

Food Locker

Cheezeblock

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Problem

Food insecure individuals who work throughout the day struggle to get to food banks during business hours, making it even more difficult for them to obtain nutritious foods.

Customers

Working individuals who can't get to their local food bank during its business hours to receive food to feed their families.

How do we know?

In 2016, around **1 in 8 Washingtonians** did not get enough food to meet their basic nutritional needs.

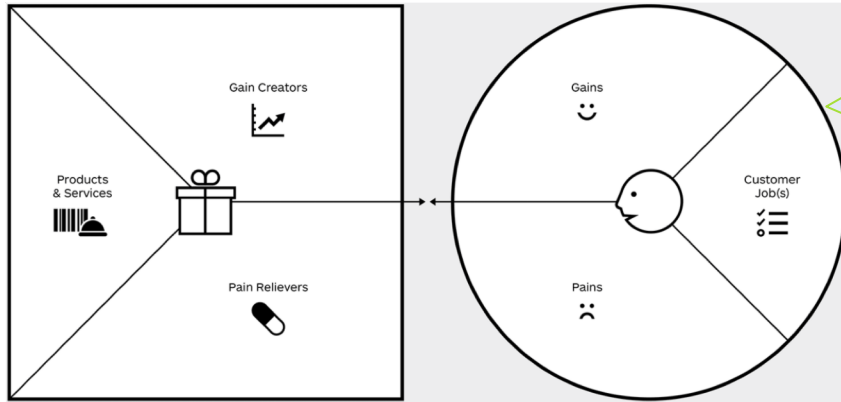
The majority of working-age Washingtonians who live in poverty are **actively working or looking for work**.

- Interviews with Northwest Harvest and food bank volunteers
 - Christina Wong - Rent, healthcare, and childcare are especially expensive in King County. Even if someone works multiple jobs, they may have to choose between buying food and paying their rent.
- Volunteering at Cherry Street food bank
 - The line to get into the food bank is incredibly long at the start of the day before the bank even opens.
 - On high-demand days (ex. Friday), people may wait in line for over an hour before gaining access to the food.

Success Metrics

- Decrease number of calls to the food bank with questions about the wait time in the line or complaining about their operating hours.
- Decrease number of people dropping out of the food bank line (because they are in a hurry for work and can't wait any longer).
- Increase the overall number of people getting food from the food bank.
- Increase the demand for these lockers by the general public.

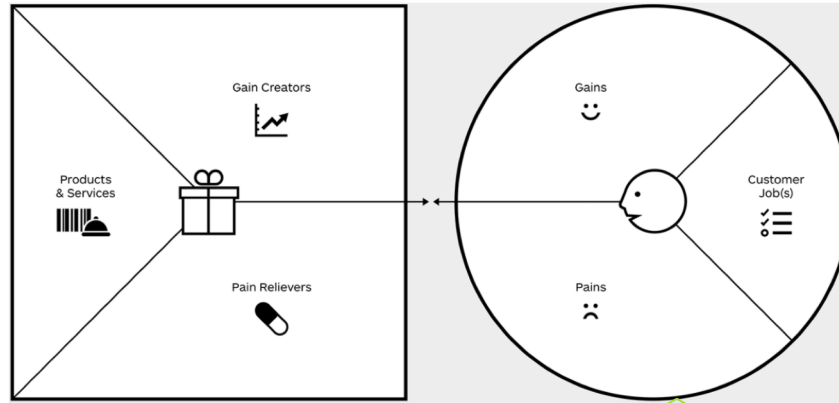
Value Proposition Canvas



Customer Jobs

- Research food assistance programs and learn about their different eligibility requirements
- Apply to the programs
- Find time and transportation

Value Proposition Canvas



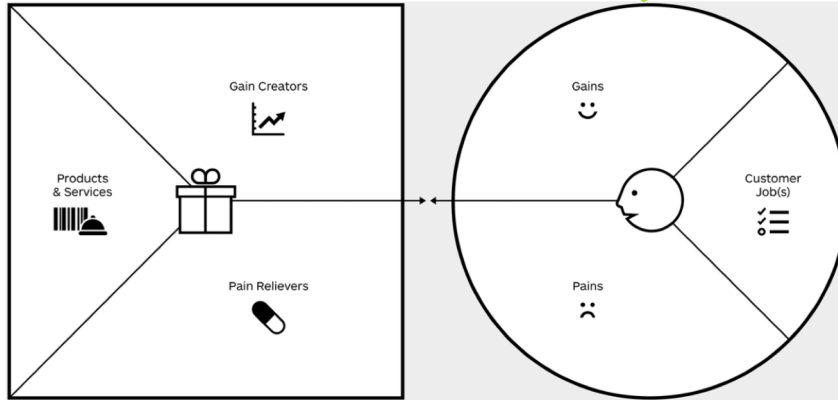
Pains

- Must stay up to date on eligibility for food assistance programs
- Food bank information is not easily accessible
- Filling out time consuming applications and go through the process of applying
- Food banks are only opened during certain hours
- Finding time from work or childcare to visit food banks
- Some food banks have different value and religious affiliations as users
- Lack of food and long lines at food banks
- Users don't have reliable transportation
- Embarrassment
- Language barrier and discrimination

Value Proposition Canvas

Gains

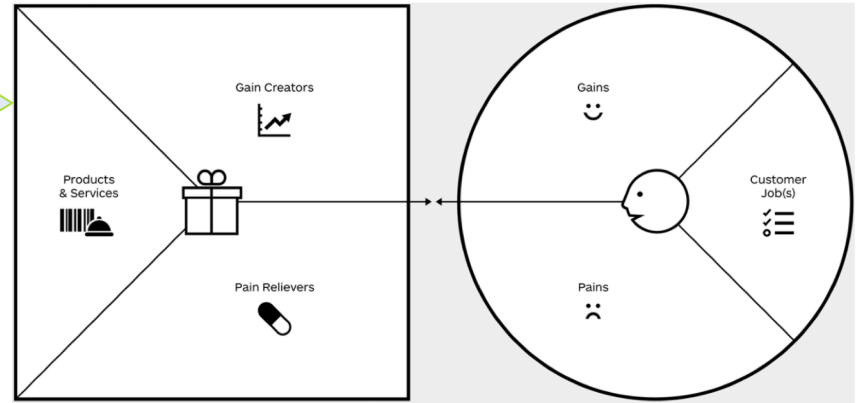
- Satisfy hunger and stay full longer
- Stay healthy
- Save money
- Kids perform better in school
- Become a part of a community
- Learn about other program and opportunities



Value Proposition Canvas

Products and Services

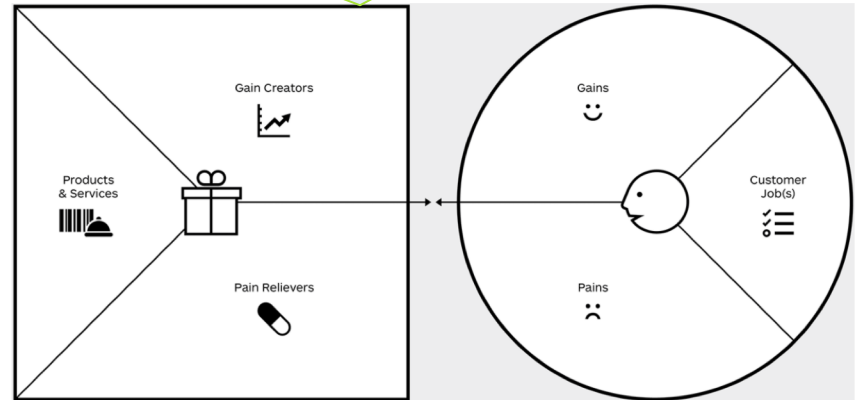
- Food lockers with 27/7 hour access via pin code
- Recipe cards to assist with unfamiliar produce
- Minimal information needed to apply
- Anyone can sign up
- Five types of food bags to choose: Standard, Grain heavy, Veggie heavy, and Protein heavy
- Users are assigned a bag when they are given the time range to retrieve it.



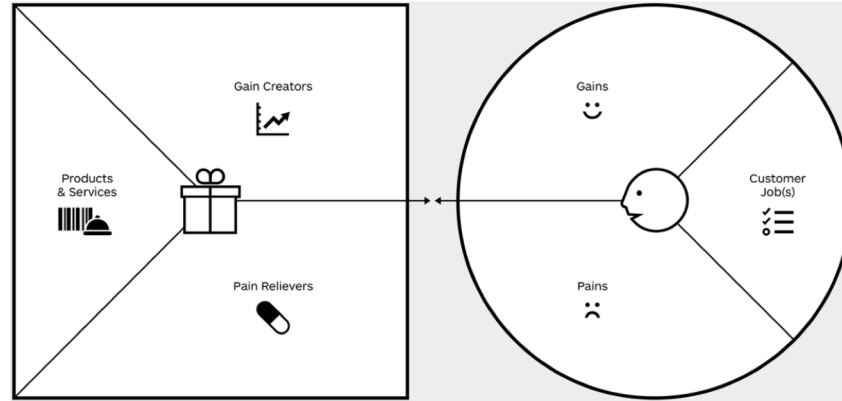
Value Proposition Canvas

Gains Creator

- Users can choose according to their diet with our five types of food bags
- Convenient to work schedule for being available after business hours
- Recipe cards encourages users to explore new recipes
- User experience less stress with flexible schedule and protection on their identity
- Reduces long lines
- The food bags are guaranteed to be available with users go to pick them up












Value Proposition Canvas



Pain Relievers

- No eligibility requirements
- Simple and quick form to fill out
- Users can choose a pick up time range that is most convenient to them
- Users would get their food at a timely manner
- Users won't go home from the lockers with a lack of food
- Minimal to no human interaction to mitigate embarrassment

Northwest Harvest Food Bank Lockers

<p>Key Partnerships </p> <p>Grocery Stores Restaurants Donors Food Insecure Volunteers</p>	<p>Key Activities </p> <p>Getting food for lockers Providing nutritious food Sorting Food Keeping lockers full Cleaning lockers Keeping users safe</p>	<p>Value Propositions </p> <p>Harvest Locker High in nutrition: Grain heavy, Veggie heavy, and Protein heavy bags Bag customization 24/7 Availability Recipes Anonymity</p>	<p>Customer Relationships </p> <p>Trust Dignity Safety Respect Flexibility of use Product quality (food)</p>	<p>Customer Segments </p> <p>Food Insecure Employees Donors Compost Facilities Waste Removal Services</p>
<p>Key Resources </p> <p>Donations - Money Donations - Grocery Stores Donations - People Donations - Restaurants Volunteers Reserved space for lockers Applications PIN code/card system Recipe database</p>		<p>Channels </p> <p>Cherry Street Food Bank (physical location) www.northweestharvest.org Press Release Informational brochures Lockers</p>		
<p>Cost Structure </p> <p>Value Driven - providing food insecure with access to nutri- tious food 24/7</p>		<p>Revenue Streams </p> <p>Making food more available Decreasing food waste Increasing access to food</p>		

Business Metrics

1. Decrease number of calls complaining about food bank business hours by 12% within the first 3 months. (Increase customer satisfaction)

Prior to release, we would track the number of complaints coming into the food bank per month, and use that data as our baseline measurement. Then, after we release, we will track that same number for subsequent months and see the difference once people know about the locker service.

Business Metrics

2. Increase Cherry Street Food Bank's number of people served by 10% within the first six months of lockers being available. (Number of people served)

Cherry street Food Bank currently serves 5,000 people per week during business hours. By eliminating the traditional "business hours" constraints, we hope to increase number of people served by 10%, with the following assumptions:

*Lockers replenished twice a day (44 lockers x 3 [once for initial bag and then two replenishments throughout the evening] = 132 families served a day,
132 x 4 [days open] = 528 families served a week, 528 x 4 [weeks]= 2,112 families served a month if every family gets one bag a week)*

Business Metrics

3. Get enough sign ups to fill the 44 available lockers within the first month. (gauging interest)

We intend to begin marketing the lockers in weeks leading up to the grand opening of the lockers. We will gauge interest through preliminary sign ups done at the food bank location.