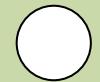
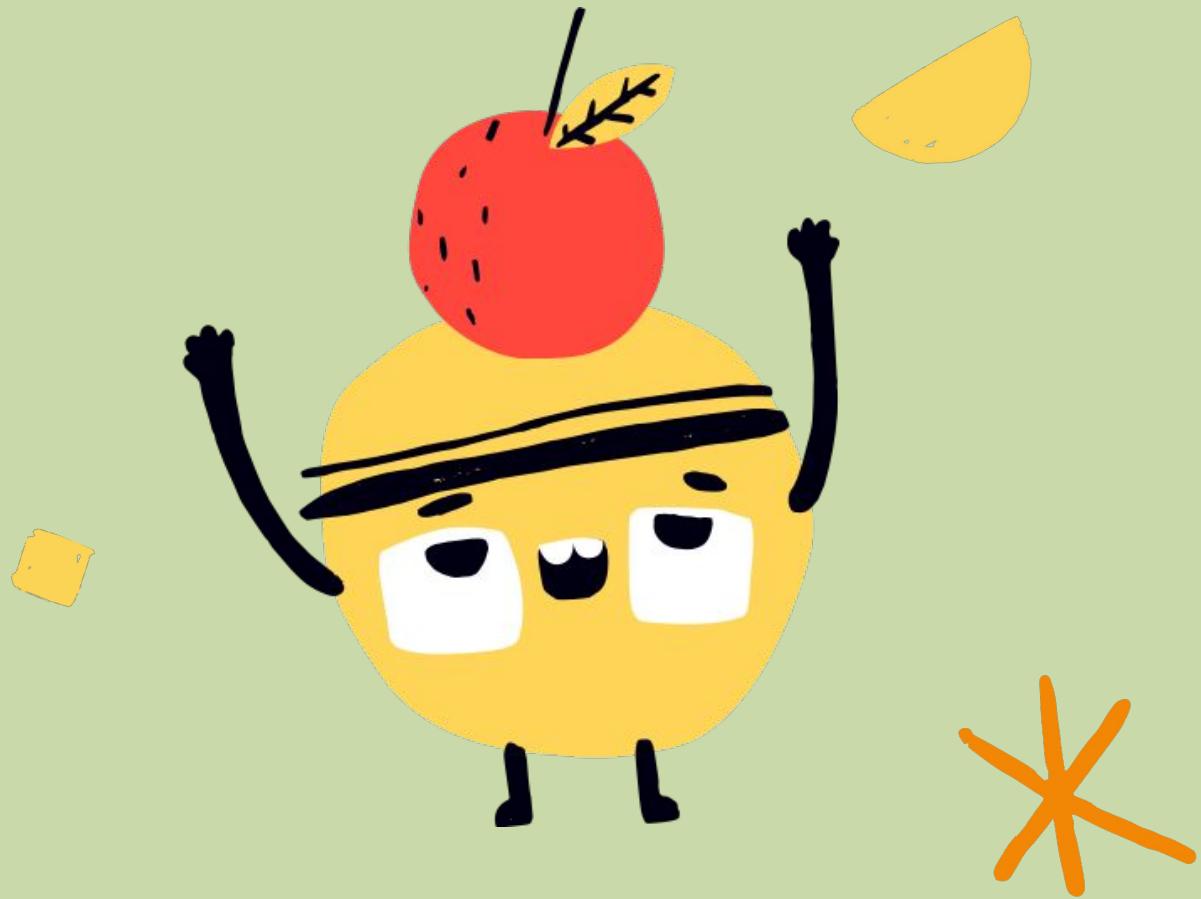


FRIDGE FOR ALL

A Reimagined Community Fridge Experience

Aaron Lord (PM), Geoffrey Kuhns, Monet Hopkins, Nicole Stewart



WHAT IS A COMMUNITY FRIDGE?

a refrigerator in a public space supported through
mutual aid to help feed its community.



WHAT IS A COMMUNITY FRIDGE?

WORLD HUNGER—

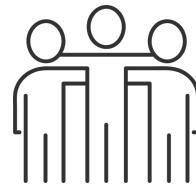
an intimidating prospect to solve, we boiled it down to helping food deserts and the food insecure through advancing this local concept.



OUR PROCESS

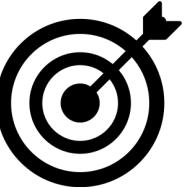
EMPATHIZE

Understand our users' needs and keep them at the center of all design decisions



DEFINE

Use insights from research to determine unmet needs and the right problem to solve



EXPLORE

Explore potential solutions to our problem



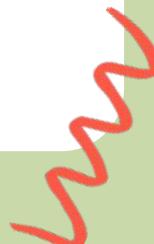
PROTOTYPE

Keep our objectives in mind to create an impactful design

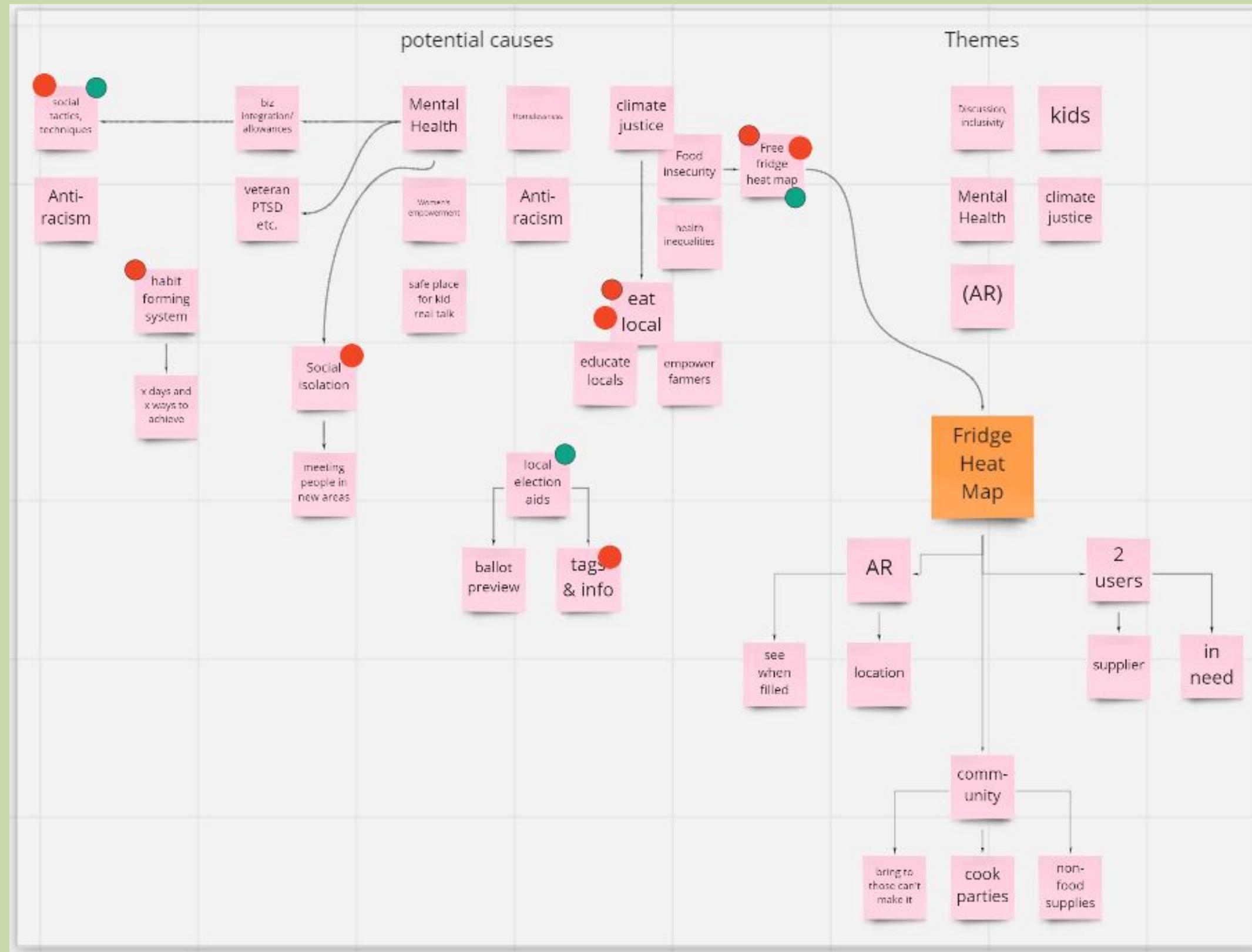


TEST

Test early and often to get helpful suggestions and feedback from real people to improve iterations



OUR PROCESS



EMPATHIZE



PROTO PERSONAS


Rebeca Robinson
20 years
Disadvantaged mother of two

Behavioral Demographics

- Has two young children and primary caretaker
- Worked at Little Caesar's
- Lost her job at the beginning of Covid and has struggled to find steady work again

Goals & Needs

- Wants to provide for her family
- Needs convenient resource to locate food supply
- Wants steady work and affordable childcare
- Wants to save up for a car to visit her out-of-town parents

Pain Points & Potential Solutions

- Lives in a food desert
- Has no transportation to get to a grocery store with fresh produce
- Food banks can be unreliable and shortage of volunteers/donations due to covid
- Regulated community fridges and freezers
- Easily accessible resource or app to learn when a fridge or food pantries are replenished
- Relyes on a limited family and friends network for childcare


Herbert Bunz
49 years
Grocery store manager

Behavioral Demographics

- A family man, so he relate to people's needs
- Passionate about putting food on the world's table, not just his own
- Compassionate and values community
- Likes bocce ball
- No relation to Howard Butts

Goals & Needs

- Wants to help his store turn a profit
- Needs customers to keep coming back
- Wants to support those struggling in tough times

Pain Points & Potential Solutions

- Waste of money: throwing out good food
- Had supply issues during Covid, in which he lost public appeal.
- Now, he's looking for a way to restore his community image
- Struggle to work with existing charitable food distributors with insufficient transportation


Nancy McDougal
54 years
Early retiree, volunteer

Behavioral Demographics

- Recently retired from teaching
- Financially secure, but not living lavishly
- Remembers what it's like to be food insecure when she was young
- Loves to cook
- Empty nester

Goals & Needs

- Needs something to keep her busy during the day
- Wants to help people in her community

Pain Points & Potential Solutions

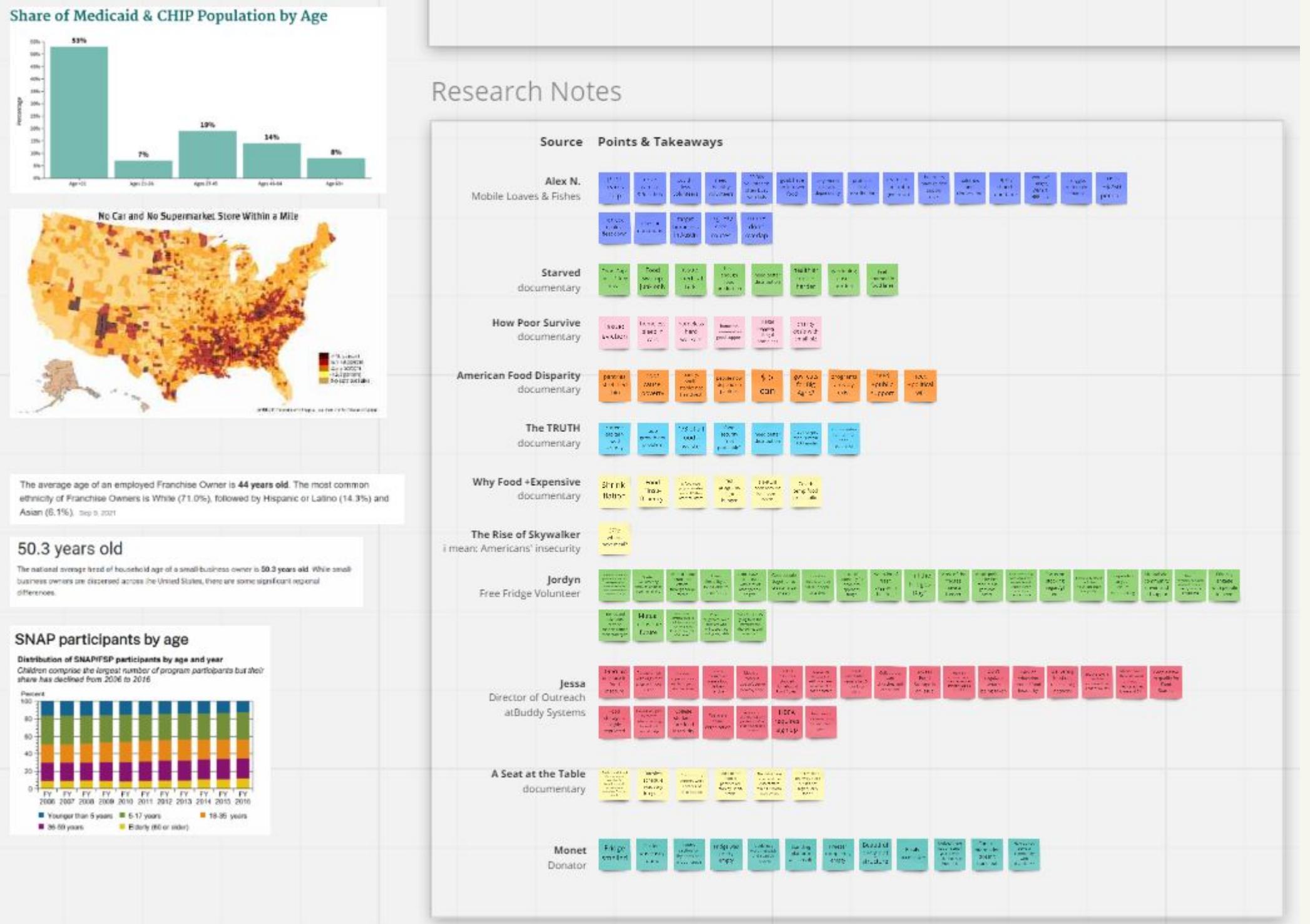
- Wants to feel useful, without work or kids to support
- A lot volunteer opportunities are too physical—trouble lifting

IN NEED

GROCERY STORE MANAGER

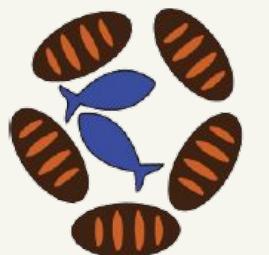
VOLUNTEER

RESEARCH



Statistics and documentaries provided a wealth of information, largely related to just how prevalent food insufficiency is.

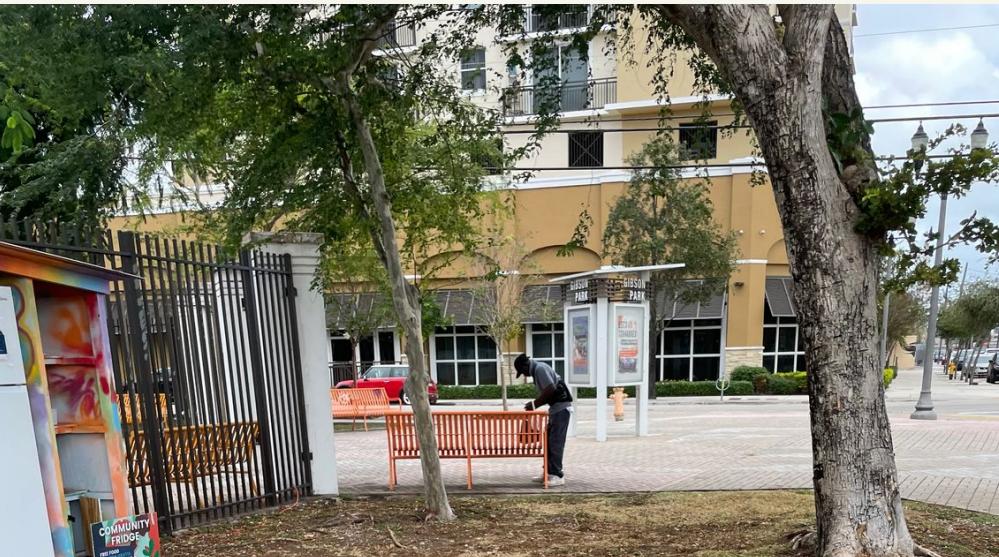
COMPETITIVE ANALYSIS



MobileLoaves&Fishes
Serving Goodness.™

We know we weren't the first to tackle hunger. So, why is it still a problem? What can we learn from businesses and volunteers alike?

ETHNOGRAPHIC RESEARCH



For starters, existing community fridges are unregulated, which means they are often empty, dirty, and well-insufficient.

USER INSIGHTS

FRIDGE ACCESS IS A SIMPLE,
DELIGHTFUL PROCESS AS
LONG AS THERE ARE ITEMS
TO TAKE.



ORGS MUST HELP A
LOT OF PEOPLE WITH
VERY FEW RESOURCES
AND RELY ON
DONATIONS AND
VOLUNTEERS.



PEOPLE CAN RELY ON
THEIR COMMUNITY
WHEN THEY ARE IN NEED,
NOT THE GOVERNMENT.

PEOPLE ARE ABLE TO HELP WHEN
THEY'RE ABLE TO DO IT
INDEPENDENTLY AND WITHOUT
A TON OF LOGISTICS.

THERE'S A GAP IN THE
HOLISTIC UNDERSTANDING
OF OPERATIONAL NEEDS.

RESEARCH FINDINGS

- FOOD PANTRIES ARE NOT ABLE TO STOCK FRESH PRODUCE RELIABLY.
- POVERTY IS UNPREDICTABLE, SO PEOPLE IN NEED RELY ON FLEXIBLE SOLUTIONS.
- PEOPLE IN NEED ALREADY RELY ON THEIR COMMUNITIES FOR SUPPORT.



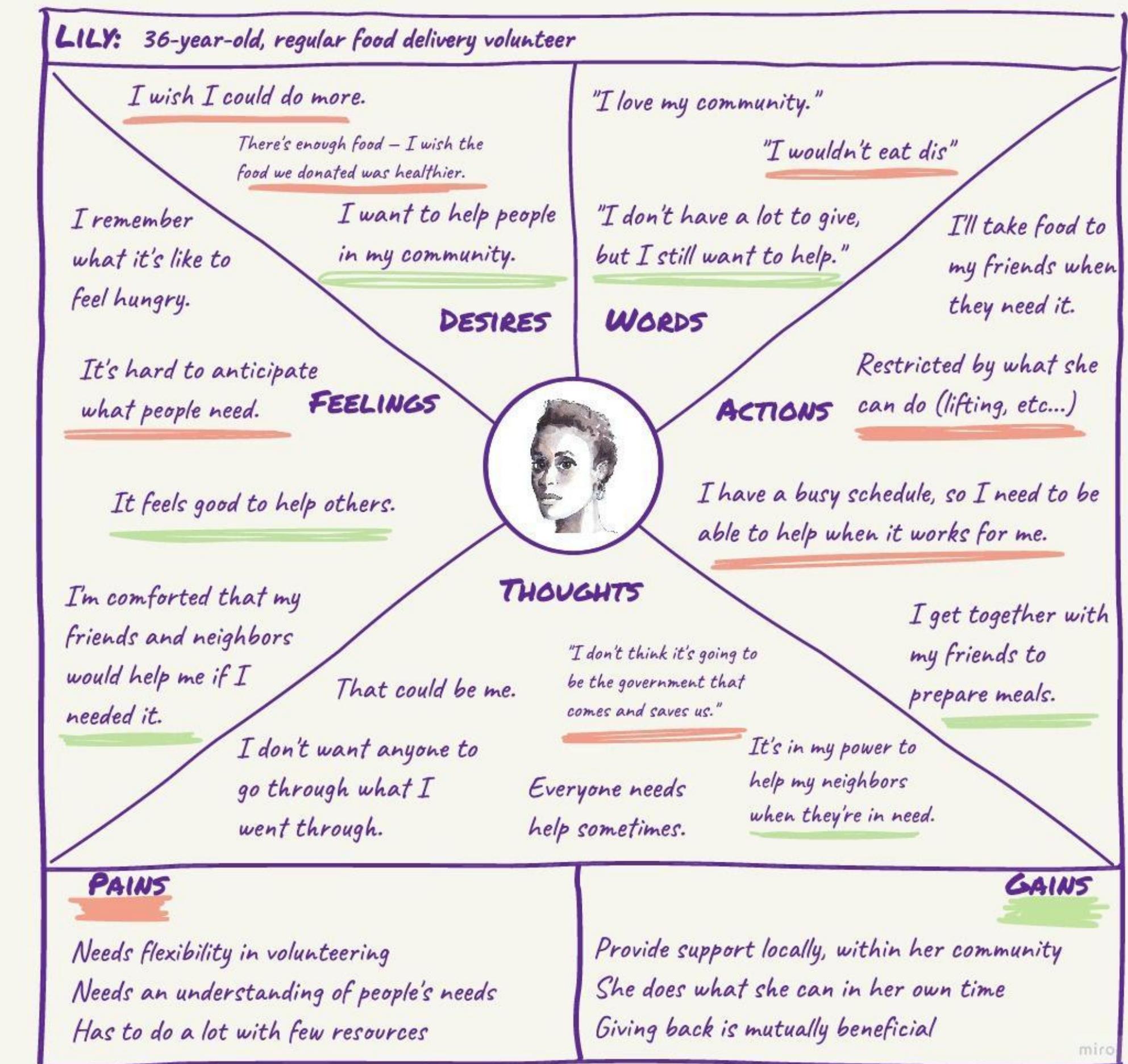
DEFINE



MEET LILY

FRIEND OF THE FRIDGE

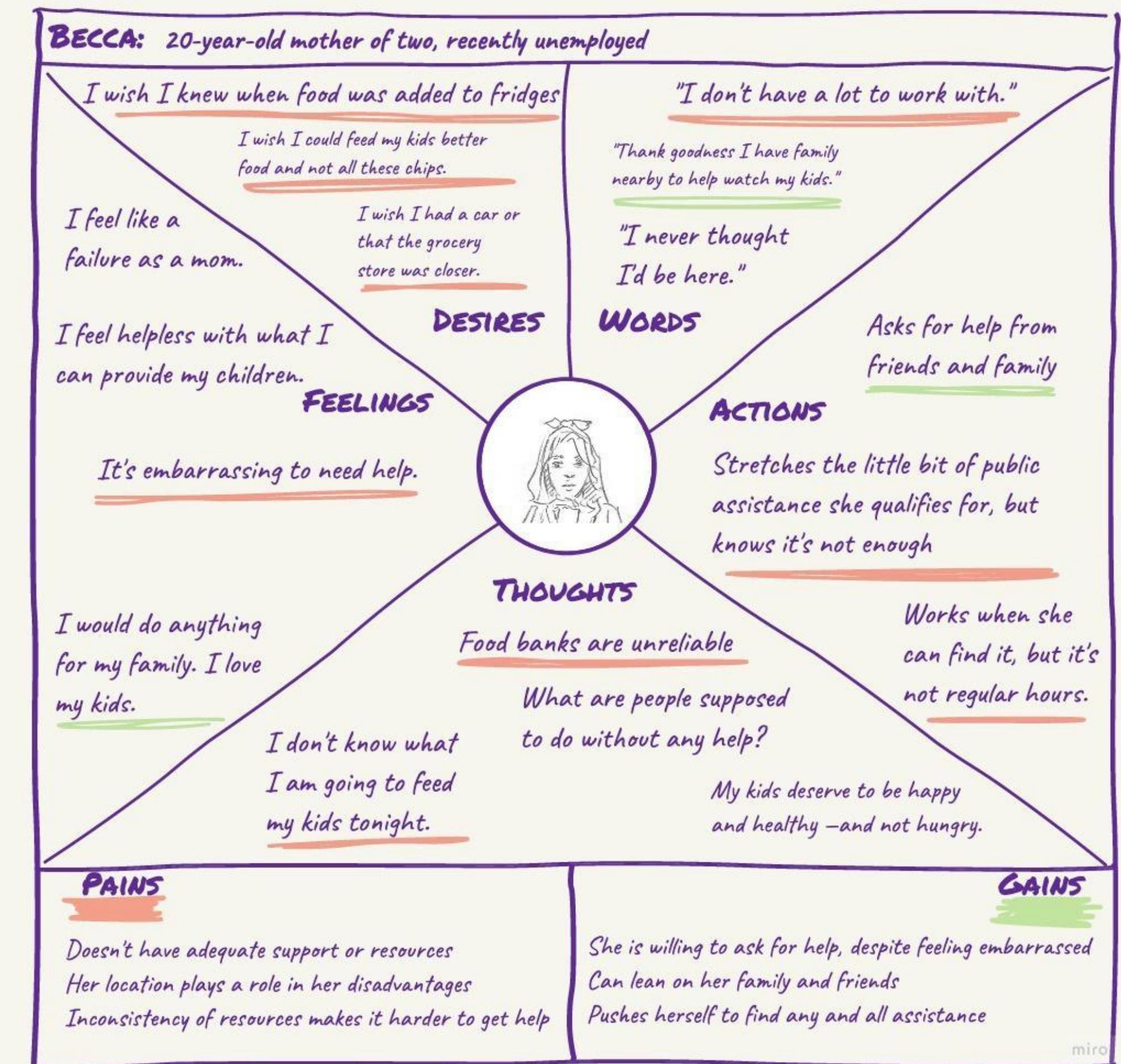
Plenty of people want to help, but assistance has to be on their terms.



MEET BECCA

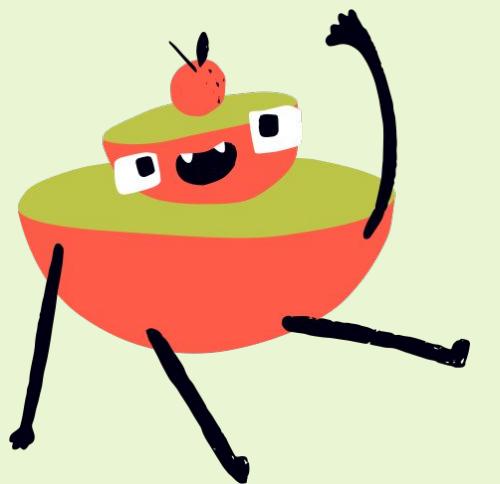
NEIGHBOR IN NEED

The food insecure are necessarily resourceful, used to tapping family and federal assistance.



HOW MIGHT WE...

.. keep the fridge stocked and donors
engaged ?



THE OPPORTUNITY



On-demand access to healthy food
through community support



THE OPPORTUNITY



Health was our biggest opportunity.

Unlike a food desert, food swamps *have* food, but it is entirely unhealthy, junky, and fast.

Even if food pantries are available, their offerings tend to be shelf-stable, and not ideal.



EXPLORE



IDEATION

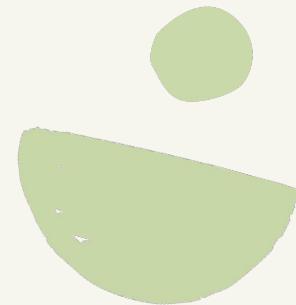
SOLVING WORLD HUNGER *

UBER FOR HEALTHY FOOD *

DRONE DROPS *

ICE CREAM STYLE TRUCK *

Of our many conjured ideas, the community fridge proved to be the most practical.



OUR SOLUTION

- INTERACTIVE SMART FRIDGE
- RESPONSIVE WEBSITE
- TEXT UPDATES



VALUE *

PROPOSITION

Fridge For All is reimagining the community
fridge to help target the inconsistencies and
logistical issues the food insecure face when
trying to find their next meal.

WE'RE BETTER BECAUSE:

Our smart fridge tracks what's in stock through a kiosk, allowing donors to leave what they can and neighbors to take what they need.

Notifications keep those in need updated on what's in stock and let donors know what items are needed.



USER JOURNEY

Lily

Volunteer, 36

Grew up food insecure and does not want others to feel that way



Becca

Struggling Mother, 20

Recently lost her job and has struggled to find steady work since

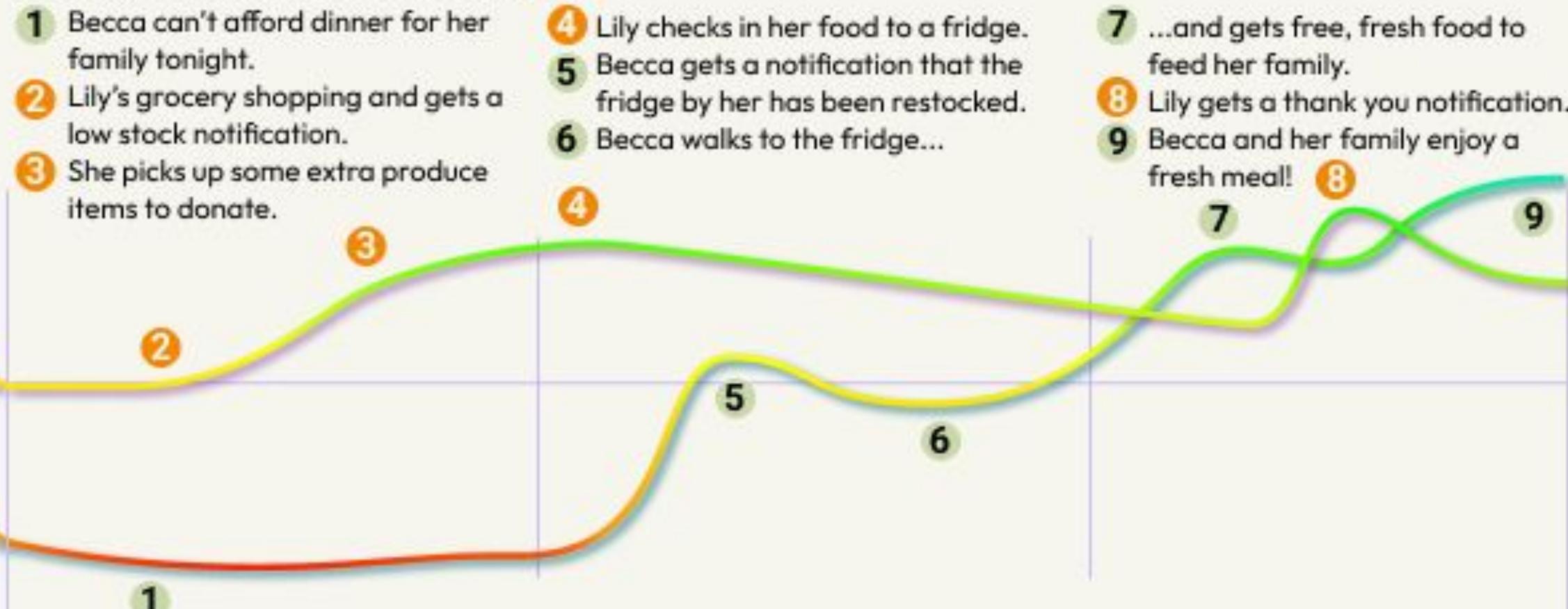
Lily's Motivations

- **Empathy:** Understands because she's been there
- **Flexible:** Needs to work volunteering into her schedule
- **Limited:** Wants to do a lot with few resources

Opportunities

- **2 -** Notify volunteers when the fridge has low stock
- **4 -** Smart item check-in allows the fridge to track how many of each items are in the fridge

Fridge for All User Journey



Becca's Motivations

- **Resourceful:** Works every angle
- **Reliable:** Wants consistent food options
- **Kids:** Wants to support their growth and health

Opportunities

- **5 -** Let those in need know when items are stocked
- **7 -** Kiosk makes the fridge experience seamless and easy to use

PROTOTYPE



LO-FI WIREFRAMES

Need help? 01:55 English

Welcome! What would you like to eat, neighbor?

Q

Produce Protein Dairy

Pantry Canned Goods Homemade Meals

← Home Cart

Need help? 01:55 English

Please wait while we put your basket together.

Loading . . .

Want to get notified about the next time the fridge is restocked?

Get Updates

← Home Cart

Fridge For All

Welcome, neighbor!
Hero banner

Who We Are/What We Do

Fridge For All is a community-led organization that keeps our neighbors fed through a network of fridges stocked with FREE food.

Traditional food assistance like SNAP is often not enough, so we strive to bridge the gap with on-demand food when our community is in need. Our motto is, "Take what you need, give what you can."

Get Involved

Map

Our fridges are located throughout east Austin in areas where food insecurity is prevalent. Whether you're in need or able to give, we encourage you to find a fridge near you.

Find a Fridge

Fridge For All

Get Involved

We community relies on volunteers to keep our neighbors fed.

We welcome you to donate and give what you can, whether it's through monetary donations or a food drop.

Items We Need Most

- Fresh produce (i.e. fruits, veggies)
- Shelf-stable (i.e. rice, beans, etc.)
- Peanut butter
- Canned food
- Frozen meat
- Feminine products & toiletries

Items We Do Not Need

- Candy
- Chips
- Expired food
- Items in glass containers
- Toys
- Non-food items (except toiletries)

Get Low Stock Updates

We rely on volunteers to keep our neighbors fed.

Sign up to get notifications about when the fridge is low on stock.

Name

Phone number

Email address

How do you prefer to get updates?
• Text (these should be checkboxes)
• Email

Sign Up

Fridge For All

Map

Find Our Fridges

- 408 E 7th Street
- 7777 E MLK Jr. Blvd
- 2801 Webberville Rd
- 3506 Springdale Rd
- 601 Pecan Brook Dr

View on Google

Get Restock Updates

Want to know when the fridge has been restocked? Sign up to get updates on what's new in the fridge.

Name

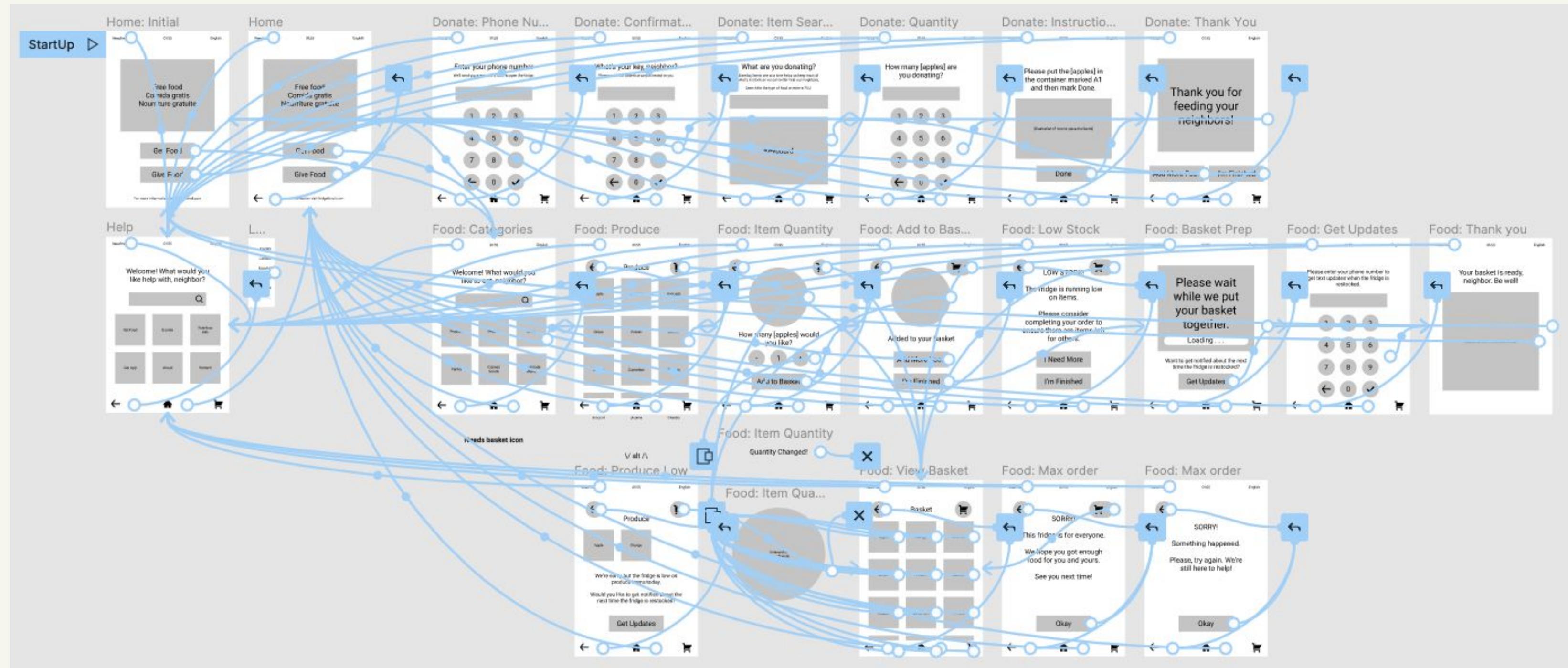
Phone number

Email address

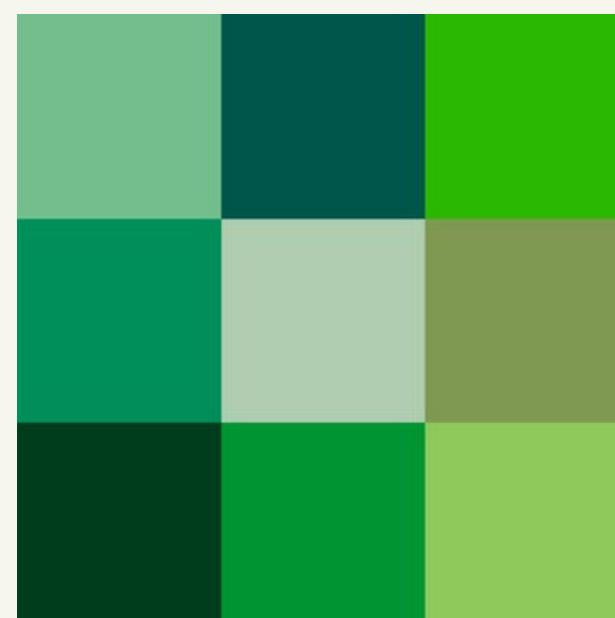
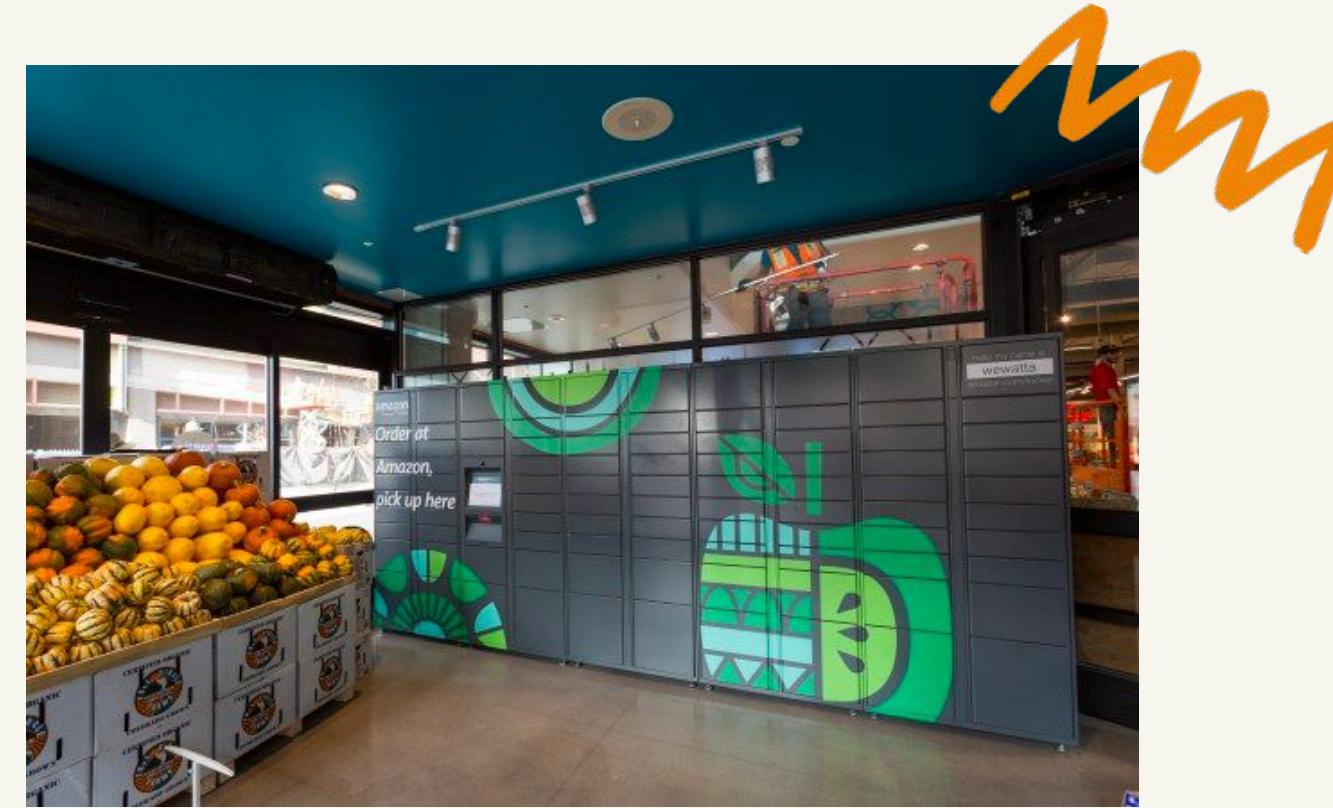
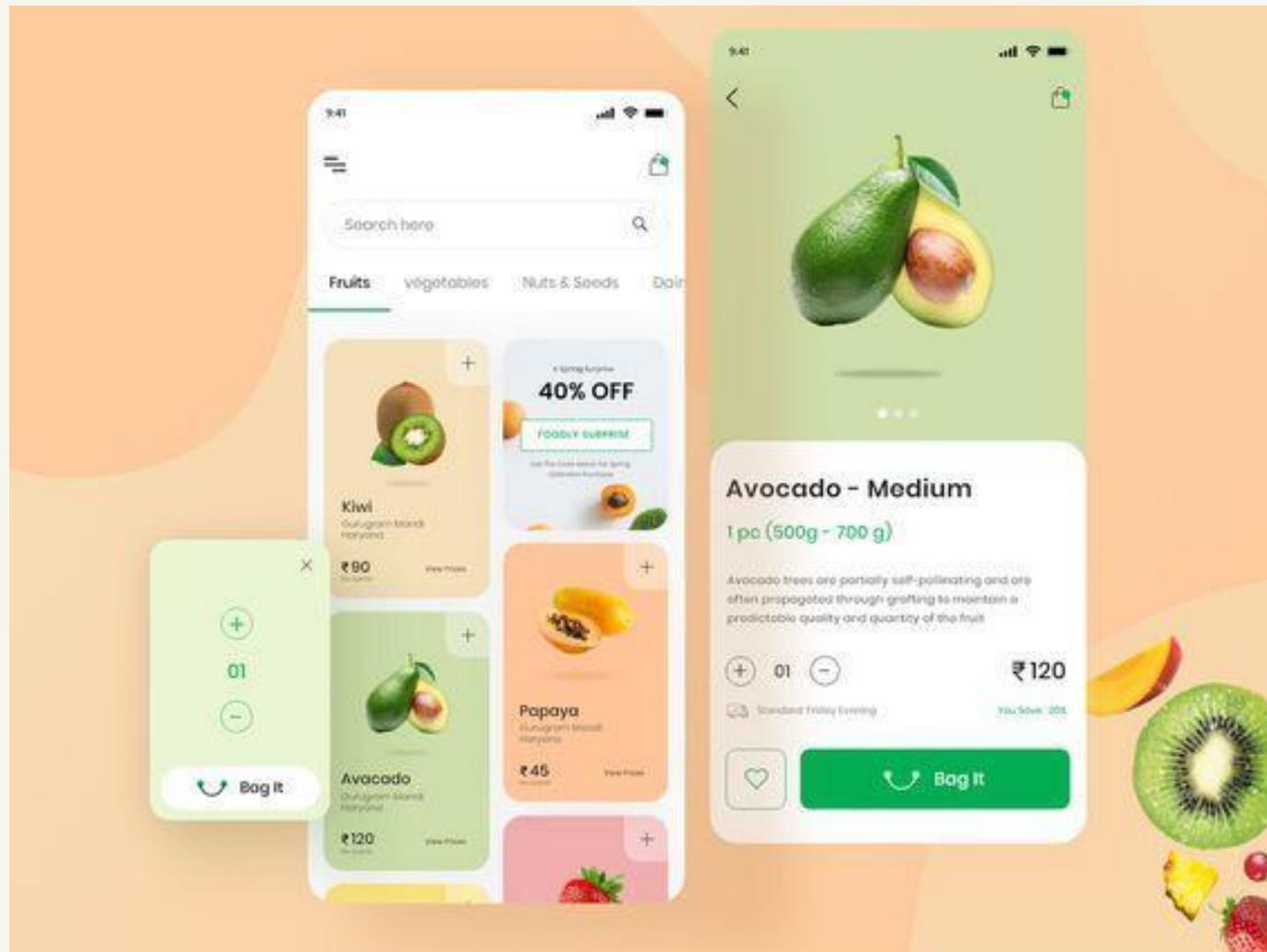
How do you prefer to get updates?
• Text (these should be checkboxes)
• Email

Sign Up

LO-FI WIREFRAMES



DESIGN INSPIRATION



STYLE TILE

UI STYLE TILE: Fridge For All

DATE: JAN 2022



UI STYLE DIRECTION

To fit the soul of Fridge For All, we wanted to make the visual design approachable and fun. We opted for cartoon imagery over real images and soft colors to bring an uplifting feel to a rather tough situation.

UI Style Adjectives

Healthy
Fun Light Approachable
Uplifting Appetizing Bright

TYPOGRAPHY

lorem ipsum dolor sit amet,
consectetur adipiscing elit. porttitor
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enim bibendum

H1 - Headline

(Outfit Bold 48pt)

H2 - Subhead

(Outfit Bold 36pt)

TYPOGRAPHY BODY COPY

(Font Style: Outfit)

Fridges are located throughout east Austin in areas where food insecurity is prevalent. Our smart fridge technology and mutual aid network means we always know what's available at each fridge so our donors know what's needed and our neighbors find comfort knowing that there will be food available when they need it.



BRAND LOGO

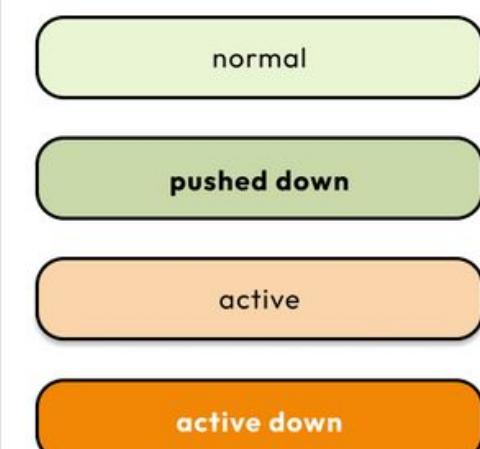
- LOGO ON WHITE - LOGO ON COLOR



ICONOGRAPHY

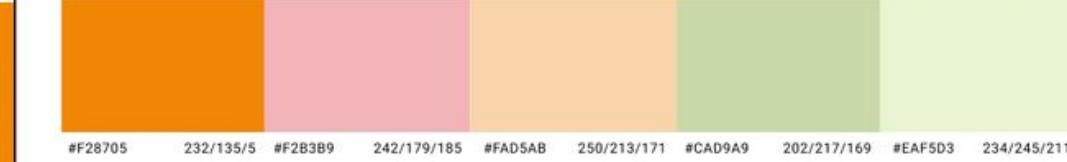


BUTTON STATES

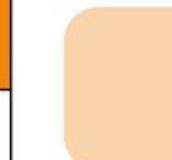


COLOR PALETTE

- BRAND COLORS



PRIMARY COLOR



SECONDARY COLOR



IMAGE SAMPLES



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LOW- TO MID-FIDELITY



Need help? 01:55 English

Welcome! What would you like to eat, neighbor?

Q

Produce Protein Dairy

Pantry Canned Goods Homemade Meals

Need help? 01:55 English

Welcome! What would you like to eat, neighbor?

Q Ex: Carrot

 Produce

 Protein

 Dairy

 Canned Goods

 Bread

 Homemade Meals

FRIDGE WIREFRAMES

Need help? 01:55 English

Welcome! What would you like to eat, neighbor?

Ex: Carrot

Produce Protein Dairy

Canned Goods Bread Homemade Meals

←  

Need help? 01:55 English

How many would you like?

- 1 +

Add To Basket



←  

Need help? 01:55 English

Thanks for stopping by, neighbor. Be well!

Want to get notified about the next time the fridge is restocked?

Get Updates



←  

WEBSITE WIREFRAMES



Fridge For All
Donate To Your Neighbors

We welcome you to donate and give what you can. Whether it's a monetary donation or dropping off food at one of our smart fridges.

Step 1 While you're at the grocery store, pick up some extra items for your neighbors in need. Then check out what's needed most below.

Step 2 Bring your items to one of our fridges.

Step 3 Check in each type of item and place them in the corresponding bin. This helps our fridge get smart, so we know what's needed at all times.

Find Our Fidges

We currently have fridges located at:
• 408 E 7th Street
• 7777 E MLK Jr. Blvd
• 2801 Webberville Rd
• 3506 Springdale Rd
• 601 Pecan Brook Dr

[View on Google](#)

Items We Need Most

- Fresh produce (i.e., fruits, veggies)
- Dried produce (i.e., rice, bread)
- Peanut butter
- Canned food
- Food storage
- Female products & toiletries

Homes We Do Not Need

- Candy
- Chips
- Expired food
- Items in glass containers
- Alcohol
- Non-food items (except toiletries)

Get Low Stock Updates

Join our network of volunteers and keep our neighbors fed.

Sign up to receive notifications about when the fridge is low on priority items and when your donations are needed most.

Name _____
Phone number _____
Email address _____
How do you prefer to get updates?
 Email Text
[Sign Up](#)

Got A Question?

Check out our FAQ page for more information about Fridge For All.

[View FAQs](#)

Can't Donate Food? Donate Funds!

Whether you donate one time or every month, \$5 or \$50, every little bit helps keep our community fed.

[Donate](#)

Fridge For All
408 E 7th St | Austin, TX
Contact: 512-555-1234
hello@fridgeforall.com
[Facebook](#) [Twitter](#)

We're Here To Help!

We strive to be there for members of our community during moments of need.

Traditional food assistance like SNAP is often not enough, so we strive to bridge the gap with on-demand food when our community is in need.

Unlike at a traditional food pantry, we strive to keep Fridge For All stocked with fruits and vegetables and homemade meals, so you can eat fresh, healthy food—free.

Our smart fridge technology and mutual aid network means we always know what's available at each fridge so our donors know what's needed and our neighbors find comfort knowing that there will be food available when they need it.

[Get Involved](#)

Find Our Fidges

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• 408 E 7th Street
• 7777 E MLK Jr. Blvd
• 2801 Webberville Rd
• 3506 Springdale Rd
• 601 Pecan Brook Dr

[View on Google](#)

What's In Stock

Our smart fridge technology allows you to see what's available at each location in real time.

Select a location below to see what's in stock today.

408 E 7th Street

150 families fed **25+ donors**

1,200 meals served **5 free fridges**

Need Help?

Apples, Eggs, Bananas, Avocados

[View All](#)

Get Restock Updates

Want to know when the fridge has been restocked? Sign up to get updates on what's new in the fridge.

Name _____
Phone number _____

Welcome, Neighbor!

Take what you need, give what you can.

Who We Are & What We Do

Fridge For All is an organization that keeps our neighbors fed through a network of smart fridges stocked with free food donated by the community.

Our smart fridge technology and mutual aid network means we always know what's available at each fridge so our donors know what's needed and our neighbors find comfort knowing that there will be food available when they need it.

[Get Involved](#)

150 families fed **25+ volunteers**

1,200 meals served **5 free fridges**

Need Help?

Get Help

[View FAQs](#)

[Donate](#)

Fridge For All

[Find a Fridge](#) [Volunteer](#)

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[Get Involved](#)

150 families fed **25+ volunteers**

1,200 meals served **5 free fridges**

Need Help?

Traditional food assistance like SNAP is often not enough, so we strive to bridge the gap with on-demand food when our community is in need.

USER TESTING



WEBSITE TESTING:

PROBLEM 1

Problem: It wasn't clear that our page was focused on information for users in need, not for all users.

Solution: Add an introduction and change how people navigate to this page from the homepage and hamburger menu.

The image shows two versions of a website page for "Fridge For All". The left version is labeled "Find Our Fridges" and the right version is labeled "What's In Stock". Both pages feature a map with orange pins indicating locations, a "Find a Fridge" button, and a "Get Restock Updates" form. The right version includes a large orange hand-drawn style arrow pointing from the "Find Our Fridges" section towards the "What's In Stock" section, highlighting the shift in focus.

Fridge For All

Find Our Fridges

We currently have fridges located at:

- 408 E 7th Street
- 7777 E MLK Jr. Blvd
- 2801 Webberville Rd
- 3506 Springdale Rd
- 601 Pecan Brook Dr

Get Restock Updates

Want to know when the fridge has been restocked? Sign up to get updates on what's new in the fridge.

Name:

Phone number:

Email address:

How do you prefer to get updates?
 Email Text

Sign Up

Find Our Fridges

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Phone number:

Email address:

How do you prefer to get updates?
 Email Text

Sign Up

What's In Stock

Our smart fridge technology allows you to see what's available at each location in real time.

Select a location below to see what's in stock today.

408 E 7th Street

Get Restock Updates

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Name:

Phone number:

Email address:

How do you prefer to get updates?
 Email Text

Sign Up

Fridge For All

408 E 7th St. | Austin, TX

Contact us:
512-867-5309
hello@fridgeforall.com

Find a Fridge **Volunteer**

We're Here to Help!

We strive to be there for members of our community during moments of need. Traditional food assistance like SNAP is often not enough, so we strive to bridge the gap with on-demand food when our community is in need. Unlike at a traditional food pantry, we strive to keep Fridge For All stocked with fruits and vegetables and homemade meals, so you can eat fresh, healthy food—free.

WEBSITE TESTING:

PROBLEM 2

Problem: Users who wanted to donate didn't have a clear picture of where or how to donate food items.

Solution: We added a map and steps on how to donate to better explain how to get involved.

Fridge For All

Volunteering with Fridge For All

Our community relies on volunteers to keep our neighbors fed.

We welcome you to donate and give what you can, whether it's through monetary donations or dropping off food at one of our fridges.

Items We Need Most

- Fresh produce (i.e. fruits, veggies)
- Shelf-stable items (i.e. rice, bread)
- Peanut butter
- Canned food
- Frozen meat
- Feminine products & toiletries

Items We Do Not Need

- Candy
- Chips
- Expired food
- Items in glass containers
- Toys
- Non-food items (except toiletries)

Get Low Stock Updates

Join our network of volunteers and keep our neighbors fed.

Sign up to get notifications about when the fridge is low on priority items and when your donations are needed most.

Name

Phone number

Email address

How do you prefer to get updates? Email Text

Frequently Asked Questions

Can't Donate Food? Donate Funds!

Whether you donate one time or every month, \$5 or \$50, every little bit helps keep our community fed.

Donate

Fridge For All

Find a Fridge **Volunteer**

Donate to Your Neighbors

We welcome you to donate and give what you can, whether it's through monetary donations or dropping off food at one of our smart fridges.

Thanks for your generous donations that help keep our neighbors fed.

Step 1 While you're at the grocery store, pick up some extra items for your neighbors in need. Be sure to check out what's needed most below.

Step 2 Bring your items to one of our fridges.

Step 3 Check in each type of item and place them in the corresponding bin. This helps our fridge get smart, so we know what's in stock at all times.

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Find a Fridge

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Items We Do Not Need

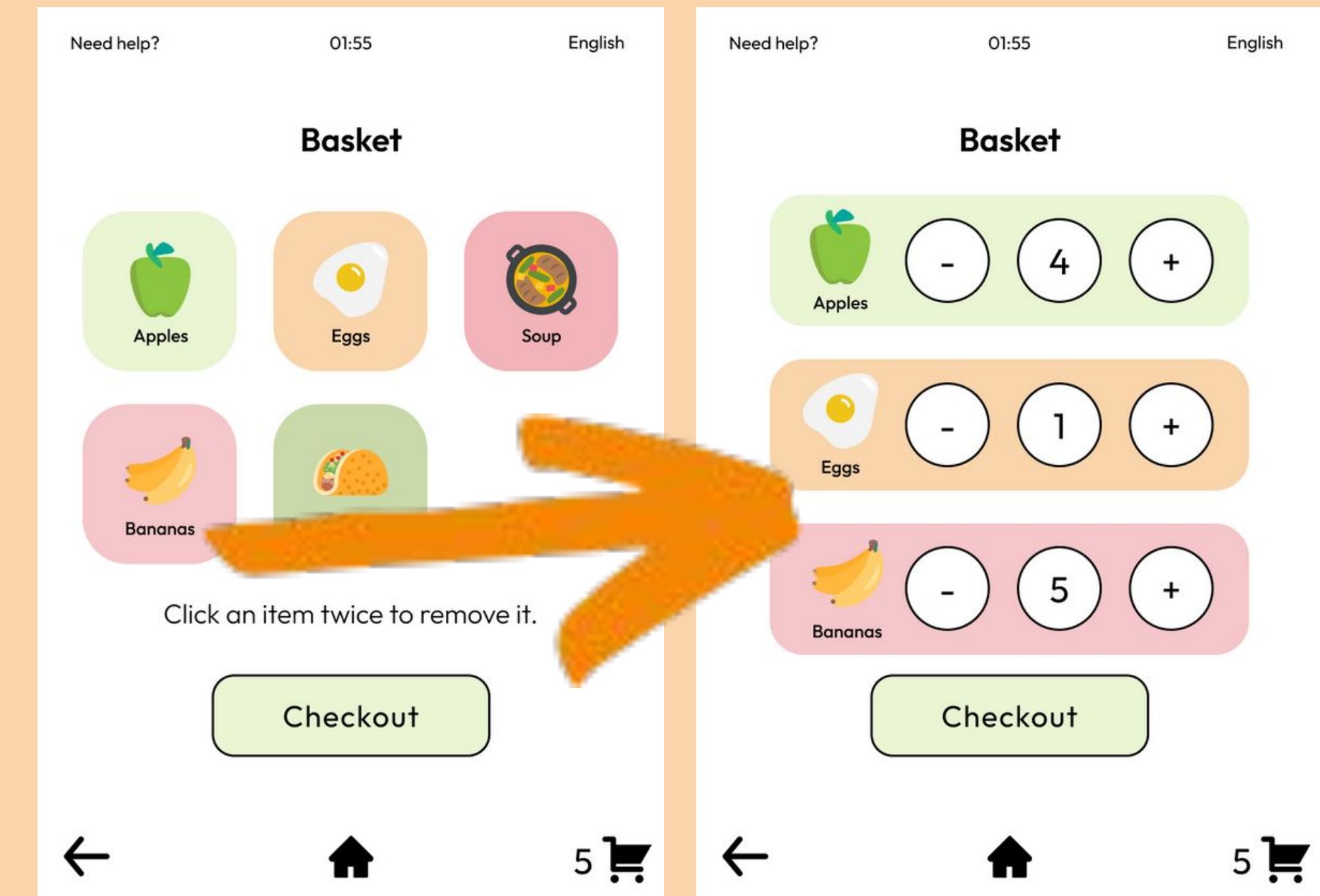
- Candy
- Chips
- Expired food
- Items in glass containers
- Alcohol
- Non-food items (except toiletries)

FRIDGE KIOSK

TESTING: PROBLEM 1

- **Problem:** Users couldn't tell how many of each item were in their cart.

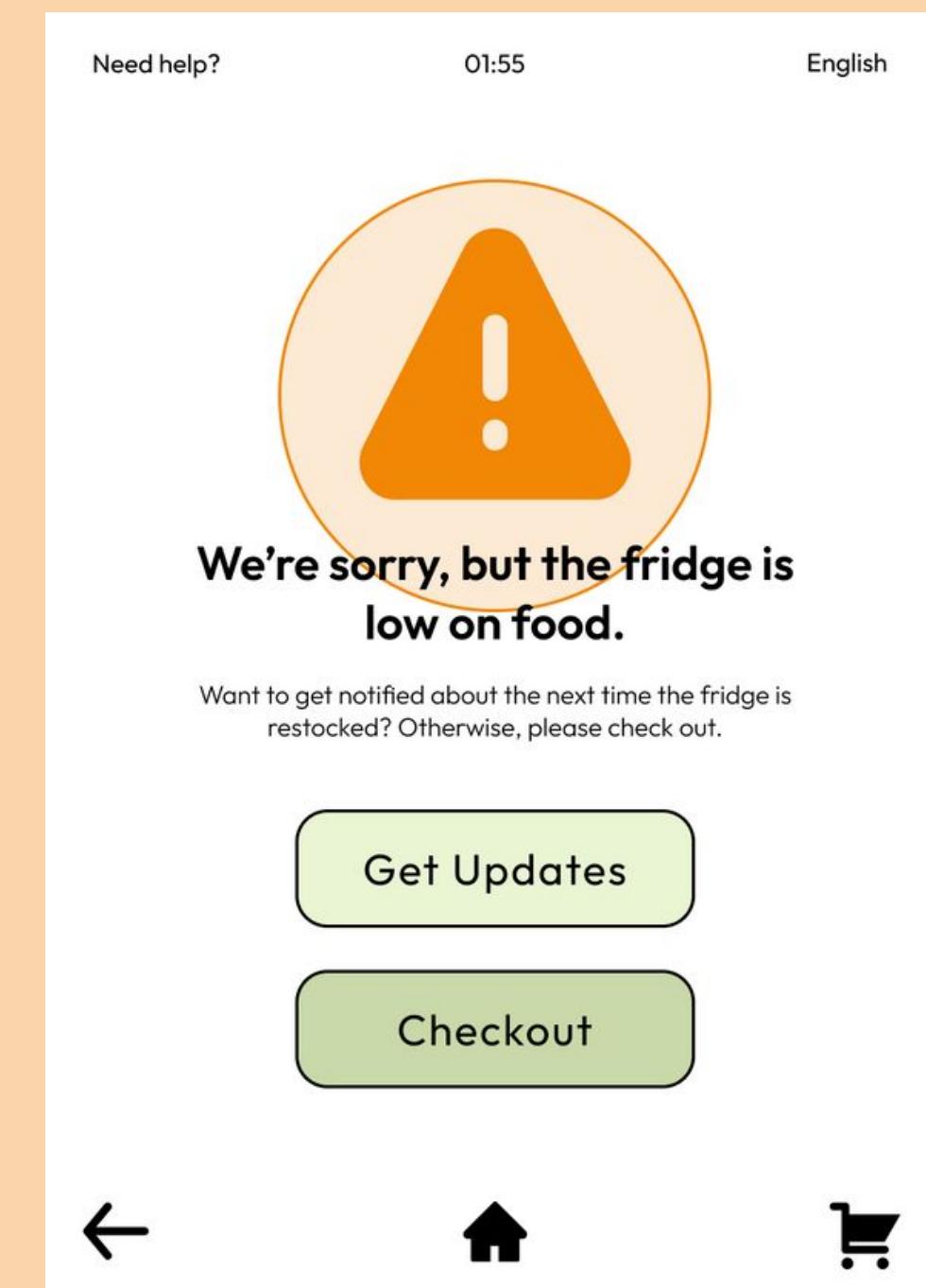
- **Solution:** We changed up the design of the basket page to allow people to adjust item quantity and easily remove items.



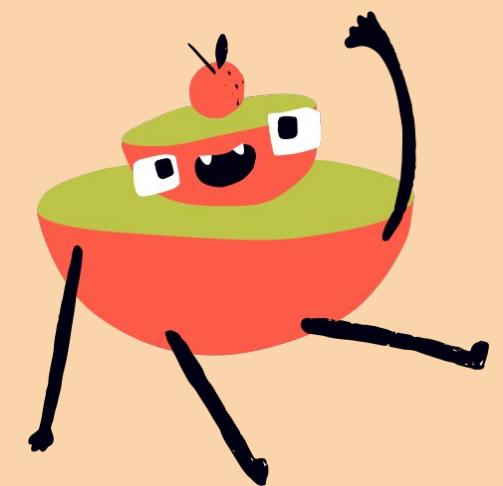
FRIDGE KIOSK

TESTING: PROBLEM 2

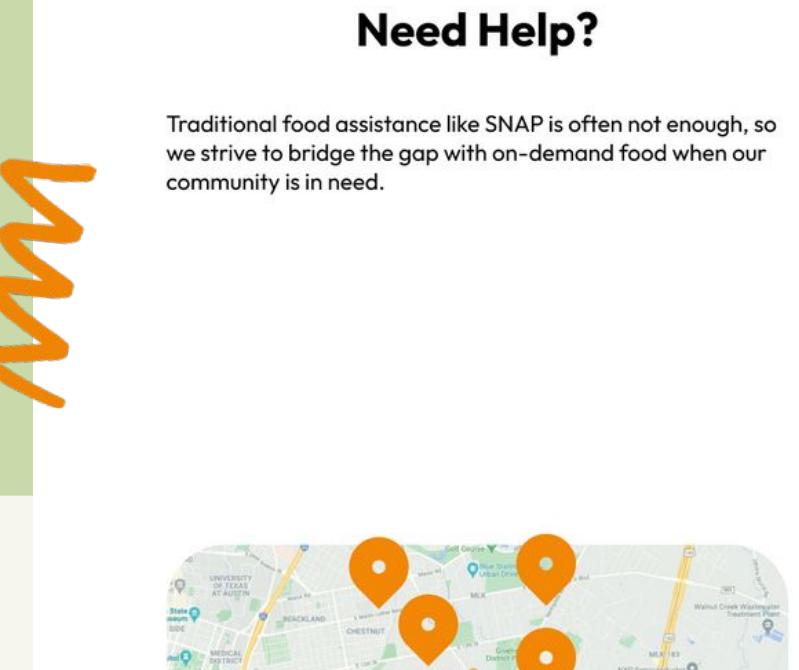
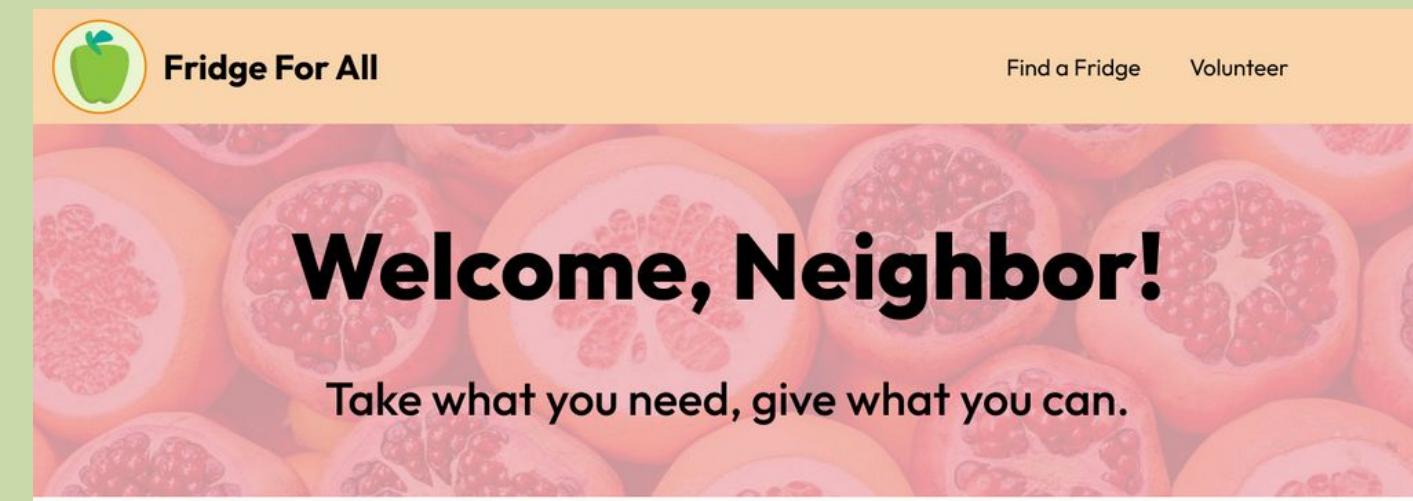
- **Problem:** Users wanted to see how many items they could add to their basket
- **Solution:** We added error states to let users know when they were reaching the fridge's limit



FINAL ITERATIONS (FOR NOW)



THE WEBSITE



Our fridges are located throughout east Austin in areas where food insecurity is prevalent. Whether you're in need or able

THE FRIDGE

Need help?

01:55

English



Fridge For All
Free food
Comida gratis
Nourriture gratuite

Get Food

Give Food

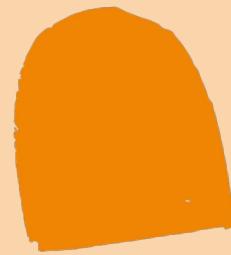
For more information visit fridgeforall.com



FUTURE DEVELOPMENTS

- Complementary mobile app
- Expanding to other cities
- Voice activation
- Cell phone USB





KEY TAKEAWAYS



The face of hunger is fluid

Phone before food

Tough conversations =
growth and creativity

It's ambitious to create
several touchpoints to
enhance an experience

Systemic racism plays a
big role in food injustice

Solving world hunger?
"It's not profitable"

Documenting as you
go is the way to go!



THANK YOU!