



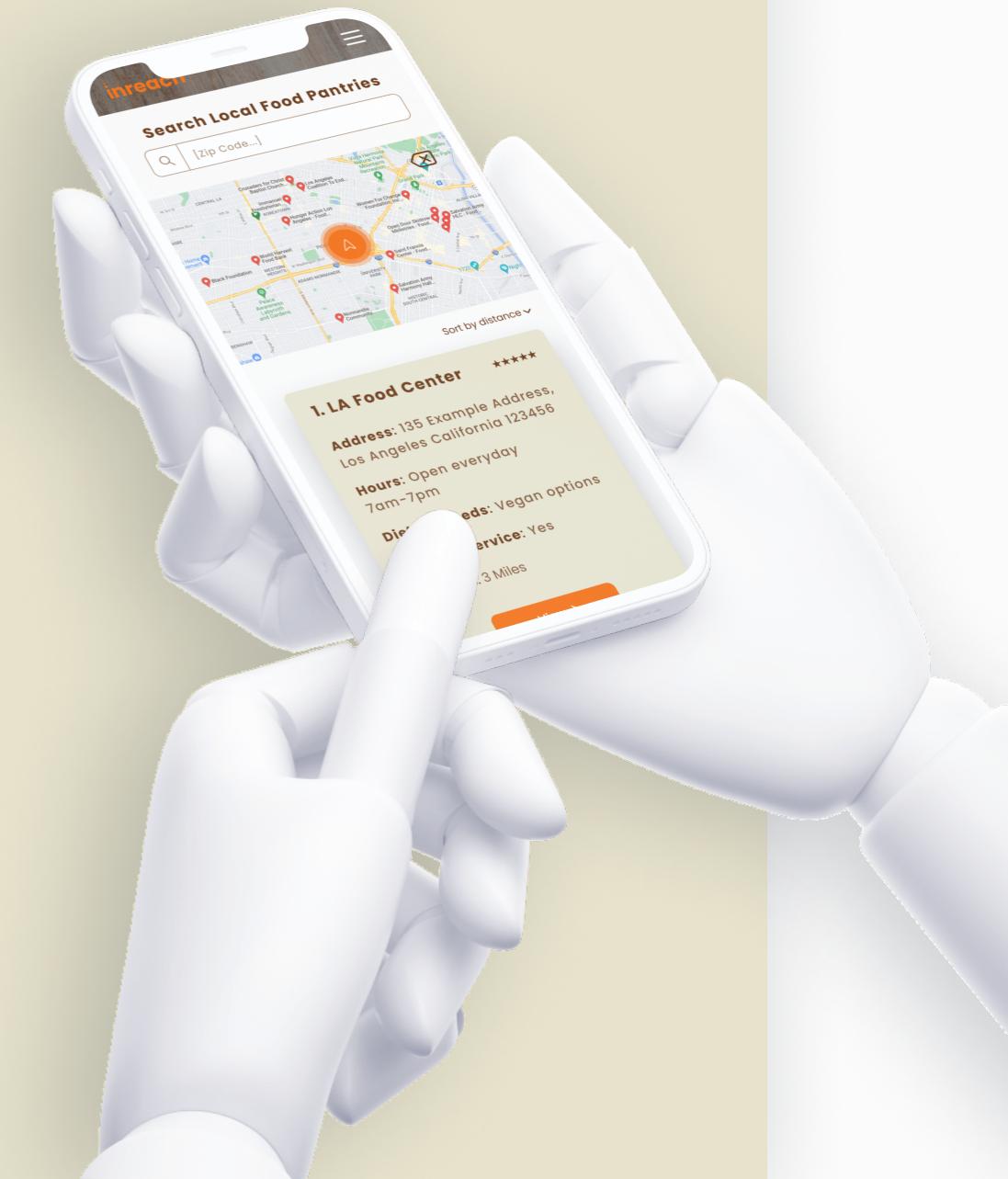
Providing resources
to individuals who
lack reliable access
to food





THE CONTEXT

The goal of this project is to provide essential resources, including food banks, meal programs, and nutrition education, to those who lack reliable access to food due to barriers such as financial instability, geographic isolation, and limited transportation options.



Project Type
Design Proposal

Timeline
November - December 2022

Role
UX Designer

THE PROBLEM

Individuals facing food insecurity need a confidential and easy way to access information about assistance programs that can help alleviate their daily struggles, especially if they experience feelings of shame or embarrassment.

THE OBJECTIVE

Create a seamless user experience by conducting in-depth research, strategizing the user journey with their emotions in mind, and designing an end-to-end experience that empowers users to easily obtain essential resources.

RESEARCH

User Interviews – 3 Key Insights

- Given the potential stress our users may be under, we prioritize a straightforward and easy-to-use application design that helps them quickly find the information they need, creating a sense of calm and support.
- Our users value anonymity due to feelings of embarrassment and shame related to their experiences with food insecurity
- Our users require current, detailed information about food organizations, including dietary restriction options, to best meet their needs.

Competitive Analysis

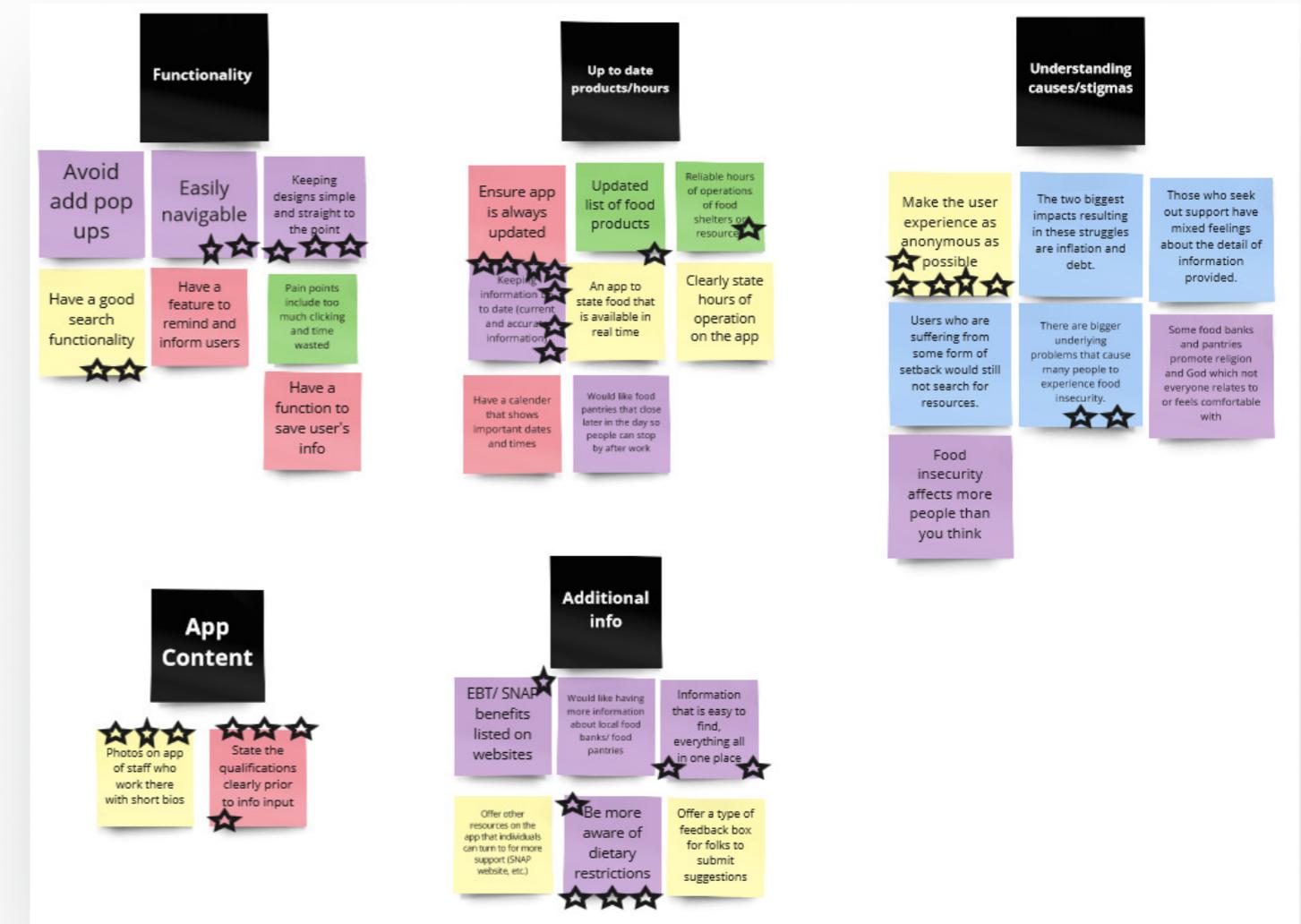
To address food insecurity successfully, we must understand the landscape by staying informed about existing solutions in the marketplace. This helps us identify a unique space where we can offer valuable support to those affected by food insecurity through a strategic plan.

	Clear Mission Statement	Access to Multiple Resources	Informative	Appealing UI	Clear User Flow
USA.gov	✗	✓	✓	✗	✗
SNAP	✗	✓	✓	✗	✗
Ron Finley	✓	✗	✓	✓	✗
Food Project	✓	✓	✓	✓	✓

IDEATE

Affinity Mapping

- After researching, we had a 10-minute brainstorm session with an open-minded approach and no constraints
- We then spent 15 minutes organizing ideas into clusters, labeling each topic for clarity and ease of use
- Next, we identified critical topics and selected the top 4 ideas through dot voting
- The collaborative process encouraged active participation and efficient decision-making, ensuring that everyone's ideas were heard and considered

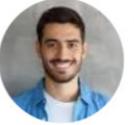


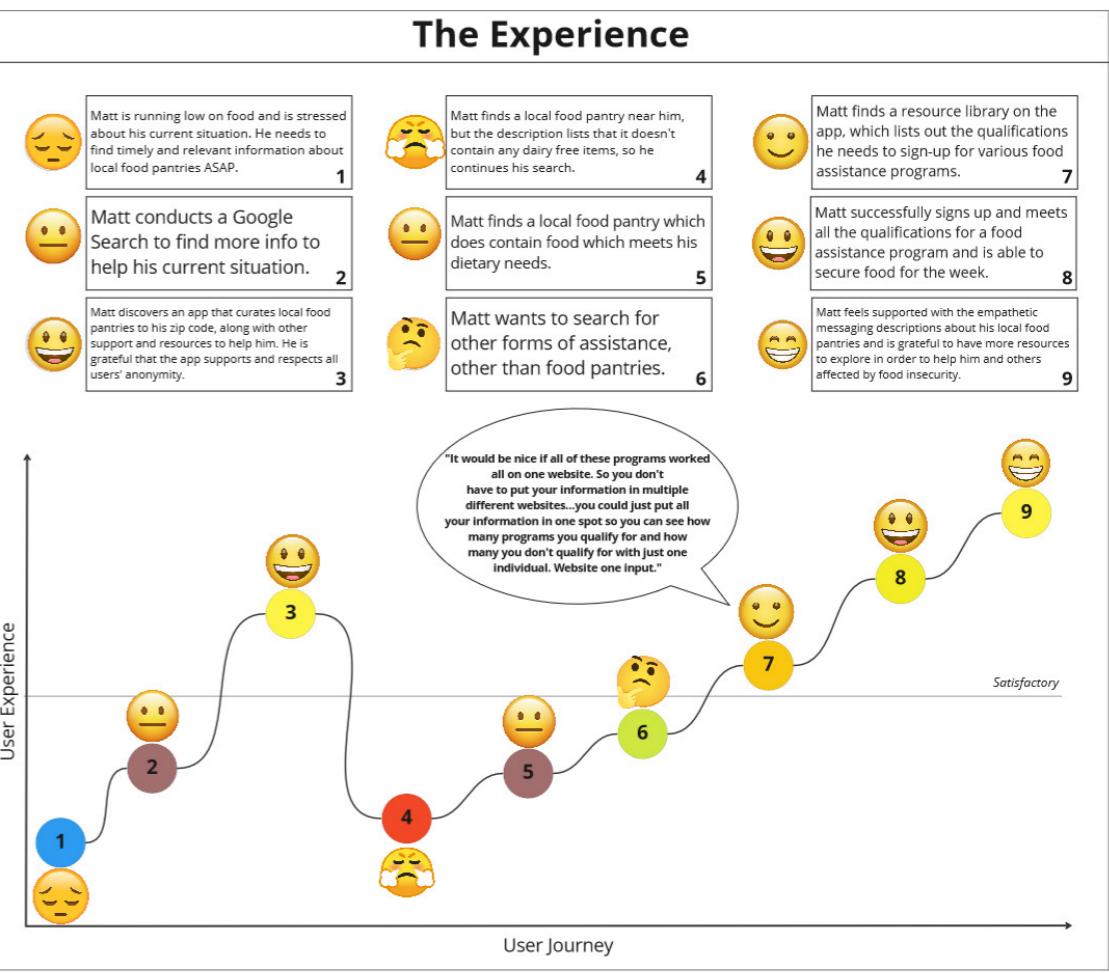
IDEATE

User Scenario and Journey Map

Our research revealed that current food assistance programs often have outdated information, and users want up-to-date information presented in a simple and anonymous manner.

We created a relatable user persona named Matt to showcase the emotional journey of discovering food assistance programs.

Persona	Scenario	User Expectation
 <p>Name: Matt Age: 28 Location: Southern California</p>	<ul style="list-style-type: none"> Was laid-off from his job 1 year ago Is working part-time, but only has enough money for rent Looking for a food assistance program to support him on an ongoing basis as he searches for steady, permanent work Feeling stressed because he has encountered disorganized information about food pantry items, hours, and qualifications Feels that the information regarding food pantries in his searches lacks empathy for his situation 	<ul style="list-style-type: none"> Needs up-to-date info on food descriptions at food pantries Finding the right program that suits his needs and dietary restrictions Assistance in signing up for outside resources (SNAP, job support, etc.) Needs to stay anonymous Needs daily food sustenance



IDEATE

MoSCoW Prioritization Matrix

We allocated 15 minutes to prioritize the essential components of the app that require immediate inclusion and those that can be incorporated later. We also identified components that should be avoided altogether.

Must Have				Should Have							
				Could Have				Won't Have			
Zip code search feature to find local pantries	Robust search feature to address dietary needs/ restrictions	Simple and easy functionality - not too many pages	All needed information in one page	Provide qualification guidelines	photos of staff w/ short bio	Photos and bios of the food bank on the app	different languages	Earth-tone UI/color scheme	informational video about causes	List of core values	Show statistic on the amount of people that are affected
up to date food descriptions	minimal clicking required	Empathetic messaging throughout app	anonymous accounts/reviews of struggles/user experience with site	clear path for people affected by food insecurity / clear path for people who want to help out	Clear instructions as to the eligibility of who can come to each food pantry	A resource library on the app (info on SNAP, housing assistance, etc)		show live food list for people w/ diet restrictions	clear and simple mission statement	Link to recipes based on simple/accessible ingredients	Coupon section with coupons at local grocery stores
easy access to location/hours /phone number/email								Detailed User Information	Social Media Links	Complicated Sign Up Step	Excessive Collapsible tabs
								User profile Image	Targeted Ads	Outdated images	Overly wordy descriptions

DESIGN

Low Fidelity Wireframes

After completing our research and brainstorming sessions, we began designing the low-fidelity mockups.

We wanted to establish a clear and effective hierarchy of information for the mockups, ensuring that the most critical features were prioritized appropriately.

The image displays three wireframe prototypes for a mobile application named 'inreach'. Each prototype is overlaid with a large 'X' indicating they are not final designs.

- Wireframe 1 (Left):** A landing page featuring the 'inreach' logo at the top. Below it is a section titled 'Food and Support are inreach' with a descriptive paragraph. A large search bar is present. A central area contains a 'Search Local Food Pantries' button and a 'Resources' section with a list of bullet points: 'Government Funded Programs', 'Coupons', 'Community outreach', and 'Easy, convenient recipes'. A 'View' button is located below this section. At the bottom is a 'Volunteer/Donate' button.
- Wireframe 2 (Middle):** A map-based search interface. It includes a search bar, a location input field, and a map showing various food pantry locations in Los Angeles. A specific location is highlighted with a marker labeled 'A'. Below the map is a list item for '1. Lorem ipsum dolor' with details: Address: 135 Example Address, Los Angeles; Hours: Monday - Sunday 7am - 7pm; Dietary Needs: Vegan options; Delivery Service: Yes; Distance: 3 Miles. A 'View' button is also present.
- Wireframe 3 (Right):** A detailed view of a food pantry entry. It shows the title 'Lorem ipsum dolor' with a five-star rating. Below are the same details as Wireframe 2: Address, Hours, Dietary Needs, Delivery Service, and Distance. To the right is a 'Call Now' button. Further down are sections for 'Inventory' (listing Roast Beef, Chicken, Pizza, Soda, Water, Canned Food) and 'Vegan Options' (listing Soy Milk).

DESIGN

Color Tones and Feelings We Wanted to Convey

For the color palette of the project, we aimed to convey warmth, compassion, and hope. We chose warm and inviting colors such as orange to evoke feelings of friendliness and create a welcoming atmosphere.

Additionally, we decided to incorporate earthy tones like brown and beige to create a sense of stability and grounding, as well as represent growth, abundance, and naturalness.

UI Style Guide

Primary Colors

#F46300

#5D2602

Secondary Colors

#9C7A5E

#E6E2CC

#FBFBFB

Font-Family

Poppins Aa

Typography

Heading 1

28px, Bold

Heading 2

22px, Bold

Paragraph 1

18px, Regular

Paragraph 2

16px, Regular

Button

16px, Medium

INSIGHT

AI

An Insight to this Project's Design Process

After creating low-fidelity wireframes and a color palette, I had a strong vision for the app's look and feel. However, I understand the importance of seeking inspiration, so I used an AI software called MidJourney to further explore ideas.

By inputting the prompt you see on the right, I received an image that brought my vision to life in a matter of seconds. This image provided valuable inspiration that helped shape the final design of the app.

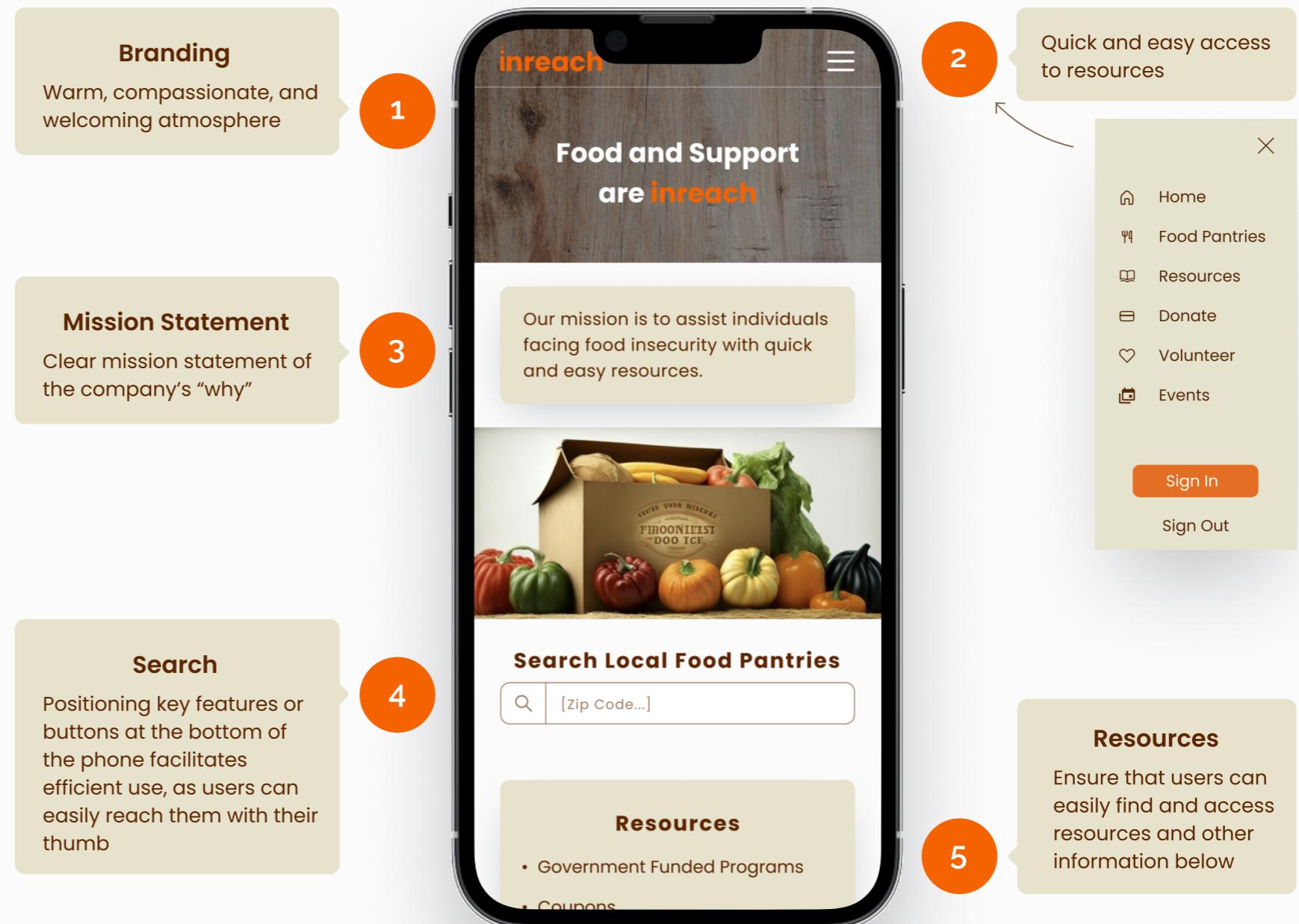


/imagine "designing a website for local food pantries, choose colors that show a sense of comfort and warmth"

DESIGN

High Fidelity Wireframes

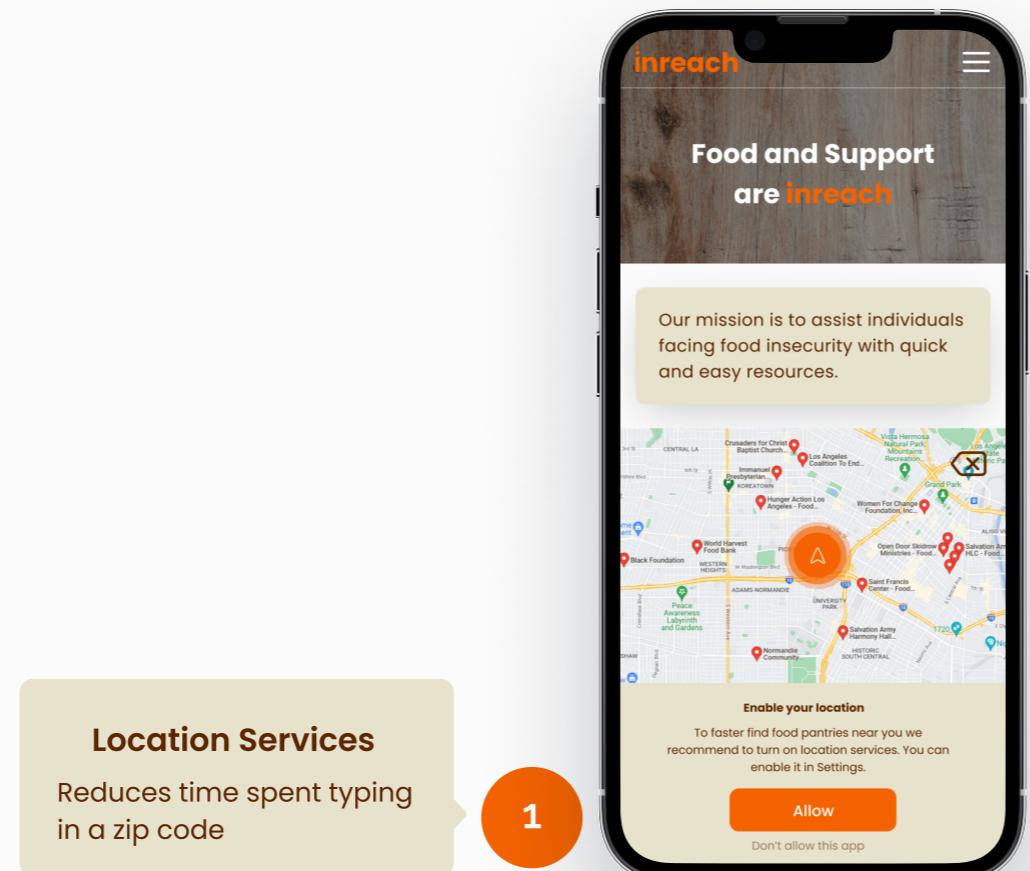
-- Home Page



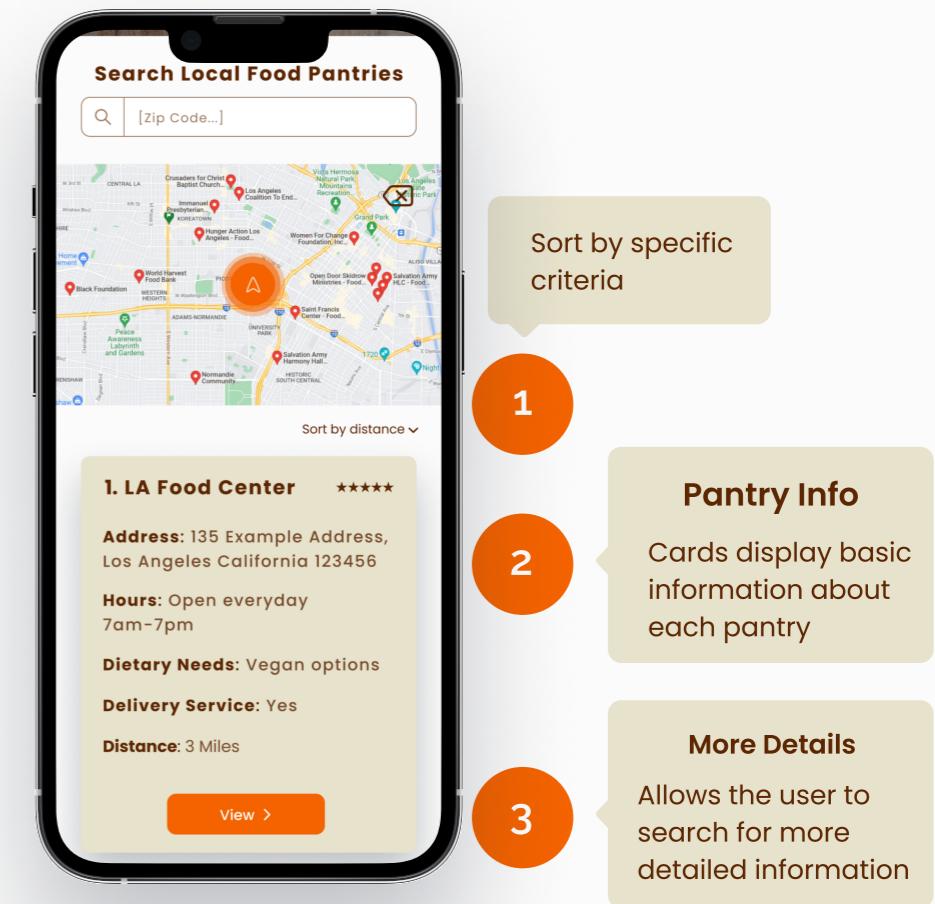
DESIGN

High Fidelity Wireframes

-- Location Services



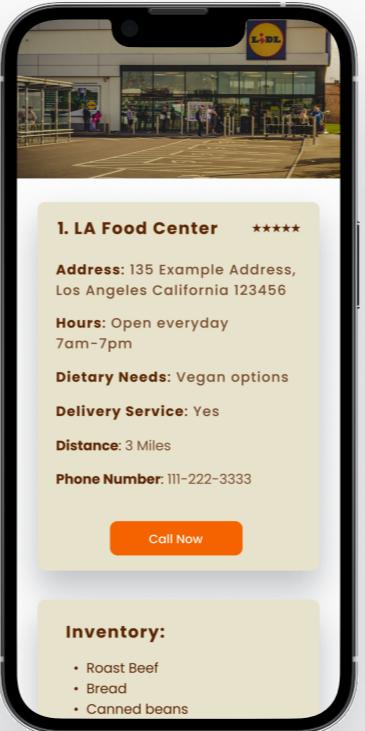
-- Search Results



DESIGN

High Fidelity Wireframes

-- Pantry Details



1

Image of food pantry

2

Pantry Details

Detailed information and a phone number with a clear CTA

3

Inventory

List of food items this pantry usually has

3

Reviews

Anonymous reviews with comments and rating

NEXT STEPS

To maximize our resources and time, our next step is to create frames for the user experience after account creation.

Key features will include saving pantry locations, receiving timely updates on resources, and providing financial education articles. These features are crucial for improving the user experience and providing valuable assistance to those in need.

PROPOSED SOLUTION

Our app is designed to offer hope and provide access to the essential resources that every human deserves.

Although food insecurity is a complex issue that can't be solved overnight, providing assistance to those in need is vital. Our app is dedicated to helping those in need through our unique key features.



Thank you...

[Link to Figma Design](#)

Tucker Pikula
tuckerpikula.com