

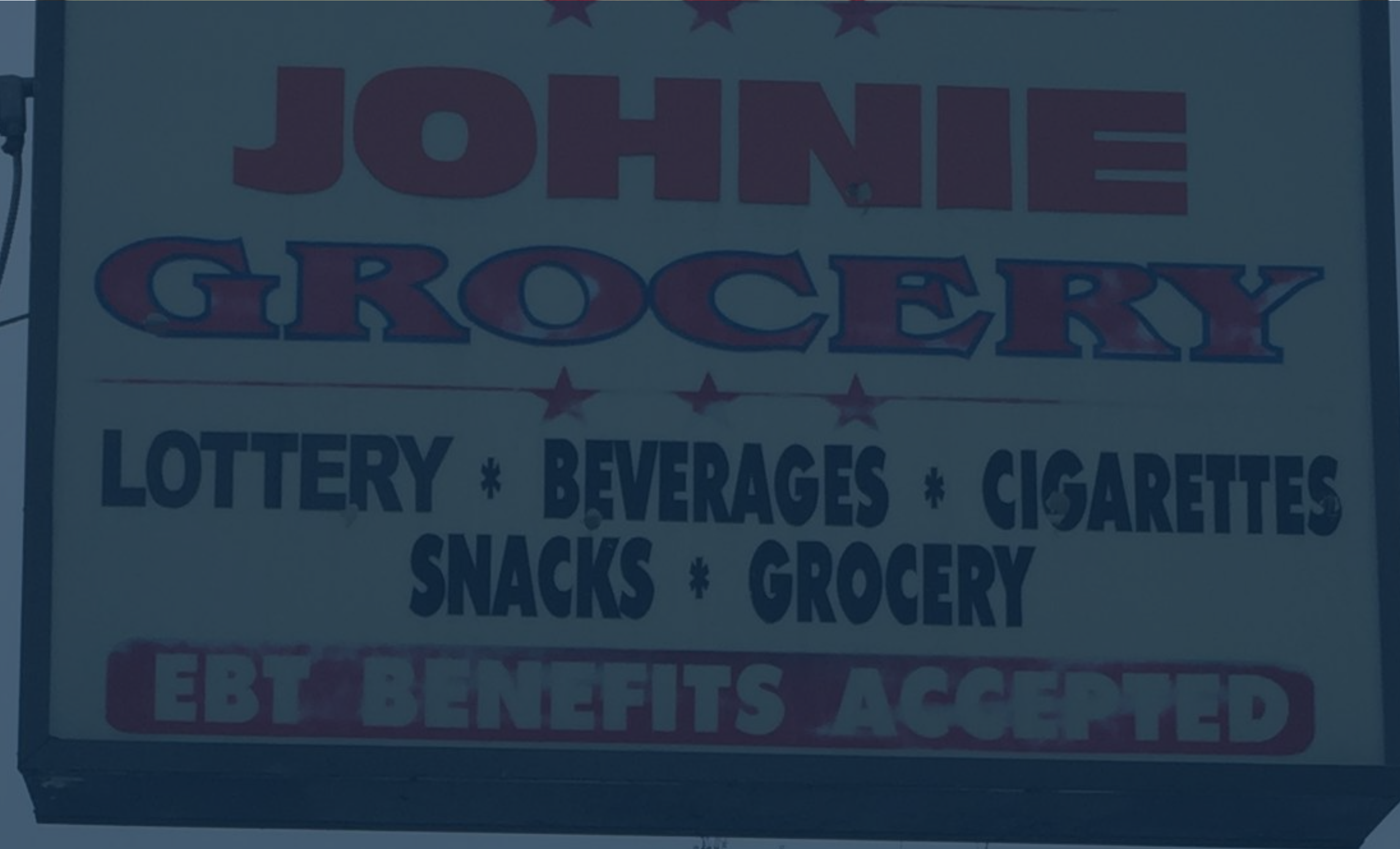
stuck in a (food) desert

a project by Liz Wells

FAMILY DOLLAR
Give the **gift** GREAT all of a FUTURE.
DONATE \$1 TODAY AT REGISTER!
BOYS & GIRLS CLUBS OF AMERICA

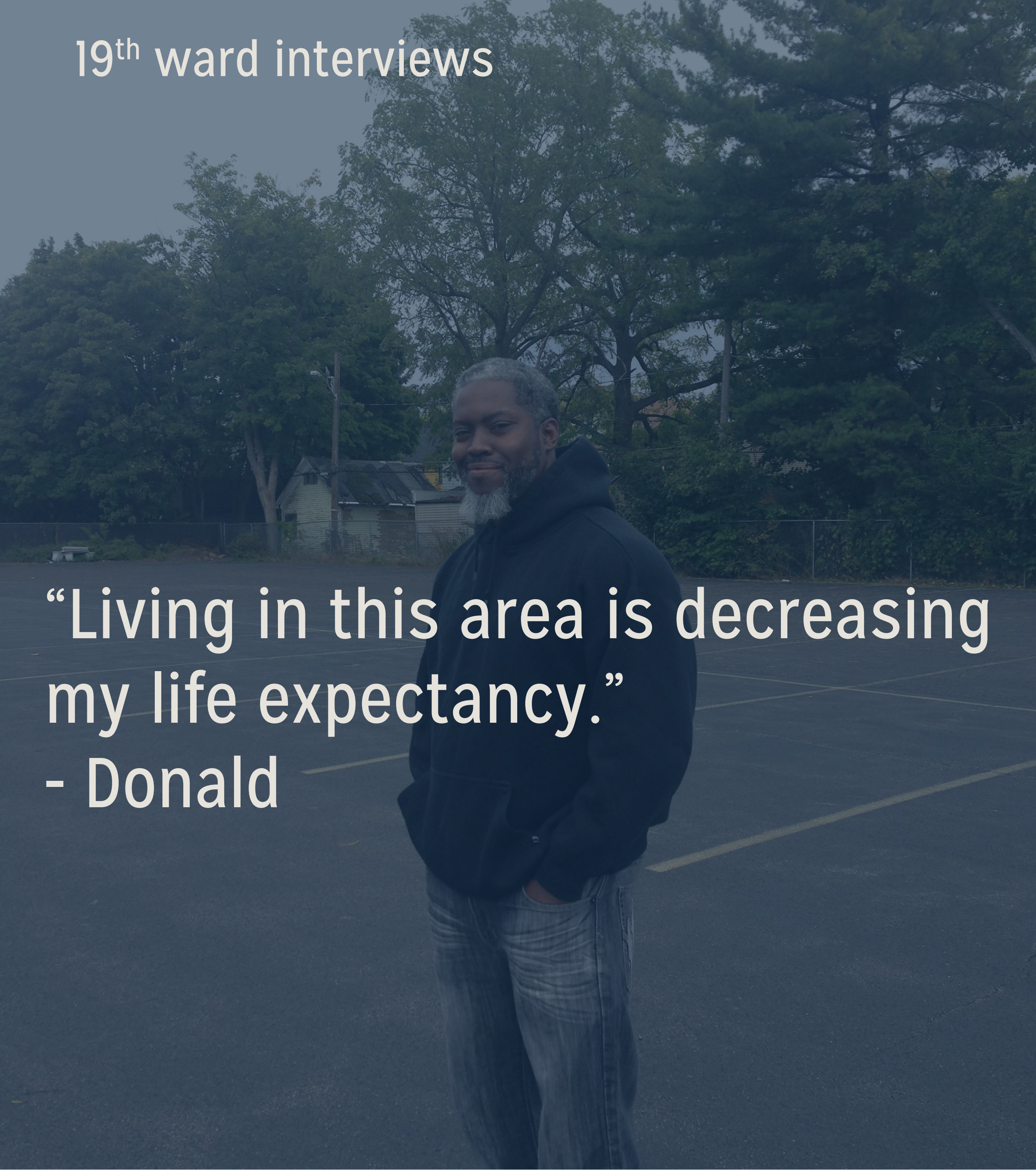


what is a food desert?



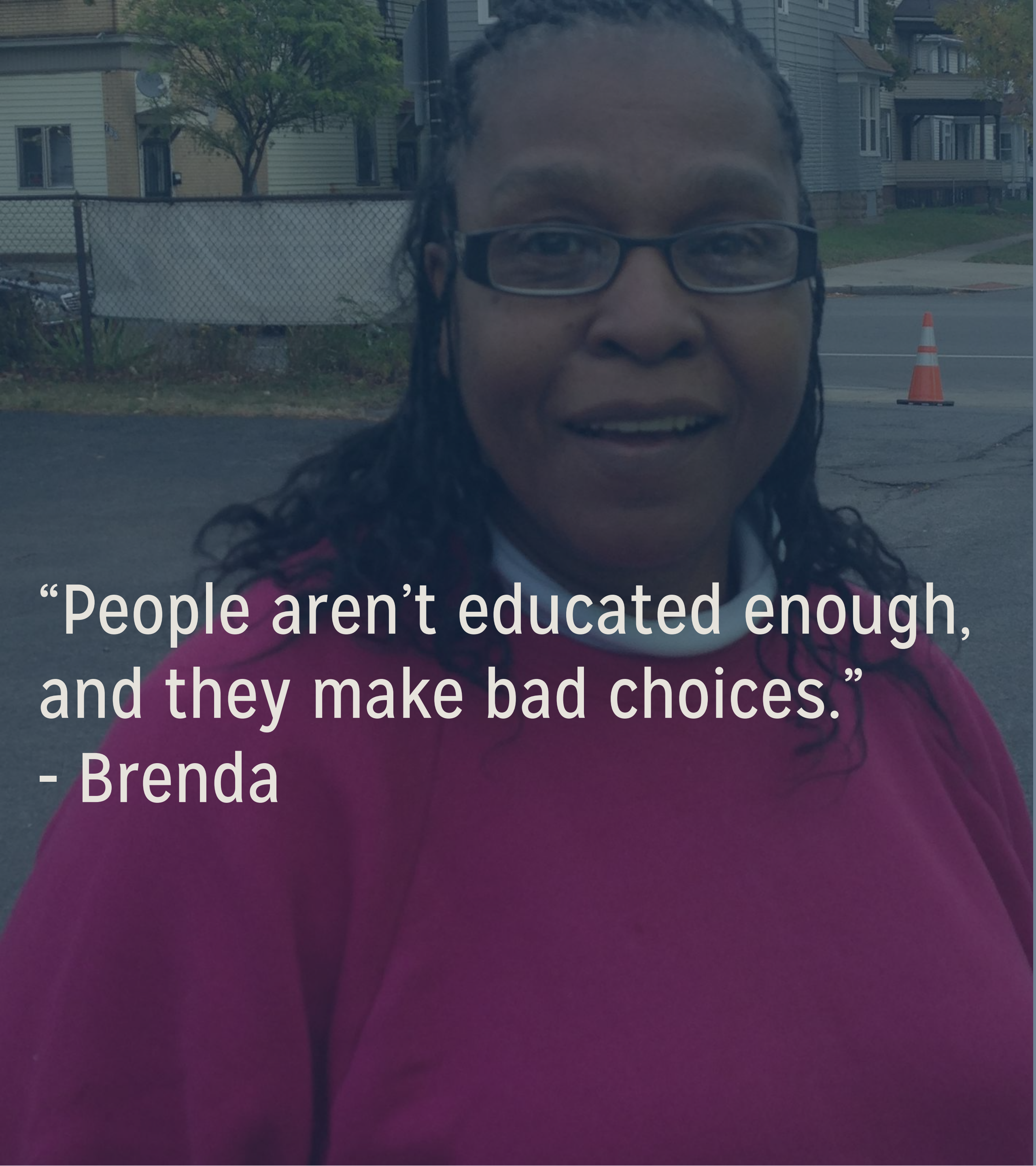
A food desert is an area that only have fast food, corner stores, and liquor stores. Typically these are low income areas and people lack transportation to buy food in better areas. 26.5 million americans live in a food desert. People are dying from curable deceases, such as obesity. These communities typically have no access to health care.

19th ward interviews

A man with a grey beard and hair, wearing a dark hoodie and jeans, stands in a paved parking lot. In the background, there are trees and a chain-link fence.

“Living in this area is decreasing my life expectancy.”

- Donald

A woman with glasses and a pink top is shown in a close-up shot. The background shows a residential street with houses and a traffic cone.

“People aren’t educated enough, and they make bad choices.”

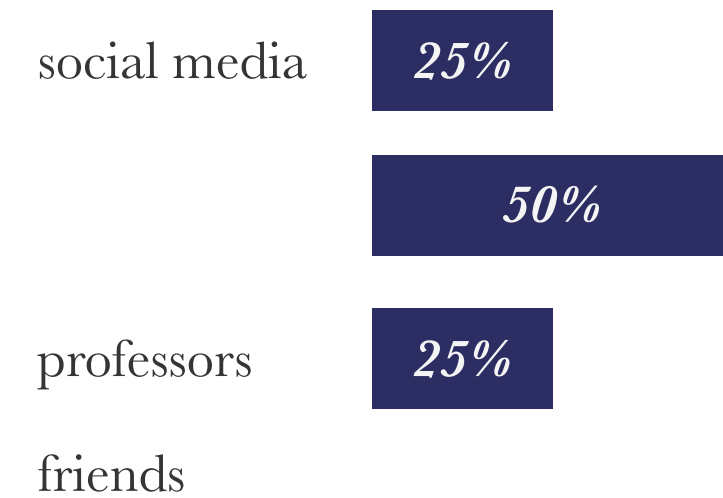
- Brenda

personas

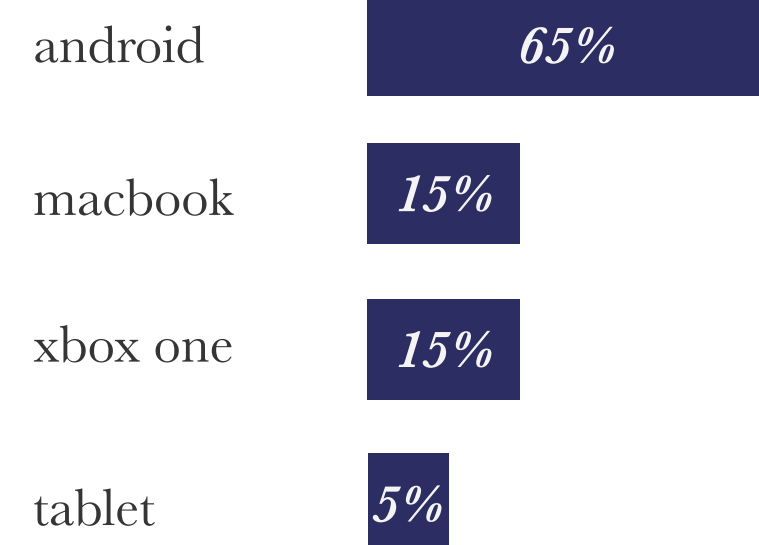


ROSS the clueless one
A STUDENT THAT KNOWS
NOTHING ABOUT ABOUT
HIS COMMUNITY.

INFLUENCERS

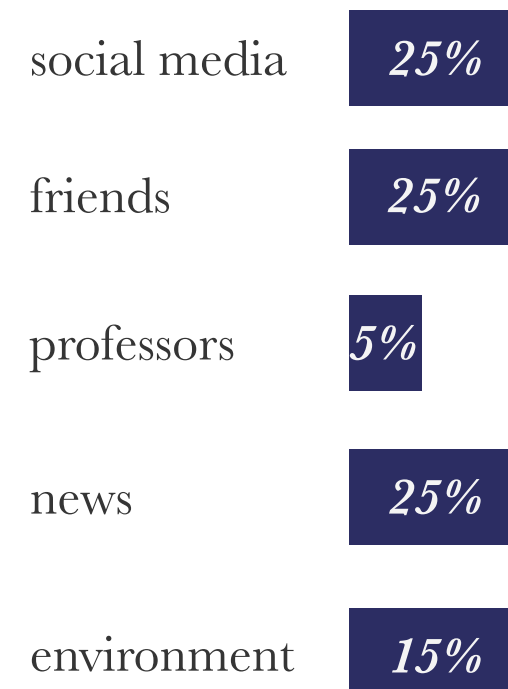


TECH USE



PHOEBE the aware one
PART-TIME STUDENT,
PHOEBE HAS A PULSE
ON WHAT IS
HAPPENING IN THE
COMMUNITY

INFLUENCERS

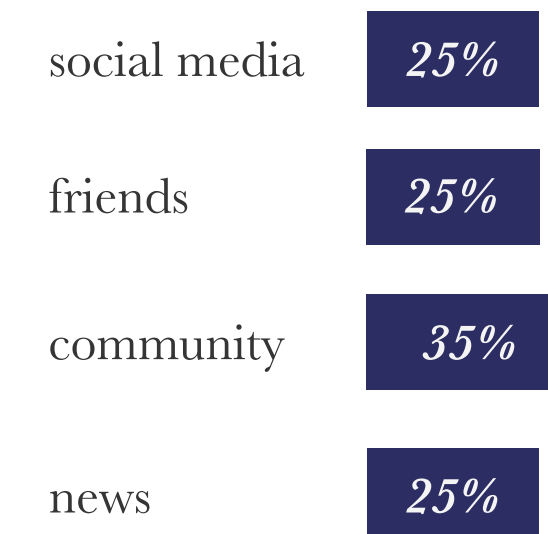


TECH USE



JOEY the involved one
ALWAYS INVOLVED
THE COMMUNITY,
JOEY KNOWS WHAT
THE COMMUNITIES
ISSUES ARE.

INFLUENCERS



TECH USE



the pitch

To put people in the uncomfortable situation of living in a food desert, without leaving the comfort for their desk.



Liz: Food Deserts

give **S**a try
 Break Down Stereotypes
 "It's not their fault"

Try to avoid coming across as "Ches towers"

Disrupt the bubble: put the campaign in hands of students

Food market on campus

put it on the bus
- Advertising to students

Relate to our field trip

Give away free reusable stuff to EIT students / staff

give **S**a try
A Next Step - How I know - what do I do?

buy a reusable set of produce bags, donate set to a farm who shops w/ @ the 19th market

Give away bags / basket full of food

plates of "entrees" made from junk from food deserts - honor / roll-over to learn

Scavenger hunt game for good ingredients (can involve transit, bad areas, other challenges)

Buttons: Mini buttons... everybody vs. without

give **S**a try
Coordinate with Employees / Managers of Dining locations

Cheesy music video? (of) You can do it!

Dinner meals

low on \$/hr for the month: be more bold / more draw to student

drag + drop game to make something nutritious from corner store ingredients

give **S**a try
using making universal images (tree)

Reality Check

First Easter ways or drag hints on food deserts...

give **S**a try
Pictures are like 1000 words
Virtual tour? Video?

leftover pizza

Take out left over container

Food waste

Third Culture Kids

Matching game: foods to faces to cultures / countries
map of people's cultural

Part of the diff means of what should be recycled & what

fare

style guide

stuck in a (food) desert

play a simulation of what life is like in an american food desert with only \$194 in food money per month

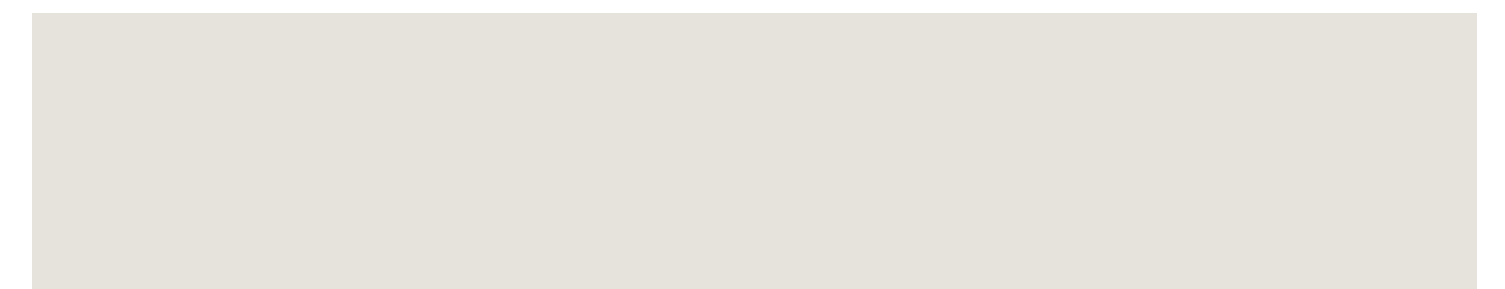
mission gothic - regular



5px border - all caps mission gothic



image overlay colors

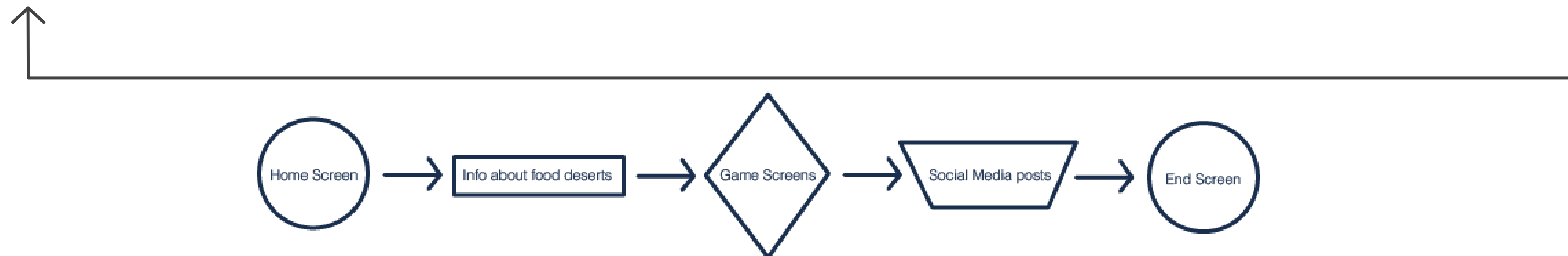
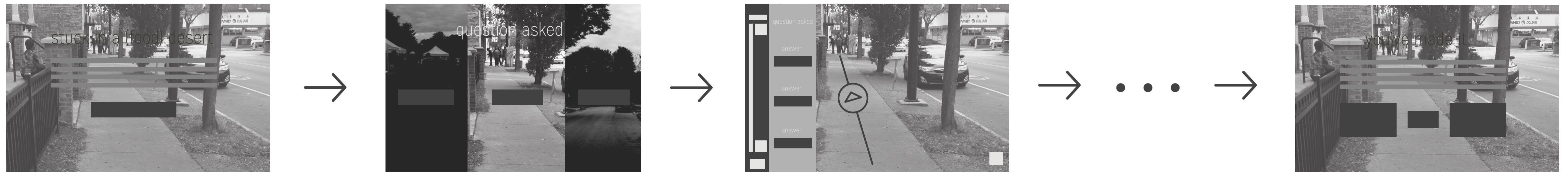


city map + wireframes + flow chart

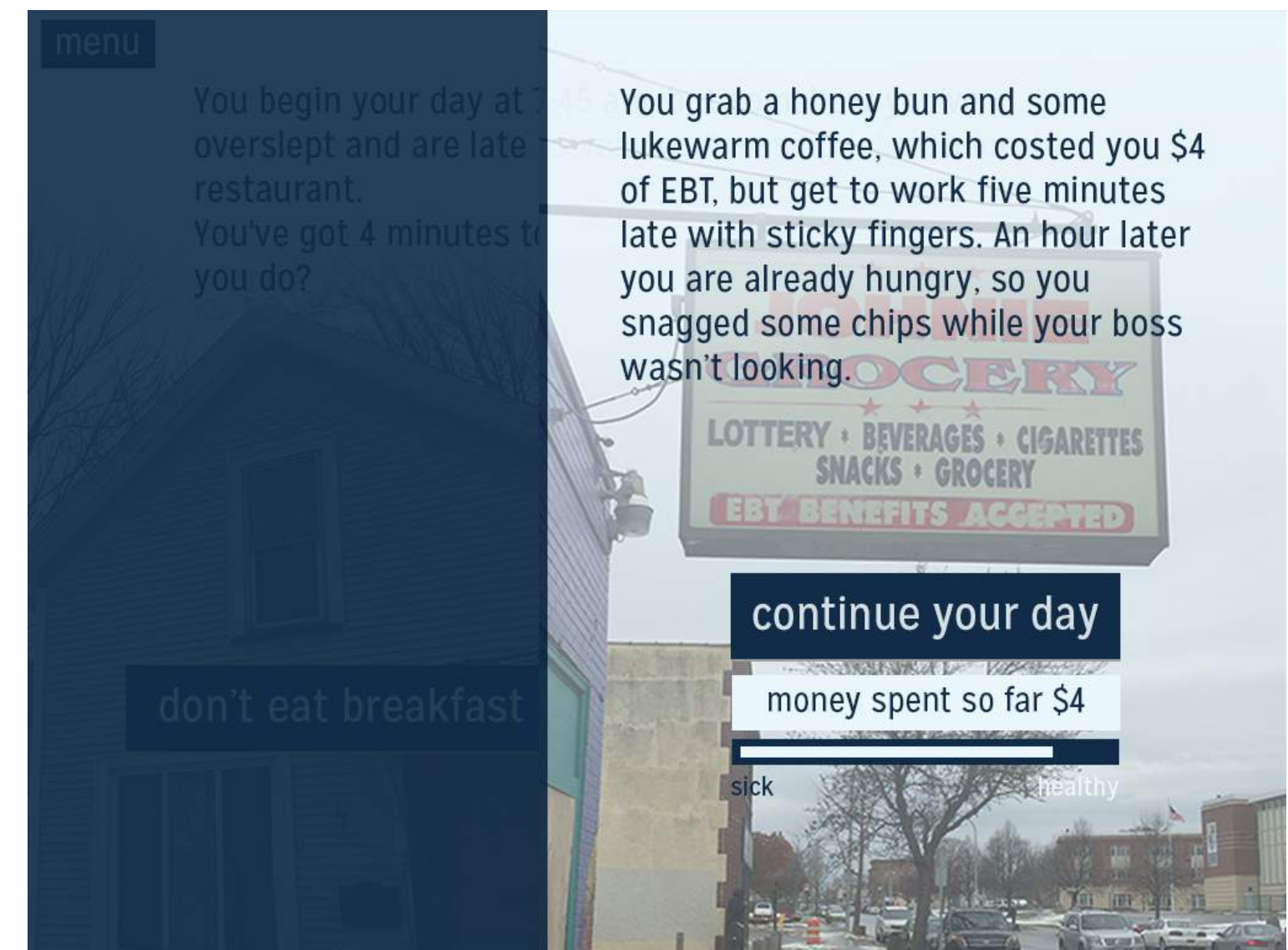
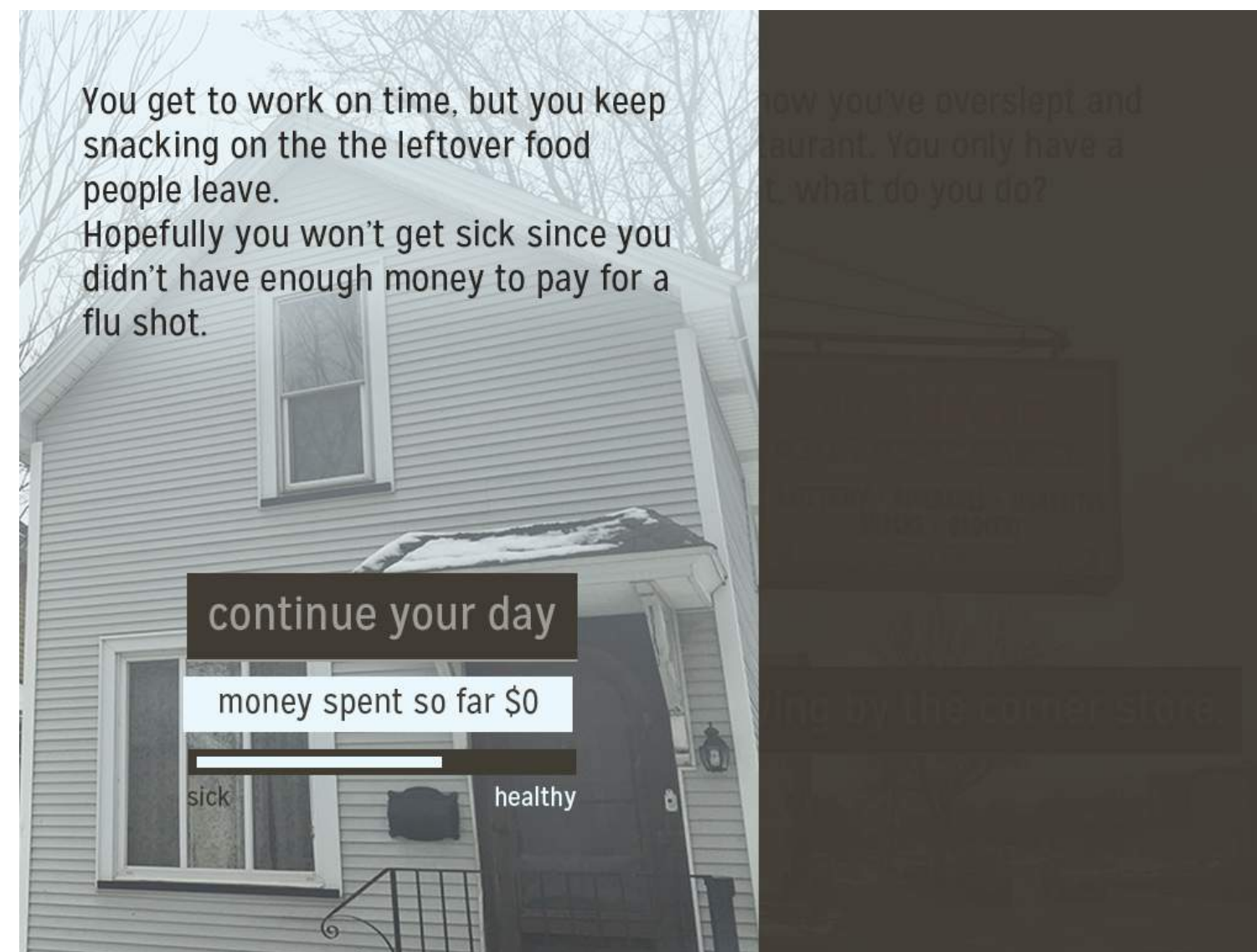
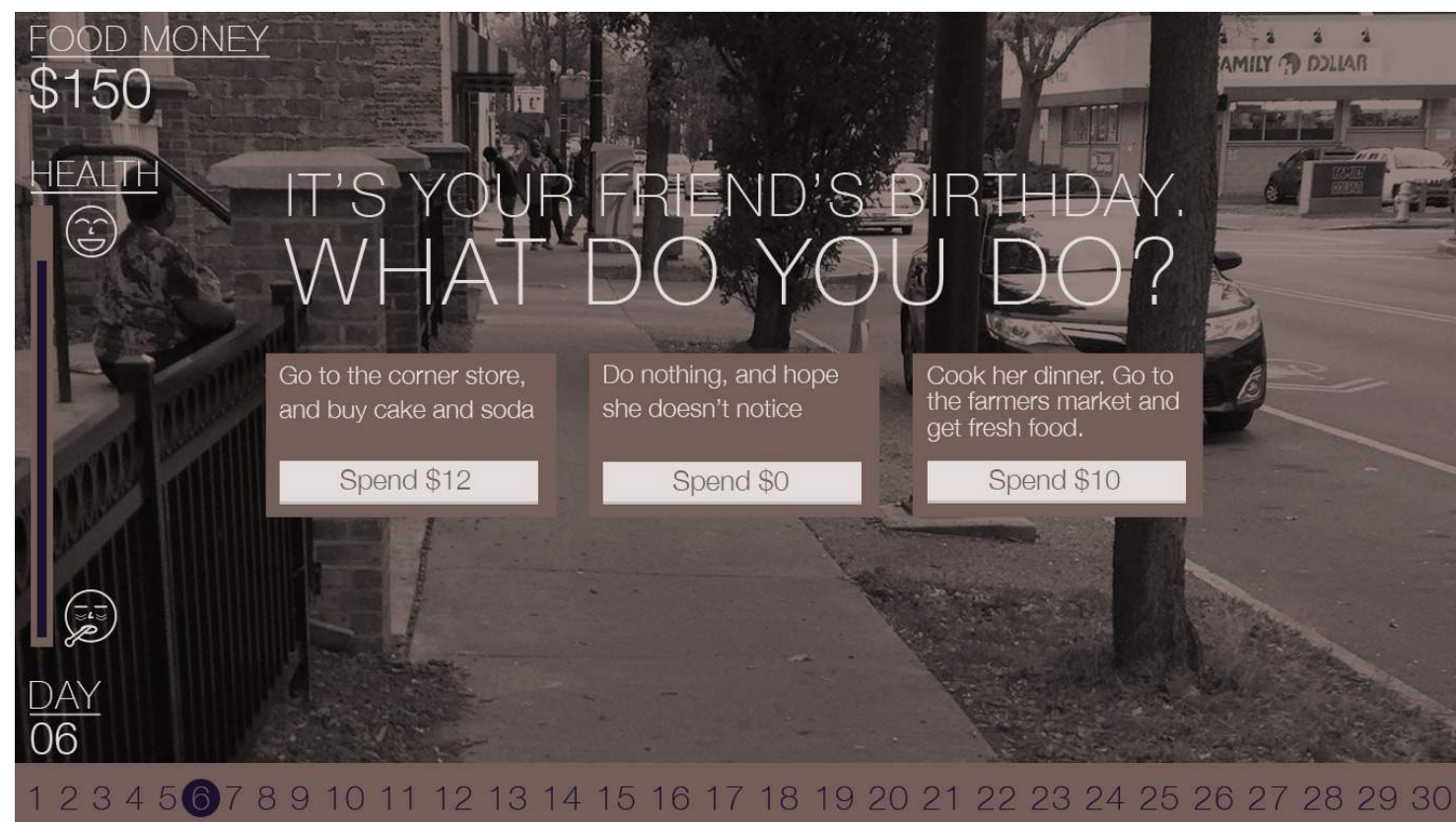
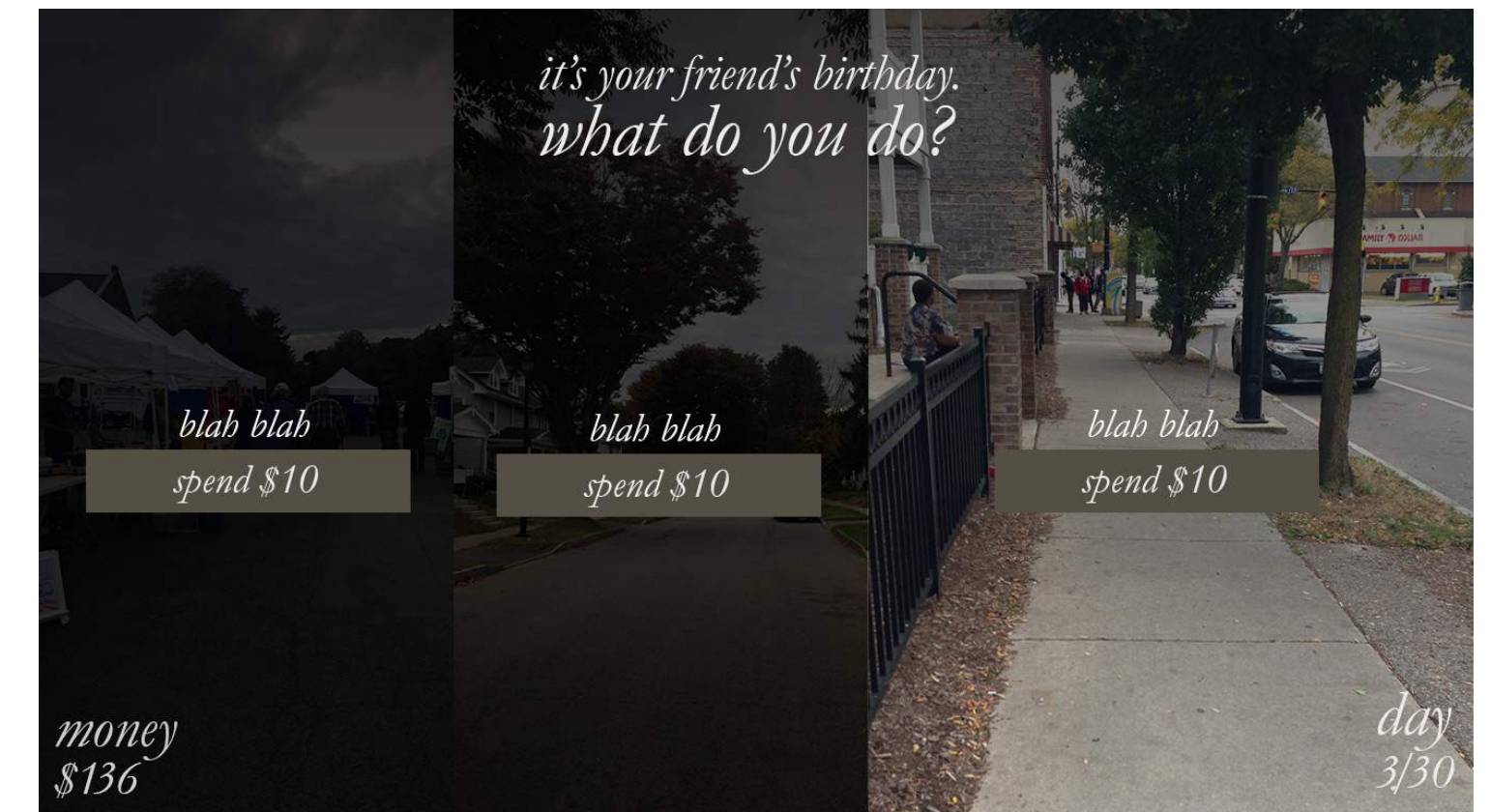
1.0 **Home Screen**
game title
about
instructions

2.- **Game Screens**
questions
answers
health bar, timeline, money leve

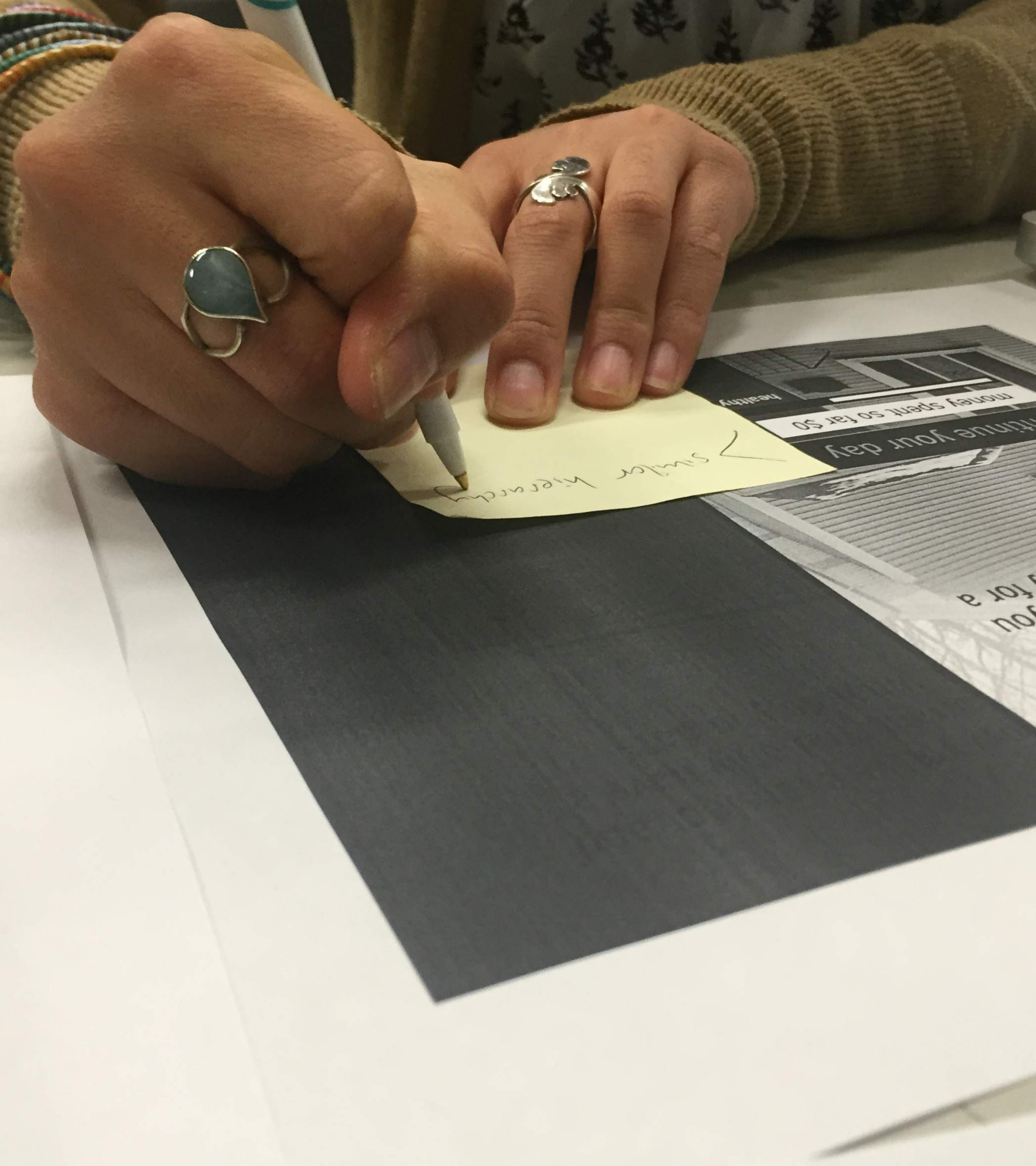
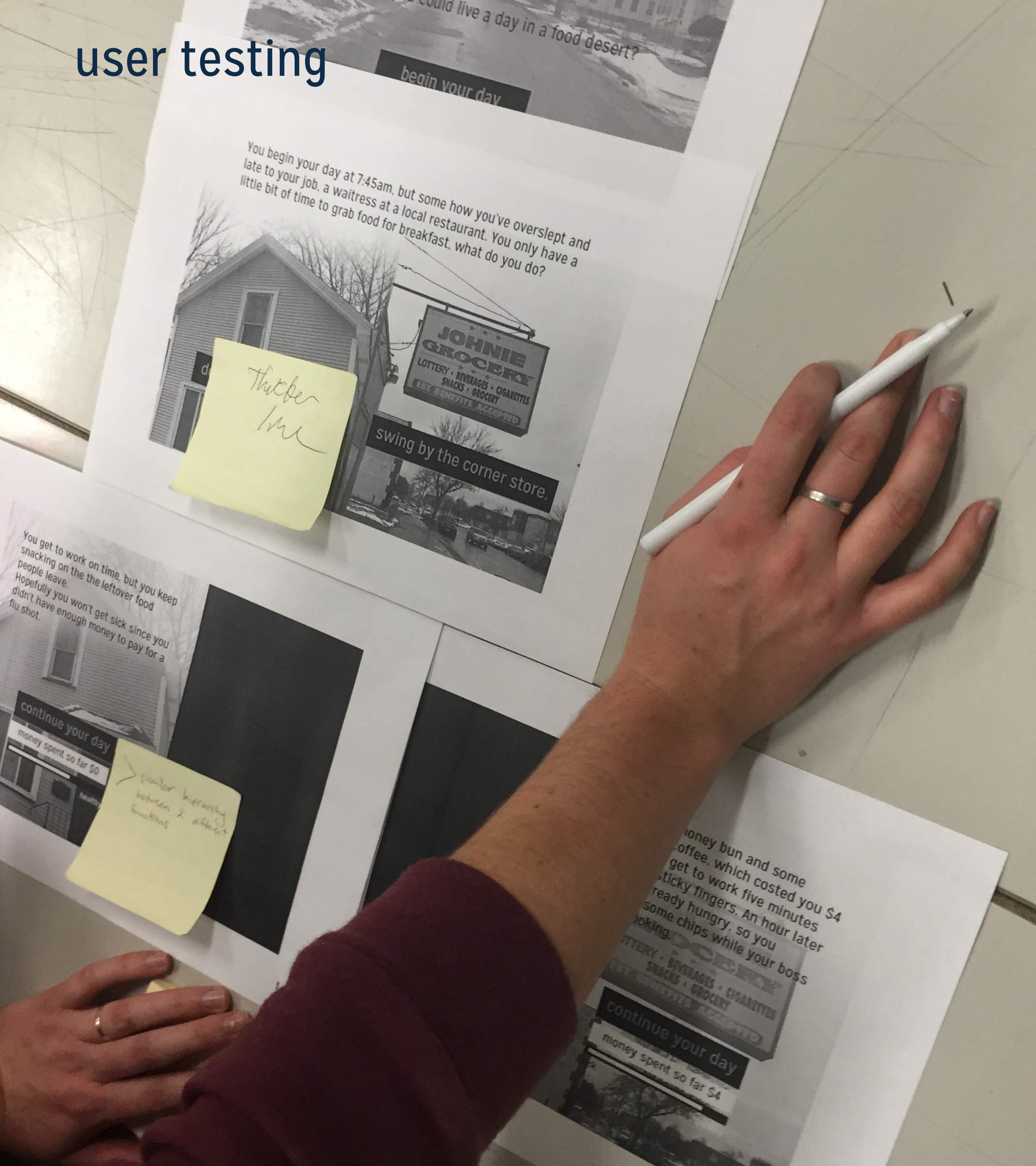
3.0 **End Game Screen**
game results
social media post prompts
play again option



design iterations



user testing



final designs

☰ stuck in a (food) desert SICK HEALTHY \$6 EBT

stuck in a (food) desert

Food deserts are a 26 million people problem, yet surprisingly few people are aware of their existence. Food deserts are typically urban areas that have little to no access to fresh foods. The residents in these areas often rely on EBTs (Electronic Benefit Transfers) or food stamps to pay for food, limiting their shopping options.

What about you? Could you survive a day in food desert?

BEGIN YOUR DAY

☰ stuck in a (food) desert SICK HEALTHY \$6 EBT

You live in the 19th Ward in Rochester, NY. You work seven days a week between two jobs: a secretary at a dentist office and a cashier at a hardware store. Both pay slightly above minimum wage (\$10 per hour). Because you are a single adult making minimum wage, your monthly allowance for food EBT is \$190. This leaves you only \$6 per day.

WAKE UP

☰ stuck in a (food) desert SICK HEALTHY \$6 EBT

You begin your day at 7:45 am, but somehow you've overslept and are late to your secretary job at a dentist office.

GET DRESSED AND READY FOR WORK

☰ stuck in a (food) desert SICK HEALTHY \$6 EBT

After you get dressed you only got 4 minutes to grab food for breakfast.

WHAT DO YOU DO?

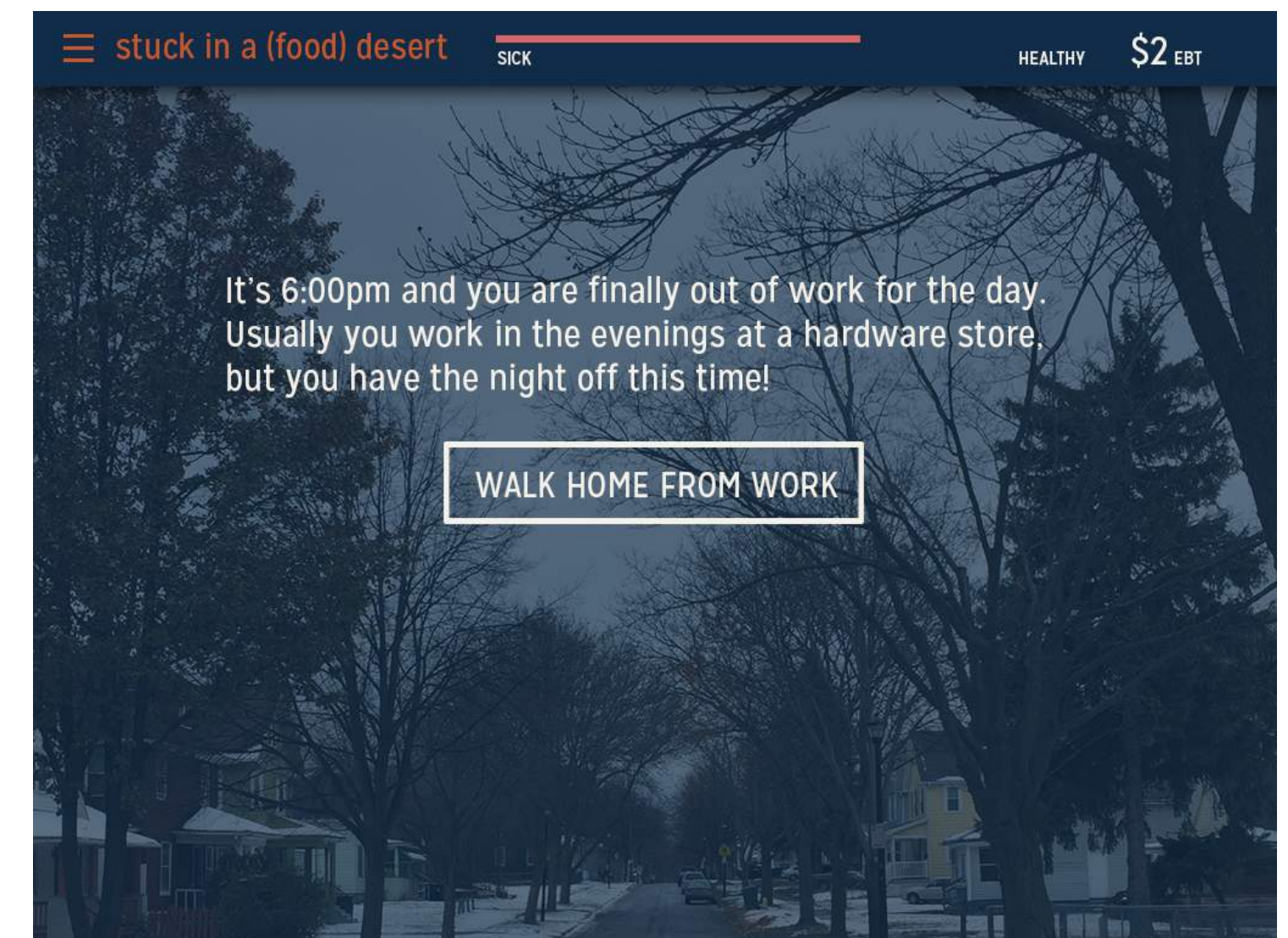
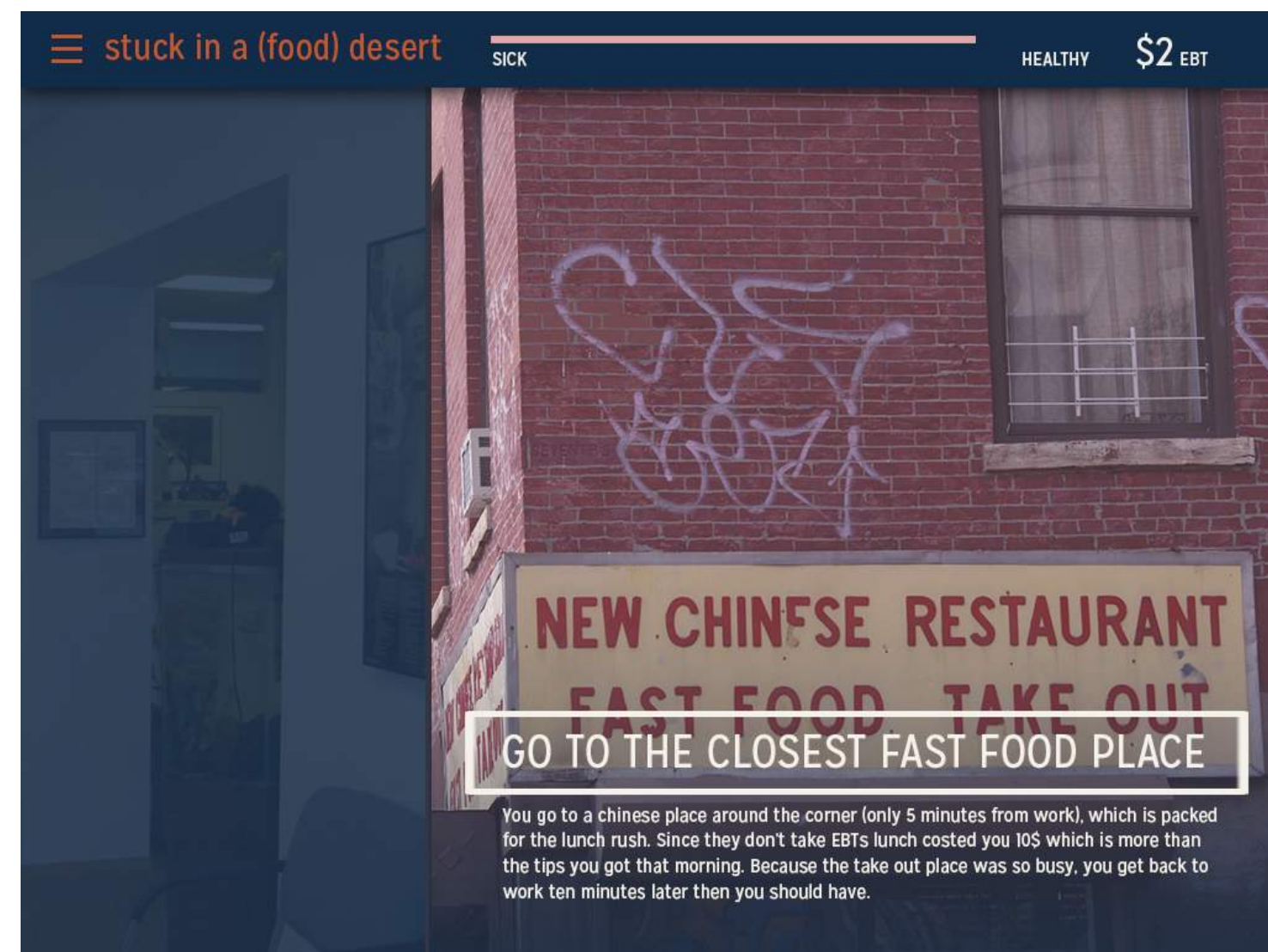
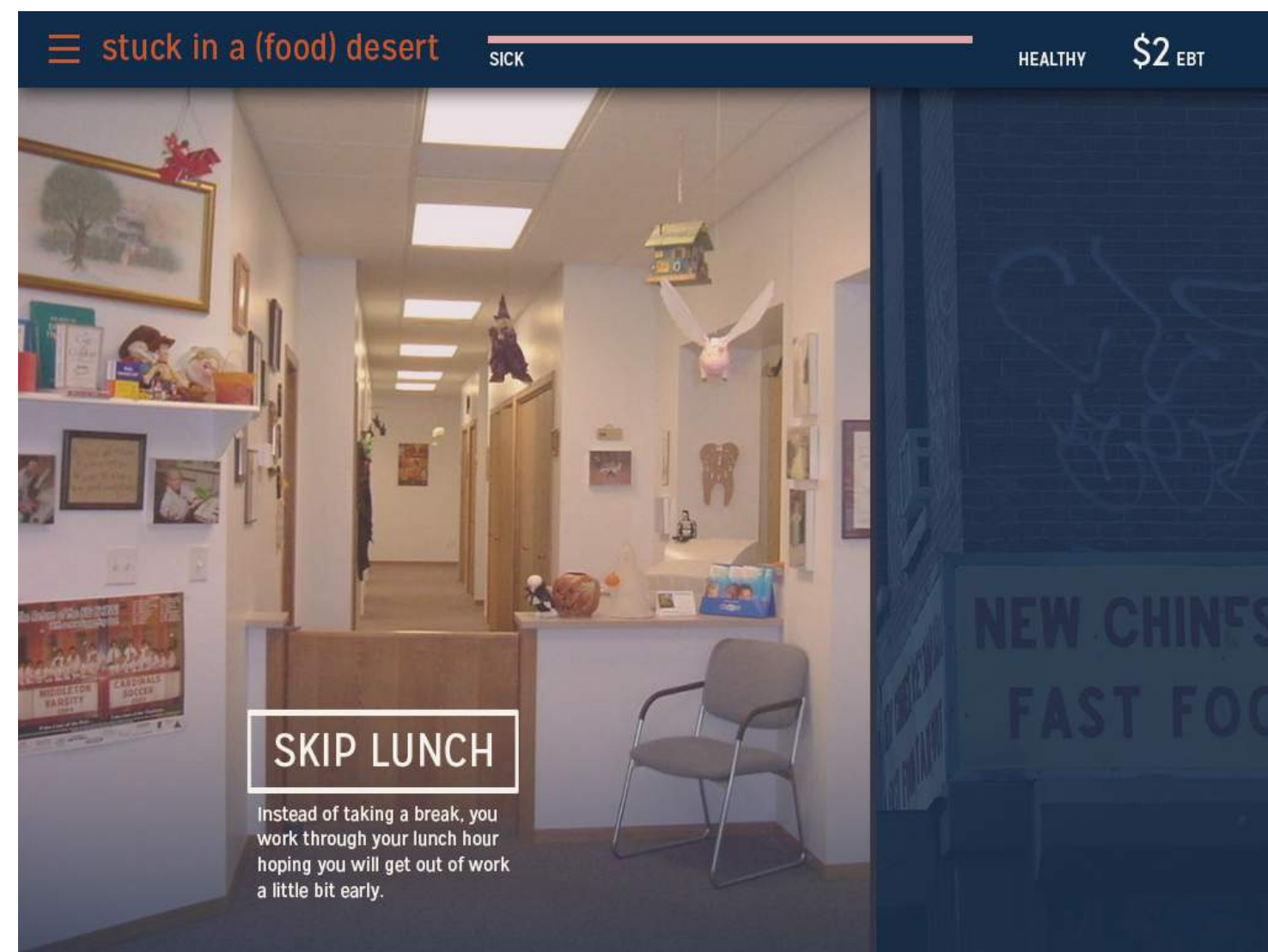
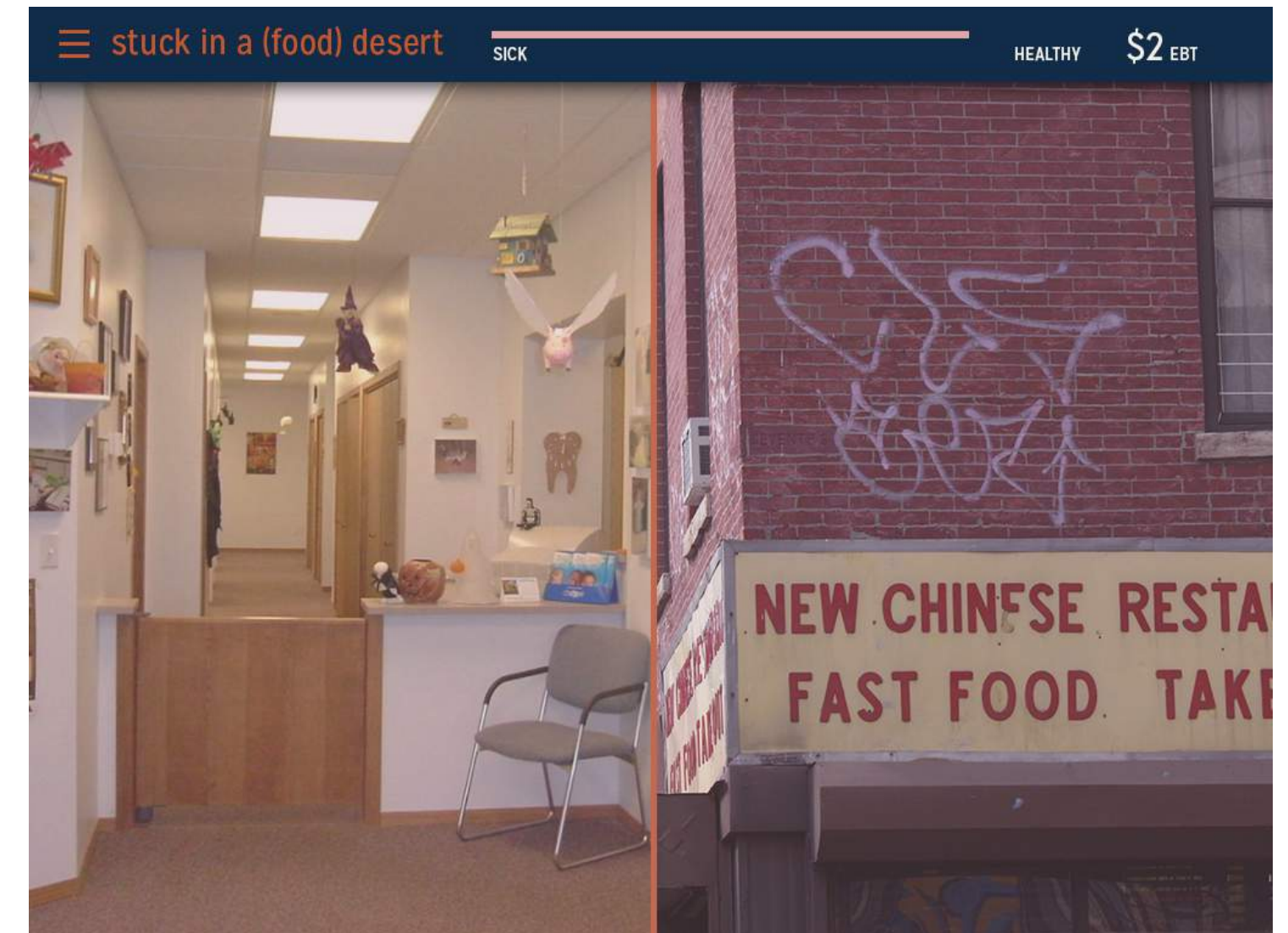
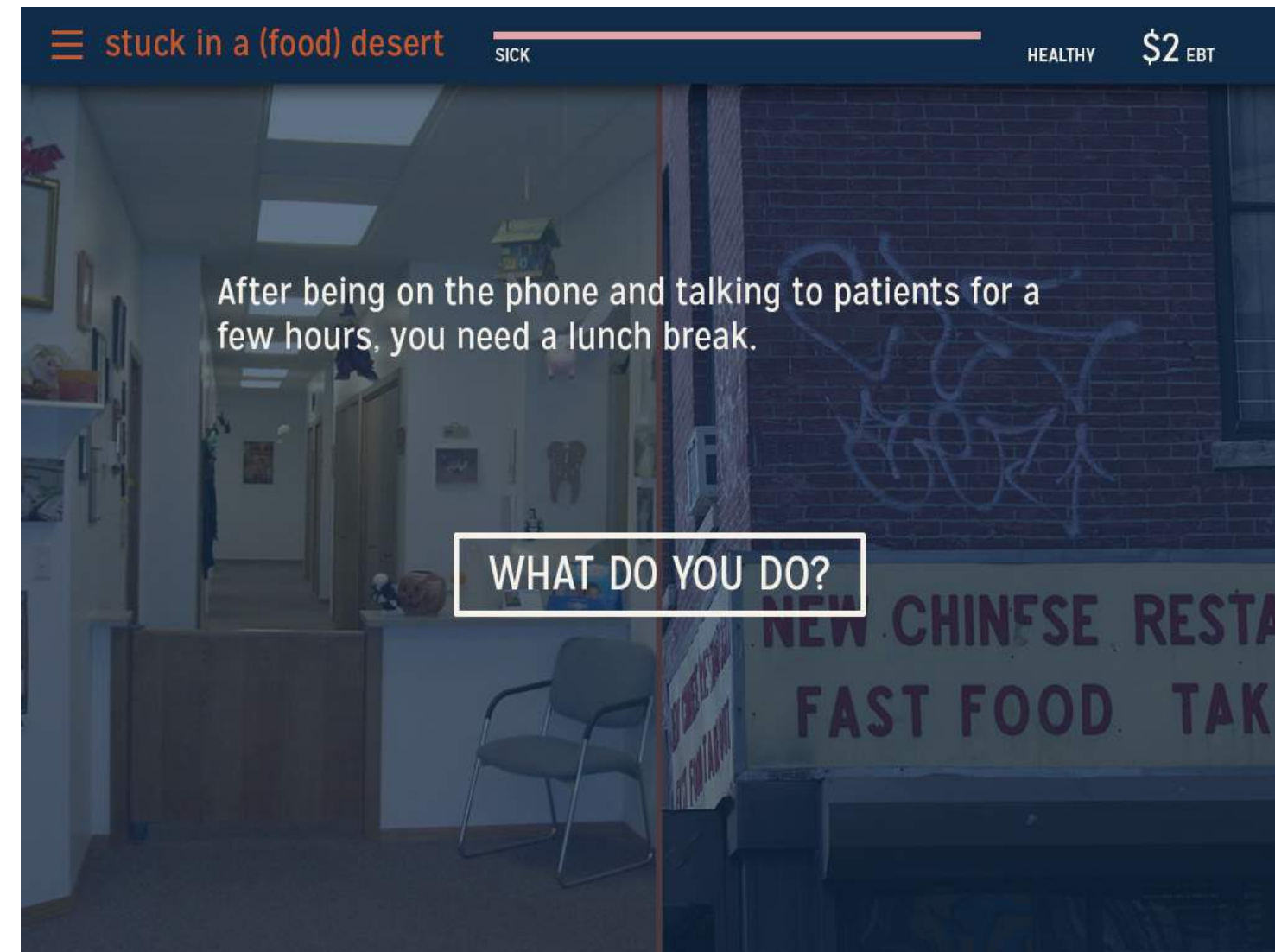
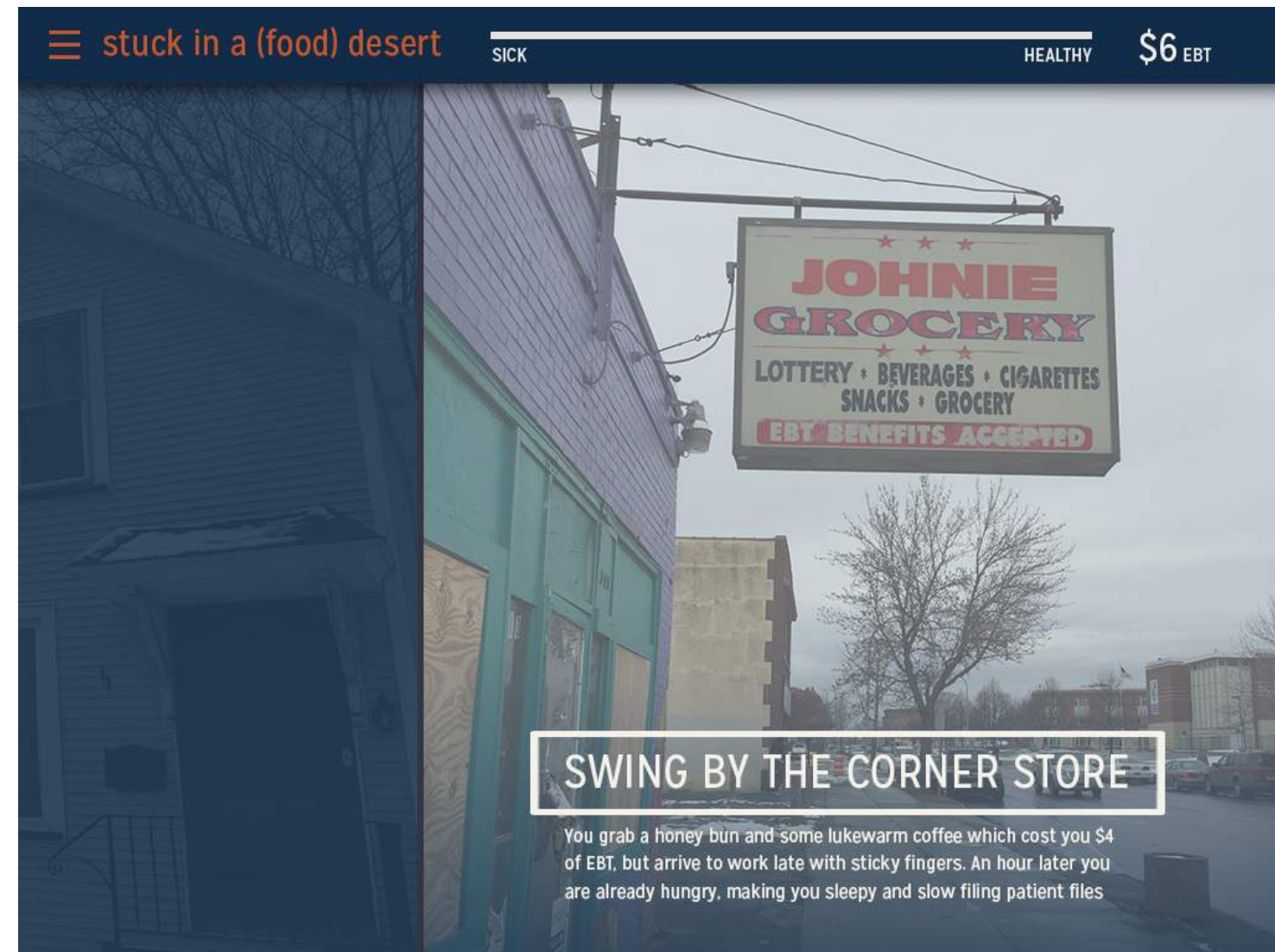
☰ stuck in a (food) desert SICK HEALTHY \$6 EBT

☰ stuck in a (food) desert SICK HEALTHY \$6 EBT

DON'T EAT BREAKFAST

You get to work on time, but you can't help yourself from snacking on the animal crackers snack packs for the kids

final designs

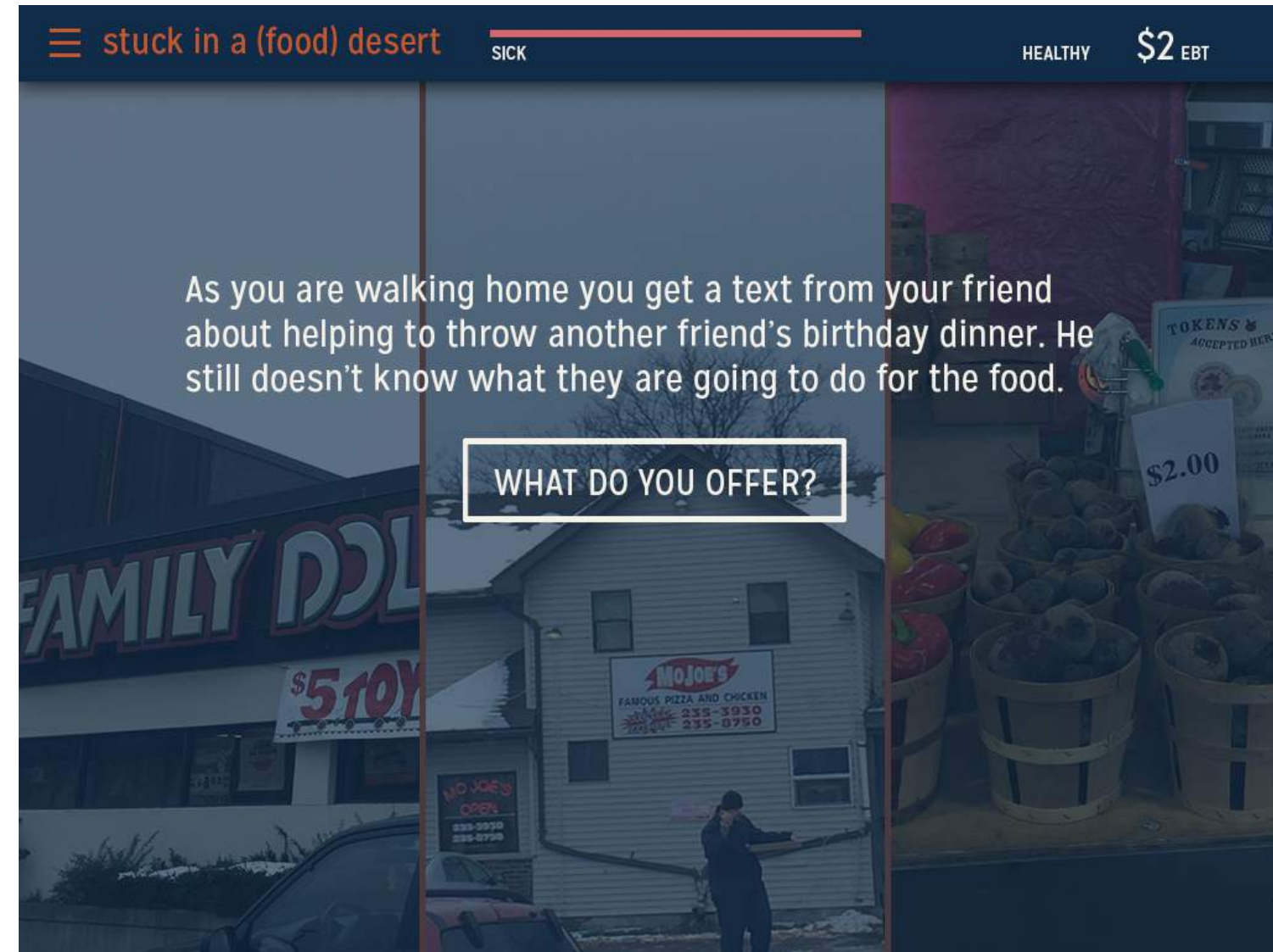


final designs

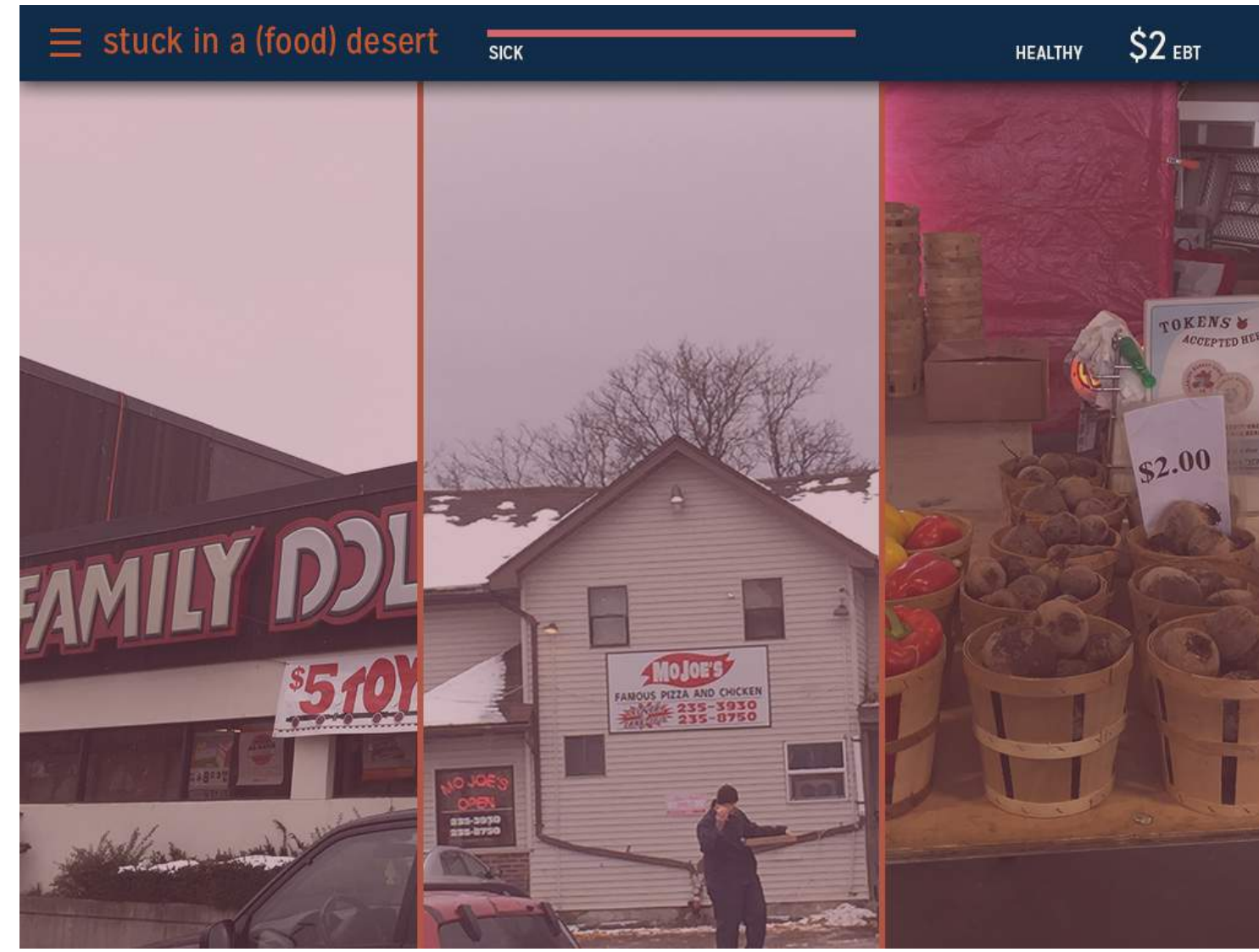
☰ stuck in a (food) desert SICK HEALTHY \$2 EBT

As you are walking home you get a text from your friend about helping to throw another friend's birthday dinner. He still doesn't know what they are going to do for the food.

WHAT DO YOU OFFER?



☰ stuck in a (food) desert SICK HEALTHY \$2 EBT



☰ stuck in a (food) desert SICK HEALTHY \$2 EBT

SWING BY FAMILY DOLLAR

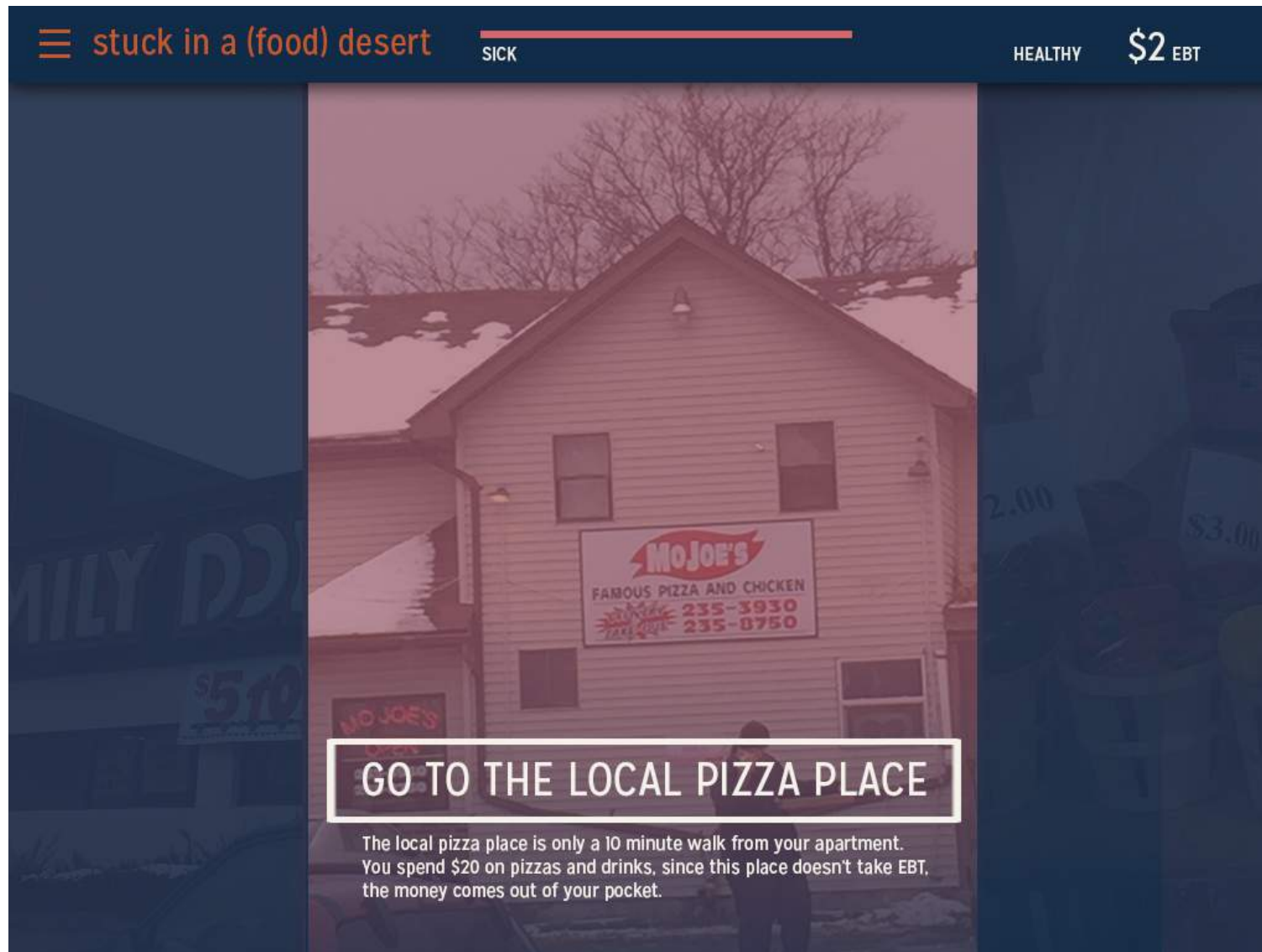
Family Dollar is only a 15 minute bus ride one way. Since Family Dollar takes EBT, you spend \$30 on ingredients. They offer no fresh foods, and everything else is over priced because Family Dollar knows they are the only grocery store in the area.



☰ stuck in a (food) desert SICK HEALTHY \$2 EBT

GO TO THE LOCAL PIZZA PLACE

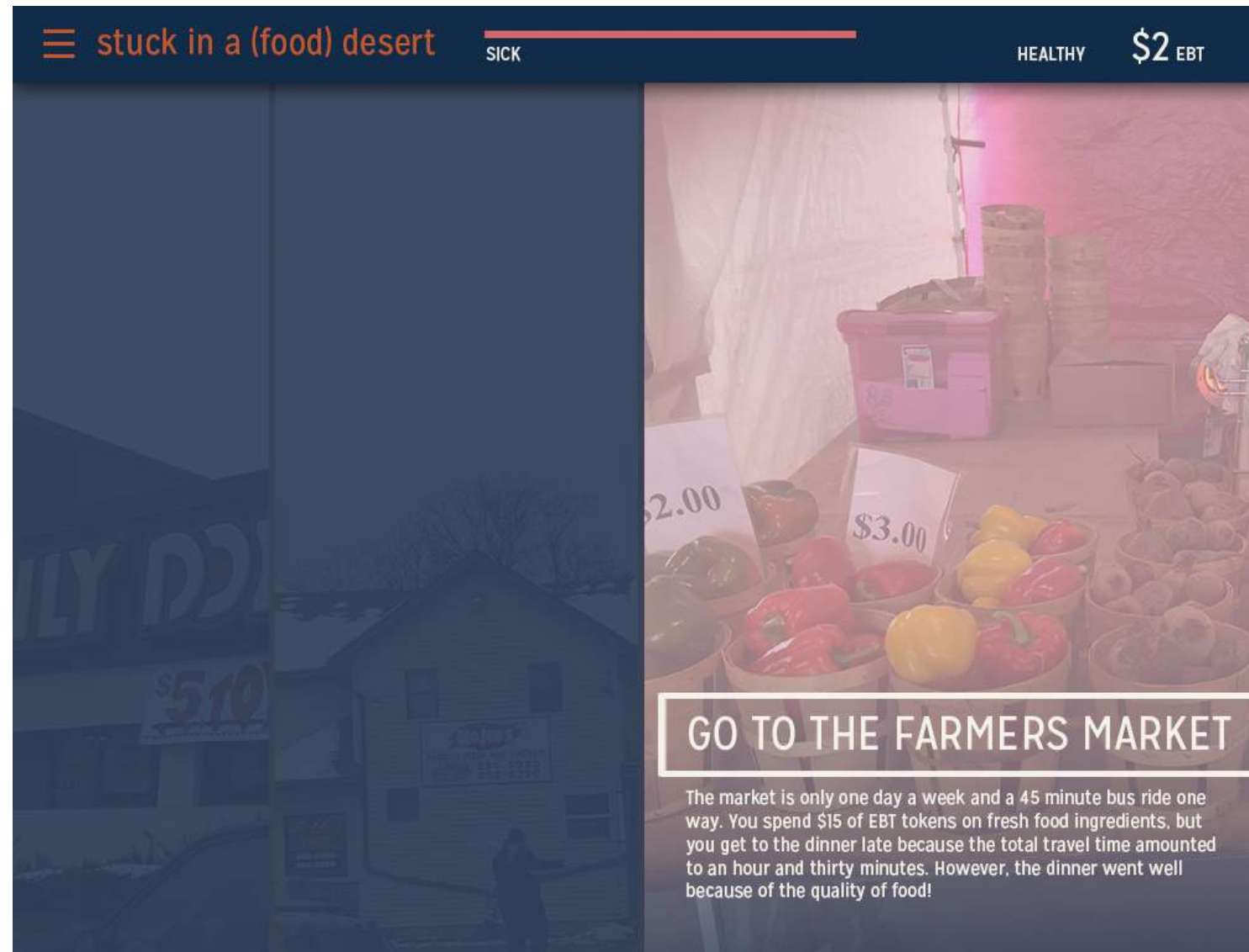
The local pizza place is only a 10 minute walk from your apartment. You spend \$20 on pizzas and drinks, since this place doesn't take EBT, the money comes out of your pocket.



☰ stuck in a (food) desert SICK HEALTHY \$2 EBT

GO TO THE FARMERS MARKET

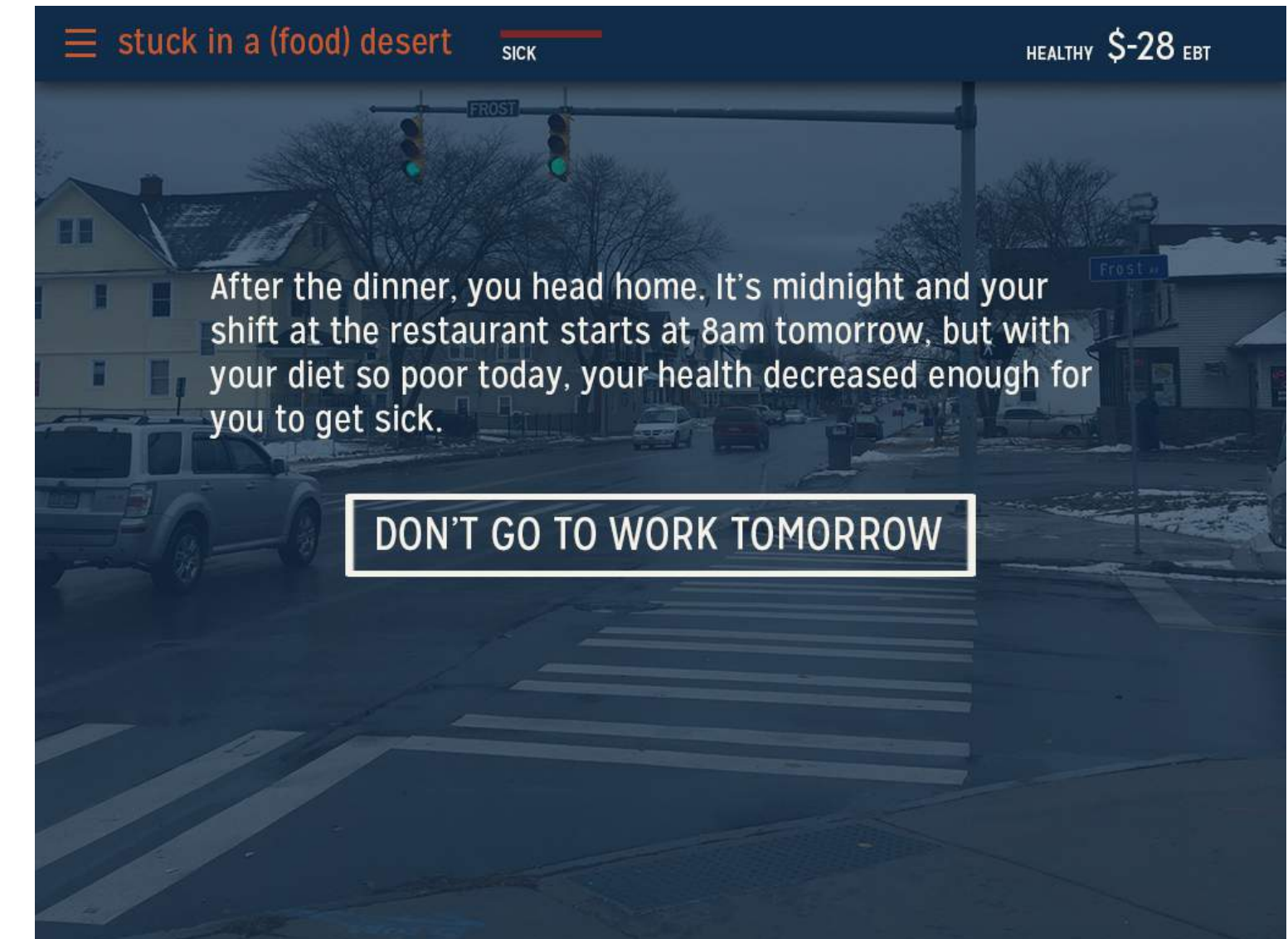
The market is only one day a week and a 45 minute bus ride one way. You spend \$15 of EBT tokens on fresh food ingredients, but you get to the dinner late because the total travel time amounted to an hour and thirty minutes. However, the dinner went well because of the quality of food!



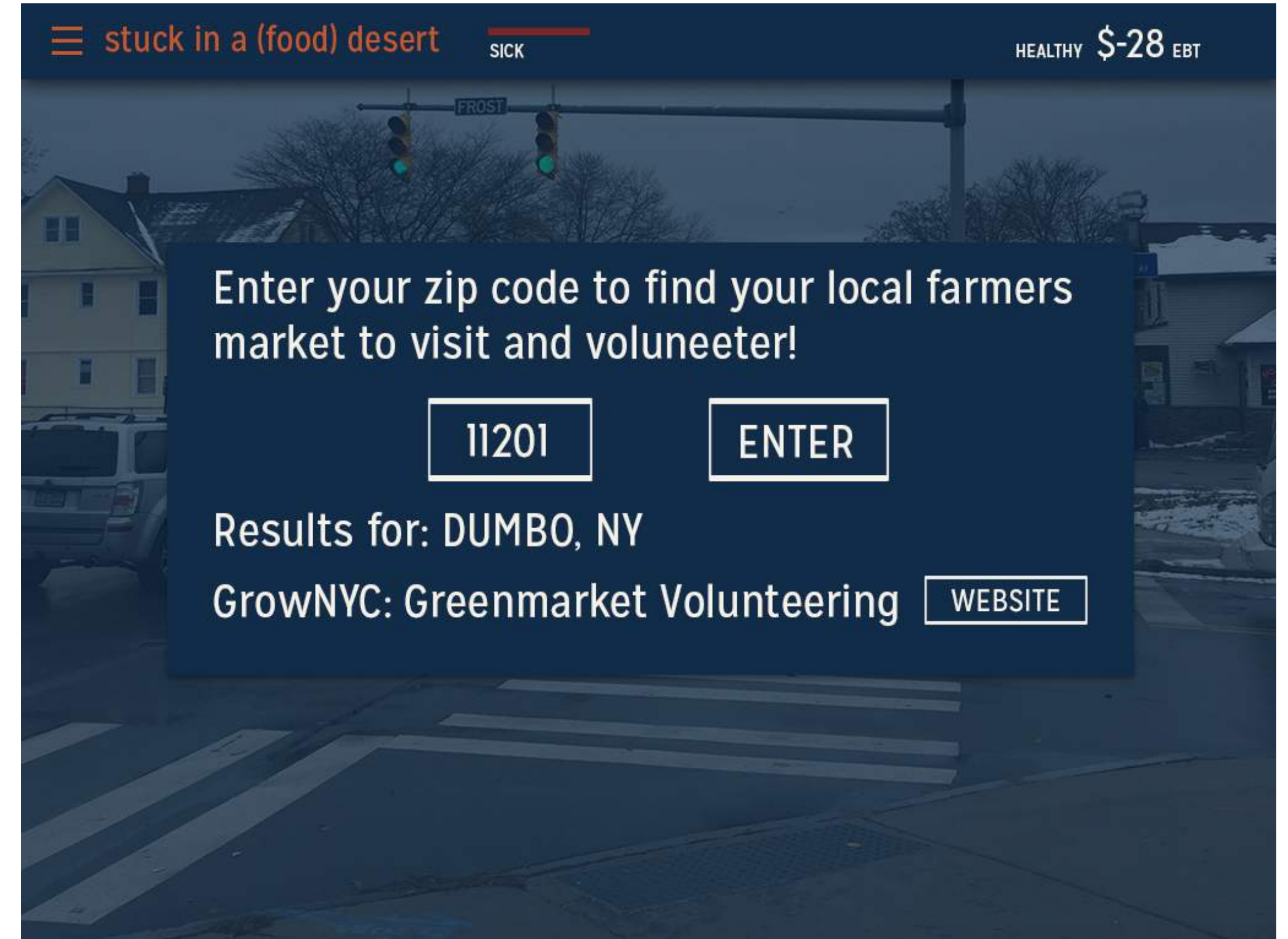
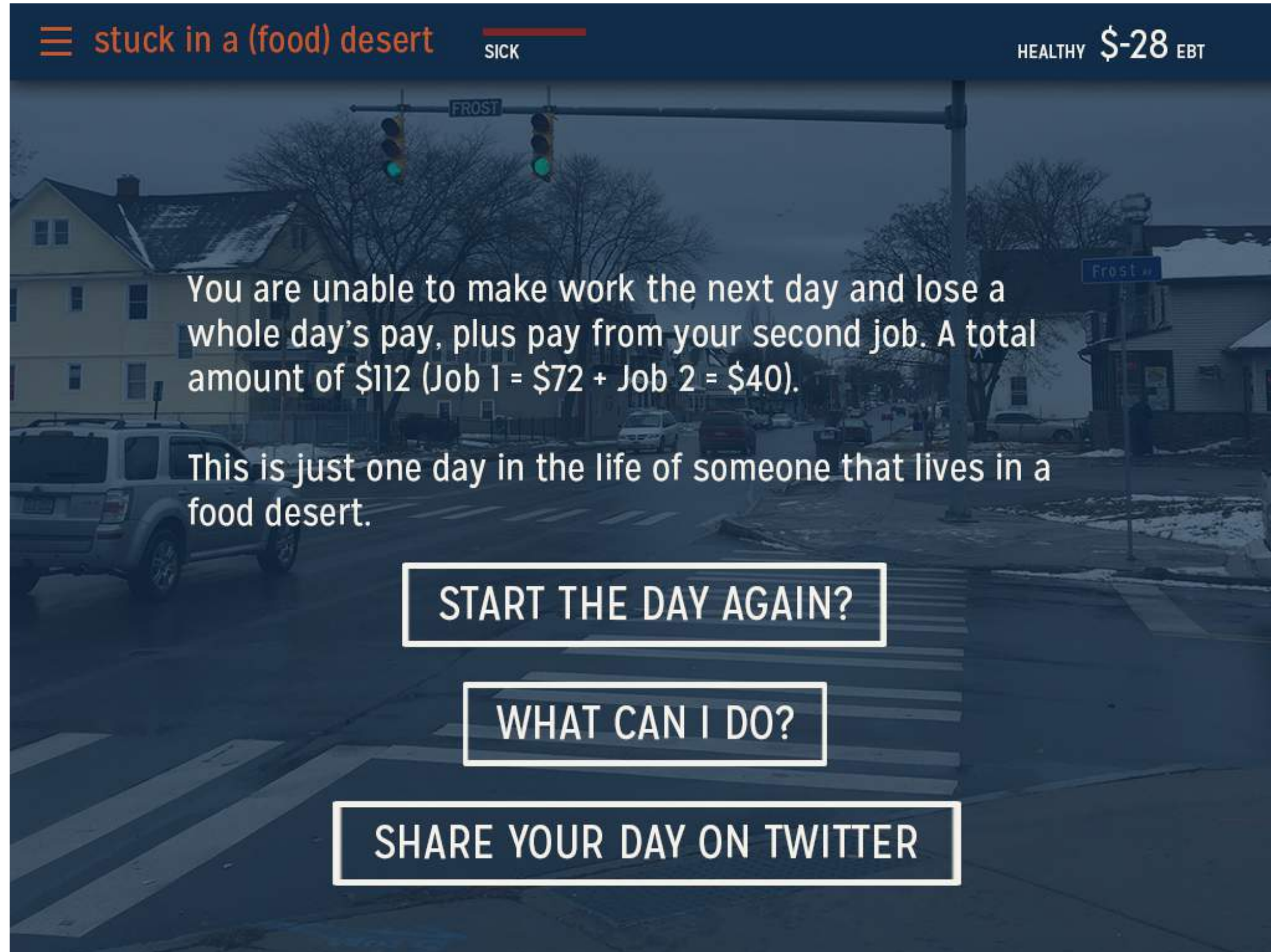
☰ stuck in a (food) desert SICK HEALTHY \$-28 EBT

After the dinner, you head home. It's midnight and your shift at the restaurant starts at 8am tomorrow, but with your diet so poor today, your health decreased enough for you to get sick.

DON'T GO TO WORK TOMORROW



final designs



invision link

live game playable at

<https://projects.invisionapp.com/share/C21T9JH5Y>

**JOHNNIE
GROCERY**

LOTTERY * BEVERAGES * CIGARETTES
SNACKS * GROCERY

EBT BENEFITS ACCEPTED

thank you!