FOOD FOR THOUGHT

Student Food bank App

https://invis.io/XJ59KZQQG

VMD 127, Fall 2015
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Survey Interview

Interview with Nancy Hann from Food runner

What does your organization do ?
Our organization uses volunteer to pick up food from businesses and redistribute them to charity organization.

Where most of your food come from? Do you have a specific partner?
Not really, we collect from restaurant, farmer market, tech company and butcher. The tech company are the one who gives us the more food.

How do you get in touch with them?
We usually call them and ask them if they have some food for use. We also e-mails them, but since recently we also have our own application.

What could be a way to facilitate those exchanges between you and local businesses ?
No, not really. Usually calling them directly is the fastest way for us to get in touch with them. The app also helps us a lot.

Do you have a maximum capacity for food storage?
No the food transit rather quickly between the businesses and the association.

Is there any type of food you don't accept?
No we usually take everything.

Do you usually need more food,people to donate it to, volunteer or other?
With the explosion of the tech company we actually receive almost more food that we can handle. So we are more looking for volunteer than food.

What are the criteria to receive it?
None we usually give the food to agencies we know they are going to redistribute it to people who need it.

Creative Brief

Project Summary

Food for thought is an application to student with limited resources to get access to free food in order for them to be able to focus more on their studies. The main application's feature is a possibility for the student to find a food bank that match their need and to be able to apply to it through the app. In order to help the student manage their food better we also included a meal planner, it allows them to log the food they have and manage their leftovers through the week.
The application also include a side for the local business to donate their food to the local food bank. Because our target audience is student who are having a rough time we want to have an application that is playful and inviting without being too aggressive.

Target Audience/Persona
For this application we have two main target audience. The first one are students that are having difficulties to stay in university budget wise and the other one is local businesses who want to help their community by giving their leftover food. As a consequence the target audience is very wide and it is difficult to put and age range on it.

Perception/Tone/Guidelines
Inviting, colorful, communicative, fun
Soothing, clean, efficient
Easy to navigate and find information
Communication should have an inviting and fun tone

Communication Strategy
The application will have a clear and colorful interface to make this serious subject easier to bear. In the first phase of development, the application will mostly built its database by contacting the different association around to understand their need and also their criteria of eligibility. The meal planner and the donation system will also be functioning very quickly.
In the next phase of development the pick up option for the donated food will be organized.

Competitive Positioning
There is a lot of meal planner in the market right now, but Food for thought is the first one to work with food bank and local businesses to create a sustainable ecosystem for the students in need.

Single-Minded Message Fun, accessible, efficient

Competitive Analysis

https://www.pittsburghfoodbank.org

Greater Pittsburgh Food Bank

On the home page, above the fold, the website exhibits a strong image and their mission. Three links stand out from the menu, “get help” and “give help”, and are associated with color with the “donate now link” on the lower left part of the navigation tab. Three posts are partially visible on the main page. It incites and suggests that they have scrollable content.

Scrolling down the home page reveals a lot of information, what would be overwhelming surrenders to a clever design.
And the feeling is that the home page offers whatever a light user might need to understand the website. The “get help” and “give help” sections are broken down in more specific links. Followed by a summary of the “about us” navigation tab. And again there’s coherence with their main call to action buttons, when donate stands out as it did on the navigation tab.

The website seems to work as a portal for different food bank agencies associated with the area, they are called PDO’s and you can be associated with the food bank through a quick link on the website. They have different programs that tackle different agents or stakeholders on the food waste problems, such as: farmers, final consumers, and distributors. Also, there’s a section focused on teaching how to make the best use of the produce received, closing the cycle of food waste by teaching the final consumer of their service.

The overall design is modern, it is responsive and uses a strong image across the header, design reflected in the different pages of the website. It works with a vivid green as the predominant color, and a bright yellow for the highlighted text. There’s an enormous amount of content on the website and it seems to display it effectively seems to be their main concern. That reflects in a somewhat blunt “look and feel”but not enough to diminish the masterful information architecture and choice of tone and voice.

Competitive Analysis

https://www.feedingforward.com

Feeding Forward

Feeding forward The website has an open feel with a professional but inviting feel. Ha has very simple color, typeface and imagery. They have a big inviting image on top and simple icon to describe what they do. It is clear that the website target donor more than recipient. The information about all the money and food they saved being clearly highlighted and also call to action.

They have only three pages, the main one with all the information, the FAQ and the about us with the staff pictures. They have a Sign up and login option on top but they are not very visible, the button on the main page let you login but not sign up. My other issue is they actually don't give donation to people yet, only to businesses but there is no way to know this information before trying to sign up. But again I feel they should define their target audience better so we can understand who can do what.

They could also have a call to action specific for the driver to encourage them to sign up into the program. The website is actually very empty UX wise because except sign up there is nothing else you can do but it is easy to understand where to go and what they do. The website is mainly images oriented with very few information.

Most of the information are in the FAQ which I feel is very helpful. Design wise the website is based on a weird grid, it seems to be a six column but the images are not aligned and the text has a very long line length

Competitive Analysis

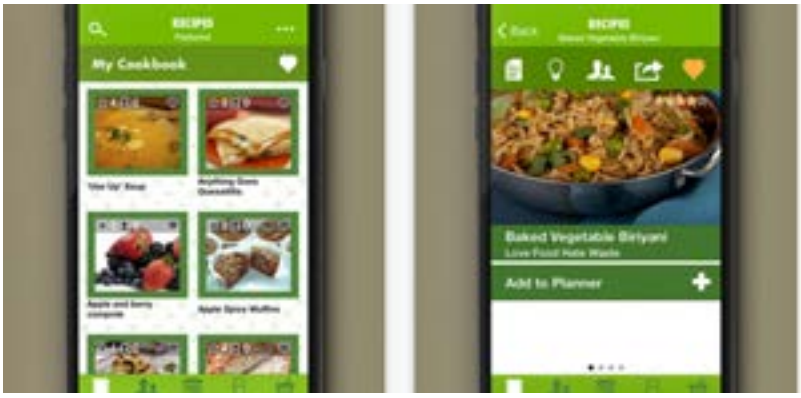
Food Cloud

In the website, participating businesses can upload details of their surplus food and the time period in which the food can be collected. This automatically sends a text message to the most appropriate charities in their community. The first charity to accept the offer collects it directly from the business. The home page for foodcloud has very simple and clear design that delivers their message clearly but It somehow lacks the visual hierarchy that you will be expected in such a social enterprise. The home page consist of infographics shows how their app/website works. They show their statistics of what they accomplished so far, reviews from their partner, a blog area at the left of the website in addition to a big part of the home page for volunteering opportunity. The target audience is businesses, charity and volunteers. The footer has most of the items that was already introduced above in the page in addition to a subscription area to stay in touch with people who want to know about their news.

The navigation menu has more than 8 pages/links in addition to the social media icon. There is a call to action in the home page on the left to sign in. In case the user clicked on sign in, it opens a separate web page with another URL which I find confusing and that make the user will close the main website and maybe won't check an important new on the homepage. About us is talking about their story and how they have started this idea then their the team pictures in addition to their mission, vision and values.
Another page called 'What We Do' in the navigation menu which include one item in the drop down menu and it was confusing if you clicked on the this page or not because the color contrast when hovering is not clear as it doesn't have a high contrast change.

The Another reason that this drop down menu is not working is, if the user click on the main item (the parent) in the navigation menu not the page in the drop down menu (the child) will be transferred to this page but will not have the option to go the child page from the parent page
Regarding the Responsiveness, it is not functioning properly when changing the page size

Competitive Analysis



http://www.lovefoodhatewaste.com

Love Food Hate Waste

This app is not directed toward student but it still interesting to see how they manage the meal planner part. Design wise their interface feels a bit old with the greenish color and the background. But otherwise they have a lot of good feature like a portion planner to help you manage your meal better and a good recipe database. You can also log what you buy and what you have on the fridge to manage your food better but it feels a bit tedious. They have achievement which could be a good idea to motivate people using a positive way.

It is hard to find a website or app that meet all the features and content we want to have in our app but the competitive analysis gave us some good ideas. For the food bank part: most of the website relies a lot on social media to help to generate traffic and donation through their site, all of them have hours and location but not all them display their criteria of application clearly which can be important. Not a lot of them are in contact with businesses to pick up donation and those who does like feeding forward and food cloud do exclusively pick up. It also seems that a lot of food bank would rather have money donation than people giving them food because they can buy more food for the same amount of money people will spend.
The recipe part s not very exploited maybe because it takes time to update the information regularly
For the meal planner part, they all include a calendar and recipe but not all of them include portion planner that let you manage leftover. some of them offer online shopping or shopping list but not necessarily.

Competitive Analysis

https://food bank.as.ucsb.edu

Associated student food bank

Associated student food bank is a website to help student from Santa Barbara University to have access to food. They have a great dynamic website with a lot of colorful pictures and sideshow that really give an optimistic and inviting feel. The navigation is easy through the different drop down menu and the different categories are clear. They also have three big categories on the main page: donate, job opportunities and get money for food. I feel the application form should be more visible on the main page because you have to go through the menu to find it.

Otherwise the information within the page are very simple and very clear, there is not a lot text and lot of images. They have some very basics recipe that you can do with the food they give you, which is a plus. They also have a resources pages for the student that is helpful. They encourage people to give money instead of food by showing picture of how much food they can buy with the money which I think is smart.

Discovery Summary

It is hard to find a website or app that meet all the features and content we want to have in our app but the competitive analysis gave us some good ideas. There is no existing applications that is close to what want to create, as a result we mostly look into the website for the competitive analysis.

For the food bank part: most of the website relies a lot on social media to help to generate traffic and donation through their site, all of them have hours and location but not all them display their criteria of application clearly which can be important. Not a lot of them are in contact with businesses to pick up donation and those who does like feeding forward and food cloud do exclusively pick up.

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Competitive Analysis

CONTENT FEATURES	Greater Pittsburg	Feeding Forward	Food Cloud	Associated Student Food Bank	Love Food Hate Waste
Application condition	x	x	x	o	x
About us	o	o	o	o	x
Volunteer	o	o	x	o	x
Event	o	x	x	o	x
Blog	o	x	o	o	x
Hours and location	o	o	x	o	x
Recipes	x	x	x	o	x
Meal Planner	x	x	x	x	o
Shopping List	x	x	x	x	o
Sponsor Page	o	x	x	o	x
Pick up from business	x	o	o	x	x

FEATURES					
Login	x	o	x	x	o
Social Media	o	o	o	o	o
Ecommerce	x	x	x	x	o
Calendar	x	x	x	x	o
List of food needed by food bank	x	x	x	x	x
Donation	o	x	o	o	x

User Persona

"Every human mind feels pleasure in doing good to another"

Age	26
Location	San Francisco
Status	Single
Education	Bachelor Degree
Job	Accountant
Income	$60,000

Bio

Charles Johnson is a junior accountant in a startup company in the bay area. Recently he had a free time after work and he was thinking that he needs to give back to the community but wasn't able to contribute financially so he was always searching for the perfect organization for his interests that he could spend his free time there helping others

Behavior

Tech Savvy

Downloading New Apps

Socially Active

Living Healthy

Goals

- Find information on local volunteer opportunities
- Find information about the organization main goal and see if it match
- Easy steps to join the organization's volunteering program

Pain Points

- Application that has so many ads
- Confusing steps for signing in to a volunteering opportunity
- Getting no notification for the latest organization's news

User Persona

Age	55
Location	San Francisco
Status	Married, Two children
Education	Bachelor Degree
Job	Store director
Income	$75,000

Behavior

Tech Savvy

Downloading New Apps

Socially Active

Organized

"We make a living by what we get. We make a life by what we give"

Bio

Linda Harvey is a store director at Whole foods. To stay consistent with her company image she wants to try reduce the waste of unsold items by putting them to goof use by donating them to local association. Still she doesn't have a lot of time to take care of it and also the pick has to either cost no money to the store or even generate money by being tax-deductible.

Goals

- To give goods to the local food bank
- To be able to have someone picking up the goods
- To know what are the food needed by food banks

Pain Points

- Loosing time or money in the process
- Complicated set up for pick up
- Confusing applications

User Persona

"Save money
and money will save you"

Age	21
Location	San Francisco
Status	Single
Education	AA
Job	N/A
Income	$35,000

Bio

Rudolph Gannor is an international student at the City College of San Francisco. He is a data-analyst wannabe and his current struggle is to make the ends meet in San Francisco. His parents in Lebanese help him as they can, but it's still hard to survive in the city. Recently he overheard a conversation saying that the College provides bi weekly food aid to students. There's real interest in this program since it would allow him to save some money and have a better diet than his now. With the money, more books and school supplies could be afforded.

Behavior

Tech Savvy

Downloading New Apps

Socially Active

Organized

Goals

- Learning how to become eligible for the food distribution program
- Discover what kind of items are available
- Find out about other food banks on the area

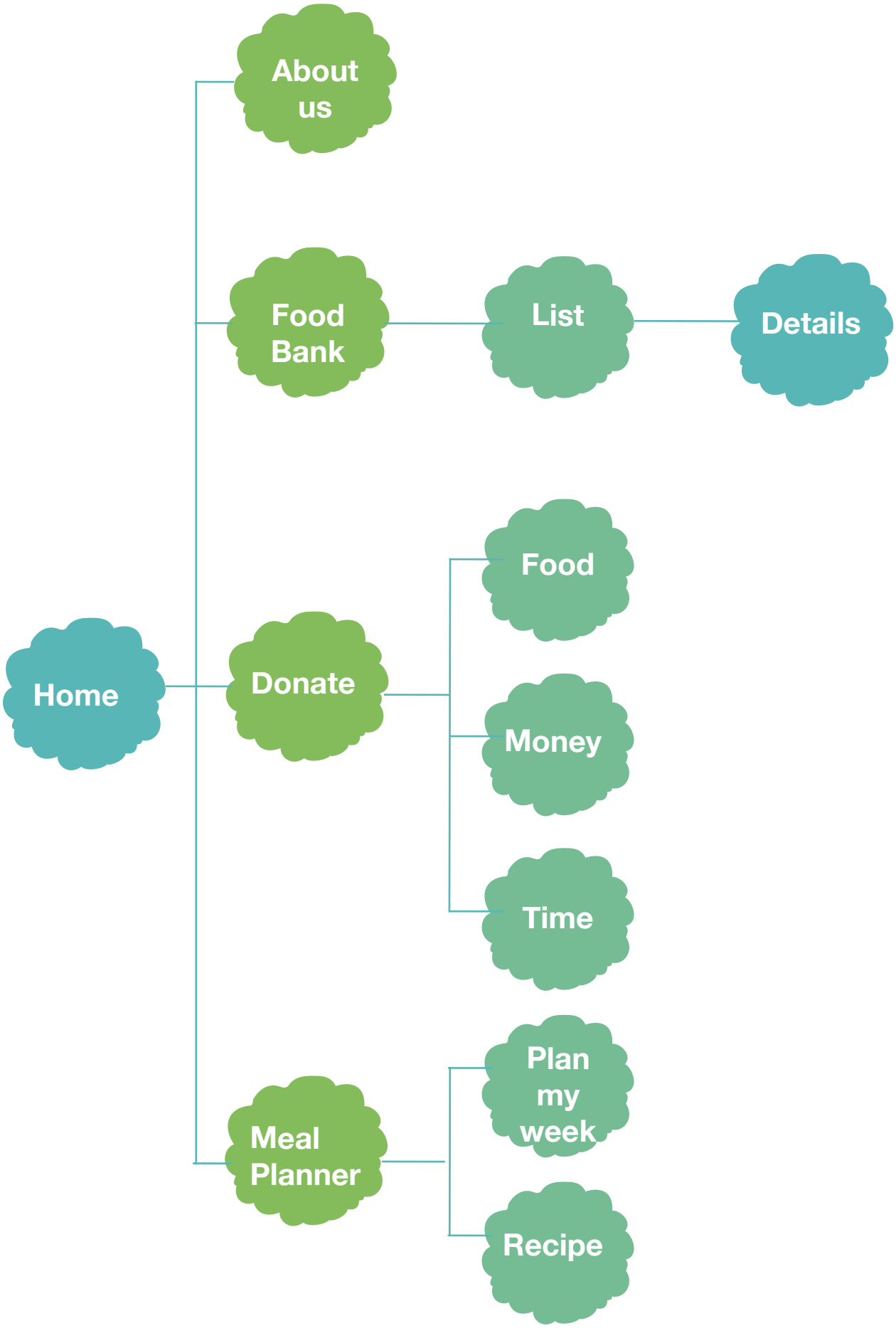
Pain Points

- Hard to find information for students;
- Food banks are all spread out, hard to be jumping from one website to another

Content & Functional Requirements

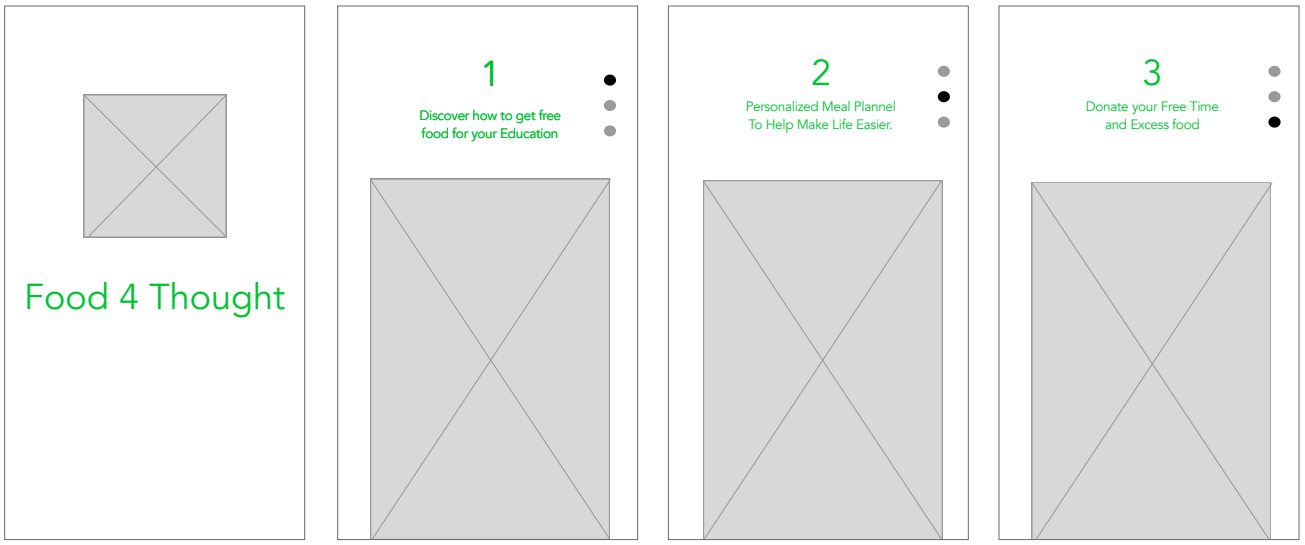
High	**Student portal** • How distribution works (how to apply and chat are the criteria to be eligible) • Hours and location **Meal Planner** • Left over management • Ration planner **Volunteer program** • Volunteer opportunities	**Student portal** • Online application • Donation form or checklist **Meal Planner** • Calendar **Donation Portal** • Pick up form
Medium	**Student portal** • Distribution schedule • Donation **Meal Planner** • Ingredients **Volunteer program** • Details (hour admissibility)	**Student portal** • Login **Meal Planner** • Portion manager
Low	**Student portal** • List of what student can take • Resources for student • Partnership **Meal Planner** • Recipe **Volunteer program** • What does volunteer do **Donation Portal** • Organize pick up	**Student portal** • Social media **Meal Planner** • Recipe database **Volunteer program** • Volunteer sign up • Calendar

Site Map

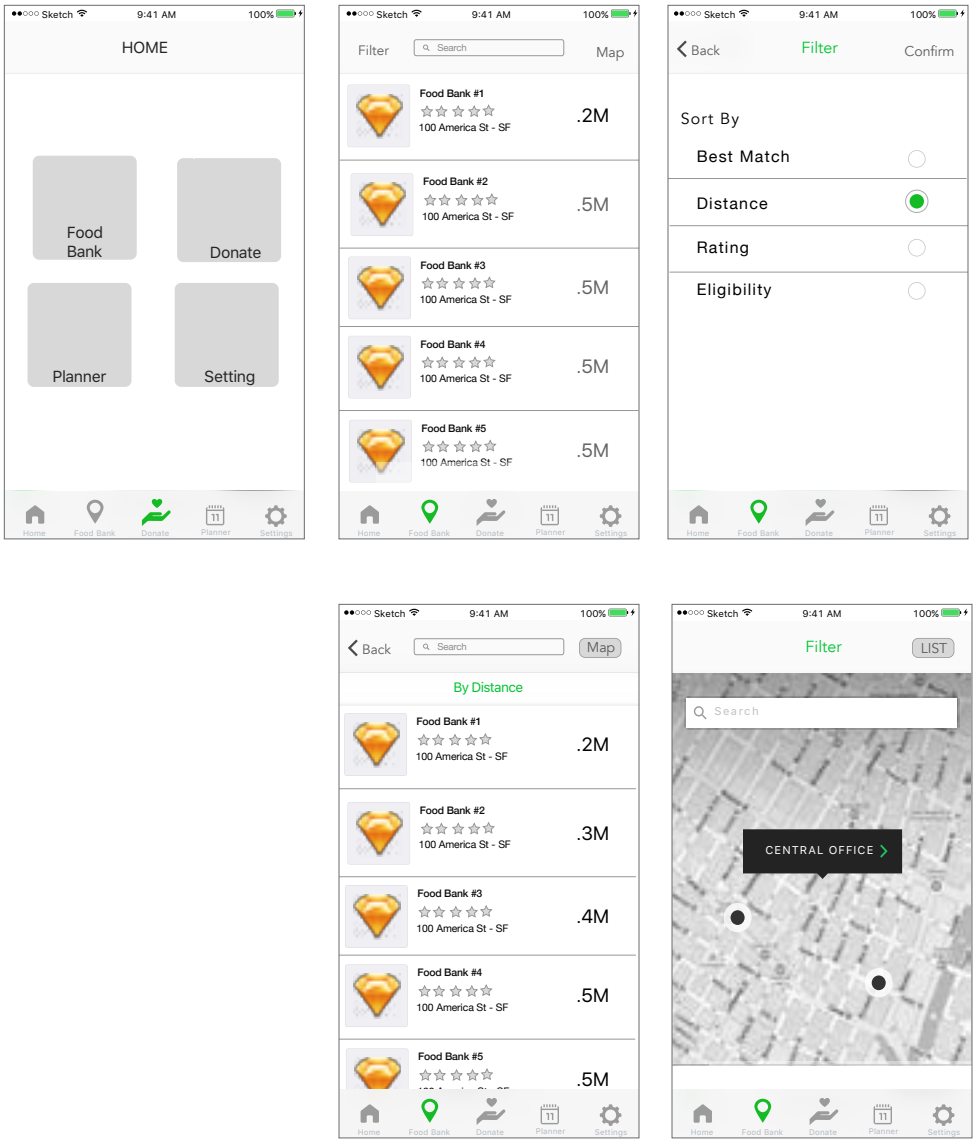

About us
Food Bank
List
Details
Home
Donate
Food
Money
Time
Meal Planner
Plan my week
Recipe

Wireframes

On boarding

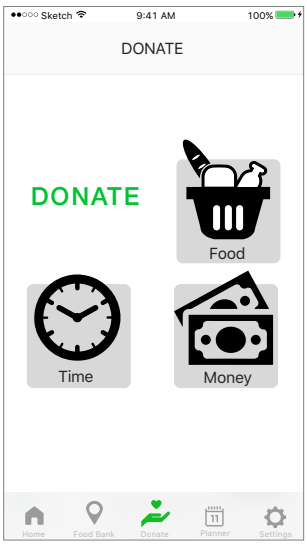


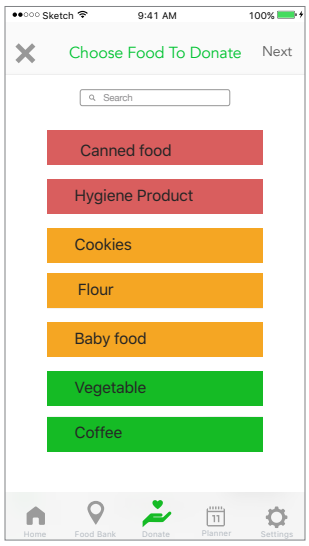
Finding a food bank

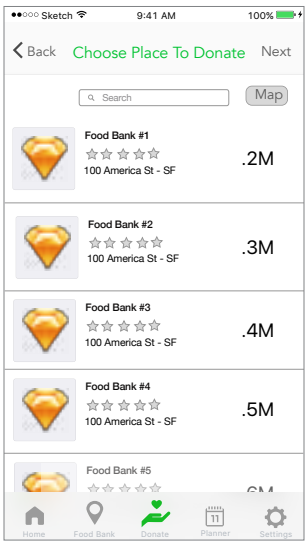


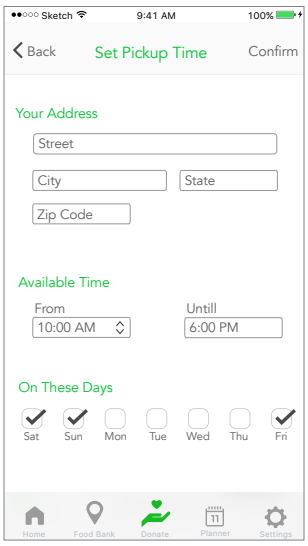
Wireframes

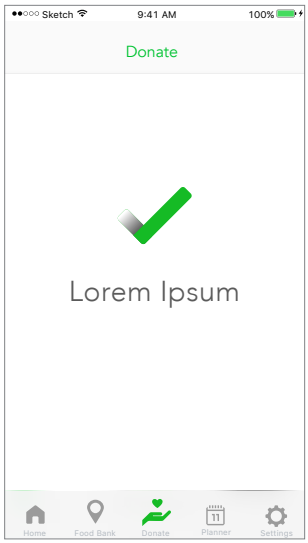
Donate

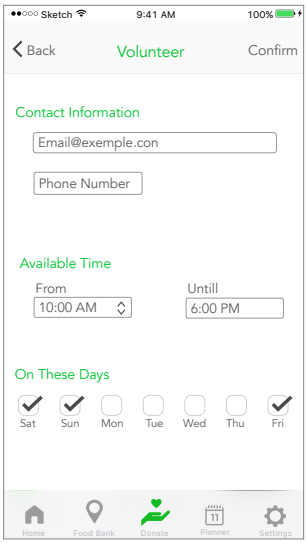


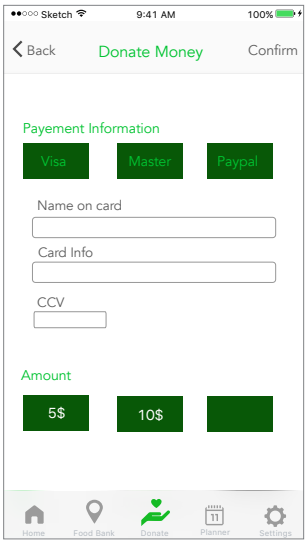




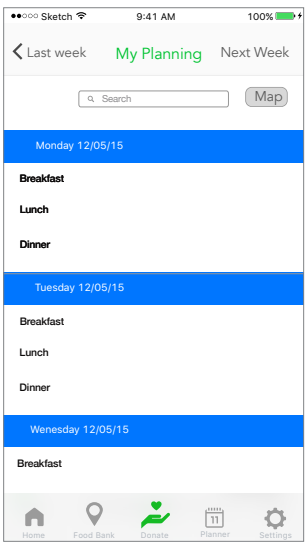


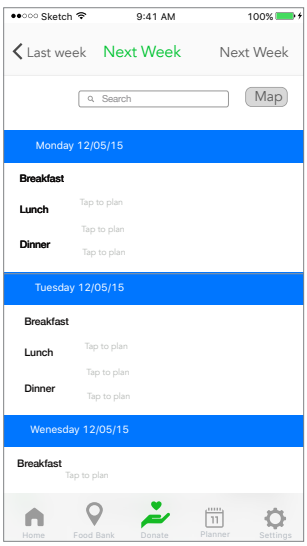




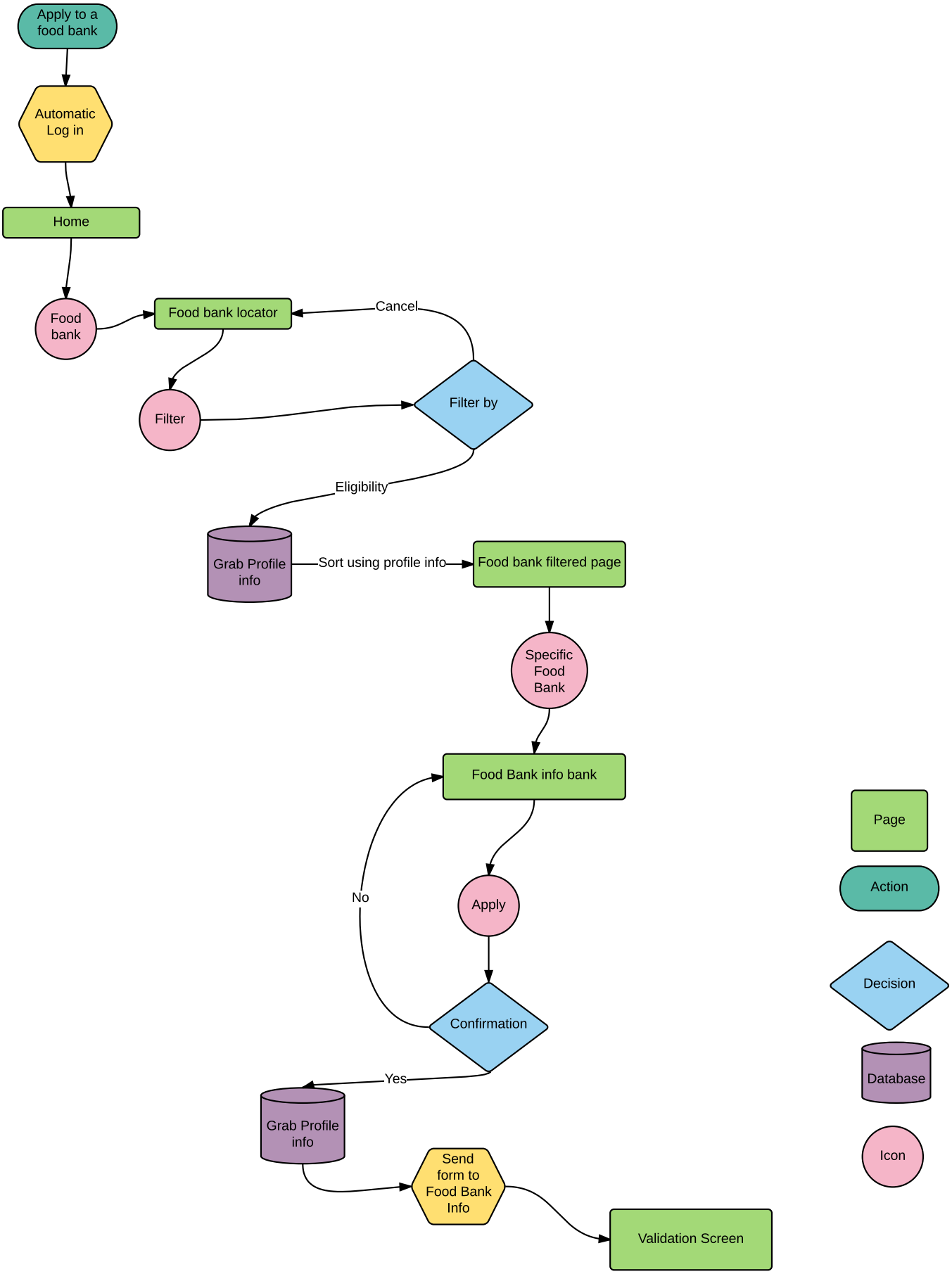


Food Planner





User Flow


Apply to a food bank
Automatic Log in
Home
Food bank
Food bank locator
Cancel
Filter
Filter by
Eligibility
Grab Profile info
Sort using profile info
Food bank filtered page
Specific Food Bank
Food Bank info bank
No
Apply
Confirmation
Yes
Grab Profile info
Send form to Food Bank Info
Validation Screen
Page
Action
Decision
Database
Icon

Scenario

Rudolph Gannor

Rudolph is an international student at the City College of San Francisco. He is a data-analyst wannabe and his current struggle is to make the ends meet in San Francisco. His parents in Lebanese help him as they can, but it's still hard to survive in the city. Recently he overheard a conversation saying that the College provides bi weekly food aid to students. There's real interest in this program, since it would allow him to save some money and have a better diet than his now. With the money, more books and school supplies could be afforded.

Other students told Rudolph about the Food for thought application because some of them are volunteering in their spare time and other international student donate their leftover food when they go back home for the holiday.
Rodolph had download the app quickly because it seems to be interesting app to either benefit from the food bank program or do some volunteering which will look good on his resume.

Between two classes Rudolph decides to have a look at the app to see if he is eligible for a food bank program. The holidays season are coming and he is trying to save some money to go home so he could benefit from some help in the food section.
After going through the onboarding, he understands that is he wants a really accurate result for the food bank he needs to fill some form about his personal information. He is not very happy about it but at least he has only to do it once instead of doing it for every food bank so he sees it as the lesser evil.

After putting his personal informations in, he goes into the food bank menu. He thinks that the app is easy to navigate because he kind of looks like yelp, an app he uses often. He notices that there is a lot of food bank so he decides to use the filter feature to see which one he can apply to.

After setting up the filter, Rudolph sees that there is a food bank he can apply to and it is on his way home to university. He is happy about it because it will be easy and fast to drop by. He goes into the food bank profile and press the apply button.
When this is done Rudolph still has some time to study before his next class so it put his phone back in his pocket and go to the library.

Style Tile I

BRAND TYPOGRAPHY

THIS IS FOR BIG CALLS

Font: Nexa Rust Slab Black.otf #2e6c89

THIS IS AN ALTERNATE DISPLAY

Font: scratch.otf #b13e3a

This is an Example of a Header

Font: avenir next (black) #2b5e8c

This is an Example of a Sub Head

Font: avenir next (heavy oblique) #628c90

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: avenir (regular) #000

This is an example of a Text link » *linktowhatever*

Voice and Tone

Inviting *Soothing* *Fun*

Help *Efficient* *Colorful*

Style Tile II

FOOD FOR THOUGHT

Style Tile
version:3

Possible Colors

Textures and Patterns

Comps

FOOD FOR
THOUGHT

FOOD FOR
THOUGHT
How about getting some free food for your education?

1
Get help with food, find the food bank that is the best fit for you..

2
DO a good thing, give us your time or some of your food

3
Tired of wasting food? let us plan your meal!

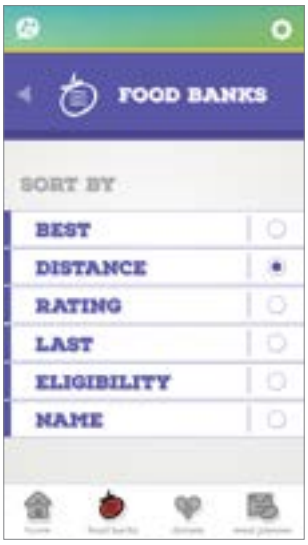
Ready to start saving some money?
Please, sign up:
Login

ABOUT US
FOOD BANKS
DONATE
MEAL PLANNER

ABOUT US
We are your friendly neighbor when it comes to finding food for yourself. Our mission is to find the perfect place for you to grab a meal you deserve in 3 simple steps:
1 Find a food bank close to you;
2 Check availability and eligibility;
3 Schedule visit to grab your food;

FOOD BANKS
Sort by:

FOOD BANKS
Sort by:


FOOD BANKS
SORT BY
BEST
DISTANCE
RATING
LAST
ELIGIBILITY
NAME

FOOD BANKS
1.Food Bank of Contra Costa

Comps

DONATE
MONEY
TIME
FOOD

DONATE MONEY
CHOOSE AMOUNT
$1
$5
$10
$20
CARD INFO
CONFIRM DONATION

DONATE TIME
CONTACT INFORMATION
AVAILABLE TIME
ON THESE DAYS
SUBMIT

Way to go!
You're one step
closer toget that
belly full..=D

That was really
nice of you..
Thank you
soooo much!

Good deed
of the day - check!
Someone will be
in touch shortly.

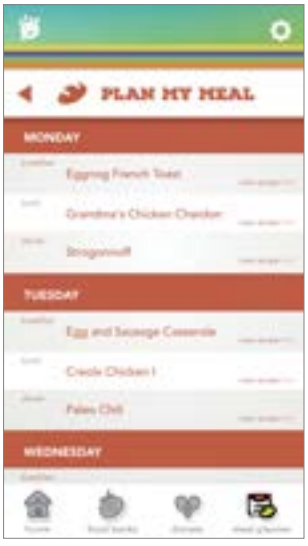
DONATE FOOD
LEVEL OF PRIORITY
High
Medium
Low

DONATE FOOD
DONATE TO ANY
>>>
CHOOSE FOOD BANK
NEXT

MEAL PLANNER
MY RECIPES
PLAN MY WEEK

DONATE FOOD
ADDRESS
CONTACT INFORMATION
AVAILABLE TIME
ON THESE DAYS
NEXT

PLAN MY MEAL
ON MY FRIDGE:
POULTRY
FISH
PORK
MEAT
PASTA
LETTUCE
EGGPLANT
TOMATO
CHEESE
PARSLEY
ONION
GARLIC
APPLE
ORANGE
RICE
MILK
PLAN MY WEEK>>


PLAN MY MEAL
MONDAY
TUESDAY
WEDNESDAY