Food Centres Project

Overview
Many areas are known as “food deserts”. These “food deserts” are areas in which fresh food is hard to come by. The Food Centres project hopes to transform the culture of these counties (State College, Philipsburg and Spring Mills) and help them become a food community. We were asked to tackle this issue and understand what the needs and wants of our customers and stakeholders.

Objectives
- Complete a stakeholder analysis.
- Conduct interviews with stakeholders.
- Analyze results from interviews and surveys to narrow down the general problem to a specific one.
- Develop user scenarios for each stakeholder to show how people interact with the Food Centre.

Approach
- First, we identified key stakeholders involved in this Food Centres Project, with the partner list provided by the sponsor.
- We developed an interview question list, and conducted an hour long interview with each stakeholder.
- Existing projects, like the Stop in Toronto were studied to better understand the issues.
- Design Thinking was utilized to analyse the qualitative data gathered.
- Short iterative Design Thinking workshop was conducted to redefine the problem and to brainstorm the final design utilized.
- A supplemental nutritional education program that could bring a sense of community and a sense of contribution was proposed to the sponsor.
- A Kid’s Kitchen was proposed as the physical design of the project.
- A google sketch-up was created to help the sponsor better understand the proposed solution.
- No physical prototype was created, but a Minimum Viable Product Development approach was recommended to the sponsor to further develop the idea.
- Weekly meetings with our sponsor were conducted throughout the semester to help us better communicate with them.

Outcomes
- Non-traditional product development approach was utilized to tackle a social issue.
- The project was more crystalized, compared to it was before.
- A more desired design was created to better serve stakeholders in the project.