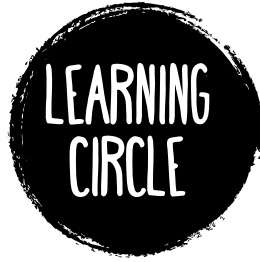


LIFTING THE FOOD BANK EXPERIENCE FROM FOOD BANKS TO 'MORE' BANKS



Judi Snively and Laura Harper

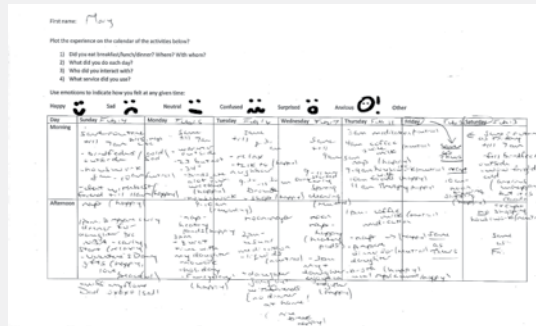


Pain points & Segmentation

Our pain points

There's a missed opportunity. *Some people who are using the food bank may benefit from other programs and services, but are not accessing them.* Our user group is people who use the food bank but not other services, as well as those that use the food bank and other services.

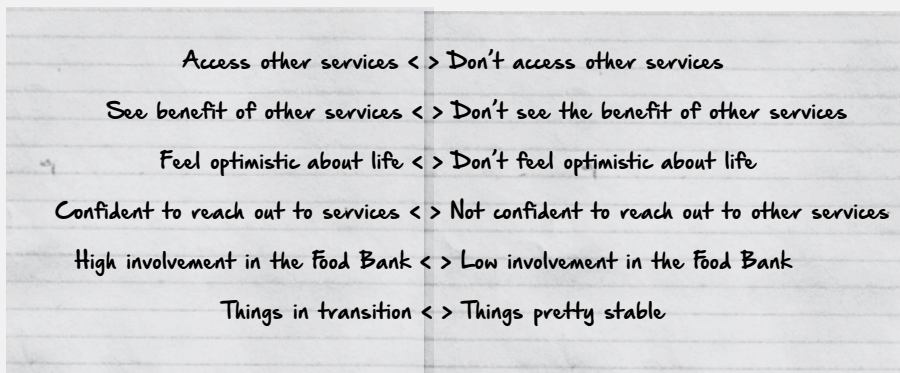
After our ethnographic research we revised this pain point. Some food bank users are not accessing other programs and services that they might benefit from because they don't know about them or their benefits; it's not the right time; they don't feel confident to reach out.



How did we get to know our food bank users?

We conducted two ethnographic interviews, in which we used a range of conversational and projective prompts. We asked participants to sort pictures of logos, and tell us about their association with different places and services. With a calendar tool we learned about people's lives outside of the Food Bank, and their routines & time constraints. And we created a set of outcome cards to find out what mattered to people in the short term.

Segmentation axes we used:



Meet Eva

Eva is a young woman who wears many hats. She identified herself as a student, a volunteer, daughter and a food bank user. She finds juggling her various roles stressful but rewarding.

Eva said that she would like to feel more on top of things. She feels she is doing much better in this area but would still like to feel more in control. In response to the card regarding having enough food, she said that she's not concerned about having enough food, but she finds grocery shopping – especially in the winter – very challenging without a car.

Eva also noted that she would like to have more time by herself. She used to have more time for herself and this is something she would like to have again. Her mother is ill and much of their interaction focuses on supporting her

mother through this, rather than on quality time.

In the long term, Eva would like to have a good job – a well-paying job that she enjoys – preferably in social work. She is considering continuing her education and perhaps getting a master's degree. She would also like to have a family and a good relationship.

Eva was extremely helpful in providing feedback on the process and tools we were using. She indicated that there were areas of her life that were not reflected in our outcome card deck. For example, her own education and health (we had cards for children's education and healthy family members, but not for the person's health).

Ideas & prototyping

Three ideas



Let's get to know you

Some new questions at intake to understand people's context, and gauge their interest in other programs & services.

Right here, right now



Pop-up activities to enable people to engage in fresh ways in the space, and 'taste test' other types of supports. Surprising things on offer each time you come.



Flyer packs

Packs flyers for programs in an interesting looking gift package. Sort flyers into categories (e.g interesting-boring), and be personally introduced to your selected places. Like a concierge service.

Prototyping 'Let's get to know you'

How do people respond to a new kind of conversation during intake? When is it best to have this conversation? What do we learn in the conversation to help broker people to better-fit supports?

We tested three versions.

- (1) We added a question to the intake form to gauge interest in other programs and services - and offered to make connections.
- (2) We created a 'conversation prompt' for staff. Rather than a structured intake form, we developed more of a free-form note sheet to jot down ideas and thoughts as the person was talking.
- (3) We created a 'check-in conversation prompt' to try with people after using the food bank for six-months or more. The test here was to see if someone who had accessed the food bank longer would be share more information (due to increasing relationships with staff, increased comfort level, etc).

A sample intake form with a 'new question' callout. The form includes sections for Client Information, Personal Information, Languages, Referral Source, Post Secondary Student, and Household Members. A black circle with the text 'new question' is overlaid on the form.

What's next?

Tensions we couldn't resolve...

How do we do this kind of work without added design resources?

Future opportunities

We're going to try using tools like the Diamonds in the Rough game in staff meetings!

What are we taking away ourselves?

Small changes matter.

You can change a conversation by changing where that conversation happens, what tools you use, etc.

Being generative.

Good ideas can be a mash-up of different parts. We found the Diamonds in the Rough Game useful for getting into an ideas space.