



# CHOSEN

Humanizing the Food Pantry Experience.





CHOSEN rethinks the food pantry experience, making it more humane for people who need support.


## FUNDAMENTAL SOCIETAL PROBLEMS

**11.8%** of Americans live in poverty

**1 in 8** Americans are food insecure

**61,000** food pantries nationwide

**77.34 million** volunteers



“Say hi and talk to them, this might be all the love they’ll get this week.”

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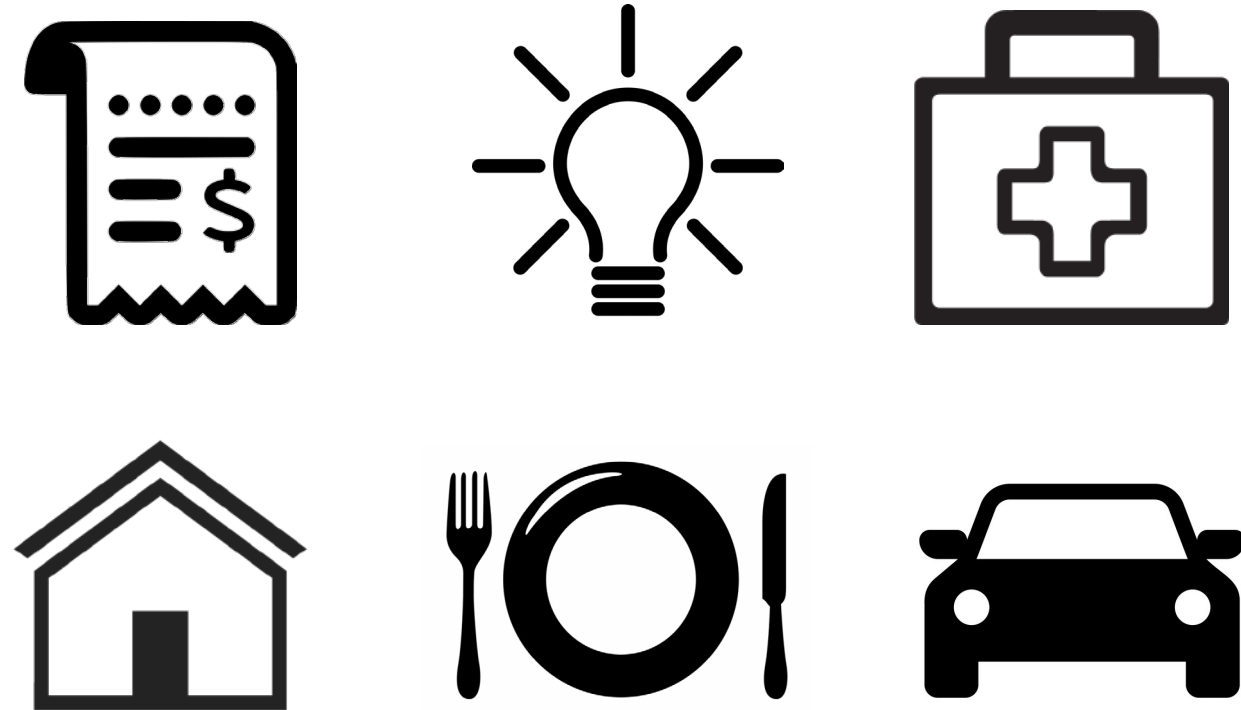
Volunteer, Father’s Heart Ministries



## Poverty and Food Insecurity

- Many can only skip meals or get low quality meals.
- Lack of food leads to struggle to work, as well as lower employability.
- Some children don't have the opportunity to go to school. And if they do, hunger can impede study ability.
- Some family have to share food stamps among family members.
- Raises physical and mental health problems.
- Higher risk of chronic diseases.

People who visit food pantries often have to choose between food, medical, transportation, rent, bill, and utility costs.



CHOSEN aims to help ease the stress of getting food with consideration of humanizing the process.

# Client Snapshots



Lin (42)

-Lin is from China, she works at a local deli.

-She speaks Cantonese, so she hopes she can find someone who speaks Cantonese to help her.

-She also can't be in the line for too long since that means her will miss work.



Maxium Family

-Single mother (35), daughter (12), twin sons (5), grandma (80, disabled), and grandpa (82, chronic illness).

-She would like to get food for her whole family, but it is hard for her to find all the documents everytime.



Patrick (68)

-Patrick needs a wheel chair and there isn't always a person who can help him get to the pantry.

-He hopes someone can help him pick up the groceries, but sometimes he also wants to join the community of people to chat.



Holland (39)

-Holland is experiencing homelessness.

-it is really difficult for him to get food sometimes, since he doesn't have all the information or directions for pantries.

-He wants to worry less about food so he can focus on getting back into the society.

# Stakeholder Map

Identifying problems and opportunities in the current food pantry process

	Collect and Ship	Prepare Pantry	Open Pantry	Get to Pantry	Park	Check in	Line Up	Package Groceries	Interaction	Get Groceries	Round Two	Exit	Get Home	Consume
Client	Clients could know about the food selection ahead of time		How to reduce the line up time?	What if the client has trouble getting to the pantry?	Carts, bicycles, wheelchairs, collected recycled bottles, entire belongings, etc.	Clients are often unable to check in because of their documents	Clients wait in a long line before getting the food	X	More interaction with volunteers	X	Clients never know if there will be round two so they just wait outside	X	X	X
Volunteer	Volunteers can help before pantry opens	X	X	Can volunteers help the clients get there? Or get the food to clients?	X	It is difficult to maintain order	Volunteers don't have a lot of opportunity interacting with the clients.	X	No opportunity to talk to the clients	X	Volunteers are not notified about the current stock situation	X	Volunteer for aid?	
Barcoded Grocery	X	X	They are usually scattered on the table				How can clients choose from these items?	X	X	X	X	X	X	X
Bag		Packing usually takes lots of people and time					X	So many plastic bags!	X	X	X	Clients exchange food with one another because they are not personalized		Gets thrown away
Food Donor	X										How do food donors know what to give and how much to give without creating waste?			Know the preferences of the clients
Food Pantry Organizer	X	X	X		Many people are waiting outside but there a limit						Should know the situation at the pantry better	X	Close Pantry and collect data	
iPhone	75% of people own a smart phone	How can technology help the clients?		Navigation map on the phone would be helpful		ID system on the phone would help	People are free to go and get notified when they come back?				Maybe get a notification about round two		Map to get home	Recipe for cooking
Waste	How to reduce food waste?									X	X			Types of food should base on clients



# 3 Main Challenges



## Long Waiting Time

- Complex document identification process
- People lose their place if they leave the line.
- Takes extra time from their schedule, work, childcare, etc.
- Issue of mobility and/or access to transportation.



## Anonymous Bag

- Groceries in bag are anonymous. Clients can't choose.
- Many people exchange food outside on the street if they are allergic to certain food or they are unfamiliar with how to prepare them.



## Lack of Respect

- There is often a stigma around people who are on food stamps or go to food pantries.
- Lack of attention to clients' individual identities.
- Clients can't feel the sense of dignity and community.



# Competitive Matrix

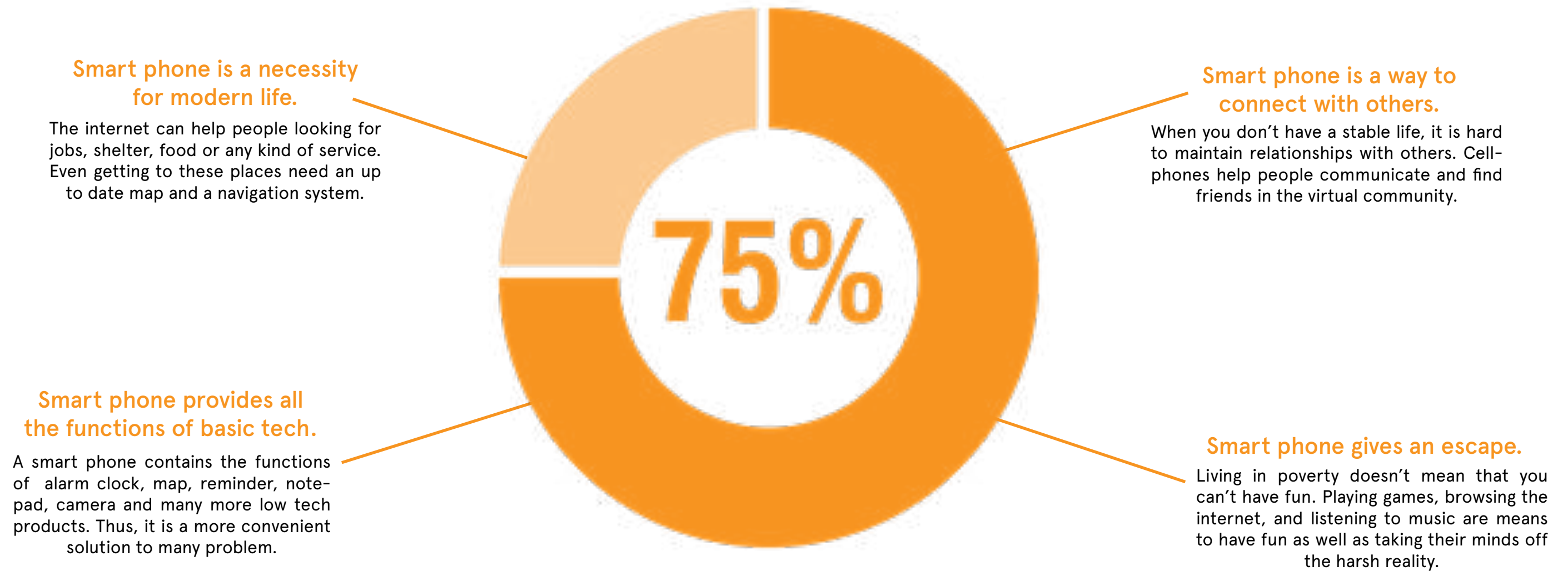


-Traditional food pantry service in a gym.  
 -Clients have a set list of food they can get.



-Choose food in a pantry like a real shopping experience.





**75% of people living below the poverty line own a smart phone.**

**How do we use this opportunity?**

# Technology Map

Creating convenience by linking different services together with technology



- Bag can be encoded with user data when scanned.
- User can access all data on their app



- RFID tag
- for location, inventory and personalization



- Data uploaded onto cloud and accessible in the app
- encourage collaboration
- data can be sent to organization/government



- Barcode for the food inventory



- Like a credit card
- for people who do not own smartphones.
- can be added to apple wallet, etc.
- all documents
- food stamp / money can be stored digitally

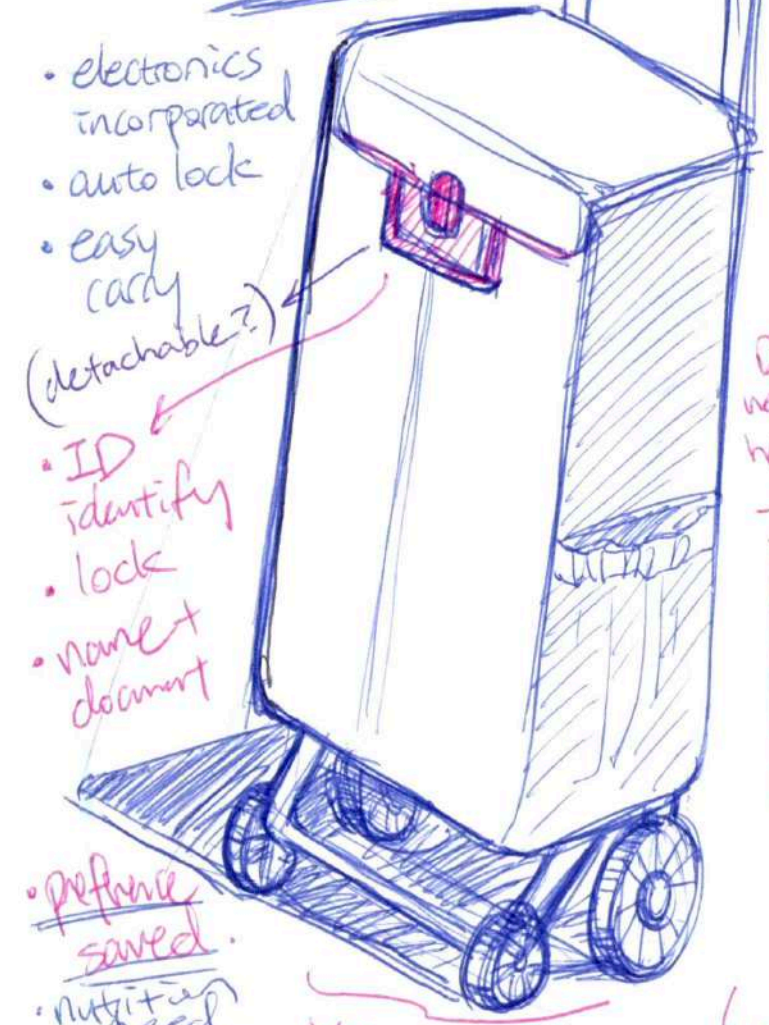
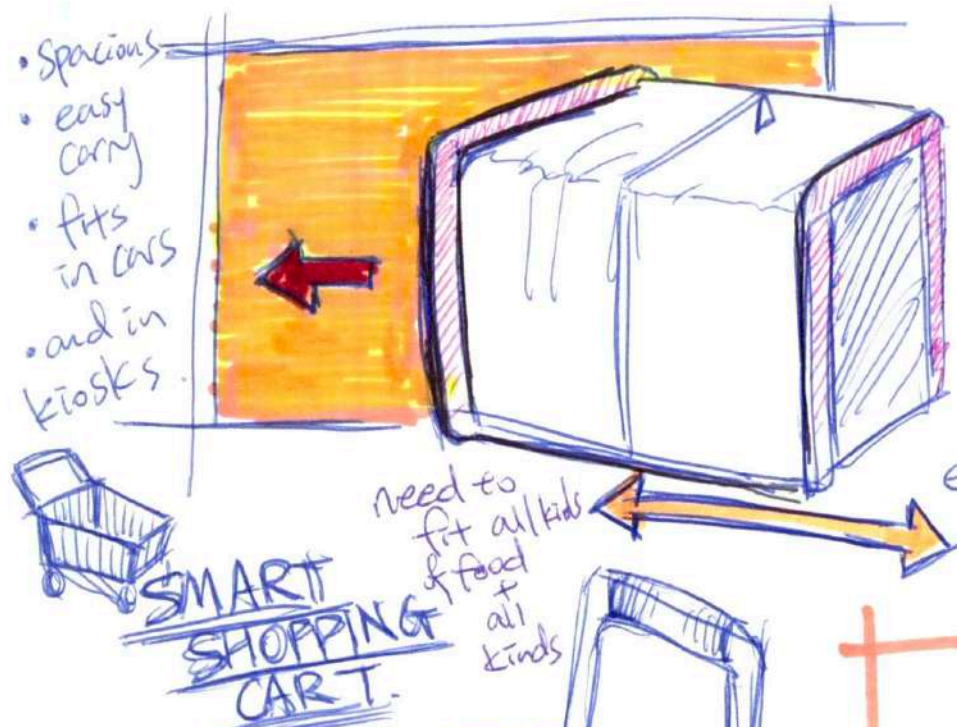


- Access to health data.
- Link to doctors
- give food recommendations

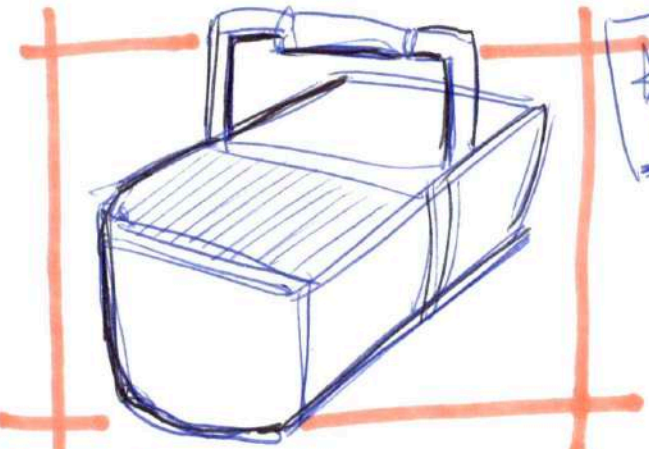
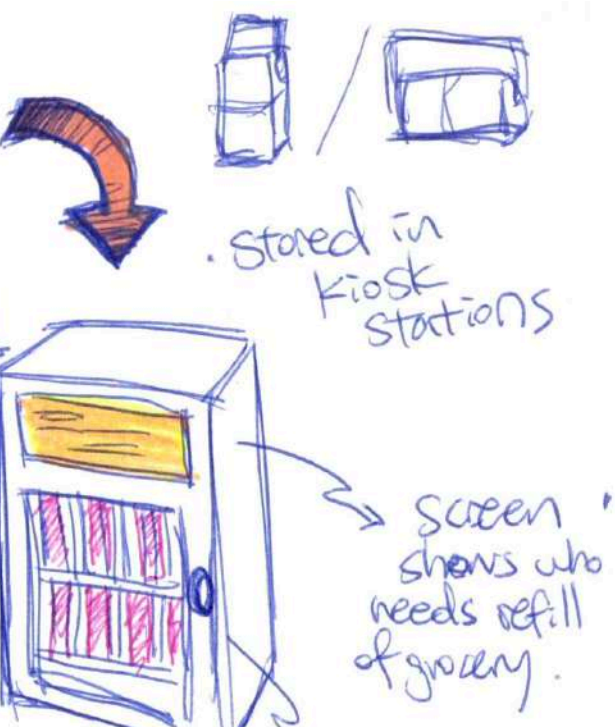
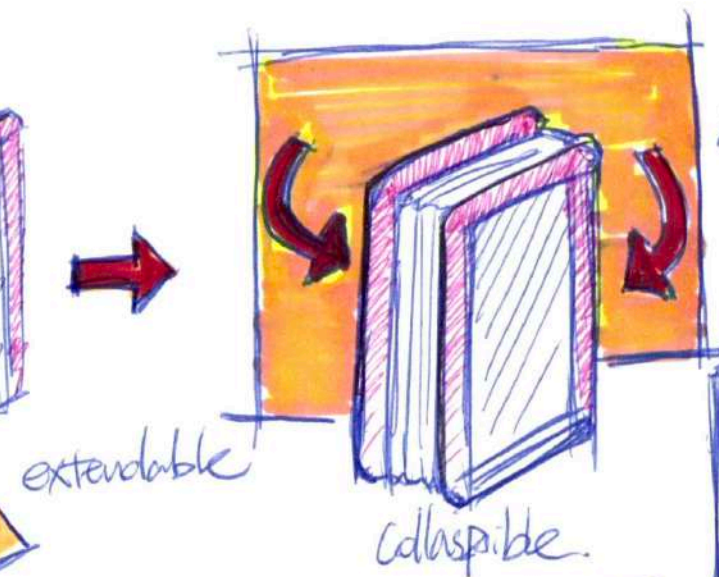


- Foods are scanned by the barcode to keep track of amounts





Yes to wheels but if to sure to car easy → but language ...



Do we need a handle? - YES.

rather like a picnic basket



Collect baskets by truck then start party only to retrieve? = no need to transport groceries! bagged already.



1. get notified before going on a trip.



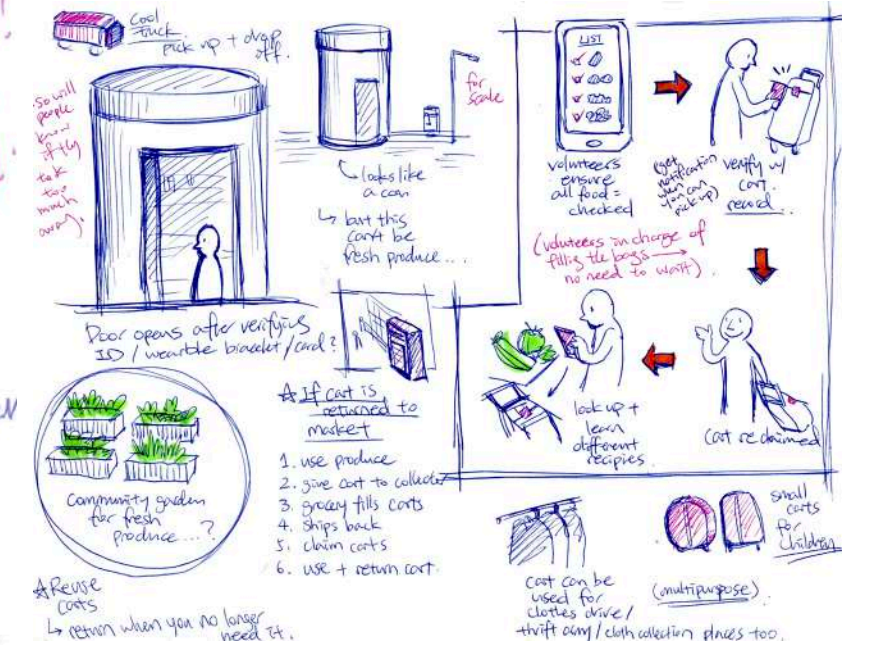
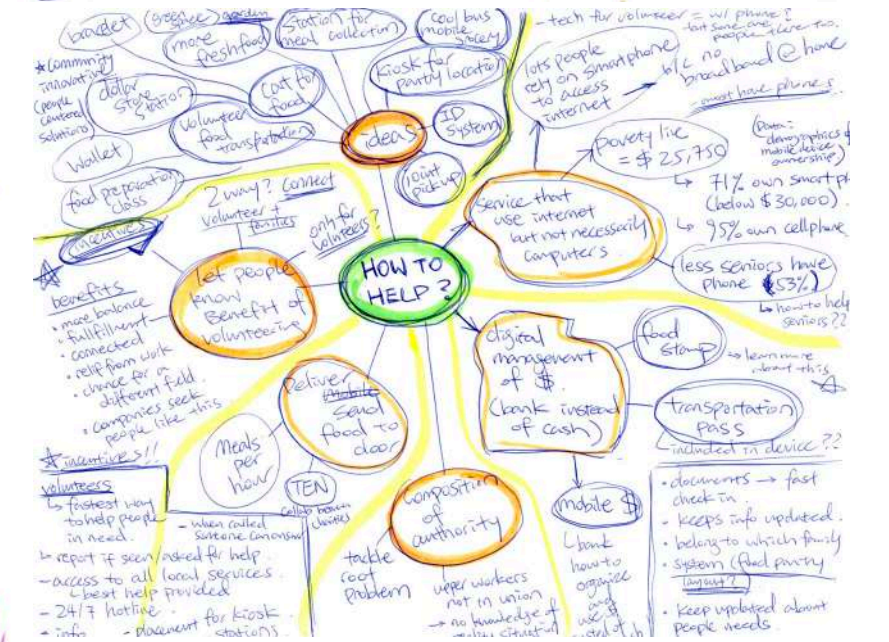
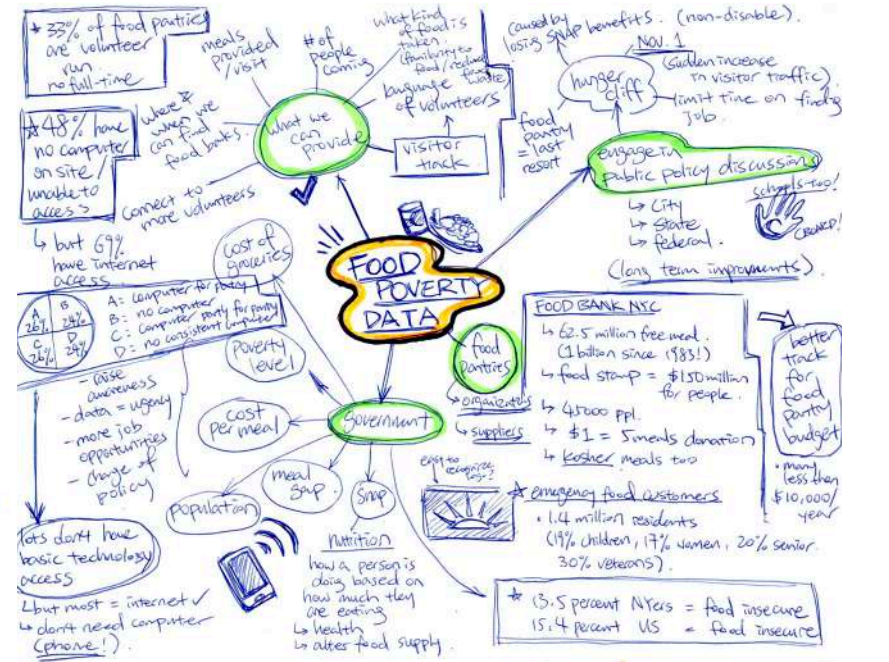
2. pick up baskets from kiosk.



3. fill with fresh produce & people will be waiting to pick up.

↳ will routes go in cross areas of poverty?  
↳ how many at once?  
↳ incentive?? → miles of gas? produce for free? - hours?  
free gas? purely volunteer? - receipts?

maybe it's just volunteer

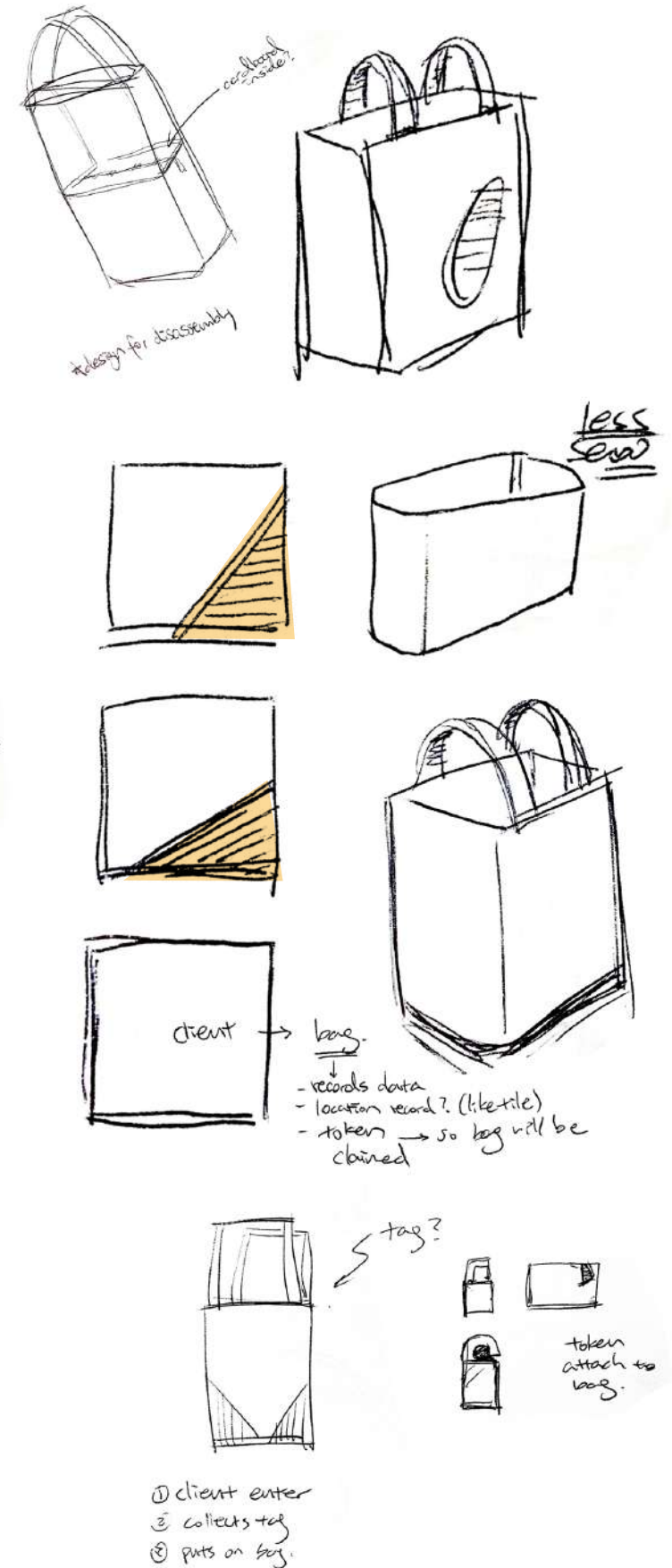
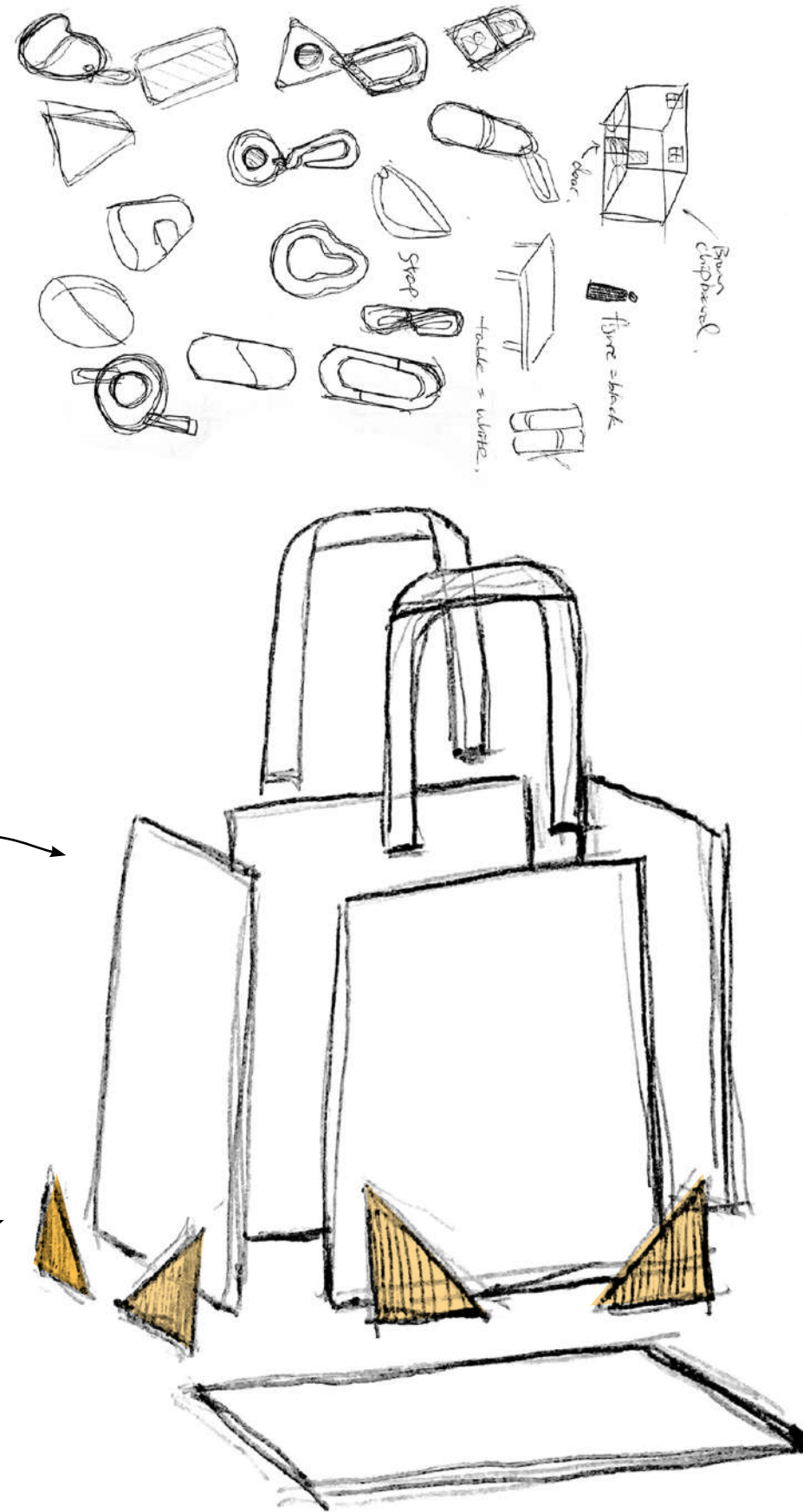




RFID tags that can be added or attached to the bag for personalization. the shape resembles the logo if it will be attached to the bag.

The bag is designed to hold a lot of groceries, so it is tall and has a wide bottom. The fabric for the bag can be any kind, such as fabric scraps stitched together. Also, the shape is wheel chair friendly, and can be fitted into a grocery cart.

The corners of the bag will be sewn with fabric pieces of a bright single colour. This is to ensure the bag can be identified as CHOSEN pantry. It can be used both as a identification tool, as well as a statement for combating food insecurity.





# Sustainability

## Reduce plastics use & upcycle fabrics

IF YOU ARE A

CLOTHING BRAND, FASHION DESIGNER, INTERIOR DESIGNER, COSTUME DESIGNER, CUTTING ROOM, TAILOR  
...or any other business creating textile waste...

YOU CAN RECYCLE

FABRIC SCRAPS, CUTTINGS, HEADERS, MOCK-UPS, SAMPLES, OVERSTOCK BOLTS, PRODUCTION REMNANTS  
...and any other unwanted excess fabric



- A medium sized pantry serves around 300 people each time, which means double the amount of plastic bags.
- Regular clients can get reusable bags to reduce the use of plastic.

## Reduce food waste



- For a food pantry organization, they could have 500,000 pounds of products each year that can't be distributed and end up in landfill.
- thus it is important to accept donations based on the need to avoid waste.





## Annie Keating

- Community coordinator at Fabscrap.
- Interviewed when I went volunteering.



-Most of the fabrics they get can be recycled, but some with elastic materials can only be reused.

-There are a lot of large fabric pieces that can be used, which have the same material as the heavy canvas bags that they use to collect fabric from different companies. They are durable and easy to wash, so they would be one of the ideal options for reusable grocery bags.

-There are more neutral coloured fabrics than coloured ones, so it would work if the whole bag is made of a more neutral colour with another colour indicating the brand or identity.



-The fabric seems durable and the style is good if we treat the appearance of the bag as a symbol for fighting food insecurity.

-As a job, we should consider how many people are willing to spend the time to work on the bags. Because skill training would need more time and effort than to just make bags. Perhaps the bag making session can be a precursor to spark interest in learning the skill, and then people can attend the more advanced and professional class.

-We can also have other people making the bags for the food pantry. For instance, custom collaborative or high school sewing classes as a volunteering and learning opportunity.

-Should consider how many days would be good to test the effectiveness of the system, in order to test the theory of change.



**Ngozi Okaro**

-Executive Director at Custom Collaborative

**CUSTOM**  
COLLABORATIVE

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# CHOSEN



People using food pantries often face the stigma of being poor in today's world. CHOSEN is committed to creating a more humane approach for the individual by designing a place where community and respect are emphasized. It uses data and technology to better serve the often overlooked or underserved.



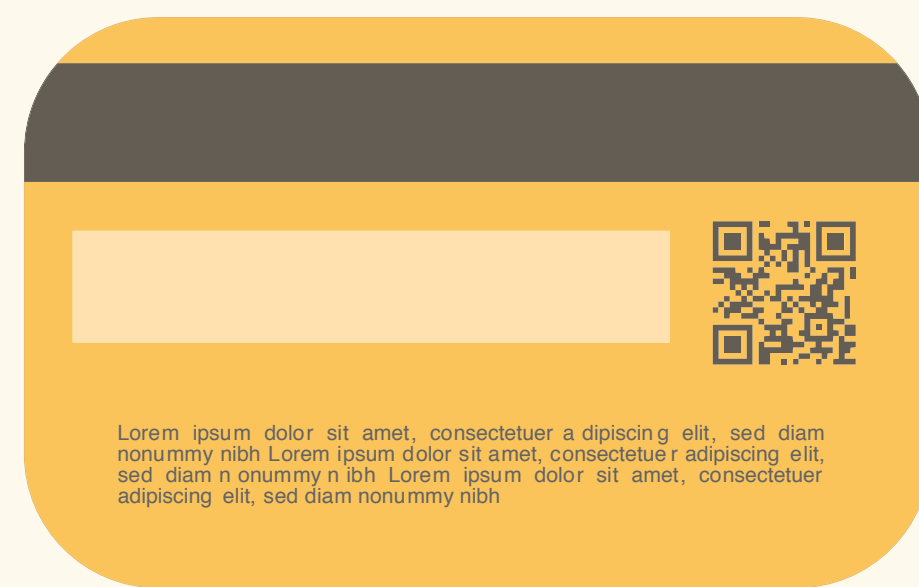
# CHOSEN Shopping Bag

RFID tagged bags that allows personalized shopping whilst serving as a fashionable and sustainable statement for combating food insecurity.





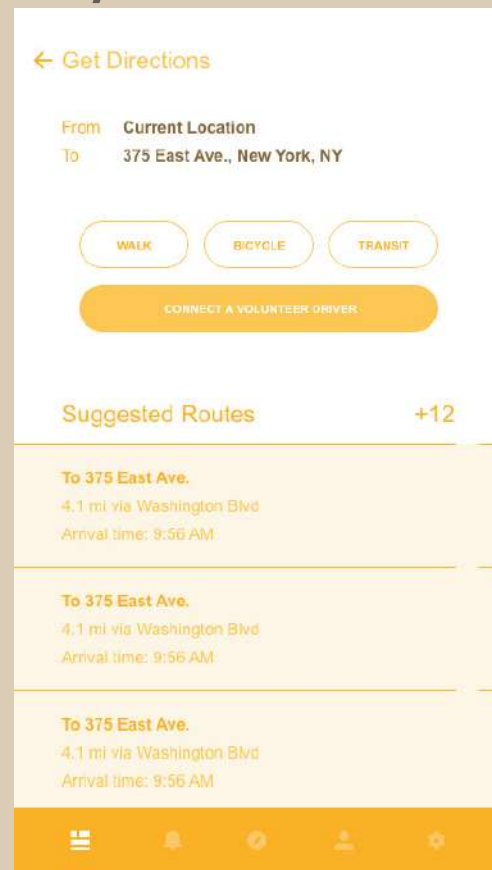
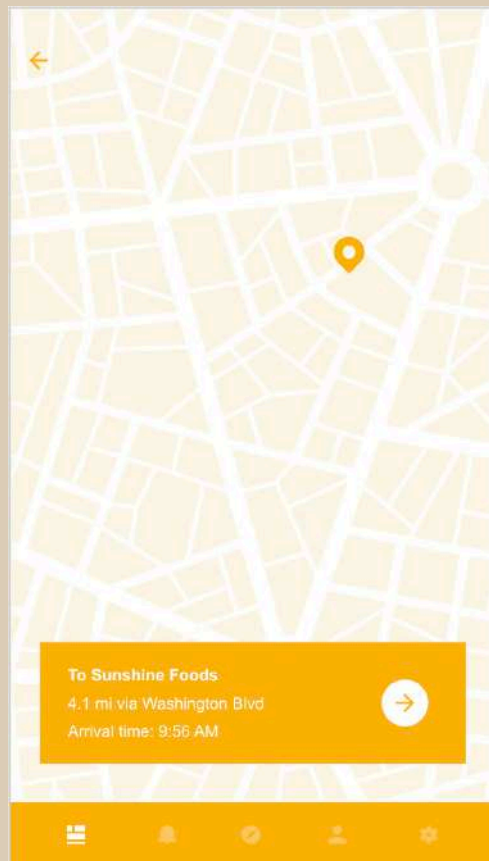
# CHOSEN Pantry Card



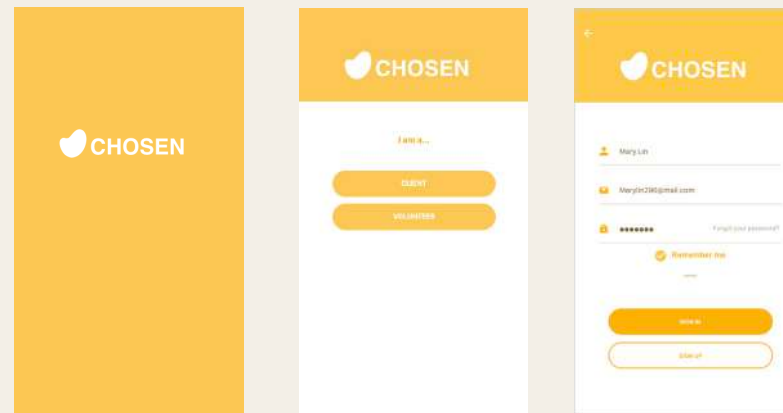
- ID and other important documents in one place.
- Swipe or scan to access user information like a credit card, compatible with most card readers.
- The card is linked to the shopping bag.
- Can be used for clients without a cellphone



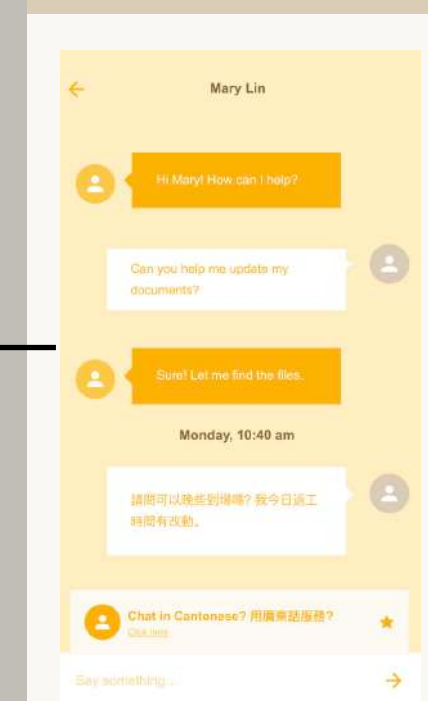
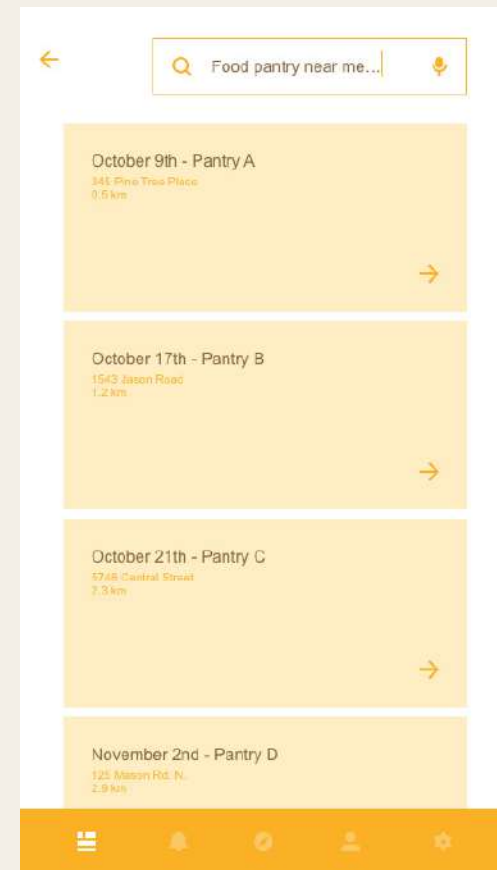
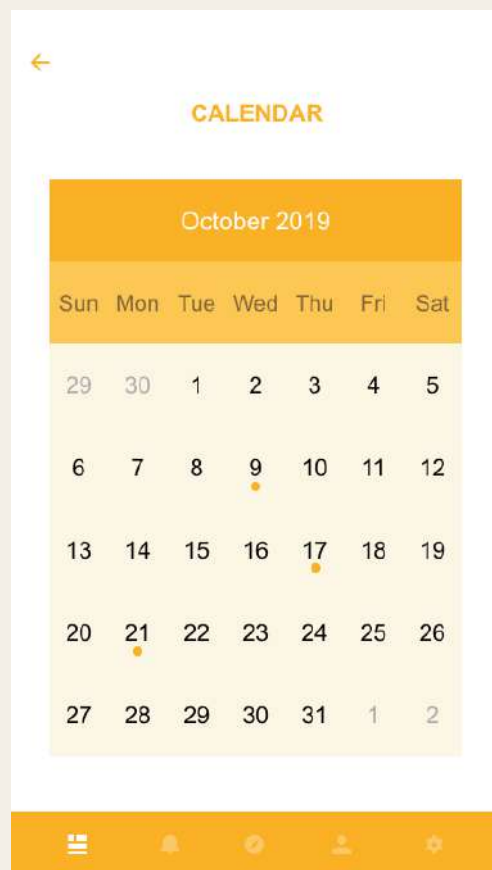
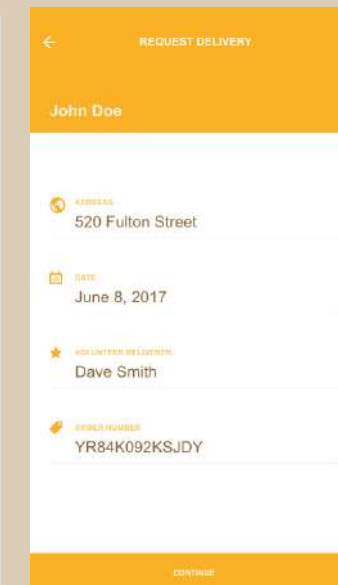
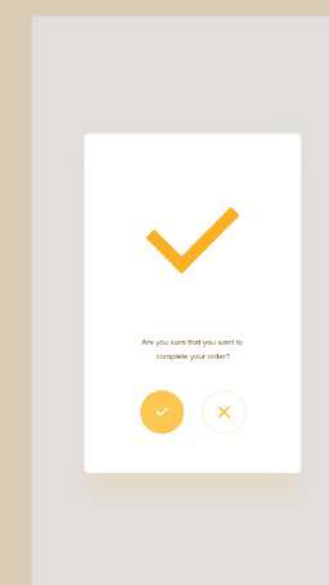
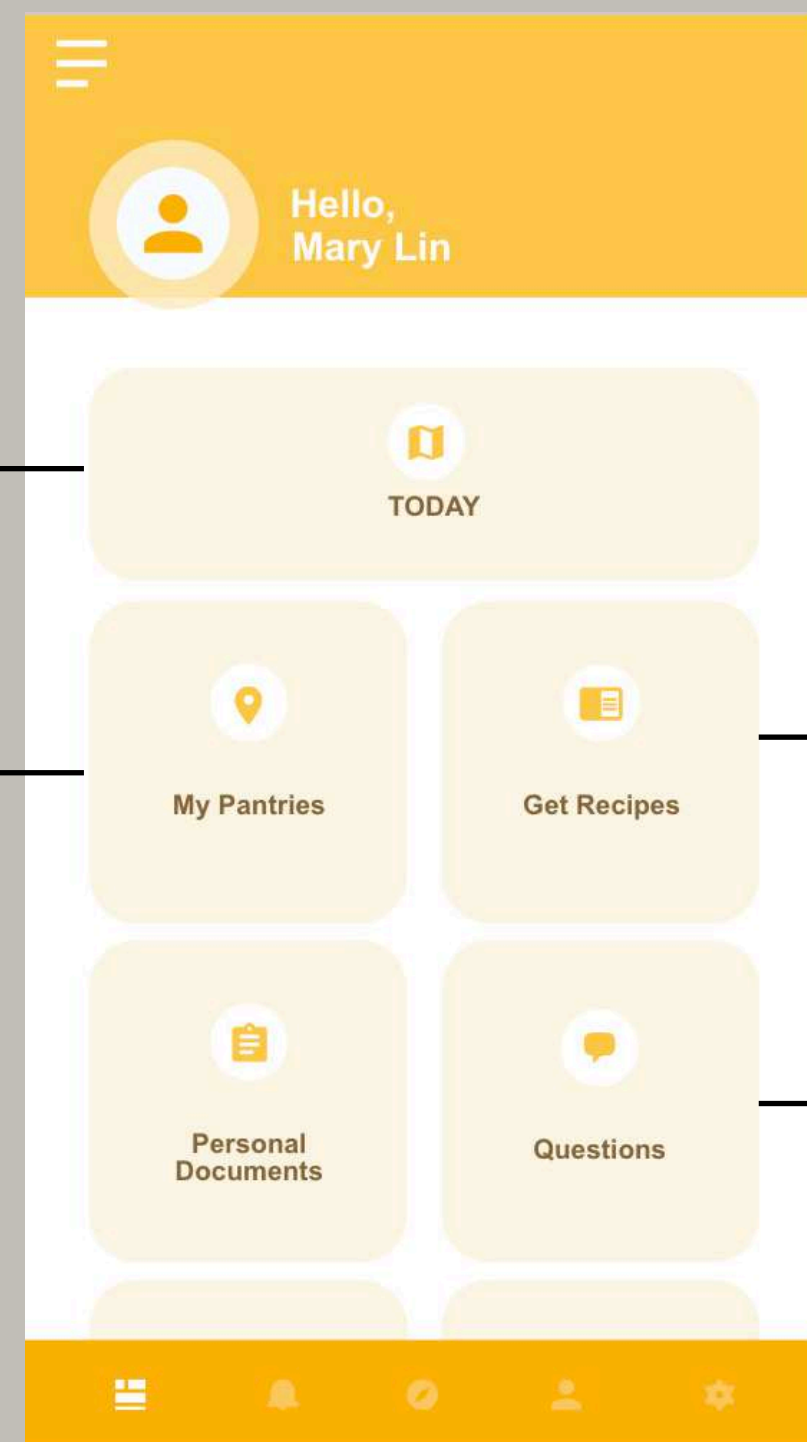
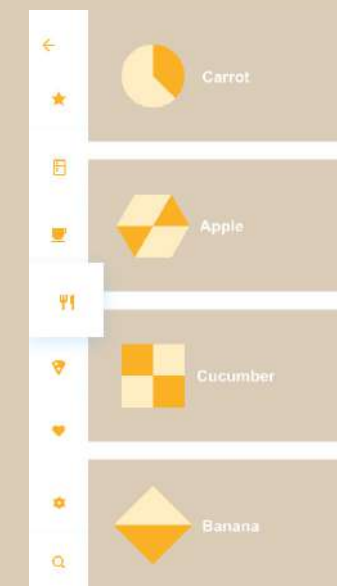
# Directions for the day



# Log-in



# Food Menu and Recipes



# CHOSSEN App Wireframe

Calendar with Pantry Schedule

Home

Help In various languages



# How CHOSEN Works

All the important identity documents are saved in the client app and account. Such platform encourages the collaboration between different food providing organizations. Thus, the clients can access multiple pantries without dealing with the form filling processes.

Client pre-orders the food that's scanned by the barcode into the inventory through the app, based on their preferences or health recommendations from the app.

A tasting station will be on site to show the client how to cook unfamiliar food, or just healthy ways to cook. Clients will be able to access all the recipes on the app.

Clients can be paired with volunteers who speak their native language, based on the preferences on the app.

A volunteer pre-bags the grocery bag for the pre-ordered clients.

The bag is embedded with a changeable chip which can be linked to the client's account.

Both the client and the volunteer will have access to data by scanning the bag. For clients without a smartphone, there is the option of a card.

There is also volunteer delivery service for clients how have difficulty coming to the pantry.





# CHOSEN Food Pantry process



Tasting station with healthy recipe made from the food items available for the day. Spend some time before getting food to interact with each other.



Volunteer collects old bags for reuse.

Get a notification of when to pick up. No need to wait outside in line.



Easy check-in with the documents for all family members in one place.



Food items are all ordered beforehand on the app. Better access to the pantry with the app for navigation, the delivery service and the volunteer driving option.

Volunteers pre-bag the food items. The FRID tag provides the location and the contents of the bags, to be matched with the client in a smooth pick up process.



With all the items pick according to need, there's no more worry about exchanging or wasting.



Eat healthy with the optimized food items from health recommendations. Easily prepare food with the specifically designed recipes.



Workshops by organizations such as Custom Collaborative are held for clients to make their own bags, and spark interest in training for a new professional skill. School students can also produce bags as part of class and service.



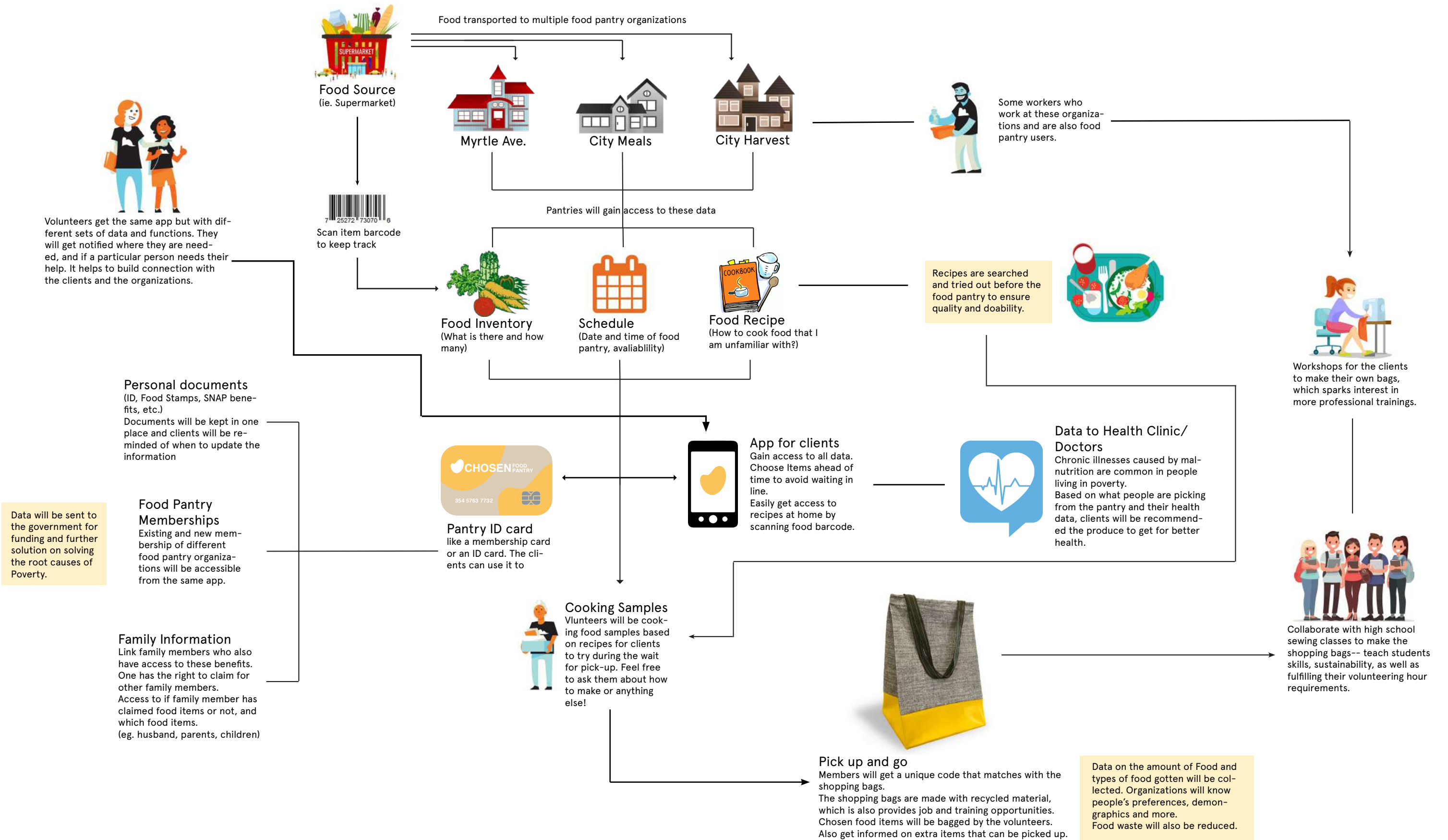
Organizations like Fabscrap can provide recycled material for bags, which is used for both clients and fundraising. The bag becomes a statement for fighting food insecurity, and not a stigma.

When food is less of a burden, the time, quality, and ability to work or study improves.





# Schematic Diagram





# New System

	being collected and prepared	shipped to food pantry	going to pantry	Line up	sign in	getting groceries	bagging	exit	getting more	going home	consuming
client	clients notified about the next pantry	clients order online	getting to pantry or getting delivery	short waiting time/engage in conversations	scanned in /no need for document check	Get for all family members/ get groceries already bagged	get their own bagged grocery		notified if there are left to reduce waste, and no more waiting	Y	Easily access recipes at home
volunteer	volunteers notified about next pantry	volunteers notified if clients needs special help/answer questions on app	travel to food pantry location that works best for them and ahead of time	scan in / cooking recipes demo	Scanner for clients	Y	bag for people who did not pre-order	Bags can be purchased as fundraiser for the volunteers as they exit			
groceries	scanned in for inventory	being shipped/ recipes generated		cooked for demo		Y	in the bags	Y	Y	Y	Y
food market	know the amount of food being prepared and given out (collect data)	food market knows how many are shipped from their inventory							food market know people's preferences, how much food delivered		popular recipes are generated for preparing food in the future. Less waste
bag	job opportunity / volunteer opportunity	groceries bagged	groceries bagged			Get any bag (all can be encoded)	Y	Y	Y	Even if not returned, it still serves as a statement	





Rethinking the Food Pantry Experience.



# THANK YOU!

Deb Johnson  
Jobe Bobee  
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all my classmates  
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