

## Problem Space

The need for food is paramount for all human beings. Insufficient consumption of nutritious food impairs an individual's basic daily functioning, exacerbates existing health issues, and leads to significant new health problems. Hunger and malnutrition represent immediate and critical problems for people who are homeless.

The "soup kitchen", which serves free meals to those in need, represents a primary source of food for a majority of the homeless. The charitable organizations that administer soup kitchens struggle to acquire enough nutritious food items to feed the homeless. It is essential to the health of the homeless that these charitable organizations receive plentiful amounts of nutritious food.

## How It Works

The shopper downloads his/her shopping list onto the GroceryMate. Using RFID technology, a dynamic map of the grocery store is displayed on the device. The map guides the shopper through the store by identifying the location of the items on the shopper's list. When the shopper is in close proximity to an item needed by a local charitable organization, the GroceryMate displays a solicitation screen that includes a picture along with information regarding homelessness and a request for a food donation. All the willing shopper has to do is to confirm 'Yes' and he/she will be automatically billed for the item at the checkout. Each week, the store provides a list of items donated by the community to a staff member from a charitable organization who then retrieves the fresh nutritional food items from the store.

...requesting someone to donate and acknowledging the act of donation is a great way of involving people in charity, especially, local charity!

Participant 7  
Usability testing for GroceryMate



# GroceryMate

*Eliciting  
Community Empathy  
and  
Transforming It  
Into  
Purposeful Action*

## Design Solution

The GroceryMate is a grocery shopping assistance device that strategically requests affordable and nutritious food donations that charitable organizations need to feed the homeless. The GroceryMate employs techniques in persuasive technology to evoke empathy and compassion for the homeless. These emotions influence the shopper to donate. We target grocery store shoppers as potential donors, since doing so allows us to leverage mass participation, as well as frequent & balanced community participation. The GroceryMate assists the shopper with finding items in the store and provides an enhanced shopping experience.

This innocent child is malnourished and getting a nutritious meal everyday is her only worry! She and her mother are one of the many homeless in your community.

The Helping Hands Community Center serves meals to those in need. The Center currently lacks 15 cans of corn.

Would you care to donate just one?



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