## Summary of Customer Notes

### Check in 1.1

31.01.22

#### Shifting from pandemic to new normal over the next years

- inflation/slow recovery
- significant increase in new Customers
    - 2019 - 84000 transactions
    - 2020 - 114000 transactions
    - 2021 - 120000 transactions
- minimal insights on episodic Customers
    - becoming more regular, shifting to chronic
    - often don't regress to episodic
    - weighted towards more chronic Customers

#### Process Changes

- prefab hampers with additional selection
- Customers are worried that they must be early to get food
- 6 month shift to delivery initially
    - 40% delivery
    - capacity goal of 250 day at peak
- Drive-thru model 60% total capacity
- Currently deliver to 50-60 addresses per today with two trucks

#### Booking

- 1 day average wait from booking to available
    - same day drive-thru service
    - 2 day delivery service
- income, household size, dietary needs
- avoid duplicate entries

#### Criteria

- serve folks bi-weekly by providing 7-10 days of food, 70%
- solve food insecurity no provide food security is the goal
- duplication in CRM hinders process
    - episodic
    - chronic
    - agencies

#### Horizon

- school support
- centralized distribution (geographically centered)

#### Modernization

- L2F <-> API <-> Notific
- increased capacity and access, less phone transactions
- WIFI vs pay as you go phone minutes

#### Challenges

- Scale post-pandemic
- Food choice
- Consistent Service
- on-going support
    - trailing documentation
- No longer face to face
    - transactional in nature
- Self-serve portal vs Call-in
    - call in attendant enters info to CRM
- Presenting options
    - dietary
- Selecting times for delivery and pick ups online

---

### Checkpoint 1.2

09.02.22

#### Key Components to the design:

- easy/ user friendly booking
- ongoing access
- Confirmation
- Reduce the barriers that people with food insecurity face.

#### Important Experiences:

- Confirmation that the order was received
- it reduces phone calls and increases people's comfort

#### Agencies' booking process:

- Similar to the process chronic and episodic users go through, just they book a bulk/ batch
- "Just a batch registration"

### Observational Confirmations

- WHAT IS THE MAIN PROBLEM?
  - booking is not easy or transparent to users
- WHAT "EXPERIENCES" (FEATURES AND FUNCTIONALITY) ARE MOST IMPORTANT
  - ongoing access
  - being able to view availability, options, times, confirmation that the booking will happen at that time and place
- WHAT ARE THE SPECIFIC FEATURES THAT ARE IMPORTANT NOW (FOR MVP 1) VS WHAT COULD POTENTIALLY WAIT FOR A FUTURE VERSION?
  - easy booking
  - **confirmation of delivery**
    - wait on: availability and food options
- WHO IS THE MAIN BENEFICIARY (AND WHO ARE THE ONES THAT MAY ALSO BENEFIT FROM YOUR DESIGN IDEAS)?
  - episodic users - northstar customers
    - people who are entering food insecurity
  - chronic users - carryover customers
- AND ANY Q/A
  - what does the organizational workflow look like
  - how far in advance should booking be allowed

---

## Checkpoint 2.1

01.03.22

### FEEDBACK GIVEN FOR LOFIS

- We should make the delivery time in ranges rather than exact times
- General flow is good and makes sense
- Good to know the data of each household member (name, age, gender etc..)
- The houshold data is important for analytical analysis (determine the source of duplicates in the system)

### OTHER NOTES FROM OTHER GROUPS

- Needed but non-mandatory data will be sent to us by Tim
- Family and profile information should only need to be entered once
- Names and age is important for household memebers
- Households can be multiple families
- Household data is important for movement tracking (e.g. shared custody of a child)

### ANSWERS TO QUESTIONS

- Income amount is not really need (cannot be verified)
- Income source is far more important than income ammount
- Household names and age is important to track movement as well as get a good picture for hamper composition

---

## Checkpoint 3.1

16.03.22

### MISC ADDITIONAL NEW INFORMATION

- Canada food guide for categories of food included in the basket
  - potential to add an education piece on this
- expectation management
  - what the user would see as available vs what was delivered

### HIFI FEEDBACK

- landing page - simplify flow
- age missing for household members
- good flow for household vs individual
- check vs x details
  - showing booking status for waiting
  - showing booking status for confirmed
  - explain the delivery
- add integration for confirmation for sms or email

### FUTURE INTEGRATIONS

- 5-10% no shows, visually showing it on profiles allows for potential escalation for repeated no shows
  - analytics on FAQ/Support
  - tie to CRM for line of sight on potential repeat / high volume questions or issues

---

## Checkpoint 4.1

06.04.22

### DEMO FEEDBACK

- The overall look of the website looks good.
- concerned about mobile version vs desktop version
- add an explanation to the user when asking about the number of household members
  - make sure that the user know that the number of household members doesn't include the one who started the registration.
  - the one started the registartion is already registered
- give users a time spot for answering questions
  - for example, "We will get back to you in X amount of hours"
  - Good to give people the opportunity to ask questions