

Regina Food Bank Project Introduction

Project Team Members

Team Strawberries:

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Project Background

The Regina Food Bank has noticed an increase in the amount of phone calls received for food hamper bookings due to the effects of the ongoing pandemic. Unfortunately, the food bank phone operators have been overwhelmed by the call volumes and are unable to attend to each customer immediately due to wait times. The high wait times have resulted in customers dropping the call because they do not know when their call will be answered. Customers also get frustrated with the questions they might need to answer before booking a hamper, which also ends up with them dropping the calls. The food bank would prefer to help all the customers who are reaching out to them for help and would like to limit the number of calls that are dropped so more people in Regina are getting the food they require.

Business Need and Opportunity

The food bank would like to implement an easy-to-use application that allows users to create accounts, answer a short questionnaire, sign in and proceed to book hampers. Although Link2Feed initiated a trial run at the start of the pandemic, it ultimately failed to meet the needs of the food bank and was better suited for real-time sign up. We have the opportunity to develop a solution that allows users to book hampers 24/7. This significantly decreases the call drops and thus, results in more people with food insecurity being assisted by the food bank. It also will make the phone operators less stressed and they will only get calls from the users experiencing trouble, or the users who find it difficult to use the online application. Overall, it will be beneficial for both the food bank and the customers.

Northstar and Carryover Customers

The northstar customers would be the people who are facing food insecurity and need the food bank's help. Any customer that interacts with the application to book a hamper would be a northstar customer since we are trying to make the hamper booking system more accessible.

The carryover customers would be the phone operators and the food bank employees. With the online system, fewer customer will be calling in to book. The phone operators will be less overwhelmed when dealing with the calls, since the volume would decrease significantly.

The other employees of the food bank would also benefit. Since it is easier to book online, more customers will end up booking online and less would show up at the food bank last minute. Therefore, there would be fewer instances of employees scrambling to quickly put together a hamper for customers who did not book.

Project Assumption

- Will use WordPress
- Update GitHub and Wiki frequently
- Will use Adobe XD
- Must create a Minimum Viable Product (MVP) by the end of the semester
- Design a simple, easy-to-use user interface
- Prevent overbooking (create guards to limit orders)
- System support will be provided by a third party

Project Constraints

- Limited communication with client
- Unsure of the technical ability of customers
- Inexperience with WordPress
- Limit of hampers available
- Create a simple interface, we must limit how crowded pages are
- Incentive for chronic users to sign up (since they have already been helped many times through the phone, they might think it is more effective to continue doing that)
- Ability to use the Link2Feed API
- Merging with CRM database might be difficult