



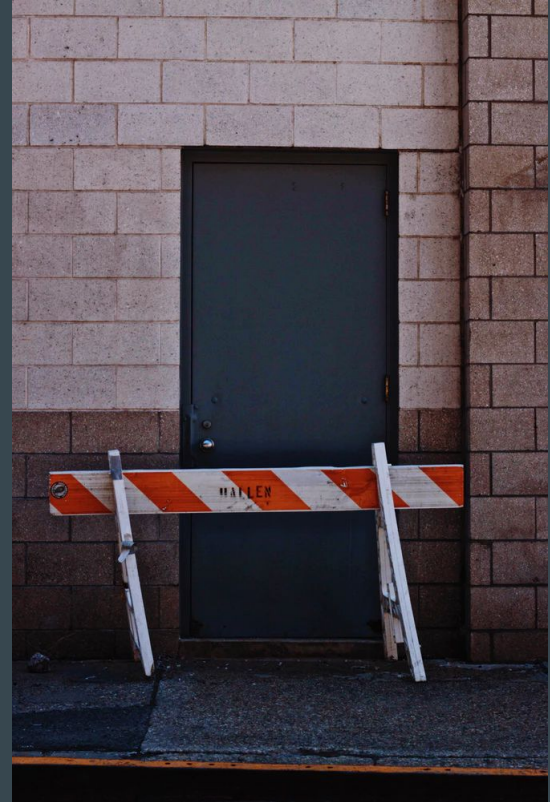
Grow Up

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Natalia, Stephanie, Miguel, Hann-wei
3/30/2019

Challenges

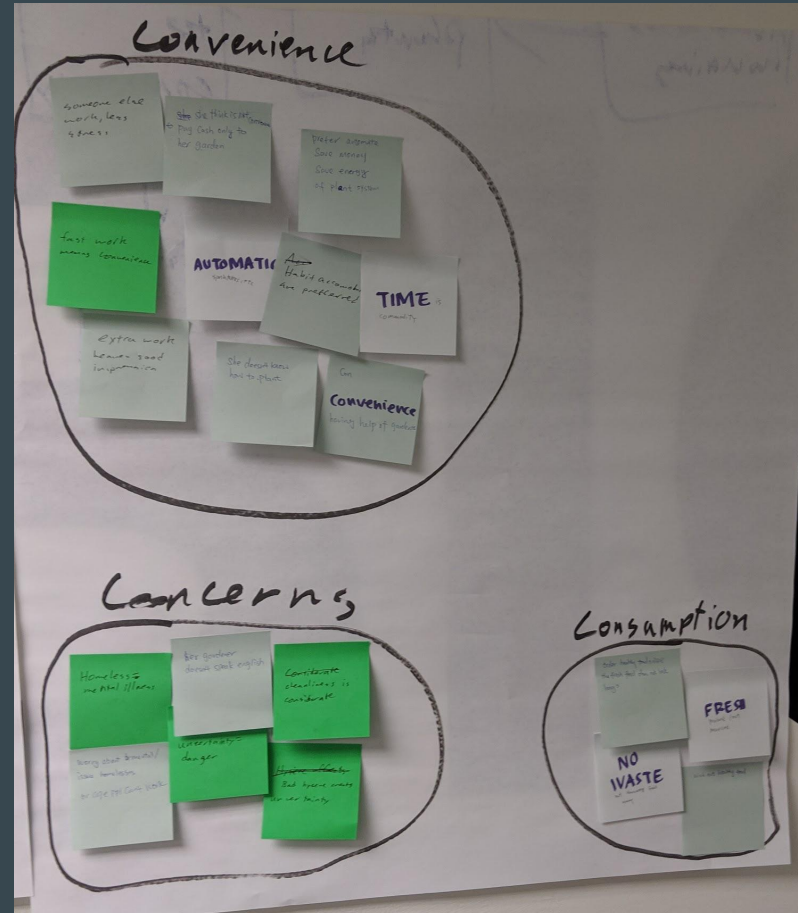
1. Fresh Produce not always available
2. Housing has limited availability
 - a. Pricing
 - b. Shelters cost \$\$\$



Affinity Mapping

Three Core themes:

1. Convenience
 - a. People like easy
2. Concerns
 - a. Uncertainty is scary
3. Consumption
 - a. People ideally want quality without waste.



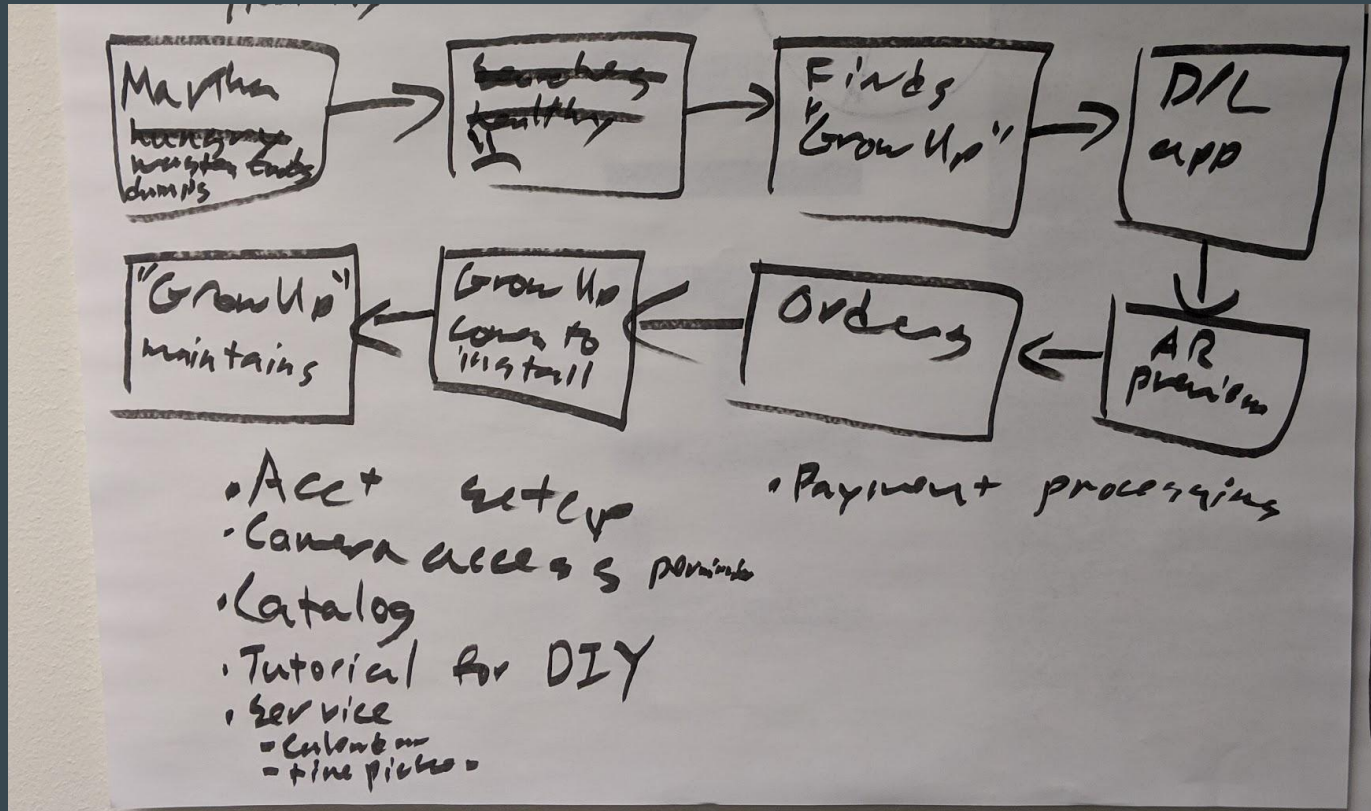


Martha

Martha is a Professor who teaches physical therapy and has an hour long commute to her office from home. Pretty frequently she indulges in unhealthy food options despite wanting to eat healthy. She has tried online grocery delivery and the service she receives is inconsistent.

Profile <ul style="list-style-type: none">• Occupation: Professor• Age: 28• Residence: Los Angeles County	“There’s never enough time”	Pain Points: <ul style="list-style-type: none">• Healthy food options• Limited Time
Touch Points: <ul style="list-style-type: none">• Smartphone• Computer	Needs: <ul style="list-style-type: none">• Convenience• Safety• Healthy options	Goals: <ul style="list-style-type: none">• Obtain fresh produce conveniently

User Flow and Feature Prioritization



Low Fidelity and AR Feature

AR Feature

Future Steps

Must Do	Should Do	Could Do
<ul style="list-style-type: none">• High Fidelity Prototype• Usability Testing	<ul style="list-style-type: none">• AR app development• Website• User Interviews• Product Design• Payment Processor• Standard Operating Procedures (SOPs)	<ul style="list-style-type: none">• Mobile Food truck to help food deserts• Community features