

Fantastic Five - P1 Report

Client:

Urban Recipe

Problem Space:

What can we do to facilitate a call to action for people to assist and engage with Urban Recipe?

1. Overview

Urban Recipe is a successful food pantry also functioning as a food cooperative for low-income families, which started off as an initiative of the Georgia Avenue church in 1990. The main theme of the co-op is creating food security, building community, and providing a platform for personal development while affirming dignity. It has a \$4 membership program where members are also expected to participate in packaging and distribution events. Thus, unlike other food pantries, Urban recipe is a more involved commitment for its members based on its community engagement model.

For our problem space, we want to explore ways to increase community engagement with Urban Recipe's humanitarian efforts. We identified that it can be difficult to find actionable ways for users who want to provide some form of support to the organization through the site structure. Sign-up sheets and the news tab are out-of-date, which could dissuade potential volunteers from helping out. Furthermore, we want to explore ways to increase name recognition of Urban Recipe through outreach. Ultimately, our solution aims to allow Urban Recipe to reach a larger demographic that has the ability to help, along with a wider audience who can take advantage of its services.

After researching and speaking with Urban recipe's representatives, we realized that the small size of the team is the core reason for its lack of mobility and flexibility with its technology and outreach. The organization relies on word of mouth for most of its publicity and has no technology/communications team member, this has led to the deficiency in effectiveness of its website and communication network. We hope to also find ways to address this pain point.

1.1 Sustainability Goals

Within our design space of driving engagement towards supporting our local food bank Urban Recipe, the UN Sustainability Goals of *No Hunger* (2), *Sustainable Cities and Communities* (11), and *Partnerships for the Goals* (17) are addressed. The mission statement of Urban Recipe should make the first goal self-evident, as an organization seeking to help those who are food-insecure. By virtue of being an organization that assists its surrounding community, having a greater and more effective sphere of influence reciprocates volunteer efforts into the community and back. Getting people excited about volunteering in the community keeps the community sustainable in an ever-present workforce dedicated towards building up its surroundings. Finally, the voluntary commitments made by individuals in the community demonstrate a multi-stakeholder partnership to the organization, and in the larger picture, to the community as a whole.

The principles of ecological design that we hope to address in our problem space include the *principle of least effort* and *closed looping*. We seek to create a solution that makes signing up to engage a painless and intuitive process. Every little barrier that a user might experience (outdated web page, too many buttons to navigate to, etc) decreases the probability that they will complete their task. Furthermore, the concept of a *closed loop* can be applied on the community scale: the ultimate goal is to achieve a self-sustaining community that both receives aid from Urban Recipe, and feels inspired to give back by assisting Urban Recipe.

2. Methodology

Most of the data that we acquired came from the experiences of students and others themselves in their attempt to donate or volunteer with Urban Recipe when given the link to their home page. This allowed us to effectively critique the user interface for volunteering as we would have first hand accounts of any frustrations in volunteering and signing up. The participants of the survey mainly included students and the participant in the second interview conducted was also a student. The first interview with the Urban Recipe representative allowed us to gain an insight on current methods of communication used and constraints that may discourage or limit people from participating events. Because our problem space involved driving engagement in the community and increasing participation, we thought that social media presence was an essential aspect of spreading the word of Urban Recipe and its events. Our generalizations of their presence in social media were obtained from their newsfeed located on the webpage, their instagram posts and views, and survey participants' awareness of the organization.

Interview 1: Urban Recipe Representative

Information from this interview was taken from the semi-structured interview conducted by Professor Arriaga with an Urban Recipe representative. One piece of information that fit within the span of our problem space involved the communication process between volunteers and Urban Recipe. According to the representative, most communication happens through email directly with participants and the representative herself. This is supported by the results of the survey that we conducted that asked what the preferred platform to receive information on volunteering events was. The survey results were that 11 of the 16 participants prefer to use email as the main method of communication and for receiving notifications. One possible deterrent mentioned by the representative to volunteering, especially during the times of the pandemic, would be lack of transportation and of course the possibility of getting covid as well. This was also supported by the interview conducted on a student who expressed concerns with how social distancing would work out when packaging and delivering food if they were to do so. According to the representative, there is the potential food a coop waitlist in the future may help in recruiting more people to volunteer which works to drive engagement in the community.

Interview 2: Student

The format for the second interview that we conducted was unstructured, and we mainly focused the conversation on frustrations in the hypothetical signup of volunteering with Urban Recipe and the process. The interviewee gave us further insight into possible conflicts that arise for students and similar groups when it comes to volunteering. Two issues are having no access to transportation and scheduling conflicts during weekdays because of interference with other classes during the day. When talking about the user interface however, there was praise for the

set up of the “deliver emergency food” category. The participant liked how the days to sign up were easy to see compared to the “prepare emergency food” section, which makes the user click on each slot to see if it's available.

Survey Results:

The main takeaway that we got from the results of the survey would be the lack of Urban Recipe’s presence on social media and difficulty in finding information about volunteering and community efforts. Of the 16 participants who responded to the survey, 15 of them had not heard of Urban Recipe previously. After prompting the users to visit the main webpage of Urban Recipe, we also asked them to rate its presence in social media. 50% of the participants said they had a very weak social presence, unsurprising given that their news feed has fallen silent as well as their social media. Another interesting thing found was the difference between the response to how easy the site was to navigate and how easy it was to find information regarding upcoming volunteering opportunities. In addition to this discovery, one of the free response sections further revealed the difficulty in finding relevant information regarding donations and volunteering along with in general the need for a more appealing design of the page.

3. User Characteristics

Primary User Group

Primary users are those who actually interact with the system. In our case, these are the people and members of the community that Urban Recipe wishes to engage with. Members of the local community should be able to donate, sign up for volunteering events, and learn more about Urban Recipe in general directly through this solution. They are the primary user group as they perform direct utilization with our system.

Secondary User Group

Secondary users are those who will occasionally interact with the system or use it through an intermediary. In our case, these are people who run the organization website and people affiliated with Urban Recipe. Urban Recipe Employees should be able to coordinate with different departments to ensure all food groups are available to the community, coordinate events, contact volunteers and food co-op participants, ensure a stable food stock, and maintain storage space clean and organized.

Tertiary User Group

Tertiary users are those who will be affected by the use of the system. In our case, these are community members currently not using these services and are possibly food insecure or members that may want to volunteer. This system brings food insecure individuals who are under the same problem together as a community, branch out to people who are not currently members, and encourage people to stay in the Urban Recipe.

Personas

	Community Members & Students	Urban Recipe Employees	Food Insecure Individuals
Age	~18+	~18+	All ages
Sex	Both	Both	Both
Educational Background	May be in school / may have minimal qualifications	Educated	Educated / may be in school / may have minimal qualifications

Family Status	May have diverse family statuses / may come from a single parent household	May have diverse family statuses	May have diverse family statuses / may come from a single parent household
Technology Access	May or may not have phone access	May have smartphone access / social media assess / laptop assess / emailing lists assess	May have smartphone access / social media assess / laptop assess / emailing lists assess
Health Condition	Healthy / may have disabilities / health-based concerns	Healthy	Healthy / may have health-based concerns
Household Income	Median income / low income	High income / median income	High income / median income / low income
Transportation Access	May not have a car in household / may have access to transportation but only some of the time	Likely to have a car / may have access to transportation but only some of the time	May or may not have a car in household

Primary User Persona

Jane, 21, is a third-year student at a local college. She is a full-time student, and she also picks up some part time jobs on the weekend. Her weekdays are mostly filled with classes and academic or club obligations, and her Saturdays are usually filled with her part time job. She often has trouble finding time to hang out with her friends on the weekends. In terms of interests, Jane is mildly interested in volunteering work but often doesn't do so due to not being able to fit extra time into her schedule. She does not currently own a car. While she does not earn a lot from her part time job, her family is able to fund her to help her live a mildly comfortable life in college without needing to worry about money. When school is on break, she usually looks for events and activities to pursue using her smartphone.

Secondary User Persona

Ashley, 26, is a current employee at Urban Recipe who is also a co-director for the food co-op program. Her regular day of work at Urban Recipe consists of a combination of checking that all food material deliveries are on time and accurate, signing up people in need for the food co-op, signing up volunteers for other events, and other office-related tasks. On event days

and/or days that the co-op is in operation, Ashley personally participates in the event to deliver instructions and to encourage engagement. Ashley wishes for a more efficient way to keep track of all of the information she currently keeps track of (volunteers, co-op participants, food deliveries, etc.) as she is still doing a lot of manual work that could potentially be automated. Furthermore, she is also actively looking for ways to expand the food co-op program despite having a semi-difficult time due to the lack of a marketing-specific staff in Urban Recipe.

Tertiary User Persona

John, 35, is a single father who lives 20-minutes away from Urban Recipe. He has two daughters, and he currently works in a blue collar job that does not pay enough for him and his daughters to live in a financially comfortable status, leaving the family occasionally food insecure. John first heard about Urban Recipe's food co-op two years ago through a neighbor and has been going once every month mostly for extra food just in case. John typically travels to Urban Recipe with his car. While he participates in the co-op semi-regularly, he also does not tend to socialize that much and usually leaves once his work is done. His daughters ask him about the co-op when he returns, and he has been considering letting his daughters participate as well. He mainly contacts Urban Recipe through phone when necessary.

4. Task Analysis

We broke down the major tasks in the following way: donating, volunteering, and exploring events related to Urban Recipe. Currently, our system primarily relies on the initial steps towards these goals rather than following difficulties that may arise in the future. For example, after signing up to volunteer, we have not analyzed the situations regarding transportation yet into our system.

Primarily, all of our tasks discussed rely on the integrity of the Urban Recipe website. We have briefly explored the possibility of limited accessibility, but we plan to further develop a solution to this difficulty as well. Some potential issues aside from accessibility to technology could be internet issues and the integrity and composition of the website. As of now, the website is seemingly operational and almost all of the tasks discussed here can be performed. However there is an evident need for improvement. For example, many events hosted by or related to Urban Recipe are missing. It is very difficult to locate any specific information and it seems like the best way to find it would be through contacting actual members of the organization. The recent Covid-19 pandemic has made it difficult for users to find details and opportunities because of strict rules that may be preventing Urban Recipe from hosting new events. This seems to indicate why the website is not properly updated with information.

Our design aims to solve many of the issues that are currently evident. Refer to the page below for breakdowns and diagrams of the various analyzed tasks.

HTA One (Wilson)

0. In order to sign up to volunteer delivering food aid at Urban Recipe:

1. Go to urbanrecipe.org
2. Click the Volunteer button on the navbar
3. Select "Deliver Emergency Food Aid"
4. Complete the SignUpGenius form
 - 4.1 Download informational files:
 - 4.1.1 Download and complete Volunteer Waiver
 - 4.1.2 Download and read Sanitation Protocols
 - 4.1.3 Download and read Reference Map
 - 4.2 Select an open date from the calendar
 - 4.3 Select "Sign Up" in the Available Slots column
 - 4.4 Enter identification information (Name, email, phone, vehicle info)
 - 4.5 Finalize the form by selecting Sign Up Now

HTA Two (Jose)

0. Volunteer with Urban Recipe

1. Navigate to Urban Recipe website
2. Select volunteering tab
 - 1) Read about what each option for volunteering has you do
 - 2) Decide to either prepare food or deliver food
3. Sign up to volunteer
 - 1) View information on volunteering requirements
 - 2) Check what days and time you are available to volunteer
 - 3) Check if the slots are already full
 - 4) Sign up for the time slot b yourself or with a team
4. Show up the day you signed up for to volunteer

HTA Three (Dhavan (Bittu))

0. Donate to Urban Recipe

1. Open your web browser (Ex: Google Chrome, Safari, Microsoft Edge etc.)
 - 1.1. Check to see if your internet is connected.
2. Navigate to the Urban Recipe website
 - 2.1. Type urbanrecipe.org in your browser
 - 2.2. Press enter to load the website
3. Click the large green Donate Button in the top right corner of the page
4. Press the large Donate Button on this new page
 - 4.1. Select Amount willing to donate currently.
 - 4.2. Click the checkbox denoting whether you will cover the processing fees or not
 - 4.3. Select which type of donation this will be (One-Time or Monthly)
 - 4.4. Press Continue
 - 4.5. Select a Payment method
 - 4.6. Enter all personal details required
 - 4.7 Press the Green button that says “Donate” followed by the donation amount

HTA Four (Olufemi)

0. Donate to Urban Recipe

1. Search up Urban Recipe
2. Go to Urban Recipe Website
3. Input Donation Information
 - 3.1 Select donation tab
 - 3.2 Select donation amount
 - 3.3 Select donation frequency
 - 3.4 Add card information
4. Complete donation.

HTA Five (Phoebe)**0. Sign up for Urban Recipe's volunteering mailing list**

1. Navigate to Urban Recipe's Website
 - 1.1 Search for Urban Recipe in a search engine or go to <https://urbanrecipe.org/> directly.
2. Click the VOLUNTEER button
 - 2.1 Input personal details and Captcha
 - 2.2 Select "I consent to Urban Recipe collecting my details through this form."
 - 2.3. Click the JOIN MAILING LIST button

Additional HTA**0. Find information about upcoming events.**

1. Navigate to Urban Recipe's Website
 - 1.1. Go to urbanrecipe.org or look up Urban Recipe in a search engine
2. Scan each header
 - 2.1. Enter News tab
3. Discover local past events
 - 3.1 Find event that is personally interesting
 - 3.2 Read more about information for the event
4. Contact Urban Recipe members
 - 4.1 Reach out via the contact us tab
 - 4.2 Show interest in attending/volunteering

5. Usage Scenarios

Usage Scenario One (Wilson)

Lorie has heard about Urban Recipe from her friend's social media post and is interested in signing up to volunteer. She searches the website, sees the Volunteer button standing out on the top-right navigation bar and clicks it. On that page, she sees the options to Deliver Emergency Food Aid and Prepare Emergency Food Aid. She wants to deliver food, so she selects the former button. Lorie is greeted with a SignUpGenius page, but she is a little concerned that the most recent announcement is about "Slots available for September" from last year. Furthermore, she wants to know what duties she would be expected to perform as a volunteer, but can't find any information about it. Without clear instructions, she becomes hesitant on whether or not she actually wants to commit to volunteering, but decides to do so anyway. She scrolls to the bottom to find the calendar, uses her existing SignUpGenius account to confirm details, and drives to the location on her assigned day.

Usage Scenario Two (Olufemi)

A kind-hearted man looking to help his fellow human beings seeks to volunteer in his community to battle food insecurity. He googles organizations battling food insecurity and the urban recipe website pops up. He scrolls through the site and learns about the events and volunteer opportunities.

Usage Scenario Three (Dhavan (Bittu))

John works a 9-5 job but wants to find a hobby on weekends. He loves interacting with the community and tends to find ways to make an impact. He looks around the internet and comes across Urban Recipe. Upon a first glance, he sees a nice video showing other community members in action helping. This intrigues John which drives him to explore the site further.

Usage Scenario Four (Jose)

Sandra wants to support her local community and contribute to fighting food insecurity. She decides it would be a good idea to volunteer with Urban Recipe to distribute food packages to those in need. She visits the website and clicks on the volunteer tab at the top. She proceeds to choose whether she delivers or prepares food. After selecting to prepare food she is swamped by how many tabs there are to scroll through for selecting a date and time. She didn't know what time slots were full or not and had to click on each tab to see if it was possible to participate in the event or not. Eventually she finds a time slot that works for her and isn't full and signs up for it.

Usage Scenario Five (Phoebe)

Dory is 38, is married with three children Ivan(18 years), Aaron(16 years), and Grace(12 years). Dory is the product manager for Ciel Group and she and her children signed up for the Emergency Food Aid Volunteer from Urban Recipes website in order to help provide emergency food relief for individuals struggling with food security during the COVID-19 pandemic. It's a very nice day, Dory drives her Toyota Camry to 970 Jefferson St NW Atlanta, they help organize food, fill boxes with a balanced variety of food options, package boxes securely for distribution, and otherwise assist Urban Recipe in feeding homeless, low-income communities, people with disabilities, people with health-based concerns, immigrants, refugees or ethnicgroups in a health-conscious and sanitary manner.

6. Current UI critique

(Olufemi) Website: <https://urbanrecipe.org/>

In the span of the problem space that we have selected, we would consider a weakness of the UI design for Urban Recipe is the current experience of signing up to engage. Following the selection of the “Prepare Emergency Food Aid” under the volunteering tab, the user is shown a full list of all possible time slots available, even those that are already full which we can see possibly causing some frustrations. In contrast, when selecting the “deliver emergency food aid” there is a design more fitting for the process of applying for the slot. There is a calendar that clearly shows the days in which the events happen and an obvious sign up button for slots not yet filled. Overall though we feel that Urban Recipe is easy to navigate due to the clear tabs along the top separating general information from the signups for volunteering and donations.

(Wilson) Website: <https://www.metromin.org/how-you-can-help/volunteer/>

I looked at my hometown’s local nonprofit to see the system they use to drive volunteer engagement. I noticed they have opportunities for group volunteers and volunteer leaders! This is interesting; having a group volunteering option means only one individual needs to be a vector to go through the process while spreading the volunteer work across a larger group of people. The Volunteer Leader option incentivizes longer-term relationships with the nonprofit. It promotes people with leadership skills and a larger commitment than typical volunteers the ability to exert an outsized impact. Finally, I noticed a Help Desk bubble which neither ACFB nor Urban Recipe have; this could potentially be a way for us to communicate common FAQ information to users through a medium that CS students have more experience in developing.

(Jose) Website: <https://www.idealist.org/en/>

This website’s main focus is clearly making the process easier for volunteering and applying for positions. One of the features that I liked about the website that is not present in our current client, Urban Recipe, is the ability to look for volunteering opportunities in an area of choice. The website also features key words to make the process of looking for opportunities easier. In contrast with Urban Recipe, the website provides more information as to what the user is applying to volunteer for such as how often they will have to attend, time commitment, and even skills required. These features could be added to Urban Recipes website to hopefully provide a friendlier interface for users to volunteer and donate more frequently.

(Bittu) Website: <https://www.acfb.org>

ACFB already provides similar services through their website as it is easier to navigate and through their social media. They are more up to date and I believe this is where a huge portion of the problem lies with urban kitchens. They are providing services however they aren't staying up to date in order to foster more engagement. Ours is different in the way that we want more emphasis towards becoming involved with the organization. ACFB does a fantastic job of driving users who are in need but seems to lack in areas of getting more team members. With this system in mind, I feel as if it can serve as a baseline for what our system should accomplish.

(Phoebe) Website: <https://www.usfa.fema.gov/training/nfa/programs/vip.html>

The U.S. Fire Administration's Volunteer Incentive Program offers a six-day educational opportunity for volunteer and combination department emergency services personnel. Community members have the opportunity to meet and exchange ideas and information with colleagues from across the country. Urban Recipe currently has a lack of outreach, and it is hard for community members to branch out to people who are not currently members. U.S. Fire Administration's Volunteer Incentive Program provides some incentives that attract more users to participate, in forms of donation or volunteering. In this program, volunteers will be given paid personnel in predominantly volunteer combination fire departments, free VIP courses, priority seating in all VIP classes, etc. We could use some of the ideas to evaluate against our system.

7. Usability Goals

Usability Attribute/Goal	Rationale	How to measure	Current level	Connect to Norman?
Inclusiveness	Help those in need feel comfortable joining the organization and allow volunteers of all types to join as well	Survey participants on comfortable they feel about joining/percentage increase in people joining per month	Inclusive, can be improved	Our solution should improve the <i>discoverability</i> of the organization and consistently incorporate the <i>feedback</i> of users.
Communication	Need to communicate what events are going on and when with users and volunteers	Number of ways to communicate with users/increase in participation of events after communication	Not very communicative	<i>Cultural constraints</i> - Different users could be used to different methods of signing up for events (e.g. online vs. by personal invitation)
Convenience	Make the process of making donations and accessing Urban Recipe information more convenient	Number of ways to donate/average amount of time required to make one donation	Semi-inconvenient	<i>Physical constraint</i> - Several types of hardware may be required to make donations (e.g. physical checks, smartphones, etc.), which users might not necessarily have access to
Efficiency	Help users and volunteers find events that fit their needs/interests quicker	Average amount of time users and volunteers need to find a desired event to attend	Semi-efficient	<i>Affordance</i> - How users are able to browse through and sign up for events

8. Functional/Non-functional requirements

Analysis of Two Existing Systems: Atlanta Community Food Bank & Urban Recipe

For the analysis, the constraints of the existing Urban Recipe signup user experience, as well as that of Atlanta Community Food Bank (ACFB), were examined to form a source of comparison. Functionally, the goal of both systems are to facilitate a call to action for people to contribute.

Functional Constraints

The functional constraints on this goal are dependent on the options that each non-profit decides are available for users. ACFB's landing screen immediately opens a pop-up for a user to register for a "Hunger Walk Run", indicating that as a way to contribute to the organization. Notably, there are multiple ways to get involved; beyond the large "Donate" icon, the "Get Involved" dropdown lists five more ways to help out: "Volunteer", "Advocate", "Food & Fund Drives", "Events", and "Partner With Us."

In contrast, the paths Urban Recipe takes to achieve its goal are more constrained. One of its available options is to donate, like ACFB. There are two options for volunteering: "Deliver Emergency Food Aid" and "Prepare Emergency Food Aid". Interestingly, the Volunteer page has a form allowing users to sign up for a volunteering opportunities mailing list, something that is not as apparent of an option in ACFB's website.

Non-functional Constraints

_____ Apart from the desired constraints each organization designs for the functionality of facilitating a call to action, certain non-functional elements further constrain these systems. For one, organizational size limits the capabilities of each organization. ACFB is much larger than Urban Recipe. The increased manpower allows ACFB to coordinate a larger variety of events, apparent in the greater functional capabilities of its website (more ways to help out). Another significant constraint placed on both systems at the moment is the COVID-19 pandemic; it is reasonable to assume that the coronavirus has made it more difficult for the organizations, volunteers, and the people who need food assistance. It is crucial to think about these constraints when brainstorming solutions to match the current operational capabilities of our client.

9. Implications

After conducting surveys with individuals that fit our problem space's persona profiles, we have drawn many conclusions that will be implemented in our future design. One such finding revolves around the notion that Urban Recipe is not currently popular in the community. Many people may have heard of Atlanta Community Food Bank, but through our survey we found that a majority of people had never heard of the organization.

Furthermore, we have determined that many more issues are apparent with Urban Recipe. For example, the current social media pages are not engaging their respective audiences. The Instagram page is simply posting photos of their activities and members without any context of what is happening. No captions or text are present which needs to be improved on and will be taken into account for our design. Many of the user personas we narrowed down seem to mostly use technology such as smartphones on a daily basis. Also, a large portion of these groups have some sort of social media presence.

We also explored issues with engagement apart from the internet. We narrowed down the primary and secondary stakeholders to be people that want to engage with the community and students, however we discovered that many of the people that fit these personas would have issues with transportation were they to connect with Urban Recipe and issues with time. Weekends are seemingly the only time people are free to lend a hand with the organization. Such factors will shape the way we approach the design.

Moving forward, after analyzing many of the factors that affect Urban Recipe and community engagement, we believe that the issues revolving around social media engagement will most heavily affect the outcome of our design.

10. Limitations

In order to properly solve an organization's problems, it is important to know not just the problems they see but also the root causes which led to them. Such insight requires thorough investigations and multiple conversations with various stakeholders. Unfortunately, we faced several limitations and complications in our research.

The pandemic we are currently experiencing has caused several limitations. First of all, it has made conducting in person observation and research, next to impossible. In addition, we are not able to conduct multiple interviews and were limited to only an interview with a lead at urban recipe, an interview with a potential volunteer/donor and a series of survey responses from potential volunteers. This limits the scope of our understanding of the organization's procedures as we only got to interact with 2 out of the 4 most important stakeholders. It would have been extremely beneficial to interact with the other two stakeholders like the members of the co-op programs and the corporate co-op sponsors.

Furthermore, the pandemic changed the operations which has caused the organizations to pivot. This creates a conundrum as we might be learning about issues that exist solely as a result of pandemic and which will no longer exist once the pandemic is over. For instance, a new issue is inadequate transportation options and low community engagement due to the following social distancing and safety guidelines.

Finally, there is inadequate in-house data to analyze. The lack of a communication or technology associate or team means that there is tracking and gathering of data on engagement, outreach and community involvement. This means that it is hard to accurately predict the average amount of engagement and calculate a benchmark to track improvements. In general, there is an absence of concrete data to analyze and glean insights from, leading to a lot of assumptions and ballparking on our end.

11. Reflection

Beginning this project during the COVID-19 pandemic has made working as a team more difficult, compounded by the fact that none of us knew each other prior to taking this class together. Apart from the lack of opportunities to build better camaraderie among the team, we have found that COVID-19 has significantly impacted many other parts of the user-centered design process. The coronavirus has limited opportunities to gather data in an in-person setting, and has made it more difficult to attempt to reach out to certain marginalized populations like the food-insecure. This was one reason why we decided to focus on the volunteer instead in our problem space, as the affordances of an online environment were such that forums like Reddit and GroupMe became easier vectors to reach that specific demographic.

During the beginning of our teamwork process, we initially jumped straight into discussion of possible solutions before adequately defining our problem space. Our TA, Aditya, was helpful in clarifying many of the steps involved and what would be expected of each part. Another difficulty arose in our familiarity with the subject matter; none of our team members have had considerable experience in the realm of food insecurity, and the logistical problems of tackling issues within that scope.

This first stage has been very insightful in understanding the development of user-centered design. If we were to begin again, there are undoubtedly many things we would do differently. Given the experience we've acquired throughout this process, we have a more solid understanding of design artifacts such as the HTA, UI critique, and user characteristics that will allow us to flesh out ideas more efficiently. Hopefully, if we were able to conduct this again in a post-COVID context, we would have the opportunity to directly interact with representatives from Urban Recipe as well as from members of our own team in person.

Appendix:

Individual work taken from team pages and adapted to P1 layout.

Link to group and individual works:

[P0 - Fantastic Five \(1\).docx: Fantastic Five \(instructure.com\)](#)

[2/17 Studio Assignments: Fantastic Five \(instructure.com\)](#)

[2/24 Studio Assignments: Fantastic Five \(instructure.com\)](#)

Websites used for UI critiques:

<https://urbanrecipe.org/>

<https://www.metromin.org/how-you-can-help/volunteer/>

<https://www.idealists.org/en/>

<https://www.acfb.org>

<https://www.usfa.fema.gov/training/nfa/programs/vip.html3>