

Kiosk

outreach design for the food project



Jiaying Wei, Kristyn Walker, Meghan Tighe,
Celine Ta, Liani Lye, Dennis Chen

Introduction

- TFP Mission
- Food Inequality
- Outreach Goals
- Barriers to Outreach

Project Overview

Design Process

- Values
- Sketch Model

The Big Picture

Presentation Overview

The Food Project

“productive **community** of youth and adults from diverse backgrounds”

“sustainable food system”

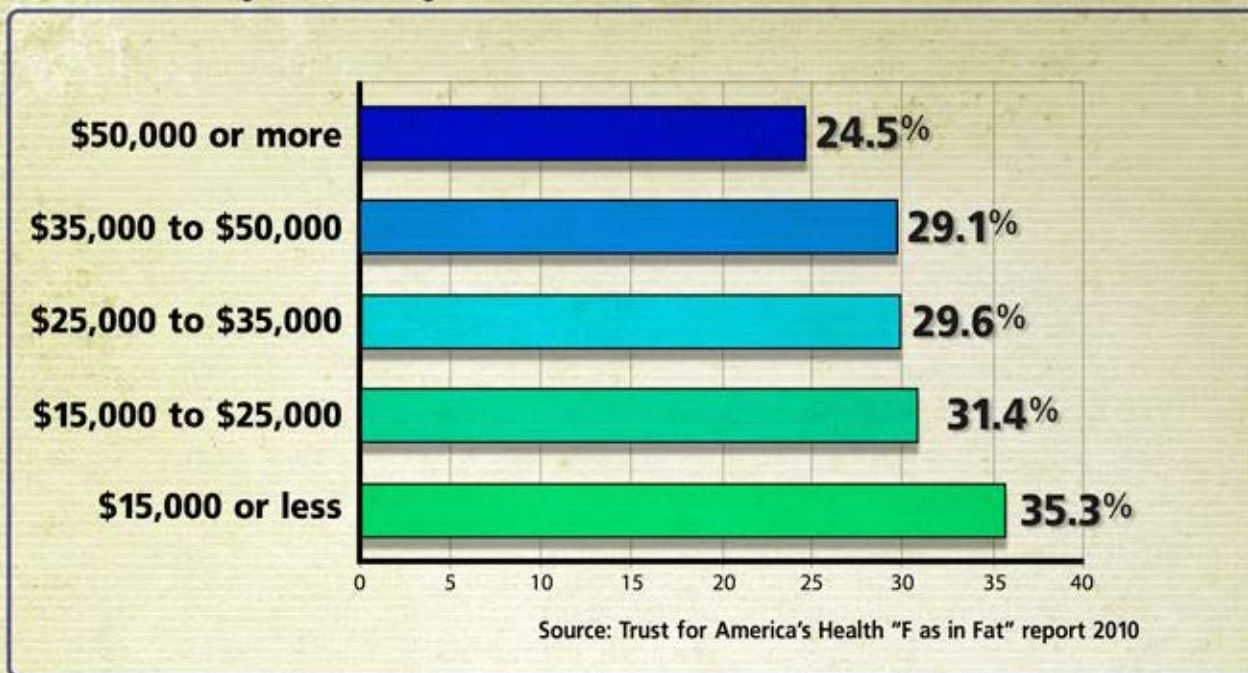
“healthy food for residents of the city and suburbs”

“youth **leadership** opportunities”

“Most importantly, we strive to inspire and support others to create change in their own communities.”

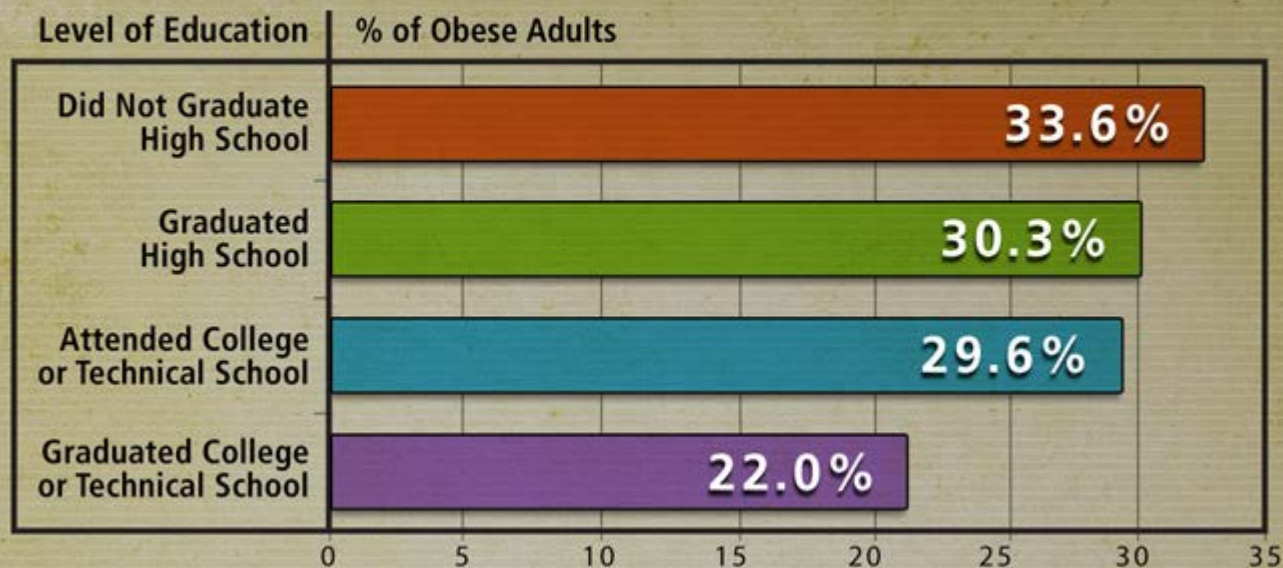
Food Inequality

Obesity Rates by Income Level



Food Inequality

Education Level & Obesity



Source: Trust for America's Health "F as in Fat" report 2010

Outreach Goals

- Build a stronger relationship with the community
- Raise awareness about food justice
- “Breaking the Silence”
- Offer opportunities for self-help
- Build a network through collaboration

Barriers to Outreach

Information Inequality

- Lack of access to internet
- Irregular schedules

Community Barriers

- Lack of funds and support
- Lack of trust
- Politics

For developing non-profit organizations, raising awareness of both the target issue and the organization itself is crucial to success.

Why a kiosk?

Fairs/ Festivals

Churches

Greenhouse

Physical presence

Easier to “stumble upon”

Tangible, interactive experience

Usage Context

Values

Versatile

Mobile

Interactive

Durable

Presentable

Value: Mobility

Collapsible Frame

Advantages:

- Can be transported in a sedan

Limitations:

- Less stable

Caster Brakes

Advantages:

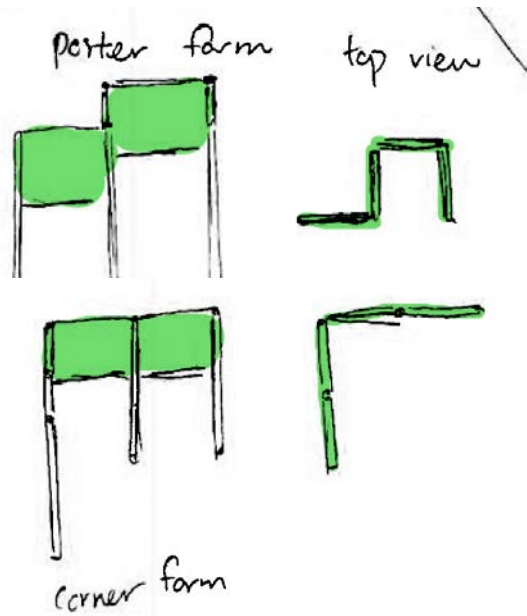
- One-person transportation

Limitations:

- Less stable



Value: Versatility



270° Hinged Panels & Slots

Advantages:

- Adjusts for various configurations of presentation space
- Easy reorganization of content

Limitations:

- Panels cannot be taken apart

Pegboard

Advantages:

- Modular layout
- Durable

Limitations:

- Can be flimsy without proper backing



Value: Durability



Weatherproof Materials

Advantages:

- Easy to Maintain (one-time cost)
- Long-lasting

Limitations:

- Expensive

Expectations:

- Laminated non-distributive materials

Value: Interactive

The “Take-Something, Leave Something” Philosophy

Index Card Stories

Post-Its

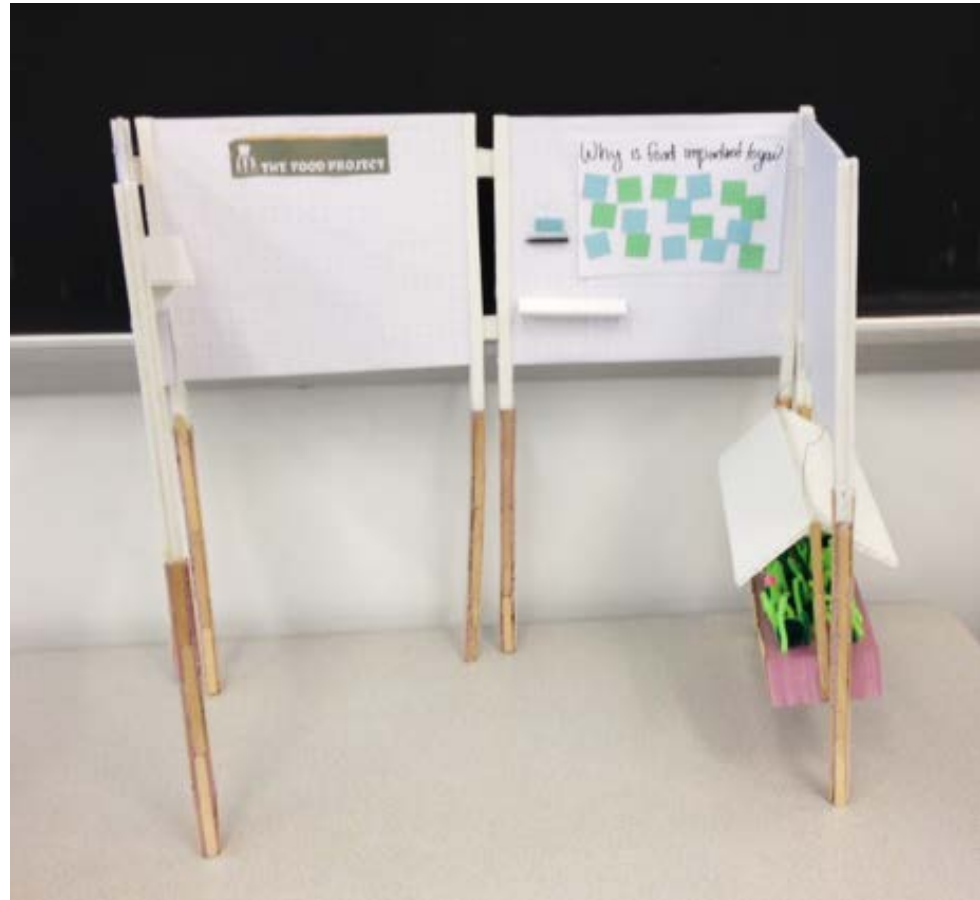


Hanging Planters

Voice Recordings

Everyone has something to bring to the table. Small contributions from each person lends itself to a sense of belonging and a shared set of diverse experiences.

Sketch Model



The Big Picture

Community
Development

Socioeconomic
Status

Health

+

Education

