reactive monolith. Create a holistic UX for both food and Farmacy Family to support engagement model.

Technical Details

Domain areas:

- Onboarding
 - profile for customer
 - analytics
- Community
 - forum (localized, temporal)
 - in person / virtual events (localized, temporal)
 - classes (localized, temporal)
 - interactive media library (global, reference)
 - general wellness education (global, reference)
- Integration (extranet)
 - dietician
 - clinics
 - Farmacy Foods

Engagement Models

- Clients
 - Covered above - building a community, education, increased awareness
- Clinics - Work with clinics to establish baseline tests for clients
 - Gather results
 - Test every 3 months
 - Analyze results
 - Demonstrate any change in their overall health
 - use this info to gain investors and additional support and help
- Dieticians
 - Farmacy Foods supported generic advice from dieticians. Farmacy Family will support one-on-one advice for engaged customers
 - Regular contact via messages
 - Selective access to medical information about the customer from a partner clinic
- Family Foods
 - Farmacy Family needs to know which Transactional Customers (and their information) are not part of Farmacy Family (Engaged Customer) to start the onboarding process for those customers
 - Farmacy Foods needs to know which transactional customers are Engaged Customers

Additional Context

- The new system must seamlessly incorporate into Farmacy Foods
- Improved use of analytics driven through the new integration of Farmacy Family will help gather new investors and prove better dietary outcomes in member communities

Resources

<https://www.semha.org/>