

Find Food

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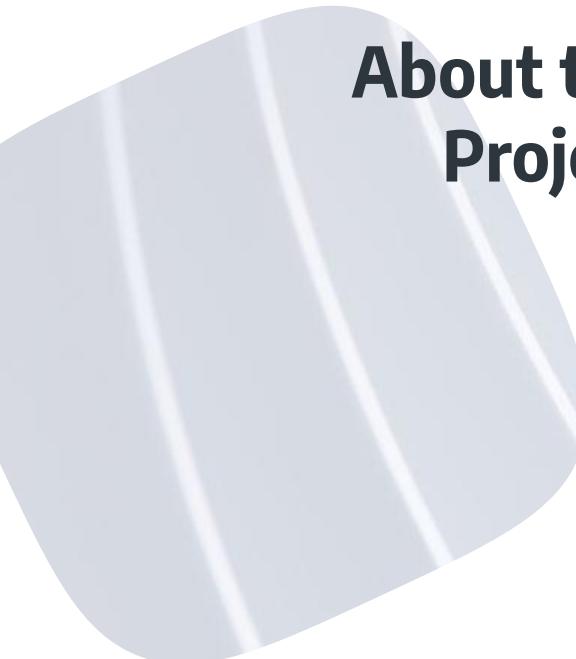
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About the Project

The Human Computer Interaction (HCI) Additional Major program involves a semester long capstone project for graduating students. The aim of the capstone project is for students to gain real world experience in applying research methodologies and design principles. Within this framework, the HCI program partners with several local organizations and pairs them with student teams. Organizations provide teams with an initial problem scope and then meet with teams weekly to track and aid progress in finding a solution. Teams also meet with advisors weekly to get feedback and advice.

It is within this context that our team was partnered with our client, The Greater Pittsburgh Community Food Bank to help with the redesign of their website. We are delighted to have worked with such a great organization and gotten the opportunity to delve into such a rich and complex problem space. We are thoroughly happy with the final outcome and couldn't have asked for a better capstone experience.

Project Executive Summary (1/2)

Our client was the Greater Community Pittsburgh Food Bank, who's primarily goal is to meet the growing need for insecurity through their various programs, such as Produce to People, and partner food pantries, such as the CHS food pantry in Oakland. The Food Bank has a resource locator on the GET HELP page on their website for customers who are looking to find food resources they can use. The client proposal mainly focused on the **redesign of this locator** and this was the initial scope of our project.

To tackle this problem, we started an extensive **research phase** during which we looked at other food bank websites, conducted SWOT and PEST analysis, volunteered in the field, and conducted user interviews and surveys at various food pantries and events. Our main insights indicated our target customers were often technologically disadvantaged and utilized their local communities as their primary source of information about the food bank. We also learned they prioritized convenience over most else when determining which food pantry or event to go to. While we considered physical artifacts as alternative solutions to the website redesign, we ultimately decided that the website was the most scalable and effective choice.

Project Executive Summary (2/2)

We then embarked on a extensive **ideation phase** which began with storyboarding and speed dating 5 diverse ideas ranging from a customizable calendar to a text-based subscription. From our ideation phase we were able to verify the existence of certain user needs, such as the need for personalized artifacts and convenience-oriented solutions.

After validating user needs during speed dating, we then started an **iterative workflow** and went through three phases of designing web and mobile screens. We user tested twice during this process with Food Bank employees. During this phase we were able to determine the most user friendly navigation flow and effective ways to implement features such as the onboarding quiz, calendar view, and map view. We started with the bigger questions such as “what does a user expect to see when they click on x feature” and worked our way to the more detail oriented questions such as “does this icon indicate the appropriate functionality”.

Our final solution included a redesign of the entire GET HELP page and the entry point into the page, as well as the introduction of several new features such as the customizable calendar and onboarding quiz. At the end of our process, we delivered to our client the full documentation of our process and the high fidelity designs and demos. With further funding and research, the Food Bank hopes to be able to implement our solution.

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Phase 1: Research

Executive Summary

Research

The Greater Pittsburgh Community Food Bank functions primarily as a food pantry for the Pittsburgh area but also provides other services such as hot meals and health check ups. Our team's work with the food bank is primarily focused on how to better serve the needs of food bank customers. More specifically we're looking at how food bank customers gain access to information about food bank events and how to increase that access as well as flow of information.

Our team's goal during our research phase is to identify the underlying needs of the GP Community Food Bank stakeholders. This initial research we conducted was exploratory in nature and exposed us to a wide range of information about food pantry clients as well food pantry needs. We conducted primary and secondary research, both of which helped us in defining our problem space. The primary research we conducted consisted of volunteering at a food pantry, surveying a large food pantry event, and conducting user interviews at a food pantry. The secondary research we conducted consisted of a competitive analysis, SWOT analysis, and analyzing data given to us by the food bank.

Some key findings have been that information spreads to food bank customers mainly through word of mouth, there is little knowledge amongst customers about the website, and most customers have recommended food bank events to their friends or family. Thus far, our research has helped us gain insight into the breadth of our client's needs, however, we plan to conduct more research in order to refine and narrow the problem space.



Research Introduction

Background

The **primary goal** of the Greater Pittsburgh Community Food Bank is to provide access to nutritional resources for low income Pittsburgh residents. They have been in business since 1980 and in the last 30 years have grown their reach to the 11 counties surrounding Pittsburgh.

A full list of their **services** includes pop up food shares, food pantry events, soup kitchens, assistance applying for the supplemental nutrition assistance program, senior boxes, and a summer food delivery pilot program.

They rely on a **network** of 365 partners and a vast distribution network to be able to provide these services and resources to their customers. They source food through their partnership with Feeding America, local retailers, farms, and other donations, and then they package and distribute food at a 95,000 sq foot facility.

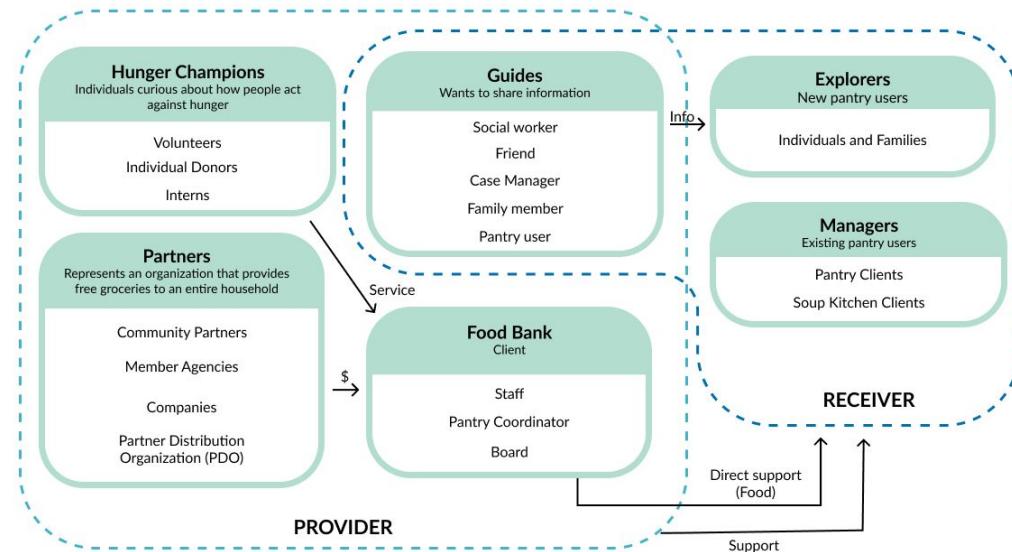
Their **impact** on the Pittsburgh community is significant, amounting to 35.5 million meals provided a year, over 6,000 volunteers helping their cause, and over 10 million pounds of healthy produce provided at their numerous pantries in the area.

Stakeholder Overview

Stakeholders can be mainly divided into two groups: the provider and the receiver.

Providers provide direct and indirect support, and are comprised of: hunger champions, partners, guides, and the Food Bank.

Receivers are existing or potential pantry users, including: explorers and managers.





2

Research

Research Methods

Surveys

We conducted **78 surveys** at a program called Produce to People to gain knowledge of how clients gain access to food and make decisions to go to certain events. Given that we were at the event, field observations were also done.



Structured Interviews

First, we had a semi-structured interview with a food **pantry coordinator** at a resource-rich pantry. This interview introduced us to a lot of information about the domain.

During our next visit, we were able to conduct structured interviews with **10 pantry clients**. Through this, we were able to more deeply understand the target audience's perspective.

Secondary Research

In addition to the surveys, we did secondary research such as

- Competitive Analysis
- SWOT Analysis
- Data Analysis



Secondary Research

Full SWOT, Competitive Analysis, and Outside Data available in Research Appendix

SWOT

Our team conducted a SWOT analysis, (found in appendix) , as an initial assessment of the Food Bank's Website. The main findings here were that the website has a ton of useful information, but the information hierarchy is severely lacking.

Competitive Analysis

Our team wanted to look to other food bank websites to gauge the standard for food bank websites, and how the Greater Community Food Bank compared to that standard. We saw that, once again, the information hierarchy was lacking in comparison and hence made the site less usable overall.

Outside Data

We were able to collect outside data that indicated to us characteristics of our target demographic. For example, we learned that educational attainment rates amongst food bank clientele are low. This kind of information helped us build a better picture of our client's user base.

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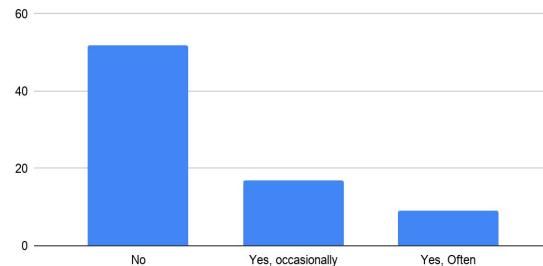
Insights

Key Findings

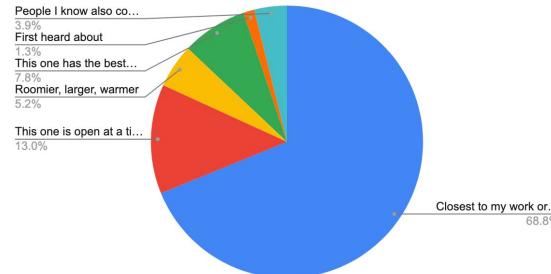
1. 70% of customers found out about Food Bank resources through word of mouth.
2. Most customers are not aware that the Food Bank has a website (even if aware, they don't use it).
3. Customers prefer different methods of contact, but 45% of customers reported that the main ones are text and email.
4. 90% of customers have shared info about the Food Bank's events with someone they know (not selfish)
5. Besides word of mouth, most people obtain information from flyers, handouts and mailers (pop up calendar)
6. Food Bank resources are used by a variety of subpopulations, entering a range of income, religion, location, and health (not all customers are the same).

Evidence (Survey Results)

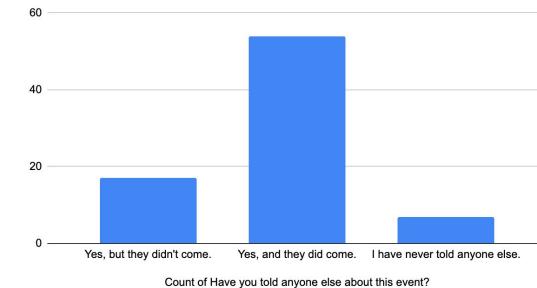
Count of Do you regularly visit your local food pantry or soup kitchen in addition to this event?



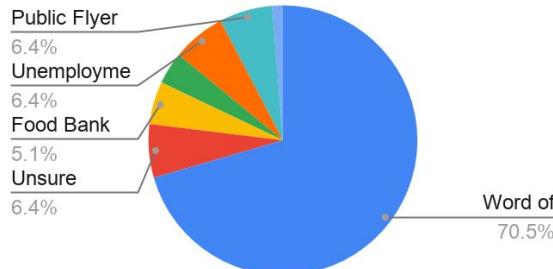
Count of Why did you choose this event in comparison to other similar events?



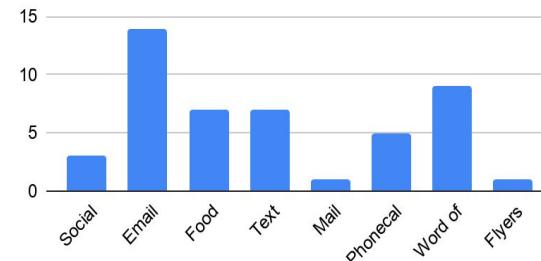
Count of Have you told anyone else about this event?



Count of How did you find out about



Count of What is the best way to inform you



*Most clients find out about program events through word of mouth, but interestingly, may prefer email to be the way to be informed.

*Most clients choose an event based on distance

Research Insights

1. Customers learn about Food Bank resources from **individuals they trust** in their lives.
2. Customers prefer different methods of contact, but mainly through text and email.
3. **Convenience** is an initial factor in deciding event location to go to, but the **quality** of the event can soon override the initial preference.
4. Customers respond to **static, non-digital information** better than other forms of information distribution
5. While the population who accesses resources at large is highly diverse in race, religion, income, age and other factors, there is less diversity within each subset of **resource options**.

Research Conclusion

Our solution will likely not be focused on the website locator

Based on our research, we found out that only a small portion of the customers (around 5%) are aware of the website and even fewer have ever used it. Most people prefer a static or simpler information channel such as texts or physical flyers. Since the biggest issue is not that the website design is not good enough but that people don't prefer to use web technology at all, we believe our solution should not be focused on redesign of the website locator.

Potential solutions:

After reframing the problem space, we brainstormed some alternative channels to improve accessibilities of the food bank information.

- Chatbot
- Well-designed flyer/poster/pamphlet
- Kiosks at food bank events
- Redesign of website and a campaign to promote it
- A database that regularly sends updates to customers

Rationale of Ideas

- **Chatbot** - Since customers are not willing to dig deep into the website for information, we would like to provide information in a more upfront manner. Through a chatbot, customers can type in their specific questions and get a response right away, which is especially helpful if there is any last-minute updates.
- **Well-designed flyer/poster/pamphlet** - Many customers prefer static information and fixed schedules. To address that, we think a well-designed catalog with information about all the programs that the food bank offers may be helpful. Customers can constantly refer back to the physical catalog and see which programs fit their needs.
- **Kiosks at food bank events** - To help distribute information specific to each event, a public kiosk may be an option. Dynamic information can be displayed and it doesn't require customers to have personal devices or internet access. A kiosk stores more information than a physical flyer and may also be used to collect donations.
- **Redesign of website and a campaign to promote it** - We believe simply redesigning the website is not the optimal solution because many people are not even aware of it, but the website has a potential to become useful if combined with a promotion campaign. People may be willing to explore this resource if the campaign successfully demonstrates its impacts.
- **An information hub that regularly sends updates to customers** - Our research shows that customers like to be presented information upfront and through emails or texts. Another potential digital solution is an information hub that regularly sends newsletters through emails or texts to customers. This solution allows the food bank to reach a wider range of population and better advertise its programs, but a drawback is that some people may find the newsletters intrusive.



Refined Problem Statement

How might we not only create access for new customers but also better inform current customers of the full range of resources the Food Bank and partner networks provide?

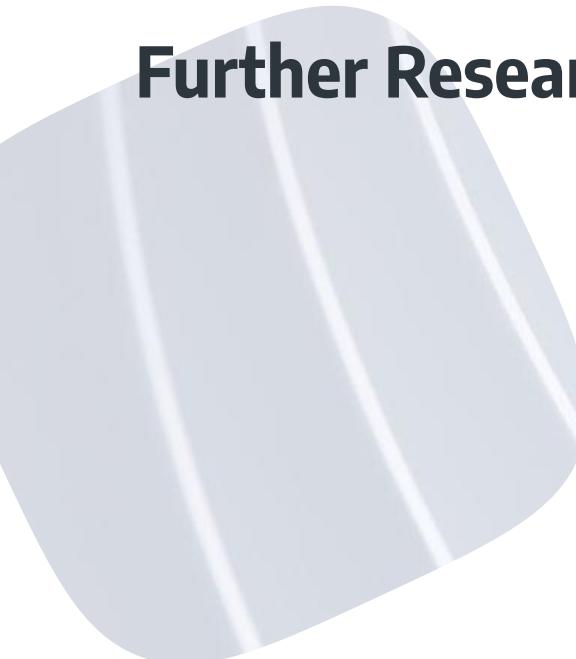
Our original project goal was to help improve the accessibility of services provided by the food bank to both new customers as well as existing customers. However, through our research, we discovered that the food bank already has a variety of programs that are easily accessible to customers, but the issue is customers are not fully aware of all the high-quality resources available to them. Most people we interviewed and surveyed didn't know about the food bank events until someone else, usually their family members or friends, passed that information to them and many wished to attend these events sooner so that they wouldn't have to go through that many struggles.

Based on existing customers' feedback, it seems that the food bank is currently providing great services to customers, so our design should be more focused on advertising it to customers and educate them on how to make the best use of the full range of resources.



4

Next Steps



Further Research

So far, we've visited a high resource pantry and Produce to People and conducted interviews and surveys with both pantry coordinators and existing customers. We plan to conduct further research on a low resource pantry, a soup kitchen as well as with a different stakeholder group. Our goal is to gain more insights based on different populations and regroup them to form a solution that can be generalized to all the services and programs that the food bank offers to customers.

Below is a timeline for our next steps.

Structured Interviews with soup kitchen customers

- Date: Feb. 17
- Location: Wood Street Commons Cafe
- Point of Contact: Caitlin Crawford

- Structured Interviews with low resource pantry customers

- Date: Feb. 19
- Location: Wilkinsburg Community Ministry
- Point of Contact: Carlos Yanez

- Phone interviews with guides

- Date: Not confirmed yet
- People who introduce food bank resources to others, such as social workers
- Our client will help connect us to guides for phone interviews



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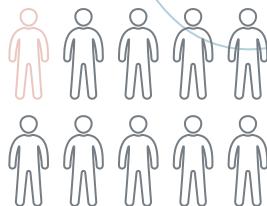
Research Appendix

Research Methods Overview

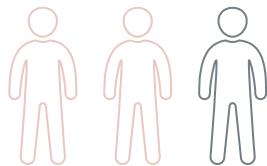
	Surveys	Semi Structured Interviews	Field Observations	Data Analysis	Competitive Analysis	Think Aloud
What population visits the resources from the Food Bank? And Why?	●		●	●		
How do they reach the decision to go for the first time? And how do they access for the first time?	●	●		●		
What are they expecting of the food pantries' first visit?	●	●				
What systems are impacted by the Food Bank? How can this system be leveraged to make more impact?		●			●	
What services are available? How can the Food Bank provide a better experience for customers?			●		●	
How does the client plan to expand their reach?					●	
What are obstacles that customers have to face in order to get the resources they need?			●			●
What are the challenges faced by the Food Bank and how to overcome them?			●			
What are some external factors that influence the process, on both sides, i.e. weather etc.?			●			●

Outside Data

Demographic data of people who access resources like this

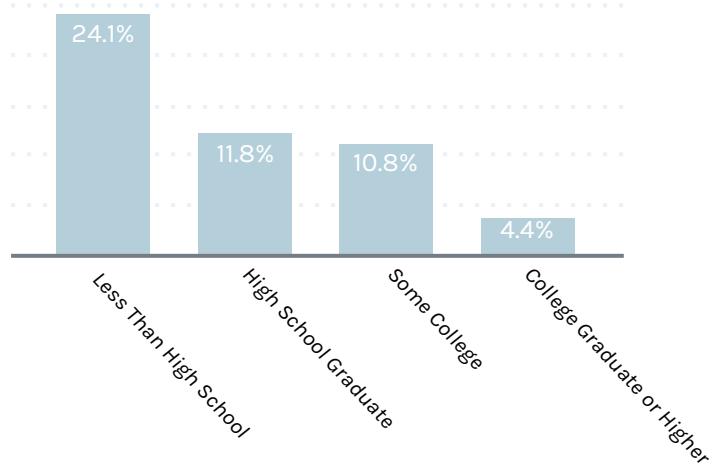


Approximately **1 in 10 adults** ages 18 to 64 (10.3 percent) reported that they or someone in their household used charitable food services in the 30 days before the survey.



Approximately **two out of three people** who have used charitable food assistance in the past 30 days **report some other material hardship** beyond food insecurity, indicating that other priorities, such as rent, may compete with food spending in family budgets.

Education Attainment of Customers



SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• Has a variety of programs available• Has a variety of high quality information such as videos and images.• Many interactive tools: locators/maps	<ul style="list-style-type: none">• Important information and action items are embedded too deep (hard to find)• No information hierarchy: the locator should be more obvious• Bad navigation and no mobile responsiveness	<ul style="list-style-type: none">• More content that shows the positive impact of the community• Allow for user feedback• Include social media• Encourage donations• Shift to mobile mindset, as food insecure individuals might not have laptop	<ul style="list-style-type: none">• Individuals not being able to navigate through website and therefore being unable to use it.• Wrong or outdated information

Competitive Analysis

	Pittsburgh CFB	SF-Marin FB	NY Food Bank
Diversity of Program	***	*	**
Amount of Information	**	*	***
Visual Appeal	*	***	**
Information Hierarchy	*	***	**
Usability	*	**	***
Statistical Data (Impact)	None	*	**
Community Engagement	*	**	**
Social Media	**	***	**
User Feedback	None	***	None

Interview Interpretation

	A	B
1	Feeding 5 people, from Squirrel Hill	
2	Friend told her about the pantry	
3	Aware of the website, but never used	
4	Come to pantry once per month	
5	By bus, takes 30 minutes bc she comes early in the morning, would be much longer during day	
6	Depends on traffic and weather	
7	Was here last week when pantry was closed, kinda frustrating bc it takes a lot of effort to walk to bus stop	
8	Come here bc they have better food options -> "they gave me food that would last"	
9	Go to another pantry, but that place doesn't give enough meat	
10	Would like to know if a pantry produce meat before going	
11	Word of mouth (1st choice), flyer, church board all works	
12	Don't go to other programs just not interested	
13	Have introduced others to this pantry	
14	Excited to come here bc she has heard so many good things about it from friends	
15	Resignation and filling forms were easy (received a lot of help, no learning curve)	
16	Would like to know what kind of food are offered	
17	Don't use smart phones to read or text, only taking calls from others (sight disability)	
18	Very satisfied with the services and food provided at the pantry -> "this is just a blessing to me"	
19	Like how flow is designed -> getting number first and go around	
20	Would like help in transportation, e.g. help people get to bus stop -> they walk slow getting older	
21	Like all kinds of food and usually can get what she wants	
22	But if the pantry doesn't have what she wants (mostly meat), that's not a big problem	
23	An excellent pantry, much better than others	
24		
25		
26		
27		
28		
29		

	A
1	from mount washington, family of 2
2	sometimes picks up for family
3	drives here
4	sometimes drives a car pool with 2-3 other ladies
5	coming to CHS 6-8 months
6	also receive senior box from senior center
7	used to go to bailey avenue pantry in mount washington starting about 2 years ago
8	^ stopped going because its easier to get to CHS and the other pantry opened at 7am and you had to wait in the cold until 930
9	^ CHS gives much nicer selection
10	does not work, on social security disability
11	found out because one of the ladies at the senior center's downstairs neighbor goes to CHS
12	"it was like oh okay great now we have somewhere else to go"
13	goes to west penn hospital for treatments and they have a healthy choices food bank there too
14	that one is also only once a month
15	always goes to the produce people
16	don't need to look at website
17	because she has enough for just her and her son
18	"i dont want to take food i have no room to put away and waste it when theres other people that need it more than i do"
19	just not enough money, son doesn't work so supporting the 2
20	"i just knew they would be there to help the people who really needed it"
21	clothing and other household items at some pantries
22	does contribute when theres anything extra (even food)
23	can call micheal or annie and talk if there is a change
24	usually the same always
25	feels like she has a close relationship with annie and micheal
26	always telling other people about CHS
27	other pantry was under renovation so area pantry was in was too crowded
28	moldy produce > "who wants that? why are we getting that?"
29	

Phone Interviews with Guides

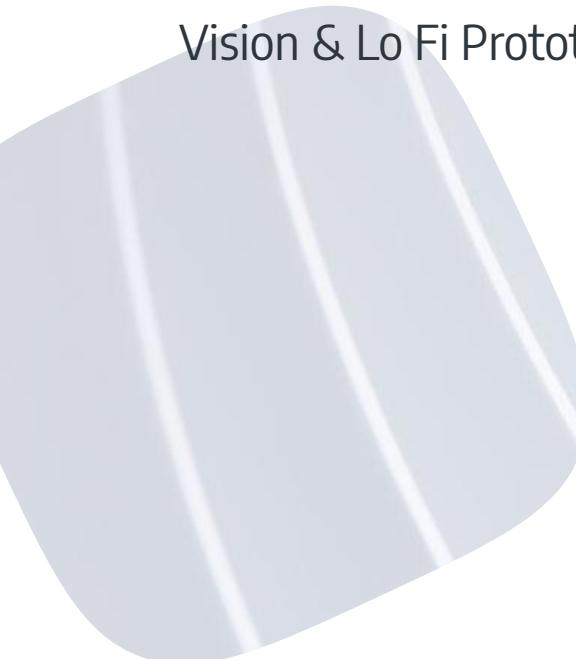
Notes	
Role & Overview	<p>SNAP → Supp Nutrition Assistance Program → help empower ppl make healthy choices for themselves (through snap card, they can buy Federal program → contracted by state Snap card can be used at any local retail stores - not as much mom and pop, but general national stores take card Need income eligibility → single person household \$16000 Livable wage, but not enough to make ends meet SNAP dollars to pay for typical shopping 45 page form registration Help make the process easier - call people through phone, guide them through signup, offer them additional local food resources 30 days to get approval for SNAP Specifically designated for allegheny county, food education, focus more partnerships 5 month → 29 years in space (special educator for blind children, worked with young moms in parenting program, school for the deaf, pa Two jobs at one time - Young moms who need assistance, on campus students with special needs Lead of service coordination positions, at a parent training center Worked at community correction, then ended up at Food bank Seniors living independently with fixed income, many SNAP users would also need other resources such as medical assistance SNAP users have varying income and needs. Customers of SNAP usually also go to food pantry (can get \$15-129 on card per month)</p>
Typical Day	<p>Someone can call in or text in to start application Once on phone, go through the process and explain - confirm or decline SNAP If people have less than \$100, be registered for emergency state, Otherwise, 30 days Use pantry locator to get information online and pass it to clients, Get help link on website Guides also go to pantries and shelters to meet customers 98 applications that were put in, but maybe not face to face with everyone People get confused about food bank vs food pantry Everything they do is through telephone Check ins but only engage with each applicants for about 3 weeks (they are not clients)</p>
Beliefs	<p>Need to reassure people on calls → treatment ppl get when they get to these ppl isn't great (have to repeat story 100 times) People need to understand that these people don't live under a bridge, but that they are normal and working and just need a lil extra help You're well treated, not patronized</p>

Role & Overview	<p>mercy behavioral health role: help make clients assist with connections to other doctors etc, rehab servies work with low income, mental illnesses, most people have no support (mercy is only support) Does use FB website > it has changed has a list now was hard to use to use website, hard to find the need category hard to find to put in the zipcode mercy keeps resources online in system (familiar with other FB offerings)</p>
Typical Day	<p>may transport getting them there (to food banks) she was at FB this morning with client in emergency situations 5 years working at mercy clients may call a day ahead (preferred) or spur of the moment (if time permits or reaches out to other workers) support: no financial, bus tickets for transportation, giant eagle gift cards to tie over, going to court for emotional support, connecting for housing varies on timeframe bc needs are different > some do very well, discharged (mentally stable, housing and income) to step down level of service (1 referrals (can self refer, needs mental health diagnosis) often from a psychiatric hospital social worker based on need, person may need more structure etc. (residential CRC) once you get to know a person and develop relationship > only opening up if trust is there retention w connected services: always follow up w client (better w trust), in contact w support connection too service plans and goals to discuss with client (meet w range weekly to monthly) does document but does not turn in or anything 302? maintain contact w discharge social workers (connect not track) usually in person or phone/text some clients we text or call a lot access to technology > most dont have computers, most have smart phones (estimate 95%), maybe older bc they can get them free older pop ^, program that gives free smart phones (obama phone, safe link) to get over shame you just have to connect + connect to THIER NEEDS lots of groups and resources for mental health, trauma etc. (some have family support but most dont)</p>
How to Improve	more advertising, they need us! social media, most have it, TV

Phase 2: Visioning & Low Fidelity Prototyping

Executive Summary

Vision & Lo Fi Prototyping



Our goal in this phase was to ideate potential solutions based on the insights we had gained from our research phase.

The insights we leveraged for our solution were the following; (1) current customers respond better to physical artifacts (2) convenience is often the most important factor for food bank clients (3) local communities are a primary source of information transfer for our target customer demographic.

After identifying the information we wanted to leverage in our solution, we started consolidating information through creating personas and confirming our findings with guides. We then began ideating through activities like reverse assumptions and crazy 8s. As a result of these activities, we were able to widen the scope of possible solutions.

As a team we then sat down and narrowed down our potential solutions based on which ones we thought were most feasible and most directly targeted towards our goal - which was quick and convenient information transfer.

Through this process we solidified five story boards with which to begin preliminary speed dating. Our process and the storyboards are displayed throughout the remainder of the report.



6 **Generation**

Persona 1



Meet Anna

- Single mother of 2 kids
- Lost her job 3 months ago due to budget cuts
- Has some savings, but finds herself struggling to make ends meet towards the end of the month.
- Owns an iPhone.
- Drives an 8 year old Toyota Camry down to Produce to People once every month from her home in Squirrel Hill.

Persona 2



Meet Nathan

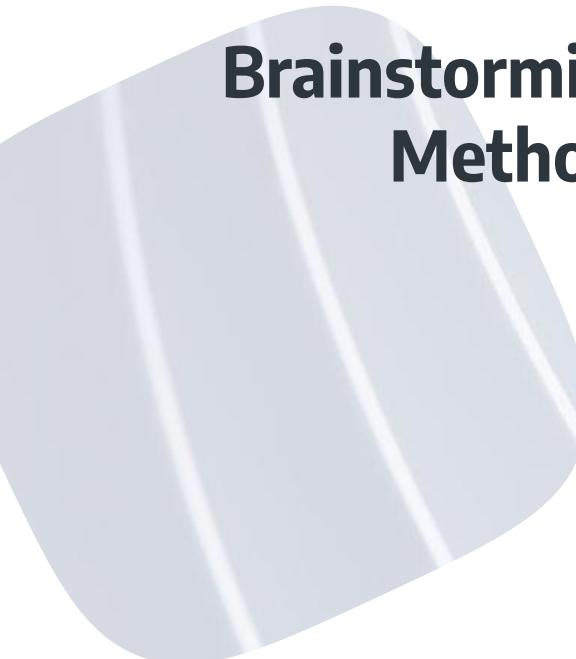
- 52 year old veteran who has trouble walking due to leg injuries and has a hard time seeing as well
- Visits the CHS pantry with his mother every month
- Takes a bus once a month on Fridays
- Main source of income is from disability checks.
- Uses a non-smart phone to send and receive text messages with large fonts
- “This is a blessing for me”.

Persona 3



Meet Jane

- 75 year old retiree
- Worked as a bus driver for Port Authority
- Mainly dependent on her social security benefits
- Distrusts technology and has an old flip phone which she uses to call her friends sometimes
- Lives around the block from the pantry
- A lot of her neighbors also go to the pantry
- Visits Carnegie Library a few times a week to check emails
- “I find technology intrusive, but I need it to handle my banking”



Brainstorming Methods

- Reverse Assumption
- Ideation Session with Client
- Crazy 8

Reverse Assumptions

Reverse Assumpt.

- (1) People don't want to use the website ↔ (1) People don't know to use the website.
- (2) People prefer info to be communicated personally ↔ (2) People prefer mass notifications.
- (3) People are satisfied with the extent of services. ↔ (3) People don't know the full extent of services.
- (4) People aren't aware of each pantries offerings ↔ (4) People are fully aware of what's offered at each pantry/program.
- (5) People who need those resources are able to transport to them. ↔ (5) Transportation is actually an obstacle to people who need those resources.
- (6) People in need of those resources believe they are ineligible. ↔ (6) People are given step by step guidelines on how to access resource they are eligible for.
- (7) People's access to those resources is dependent on their ability to be free. ↔ (7) Resources are catered to individuals' time constraints.
- (8) People are embarrassed to go to food pantries ↔ (8) Individuals feel no different going to a food pantry than they would a grocery store.

Reverse Assumptions

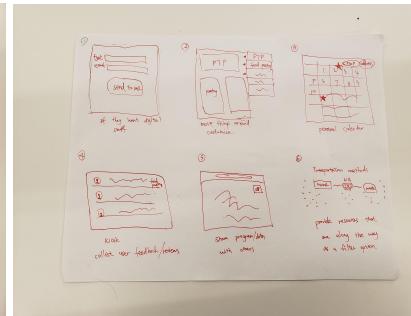
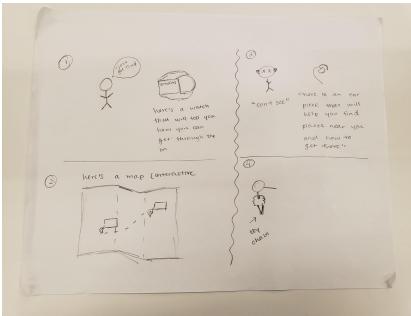
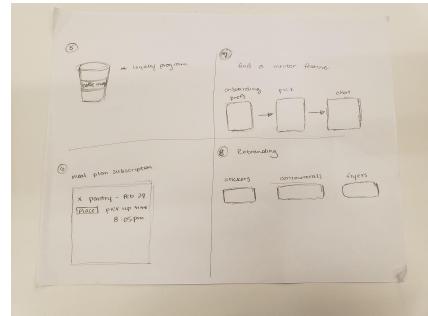
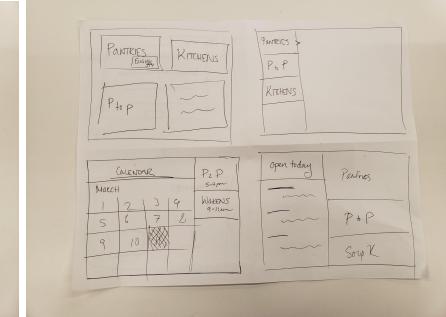
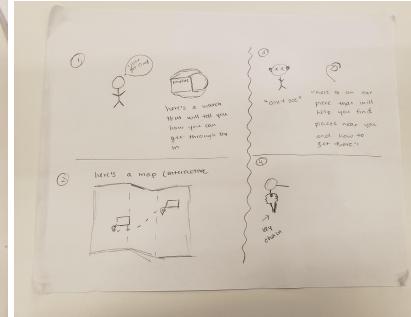
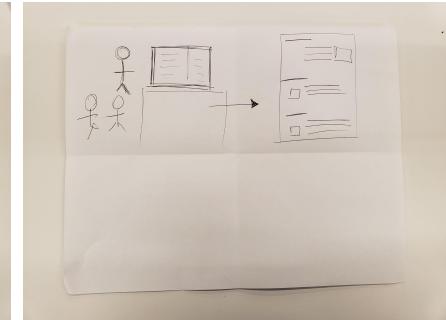
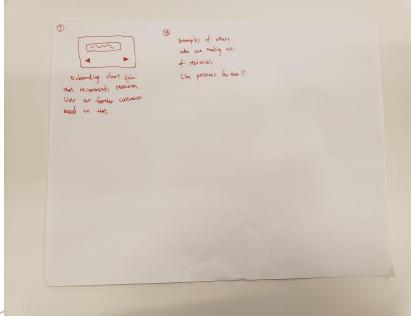
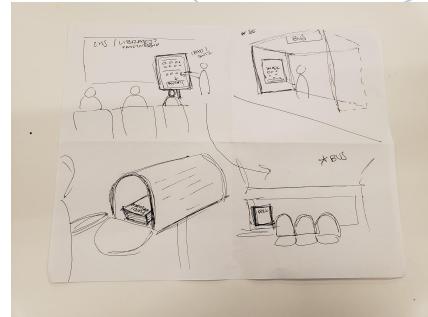
Assumption	Reversal	Solution
People don't want to use the food bank website	People don't know how to navigate through the website	Design a website with better information hierarchy
People prefer information to be communicated via trusted others	People prefer phone notifications	SMS or email based newsletters that updates users on events
People are satisfied with the extent of services available	People don't know the full extent of services	An interactive kiosk that displays all information about the services at public places
People aren't aware of the options offered at each event	People are given information about what's offered at each pantry/program	Easily customizable pamphlets that can be printed out from website or kiosk

Ideation with Client

1. Interactive Kiosk/Website
2. Pamphlet



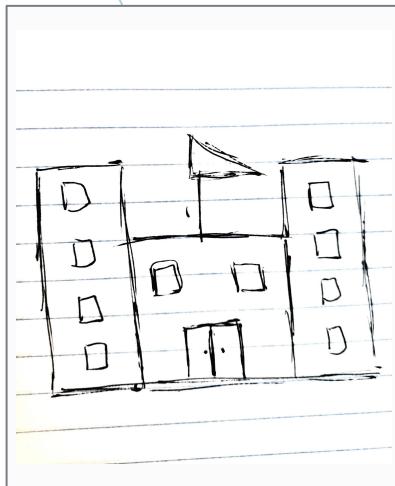
Crazy 8





Storyboards

Storyboard #1: First Time Button



Carla goes to the library at least twice a week to check her emails.



She sees the Pittsburgh Community Food bank on the desktop home screen, and clicks on the “this is my first time” call to action button.



Carla then goes through a 3 steps onboarding process that helps her print a list of all the resources near her house.

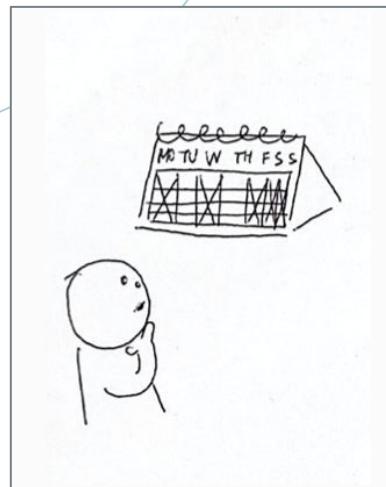


She goes to a Produce to People event and is able to get the extra resources she needs to help her get through the month.

Storyboard #2: Customizable Calendar



John wants information about food resources that fit his needs.



John is only available on Tuesdays and Thursdays and not for long because he works three jobs.

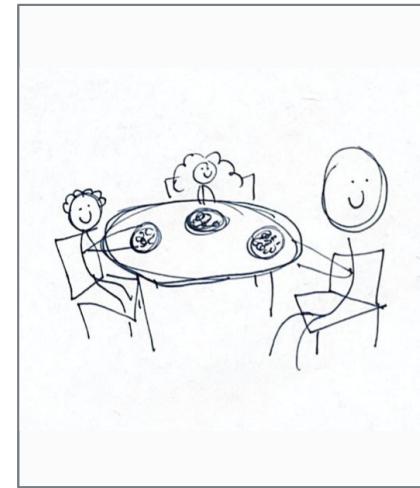
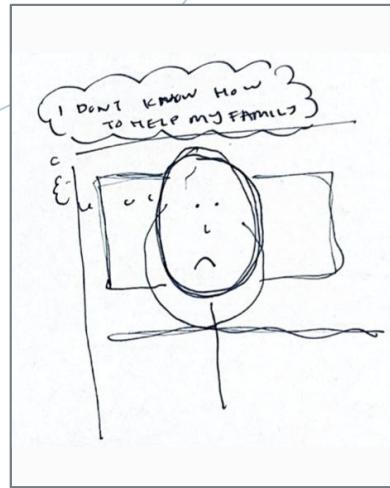
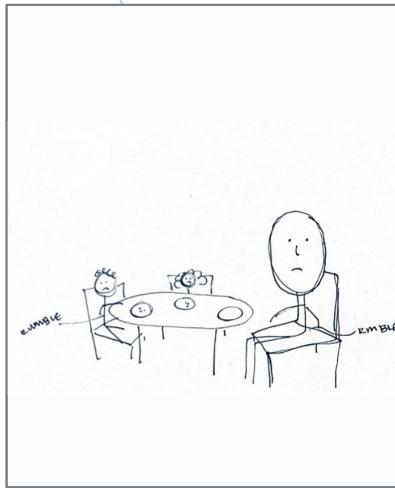


John uses a calendar that allows customization based on what resources customers want to use and can be printed out from the Foodbank Website.



John can now see date information about food resources in one place and print out pamphlets for his own reference.

Storyboard #3: Kiosk in Bus Stops



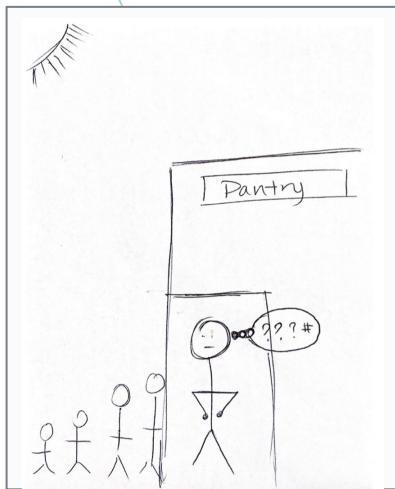
Matthew is in need of food resources. He frequently goes to bed hungry because he gives what food he can buy to his two kids.

He knows that food pantries exist but does not even know how to begin to look as he does not have a computer and is too busy with work and his kids to go to the public library.

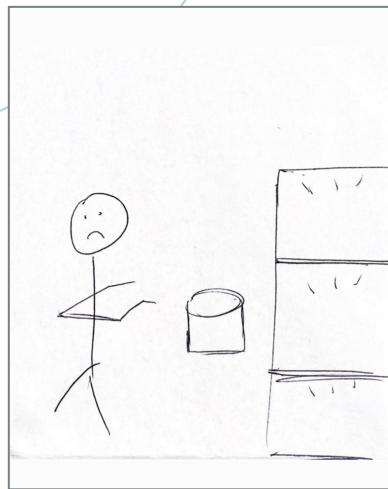
As he approaches his usual bus stop, he notices a kiosk installed in the shelter. It allows him to look up what resources the Food Bank offers while he waits for his bus.

Matthew was able to get the resources he and his kids needed.

Storyboard #4: Check-In Ahead & Pick Up



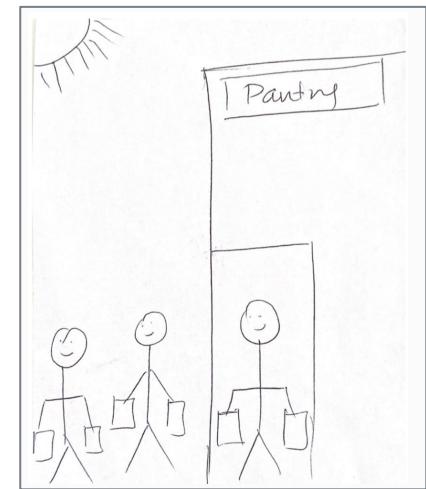
Food pantries aren't aware of how many people are coming for food pickup each day.



They cannot stock the appropriate amount of groceries to distribute to their customers and have to leave some customers empty handed or with short supply.

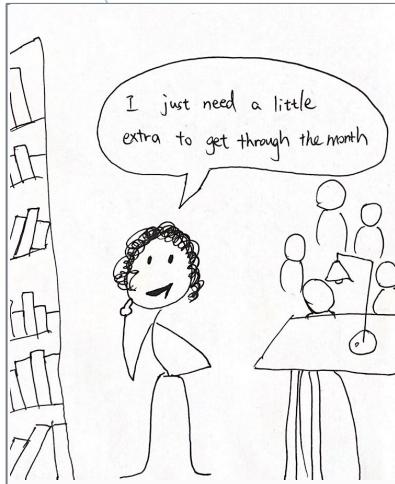


Customers can "check-in" via text a day ahead so the pantry knows an approx number. This check in can also have boxes for allergies/religious food restrictions.



Food is more evenly distributed among the pantries and amongst customers.

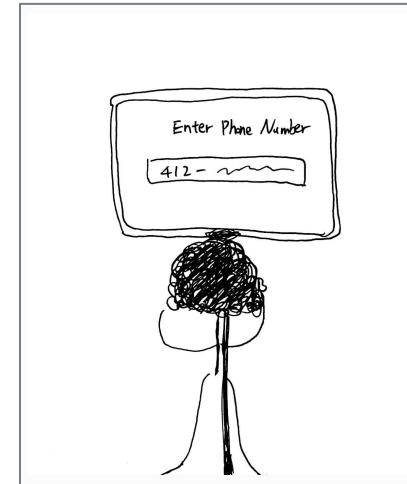
Storyboard #5: Individual Subscription



Jane has recently been unemployed and needs food resources for the following several months. She has been searching for related info and recently came across a food bank kiosk at the local library.



The kiosk displays a lot of useful information and gets updated from time to time. Jane wants to receive information and updates about the Produce to People event, but doesn't have time to visit the library regularly.



Jane entered her phone number into the kiosk and hit "Send to me". A few seconds later, Jane received a text message with detailed information about the next Produce to People event, including date, time, location and food options.



Jane uses her phone as an information source to navigate herself through food resources. She receives regular updates about other similar events as well as notifications if there is any last-minute change to the Produce to People event.

Phase 3: Medium Fidelity Prototyping



Executive Summary

Medium Fidelity Prototyping

Our goal in this phase was to ideate potential mid fidelity solutions based on the needs we had validated from our ideation phase.

The needs we identified for our solution were the following; (1) the current website is difficult to use for the target customers (2) clients of the food bank lack access to personalized information (3) local communities are a primary source of information transfer for our target customers.

After identifying the needs we needed to meet, we finalized the screens that our website redesign would tackle. During the generation phase, we embarked on a parallel workflow where all five members of our team created designs for each screen.

As a team we then sat down and talked through our initial designs, discussing what we wanted the customer journey to look like, which flows offered the most user flexibility, and how to design for a strong information hierarchy. We decided that we wanted to include our solutions within the framework of a pager called find food, prioritize the personalized results quiz, and prioritize the user's ability to easily exit and return to a particular flow.

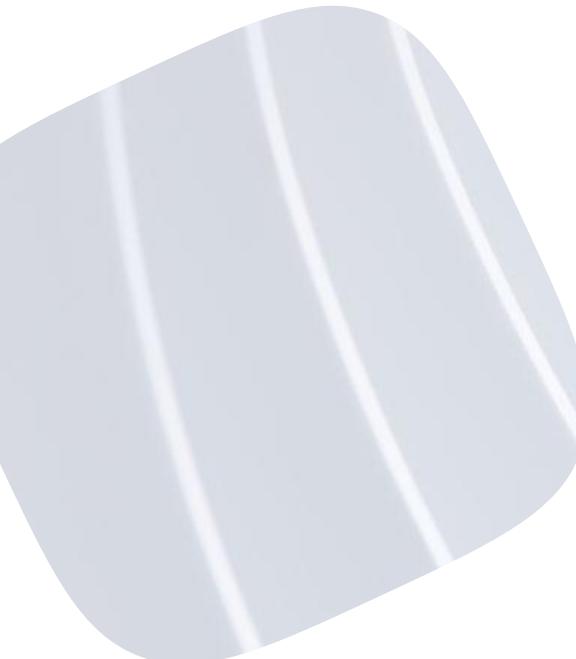
Based on what we had decided we then started iterating on our designs to come to an ideal screen flow. Next, we hope to refine our designs in order to conduct user testing.



8

Process

Process



Our process included four distinct steps.

Generative Phase

During this phase we utilized a parallel workflow to ideate as many versions of our screens as possible. While designing, we thought about factors like what information do we need from the user to make the experience more personalized, and how do we provide the user with the necessary information without overwhelming them. At larger, we also thought about screenflow and information hierarchy.

Feedback

We received feedback from both our client and our advisor. The primary points were that our scope on the home page was limited, we needed to brainstorm more on how to display results from the personalized quiz, and that the overall flow needed to be smoother.

Iterative Phase

We brainstormed a lot about how the flow of screens should work and made many important decisions to simplify the flow. We'll talk about these decisions in detail during the report.

Feedback

The feedback we received from our client and advisor was limited due to time constraints, but we hope to receive more feedback before we move into the user testing phase.



9

Generation

First Design Parallel Workflow

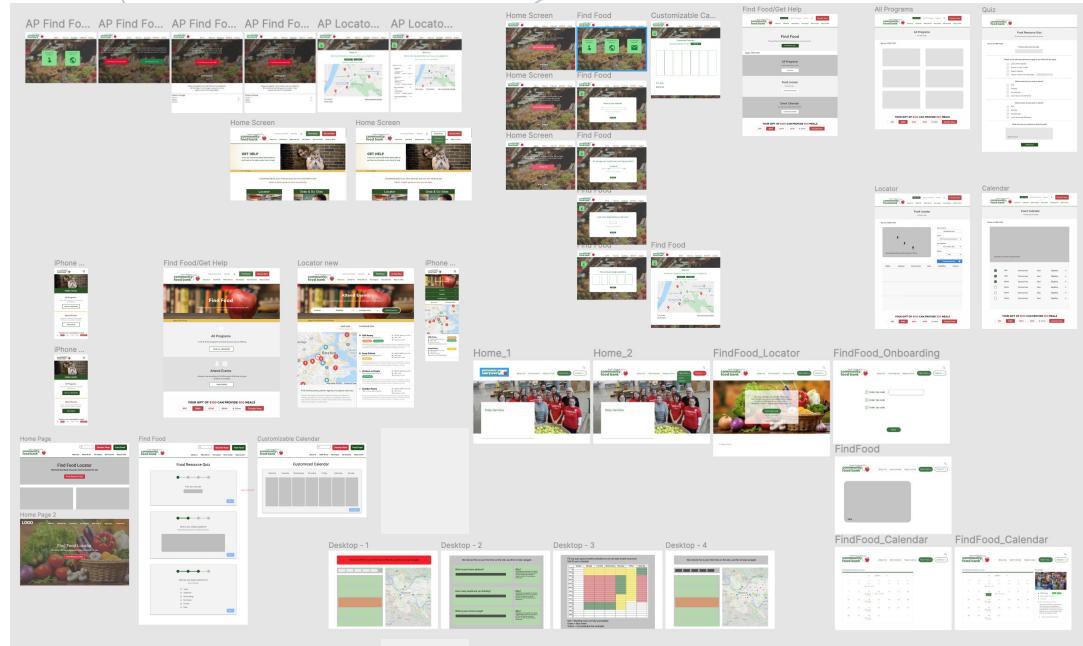


After using the crazy eight method to generate storyboards, we picked our top 5 boards and conducted virtual user testing with 11 employees at the Food Bank. These employees came from a variety of departments, including the Volunteer Program, Donation and Foundation Relations, the Network Development Team, the Database Development Team, and the IT Team. Having users from such diverse departments ensured that we got feedback that was holistic and well rounded.

With this feedback, we identified the main screens we wanted to flesh out and adopted a parallel workflow. With the first iteration of the mid-fi prototypes, we focused on providing diagnosable information, reducing the number of clicks a user has to make, lowering a new customer's barrier of entry, ensuring an intuitive flow, and balancing a trade-off between presenting necessary info and making screens intuitive.

After we identified the main screens we wanted to flesh out, we adopted a parallel workflow to begin working on some mid-fi screens. Each group member worked on building out mockups of five screens and then we reconvened to sift through our favorite concepts and designs.

Generative Design



Based on the parallel workflow that we decided to adopt, we each individually decided to flesh out the ideas and design low to mid-fidelity screens for the website.

Some screens we designed included the home page, a locator page, calendar page, find food home page, and the onboarding quiz.

First Iteration Feedback

Based on the individually generated screens, we were able to receive and condense feedback from our client and advisor.

What we learned

- There is a narrow scope of website redesign
- Necessary pages: Find food page should not be a direct entry point into the quiz but instead be a landing page from which you can launch the onboarding quiz
- Quiz design should be step-by-step and needs refinement
- Flow needs to be simplified

Some Conclusions..

- A clear idea of what the homepage will look like
- We need a landing screen for Find Food
- The quiz needs to be step by step
- The calendar needs to be more accessible

Open Questions

- Should the entry point on the homepage be a drop down?
- What will the landing page look like?
- What other elements of the quiz do we need to design?
- How can we make the calendar accessible?

10

Iterations

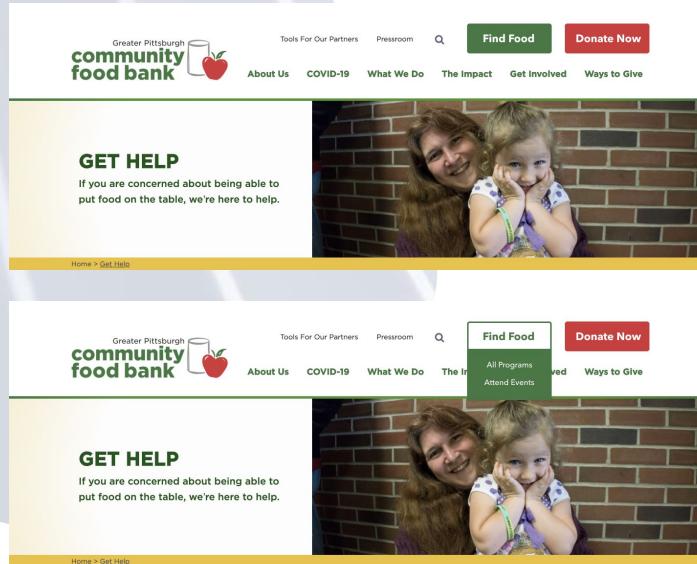
Second Iteration

In our second iteration, we focused on some of the following points.

1. Entry points to different functionalities under Find Food page
2. Information hierarchy
3. Navigation
4. Needs of different user groups
 - a. First time users
 - b. Repeating website visitors
 - c. Guides
5. User control
 - a. Flexibility to skip onboarding quiz
 - b. Switch between map/calendar view
 - c. Update filters at any time

As we walk through our screens, we'll address each of these points in more detail.

Home Page & All Programs



Entry Point

Due to the perceived importance of certain elements on the foodbank homepage, our scope within the homepage itself is incredibly limited.

As such our only addition to the home page was a singular button called Find Food. The button was given prominence in order to catch the eye of food bank customers. All our solutions are contained within the Find Food page, so it was important that we were able to draw the customers to click it, hence its large and colorful. The drop down is in order to simplify the flow for existing users who already know which option they might want. It includes two options, All Programs and Find Food Near Me, which will be explained in more detail on the next pages.

Home Page & All Programs

Currently, there is no page on the foodbank website that provides a list of all programs and details regarding those programs. Hence, our team designed a page that can be accessed by clicking on the All Programs drop down option from Find Food on the home page.

After discussion with our client and pain points from our research, we identified that the program catalog was a necessary addition to the website. The page would allow current and new users to browse and collect important information about the resources available to them. We designed the flow to be simple and accessible. The boxes provide a brief overview of each program but the necessary affordance that you can click into them for more information.



All Programs

Senior Boxes

The Greater Pittsburgh Community Food Bank provides a box of nutritious food each month to low-income seniors 60 years and over through the Federal Commodity Supplemental Food Program.

Produce to People

Produce to People provides families with up to 50 pounds of fresh fruits and vegetables each and every visit.

Green Grocer

Green Grocer is a mobile farmers market that travels into food deserts to provide fresh food.

Backpack Program

We are addressing food insecurity in school-age kids by providing nutritious weekend meals through the Backpack Program.

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Program Catalog

Find Food

The screenshot shows the homepage of the Greater Pittsburgh Community Food Bank. At the top, there is a navigation bar with links for "About Us", "Get Involved", "Ways to Give", "FIND FOOD", "DONATE", and a search icon. The main content area features a large image of various fruits and vegetables. Overlaid on this image is a green rectangular box containing text: "Take an onboarding questionnaire to find food assistance that is just right for you! Our tool can help you locate weekly free groceries, monthly food boxes for seniors, one-time emergency food, or help to enroll in food stamps." Below this text are two buttons: "Take Questionnaire" and "I've already done the onboarding". To the left of the main image is a calendar for May 2020, showing days from 1 to 31. To the right is a sidebar titled "Programs" with a list of dates: Sun, 5, 12, 19, 26.

Find Food Home Page

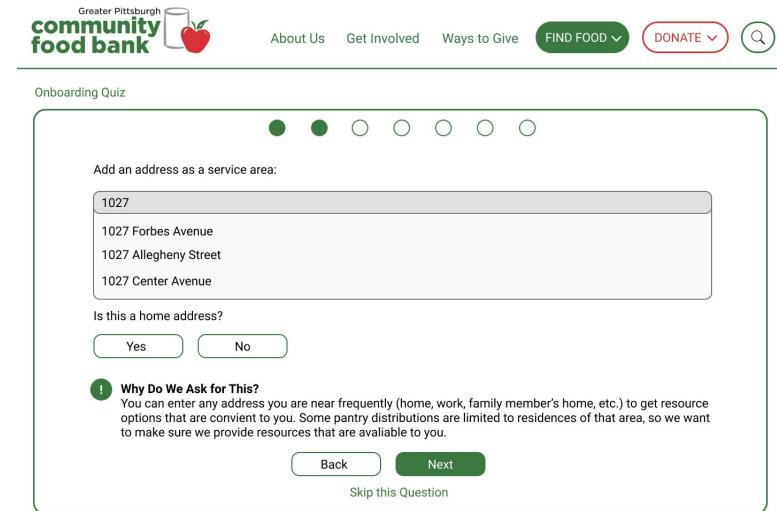
Currently, customers can enter their zip code to find food pantry resources. However, there is no further personalization that accounts for a person's income or availability. As such, after clicking the "Find Food Near Me" option, users will be directed to take a short questionnaire that will help them find the resources best suited for them.

The quiz is in flashcard format and over layed on to the locator/calculator feature of the page itself, meaning that at any point users can simply click the "x" to exit the flow and go directly to preset results. While trying to prompt users to take the quiz, we also offered them the necessary flexibility to leave the flow if they wanted.

Onboarding Quiz

The quiz itself asks for three primary pieces of information, location, income, and availability. The results are then sorted according to which options best match that users answers.

The quiz was designed to offer maximum user control, allowing users to skip questions, move back and forth, and exit the quiz at any point. In addition, each question has an accompanied explanation that aims to put the user at ease about the information being collected. The explanation tells them why we're asking for this information and reminds them that it is collected anonymously.



The screenshot shows a web page for the Greater Pittsburgh Community Food Bank. At the top, there's a navigation bar with links for "About Us", "Get Involved", "Ways to Give", a "FIND FOOD" button, a "DONATE" button, and a search icon. Below the navigation, the text "Onboarding Quiz" is displayed. A progress bar consists of seven circles, with the first two filled green and the others outlined in green. Below the progress bar is a text input field containing the address "1027". Underneath the input field, there are four options: "1027 Forbes Avenue", "1027 Allegheny Street", and "1027 Center Avenue". A question "Is this a home address?" follows, with "Yes" and "No" buttons below it. A detailed explanation is provided under the heading "Why Do We Ask for This?": "You can enter any address you are near frequently (home, work, family member's home, etc.) to get resource options that are convenient to you. Some pantry distributions are limited to residences of that area, so we want to make sure we provide resources that are available to you." At the bottom of the form are "Back", "Next", and "Skip this Question" buttons.

Onboarding Quiz

Onboarding Quiz

Greater Pittsburgh
Community
food bank

Take Food For Our Partners
Pressroom Find Food Donate Now

About Us COVID-19 What We Do The Impact Get Involved Ways to Give

Attend Events
Locate food nearby and customize your calendar using the blue options!

Home | Find Food | Attend Events

FOOD RESOURCES NEAR YOU

MAP VIEW CALENDAR VIEW

Take a short quiz to find food resources that work best for you!

Our tool can help you figure out which foodbank resources are best for you, whether its weekly free groceries or monthly free boxes for seniors.

Take Questionnaire
Skip this Questionnaire

Please note agency information, dates and times are subject to change and agencies serve according to a geographical service area. Please call ahead to confirm service area hours of operation, and documentation requirements.

VS.

Greater Pittsburgh
Community
food bank

About Us Get Involved Ways to Give FIND FOOD DONATE

Take an onboarding questionnaire to find food resources that work just right for you!
Our food bank has a variety of ways to receive emergency food boxes for seniors, provide emergency food, or help to apply for food stamps.

Take Questionnaire
or call 412.288.0000
For already done the questionnaire

May 2020
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Greater Pittsburgh
Community
food bank

About Us Get Involved Ways to Give FIND FOOD DONATE

Onboarding Quiz

Add an address as a service area:

1027
1027 Forbes Avenue
1027 Allegheny Street
1027 Center Avenue

Is this a home address?
Yes
No

Why Do We Ask for This?
You can enter any address you are near frequently (home, work, family member's home, etc.) to get resource suggestions. Please note that our resources are limited to residences of that area, so we want to make sure we provide resources that are available to you.

Back Next
Skip this Question

Embedded Quiz

Popup Quiz

We also decided to user test an additional parallel design for the onboarding quiz since it's one of our main features. We wanted to learn which version provides customers with more control & flexibility

Locator & Calendar

Greater Pittsburgh Community Food Bank

Tools For Our Partners | Pressroom | Find Food | Donate Now

About Us | COVID-19 | What We Do | The Impact | Get Involved | Ways to Give

Attend Events
Locate food nearby and customize your calendar using the filter options!

[Home](#) | [Find Food](#) | [Attend Events](#)

Location | Eligibility | Available Hours

MAP VIEW **CALENDAR VIEW**

CHS Pantry
<https://chscorp.org/food-pantry>
Tuesday, March 9th, 2019
11 AM - 5 PM
370 Lawn St, 15213
Soldier Pantry **Fresh Produce**
We provide individuals and families with fresh fruits and vegetables, all kinds of non-perishable food items, access to dairy products, and choices of meat or fish. We are one of the busiest food pantries in Allegheny County.

Soup Kitchen
<https://chscorp.org/food-pantry>
Tuesday, March 9th, 2019
11 AM - 5 PM
370 Lawn St, 15213
Hot Meal
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Produce to People
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Fresh Produce
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Another Pantry
<https://chscorp.org/food-pantry>
Tuesday, March 9th, 2019
11 AM - 5 PM
370 Lawn St, 15213
We provide individuals and families with fresh fruits and vegetables, all kinds of non-perishable food items, access to dairy products, and choices of meat or fish. We are one of the busiest food pantries in Allegheny County.

Find a food pantry, partner agency or program near you.
Please note agency distribution dates and times are subject to change and agencies serve according to a geographical service area. Please call ahead to confirm service area, hours of operation, and documentation requirements.

Locator

Greater Pittsburgh Community Food Bank

Tools For Our Partners | Pressroom | Find Food | Donate Now

About Us | COVID-19 | What We Do | The Impact | Get Involved | Ways to Give

Attend Events
Locate food nearby and customize your calendar using the filter options!

[Home](#) | [Find Food](#) | [Attend Events](#)

Location | Eligibility | Available Hours

MAP VIEW **CALENDAR VIEW**

May 2020

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
					3	4
					5	
					6	7
					8	9
					10	11
					12	
					13	14
					15	16
					17	18
					19	
					20	21
					22	23
					24	25
					26	
					27	28
					29	30
					31	

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6 PM Unchurch

Calendar

Finally, the output view of the user's resources. The screen will show a list view on the left prioritized by the filtered factors, but also show other options grayed out, even if it's not a best fit. The right side of the screen will toggle between a map and calendar view so the user can have a multidimensional understanding of the resources available to them. The filters on the top will be pre-filled from the quiz but can be edited as the user pleases. If filters are edited all three (list, calendar, and map) will update to reflect the availabilities to the user.



Second Iteration Feedback

We got some feedback from our client during our meeting on Tuesday the 7th. During this meeting we covered the screens on figma and talked about improvements to the flow - there are three main feedback topics. First, we should force the survey entry, but have optional completion. This will ensure people actually have access to the onboarding and not skip it assuming it's not for them. This is because customers may have gone to one event and assume they are then not a first time customer, but fail to see the breadth of resources the Food Bank has to offer. Additionally, we want to have the completion optional so they have a sense of control if they feel uncomfortable sharing information. Next we talked about the actual components of quiz - the three key components of quiz would follow: user service area (location in terms of both home and work, and other frequent locations, experience (event type: grocery style or pre-boxed distribution) & product received (ratio of fresh produce to shelf stable, opportunities for home products like paper towels and tampons), and logistics (event time, etc.). Finally we determined with the client that eligibility is a secondary consideration and should not be in the survey. While some events do restrict based on income, etc. we don't want that to be filtered in a binary way as it turns out eligibility is a very flexible area - the Food Bank would never turn away someone in need, however that manifests for one customer or another.

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Challenges & Next Steps

Open Challenges

User Testing

Given the current social distancing situation, we may not be able to conduct user testing with direct customers and get their feedback. Our target customers are not tech-savvy, making it very difficult for us to reach out to them through Zoom or any online forums. Our client Justin is trying his best to help arrange a user testing session within his office, but the chance is pretty slim.

Although we understand how valuable it would be to hear opinions from real customers, we may need to rely on feedback from food bank employees to refine our solution. Employees at the food bank may have a different focus on the website, as they do not represent customers who are faced with financial challenges and are looking for food in sometimes emergent situations.

Design Consistency

The Food Bank website serves multiple user groups including donors, volunteers and end customers looking for food. The scope of our project is to design a solution specific to the Find Food page. Since we will not be able to modify other pages of the website, we have to make sure our design is consistent with the current content and follows the same style guide.

Implementation Issue

The current Food Bank website is hosted via Wordpress and implemented with a grid system. Another challenge is that we need to consider the constraints of implementation when redesigning part of the website. The visuals and interactions we aim for need to be implementable by the current technology stack the Food Bank is using.



Planned Activities

With our second iteration of mid-fi wireframes, our next step is to do another round of user testing with the Food Bank employees and potentially end customers. Our plan is to have 15-minute sessions with each participant and collect feedback from multiple teams at the Food Bank. Design components that we are most interested in testing include:

- Entry points to the Find Food page
- Flow of the onboarding quiz
- Toggle view of calendar and locator
- Terminologies used (E.g. find food/get help)

After consolidating our user testing feedback, we will move on to designing and iterating on the hi-fi screens for both desktops and mobile devices. For our hi-fi prototypes, we will continue working on simplifying the onboarding process and making the calendar/locator view more intuitive for users.

Phase 4: High Fidelity Prototyping

Executive Summary

High Fidelity Prototyping

Our goal in this phase was to ideate potential mid fidelity solutions based on the needs we had validated from our ideation phase.

The needs we identified for our solution were the following; (1) the current website is difficult to use for the target customers (2) clients of the food bank lack access to personalized information (3) local communities are a primary source of information transfer for our target customers.

After identifying the needs we needed to meet, we finalized the screens that our website redesign would tackle. During the generation phase, we embarked on a parallel workflow where all five members of our team created designs for each screen.

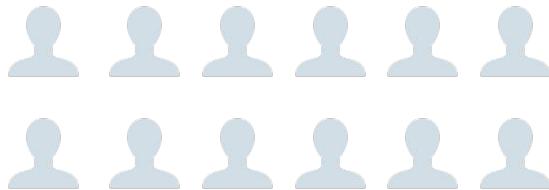
As a team we then sat down and talked through our initial designs, discussing what we wanted the customer journey to look like, which flows offered the most user flexibility, and how to design for a strong information hierarchy. We decided that we wanted to include our solutions within the framework of a pager called find food, prioritize the personalized results quiz, and prioritize the user's ability to easily exit and return to a particular flow.

Based on what we had decided we then started iterating on our designs to come to an ideal screen flow. Next, we hope to refine our designs in order to conduct user testing.



Prototypes + User Testing

Second Iteration User Testing



12 People Interviewed

(IT Director, Volunteer Manager, Distribution Coordinator, Partner Relationship Manager, etc.)

We further tested our second iteration through speed-dating session with 12 food bank employees across multiple teams, who gave us feedback based on their extensive knowledge about customers. Some feedback included:

- The dropdown button is unintuitive
- Should force the quiz entry, but allow optional completion
- Key components of the quiz:
 - Location
 - Experience & product received
 - Availability
- Users don't have strong opinions towards embedded versus popup quiz

Hi-Fidelity User Testing

The screenshot shows a search results page for food resources. The top navigation bar includes links for 'Tools For Our Partners', 'Pressroom', 'Find Food' (highlighted in green), and 'Donate Now'. Below the navigation is a search bar with dropdowns for 'Location', 'Available Hours', and 'Event Type'. The main content area lists four food resource locations:

- Morningside COGIC**: Located at 5170 Station St., 15224. Open Monday-Friday from 12pm-12:30pm. Contact: Jane Abeles. <https://www.communityfoodbank.org/food-security>. Categories: Fresh Produce, Pre-Packaged Groceries.
- Our Lady of the Angels**: Located at 4126 1/2 St., 15207. Contact: Debbie. <https://www.communityfoodbank.org/food-security>. Categories: Fresh Produce, Pre-Packaged Groceries.
- East End Cooperative Ministry Soup Kitchen**: Located at 6140 Station St., 15206. Contact: Jake Enders. <https://www.jakesoupkitchen.com>. Categories: Hot Meals.
- Bethel A.M.E. Church**: Located at 2720 Webster Ave., 15219. Contact: Rose Sauer. <https://www.jakesoupkitchen.com>. Categories: Pre-Packaged Groceries.

A modal window for Morningside COGIC is open, showing its location, hours, contact information, and categories. The calendar for May 2020 is also visible, with a callout highlighting the 'Email as Attachment' option.



2 People Interviewed

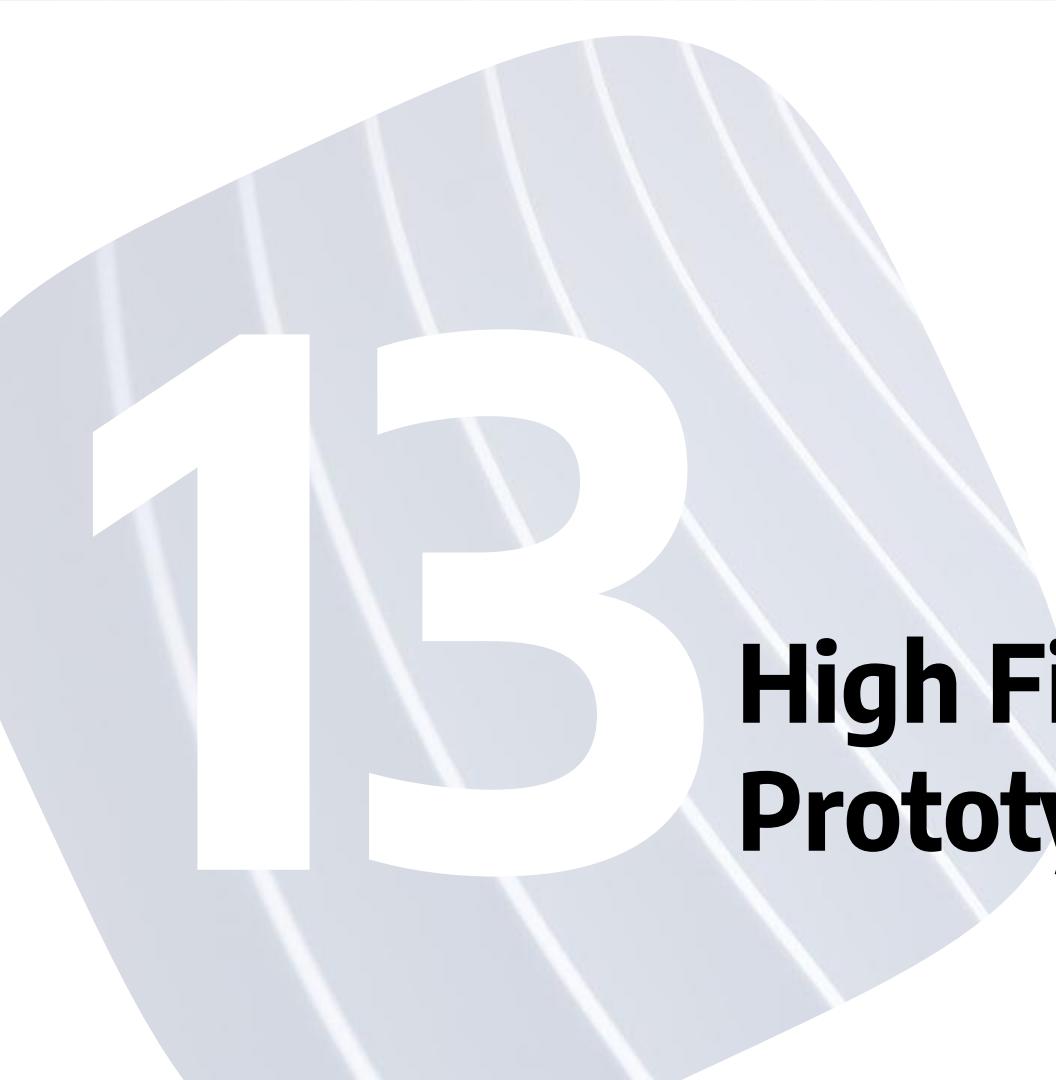
Based off of the second user testing feedback, we were able to refine our screens and user test the high-fidelity screens one last time.

Feedback mainly revolved around considering our users in more depth such as:

- Applying intuitive icons and Intuitive Interactions
 - Hover detail
 - Feed forward on map/calendar functions
- Considering color-blindness, readability
- Having More visibility for food resources that are not location-based
- And Tuning copy to user-friendly terminology

We also were told to consider

- “Extreme cases” such as situations where none of the resources fit users’ preferences
- Information related to COVID



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High Fidelity Prototype

Hi-fidelity Demo (Desktop)

<https://www.youtube.com/watch?v=jxANIBKSad4&feature=youtu.be>

The screenshot shows the homepage of the Greater Pittsburgh Community Food Bank. At the top, there is a navigation bar with links for "Tools For Our Partners", "Pens.com", a search icon, "Find Food" (in a green button), and "Donate Now" (in a red button). Below the navigation is the food bank's logo featuring a red apple and a glass of milk. The main content area has a yellow header bar with links for "About Us", "COVID-19", "What We Do", "The Impact", "Get Involved", and "Ways to Give". A prominent yellow button labeled "Find Personalized Food Resources" is centered above a map of Pittsburgh. The map shows the city's geographic features and various neighborhoods. On the left side of the map, there is a green sidebar containing text about the food locator tool, a "Start" button, and a "Stop Listening" button. At the bottom of the sidebar, there is contact information for the food bank.

Greater Pittsburgh Community Food Bank

Find Personalized Food Resources

Answer a few questions to find food resources that work the best for you!

Our tool can help you figure out which resources are best for you, whether to weekly free groceries or monthly free boxes for seniors. Locations will be highlighted on the map and color-coded (in real time) as you use the tool.

For SNAP resources near you or food pantries, click [here to learn more](#).

[Start](#)

[Stop Listening](#)

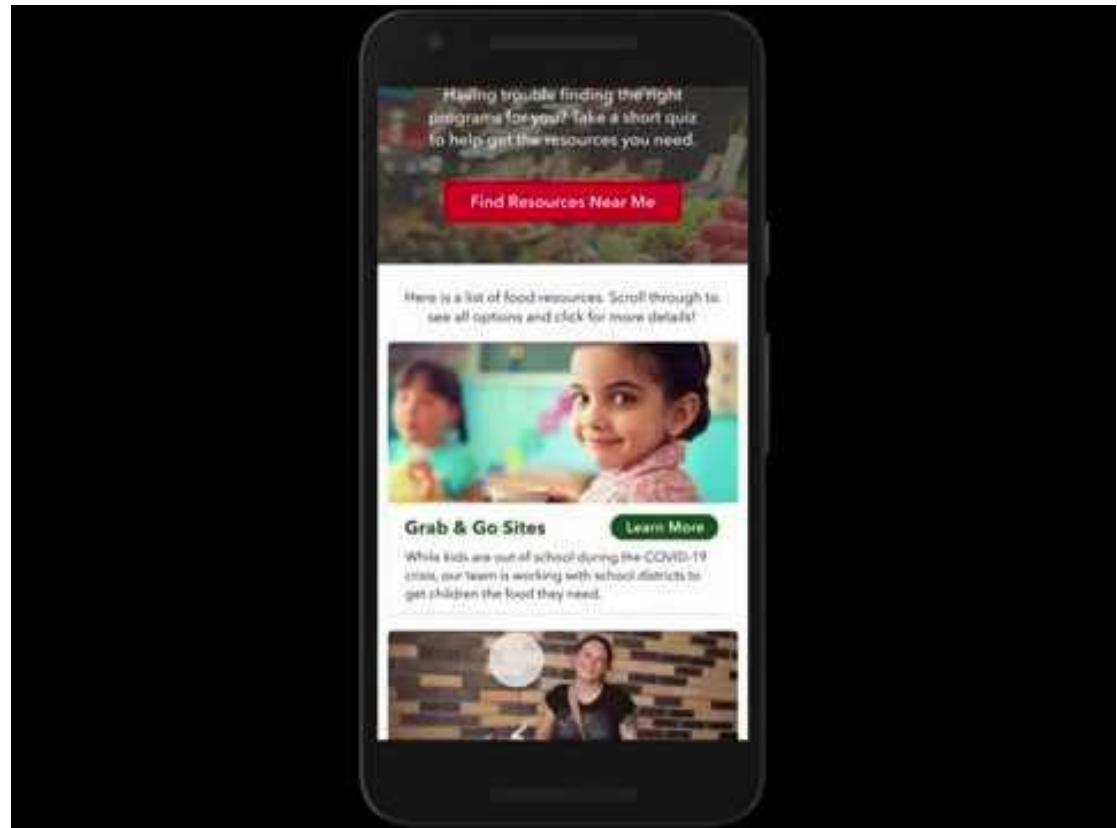
Call 412.285.3363 or email info@gpcfb.org

Pittsburgh

Find a food pantry, partner agency or program near you. Please note: Agency information listed and funds are subject to change and may not be accurate according to a geographical service area. Please call ahead to confirm service area, hours of operation, and availability of equipment.

Hi-fidelity Demo (Mobile)

<https://www.youtube.com/watch?v=H9gPiN4Zf0l&feature=youtu.be>



High Fidelity: Find Food Landing Page

In the Find Food Homepage there are 3 main elements.

First is a COVID-19 banner message indicating a call to action that is meant to catch users' attention. If users are uniquely affected by COVID-19, the best way for them to get help is to call the Foodbank directly.

The second is a find resources near me call button with a short message above it, located at the center of the page and users' line of vision. Through user testing, we found that this was the most effective way to communicate to users that they should click on the button to find resources near them.

Finally an All programs option lies at the bottom of the page, right above the fold. The option is a way for returning users or guides to go directly to the resource they may already want. In this page, we've prioritized helping new users find food resources specifically catered to them through the placement and prominence of the find resources near me button.

The screenshot shows the homepage of the Greater Pittsburgh Community Food Bank's "Find Food" section. At the top, there's a navigation bar with links for "Tools For Our Partners", "Pressroom", "About Us", "COVID-19", "What We Do", "The Impact", "Get Involved", and "Ways to Give". There are also "Find Food" and "Donate Now" buttons. Below the navigation is a banner with a blurred background of fresh produce. The banner text reads: "The food bank has lots of programs. Having trouble finding the right ones for you? Take a short quiz to help get the resources you need." Below the banner is a red button labeled "Find Resources Near Me". Further down, there's a section titled "ALL PROGRAMS" with a dropdown arrow. A sub-section below it says: "We've put together a list of all the resources offered by the food bank. Scroll through to see some of your options and click for more details!" Below this, there are nine grid items, each with a thumbnail image and a title: "Grab & Go Sites" (showing a child), "Produce to People" (showing a person with a basket), "SNAP" (showing a family with a shopping cart), "Emergency Distribution" (showing a bag of groceries), "Senior Boxes" (showing a person with a box), "Summer Food" (showing a child), "Green Grocer" (showing a sign for "GREEN GROCER"), "Healthy Eating" (showing a person with a tent), and "Other Resources" (showing a group of people).

High Fidelity: Quiz

The image displays two screenshots of the Greater Pittsburgh Community Food Bank website, illustrating the quiz process.

Screenshot 1: Initial Quiz Screen

- Header: Tools For Our Partners, Pressroom, Find Food, Donate Now.
- Breadcrumbs: Home | Find Food | Find Resources Near You.
- Section: Find Personalized Food Resources.
- Text: "Take a short quiz to find food resources that work the best for you!"
- Text: "Our tool can help you figure out which resources are best for you, whether its weekly free groceries or monthly free boxes for seniors. Resources will be highlighted on the map and calendar views in real-time as you use the tool."
- Buttons: Take Quiz, Skip this Quiz.
- Text: "Or call the Greater Pittsburgh Community Food Bank for more assistance at 123-456-8910"
- Map View: A map of Pittsburgh showing various neighborhoods like Lawrenceville, Troy Hill, Polish Hill, Bloomfield, Squirrel Hill, North Shore, Uptown, Mt. Washington, and Shadyside.
- Text: "Find a food pantry, partner agency or program near you. Please note agency availability and services are subject to change and agencies serve according to a geographical service area. Please call ahead to confirm service area, hours of operation, and documentation requirements."

Screenshot 2: Address Input Screen

- Section: Find Personalized Food Resources.
- Text: "Enter the address or zip code of a place you're often at (home, work, a family member's house) to find resources near there:

 - Input field: 1027 Forbes Avenue, 1027 Allegheny Street, 1027 Center Avenue.

- Text: "Why Do We Ask for This?"
- Text: "The results list will be prioritized by first choosing options that are closest to that location. The default search radius is two miles but you will be able to edit that within the results page."
- Buttons: Back, Next, Skip this Question.
- Map View: Same map as the first screenshot.
- Text: "Find a food pantry, partner agency or program near you. Please note agency availability and services are subject to change and agencies serve according to a geographical service area. Please call ahead to confirm service area, hours of operation, and documentation requirements."

When a user clicks on “Find Resources Near Me”, they are led to a short quiz which notes their preferences to show resources that best fit their circumstances. If they’re in a hurry or have taken the quiz before, they can easily skip it. For each question, we tell the user why we’re asking for that specific information, as well as allowing for skip functionality. The first question revolves around location, to try and identify resources closest to them.

To the right of the quiz, a map of Pittsburgh is changing in real time to reflect the preferences the user has entered. They can hover over the pins that appear to show a little bit of information about that specific location.

The second question focuses on the user’s availability throughout the week, dividing each day into 3 chunks. And finally, the third quiz question gauges what kind of food assistance or experiences the user wants.

High Fidelity: Map View

The screenshots illustrate the 'Find Resources Near You' feature on the Greater Pittsburgh Community Food Bank website. The top screenshot shows a list of resources on the left and a map of Pittsburgh on the right. The bottom screenshot shows a search interface where a location radius has been set to 2 miles.

Top Screenshot (List View):

- CHS Food Pantry**: Located at 3701 Penn St., 15213. Daily Distribution, Monday - Friday, 1pm - 4pm, Thursday, 1pm - 4pm. Offers Fresh Produce.
- Soup Kitchen**: Located at 3701 Penn St., 15213. Daily Distribution, Monday - Friday, 1pm - 4pm, Thursday, 1pm - 4pm. Offers Fresh Produce.
- Somewhere**: Located at 3701 Penn St., 15213. Daily Distribution, Monday - Friday, 1pm - 4pm, Thursday, 1pm - 4pm. Offers Fresh Produce.
- Somewhere**: Located at 3701 Penn St., 15213. Daily Distribution, Monday - Friday, 1pm - 4pm, Thursday, 1pm - 4pm. Offers Fresh Produce.

Bottom Screenshot (Search View):

Location Radius: 1 mile to 25+ miles. Within 2 miles of the location you entered: CHLV, 3rd Fri PM, 3701 Penn St., 15213. Offers: all kinds of food or meat or fish. We are one of the busiest food pantries in Allegheny County.

Transportation Mode: Car, Public Transit, Walk/Bike.

Find a food pantry, partner agency or program near you. Please call ahead to confirm service area, hours of operation, and documentation requirements.

After the user completes the quiz, they are presented with a list of available resources including food pantries and events such as produce to people. The resources that fit all the constraints they filled out during the quiz are listed above a grey bar. Below the grey bar, we display other possible options to the user, even if those options don't meet all their criteria. This is so that we can increase their exposure to the available options instead of limiting them. However, at any point, the user is able to use the filters at the top of the screen to change the preferences they previously entered in the quiz.

Each resource on the list includes key information such as name and contact number, hours of operation, address, and what to expect, whether that be a hot meal or pre-packaged groceries.

On the right half of the screen is the same map, displaying all the resources listed on the left side of the screen. The resources on the list and their corresponding symbol on the map are coordinated by color and size. When a user hovers above a resource on the list, that resource is indicated on the map through a slightly larger and lighter symbol.

High Fidelity: Calendar

The screenshot shows the Greater Pittsburgh Community Food Bank website. At the top, there's a navigation bar with links for 'Tools For Our Partners', 'Pressroom', a search icon, 'Find Food' (in a green button), and 'Donate Now' (in a red button). Below the navigation is a main menu with 'About Us', 'COVID-19', 'What We Do', 'The Impact', 'Get Involved', and 'Ways to Give'. The main content area features a list of food pantry resources:

- CHS Food Pantry**: WEEKLY Tues-Sat, 11AM - 5PM, 370 Lawn St, 15213. Offers 'Toilet Paper' and 'Fresh Produce'. Description: We provide individuals and families with fresh fruits and vegetables, all kinds of non-perishable food items, access to dairy products, and choices of meat or fish. We are one of the busiest food pantries in Allegheny County.
- Soup Kitchen**: MONTHLY, 3rd Fri, 2PM - 7PM, 370 Lawn St, 15213. Offers 'Hot Meals'. Description: We provide individuals and families with fresh fruits and vegetables, all kinds of non-perishable food items, access to dairy products, and choices of meat or fish. We are one of the busiest food pantries in Allegheny County.
- Produce to People**: MONTHLY, 3rd Fri, 11AM - 5PM, 370 Lawn St, 15213. Offers 'Fresh Produce'. Description: We provide individuals and families with fresh fruits and vegetables, all kinds of non-perishable food items, access to dairy products, and choices of meat or fish. We are one of the busiest food pantries in Allegheny County.
- Another Pantry**: MONTHLY, 3rd Fri, 11AM - 5PM, 370 Lawn St, 15213. Description: We provide individuals and families with fresh fruits and vegetables, all kinds of non-perishable food items, access to dairy products, and choices of meat or fish. We are one of the busiest food pantries in Allegheny County.

On the right side, a calendar for May 2020 is displayed. A context menu is open over the 1st of May, listing options: 'Save & Export', 'Download as PDF', 'Export to Calender (.ics)', and 'Email as Attachment'. The calendar shows several events marked with a green dot and text: 'CHS Pantry 11AM-5PM' on various dates. At the bottom of the calendar, there are buttons for 'Show All Results' and 'Only Starred'.

The map view can also be switched to calendar view using the toggle functionality. Resources that fit users' preferences will be displayed on the calendar by default. Users can also add any resources provided by the food bank to their personalized calendar. When users are done customizing the calendar, they can download the results as a PDF, export it to Calendar apps or email to themselves as an attachment.

Hi-Fidelity (Mobile)

Android - 1

Having trouble finding the right pantry? Take our short quiz to help get the resources you need.

[Find Resources Near Me](#)

Here is a list of food resources. Scroll through to see all options and click for more details!

Grab & Go Site [Learn More](#)

With many schools closed during the COVID-19 crisis, our team is working with local districts to get children the food they need.

Android - 18

Take a short quiz to find food resources that work best for you!

Our tool will help you figure out which resources are best for you, whether it's weekly pickup or a one-time event or a food delivery service. Resources will be highlighted on the map and calendar views in real-time as you use the tool.

[Take Quiz](#) [Skip This Quiz](#)

Or call the Greater Pittsburgh Community Food Bank for more assistance at 123-4567-8910

Android - 35

Enter the address or zip code of a place you're often at (home, work, a friend's house) to find resources near there:

Android - 13

Enter the address or zip code of a place you're often at (home, work, a friend's house) to find resources near there:

Android - 36

Enter the address or zip code of a place you're often at (home, work, a friend's house) to find resources near there:

Android - 11

Product To Reuse [Learn More](#)

Product to reuse personal items with up to 50 pounds of fresh fruits and vegetables each and every visit.

SNAP [Learn More](#)

Next assistance applying for the Supplemental Nutrition Assistance Program (SNAP)? We can guide you through the process.

Android - 21

Which of the following times are available to visit a pantry? Select all that apply.

Su Mo Tu We Th Fr Sa
8am-12pm
12pm-4pm
4pm-8pm

Android - 12

What kind of resources or experiences are you looking for?

Su Mo Tu We Th Fr Sa
Prepared Hot Meal
Pre-Packed Grocery Boxes
Delivered Food
Shopping Style Food Pantry

Android - 24

What kind of resources or experiences are you looking for?

Su Mo Tu We Th Fr Sa
Prepared Hot Meal
Pre-Packed Grocery Boxes
Delivered Food
Shopping Style Food Pantry

Android - 29

Android - 31

Android - 32

Android - 37

Android - 38

Android - 40

Android - 41

Android - 42

Android - 43

Android - 44



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Roadmap

Roadmap

