



# Regina Food Bank

TEAM APPLES



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## Project sponsor

Dr. Tim Maciag (ENSE 271 Lecturer)

## Assumptions Made and Constraints Uncovered

- Food would be available during the time customers agree and in a more appropriate way.
- Estimated cost and funding required from the food bank to complete the customers needs and requirements.
- Main Constraint was the short discussion time we had with the customer

## Goals

1. The main purpose is to create such a website that has everything in a most easiest and visible way, so that the customers finds it easy to order food
2. Empathy thinking is the most important thing we all have implemented from creating a good and reliable website.

## Northstar Customer

The northstar customers are the customers who orders food from the Food Bank

The customer experience is a visible outcome of the benefits, commitment and financing to customer engagement care and service. Customers are young people below the age of 19 and above with access to vehicles and phones

## Customer Notes

- Focused more on Income type/ source not income range
- The regina food bank has a PCI for the donate form
- Find way it all flows together and data source
- A Non-profit charitable committee

## Business need/opportunity

In summary, The Regina Food Bank needs a reliable 24/7 booking system that allows users to easily secure food packs, which would in turn reduce call volume at food help centers.

The opportunity here is to design, prototype, and (likely later) explore development of a solution that allows clients to book hamper pick-ups 24/7. Thus, eliminating barriers to access and potentially freeing up time to grow the overall impact of the Food Bank on the lives of people facing food insecurity.

## Reflections on project planning



- The Regina Food bank is the oldest bank in Canada. It has people coming from all over the city for food. But due to the pandemic it has affected a lot in the services and deliveries of food. The foremost issues are the non profit charitable company needs help and support to improve their quality of services. The surge is in demand but they don't have enough funding, employers to work on the large sum of people. There have been a volume of calls but due to lack of available sources they are not able to answer the calls.
- So overall they need a good reliable website for the users and would need a solution for all their problems.
- Our project focused more on the empathy of designers and what users want for their convenient needs. Overall approach for Team Apples were to get the option of advanced booking so that the food bank community would not have to face the surge.
- There were many constraints such as a limited budget because it was a non profit charity organization. Another limitation was we had very less time to complete the project like in a specific timeframe.
- Our experience with the user was quite challenging because we have to think more in the favor of users than what we are delivering to the customers. The USM was the best part in understanding the customer needs and requirements. We all had different USM and lastly we implemented each main point from all of our user story maps.
- The northstar customers are the customers who order food from the food bank on a day to day basis. The Northstar customer helps the community to build long term success, so our goal is to get the best outcome in the best way possible.
- Our first assumption about this project was how to deliver our best outcomes to the northstar customers and the community. It was the group responsibility to deliver and work on the Regina food bank needs.
- The most difficult part was our assumptions were proven wrong so we had to change our constraints again and again. This was the most challenging part of our group.
- We had many options and ideas in the affinity diagram which we implemented some of them. Initially we were following our affinity diagram but then we had to change some of the ideas because some assumptions were not the best that John our customer wanted.
- By creating different affinity diagrams we had many insights to work with. We wished we could have more time to give on this project.

- We had to change our USM again and again because we had more ideas but there were many limitations in every part which we tried to implement.
- Prototyping was the fun part and interesting of all the activities we did. By prototyping we explored many scenarios within the website. We had analyzed everything and our first step was a lofi prototype and we got the user evaluation based on our lofi prototype and lastly we implemented the hi fidelity prototype on our website.
- Overall we followed HCD approach, our main goal is to find solutions for their problems by implying the human perspective. We simply want to offer Good User Experience. For Regina Food bank we have created a web design for the users that will increase the usefulness as well as usability of the website.
- We have created a website in visual perception to build a better user experience. Our website is linked in such a way that it will direct users attention to different parts of pages

<https://apples.softsys.ca/>

- We wanted to add more to our website but we had many constraints such as budget, wordpress had many plugins but only to subscribe users. We implemented the best way to order food from the Regina Food Bank, in a more efficient and time saving way.
- We have tried to make it as simple as we can so that the users won't find understandability and visibility difficult. We tried to use more context and logos to the website to make it understandable in terms of human centered design.

## Reflections on project results

- The project was really good, and had good business opportunities. Working with the Regina food bank is a great experience. The happiest part was solving an actual real world problem and getting customers feedback on it.
- This Project has boosted our confidence and will help to deal with future company tie ups
- Working with the company and solving [problem getting better results was the most challenging task. Felt like an actual internship project. Overall we did the best to find the solution for Regina Food Bank to deliver food in a better time efficient way and tith low budget.

- How we felt about this project (likes/dislikes)

We really liked how the project can connect us with a real life problem and help the customer develop a solution. This real life problem will benefit us in the future when we graduate. We just wished to have a bit more time to talk to our target customer for more ideas and solutions.

- What went well during the project

Our team really pushed what we know best and showed our strength on the project, each doing what we are best at.

- Summarize what not went well during the project

We felt like there wasn't enough communication between the group members.

- How successful was your team and translating prototypes into WordPress reality?

Due to our prototypes not being the best, we had some struggles when converting concepts and prototypes into reality, however we were able to refine things bit by bit and create a good wordpress solution.

- Did you find that the people-centered design ideas discussed in lectures helped/hindered your design explorations?

We found that they gave us a clear path of what we need to focus or work on, so it helped us a lot during our design explorations.

- What would you do the same for future projects?

We would keep focusing on the people-centered design ideas in future projects.

- What would you do differently on future projects?

We would spend more time building a better prototype, due to our prototype not being the greatest, it hindered us a lot when we tried to translate prototypes into WordPress reality.

- Summarize opportunities and design ideas for future work

This project has opened many doors for us, we now have the ability to work on real life problems and use the people centered design ideas we learn from class to create usable and desirable solutions.

## WordPress themes and plugins

### Starter template:

- 5/5 star rating from 2,759 ratings
- Last Updated the week of March 20th 2022
- Basic function is to help build a site template and framework
- 1 Million+ active installations

### Pop- Up Maker:

- 5/5 star rating from 4,298 ratings
- Last Updated the week of April 4th 2022
- Basic function is to create site pop-ups
- 700,000+ active installations

### Ultimate FAQ:

- 4.5/5 star rating from 351 ratings
- Last Updated the week of March 6th 2022
- Basic function is to create Frequently asked questions sections and pages
- 40,000+ active installations

### WP Forms:

- 5/5 star rating from 11,292 ratings
- Last Updated the week of March 10th 2022
- Basic function is to create input and feedback forms on pages
- 5 Million+ active installations

### Easy Appointments:

- 4.5/5 star rating from 118 ratings
- Last Updated the week of April 4th 2022
- Basic function is for users to comfortably book appointments
- 30,00+ active installations