

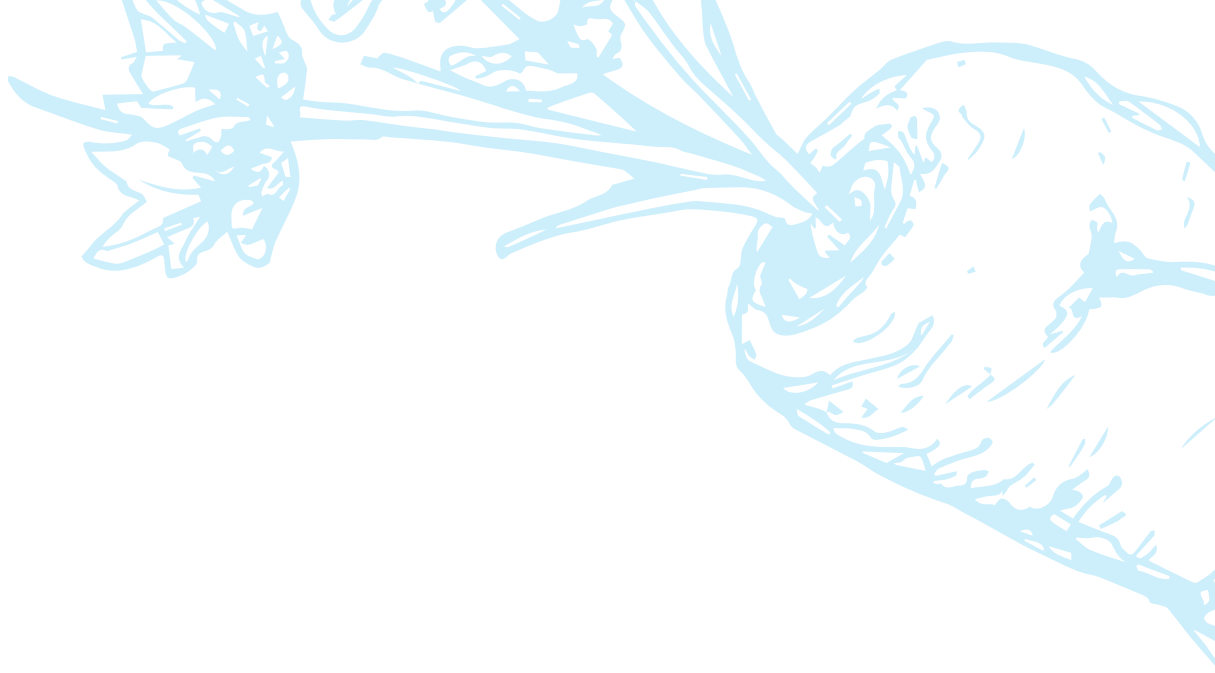


# Market FOR Hunger

In Partnership with Feeding America.



**Background**



# Project Brief

To create an environmental data visualization experience where individuals can discover unexpected patterns and relationships using a digital interface.



BACKGROUND

RESEARCH

IDEATION

DEVELOPMENT

RESULTS

# Team



## HAO TRIEU

Interviews, User Journey Map, Paper Prototyping, Branding, Interface Design, Animation, Video Editing



## BROOKLYN BELL

Interviews, UX Research, Paper Prototyping, Data Collection, PSA Design, Case Study, Pitch



## SARAH CEDERBERG

Surveys, UX Research, Paper Prototyping, Data Collection, Data Visualization, Videography, Case Study



BACKGROUND

RESEARCH

IDEATION

DEVELOPMENT

RESULTS

The background of the slide is a solid orange color. Overlaid on this background are numerous thin, dark orange, hand-drawn style lines that swirl and loop across the entire frame, creating a complex, organic pattern. In the center of the slide, the word "Research" is written in a bold, white, sans-serif font.

# Research

# Competitors

## **BARS, BREWERIES, AND NIGHTCLUBS**

Going to the bars or brewery is a great space for someone trying to go out on a Friday night, are open late into the evening, and have consistent food and drink options.

### **Weaknesses**

- Predictable experience
- Atmosphere doesn't encourage mingling between groups

## **STAYING AT HOME**

A Friday night activity that's comfortable and requires no planning. Might include watching Netflix, playing board games, and eating food. Why go out when it's affordable, familiar, and you don't even have to leave the couch?

### **Weaknesses**

- Boring
- Isolating



# Contextual Research

We went to Richmond Night Market, while we considered what type of night market we wanted to cover. The event was more like a fair, but the observations would further refine our concept.



# Contextual Research



## ENTERING EVENT

- Advertisements along wall prepared us for the event
- Admission charged at the entrance



## EXPERIENCE

- Limited payment methods available
- Lines felt slow
- Few places to sit



# User Research

We distributed a 9 question survey aimed at understanding who attends night markets, and how they interact with the event. Here's a bit of what we learned from 47 responses.

## SURVEY RESPONSES

**53%** of respondents were between 18 and 24  
27% were 25-34  
11% were 35-44  
9% were over 45

**87%** do not regularly attend a night market  
13% regularly attend

**83%** indicated that they attended with friends  
51% have attended with family  
53% have attended with a significant other  
13% have attended on their own

## SURVEY RESPONSES

"It's more than that, **it's community building**, introducing parents to each other or vice versa and **just having a culture** around for those cultural night markets."

"I really like night markets but long lines and **usually the same food every year**. But still, fun to go with friends if you have nothing to do that night or never been before"

# User Journey



We outlined user journeys for our users, starting with an 18-24 year old who attends with family and can't drink.

# Personas



## **MEGAN, 22**

### **Goals**

- Reconnect with loved ones

### **Pain points**

- Not knowing where to go

Megan is a student entering her senior year of college. She returned home for the summer to save money on rent and is taking time to reconnect with her family and friends.



## Scenario

Megan and her family reach the ticket booth after waiting in line and they receive wristbands. Her dad connects his credit card to their wristbands but specifies a limit of \$20 each.

# Personas



## **ZACH, 30**

### **Goals**

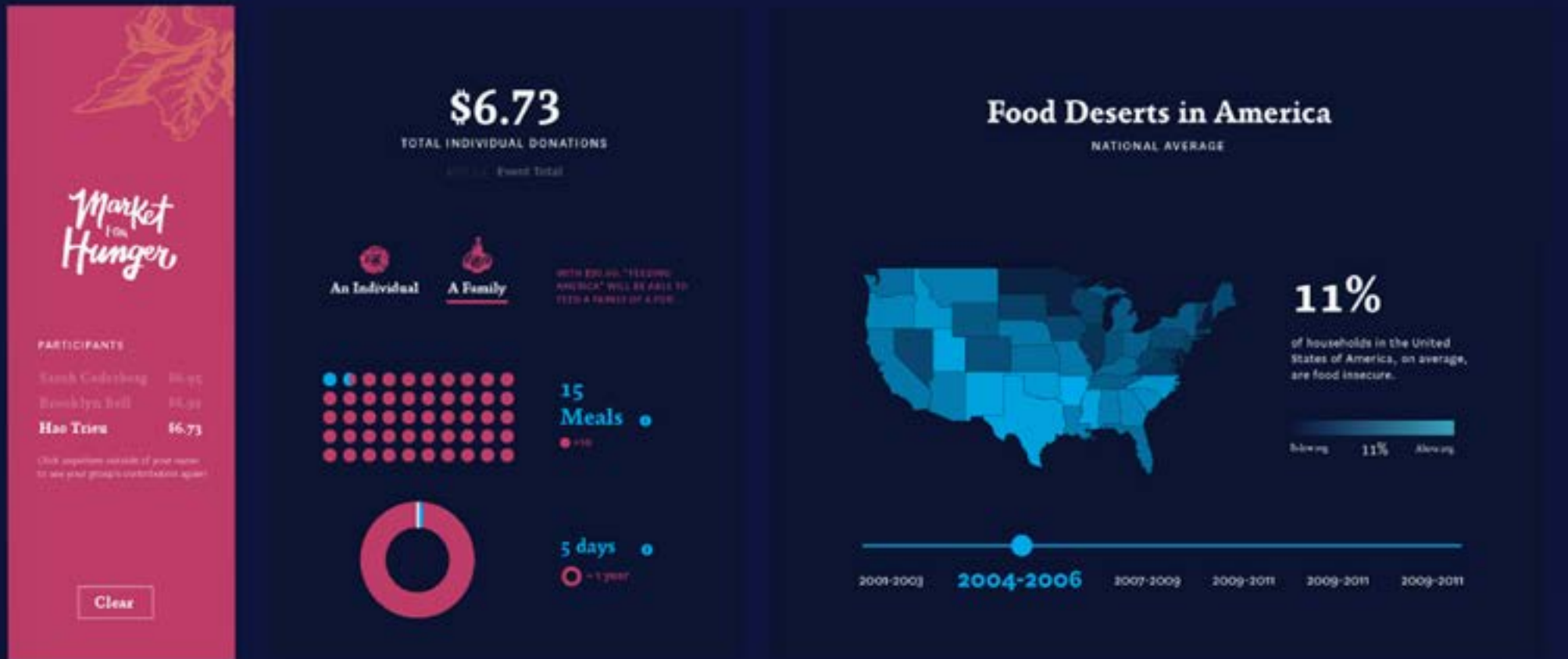
- Meet new people
- Connect with community

### **Pain points**

- Feeling rushed

Zach recently relocated to teach at a local high school. He has friends in the area that he spends time with but wants to find ways to meet new people and be more involved in his community.





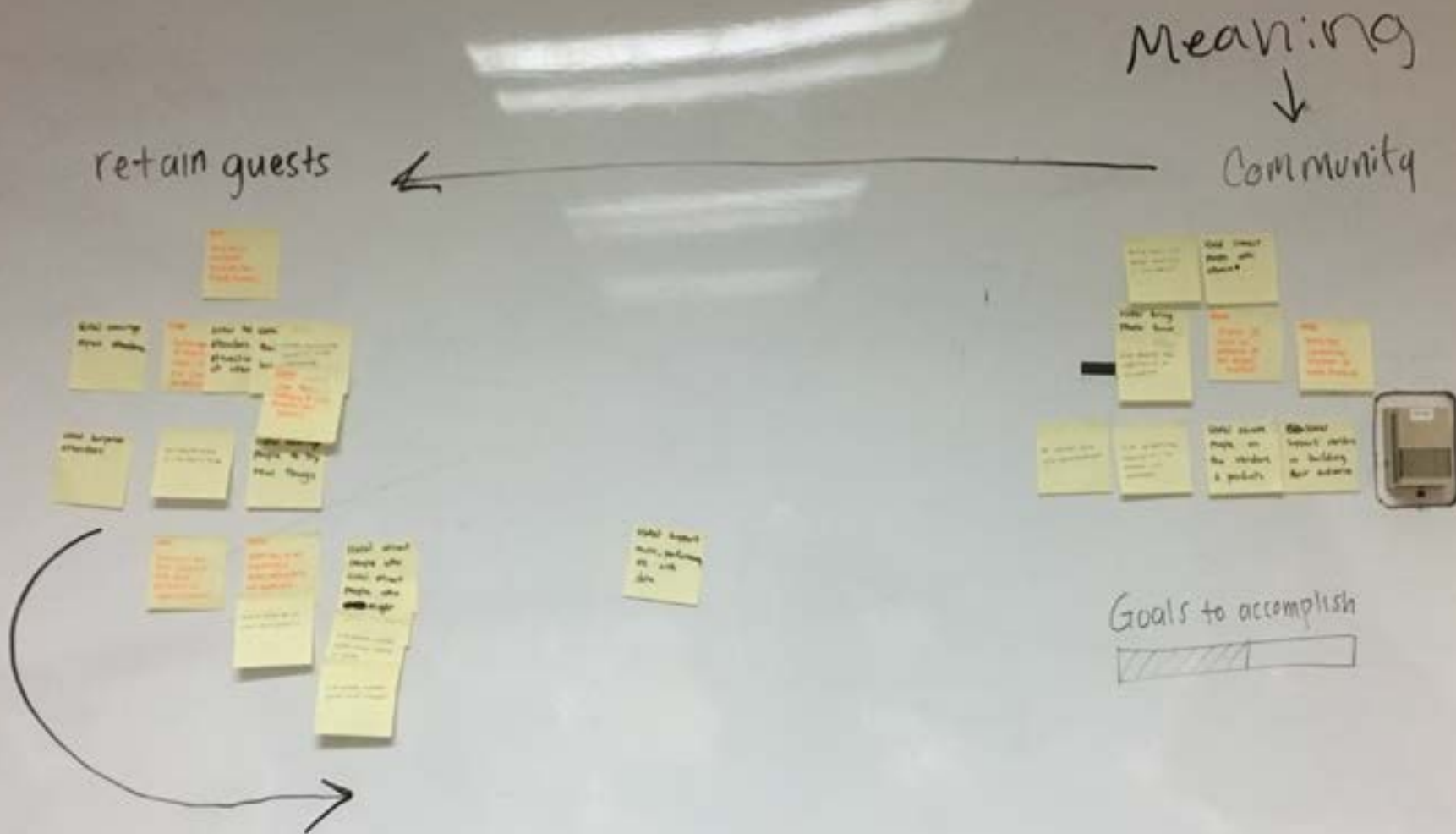
## Scenario

Zach walks up to a kiosk at Market for Hunger, and he scans his wristband to learn more about the benefit. Another person asks if they can use the screen, too.



# Ideation





# Brainstorming

After our research, we all dissected the information by writing notes as the question “How might we...?” and posting them on the wall. We selected three notes each that best addressed our user’s goals and needs.

# Goals

## USER

1. Spend time with friends
2. Enjoy food and drink
3. Feel connected to others

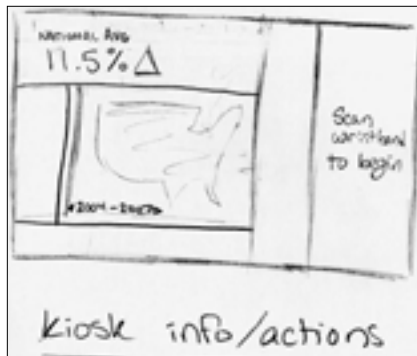
## BRAND

1. Elicit an emotional response
2. Educate communities
3. Foster sense of community

## BUSINESS

1. Expand event recognition
2. Raise Funds for Feeding America.
3. Support the local economy

# Concepts



## CAUSE BASED DATA

Inform attendees, and provides a common goal to strive towards.

**Pro:** Develops a sense of purpose

**Con:** May guilt attendees

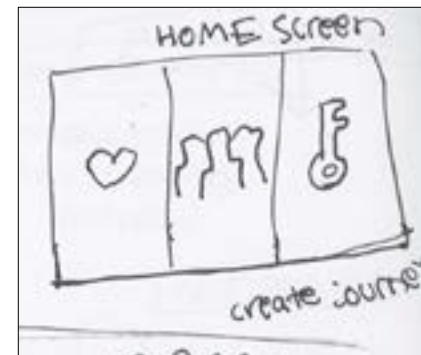


## WAYFINDING

Provide a touchpoint that can assist users during the event.

**Pro:** Easier to navigate event

**Con:** Doesn't foster community



## ADVENTURE PATH

Create an itinerary for attendees based on their interests.

**Pro:** Engage in new activities

**Con:** Might crowd certain spaces

**41 million**  
people face hunger in the U.S. today

## **Product Statement**

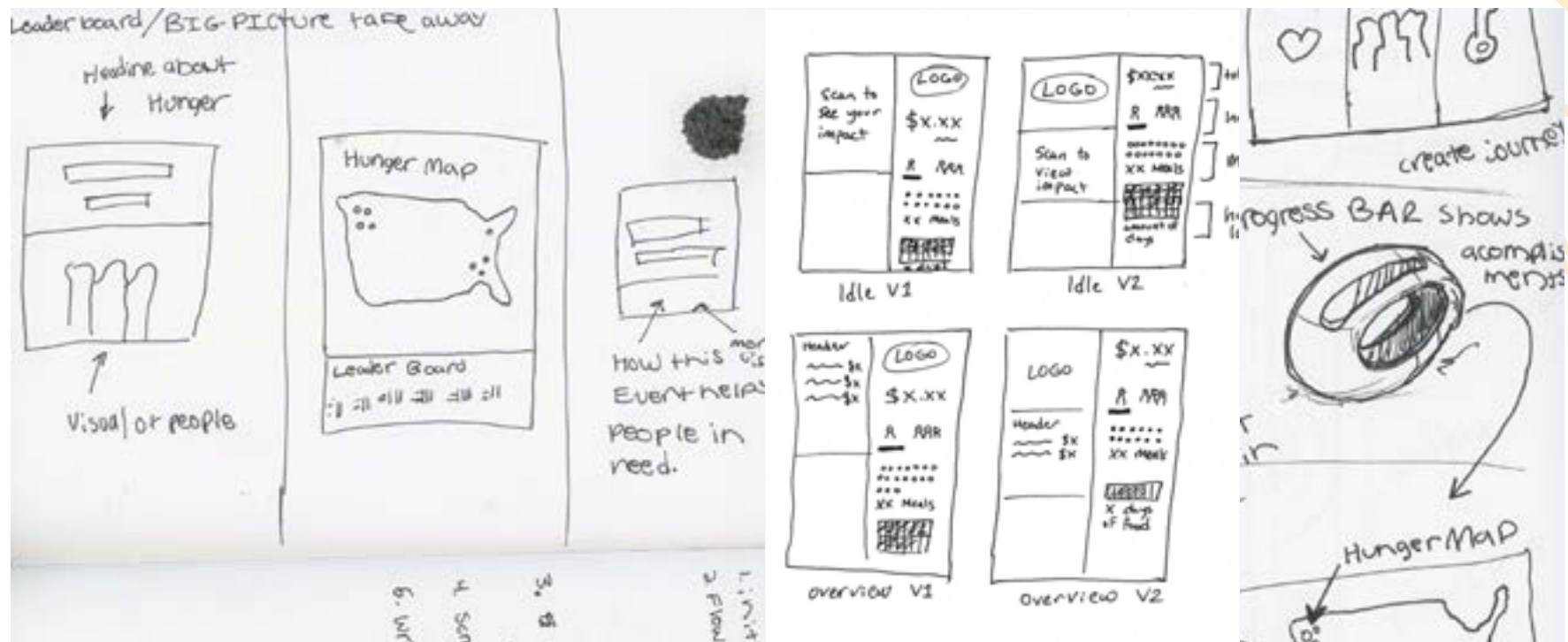
Create touchpoints within a night market for attendees that elevates their sense of community and purpose.





# Development

# Sketches



After we worked through the user flow of our system, we began developing our concept. At this time, we had paired together all three of the concepts from the ideation phase.





# Paper Prototyping

After constructing a simplified user flow for our product, we conducted user testing for our concept. From the feedback received, we would move away from the adventure path concept, and focus on visualizing hunger and fundraising data.

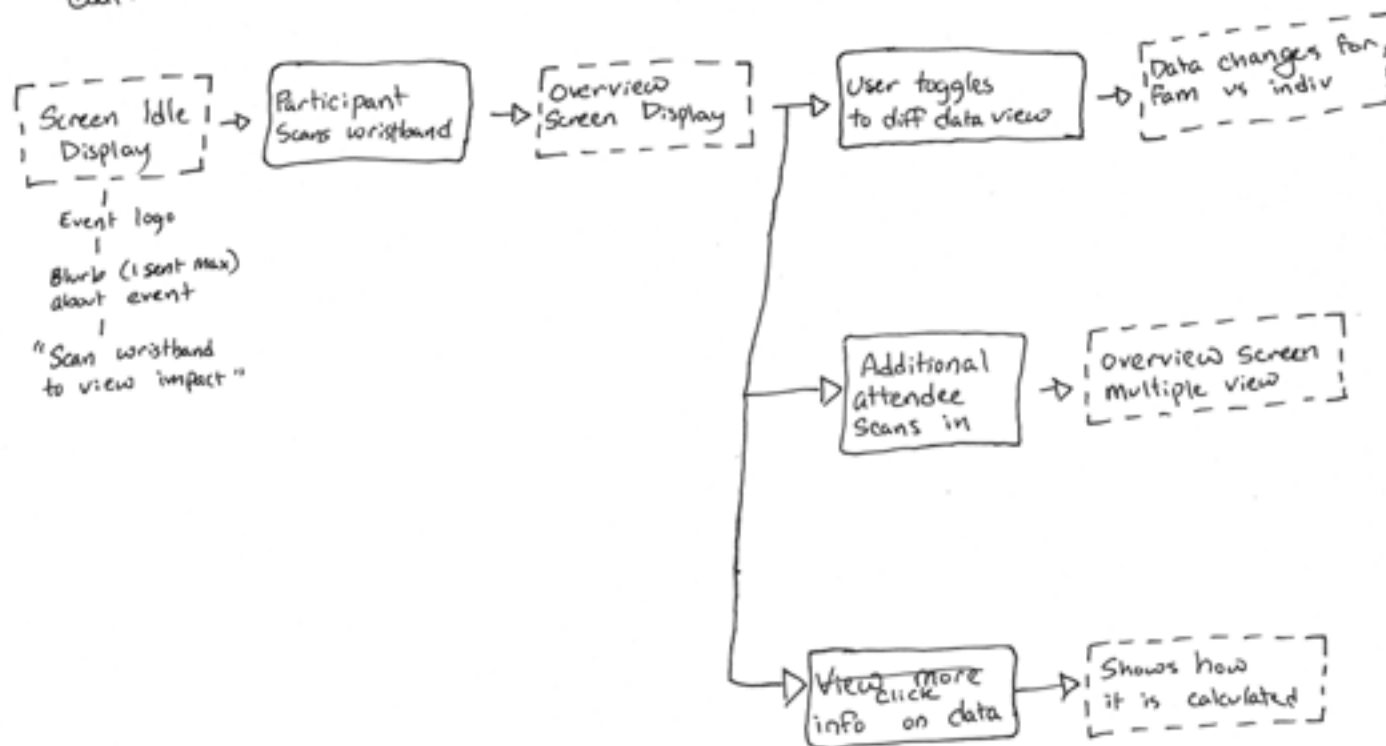


# Fundraiser Progress Flow

## USER FLOW

Progress Screen

Goal: Visualize donations in how they impact hunger in US.





# Results



## Wayfinding and Payment

When attendees approach the entrance ticket booth, they will add funds to their event account to use during the evening via a smartwatch. This serves as the event-wide payment method.



## View the Impact

Attendees will have access to kiosks that showcase how their donation will impact those in need, in addition to exploring trends in food insecurity using an interactive display.





# Empowering Community

Within the event space, informational graphics will open a dialogue between friends, family, and the community on hunger and food insecurity.

# Final Thoughts

## **SARAH**

This project really provided me with a lot more experience in terms of UX, team communication, and it was also the first time I ever got to film using a green screen, which was really interesting! In general the changes we made along the way to ease some of the pain points were excellent discussions, and I'm glad to see how far we've gone with it.

## **BROOKLYN**

I learned so much through working on the market for hunger. This project forced me to dive deeper into learning the UX process and pushed me to be creative in problem-solving. One of my favorite bonding moments was when we all went to the Richmond night market together. We experienced the pain points together as a group and we were able to understand the environment better.

## **HAO**

With this project I learned a lot about visualizing an experience outside of a mobile app and VR. I had to think about the whole space and where things would go. I was able to really hone my art direction skills and learn more about making (informed) decisions when it came to visual design. It was also really valuable learning about data visualization - it required a whole new way of thinking.