**Research Plan Worksheet One-Pager**

*Taken and adapted from Smashing Magazine*

Fill in each of the sections below to develop a research plan for your project.

1. **Title**: Oliver

2. **Authors and stakeholders**: Dan Hefter

3. **Date**: 1/30/2017

4. **Background** - Provide a brief description of the events that led to this study and any relevant

recent history related to the idea or product development. Keep this to around a paragraph.

5. **Goals** - State the high-level reason (or reasons) for conducting this study - try to keep this to

one sentence. If you can’t keep it to one sentence, try to create a short list of goals (no more

than 4!)

6. **Research** **questions**:

***For Food Provider:***

1. How often do you have 5 lbs. or more of edible food left over?

2. What do you typically do with this food?

3. If you had the ability to easily give this extra food away would you?  
4. What delivery method would you prefer to use? (Consumer pickup, Vendor drop off, Vendor package)

5. What concerns do you have?

7. **Methodology** - This section is meant to briefly inform readers of what will happen, for how

long and where.

8. **Participants**: Locals who are hungry or needy or centers that offer food to the hungry/needy

9. **Schedule**: Build Schedule – 1/30 – 2/13, Food Provider and Food Consumer onboarding – 1/14 – 3/1, Live Deployment – 3/1

10. **Script**: I want to learn more about the needs of my food consumers. Where do they live? What are their biggest food needs? What is the easiest/most helpful way for them to pickup or receive food?

Food Consumer 1: Ashley

Ashley is 38 years old and mother to 3 children. She has works 2 jobs and struggles month to month to make ends meet. Sometimes she has trouble providing food for her kids and resorts to going to a local church for food donations. Ashley has an old iPhone and access to a car and would be interested in picking up food on a weekly basis for herself and her kids.

Food Vendor 1: Doug’s Catering

Doug runs a catering business and caters to large events on a weekly basis. Doug often finds himself with plenty of leftover food after an event that usually gets thrown out. Doug would like to donate this food but doesn’t know where to send it to. He also doesn’t want to spend extra time or effort delivering it somewhere.

Questions:

For Vendor

1. How often do you have food leftover?
2. How much food is typically left over?
3. What do you typically do with this leftover food?
4. If you don’t donate it currently – why not?
5. Would you be willing to donate it?
6. For Food Banks within a 10 mile radius of you -what donation method would you be willing to do?
   1. Deliver b. Facilitate Pickup c. other
7. How would you want a Food Bank to contact you?
   1. In the app b. By phone c. email d. other
8. How do you typically measure leftover food? (ie: servings, weight etc.)
9. How long would you keep food up?

For Consumer

1. For vendors located how far away from you would you like to be notified for?
2. For Vendors within that radius - what donation method would you be willing to do?
   1. Deliver b. Pickup c. other
3. How much advance notice would you need to pickup food?
4. What information about the food would you like to see?
5. What credentials do you have that show you are a 501c/non-profit?