Design X Social Challenge 2022

Presentation Template

This deck is a workbook, designed to help you complete the project successfully. Please follow the instructions provided in each slide.

IMPORTANT INSTRUCTIONS:

- If you have a Google account, sign in and **make a copy of this deck** before you add your content.
- If you don't have a Google account, go to File > Download this file as Microsoft Powerpoint and use.
- You will be provided with a clear instructions deck for more details on how to submit, etc.,

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Fedaris
(Name your project)

Theme: **Design for Crisis**
Rebuild and heal the world with design

22nd July 2022 - Globally

Team

Name : **Bradley Warren**
Title: **Content Marketing Executive**
Role in the Project: **Project Leader, UX Researcher, Interaction designer**

Name : **Nidhi Goyal**
Title: **UX Designer**
Role in the Project: **UX Researcher, UX Designer, UX Writer**

Name :**Erica Yu**
Title: **UX Designer**
Role in the Project: **UX Researcher, UX Designer, UX Writer**

Anvi Dedhia

Title: **Senior User Experience Designer**
Role in the project: **Mentor**

Problem Identified

Crisis Examples: Rising food insecurity, due to multiple factors faced such as financial (covid-19, lack of government schemes) unemployment, conflict, economic (inflation)

Narrow down: With higher costs in healthy diets in conjunction with rising prices and restrictive incomes means getting neutrality rich meals is out of reach for 3 billion people in every region around the world.

Position your problem at one of these levels - Personal

How can we make these systems robust/sustainable? by introducing more communicative & innovative tools users can, give better communicative options for organisers beyond word of mouth, reduce unnecessary travel to user and give better decisions (ie stock levels) and sustainably connect smaller business together, enriching communities around the globe.
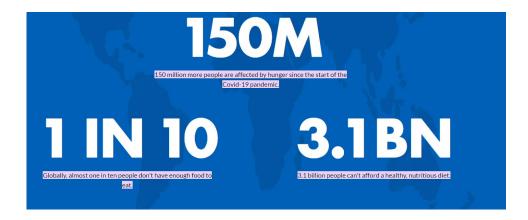
Urgency/Importance

Even before Covid-19 and Ukraine conflict, the world was off track to meet UNs target of net zero by 2030 currently were seeing rising prices, conflict and global climate, impacting 1.9 billion daily (moderate or severe food insecurity).

With the world at critical junction, nearly ⅓ in world don't have access to adequate food in 2020 and expected to reach 660 mill by 2030.

Personally this impacts individual on multiple dimensions, firstly missing critical nutritional benefits seeing deterioration of health, rising mental stress and bigger unemployment challenges (competitive market)

'We're terrified at what we're seeing': food banks tell of soaring demand

150M

150 million more people are affected by hunger since the start of the Covid-19 pandemic.

1 IN 10

Globally, almost one in ten people don't have enough food to eat.

3.1BN

3.1 billion people can't afford a healthy, nutritious diet.

Heightened awareness of food insecurity has increased outreach and donations, which means clearly articulating the need is critical to translating that goodwill into action in the height of the crisis and in the future.

Target User Persona

PROFILE & DEMOGRAPHICS

Job Title: **International Student**

Gender: **Male**

Family and Social Setting: **Lives in rented home away from family, student accommodation**

Income: **NA**

Education: **Pursuing bachelor's**

FEELINGS

Worries: **Don't have enough money to spend on food**

Influences: **Family, Social Media, News, Gaming, Friends.**

GOALS & VALUES

Goals: **Finish college and get a meaningful job**

Values: **Community, friends, making memories**

Motivations: **Build a career that allows him to provide the life that he and his family deserves**

PAIN POINTS

Fears: **Lack of time to think about food, more concentration on studies,**

Frustrations: **1) Communication, doesn't have good command on foreign language 2) Curfew is too early; need food before that**

Challenges: **Get easy access to nearby food banks**

Target User Persona

PROFILE & DEMOGRAPHICS

Job Title: **Single working Mom**
Gender: **Female**
Family and Social Setting: **Lives with 3 kids, 1 of them being a special need child**
Income: **$50,000/year**
Education: **HR Professional**

FEELINGS

Worries: **Kids future, Work Pressure, friends, kids education.**
Influences: **Kids, Society, culture, other parents, community.**

GOALS & VALUES

Goals: **Keep her family healthy**
Values: **Save food from getting wasted, family**
Motivations: **Continue working to provide all essential needs to the kids**

PAIN POINTS

Fears: **Lack of financial and mental support, Losing her job**
Frustrations: **Time pressed life during weekdays, juggling between work and home**
Challenges: **Too much to do, little time and no enough resources. Provide easy access to food from office at home**

Target User Persona

NOTE: Create another slide if your problem has more than one target user

PROFILE & DEMOGRAPHICS

Job Title: **Retired Senior**
Gender: **Male**
Family and Social Setting: **Living alone**
Income: **Retirement benefits, personal pension**
Education: **Former engineer**

FEELINGS

Worries: **Lack of support, physical frailty, mental health, environment**
Influences: **News, TV**

GOALS & VALUES

Goals: **To help others, travel the world, ticking of their bucket lists, seeing spouses, to make social connections**
Values: **Society, travel, family, culture**
Motivations: **Volunteer, doing their hobbies, giving back.**

PAIN POINTS

Fears: **Loneliness and Depression**
Frustrations: **Cognitive ability, Age, their own body, technology**
Challenges: **Digital Illiteracy**

STAGE 1

SUBMISSION

Now that you have completed all the previous slides, please submit & share your deck to team@umo.design

Make sure you have completed:
Slide 4 - Problem Identified
Slide 5 - Why the identified problem is an urgent one
Slide 6 - Target user persona(s)

IMPORTANT INSTRUCTIONS:

- Share a link to your Google Slides document or your Microsoft Powerpoint which ever you are working with, to **team@umo.design**
- For sharing a Google Slide deck properly click on the Share (yellow button in the top right corner), Make sure "Anyone with the link" option is enabled. Then copy the link and email.

Exploration brainstormed

Host a supper event

Involve friends and family to spark change by hosting a socially distanced supper event weekly or monthly

Create a marketing service

A comprehensive marketing service can be created for smaller charities or food distribution centers by rebranding and fundraising to reach more and more people

Create a digital app/service

A digital solution to help people find food by connecting them with their local food banks. Mapping hunger at a local level
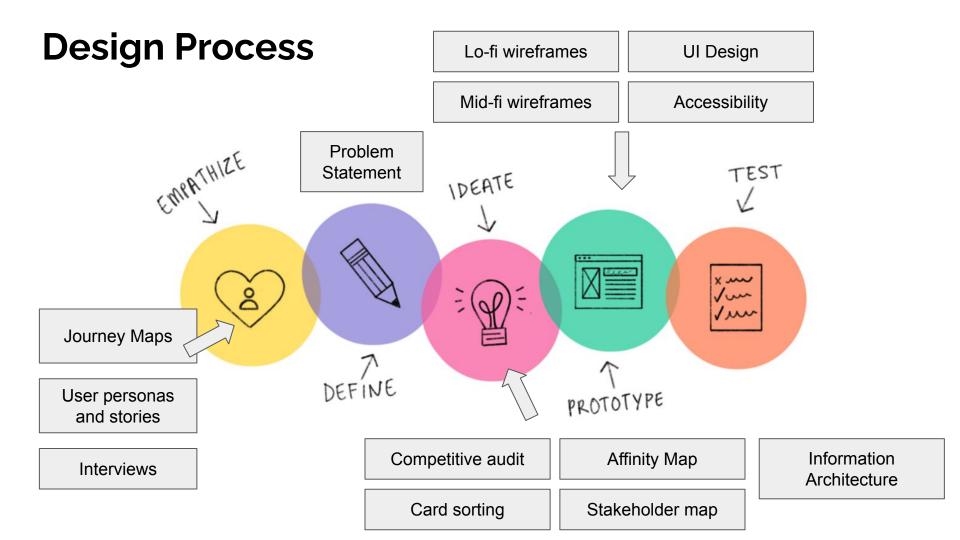
Final Solution & Innovation

Loyalty based foodbank finder app

A mobile application that allow users to find local food bank shops, with smarter filtering system and direct chat functionality with foodbank organisers.

Design Process

Lo-fi wireframes

UI Design

Mid-fi wireframes

Accessibility

Problem Statement

EMPATHIZE

IDEATE

TEST

DEFINE

PROTOTYPE

Journey Maps

User personas and stories

Interviews

Competitive audit

Affinity Map

Information Architecture

Card sorting

Stakeholder map

User Interviews/Survey

User interviews were conducted across a range of demographics, genders and economic status.

Most interviews were remote, with one or two site interviews were conducted, this was done in safe environment.

Some of the questions were:

1. How comfortable are the customers using an application/ website on their phone?
2. Are they using any other food apps already, if so why?
3. What fills up your days in the food bank?
4. How is your foodbank supported/funded?
5. What is your biggest challenge faced to date and why?
6. How do you find volunteers?

Word of mouth

From my family

From friend

Online
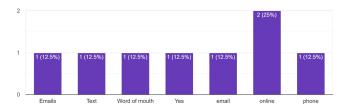
online

College

word of mouth

Other people

EMPATHIZE

How do you keep up to date with your food bank?
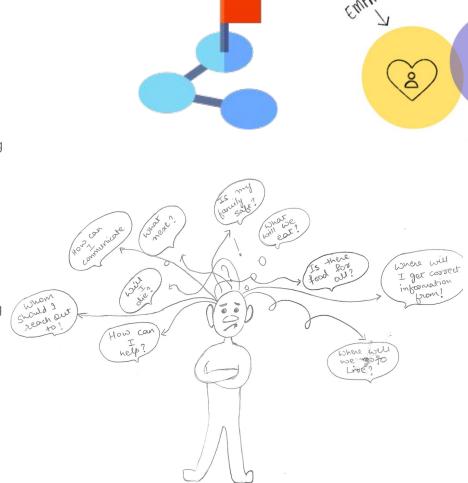8 responses

Emails	Text	Word of mouth	Yes	email	online	phone
1 (12.5%)	1 (12.5%)	1 (12.5%)	1 (12.5%)	1 (12.5%)	2 (25%)	1 (12.5%)

Farah Awan

Nidhi Goyal

User Stories

As an new member of community, **I want to** get to know where my local food bank is **so that I can** receive my food parcel and avoid being in great danger.
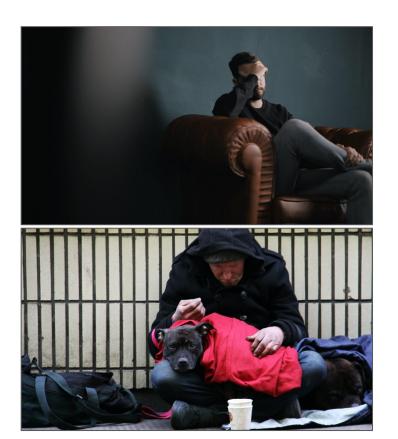
As an existing member of remote community, **I want to** find appropriate food bank that can deliver, **so I can** receive my food parcels without walking for miles.

As an retire in my local community, **I want to** keep connected with existing/new members of community **so that I** don't end up increasing unnecessary mental declines

As an undergraduate student living in student accommodation, with limited income, **I want to** know what support is available **so that I can** be informed to reduce any worries.

Problem Statement

How might we help allow users to find food banks intuitively with additional tools to support long lasting behavioural changes.

DEFINE

SWOT Analysis

We analysed both the direct and indirect competitors to understand their strengths, weaknesses and opportunity currently available and threats that foodbanks face.

This provided insight into what gaps and assess areas of opportunity based on UVP, features, accessibility , user flow and visual design.

The competitors were:

1. Foodfinder
2. Findfoodbank.org
3. Foodbankapp
4. feedingamerica

	Helpful	Harmful
	Strengths	**Weaknesses**
Internal Origin	Strengths Positive tangible and intangible attributes, internal to an organisation and within the organisation's control. 1. Established community of existing users 2. Most independent foodbanks partner (Nuffield trust) with allowing greater access to supporting people 3. Organised due to foodbank setup 4. Wide variety of food donations, to meet nutritional intake 5. Some differ through using delivery technology. 6. Reliable volunteers 7. Established relthenships with educational providers, offering volunteering opportunities through school/university portal.	Weaknesses Internal factors within an organisation's control that detract from the organisation's ability to attain the desired goal. Which areas might the organisation improve? 1. Fundraising is minimal and sparse 2. Rely on peoples, supermarket food donations which isn't enough for independent foodbanks. 3. Board members need more training. 4. Lack of notable signage and advertisement. 5. Lacks loyalty features which could entice richer donations, volunteers 6. Rely heavily on partner volunteers 7. Mostly found through WOM (Word of mouth) to people in community, missing out on people new to area or established members of community
	Opportunities	**Threats**
External Origin	Opportunities External attractive factors that represent the reason for an organisation to exist and develop. What opportunities exist in the environment, which will propel the organisation and facilitate identified learning outcomes? 1. Food delivery routes through partnering with local courier's etc. 2. Utilising communicative & metaverse technology (chatbots, forums) for people to request, book attendance of events. 3. Collect richer behavioural information to tailor according parcels to most venerable. 4. Automotive process, removing traditional paper voucher 5. Uses of app promotional to increase wider communications of foodbanks.	Threats External factors beyond the organisation's control which could place the organisation mission or operation at risk. The organisation may benefit by having contingency plans to address them should they occur. Try to identify their severity and probability of occurence. 1. Economic threats (covid-19, inflation) 2. Restricted sponsorship money 3. Rising levels of unemployment 4. Possible unreliable volunteers 5. Lack of support from local media and press.

How might we

How might we allow users to find food banks intuitively?

How might we ensure that food bank users are given correct portion based on household occupancy?

How might we ensure we can maintain fair and unbiased users from cheating the system?

How might we monitor and support food bank users beyond finding and collecting parcels.

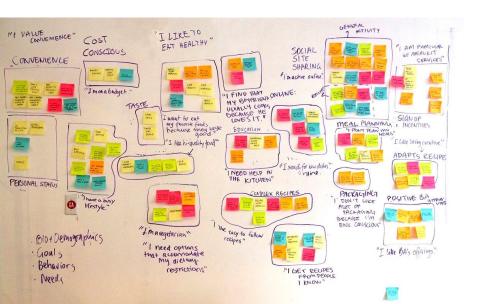How might we provide engaging loyalty and rewarding experience for the user?

How might we provide access methods to users unable to physically walk to foodbank?
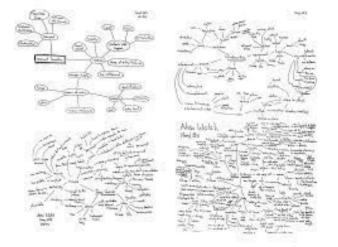
Ideation exercises

Affinity, stakeholder and card
sorting group based exercises.
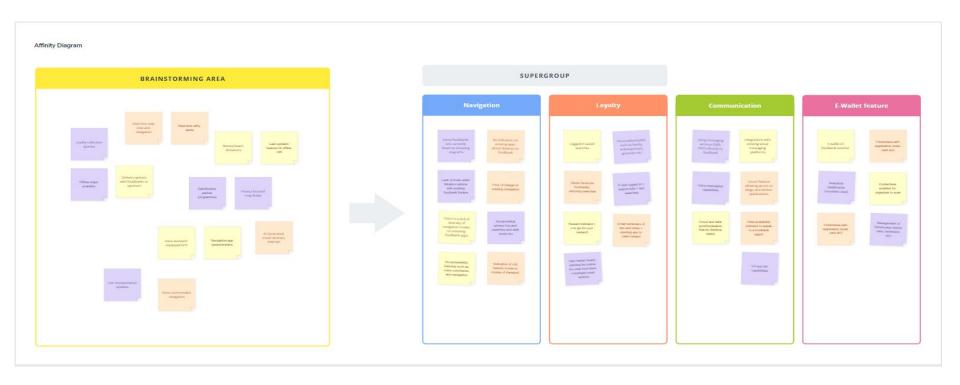
Ideation exercises

Remote affinity map exercising for situational uses of features towards our core efforts.
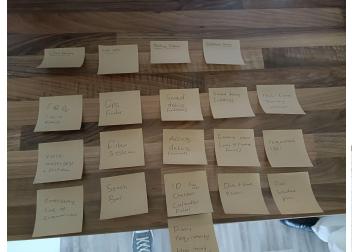
Card sorting

Card sorting conducted following our interviews to help us define flow and arrive at the IA (information architecture)

Some of common insights were:

Messaging with local food banks for emergencies and place requests
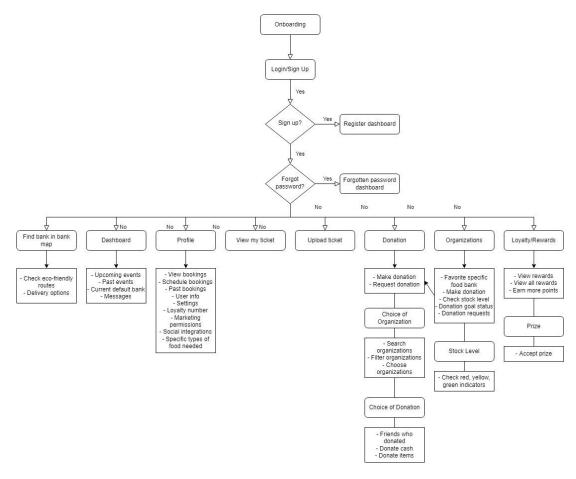
Integrating visual map, with more useful filters beyond distance with existing APIs

Digitizing paper vouchers into digital ones allowing for greater control and reduce misuse.

Information Architecture

Onboarding

Login/Sign Up

Sign up? — Yes → Register dashboard

Yes

Forgot password? — Yes → Forgotten password dashboard

No   No   No   No

Find bank in bank map
- Check eco-friendly routes
- Delivery options

Dashboard
- Upcoming events
- Past events
- Current default bank
- Messages

Profile
- View bookings
- Schedule bookings
- Past bookings
- User info
- Settings
- Loyalty number
- Marketing permissions
- Social integrations
- Specific types of food needed

View my ticket

Upload ticket

Donation
- Make donation
- Request donation

Choice of Organization
- Search organizations
- Filter organizations
- Choose organizations

Choice of Donation
- Friends who donated
- Donate cash
- Donate items

Organizations
- Favorite specific food bank
- Make donation
- Check stock level
- Donation goal status
- Donation requests

Stock Level
- Check red, yellow, green indicators

Loyalty/Rewards
- View rewards
- View all rewards
- Earn more points

Prize
- Accept prize

Lo-fidelity wireframes

Mid-fidelity wireframes

Location Enable

Hi, #NAME!
First we need to know your location

To show nearby Food Banks

OK, Let's Go!

Dashboard - User

Hello Bradley
03456214   23rd June 2022

Foodbank listed

Foodbank name
Details

Upcoming events   Booked events

3   6

Latest news

Lorum ipsum

Donations

What would you like to donate?

Picture + Organization name

Friends who donated

Cash

$ $ $ $

Enter amount

Donate

Item

Events

Events

Current Location
Area

Search for event

Joined   # Joined

Events for You   View More

Join

Join

Join

Graphic Design

Inspiration was taken from ancient times of egypt, know for their agriculture and the god "Osiris" representing rejuvenation hence the word "Fediris" is combination of feed and the god osiris.

All demographics were consider to add element of gamification food characters will be humanized to give relevance and fun to our users.

Colour palette inspiration was from my trips in the mediterranean to give scent of excitement and modernisation.

Logo Design

FEDARIS

FEDARIS

FEDARIS

Final Logo

The urgency of the situation was shown through hands and food capsule, while the sun burst showed hope and salvation
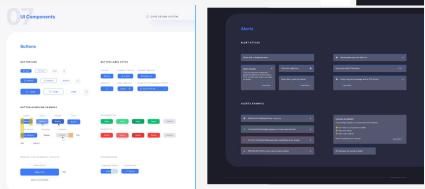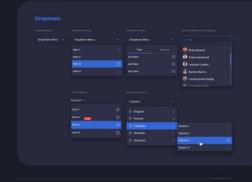
Design System
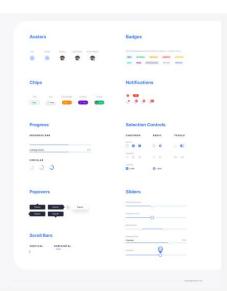
Accessibility considerations

The Colour palette has been checked for accessibility through the use of adobe colour under safe web colours and optimal ratio for colour blindness

In our design, we have integrated voice messaging and motion capture using phone's camera capabilities to reduce text capacity.

Offline features too such as having user profile history, organisation last up date stamp and latest photo-verified voucher. Our maps showing latest stock levels if not most recent update.

Impact on the Society

IMPACT OF YOUR SOLUTION

- *Millions of people visits a food bank every year but end up waiting in long lines for the services, **Fedaris** will help them locate their nearby food bank and information about events & community drives happening nearby.*
- *Identify nutrition based opportunities and enhance the spread of healthy foods.*
- *More and more people can join and fulfill the high demand of food in the community through financial or other forms of support..*

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Sustainability of the Design

1
Fedaris has been developed to allow one-stop ecosystem for identifying, automating, delivering and donating a breeze.

2
A solid-back end system using google firebase and AWS modeling continues to optimize performance of organizers and reduce unnecessary waste.

3
In case of bigger subsequent wave of foodbank usage, this would ensure resources were not misused, thereby ensuring those in genuine need receive them.

4
Fedaris can also support local growth of members to shop with local and consider more sustainable options growing forward and offer a more rewarding experience form of loyalty.

Practicality & Business Viability

Technical Requirements

Data collected by users is stored through google firebase.

Regression/classification modeling will be used along with EDI features.

Google maps API for locations and navigation

Access to LA feature.

Incentivisation

Dynamic marketing campaign that incentivize users to download the app for food bank audiences and welcome bonus offered during signup.

Organisers and SMEs partners would expand their reach and increase client base.
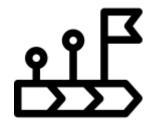
Investment

Initial investment to develop application

Kotlin development and delivery due to less strenuous technical requirements and design system

Commission based model from local governments and MNC to be on the platform.

Future Scope

Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Marketing and further MVP; development in, user, volunteer and organizer user interfaces	Enhanced Lite version for the population with more limited mobile phones; further MVP into new platforms (wearables).	Setup of brand ambassadors and partnerships with local councils, offering helpline and resources pack.	Signup national enterprise sponsors to develop awareness and partner with local recycling authorities to offer collection.	Creating social challenge by enhanced gamification features with character design, leaderboards, greater rewards and educational programmes to kids.

STAGE 2

Final Submission

Now that you have completed the all sections in the deck. Please send an email out to ensure that your submission is on time.

IMPORTANT FINAL SUBMISSION INSTRUCTIONS:
Please ensure that you submit the following:

- **Presentation Deck** - Review your deck for completion and submit
- **Video** - Create a 3 min video (DO NOT EXCEED 3 mins) for the jury to evaluate and for the public voting. Imagine watching your video without any context. It should tell everything about the project, highlighting the problem, solution, and impact. Structure your video based on the evaluation criteria here
- **Submission form** - Complete a final submission form and embed a video link and the presentation link here

Final Submission form link
To be published

Thank you!

Use this slide to add any final words, credits, etc.,