

*A friend and I sought to connect with fellow Chicagoans and empathize with challenges they face by using human-centered design methodologies*

## TACKLING FOOD DESERTS

### CONTEXT

Back of the Yards has limited healthy food options. Parents try to cook healthy and cheaply while juggling other responsibilities.

How might we provide a realistic path toward healthy eating habits for people with limited food options and resources?



## APPROACH

- Observed and interviewed people in the street, parks, and grocery stores to understand their lives, refine our problem statement, and unearth clues to solve their challenges
- Developed observations into insights through iterations of expanding insights and ideas, associating them by theme, and focusing on a “how-might-we” statement for problem-solving
- Created concept of meal plan program, mapped customer journey, and prototyped



## RESULTS

- Designed meal plan program that optimizes preparation time, cost, nutrition, and local flavor
- Low-fidelity prototype enabled rapid prototyping with parts of the business model, such as the appropriate channel for the meal planning tool
- Prototyping at select moments of customer journey armed us with insights and questions for future iterations

**PEOPLE WANT TO CONNECT. SO ASK QUESTIONS! LISTEN!**

If you are genuine and show people respect, they are likely to open up and share their lives with you even on a sidewalk