

An aerial photograph of a city at dusk or night. The sky is a deep blue with scattered clouds. In the foreground, there's a large industrial building with a dark roof and some illuminated windows. A bridge with a distinctive diamond-shaped pattern on its railing spans across a river. In the background, there are more buildings, some with lights on, and a tall, thin skyscraper on the right side.

H₂O



Who are we

H2O
Mission

→·← Humans to organizations

 Alleviating food insecurity issues among low income and homeless communities

 Convenience and a holistic view of the information available

Michael, 34





Food
Availability

Hunger Issue in USA



Technology Industry

🔍 We are serving: low-income population

👤 What we aspire to resolve: Information Asymmetry in technology industry



why
Now?



MVP Solution



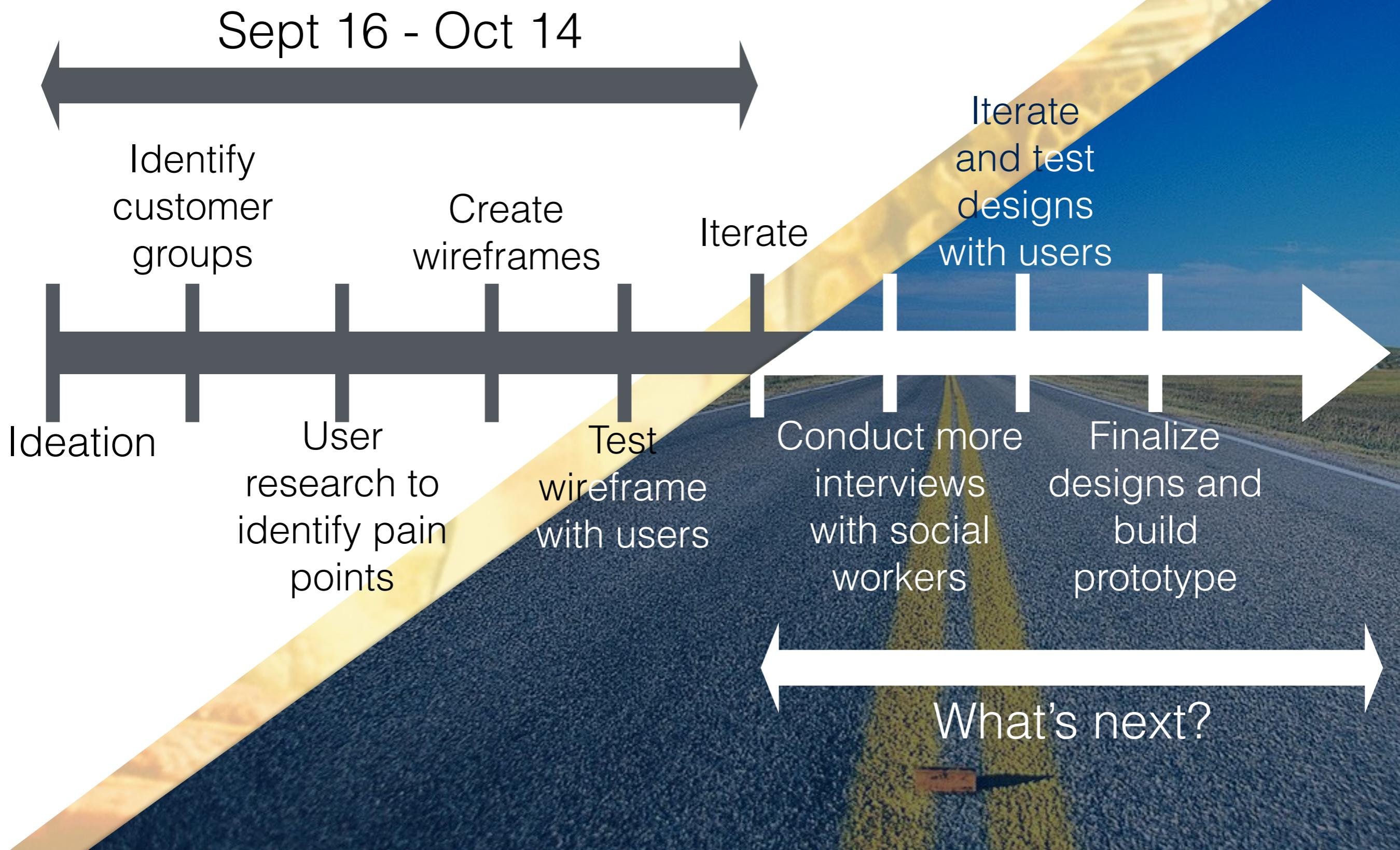


Competition



	Google	FriendsinDeed	Counselor	Word of mouth	H2O
Location support	✓				✓
Schedule and Timings		✓			✓
Up to date info	✓		✓	✓	✓
Self-service	✓	✓	✓	✓	✓
Calendar					✓
Notification					✓
Non-Smartphone support		✓	✓	✓	✓

⌚ Timeline



Slide 1:

Hi, we are Humans to Organizations or H2O.

Slide 2 - Our goal/mission/solution:

Our primary goal is to alleviate food insecurities in Ann Arbor, and we plan on doing this by leveraging the prevalence of mobile technology to increase access to food resource information.

Slide 3 - Scenario:

This is Michael. He just moved to Ann Arbor, and recently lost his job. He is running out of his savings, cannot afford food, and is forced to seek help. He is not in the network of the tight knit homeless community to take advantage of any word of mouth information - the way most homeless people currently find out about how to get free meals. He's reluctant to seek help from social services due to the stigma surrounding those needing aid.

Why now:

The widespread use of mobile technology across the world has opened up many opportunities to increase access to information to those who are underprivileged. In the United States, almost all adults have cell phones. Even the homeless have government issued phones. Currently there are 13 million people with government issued phones.

The hunger issue in United States is far more than food availability see , and we are here to level the asymmetric information technology available. In a sense, we are serving people particularly identified, as low-income who have been ignored for so long by the information and who have been desperately seeking social services in person.

MVP Solution:

We propose a platform aggregating the information of free food around Ann Arbor into one place. We first have the smartphone application, which provides information of locations, event times and dates of organizations that serve free food. The user simply types in a keyword, like the @a-location they want, and it will show you every place that serves free food near this location., The user can subscribe to this place and it will record all events this place has into the calendar, as well as set up alerts for events via text or email. When subscribing for the first time, a phone number or email is required. An account will be created automatically and you can manage all the locations you subscribe to or change contact information if needed to.

map->ability to check locations

calendar->ability to format

info/supply->see what time/location a place is, how much food they have left

Sign up->ability to customize how you want to be notified

contacts->ability to reach out

Texting slide:

While our current solution is mainly geared towards low income population with smartphones, we are moving towards integrating

And we also have a text-based service for the people with non-smartphones. Text your location to H2O and we will send you back a list of food locations based on proximity.

Competition slide:

While there isn't any specific competition, the resources that our target community could use to find out about places that serve meals are listed here at the top of the table. We analyzed different features and services offered in each of the options and designed H2O to be truly a human centric solution.

Timeline slide:

We've been practicing the idea of innovation through the whole process of this project, and we aspire to continue this ideology for our future engagement. We have completed user research, wireframing, and testing our designs with our users. Moving forward we hope to interview more social workers and continue to build out this product and make it sustainable.