inreach

My Role

UX Researcher • UI Designer • Interviewer

Our group focused on food insecurity, a complex societal issue with personal impact on one team member. Through interviews and engaging in the design and development process, we aimed to create a program providing meaningful assistance to those affected.

Problem

Food insecure individuals require a confidential and straightforward means to access information on assistance programs to alleviate their daily struggles, especially if they are feelings shame and embarrassment.

Solution

Create a website that is both informative and resourceful for individuals who have been impacted, all while ensuring their anonymity is maintained.

Impact

Assistance program was **quickly** found by **all of our participants**.

Ease of use was rated **8.8 out of 10**.

Messaging was **clear** and **emphatic**.

Design process

Interview

We conducted an interview to better understand the issues that may not be readily apparent to outsiders. This helped us gain valuable insights for our project.

"It would be nice if all of these programs worked all on one website. So you don't have to put your information in multiple different places. Sometimes I put in your information in one spot so you can see how many programs you qualify for and how many you don't qualify for with just one individual. Website one input."

	Clear Mission Statement	Access to Multiple Resources	Informative	Appealing UI	Clear User Flow	Live Update
USA.gov	✗	✓	✓	✗	✗	✗
SNAP	✗	✓	✓	✗	✗	✗
Run Foley	✓	✗	✓	✓	✗	✗
Food Pantry	✓	✗	✓	✓	✓	✗

Competitive Analysis

We sought inspiration to determine the most appropriate content to include in our app, with the aim of providing meaningful support to those who are affected.

Affinity Mapping

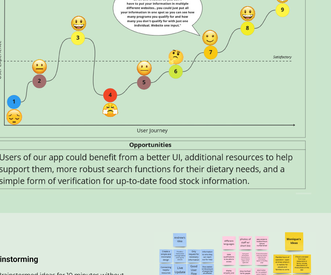
- We each brainstormed for 30 minutes, generating ideas with no constraints and organizing the ideas into clusters
- After identifying one to two critical topics, we conducted a 20-minute dot voting process to pick the top 4 ideas.
- This process encouraged collaboration and efficient decision-making.
- We look forward to working together on these ideas to drive our project forward.

Behavioral Archetype

We **prioritized support for food-insecure** individuals by **empathizing with their situation**, conducting **interviews to better understand their needs** and accurately represent them in our application.

Persona	Scenario	User Expectation
Name: Matt **Age:** 28 **Location:** Southern California	Has laid off his job 1 year ago Is receiving pancrine, but only like enough money for rent Lost his car and is having difficulty to support him Lives in a motel and is having difficulty to support himself Feeling stressed because he has encountered disorganized and difficult to navigate websites when trying to find assistance Feels that the information regarding food pantries in his area is lacks empathy for his situation	Needs up-to-date info on food descriptions at food pantries Needs a light-weight site that suits his needs and sheep assistance Assistance in signing up for outside resources (SNAP, job support, etc.) Needs to stay anonymous Needs daily food sustenance

The Experience



Opportunities

Users of our app could benefit from a better UI, additional resources to help support them, more robust search functions for their dietary needs, and a simple form of verification for up-to-date food stock information.

Brainstorming

- Brainstormed ideas for 10 minutes without limitation and **organized ideas** for 20 minutes by **similarity and labeled** them accordingly
- Included **labels** such as **empathy, simplicity, anonymity**, and more
- Narrowed down ideas using **dot voting** to focus on **top three subjects**
- Productive brainstorming session to **identify potential solutions** for our project
- Worked together as a team and **encouraged free-thinking** to generate diverse ideas and perspectives
- Anticipating that **top three ideas** will provide a **strong foundation for future work**

Multi-lingual
Dark mode version
Dyslexia friendly version
Visual/text messaging
Text to speech
Simple design (UI)
Easy to navigate
Simple language
Text to speech
Simple language
Text to speech
Simple language
Text to speech