**Design Challenge:**

Access to healthful whole foods is an issue for many residents of the city of Cleveland. The near west side and the section of the east side known as The Campus District are officially designated food deserts[[1]](#footnote-1) by the USDA. There are affordable healthy food sources throughout the city, but getting to and from those sources is a complex issue for many of the residents in these communities.

As most of these residents rely on multi-modal forms of transportation (bus, rapid, car share services, etc.), our design challenge is to develop technological solutions that will connect people to available food sources (grocery stores, CSAs, community gardens, etc.) and define feasible and affordable methods for transporting food from the various sources to the proper destination.

**Phase1:** Network and Team Formation

Attend the network event being organized between CIA Design and CWRU EECS Departments, introduce yourself and join a team that will work on this challenge. We will introduce Stanford’s d.School rapid prototyping method here, to prepare for the next phase.

**Phase 2:** Discovery and Empathy Phase

Research all aspects of the challenge (where the food deserts are, what transportation options are available to them, where healthy, affordable sources of food exist, etc.). List all stakeholders and build an Empathy Map for a main stakeholder and build a rough journey map of their current experience. Craft your team’s problem statement and potential solutions out of this phase. This phase will be presented by the entire team and will include an overview of the research, data, and empathy maps and how this methodology led to your potential solutions.

**Phase 3:** Initial Prototype

After review, create a rapid prototype (a Pretotype) of your idea and test it’s effectiveness with your principle users. Give a presentation that shows your findings from this testing phase and give the direction you will move in with your refinements.

**Phase 4:** Refinement and Final Presentation

After review of the initial prototype, team members will refine their design for final presentation. This will be given in 1: working prototypes, 2: a presentation outlining the problem, how you arrived at your solution and highlights of your solution, and 3: presentation boards. These will be presented at a joint event between the two schools and a winner will be announced that evening.

1. *The USDA defines a ‘food desert’ as “…parts of the country vapid of fresh fruit, vegetables and other healthful whole foods. In urban areas such as Cleveland, this is defined as both Low Income and a ‘significant number or share of residents is more than one mile from the nearest supermarket’ (severe) or both Low Income and a ‘significant number or share of residents is more than one half mile from the nearest supermarket’.* [↑](#footnote-ref-1)