

# Balanced Box Brief & Research

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Ama Dadzie

# Problem

The problem my app address is food insecurity faced by college students.

Not everyone has access to food and with busy school and/or work schedules. Sometimes they don't have the time to drive the distance to get it or wait in a line.

# Target Audience

**Primary Target Audience:** Undergraduate and graduate college students

**Secondary Target Audience:** People in the community who are able to donate, whether its monetary, or extra resources

## Needs

- Way to get food
- Way to share extra food
- Access to food resources

## Pain Points

- Time/ Busy Schedule
- Trouble with finding places with resources

# Potential Features / Tasks

1. Creating an account
2. Message board to chat about recipes/sales/extra food
3. Being able to save posts to refer to later
4. Choosing produce and adding it to cart
5. Map of nearby food pantries/food banks etc.
6. Option of donating

# SWOT Analysis

<b>Strengths</b> What do you do well? What unique resources can you draw on? What do others see as your strengths?	<b>Weaknesses</b> What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
Having the app be student focused  Community - having a message type board to allow students to allow students the option to communicate with their peers about food in general, extras they may have, opportunities, recipes, sales/deals etc.	Depending on community for donations as well as for volunteers  Location for pick up of produce  How do deliveries work? Who would be delivering
<b>Opportunities</b> What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	<b>Threats</b> What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?
Being digital - Most young adults have phones and are constantly using them  Delivery - giving the option for those who are busy, or for some other reason aren't able to wait in line at food pantry, have the option to get their produce delivered.  Fundraisers	Not having enough resources for everyone  Economic threats that prevent donators from being able to give anything

# Persona #1

## Jack Henderson



*"Having access to food resources would help me a lot."*

**Age:** 21

**Work:** Campus Desk Clerk

**Family:** Single

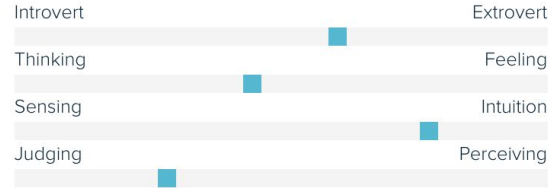
**Location:** Davis, CA

Busy

Independent

Hardworking

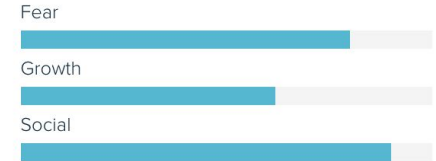
### Personality



### Bio

Jack is a third year Communications major. He works as a campus desk clerk on campus. When he is not in school, or working, he is participating in extracurricular activities. Jack is on the soccer team. Jack has learned, and continues to learn how budget his money. He works to be able to pay for his off campus housing apartment that is a short bike ride from campus.

### Motivation



### Goals

- Manage food budget
- Have access to food to be able to make a (well rounded) meal everyday
- Focus on school without worrying about next meal

### Frustrations

- Juggling budget
- Busy with school and work
- Not knowing what to cook

# Persona #2

## Sara Lee



*"I always feel so guilty when I have to throw away leftover meals or produce that I didn't finish in time."*

Age: 20

Work: Undergraduate Student

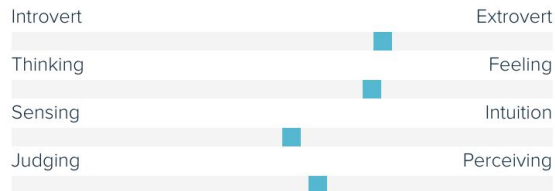
Family: Single

Location: Davis, CA

Caring

Giving

### Personality



### Bio

Stacy is a second year undergraduate student. She is currently majoring in Business. Stacy lives off campus with one roommate. She is a member of a few different clubs and is a board member on one of them. Stacy does not currently have a job, but she is in the process of applying and trying to find internships.

### Motivation

Growth

Experience

Social

### Goals

- Reduce food waste
- Provide information about resources
- Communicate with other students

### Frustrations

- Not knowing what to do with extra food

# Research Results

1. Avoiding food waste
  - a. A way for students with extra food or other goods they made to post and share with the community so as to avoid food waste
2. Finding food pantries or exchange food places
3. Having the option of getting produce delivered or picking it up
4. Having the option to communicate with others in the community to discuss resources



# Research Insights

1. Most organizations that are competitors don't have the option to deliver. While they have an online presence, people have to pick up their resources
2. Students may have busy schedules (school, work, extracurriculars, so a work around is having the option to deliver)
3. Student who is receiving food need to have enough information to avoid getting expired or rotten food from the other student who is providing