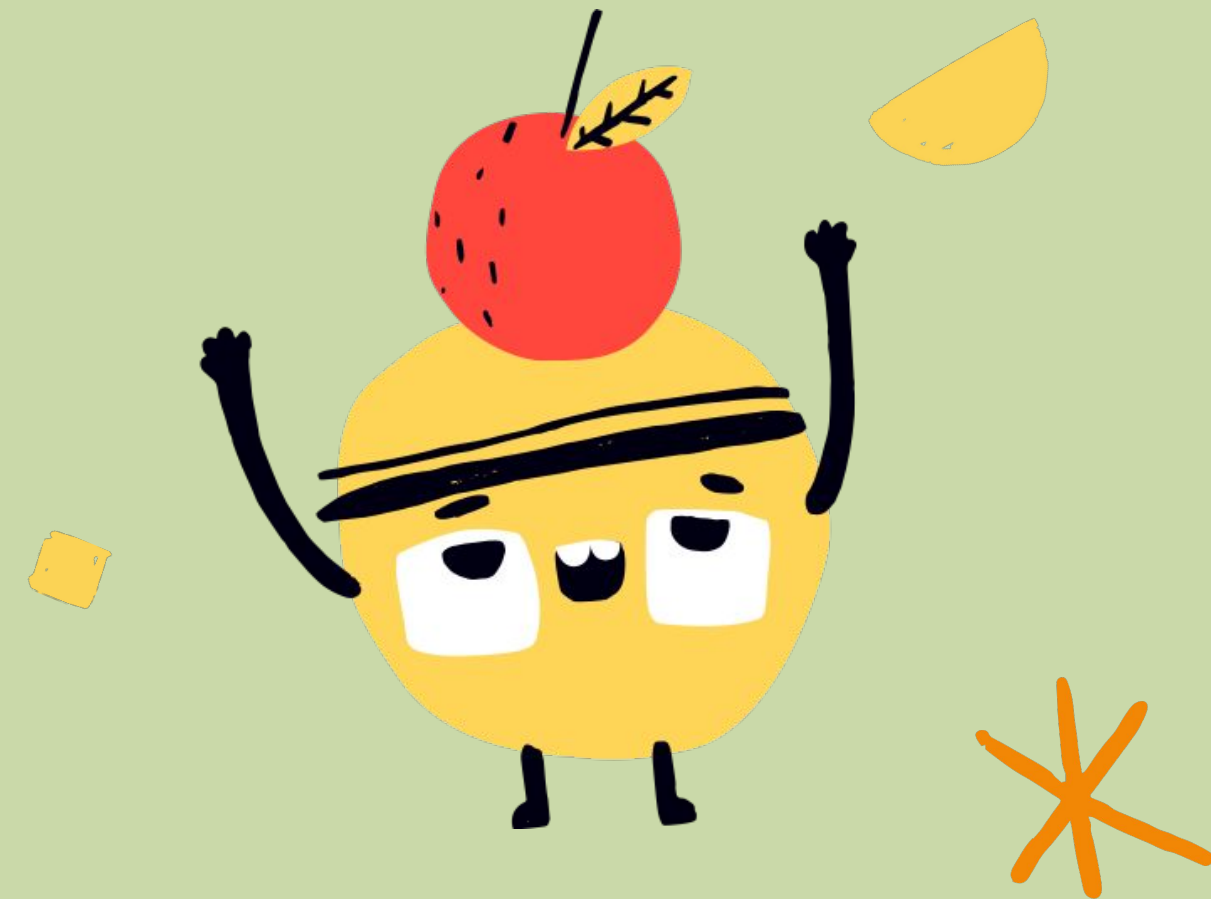


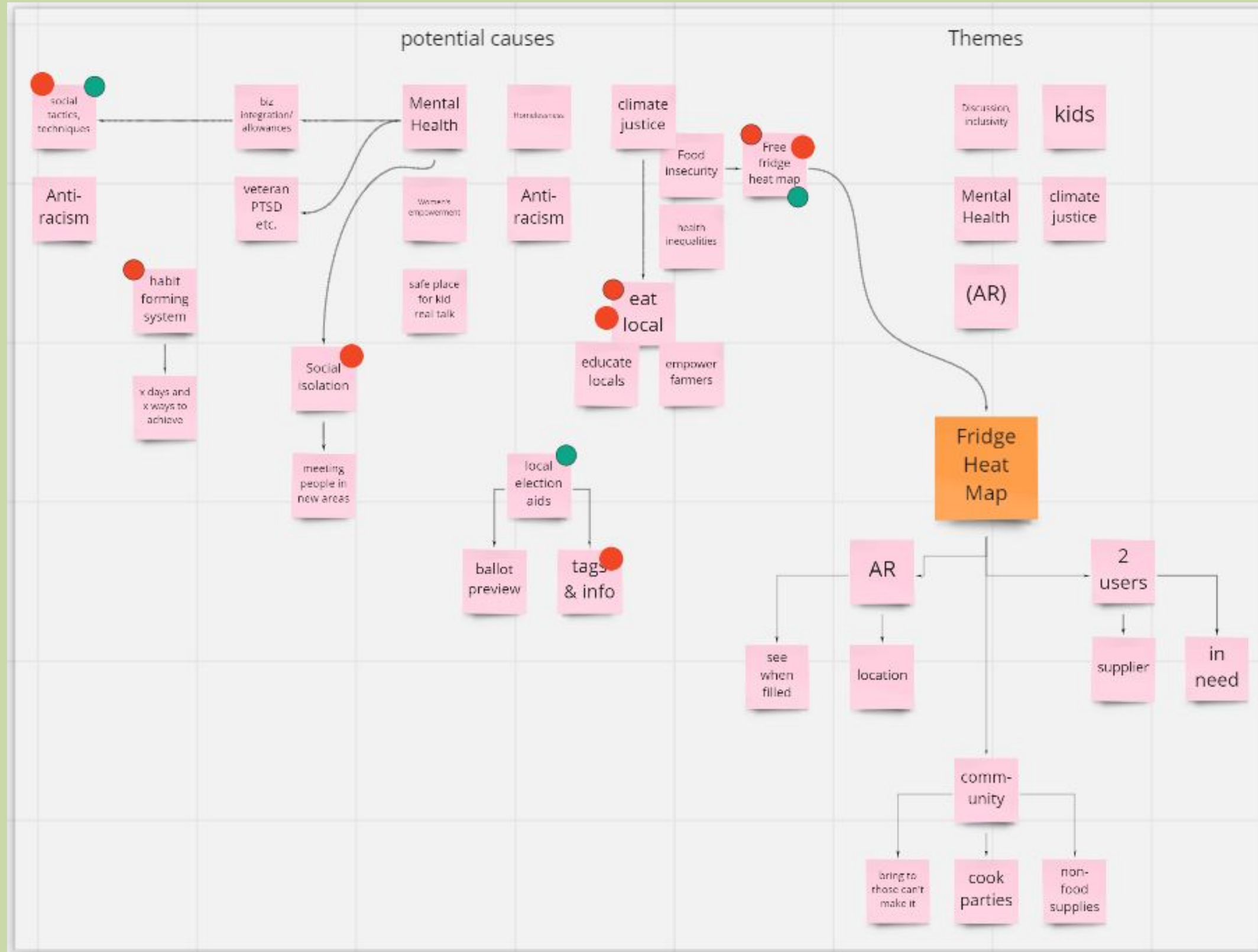
FRIDGE FOR ALL Case Study

A Reimagined Community Fridge Experience

Aaron Lord (PM), Geoffrey Kuhns, Monet Hopkins, Nicole Stewart

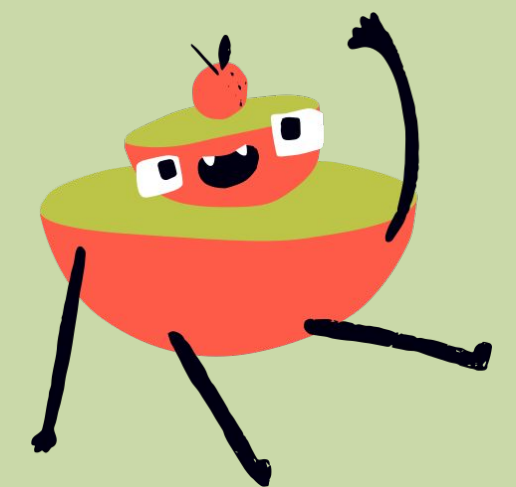


INITIAL



WHAT IS A COMMUNITY FRIDGE?

It is a grassroots response to the dire food insecurity crisis. These fridges take a decentralized approach, as they are often maintained by a network of volunteers and community members. Food is primarily donated by individuals or food rescue organizations and can be sourced from a variety of places.



OUR PROCESS



EMPATHIZE

Understand our users' needs and keep them at the center of all design decisions



DEFINE

Use insights from research to determine unmet needs and the right problem to solve



EXPLORE

Explore potential solutions to our problem



PROTOTYPE

Keep our objectives in mind to create an impactful design



TEST

Test early and often to get helpful suggestions and feedback from real people to improve iterations



EMPATHIZE




USER TESTING PLAN


Research Question:

- How is the food donated? -
- How often is food donated?
- How much food is typically donated?
- How is this # calculated and monitored?
- What types of foods are typically donated? (*fresh / packaged / local / organic / dietary*)
- Where does HEB donate their excess food?
- What logistics are involved in getting donations to people in need? (*storage / transportation*)
- What issues or challenges do you face when getting food to people in need?
- You have a strong donation system set in place. How would someone become a part of this system to help bridge the gap in the challenges that you face?


PROTO PERSONAS

 <p>Rebeca Robinson 20 years Disadvantaged mother of two</p>	<p>Behavioral Demographics</p> <ul style="list-style-type: none"> • Has two young children and primary caretaker • Worked at Little Caesar's • Lost her job at the beginning of Covid and has struggled to find steady work again
<p>Goals & Needs</p> <ul style="list-style-type: none"> • Wants to provide for her family • Needs convenient resource to locate food supply • Wants steady work and affordable childcare • Wants to save up for a car to visit her out-of-town parents 	<p>Pain Points & Potential Solutions</p> <ul style="list-style-type: none"> • Lives in a food desert • Has no transportation to get to a grocery store with fresh produce • Food banks can be unreliable and shortage of volunteers/donations due to covid • Regulated community fridges and freezers • Easily accessible resource or app to learn when a fridge or food pantries are replenished • Relies on a limited family and friends network for childcare

IN NEED

 <p>Herbert Bunz 49 years Grocery store manager</p>	<p>Behavioral Demographics</p> <ul style="list-style-type: none"> • A family man, so he relate to people's needs • Passionate about putting food on the world's table, not just his own • Compassionate and values community • Likes bocce ball • No relation to Howard Butts
<p>Goals & Needs</p> <ul style="list-style-type: none"> • Wants to help his store turn a profit • Needs customers to keep coming back • Wants to support those struggling in tough times 	<p>Pain Points & Potential Solutions</p> <ul style="list-style-type: none"> • Waste of money: throwing out good food • Had supply issues during Covid, in which he lost public appeal. • Now, he's looking for a way to restore his community image • struggle to work with existing charitable food distributors with insufficient transportation

**GROCERY
STORE
MANAGER**

 <p>Nancy McDougal 54 years Early retiree, volunteer</p>	<p>Behavioral Demographics</p> <ul style="list-style-type: none"> • Recently retired from teaching • Financially secure, but not living lavishly • Remembers what it's like to be food insecure when she was young • Loves to cook • Empty nester
<p>Goals & Needs</p> <ul style="list-style-type: none"> • Needs something to keep her busy during the day • Wants to help people in her community 	<p>Pain Points & Potential Solutions</p> <ul style="list-style-type: none"> • Wants to feel useful, without work or kids to support • A lot volunteer opportunities are too physical--trouble lifting

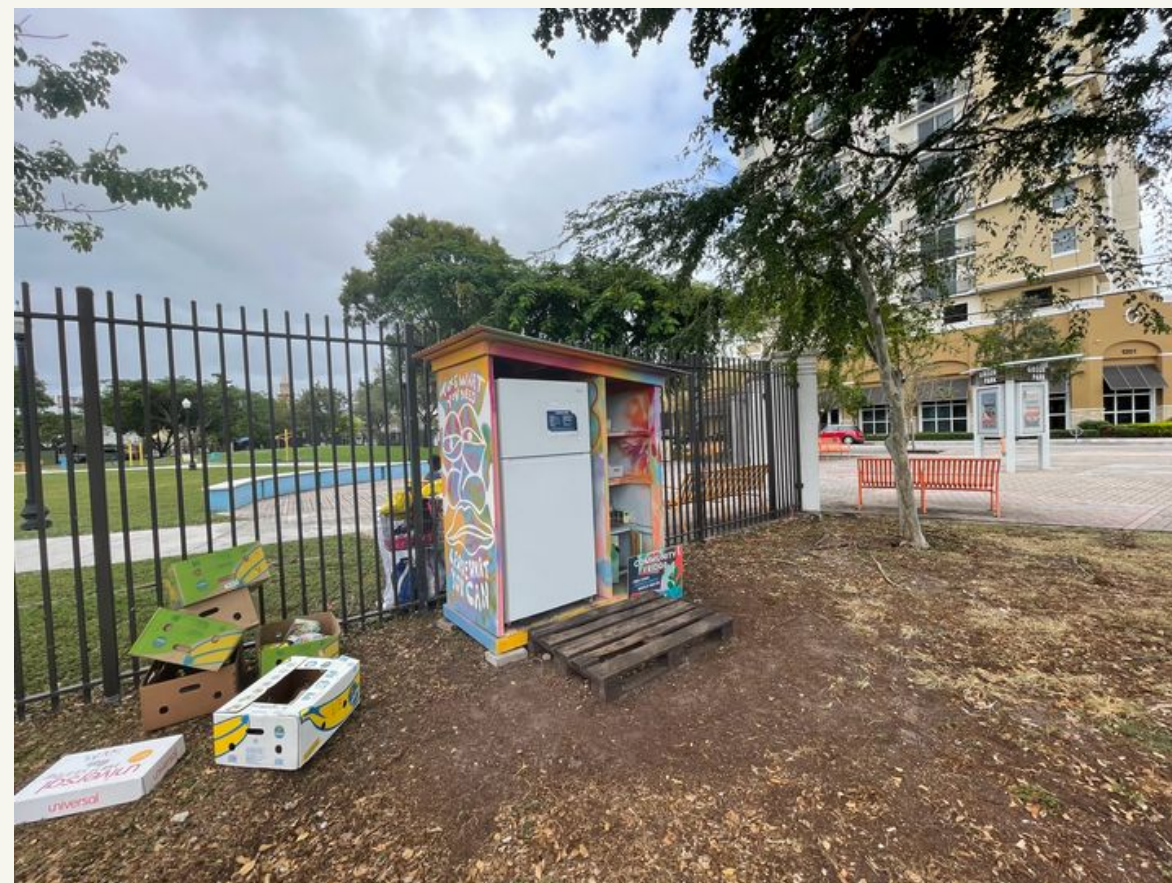
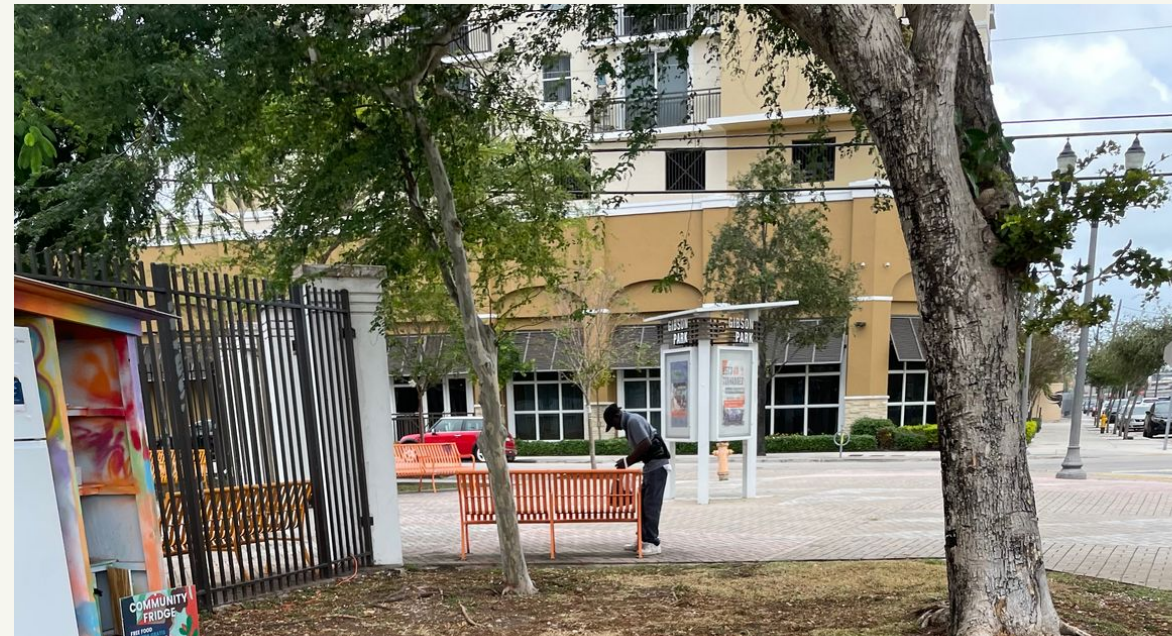
VOLUNTEER

COMPETITIVE ANALYSIS

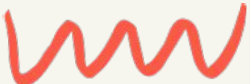


Community Fridge Competitive Analysis	Feature Analysis	Competitive Advantage	Strengths	Weakness	Challenges Faced (per Organization)	General Notes	Questions/Notes to Team
DIRECT COMPETITORS							
Buddy System Miami (https://www.buddysystemmia.com/)	Website and social media pages, fridges	<ul style="list-style-type: none"> - Only Community Fridge organization in SoFlo - In addition to fridges, they have a reputation for Homebound Food Access - Good IA on home page of the site with vibrant CTA buttons - Really combining Art with Aid; inspiring - Founder is a known actress in NY (helps with media coverage) - There are pantries for non-perishable items 	<ul style="list-style-type: none"> - Local artists design the facades of the fridges (helps destigmatize the act of accepting help) - Partnerships with organizations invested in the neighborhoods they're serving - Local and global partnerships with Good Samaritan Meals and Farm Share - Fridge Map is interactive and good - Social media icons are visible; there's also a newsletter - Clear brand identity and mission statement - Real photos of the team and volunteers - Love the photos of the fridges and location as well as what's accepted and what's not 	<ul style="list-style-type: none"> - No app - 10 fridges widely spread out - Fridges are stocked 8 times per week and filled in by other organizations - More awareness through media - Fridge Map is at the bottom of "initiatives page". Description is unclear and makes it uneasy to find - Would like more information on the artists - Steps to get involved is clear; I would bring the form to sign up more to forefront 	<ul style="list-style-type: none"> - Several Fridges are Out of Order - Issues with maintenance (cleaning) 	<p>Miami New Times article mentioned that with food distribution services they served around 150 households per week. What does this entail? They have a reserve of 1100 volunteers (how did they recruit and what do they do?)</p>	<p>Contact: info@buddysystemmia.com or (305) 799-6990</p> <ul style="list-style-type: none"> - How do you select locations? - How do you track visitors? - What's your cleaning schedule? - Is it solely volunteer and donation based or does B.S. also stock?
Mama Tee Fridges (https://www.mamateefridge.com/)	Website and social media pages, fridges	<ul style="list-style-type: none"> - Partnerships with major grocers like Misfits and Whole Foods - Media coverage in People, CBS, NBC, ABC, Barnes & Noble - Established organization - Professional advertising - Largest footprint in Philly 	<ul style="list-style-type: none"> - Great branding and yellow fridges really stand out - Nice social media presence with good engagement - Regulated Pop Up Grocery to serve more people - Children's Book coming out for education & awareness - Personalize fridges - QR codes for additional information - Clear impact statements in articles 	<ul style="list-style-type: none"> - No app and social links aren't prominent - Site is not responsive - No donate or volunteer CTA button - No contact information - Locations list is not interactive - Would like impact statements to be more visible on site 	<ul style="list-style-type: none"> - How to get the community on board 	<p>https://www.inquirer.com/news/community-fridge-project-mama-tee-philadelphia-hungry-coronavirus-20200808.html</p>	<ul style="list-style-type: none"> - Who cleans each fridge twice per day? - Do you have a CRM system that hosts your photos, etc? - Structure and operations of the pop-up? - What is feedback from people being served?
ATX Free Fridge (@atxfreefridge)	Social media pages, fridges	<ul style="list-style-type: none"> - First (only?) Community Fridge Program in Austin - Good engagement on social outlets - Strong partnerships with other Mutual Aid organizations in Austin - Placement of fridges is discrete 	<ul style="list-style-type: none"> - All communications are written in Spanish and English - Most fridges are accompanied by structures to - Shares other community resources like cold weather shelters 	<ul style="list-style-type: none"> - No app or website; they have social media pages and a linktree sourced through their insta page for more information - The interactive location map has some usability issues 	<ul style="list-style-type: none"> - Weather creates closures 		<p>Contact: communityempowermentatx@gmail.com</p> <ul style="list-style-type: none"> - How do you get the word out to the community and to the users? - How do you know how many people they
Central Texas Food Bank	- A food bank. Collects donations at a central location where people can pick them up.	<ul style="list-style-type: none"> - Has wider reach and more resources than some of the local fridges 	<ul style="list-style-type: none"> - Website has a map that has lots of different places where people can get food, so it's easy to find - You can filter by groceries, hot meals and meals for kids - They also offer catering services as a way to donate, which is unique 	<ul style="list-style-type: none"> - Don't offer delivered meals 			
INDIRECT COMPETITORS (Food Banks)							
Meals on Wheels of Central Texas	<ul style="list-style-type: none"> - Delivers meals to homebound seniors and people with disabilities sometimes provides in-home care 	<ul style="list-style-type: none"> - Serves a very specific population - Professional website - Sometimes these deliveries are the only social interaction that people get each week - Branch of a national org 	<ul style="list-style-type: none"> - Website is clean and provides a clear way to get involved for volunteers - Meals are delivered right to people's door. A week's worth of meals are delivered at a time. They just need to be heated up. 	<ul style="list-style-type: none"> - Website and online presence is geared towards volunteers and donors and does not provide a way to sign up for the service online 	<ul style="list-style-type: none"> - They really need volunteers - Covid created a lot of challenges for them 	<p>https://www.mealsonwheelscentraltexas.org/</p>	<p>How do you find people that you deliver to?</p>
Mobile Loaves and Fishes	<ul style="list-style-type: none"> - Provides food, clothing and other necessities to homeless people - They have also established a community of tiny homes to 	<ul style="list-style-type: none"> - Delivery! - Well established in the Austin community, not national org 	<ul style="list-style-type: none"> - Website has resources for people who need help, unlike Meals on Wheels - Focuses on community as a means to solve hunger and homelessness, not a transactional relationship 	<ul style="list-style-type: none"> - Website has a map of stops, but it doesn't have a schedule written out, so it may be hard for people to find 			

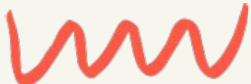
ETHNOGRAPHIC RESEARCH





USER INSIGHTS


PEOPLE CAN RELY ON
THEIR COMMUNITY
WHEN THEY ARE IN
NEED, NOT THE
GOVERNMENT.

ORGS MUST HELP A
LOT OF PEOPLE WITH
VERY FEW
RESOURCES AND
RELY ON DONATIONS
AND VOLUNTEERS.


FRIDGE ACCESS IS A
SIMPLE, DELIGHTFUL
PROCESS AS LONG AS
THERE ARE ITEMS TO TAKE.


PEOPLE ARE ABLE TO HELP
WHEN THEY'RE ABLE TO DO IT
INDEPENDENTLY AND
WITHOUT A TON OF
LOGISTICS.

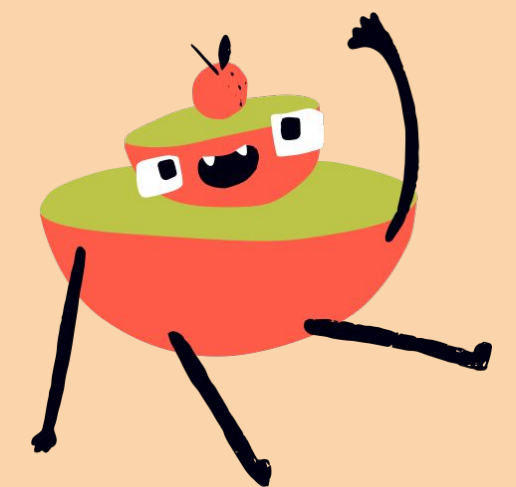

THERE'S A GAP IN THE
HOLISTIC
UNDERSTANDING OF
OPERATIONAL NEEDS.

RESEARCH FINDINGS

- FOOD PANTRIES ARE NOT ABLE TO STOCK FRESH PRODUCE RELIABLY.
- POVERTY IS UNPREDICTABLE, SO PEOPLE IN NEED RELY ON FLEXIBLE SOLUTIONS.
- PEOPLE IN NEED ALREADY RELY ON THEIR COMMUNITIES FOR SUPPORT.

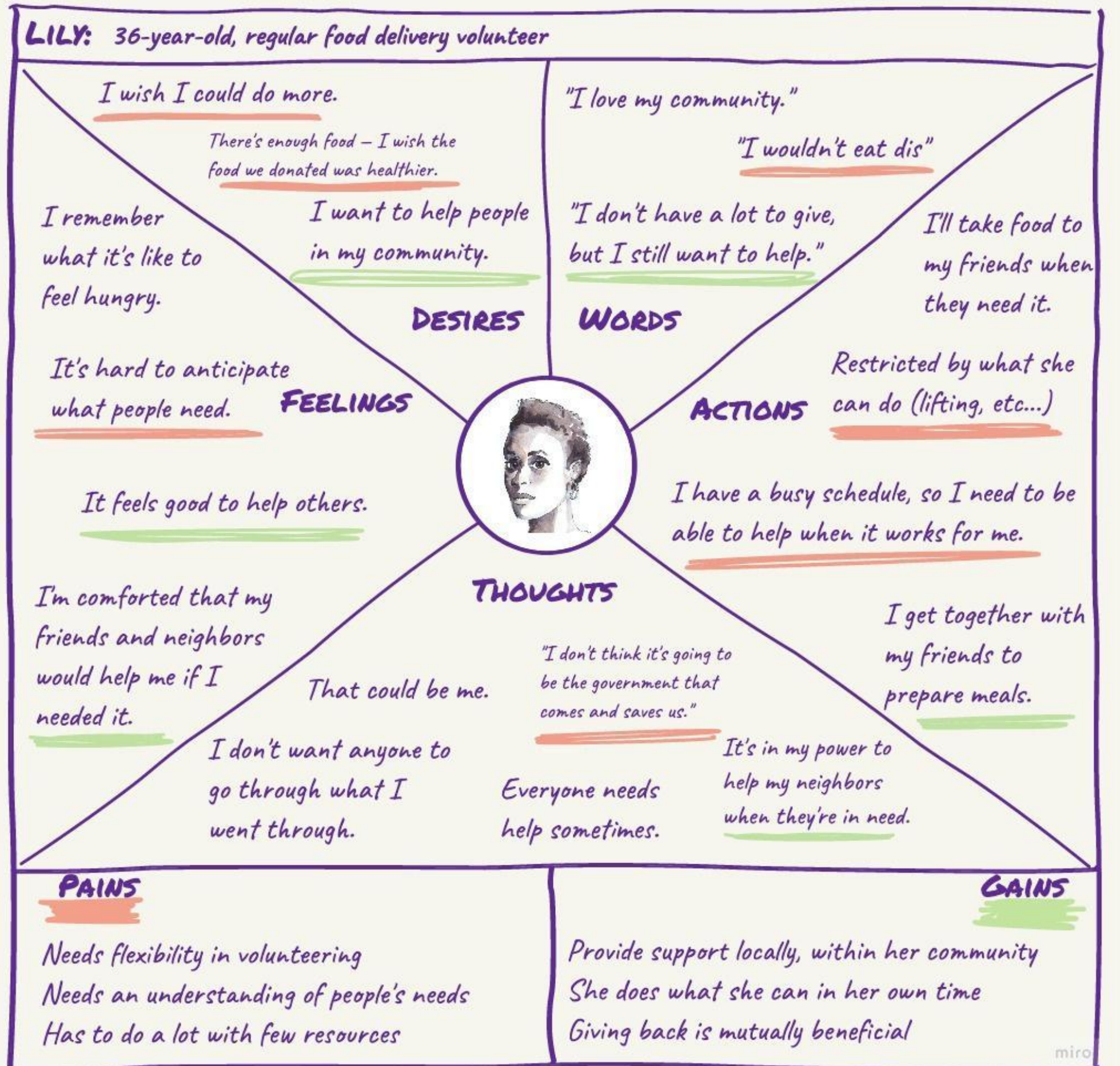


DEFINE



MEET LILY

FRIEND OF THE FRIDGE



MEET BECCA

NEIGHBOR IN NEED



HOW MIGHT WE..

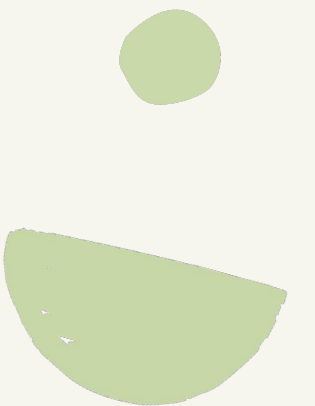
.. keep the fridge stocked and donors
engaged ?



THE OPPORTUNITY



On - demand access to healthy food
through community support



EXPLORE



IDEATION

SOLVING WORLD
HUNGER



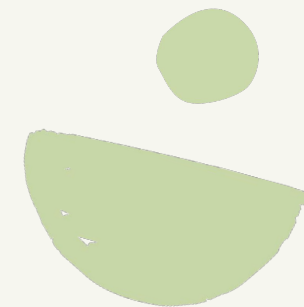
UBER FOR HEALTHY FOOD



DRONE DROPS



ICE CREAM STYLE
TRUCK



OUR SOLUTION

- INTERACTIVE SMART FRIDGE
- RESPONSIVE WEBSITE
- TEXT UPDATES



VALUE * PROPOSITION

Fridge For All is reimagining the community fridge to help target the inconsistencies and logistical issues the food insecure face when trying to find their next meal.



WE'RE BETTER BECAUSE:

Our smart fridge tracks what's in stock through a kiosk, allowing donors to leave what they can and neighbors to take what they need.

Notifications keep those in need updated on what's in stock and let donors know what items are needed.

USER JOURNEY

Lily

Volunteer, 36

Grew up food insecure and does not want others to feel that way



Becca

Struggling Mother, 20

Recently lost her job and has struggled to find steady work since

Lily's Motivations

- **Empathy:** Understands because she's been there
- **Flexible:** Needs to work volunteering into her schedule
- **Limited:** Wants to do a lot with few resources

Opportunities

- **2** - Notify volunteers when the fridge has low stock
- **4** - Smart item check-in allows the fridge to track how many of each items are in the fridge

Fridge for All User Journey

- 1 Becca can't afford dinner for her family tonight.
- 2 Lily's grocery shopping and gets a low stock notification.
- 3 She picks up some extra produce items to donate.
- 4 Lily checks in her food to a fridge.
- 5 Becca gets a notification that the fridge by her has been restocked.
- 6 Becca walks to the fridge...
- 7 ...and gets free, fresh food to feed her family.
- 8 Lily gets a thank you notification.
- 9 Becca and her family enjoy a fresh meal!



Becca's Motivations

- **Resourceful:** Works every angle
- **Reliable:** Wants consistent food options
- **Kids:** Wants to support their growth and health

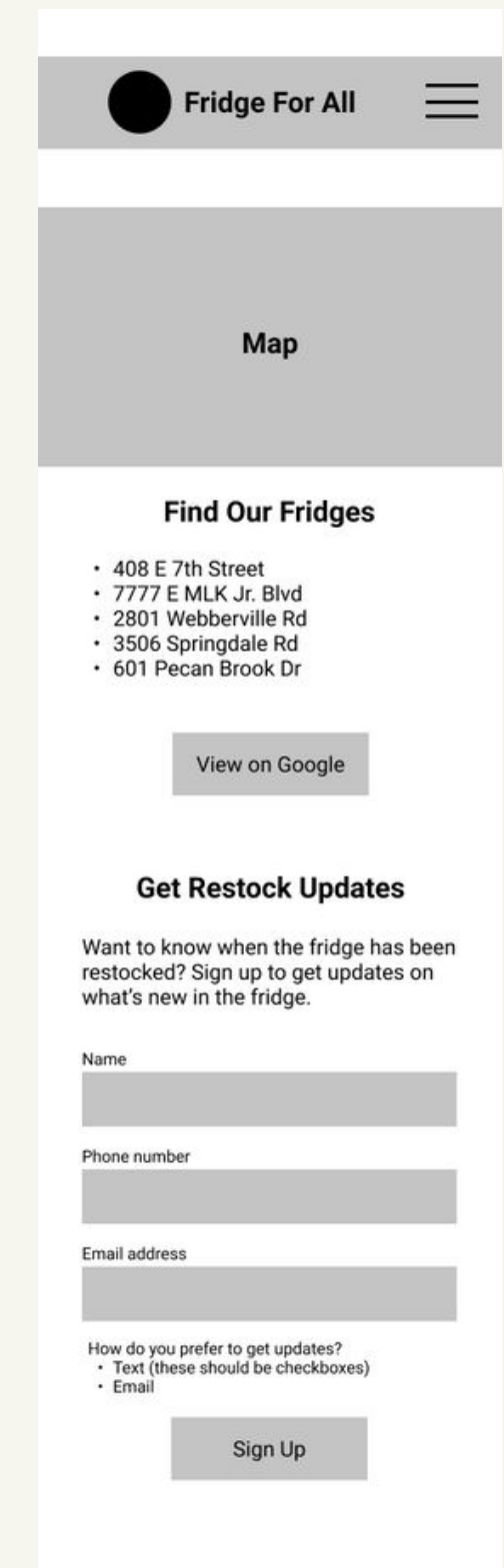
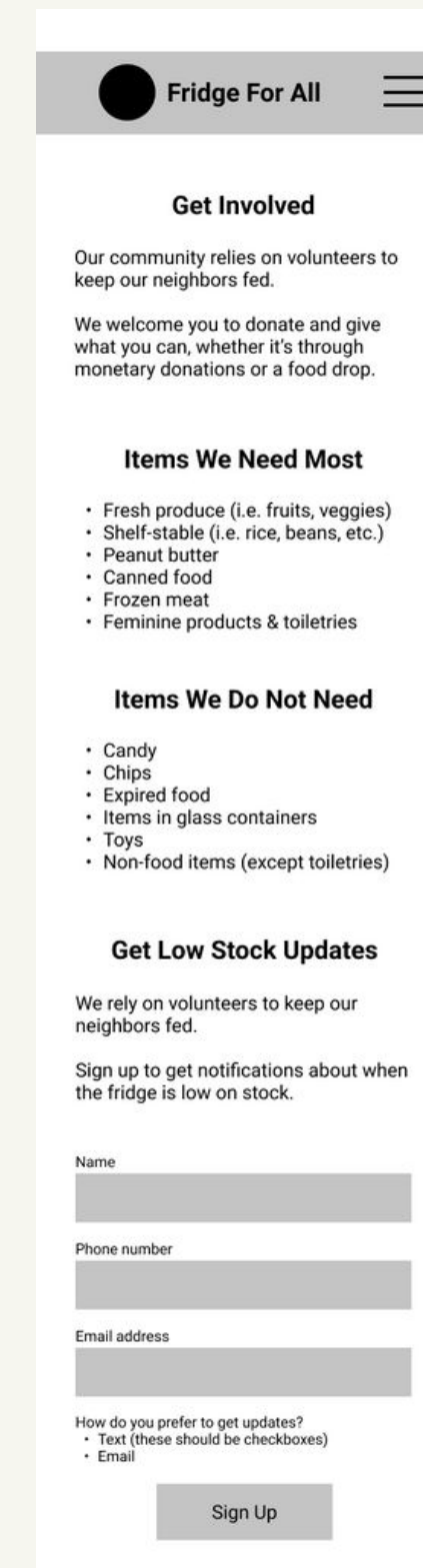
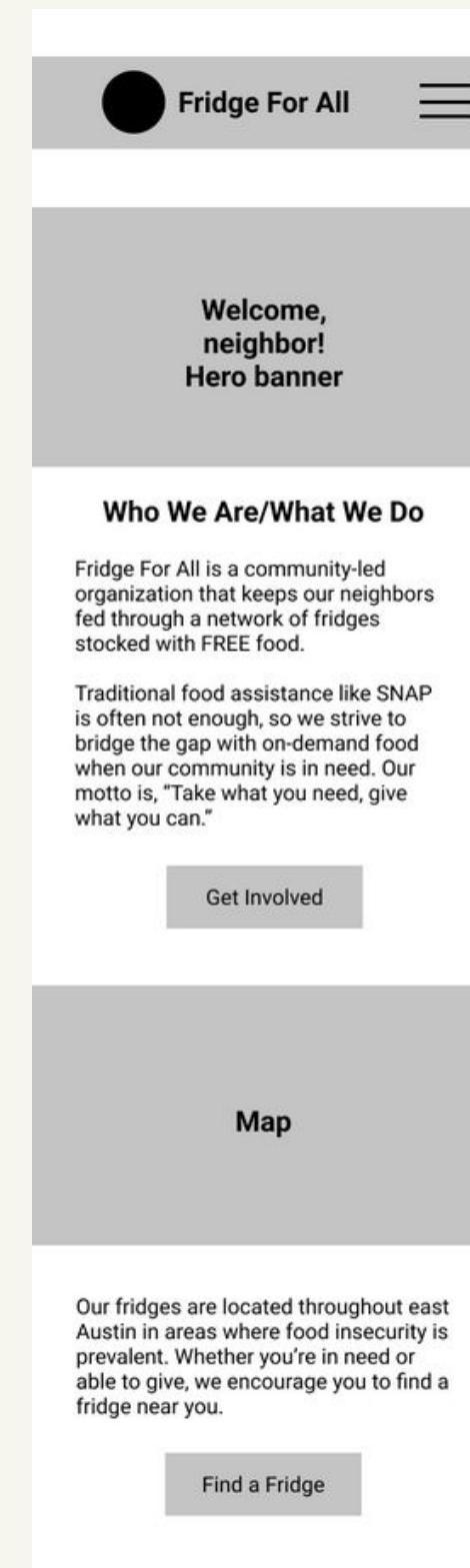
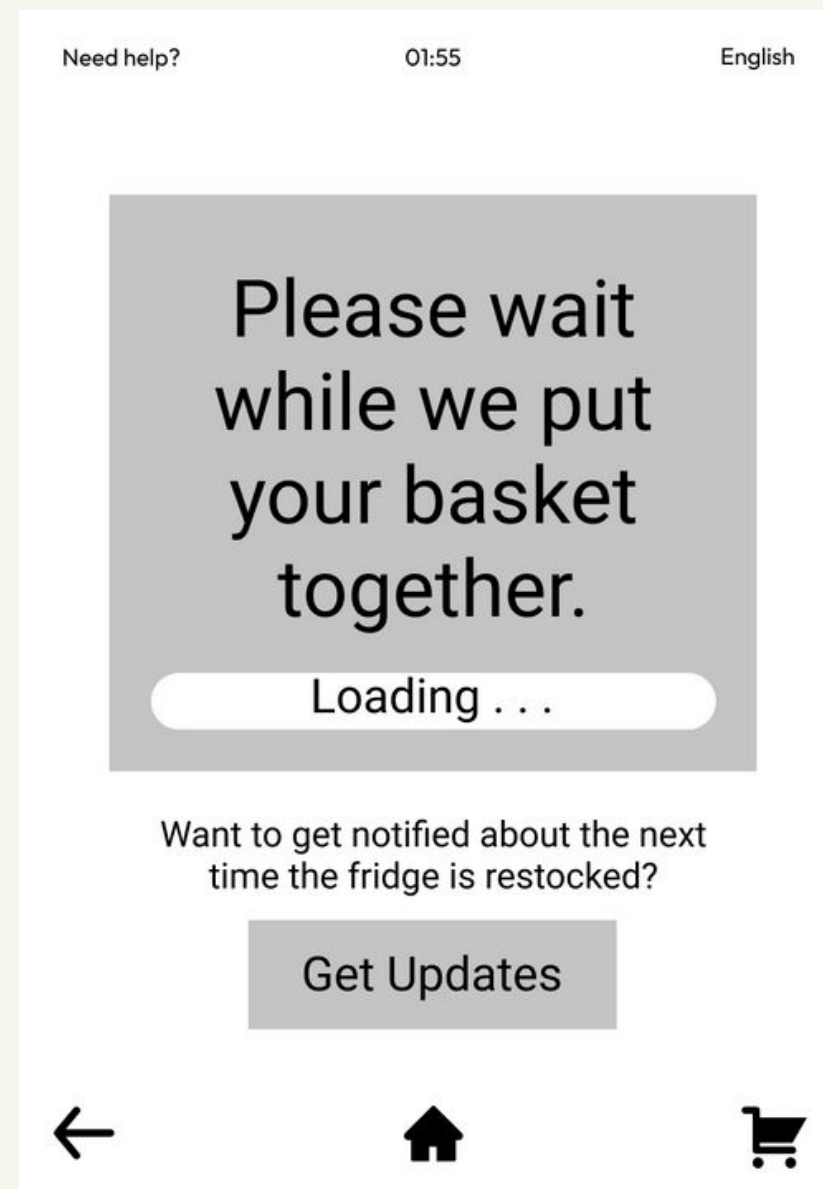
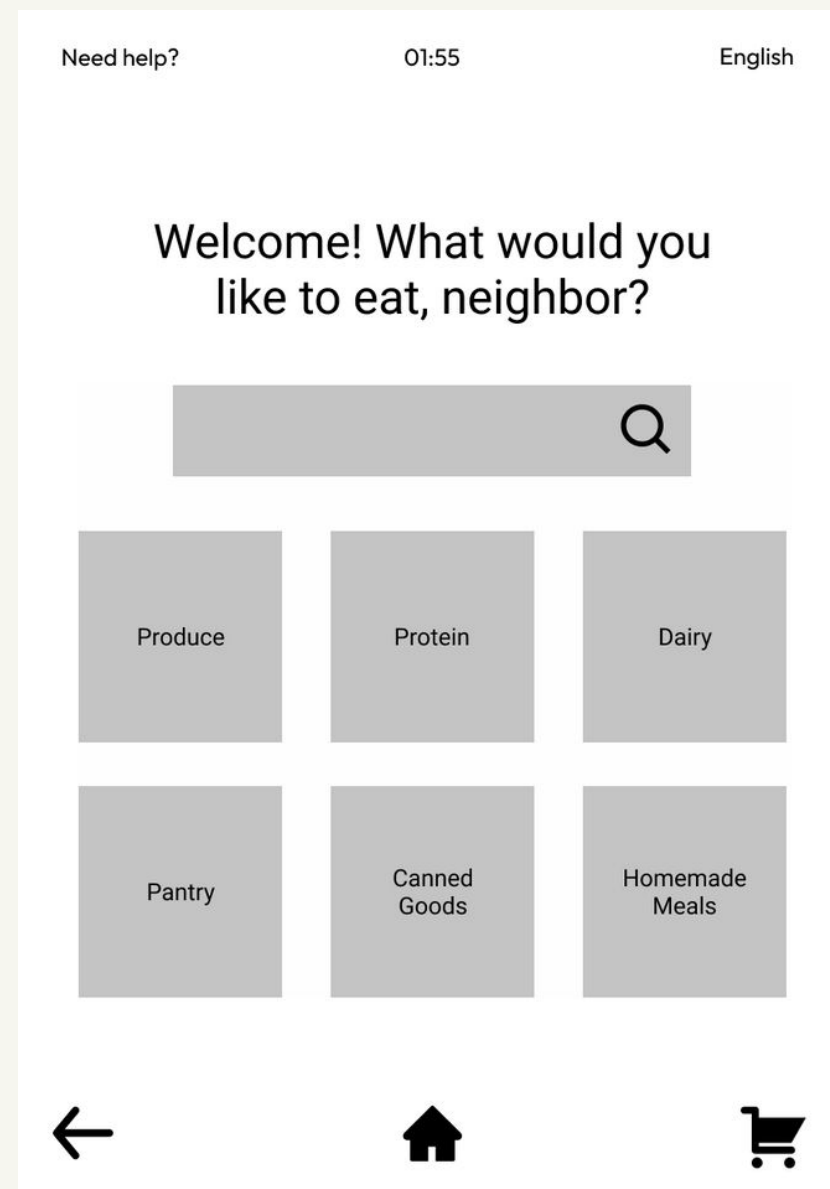
Opportunities

- **5** - Let those in need know when items are stocked
- **7** - Kiosk makes the fridge experience seamless and easy to use

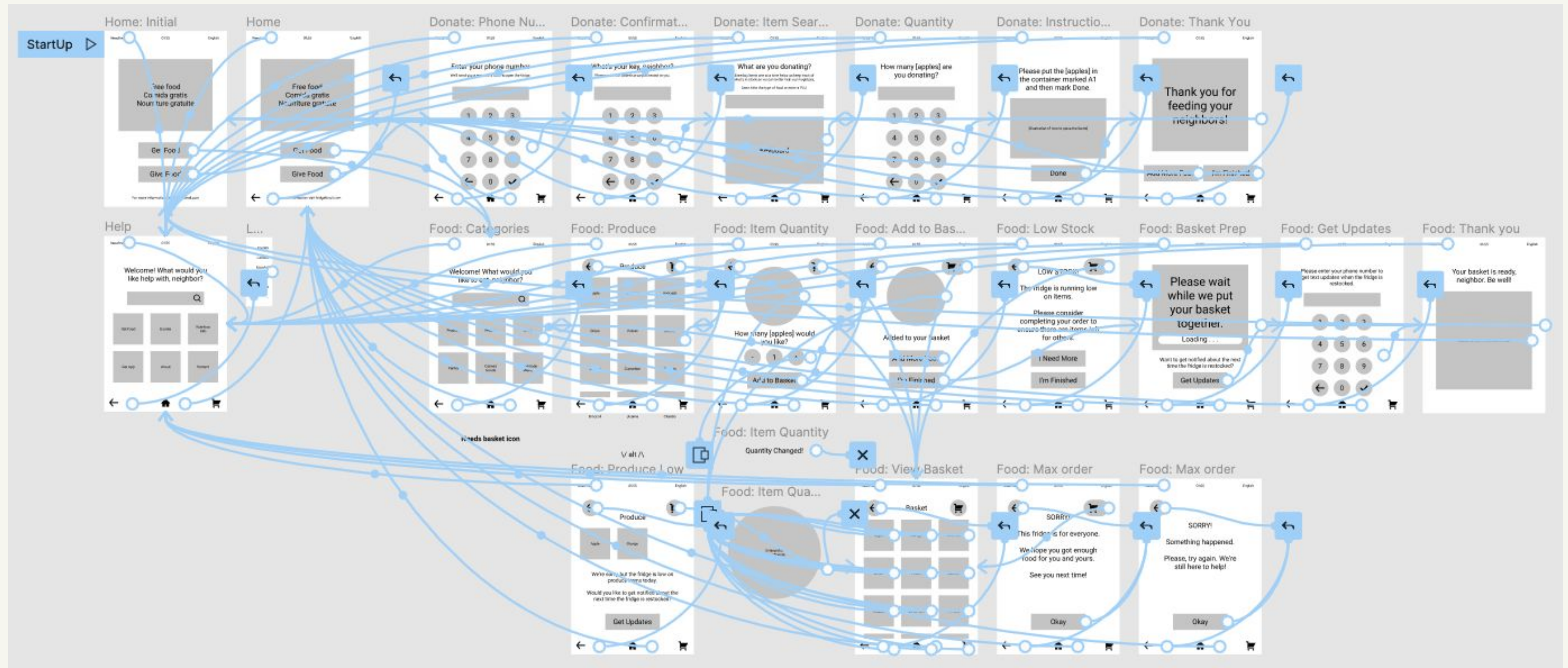
PROTOTYPE



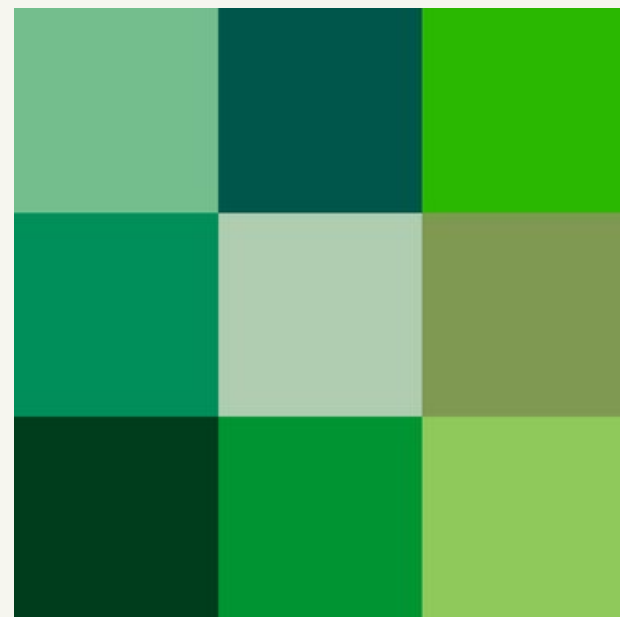
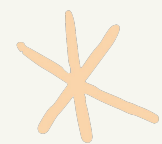
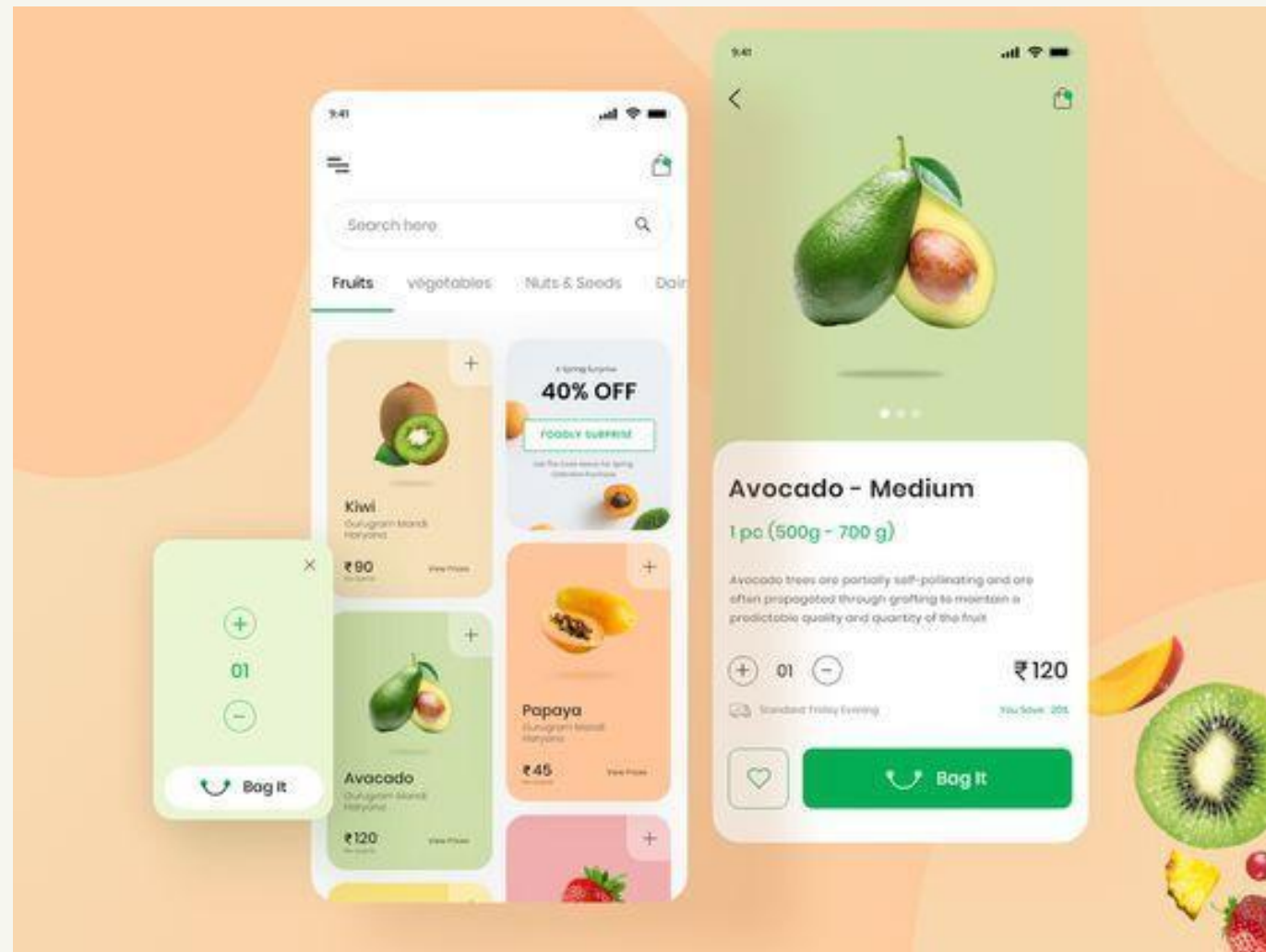
LO-FI WIREFRAMES



LO-FI WIREFRAMES



DESIGN INSPIRATION



STYLE TILE

UI STYLE TILE: Fridge For All

DATE: JAN 2022

UI STYLE DIRECTION

To fit the soul of Fridge For All, we wanted to make the visual design approachable and fun. We opted for cartoon imagery over real images and soft colors to bring an uplifting feel to a rather tough situation.

UI Style Adjectives

Fun **Light** **Approachable**
Uplifting **Appetizing** **Bright**

TYPOGRAPHY

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H1 - Headline

(Outfit Bold 48pt)

H2 - Subhead

(Outfit Bold 36pt)

TYPOGRAPHY BODY COPY

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Fridges are located throughout east Austin in areas where food insecurity is prevalent. Our smart fridge technology and mutual aid network means we always know what's available at each fridge so our donors know what's needed and our neighbors find comfort knowing that there will be food available when they need it.

BRAND LOGO

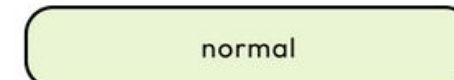
- LOGO ON WHITE - LOGO ON COLOR



ICONOGRAPHY

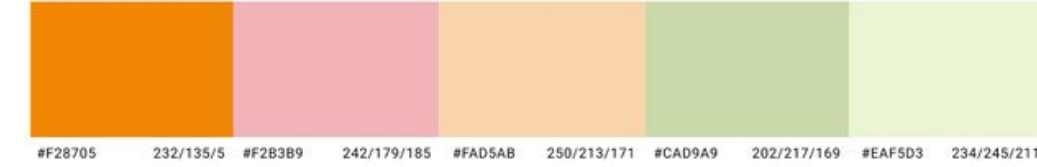


BUTTON STATES



COLOR PALETTE

- BRAND COLORS



PRIMARY COLOR



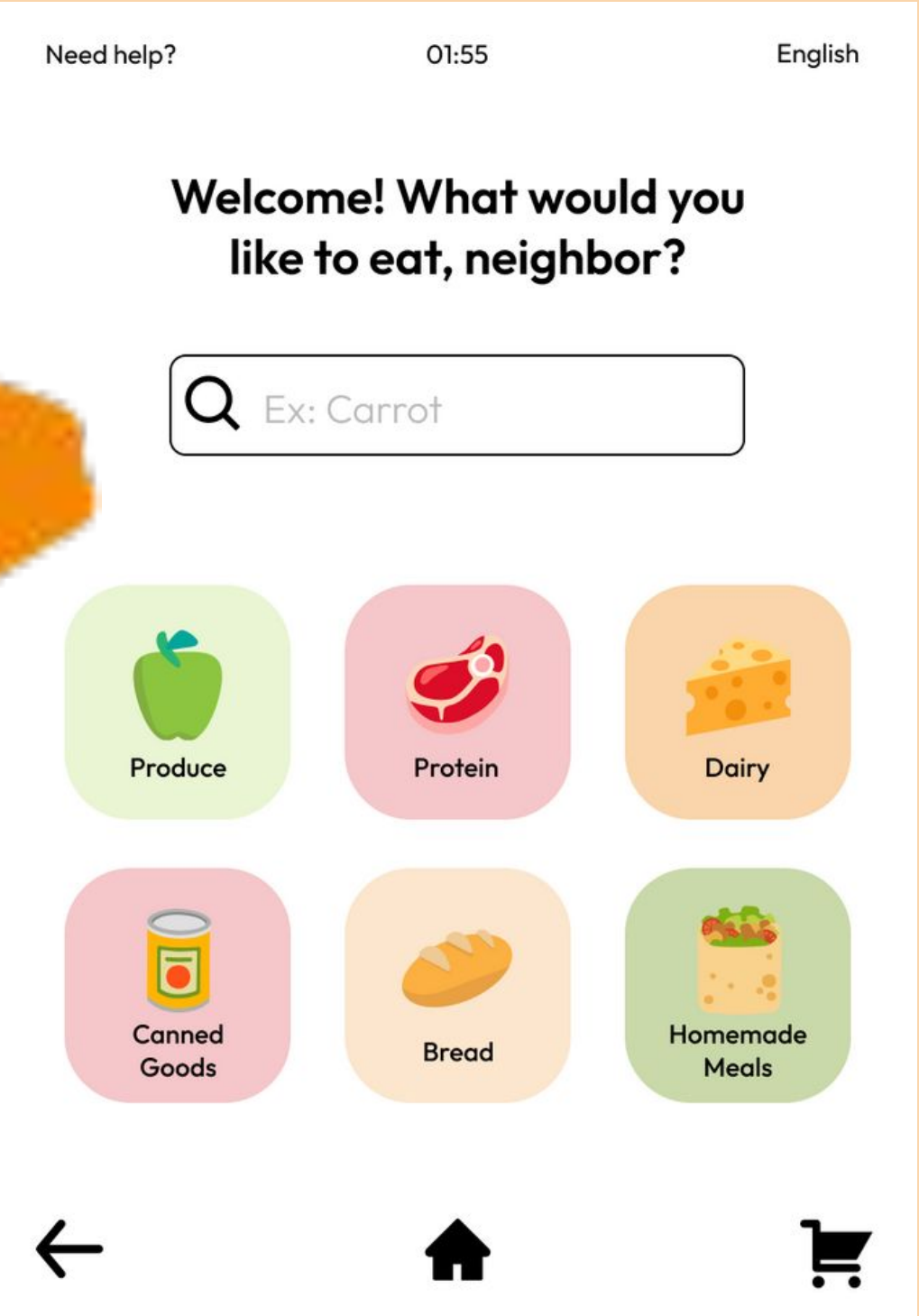
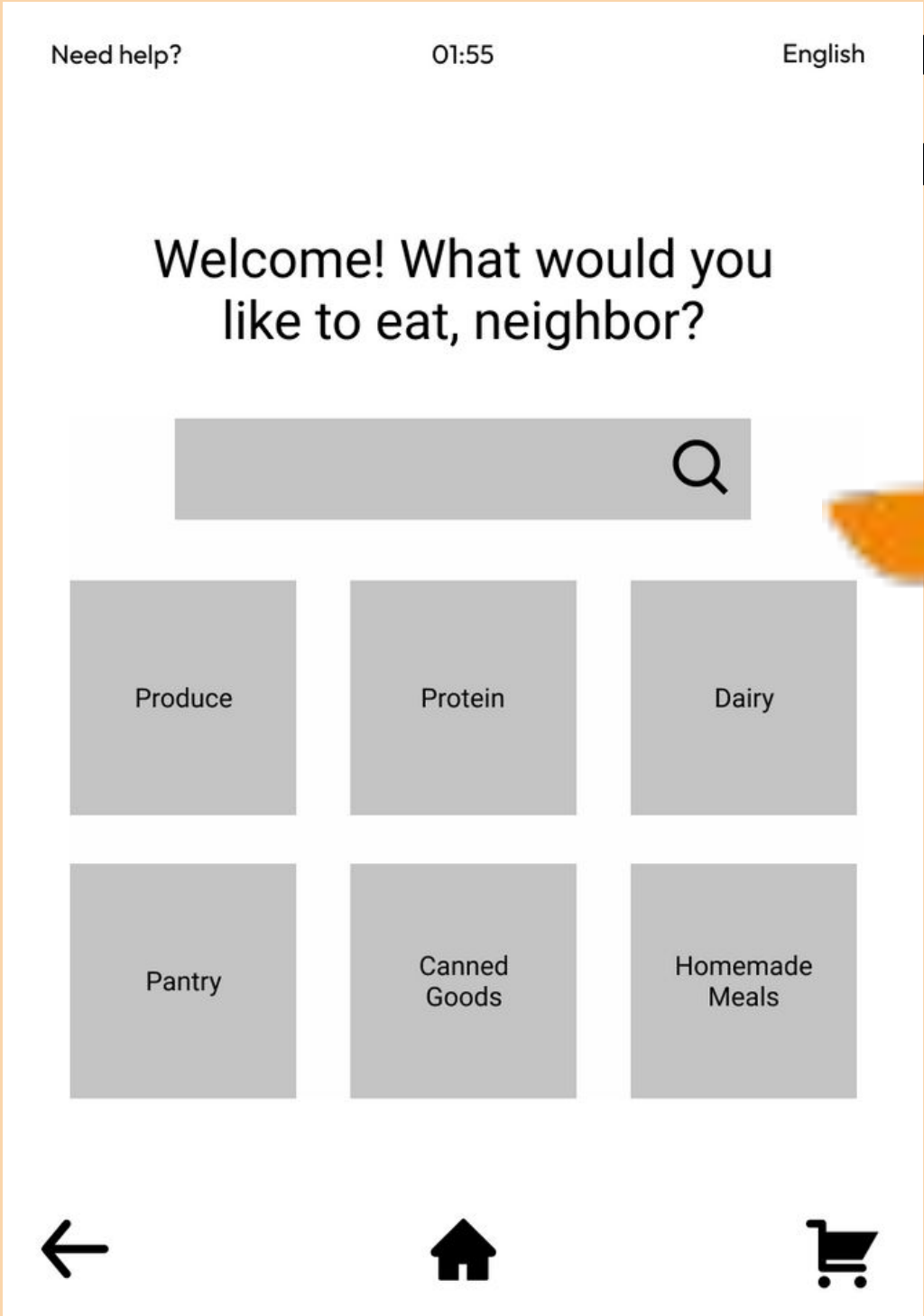
SECONDARY COLOR

IMAGE SAMPLES

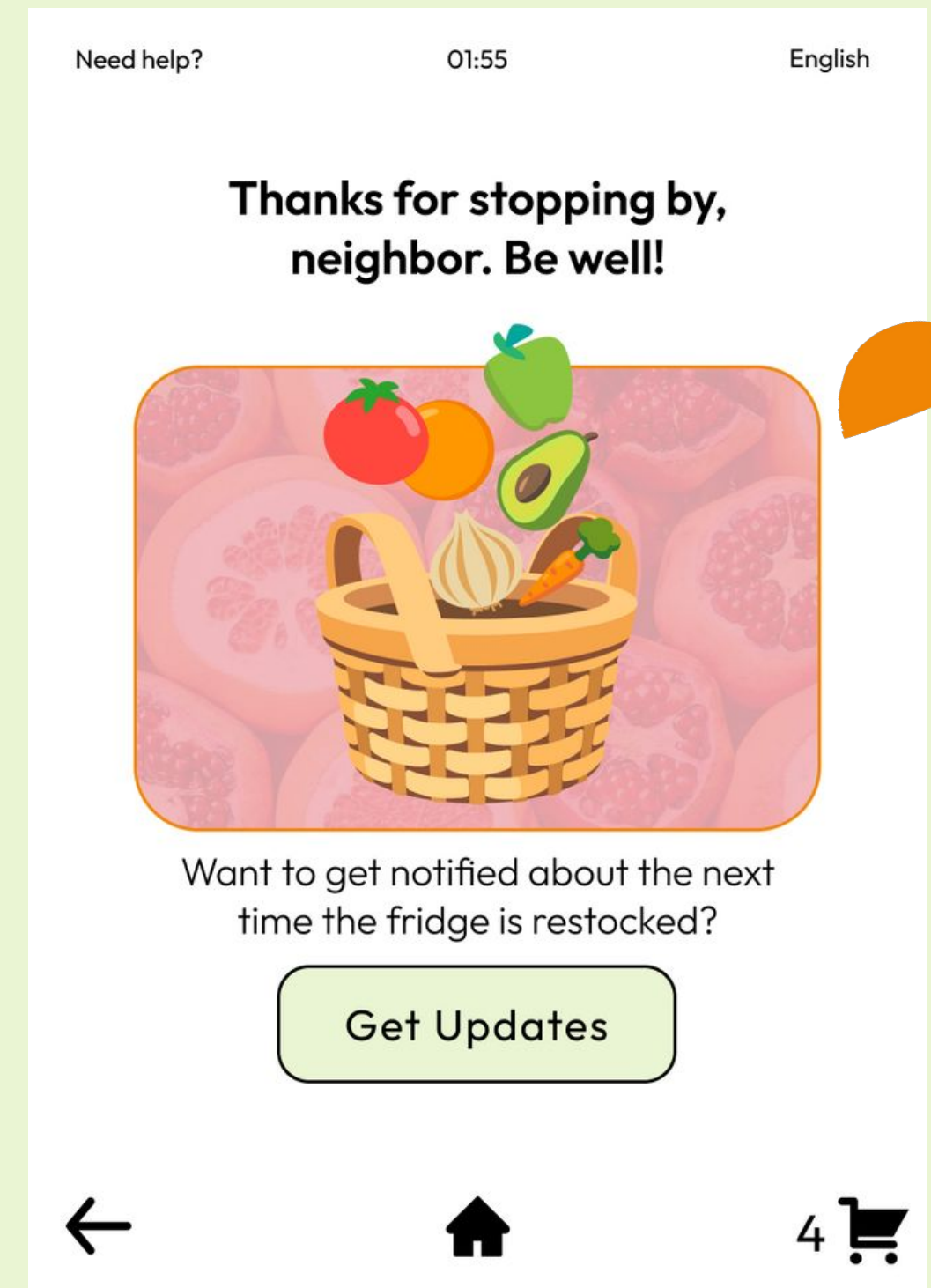
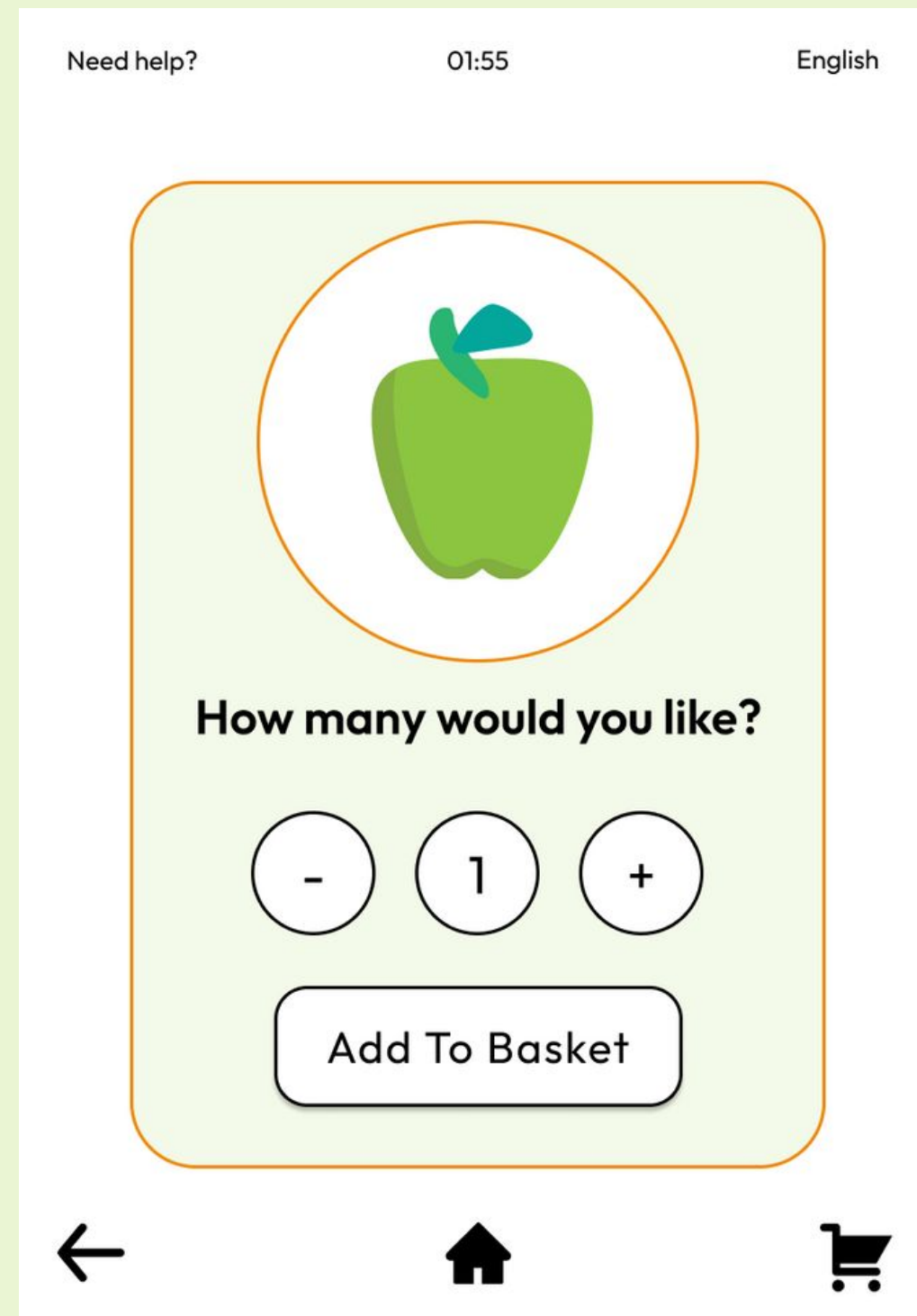
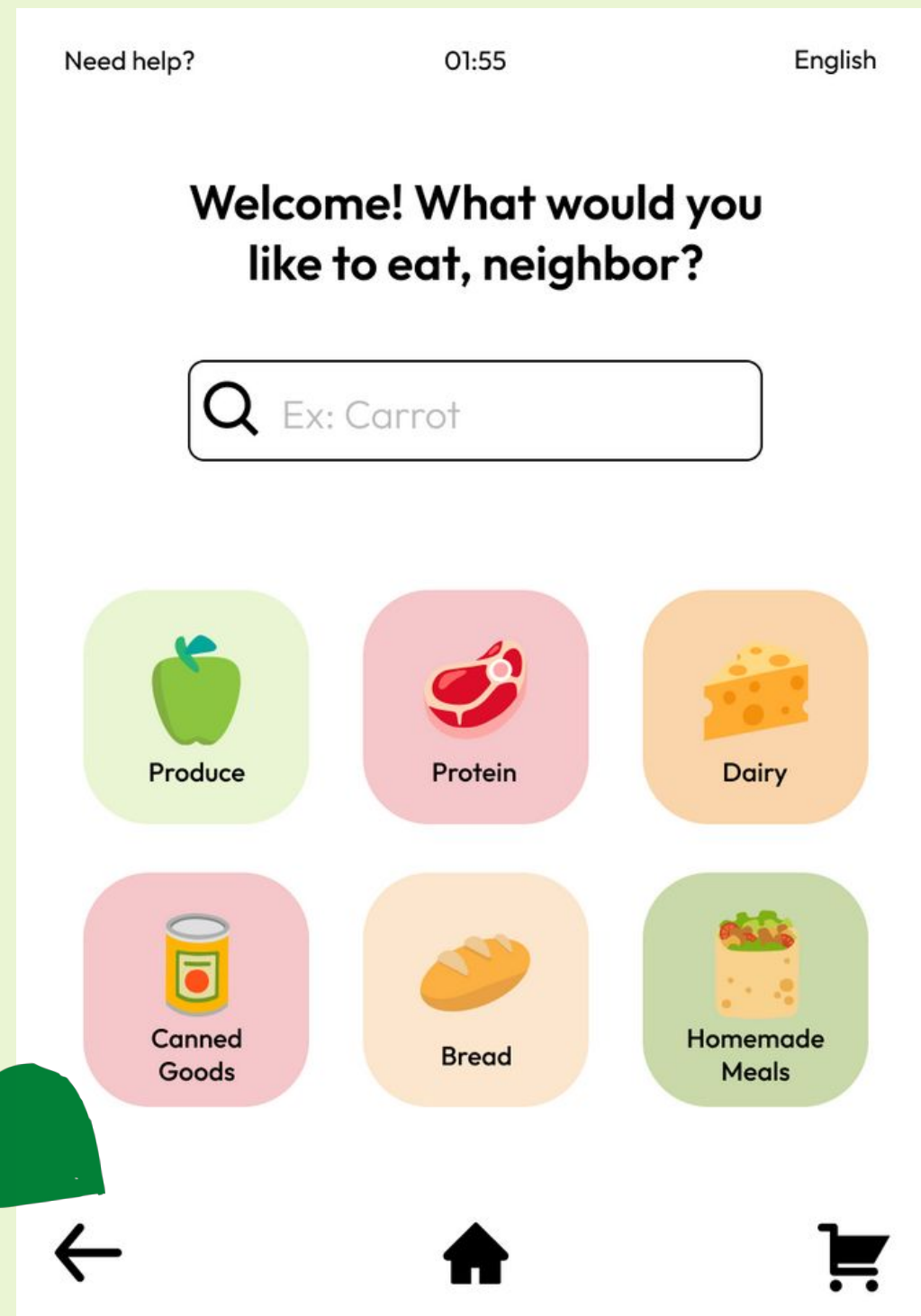


LOW- TO

D-FIDELI



FRIDGE WIREFRAMES



WEBSITE WIREFRAMES



Donate to Your Neighbors

We welcome you to donate and give what you can, whether it's through monetary donations or dropping off food at one of our smart Fridges. Thanks to our community for their generous donations that help keep our neighbors fed.

Step 1

While you're at the grocery store, pick up some extra items for your neighbors in need. Be sure to check our smart's needed most below.

Step 2

Bring your items to one of our Fridges.

Step 3

Check in each type of item and place them in the corresponding bin. This helps our fridge get smart, so we know what's in stock at all times.

Find Our Fridges

We currently have Fridges located at:

- 408 E 7th Street
- 7777 E MLK Jr. Blvd
- 2801 Webberville Rd
- 3506 Springdale Rd
- 601 Pecan Brook Dr

[View on Google](#)

Items We Need Most

- Fresh produce (i.e., fruits, veggies)
- Shelf-stable items (i.e., rice, beans)
- Peanut butter
- Canned food
- Frozen meat
- Personal products & toiletries

Items We Do Not Need

- Candy
- Chips
- Expired food
- Items in glass containers
- Alcohol
- Non-food items (except toiletries)

Get Low Stock Updates

Join our network of volunteers and keep our neighbors fed. Sign up to get notifications about when the fridge is low on priority items and when your donations are needed most.

Name

Phone number

Email address

How do you prefer to get updates?
 Email Text

[Sign Up](#)

Get A Question?

Check out our FAQ page for more information about Fridge For All.

[View FAQs](#)

Can't Donate Food? Donate Funds!

Whether you donate one time or every month, \$5 or \$50, every little bit helps keep our community fed.

[Donate](#)

Fridge For All
 408 E 7th St | Austin, TX
 Contact Us
 512-461-0100
[info@fridgeforall.com](#)

Fridge For All

We're Here to Help!

We strive to be there for members of our community during moments of needs.

Traditional food assistance like SNAP is often not enough, so we strive to bridge the gap with on-demand food when our community is in need.

Unlike at a traditional food pantry, we strive to keep Fridge For All stocked with fruits and vegetables and homemade meals, so you can eat fresh, healthy food—free.

Find Our Fridges

We currently have Fridges located at:

- 408 E 7th Street
- 7777 E MLK Jr. Blvd
- 2801 Webberville Rd
- 3506 Springdale Rd
- 601 Pecan Brook Dr

[View on Google](#)

What's In Stock

Our smart fridge technology allows you to see what's available at each location in real time.

Select a location below to see what's in stock today.

408 E 7th Street

Apples **Eggs**

Bananas **Avocados**

[View All](#)

Get Restock Updates

Want to know when the fridge has been restocked? Sign up to get updates on what's new in the fridge.

Name

Phone number

Fridge For All

Welcome, Neighbor!

Take what you need, give what you can.

Who We Are & What We Do

Fridge For All is an organization that keeps our neighbors fed through a network of smart Fridges stocked with free food donated by the community.

Our smart fridge technology and mutual aid network means we always know what's available at each fridge so our donors know what's needed and our neighbors find comfort knowing that there will be food available when they need it.

[Get Involved](#)

150 families fed **25+ donors**

1,200 meals served **5 free Fridges**

Need Help?

Traditional food assistance like SNAP is often not enough, so we strive to bridge the gap with on-demand food when our community is in need.

[Get Help](#)

Fridge For All [Find a Fridge](#) [Volunteer](#)

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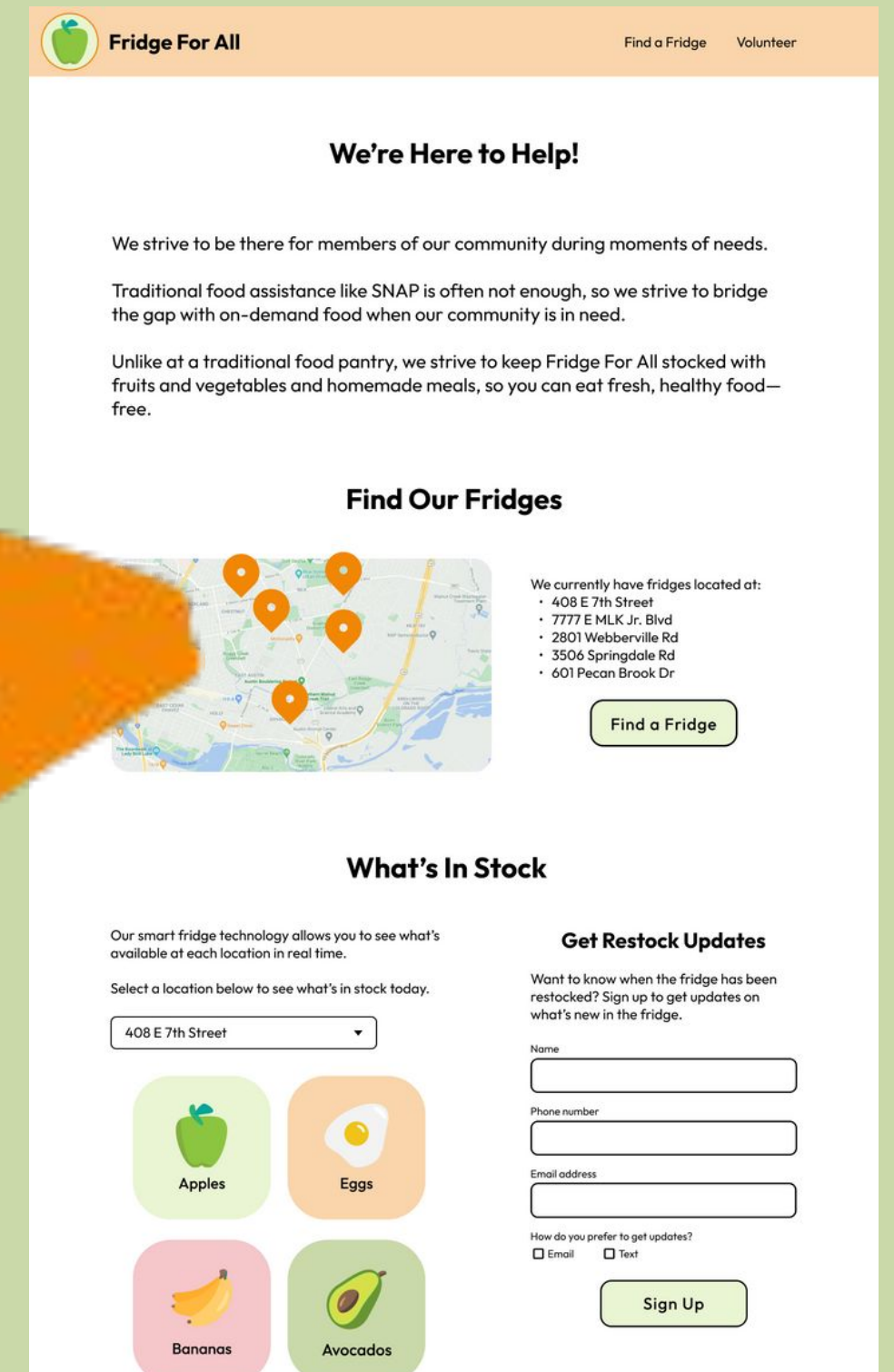
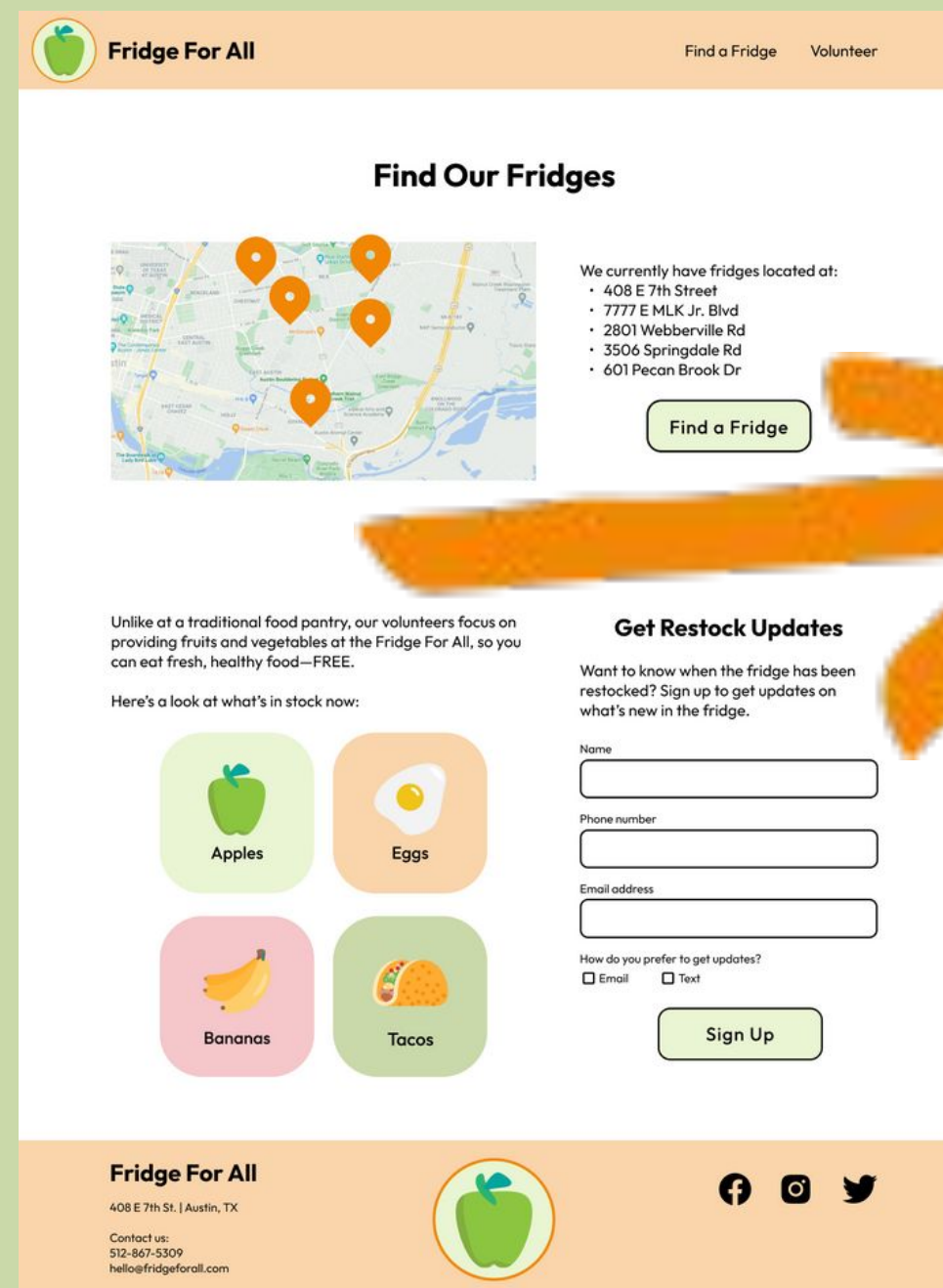


USER TESTING



WEBSITE TESTING: PROBLEM 1

- **Problem:** It wasn't clear that our page was focused on information for users in need, not for all users.
- **Solution:** Add an introduction and change how people navigate to this page from the homepage and hamburger menu.



WEBSITE TESTING:

PROBLEM 2

● **Problem:** Users who wanted to donate didn't have a clear picture of where or how to donate food items.

● **Solution:** We added a map and steps on how to donate to better explain how to get involved.

Volunteering with Fridge For All

Our community relies on volunteers to keep our neighbors fed.

We welcome you to donate and give what you can, whether it's through monetary donations or dropping off food at one of our fridges.

Items We Need Most

- Fresh produce (i.e. fruits, veggies)
- Shelf-stable items (i.e. rice, bread)
- Peanut butter
- Canned food
- Frozen meat
- Feminine products & toiletries

Items We Do Not Need

- Candy
- Chips
- Expired food
- Items in glass containers
- Toys
- Non-food items (except toiletries)

Get Low Stock Updates

Join our network of volunteers and keep our neighbors fed.

Sign up to get notifications about when the fridge is low on priority items and when your donations are needed most.

Name

Phone number

Email address

How do you prefer to get updates?
 Email Text

[Sign Up](#)

Frequently Asked Questions

Can't Donate Food? Donate Funds!

Whether you donate one time or every month, \$5 or \$50, every little bit helps keep our community fed.

[Donate](#)

Donate to Your Neighbors

We welcome you to donate and give what you can, whether it's through monetary donations or dropping off food at one of our smart fridges.

Thanks for your generous donations that help keep our neighbors fed.

Step 1

While you're at the grocery store, pick up some extra items for your neighbors in need. Be sure to check out what's needed most below.

Step 2

Bring your items to one of our fridges.

Step 3

Check in each type of item and place them in the corresponding bin. This helps our fridge get smart, so we know what's in stock at all times.

Find Our Fridges

We currently have fridges located at:

- 408 E 7th Street
- 7777 E MLK Jr. Blvd
- 2801 Webberville Rd
- 3506 Springdale Rd
- 601 Pecan Brook Dr

[Find a Fridge](#)

Items We Need Most

- Fresh produce (i.e. fruits, veggies)
- Shelf-stable items (i.e. rice, bread)
- Peanut butter
- Canned food
- Frozen meat
- Feminine products & toiletries

Items We Do Not Need

- Candy
- Chips
- Expired food
- Items in glass containers
- Alcohol
- Non-food items (except toiletries)

Get Low Stock Updates

Join our network of volunteers and keep our neighbors fed.

Sign up to get notifications about when the fridge is low on priority items and when your donations are needed most.

Name

Phone number

Email address

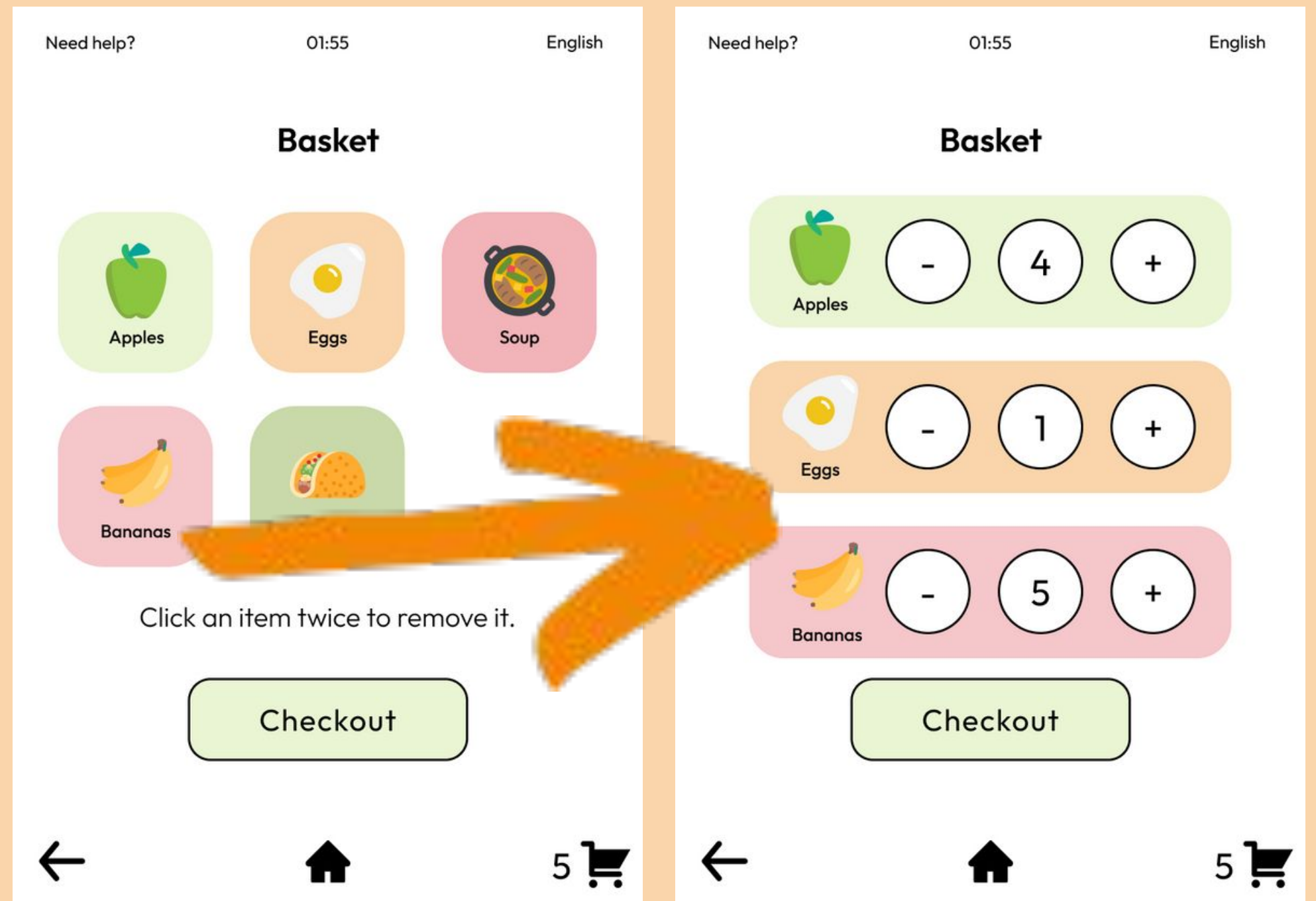
How do you prefer to get updates?
 Email Text

[Sign Up](#)

FRIDGE KIOSK

TESTING: PROBLEM 1

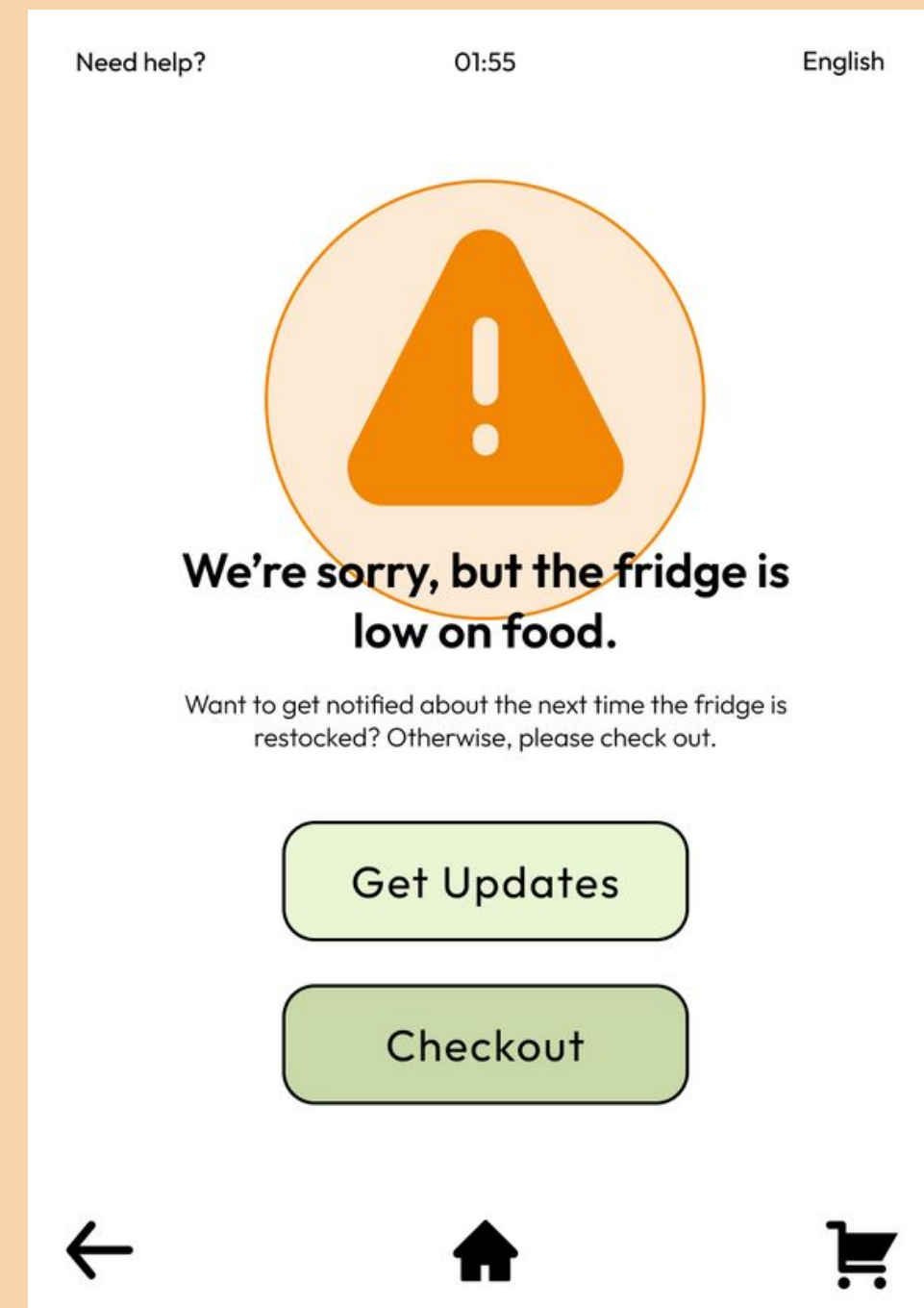
- **Problem:** Users couldn't tell how many of each item were in their cart.
- **Solution:** We changed up the design of the basket page to allow people to adjust item quantity and easily remove items.



FRIDGE KIOSK

TESTING: PROBLEM 2

- **Problem:** Users wanted to see how many items they could add to their basket
- **Solution:** We added error states to let users know when they were reaching the fridge's limit



**FINAL
ITERATIONS (FOR
NOW)**



THE WEBSITE



Who We Are & What We Do

Fridge For All is an organization that keeps our neighbors fed through a network of smart fridges stocked with free food donated by the community.

Our smart fridge technology and mutual aid network means we always know what's available at each fridge so our donors know what's needed and our neighbors find comfort knowing that there will be food available when they need it.

Get Involved



Need Help?


Traditional food assistance like SNAP is often not enough, so we strive to bridge the gap with on-demand food when our community is in need.



Our fridges are located throughout east Austin in areas where food insecurity is prevalent. Whether you're in need or able

THE FRIDGE

Need help? 01:55 English



Fridge For All

Free food
Comida gratis
Nourriture gratuite

Get Food

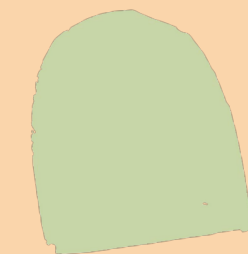
Give Food

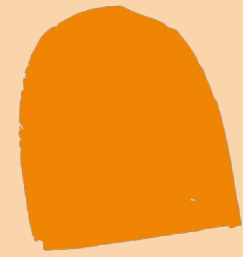
For more information visit fridgeforall.com



FUTURE DEVELOPMENTS

- Complementary mobile app
- Expanding to other cities
- Voice activation
- Cell phone USB





KEY TAKEAWAYS



The face of hunger is fluid

Phone before food

Tough conversations =
growth and creativity

It's ambitious to create
several touchpoints to
enhance an experience

Systemic racism plays a
big role in food injustice

Solving world hunger?
"It's not profitable"

Documenting as you
go is the way to go!