Empathize

For the empathize stage, I conducted interviews with employees at local supermarkets and food banks to begin my research. I had the opportunity to speak with Kim Cicero, Procurement Manager at Feeding Westchester, a local food bank in Elmsford, NY, as well as representatives from local markets that participate in food donation programs.

This helped me to better understand the needs of the client and start generating human-centered design solutions.

Define

Volunteers

Volunteers will have an easy-to-use network for interacting with each other.

Donors

Donors can contribute easier than ever and receive digital rewards for their generosity.

TOUCHNY

TOUCHNY can grow its network and volunteer base while having access to its entire community right at its fingertips.

Donation Recipients

As TOUCH's network expands and more donors and volunteers contribute, TOUCH is able to help even more people who are in need.

TOUCHNY needed modern methods of reaching a wider audience of donors and volunteers. I offered three recommendations for achieving this goal:

- Create a .NET web application for volunteers, donors, and agencies to communicate with one
- More aggressive digital marketing and updated internet presence
- Volunteer Mobile Game

We determined that the web app would be the most beneficial and achievable for TOUCHNY to pursue further based on how the solution would impact the different groups within the TOUCHNY community.

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Ideate

I created a black and white wireframe in Figma to demonstrate the potential features of the application. This included a splash screen and login page, homepage, navigation menu, volunteer page, donate page, chat page, services page, videos page, staff page, and profile page.

The wireframe helps the client to visualize the ideas that are being communicated and allows them to give feedback before the prototype stage.

The full wireframe can be found here.
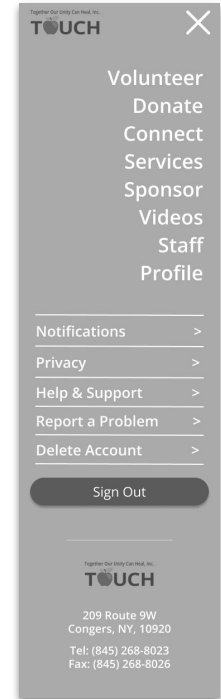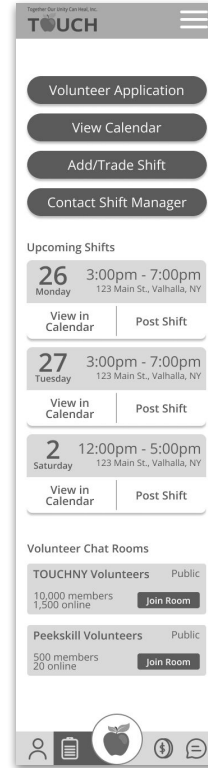
Prototype
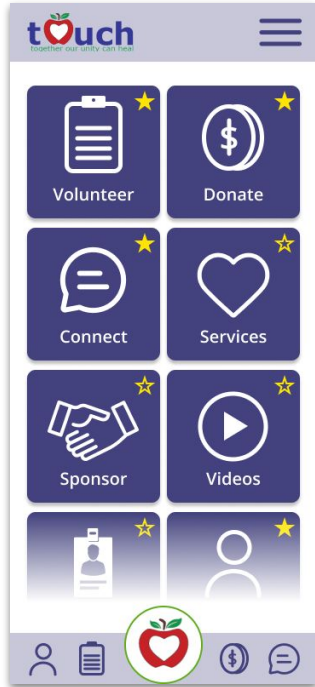
The next step in the design thinking process is creating a prototype. This is where ideas are transformed into something that users can interact with and experience. I went through several iterations of my design, making changes based on feedback from the client, as well as classmates.

I used Figma to turn my wireframe into a clickable prototype for the application. Users can click through and view the features I've proposed to be implemented in the final application.

Prototype (cont.)

The prototype takes the wireframe a step further and serves as a truly interactive preview of the final application. I had the opportunity to click through the prototype with the client and discuss how it can be implemented in a way that is feasible for the organization. The clickable prototype can be found at the link below.

[Prototype](#)

Credits

SUNY WCC ITECH 240 - New Media Projects, Spring 2024

- Jack Smith
- Ben Anderson
- Alex Avendano
- Nathaniel Cardenas
- Zachary Cardenas
- Wanderleia Dierings
- Dana Ferch
- Penyel Lizardo
- Professor Deborah Krikun

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