

The challenge we met:

Definition of food insecurity:

The states of being without reliable access to a sufficient quantity of affordable, nutritious food.

Definitions from Oxford Languages

The challenge:

There are about **11%** of the US population lived in food-insecure households according to the recent data recorded.

This means they are often forced to **skip meals, eat less, buy cheap non-nutritional foods**, or only **feed their children** instead of themselves.

- If children grow up in food-insecure households, they are likely to remain food-insecure when they grow up and suffer the problem of malnutrition. Malnutrition can have a significant impact on a person's physical and mental health, making it difficult to access education and maintain gainful employment.

source:<https://www.ers.usda.gov/topics/food-nutrition-assistance/food-security-in-the-u-s>

Why did the problem happen/the main reason the problem occurs?

Consumers have seen prices rise sharply for food and meal in restaurants as supply and labor remain in a shortage and demand is strong especially during the pandemic time.

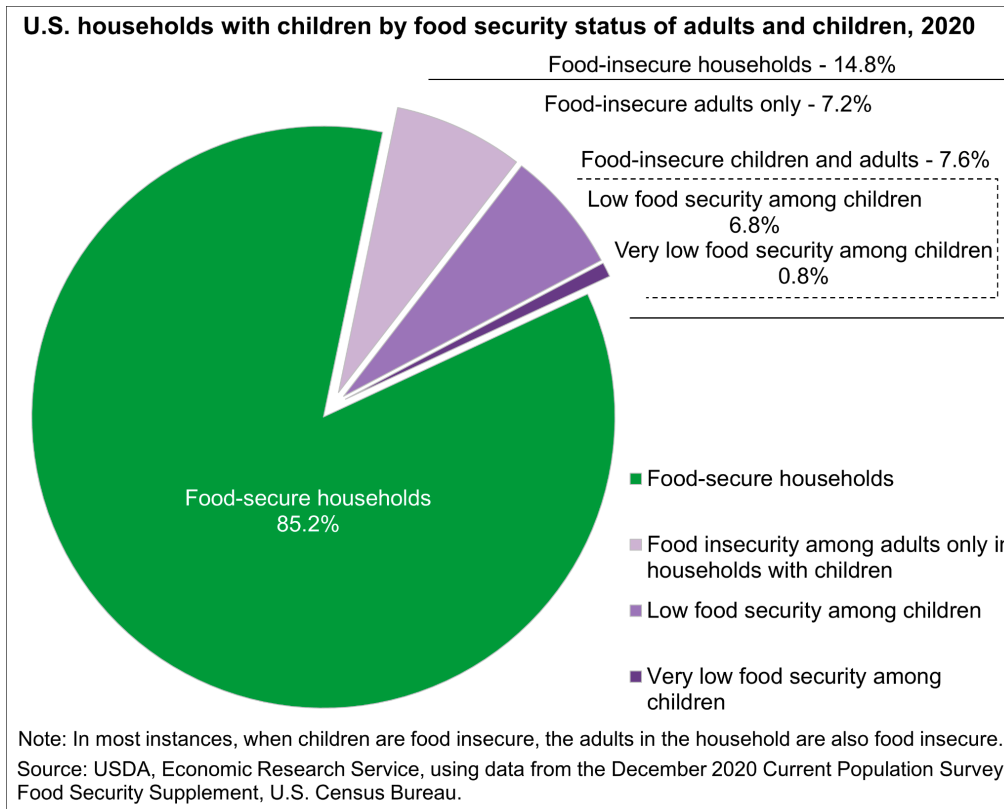
Unemployment:

In counties with high food insecurity in the United States, the average annual unemployment rate is more than 7 percent. Especially after the pandemic, more and more suffer from the problem of unemployment.

Poverty:

Poverty rates are much higher in counties with high food insecurity rates(27%), with 16 percent in other counties.

<https://www.feedingamerica.org/sites/default/files/2019-04/2017-map-the-meal-gap-technical-brief.pdf>



Main function :

1. According to the user input budget, provide the dietary recipe, advice and make sure the nutrition fact at the same time.
2. Providing targeted dietary or nutritional advice based on user-entered data or their needs
 - Users can set their personal profile like entering their age, height, weight, gender for a better recommendation or skip the step if they concerning about their privacy
3. **Food/nutrition resources**
 - The map that provided nearby food bank/pantry based on the user's location
 - news/ daily tips and blogs about nutrition

4. Partners:

- a. Provide meal-kit, from HelloFresh,
- b. Provide instant food for people who have no time to cook
- c. Provide fresh ingredients

5. Contact

- User's feedback
- Find partner
- Donation :
 - We will use the funds to more hire professional nutritionist which constructs and provides more comprehensive

Why do we choose to build a website?

A mobile website is accessible across platforms, users do not need to download an app in order to use healdish. We take the considerations that our stakeholders may have some difficulties access to the solutions like the mobile app. Also, a website can be simply shared by users and easily searched by a search engine like Google or Yahoo.

Potential problem*:

Where to find the ingredient? Our [partner](#)

Takes the time to cook nutritious food ?

Solutions: We provide an option for the user to set their wanted cooking time and recommend recipes based on their needs.


Our stakeholders/User Persona:


Case1: Have enough budget/working in Seattle/busy all day/no enough time



Clifford M. Fontenot

 Age 35

 Single

 UX researcher

 Seattle

BIO

Clifford is a UX designer who worked in Seattle. During the pandemic time, he worked at home and he spent the majority of his time on his work. Also, he doesn't have time to do sports. Recently, he found out he has some health problems after the physical examination. He found out the main reason was caused by eating too much junk food. The doctor recommends he should change his lifestyle including his diet habit.

User's need

- build a healthy diet routine
- use less time to cook for a nutritious meal
- the ingredient needs to be accessible for him
- he wants to gain muscles and need some recipe after sporting

Goals

- having a more healthy body after changing his diet routine
- learn to cook
- gain muscles

FRUSTRATIONS

- He was too busy to cook healthy meals for himself.
- During the pandemic time, he worked at home and it is even harder for him to access fresh food.
- he is a beginner and has no prior cooking experience

MOTIVATIONS

- have a healthier lifestyle
- solving the issue of hard access to food during the pandemic time
- healthier body and enhance his working efficiency

Case2: unemployed/no fixed income/father of a family



Andrew M.Brown

👤 Age 45

💼 unemployed

💍 married

📍 New York

BIO

Andrew is a father of the family. However, he was unemployed since his company declared bankruptcy during the pandemic time. He has no income right now and he used to be the main income source in his family. He has one daughter and Andrew just want to make sure his daughter and wife could eat nutritious food under this circumstance.

User's need

- access to food and make sure he and his family will not be hungry
- make the meal as healthy as possible under low budget
- get some resources of food relief programs or information about the food bank

FRUSTRATIONS

- He was unemployed and had no fixed income and it takes lots of money in order to prepare nutritious meals.
- His daughter is really young he wants to make sure a balanced recipe for her to grow healthy.

MOTIVATIONS


He wants to make sure his family can get food and have healthy meals as possible during the time he was unemployed.

Case3: general public/have time/ have money/ want to receive more nutritious knowledge based on their own needs



Elizabeth Goldring

 Age 23

 single

 employed

 Seattle

BIO

Jessica is a student at Boston University. She was in medical school and she has lots of assignments for her school. She wants to use the minimum number of time and budget to make healthy food as possible. She believes a healthy meal will not only make her body healthier but also improve her study efficiency.

User's need

- She wan to make meals based on her differnet needs(E.G. lose weight)
- acquiring more nutritioanl knowledge

FRUSTRATIONS

- She do not know where she could find the recipe based on her needs.
- She have no idea about how much calories she need to take and have no nutritution background at all

MOTIVATIONS

- learn how to make healthy meals
- gain some nutritional knowledge

Case4: student/ low budget/no enough time



Jessica Zhang

👤 Age 20
📍 single

🎒 student
📍 Boston

BIO

Jessica is a student at Boston University. She was in medical school and she has lots of assignments for her school. She wants to use the minimum number of time and budget to make healthy food as possible. She believes a healthy meal will not only make her body healthier but also improve her study efficiency.

User's need

- the recipe that is easy to learn and be ready in a short of time.
- acquiring the meal as healthy as possible under a range of budget

FRUSTRATIONS

- She do not have enough moeny as a student
- She do not have enough time to prepare for healthy food

MOTIVATIONS

Having a healthy meal plan is not only good for the body but also enhances overall life quality and study efficiency.