



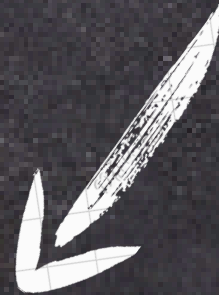
# RESEARCH & INSIGHTS



FOR FOOD ASSISTANCE PLATFORM

{ To understand the root causes and challenges, I conducted: }

# METHODS



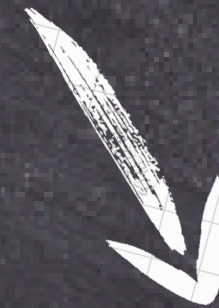
## INTERVIEWS

with individuals  
experiencing food  
insecurity and community  
volunteers.



## SURVEYS

to gather data on  
awareness and  
accessibility of food  
resources.



## COMPETITIVE AUDIT

of existing food  
assistance platforms and  
community initiatives.

# KEY FINDINGS

## AWARENESS GAP

Many individuals are unaware of nearby food assistance programs.

## STIGMA AND PRIVACY CONCERNS

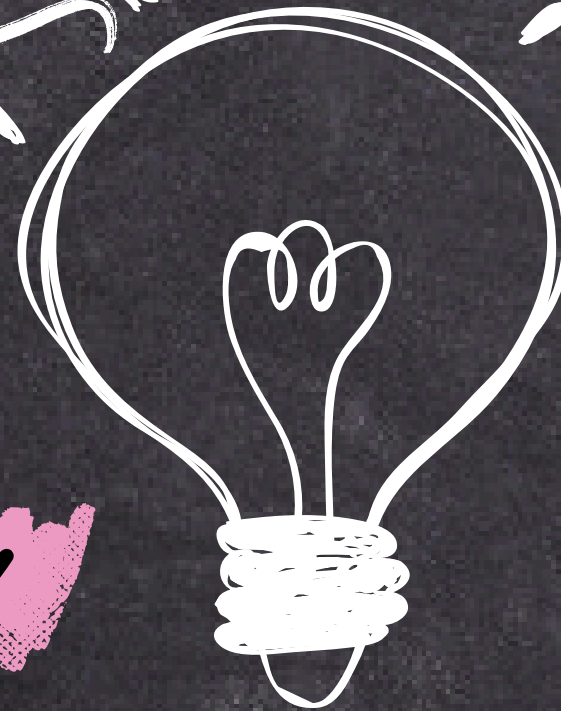
People feel judged when seeking help.

## FRAGMENTED RESOURCES

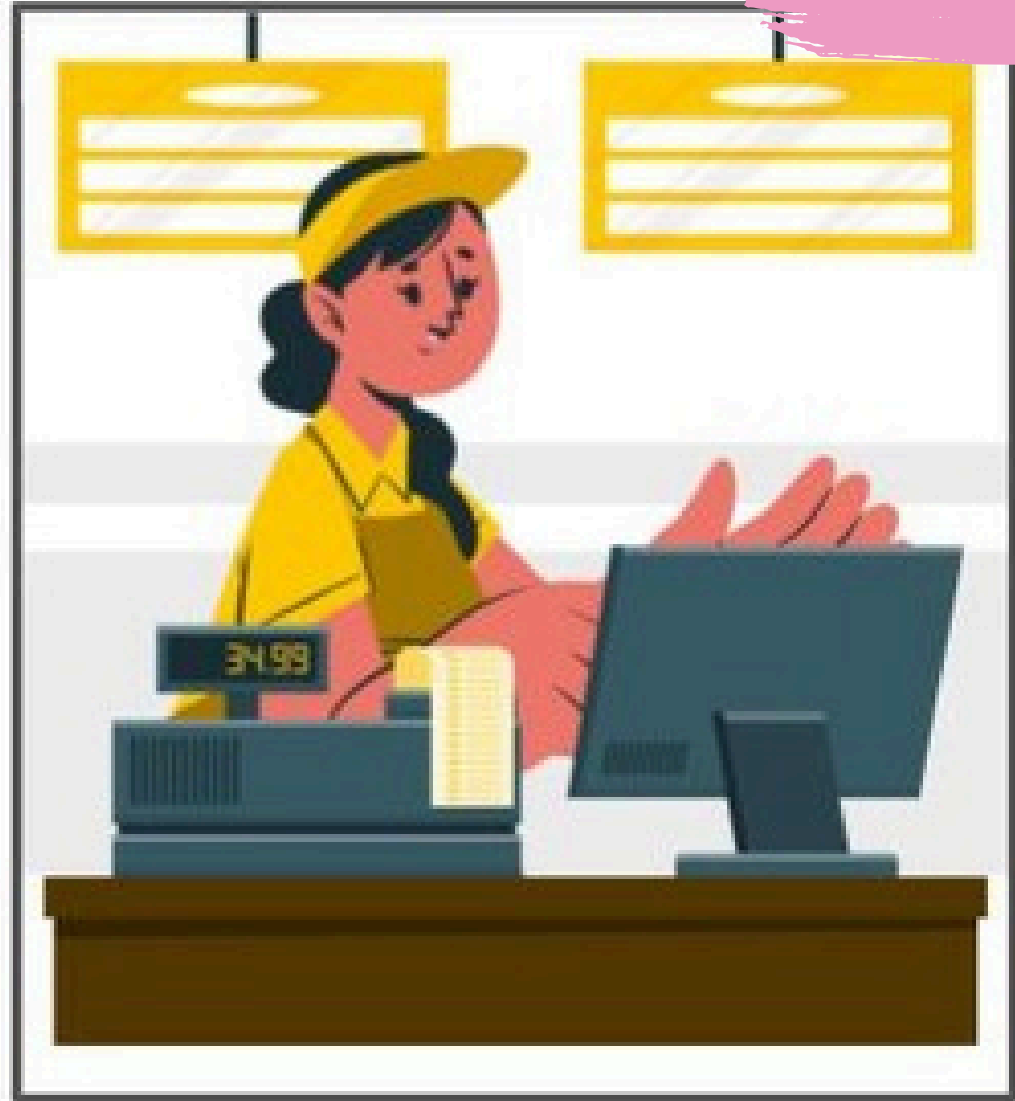
Lack of a centralized platform connecting donors, volunteers, and recipients.

## ACCESSIBILITY ISSUES

Transportation and digital literacy barriers hinder access.



# PERSONA



**Madison JP**

**Age:** 34

**Occupation:** Part-time retail worker

**Family:** Single mother of two children

*"It's hard to ask for help when you feel like people are judging you. I just want to make sure my kids are okay."*

## Goals

- Ensure her children have access to nutritious meals.
- Find nearby food resources without judgment.
- Participate in community events

## Frustrations

- Struggles to find trustworthy information about food resources.
- Faces transportation issues.
- Feels hesitant to seek help due to stigma.

Maria is a single mother of two children who works part-time in retail. She values privacy, accessibility, and efficiency when finding food resources to ensure her family has nutritious meals. Despite her challenges, she's eager to contribute to her community when possible.



# INTERVIEW QUESTION



SOME KEY QUESTIONS I FOCUSED ON DURING INTERVIEWS TO BETTER UNDERSTAND USERS' CHALLENGES AND NEEDS.

## CHALLENGES

What challenges do you face when accessing food resources?

## PRIVACY

How important is privacy and anonymity when seeking help?

## COMMUNITY ROLE

What role do you think the community can play in solving food scarcity?

# THANK YOU!

## MORE DETAIL DOWNLOAD THE FULL CASE STUDY

This is the third project from the Google UX Design Certificate, designed with a focus on social good to help communities identify and address food scarcity. If you have any questions, feel free to contact me—and don't forget to check out my YouTube channel!