

Introduction

Traditionally, “food deserts” are geographic areas where access to healthy, affordable food options (particularly fruits and vegetables) is restricted or nonexistent due to the absence of full-service grocery stores within a convenient traveling distance. Speaking to a few experts, we learned that “food options” are often further refined to “comfortable, familiar foods” which can be a greater barrier for international families, who may not find the foods they need in a typical grocery store. Any solution to mitigate the issue of food deserts should be culturally sensitive.

How might we provide low income immigrant families access to food they want? Or, more broadly, how might we make it easier for a person without a car to access ethnic markets?

Many responses to food deserts involve bringing the food to the neighborhood. What if, instead, we harness the power of community to connect immigrants, international students, and adventurous eaters to drivers who are heading to an ethnic market already and want to earn a few dollars?

Wind

Typography

Main body text: 18pt, avenir book, #000000

Primary information: 18pt, avenir heavy, #000000

Secondary information: 14 pt, avenir medium, #65C6BB

Labels, descriptive details: 12pt, avenir book, #000000

Filter text: 14 pt, avenir medium, #000000

Button text: 18pt, avenir medium, #000000

Buttons

full size buttons



320px * 36px

rounded square, radius 5, no border

text: avenir medium, 16pt, #000000

active: fill #65C6BB, text #FFFFFF

short buttons

active



94px * 36px

rounded square, radius 5

text: avenir medium, 14pt, #65C6BB

active: fill #65C6BB, text #FFFFFF

inactive: no fill, border #65C6BB, text #65C6BB

inactive

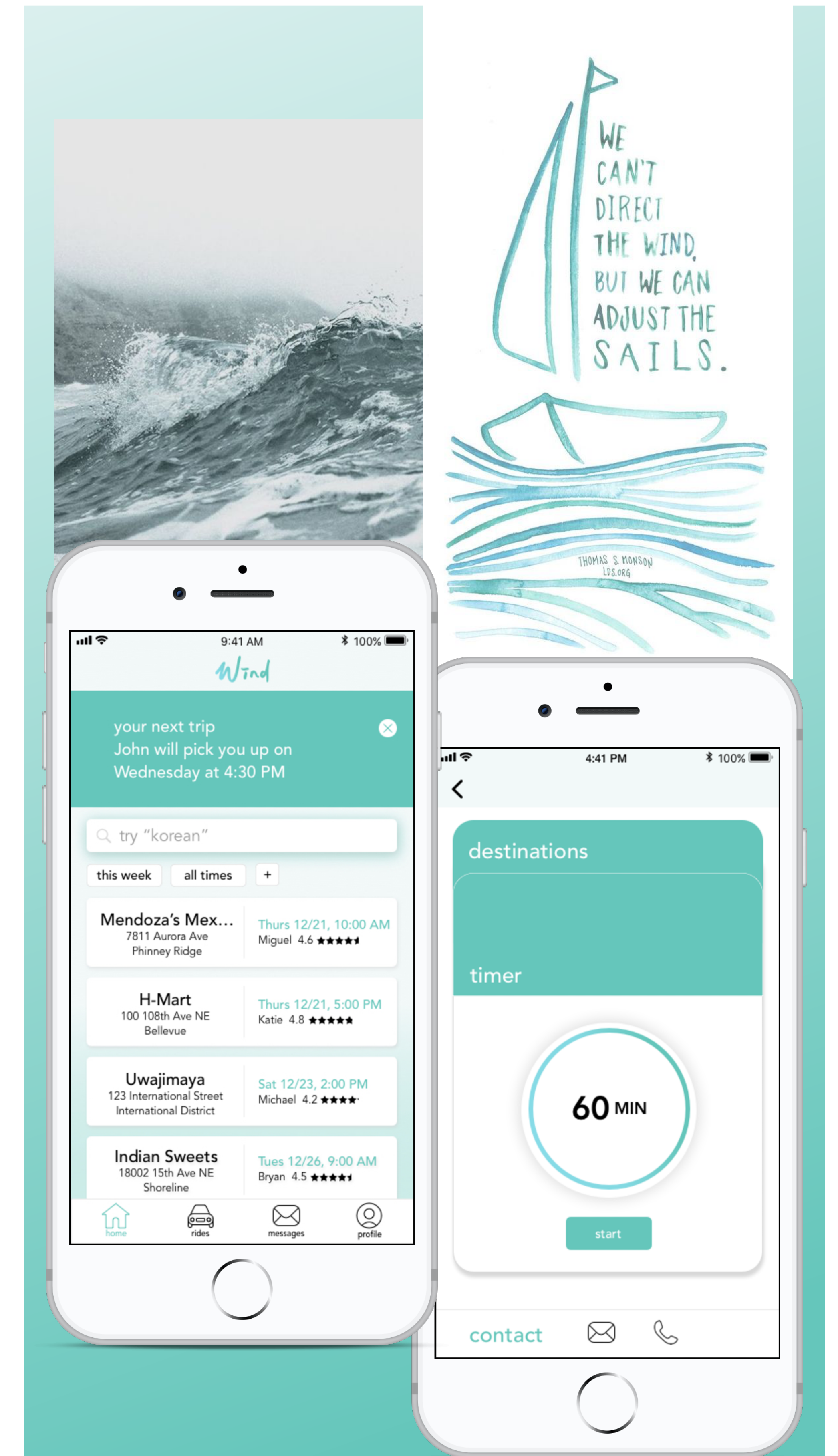
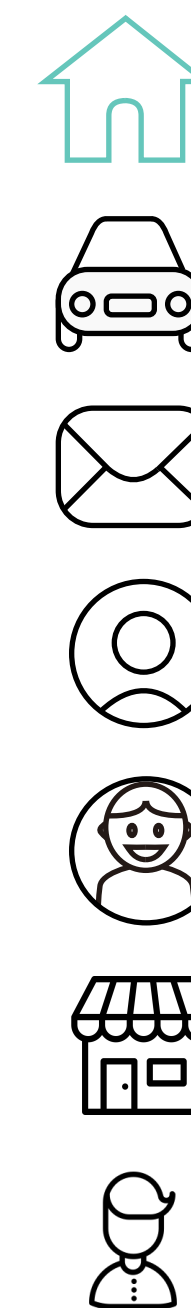


hover add button

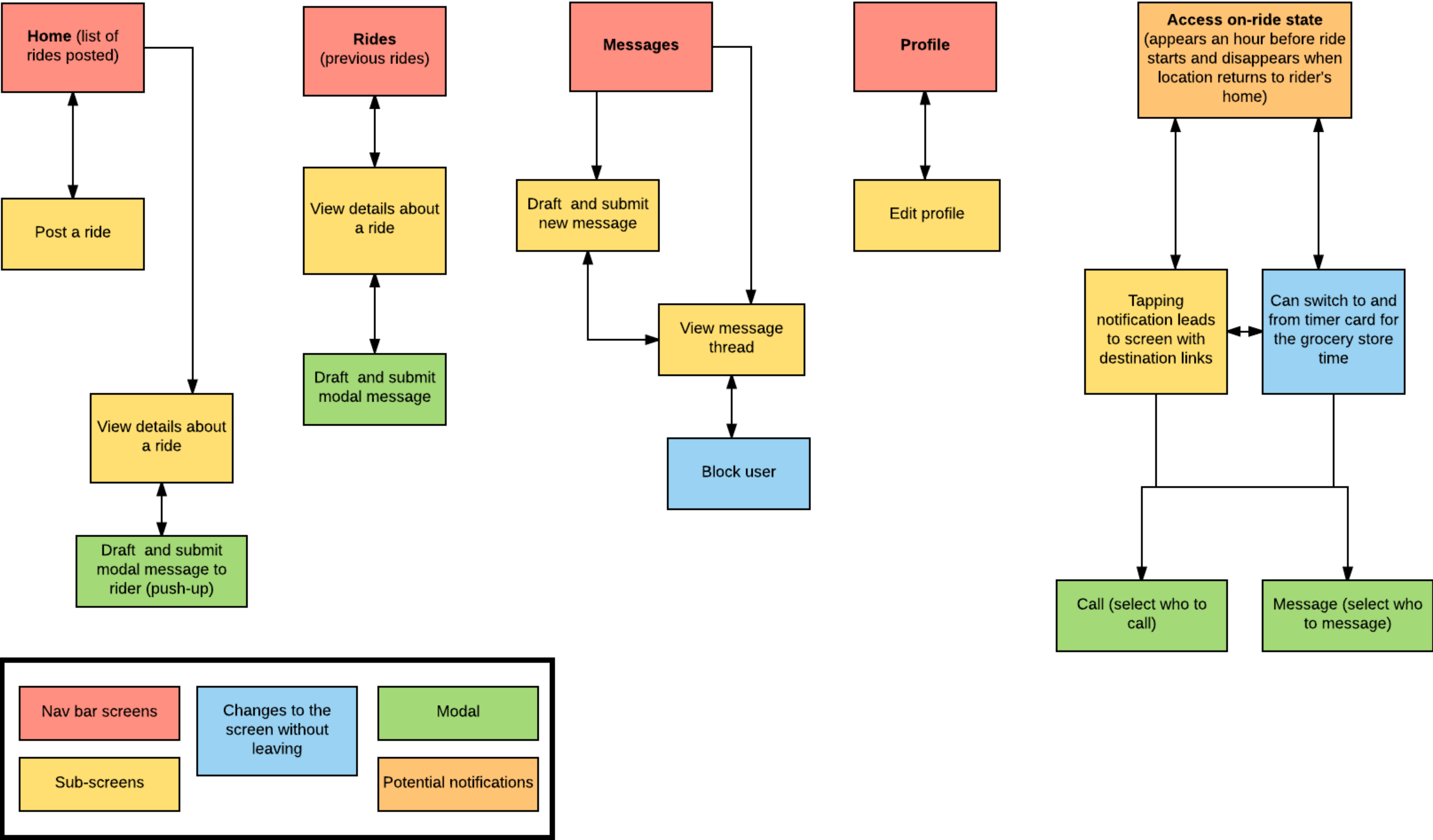


50px * 50px

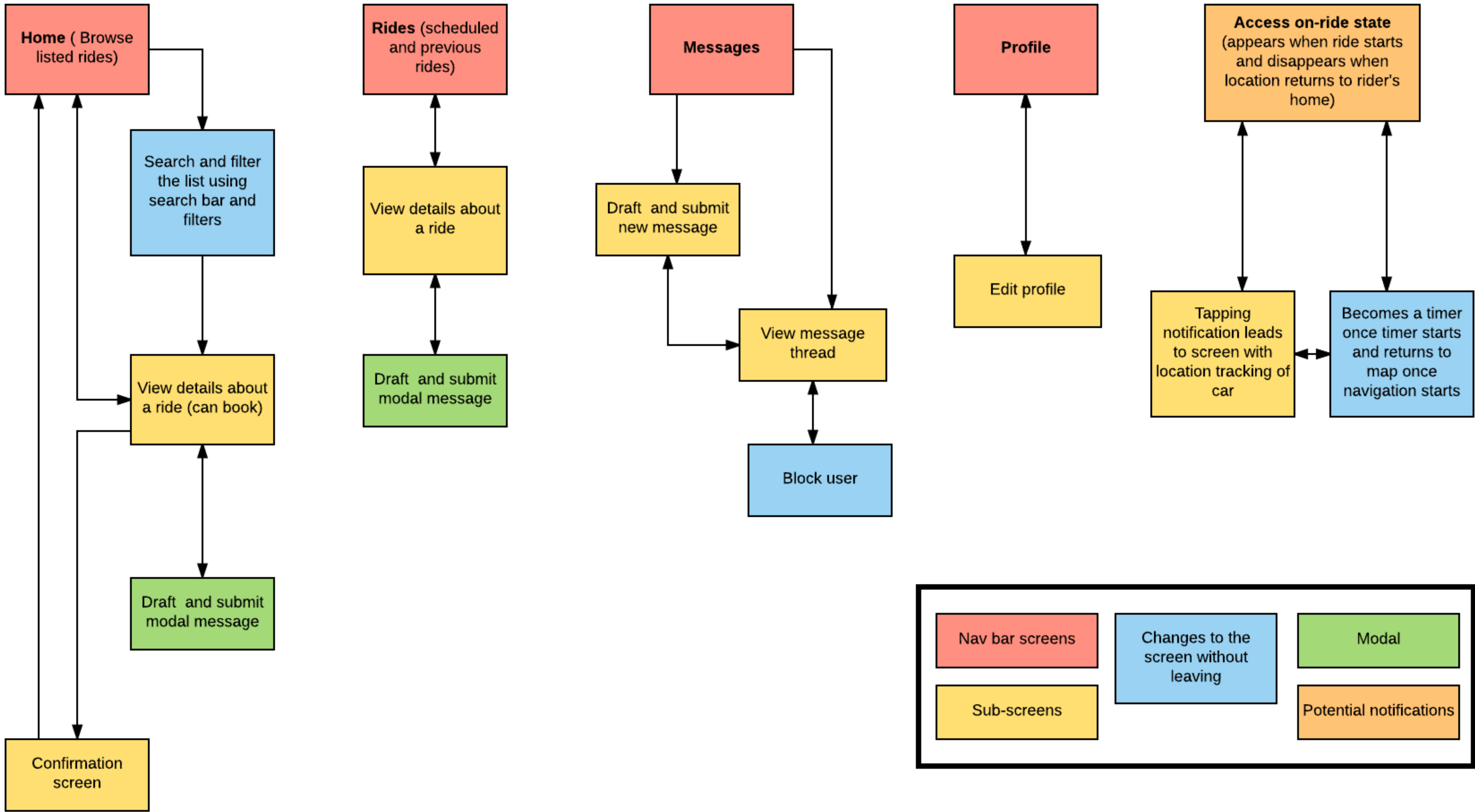
filled circle #65C6BB, shadow #9B9B9B 0/2/4/0



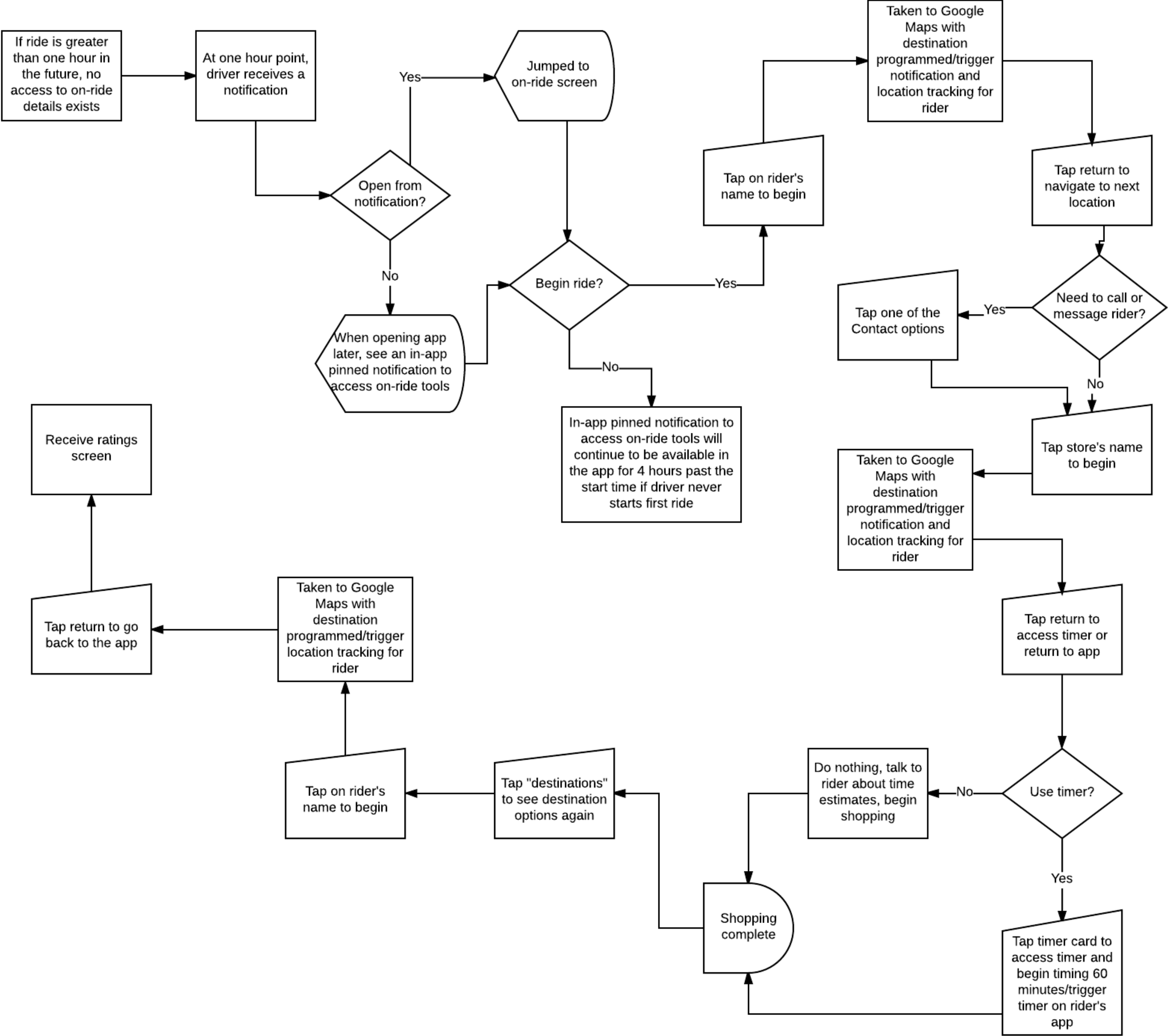
Driver Application Map



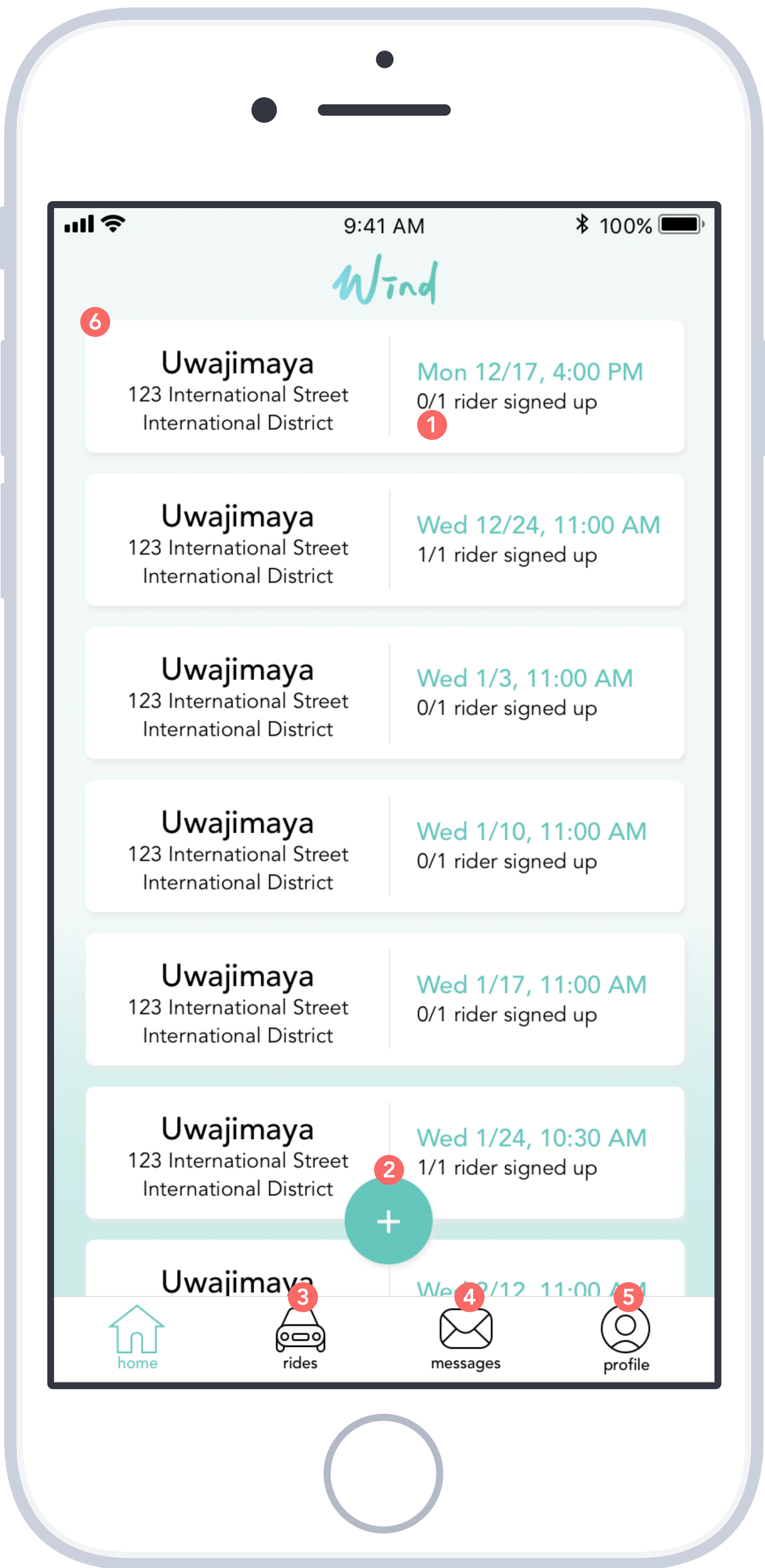
Rider Application Map



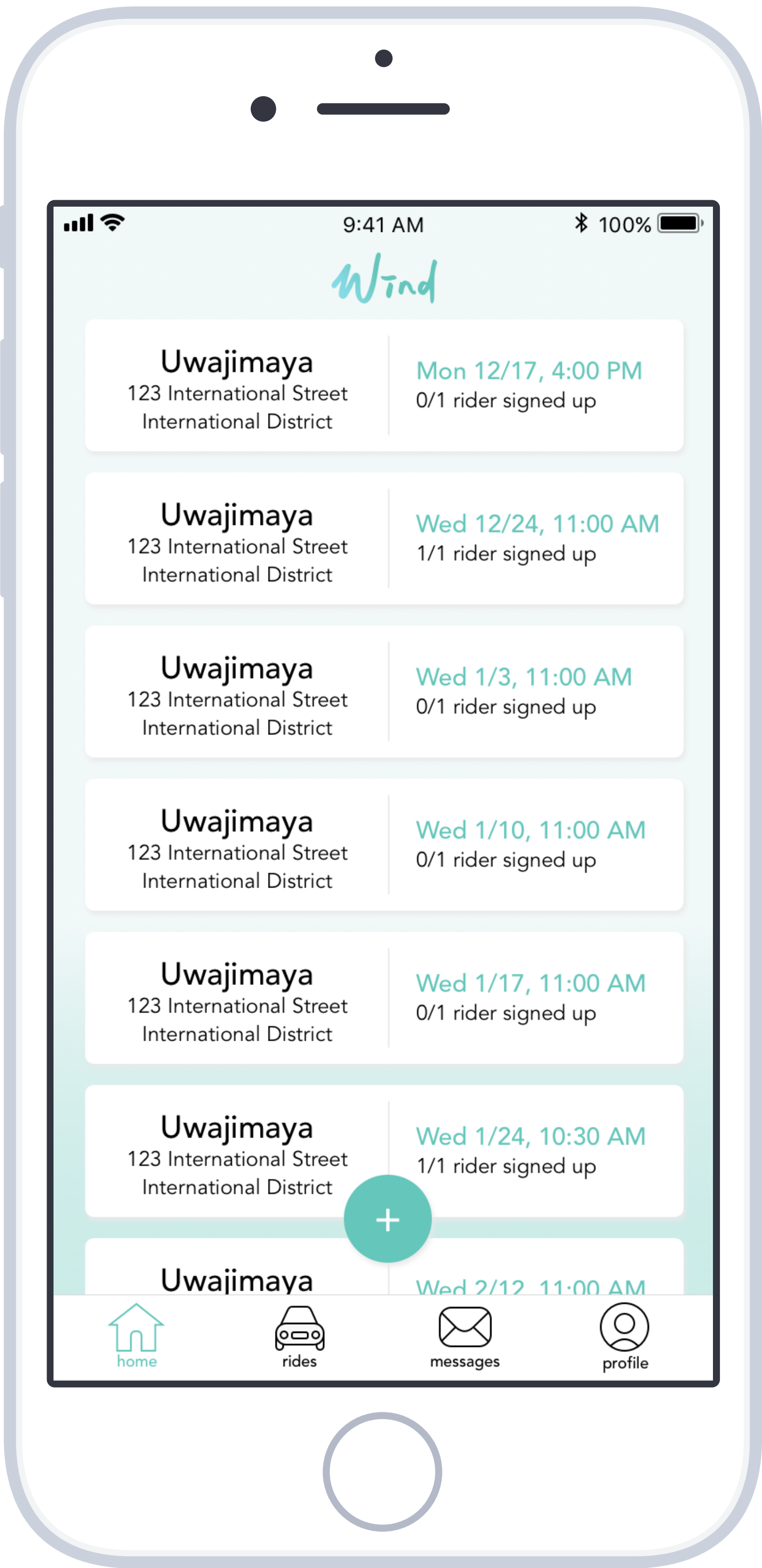
Interaction Flow - Driver on the Ride



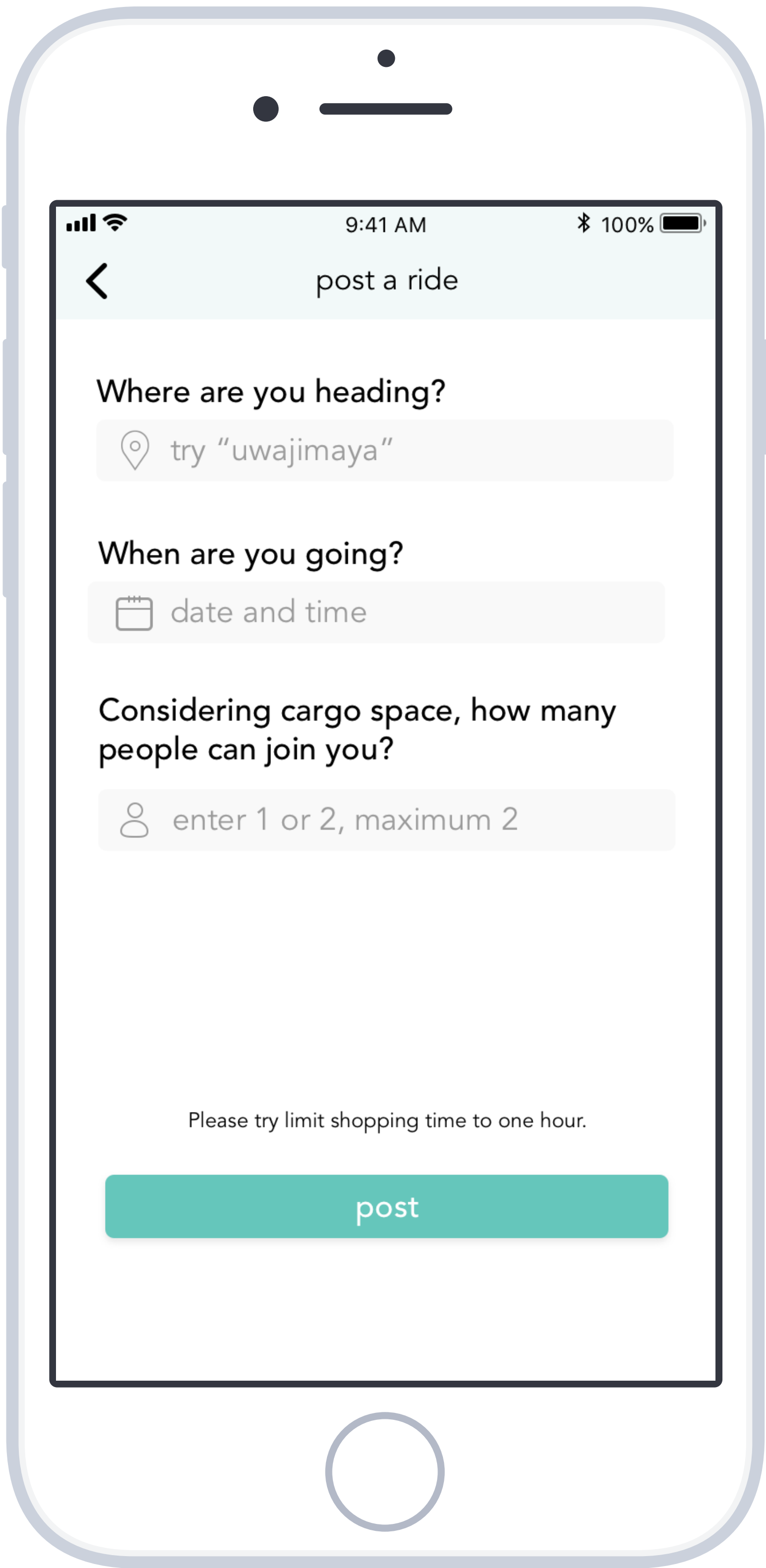
Driver Home Screen



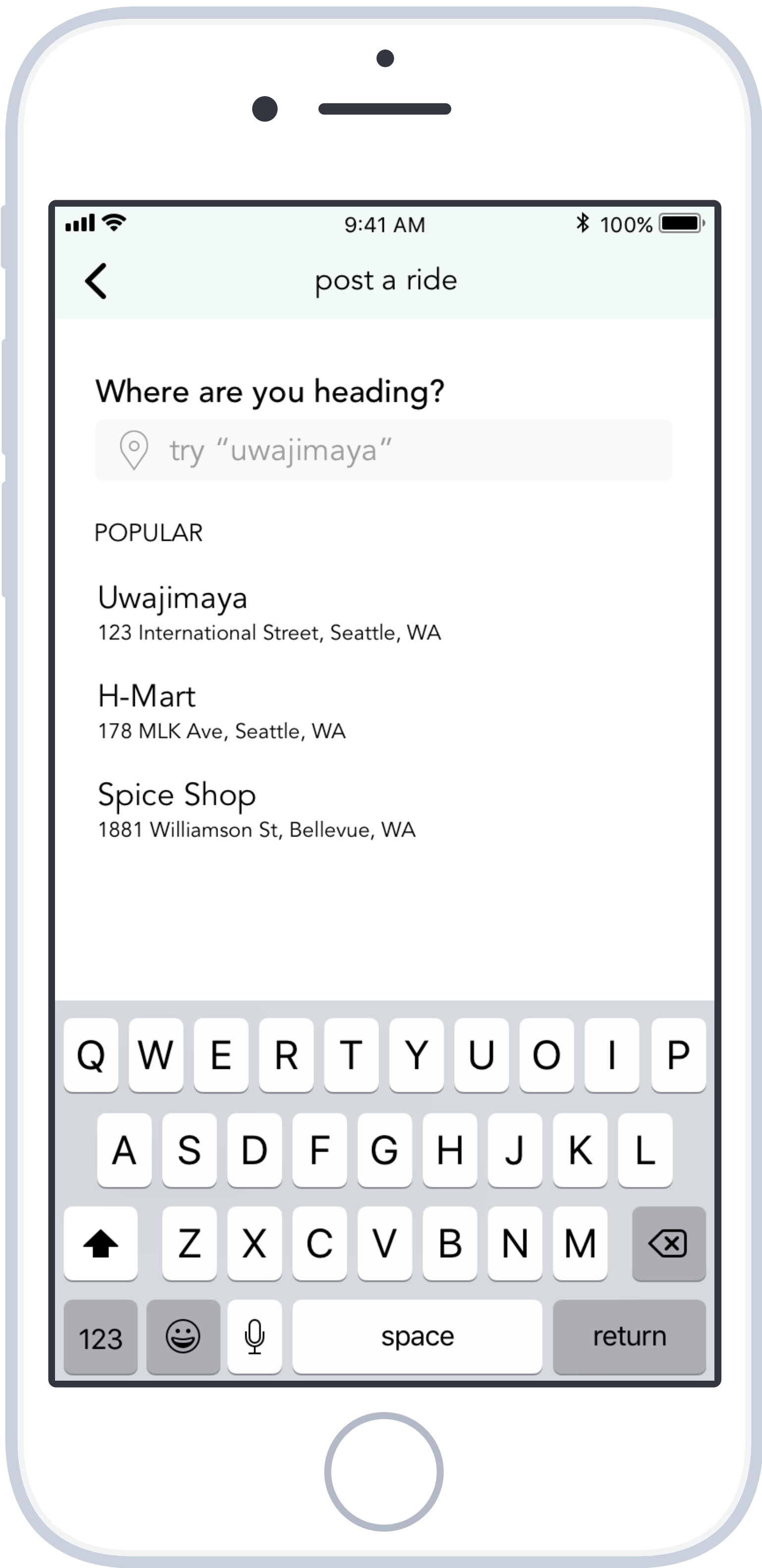
- 1 Driver can see how many seats are available. This number will dynamically change based on availability.
- 2 Here the driver can post a new ride. The button sits above the list so it is visible even when the number of entries exceed the viewing screen.
- 3 Driver can see a history of previous rides here.
- 4 Messages from anyone in the community are visible and can be viewed in the messages page.
- 5 The driver can view and edit driver profile here. Details such as name, neighborhood, car are required, while things like languages, hobbies, etc. are nice-to-have information that can help create trust between rider and driver.
- 6 If the driver taps on each of these cards, he can see more details about the ride including the passenger profile(s).



The driver begins on his home screen which is a list of rides he has posted. To post a new ride, he taps the “+” button.



To post a ride, the driver needs to provide three pieces of information. If he taps a field the appropriate input tools needed for completing the field will appear.



After choosing the store field, we suggest a list of popular locations, or he can dynamically adjust the list by beginning to type.

post a ride

Where are you heading?

Uwajiyama, 123 International St

When are you going?

Wed Dec 27, 2017 at 4:30 PM ✓

Sat Dec 23	2:30 PM
Sun Dec 24	3:00 PM
Mon Dec 25	3:30 PM
Tues Dec 26	4:00 PM
Wed Dec 27	4:30 PM
Thurs Dec 28	5:00 PM
Fri Dec 29	5:30 PM
Sat Dec 30	6:00 PM
Sun Dec 31	6:30 PM

When the driver completes the first field, he moves to the second field, where he can dual select a date and time.

post a ride

Where are you heading?

Uwajiyama, 123 International St

When are you going?

Wed Dec 27, 2017 at 4:30 PM

Considering cargo space, how many people can join you?

1

Please try limit shopping time to one hour.

post

When the form is complete, the entered fields turn from grey to black. The driver can tap “post” to complete the posting. There is a reminder that shopping time will last one hour.

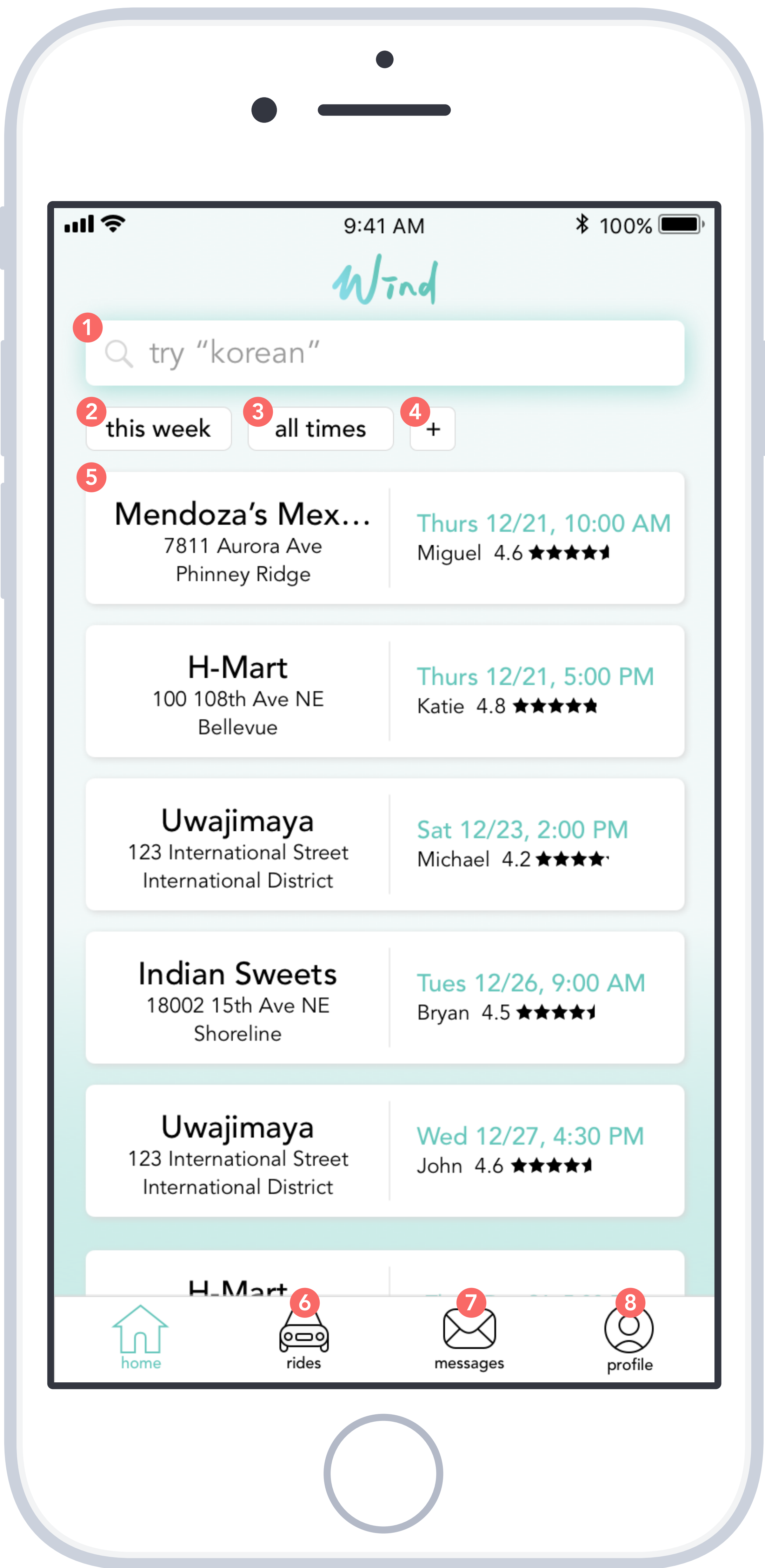
Ride posted!
Uwajimaya on Wednesday,
December 27 at 4:30 PM

Uwajimaya	
123 International Street International District	Mon 12/17, 4:00 PM 0/1 rider signed up
Uwajimaya	
123 International Street International District	Sun 12/24, 11:00 AM 1/1 rider signed up
Uwajimaya	
123 International Street International District	Wed 12/27, 4:30 PM 0/1 rider signed up
Uwajimaya	
123 International Street International District	Wed 1/3, 11:00 AM 0/1 rider signed up
Uwajimaya	
123 International Street International District	Wed 1/10, 11:00 AM 0/1 rider signed up

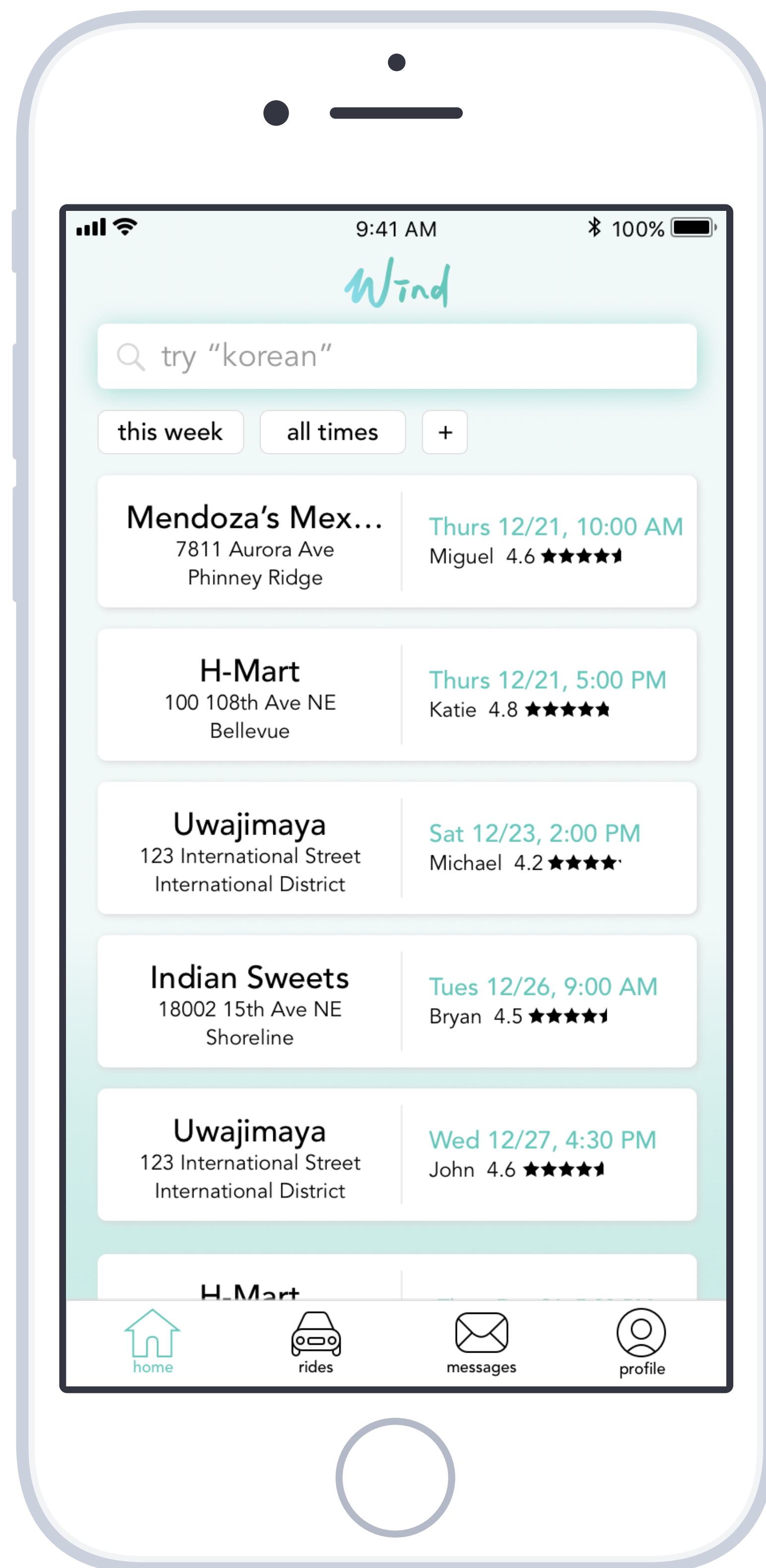
home rides messages profile

He is returned to the home screen, with a notification as a confirmation of his posting.

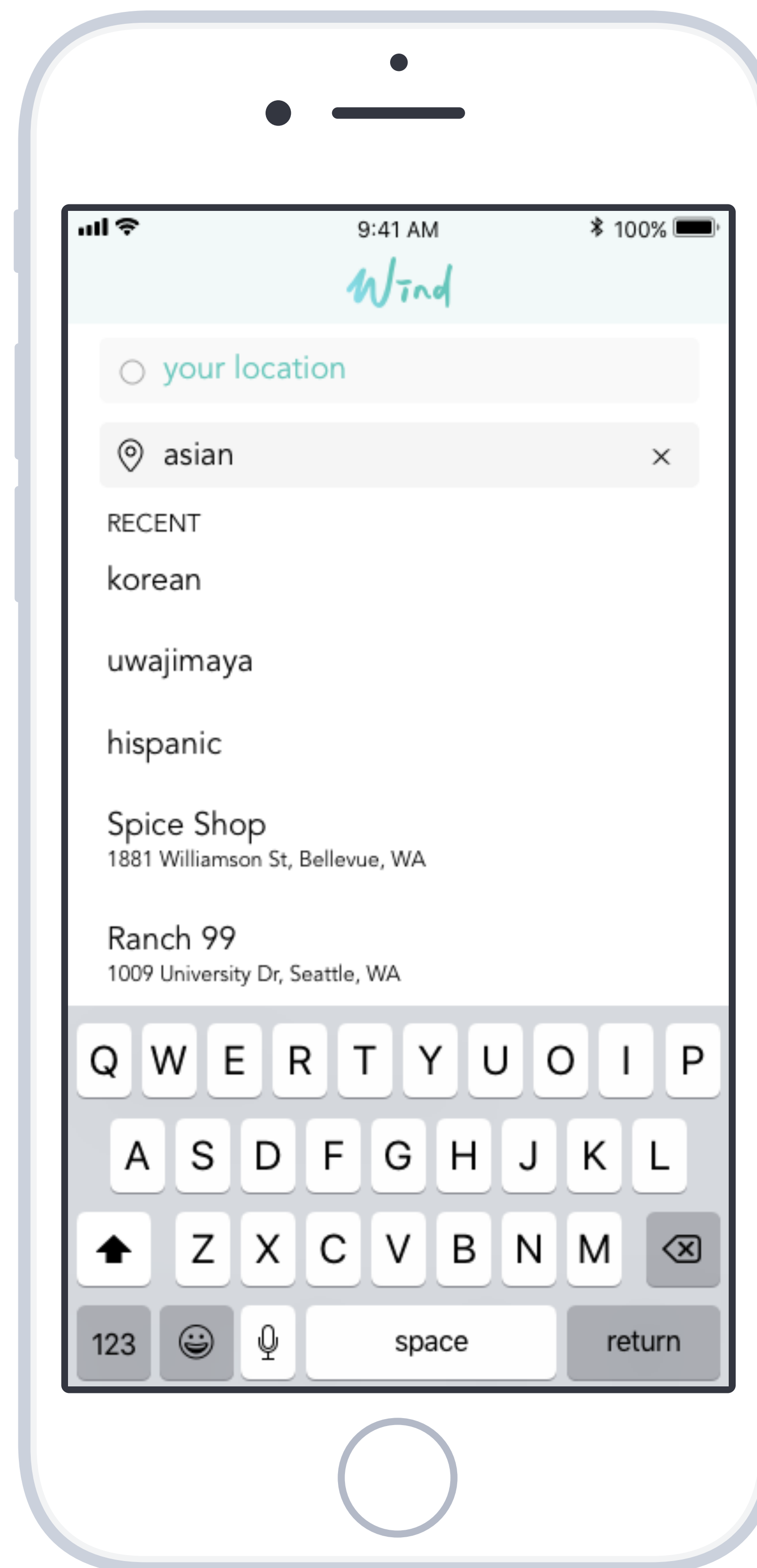
Rider Home Screen



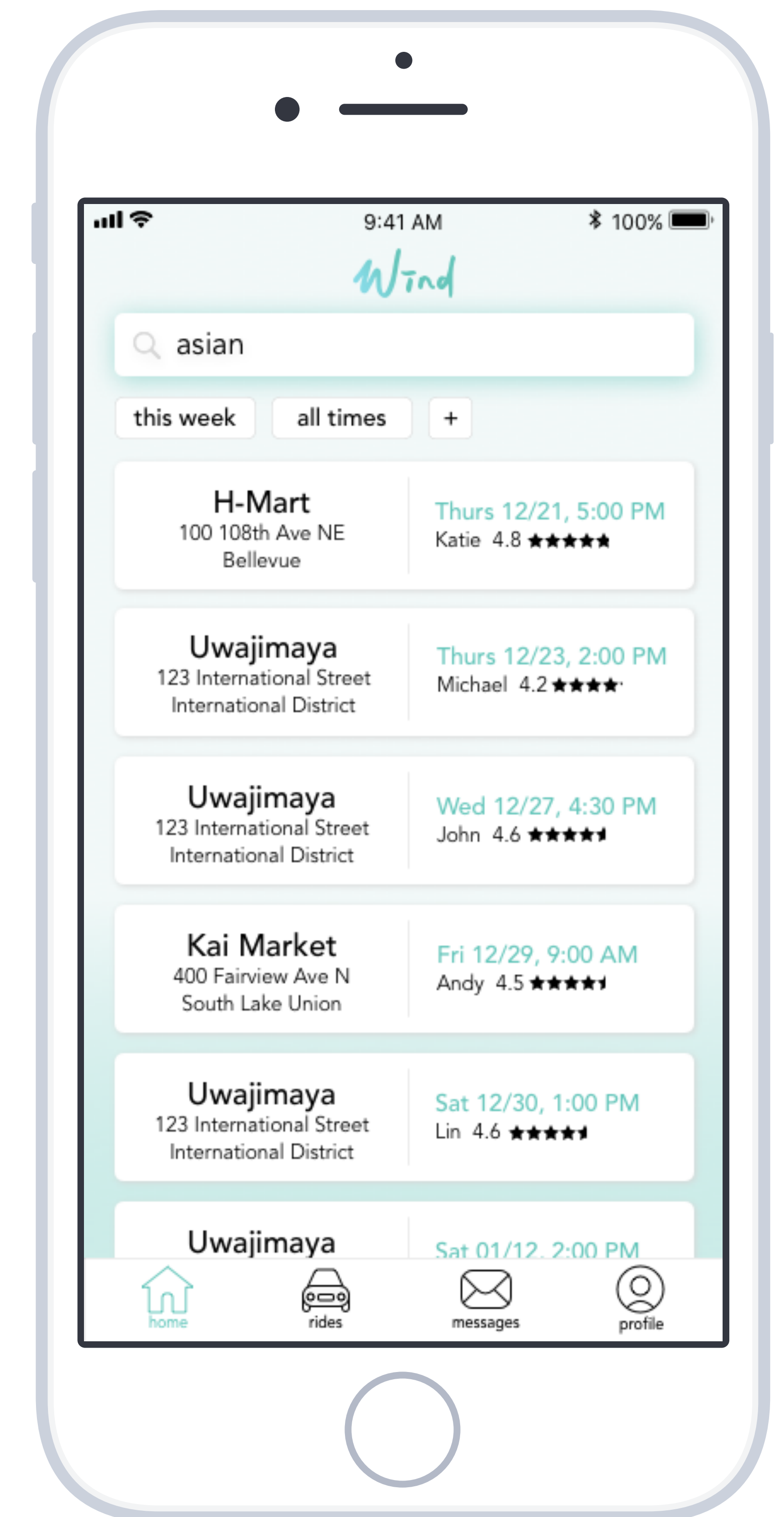
- 1 In the search bar the rider can put a descriptor or name of store he or she wants to visit.
- 2 A date filter that defaults to this week but can be tapped to adjust the dates displayed.
- 3 A time filter that defaults to display all times of day but can be tapped to adjust to only certain time ranges.
- 4 Additional filters such as driver rating and languages can be added and applied if desired.
- 5 If the rider taps on each of these cards, he can see more details about the ride including driver profile and reviews.
- 6 Here the rider can see a history of previously taken rides and any scheduled rides.
- 7 Messages from anyone in the community are visible and can be viewed in the messages page.
- 8 The rider can view and edit rider profile here. Details such as name, neighborhood, car are required, while things like languages, hobbies, etc. are nice-to-have information that can help create trust between rider and driver.



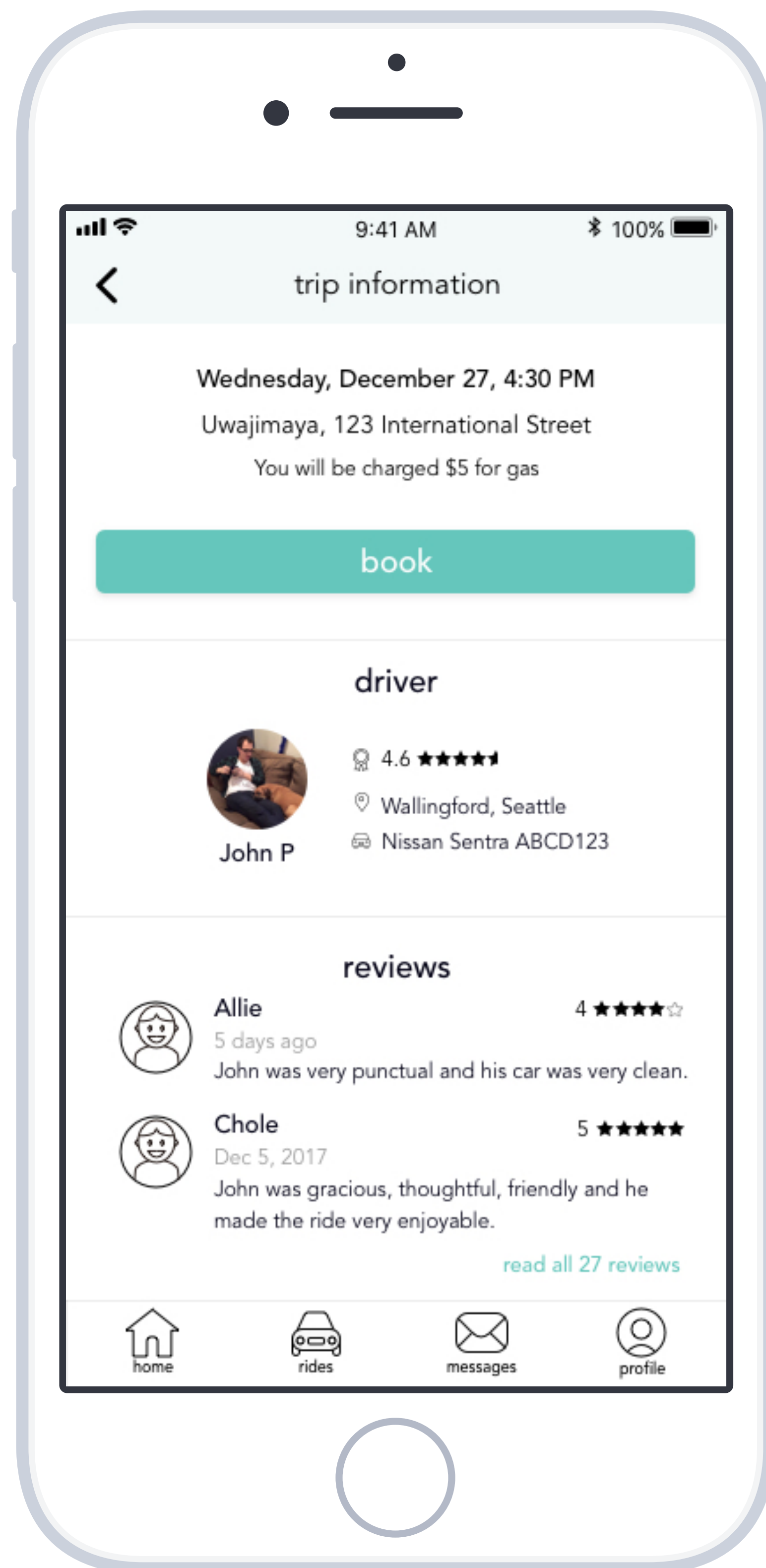
The rider begins on his home screen which is a list of rides available, listed chronologically. To search for a ride, he can tap on the search field to type the name of a store or a search term relating to what kind of store he wants.



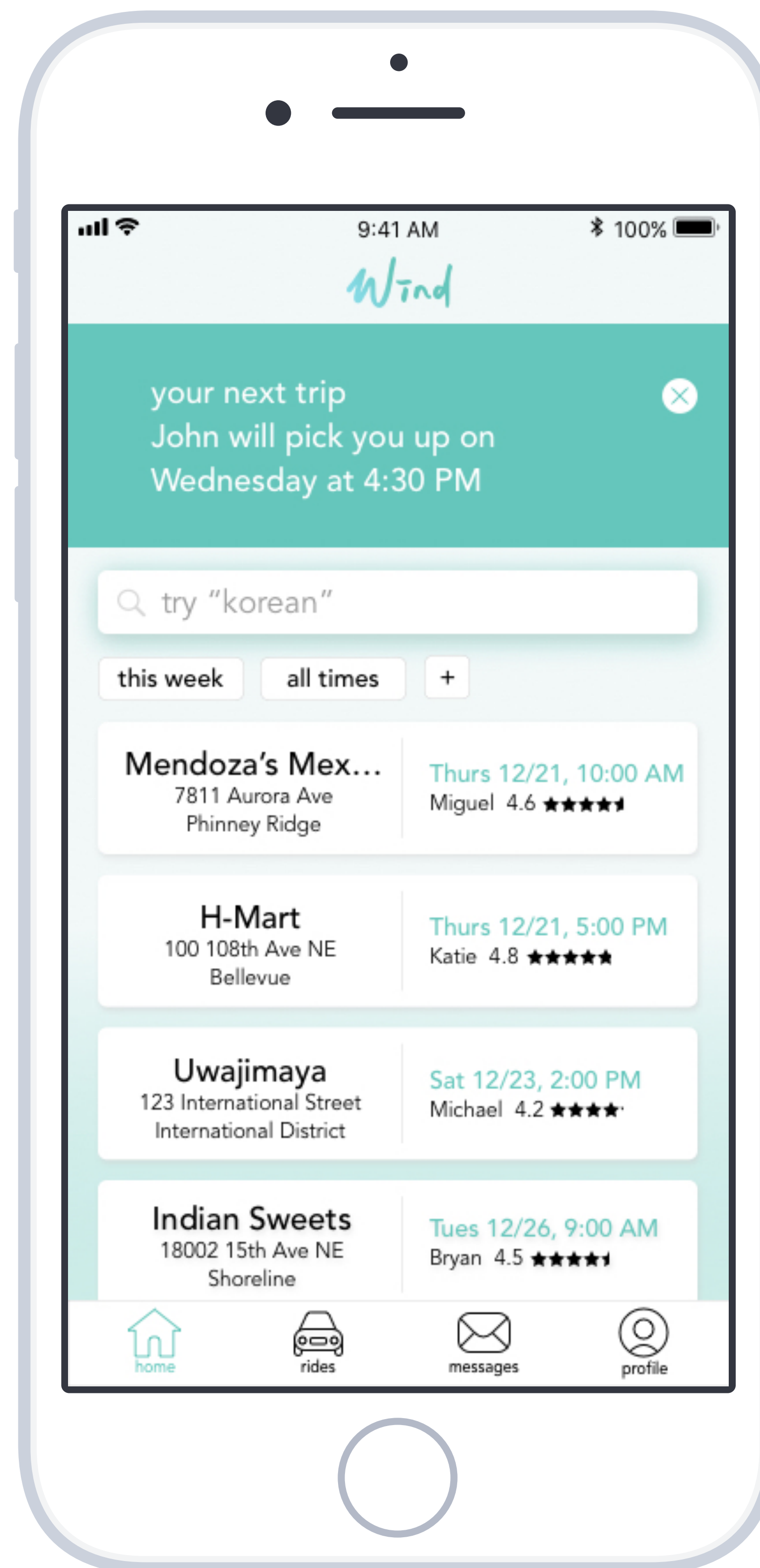
He searches for "asian" and a list of suggestions are populated for him.



Once the rider sees a ride that appeals to him, he can tap on it to see more details.

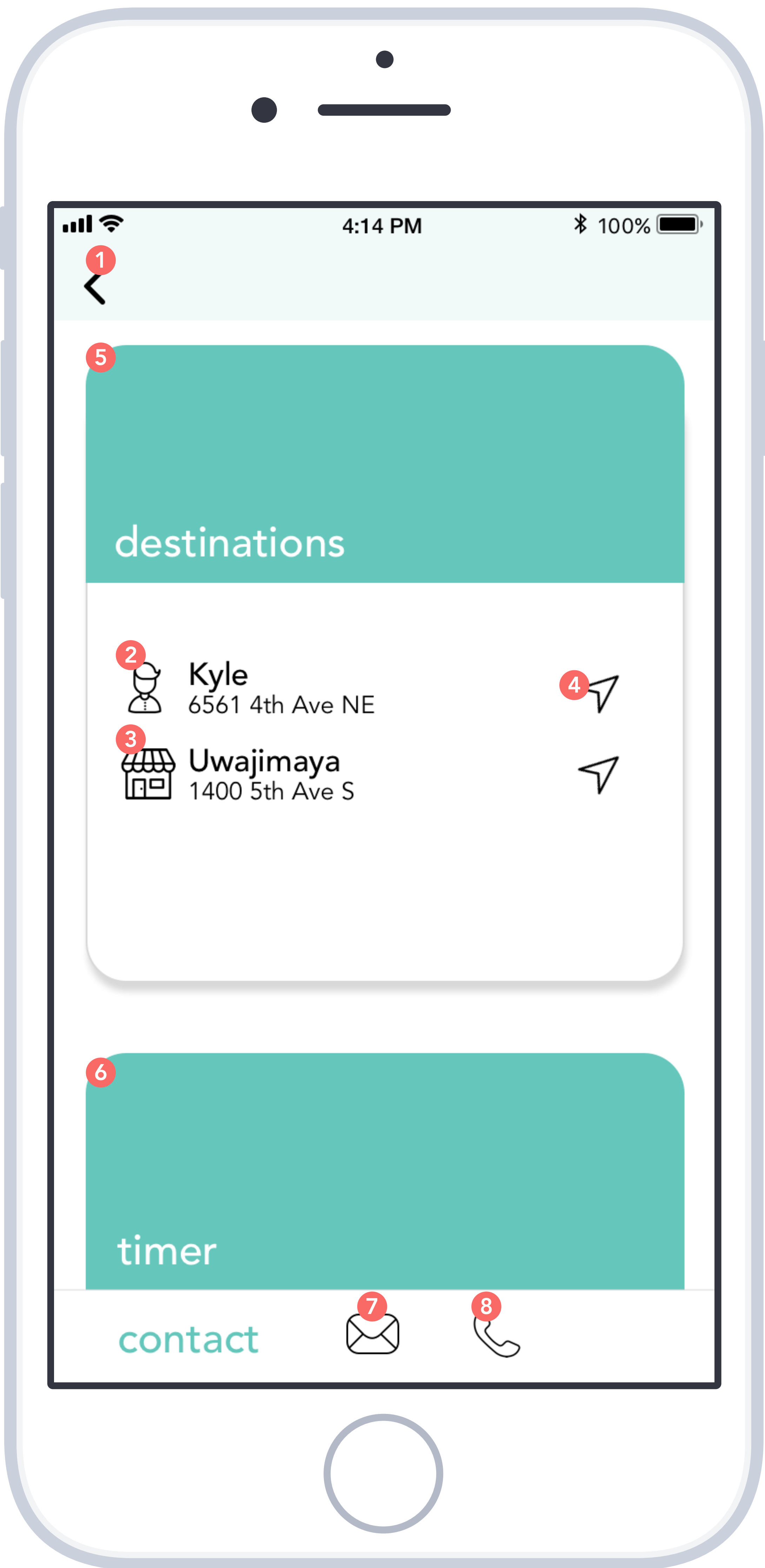


From this screen, we have a pinned section with details about a ride where the rider can choose to book the ride directly. He can scroll the area beneath to browse the driver's profile. He taps "book ride" to commit to this trip if everything is to his liking.

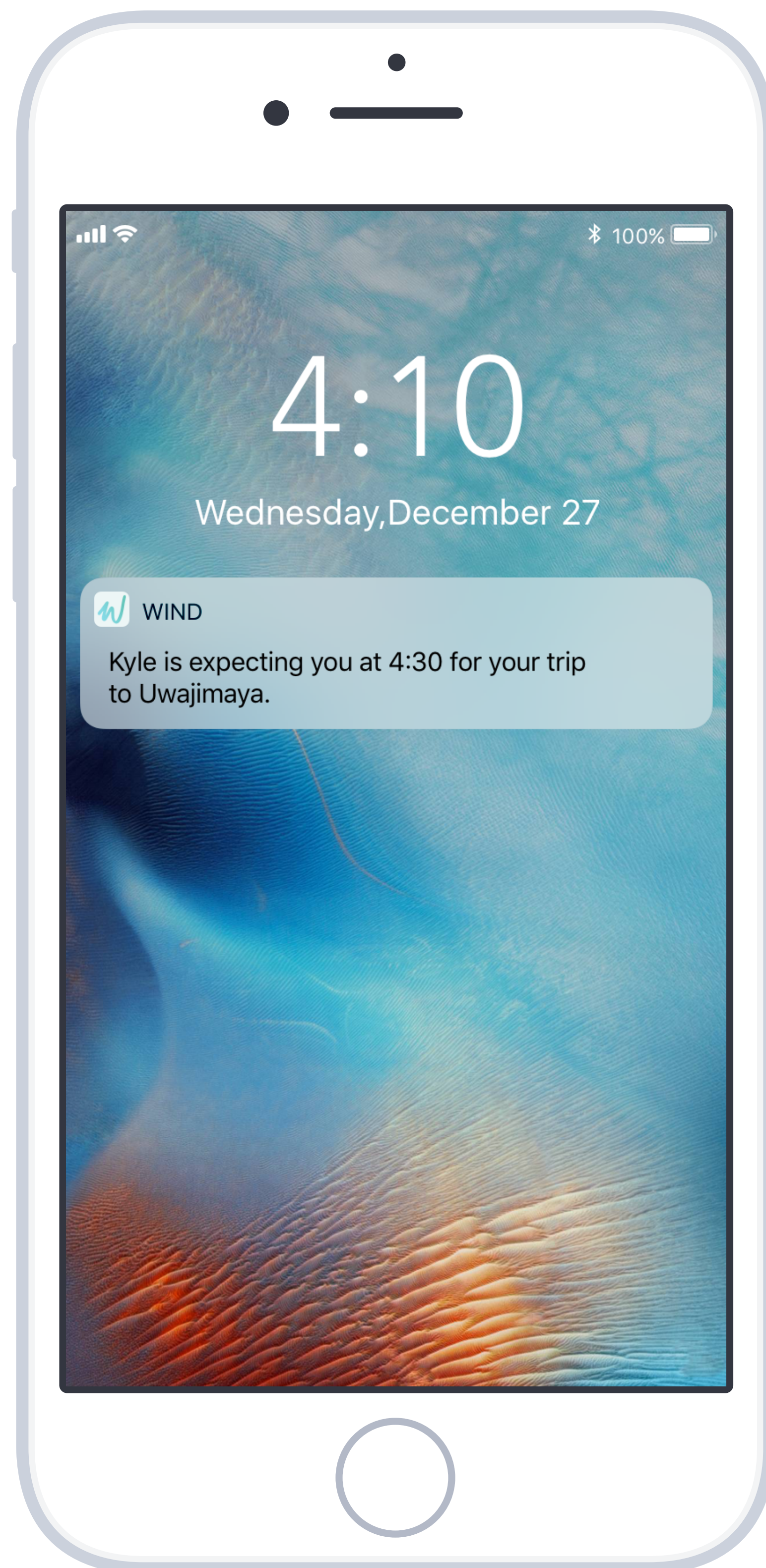


The rider is returned to the home screen, with a notification about the trip he booked.

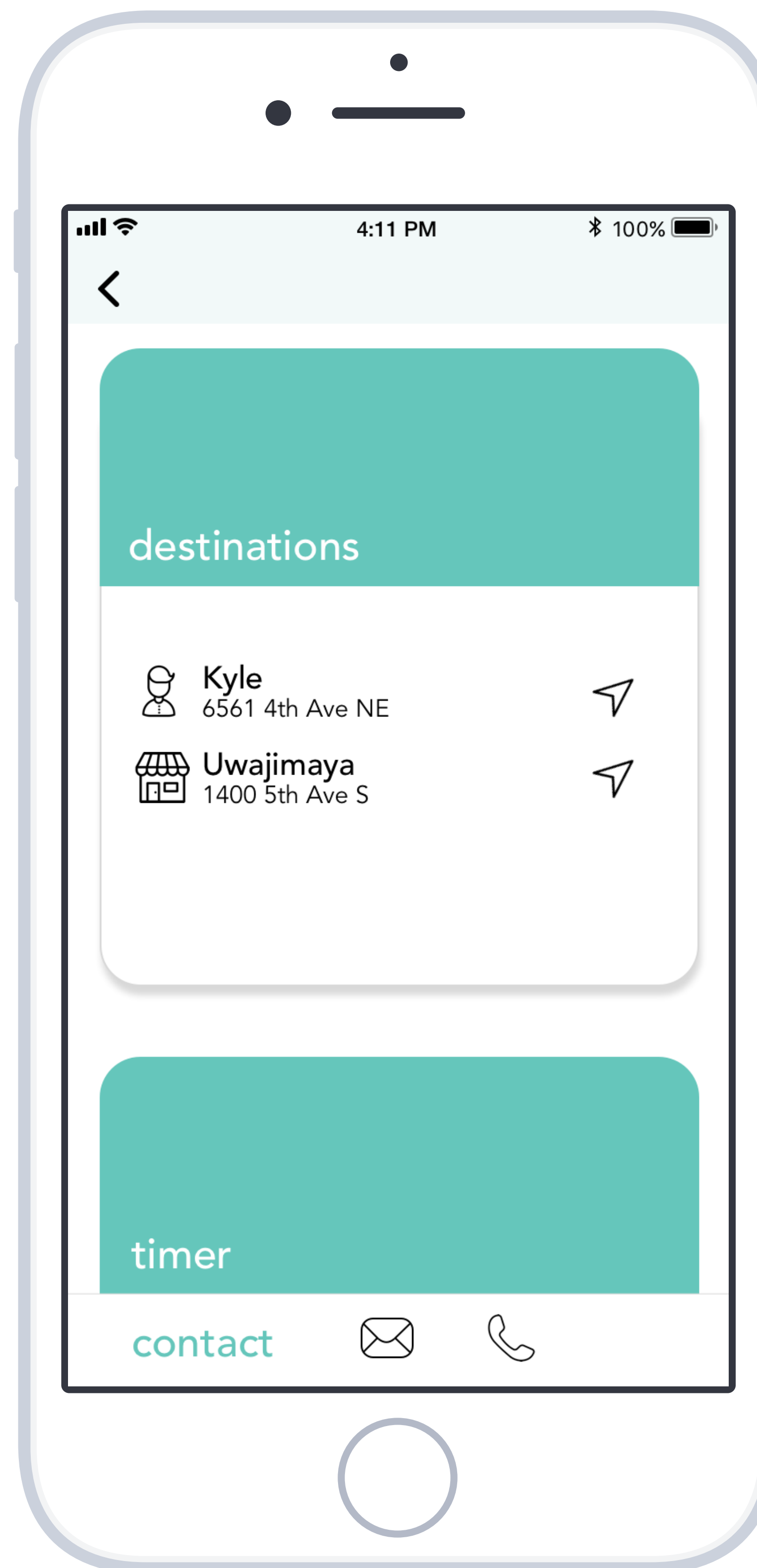
Driver Destinations Screen



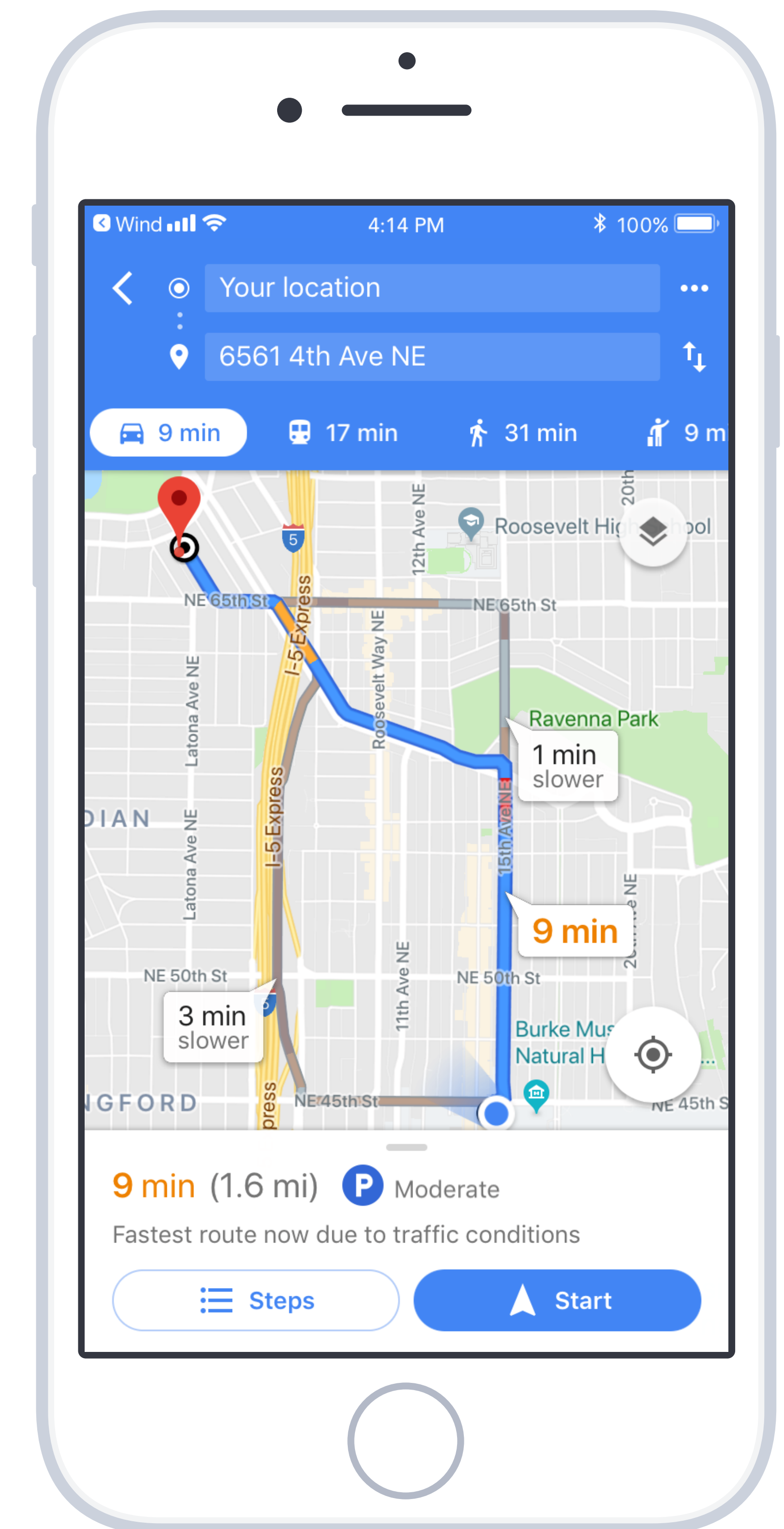
- 1 Driver can go back to the home screen where there will be a notification that can bring him back here again.
- 2 Here the driver can see the rider name and pick up address. If there are two passengers, both passengers' information would be available.
- 3 Here the driver can see the store name and address.
- 4 Here the driver can click to jump to Google Maps app and begin navigation.
- 5 This is the destination card which is automatically expanded when the driver visits this screen for the first time.
- 6 This is the timer card, click to expand.
- 7 Here the driver can message the rider. If there are two riders, tapping the icon will reveal the ability to choose which rider to message.
- 8 Here the driver can call the rider. If there are two riders, tapping the icon will reveal the ability to choose which rider to call.



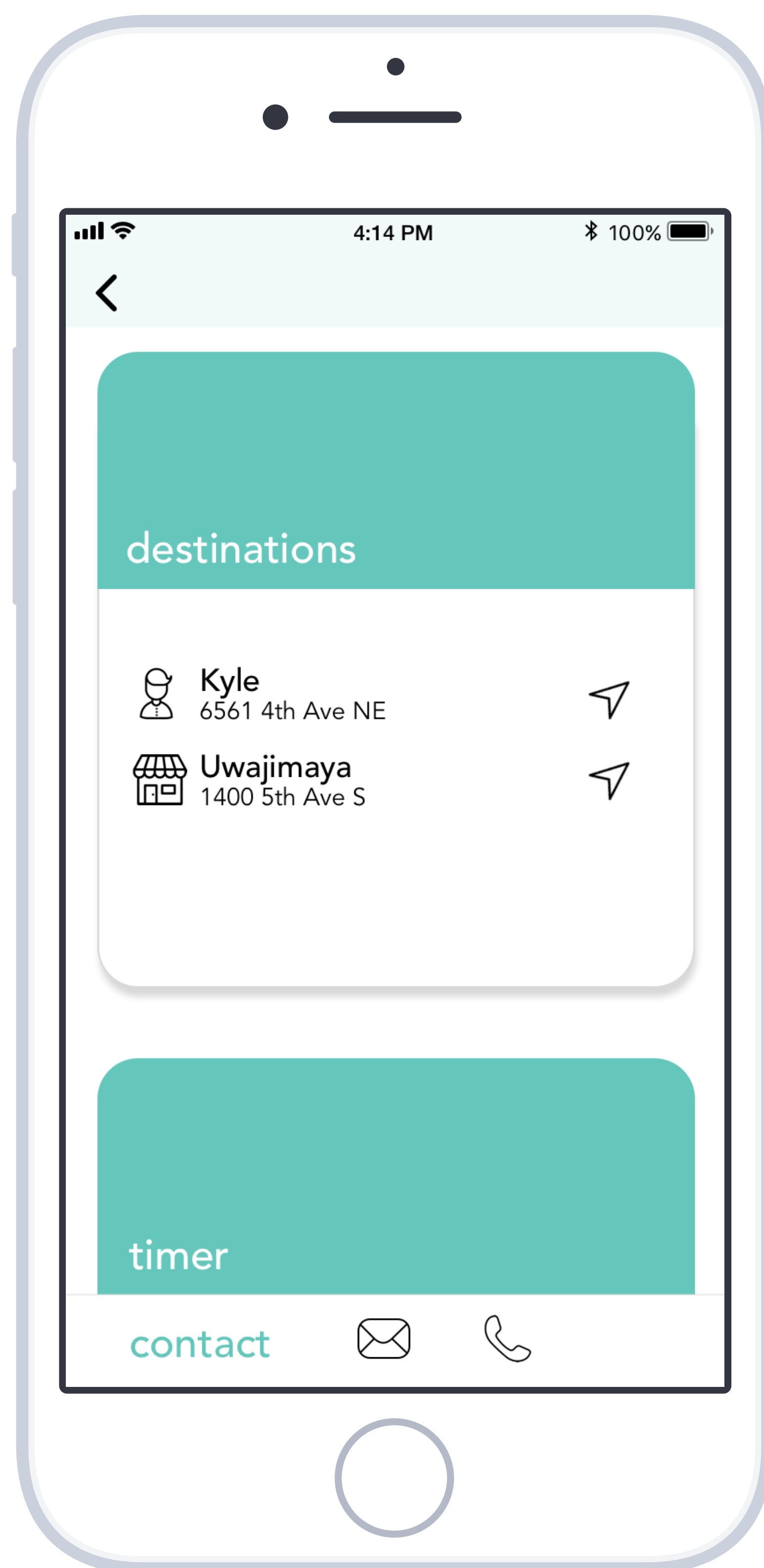
Twenty minutes before a driver is expected at his rider's home, he gets a push notification. He can swipe the notification to open the app.



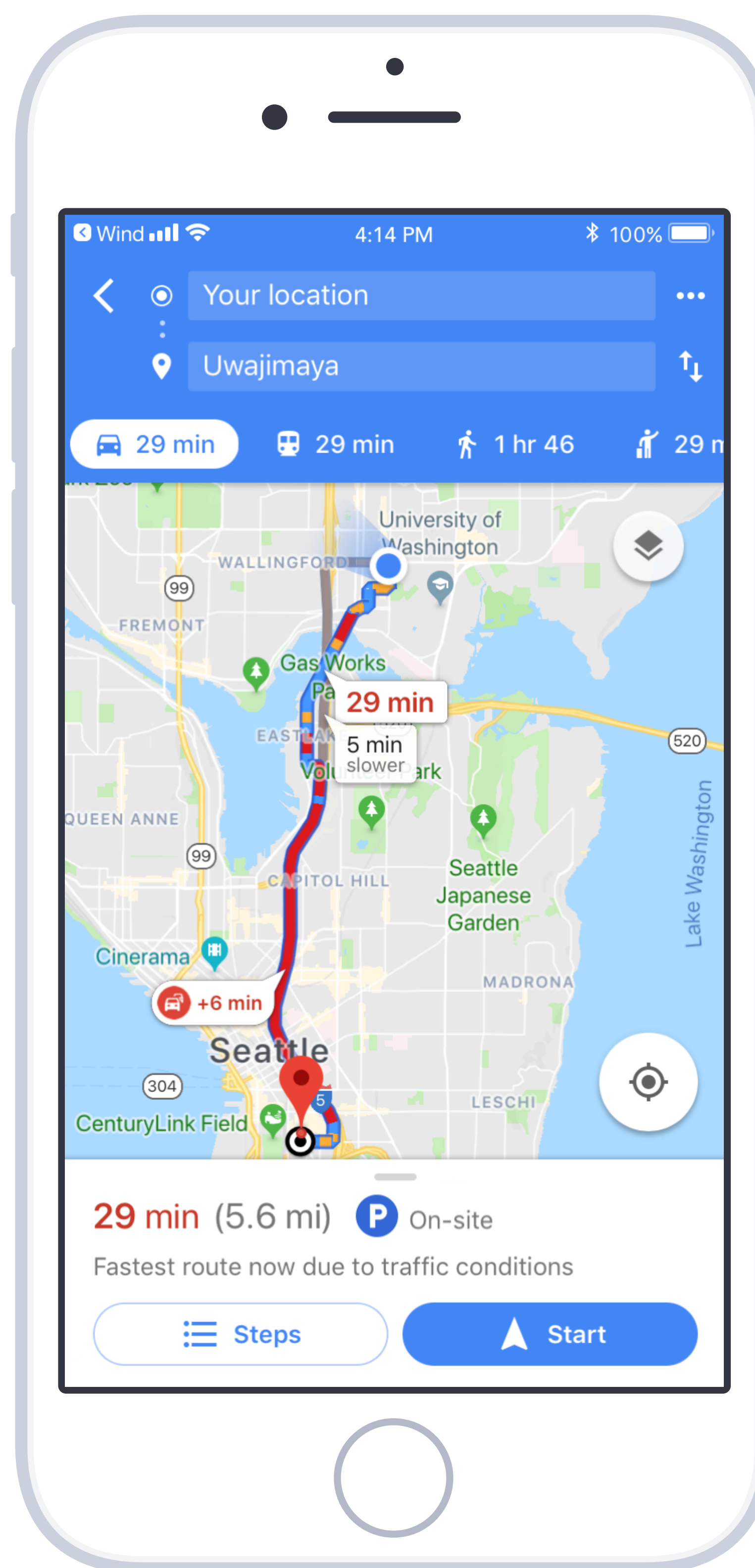
The app opens directly to these on-ride tools. From here, the driver can tap his rider's name or the icon to begin navigation.



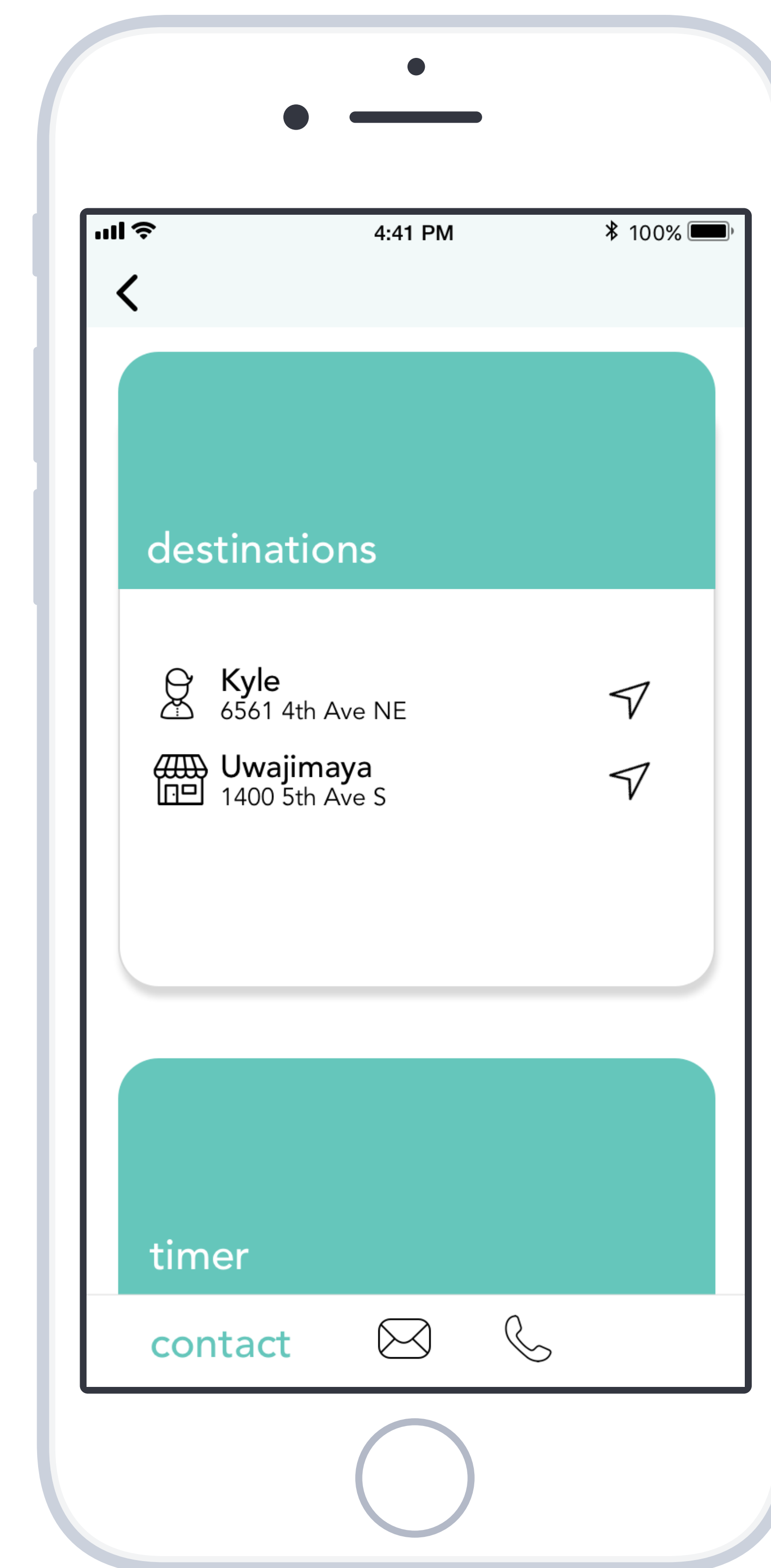
Navigation is done by the phone's default map application. The address is programmed in automatically, and the driver can continue to use the application to start navigation. When he's done, he can go back, using the phone's back feature on the top left.



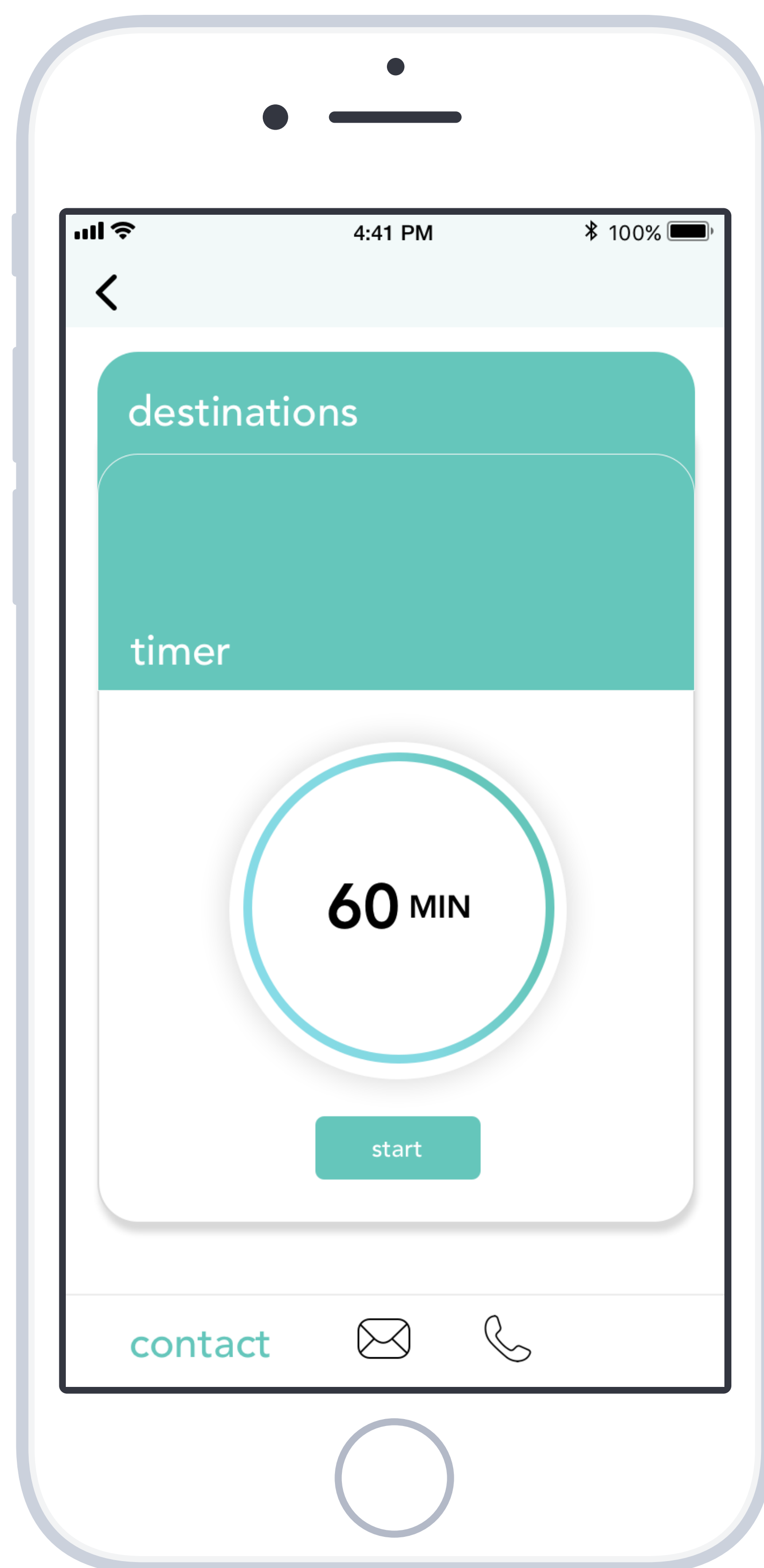
Upon returning to the app, the list continues to display, and the driver can select the grocery store destination.



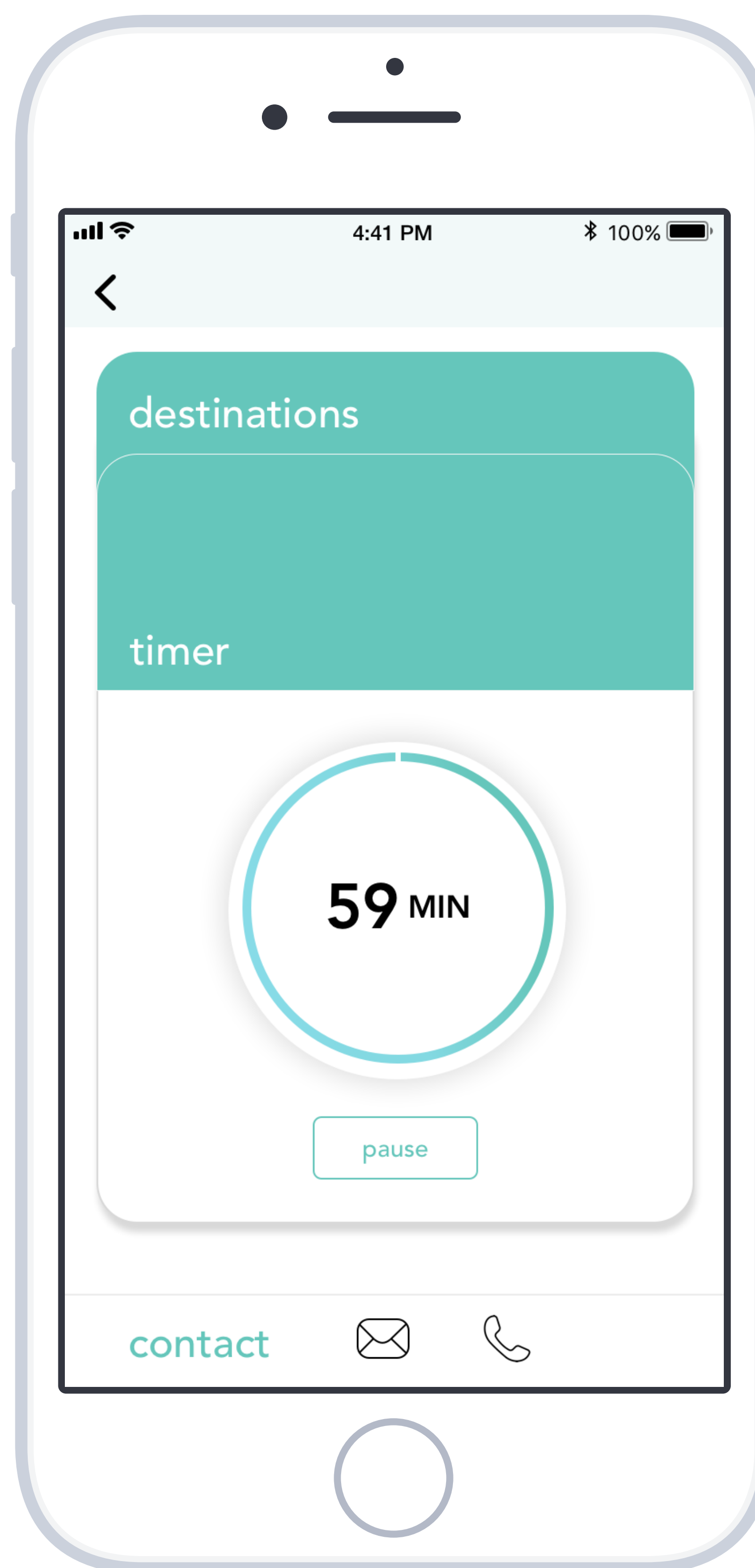
Again, he uses the map application to route to the store, and he uses the back feature to return to the app.



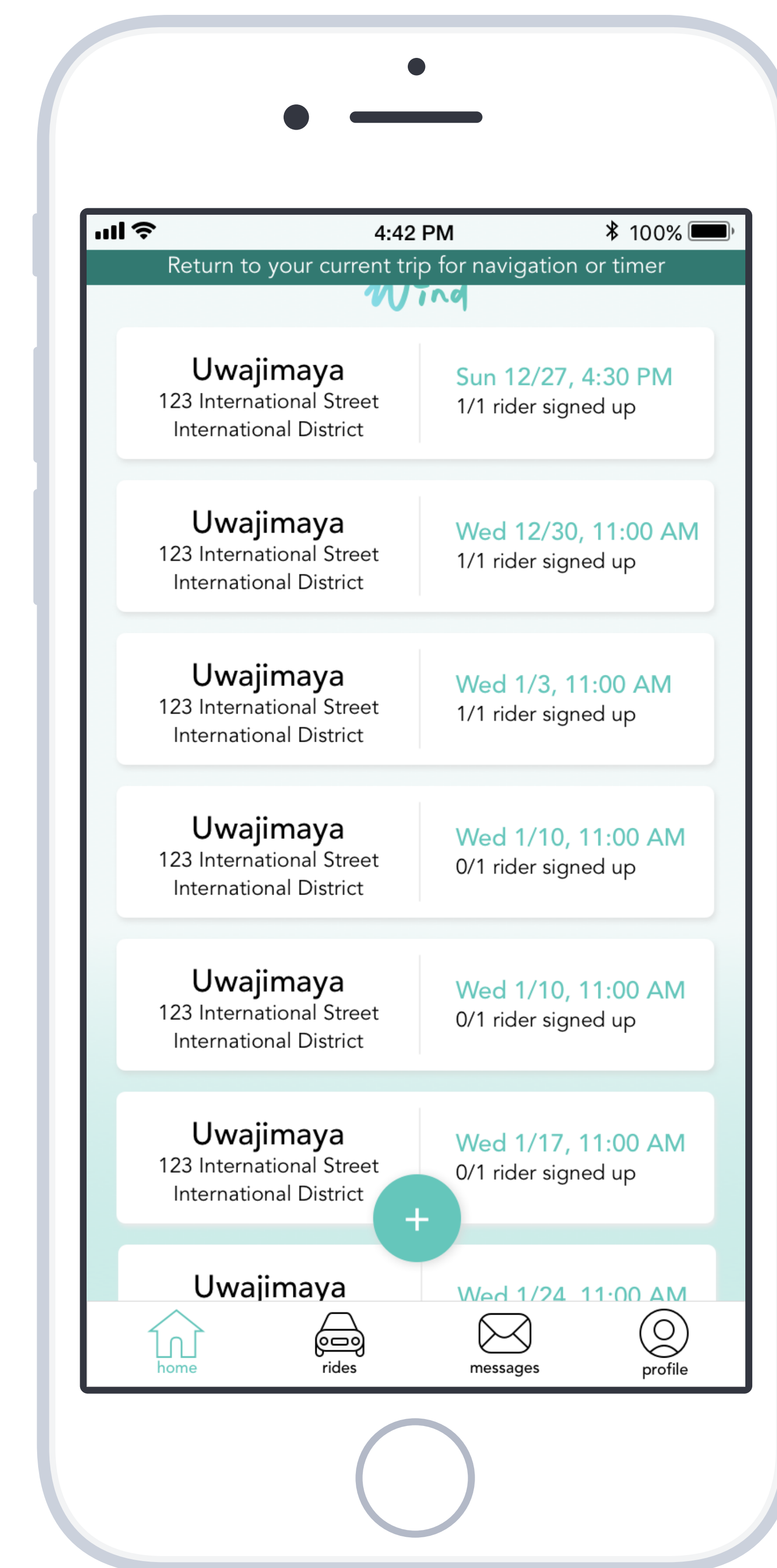
He's returned to this page again. To start the timer, the driver taps the "timer" area to open that card. He can also choose not to use the timer and stay on this screen.



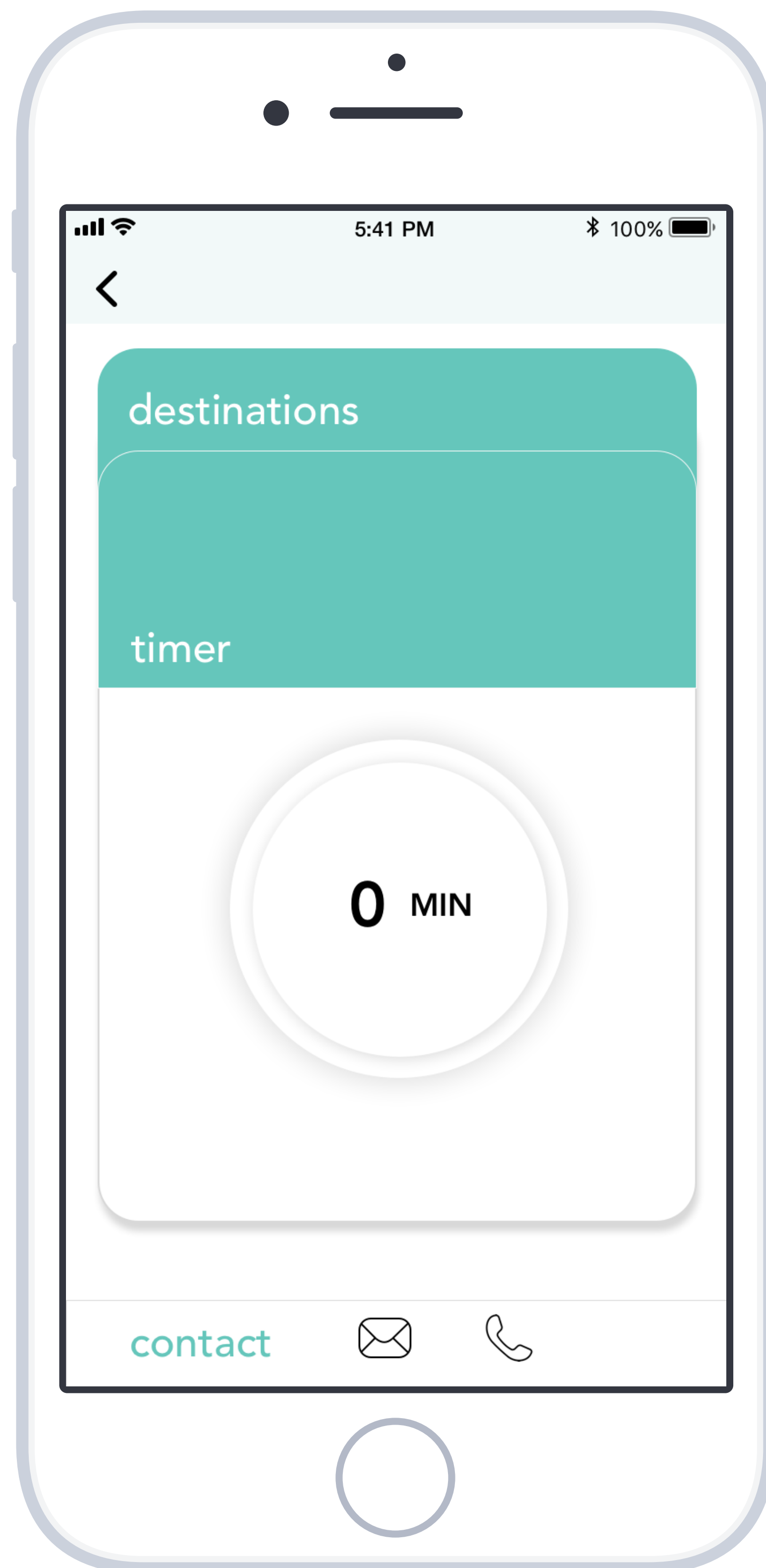
Opening the “timer” card collapses the “destination” card. The timer is pre-programmed to 60 minutes and the driver can begin by tapping “start”.



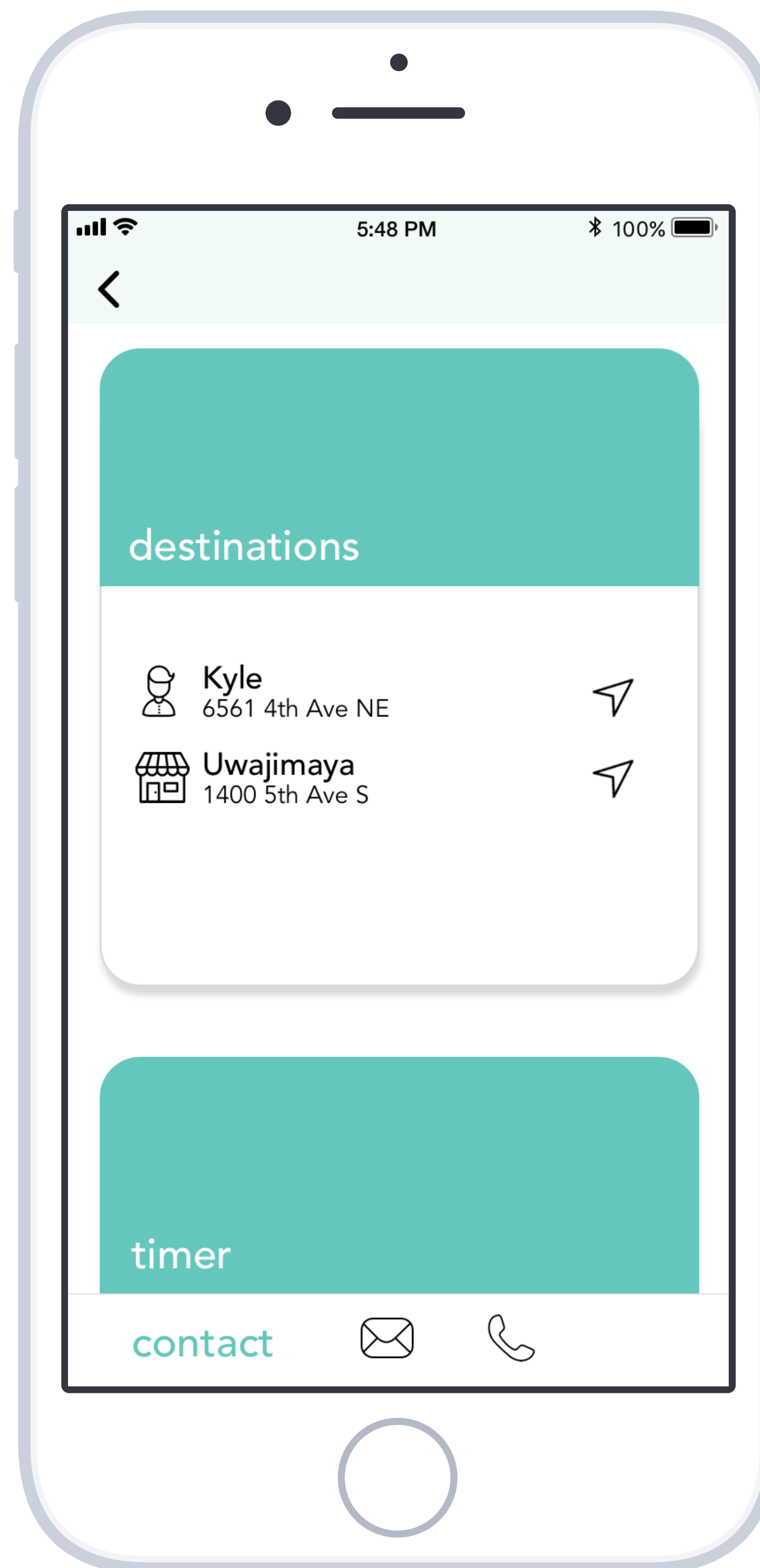
Once the timer is started, he can pause it by tapping “pause” or just go ahead and begin shopping.



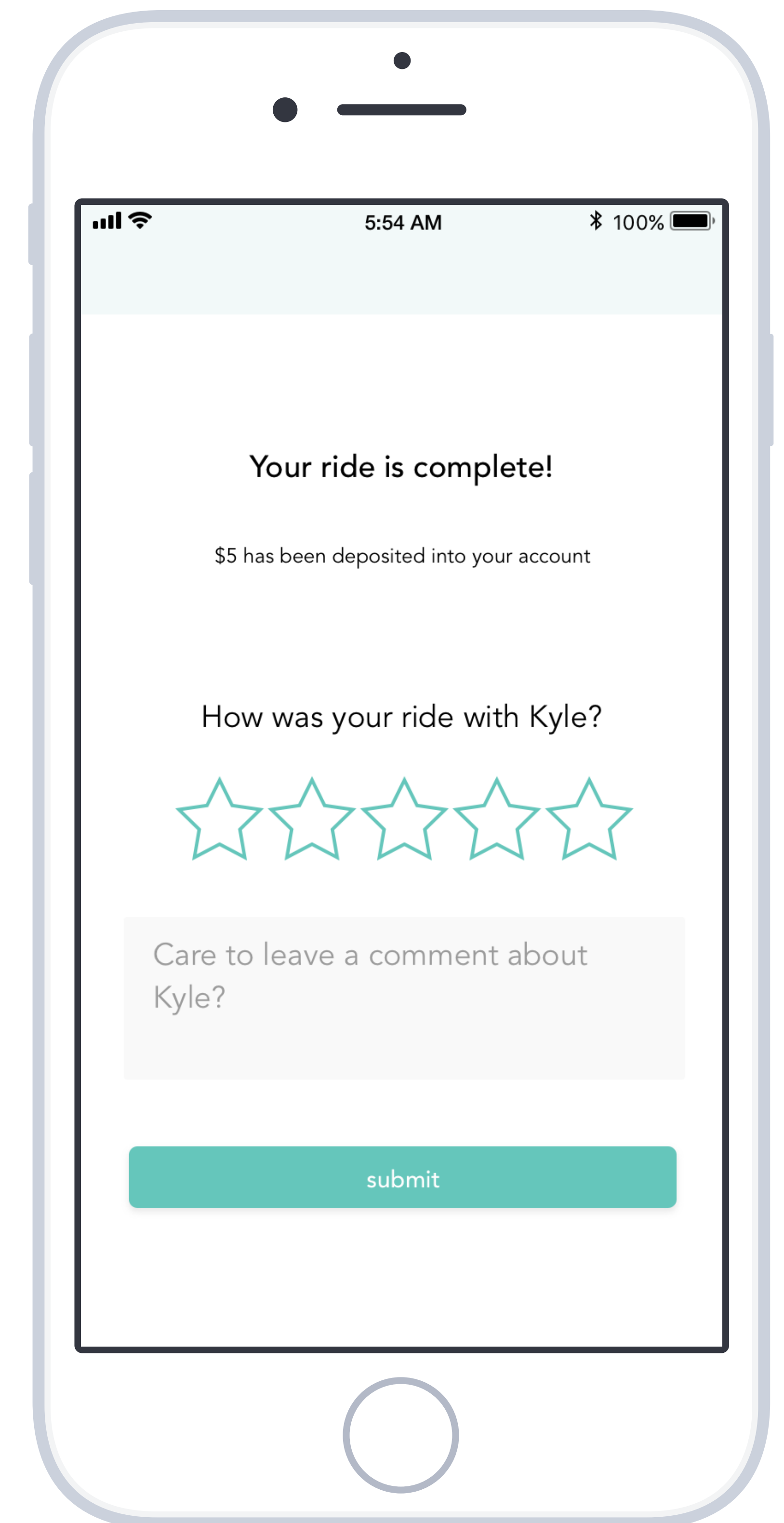
If the driver leaves the on-the-ride tools, he can return to them from the dark green colored persistent notification.



When the timer is complete, there are no more options on the timer card, the driver can tap “destinations” to begin routing his rider home.



From “destinations”, the driver can start the navigation again for taking the rider home, like before.



Once the app senses the driver has arrived at the rider’s home, the app will update to this completion screen. He is prompted to rate his rider, provide any comments if desired, and press submit. This is required for the driver.