



Esther

The Altruist

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Esther is a woman in her fifties who cares deeply about the environment, especially in regards to food waste. She's been finding opportunities to help the community by delivering food to those in need. To do so, she currently uses the Food Rescue Robot as her method of scheduling and finding directions from distributors to recipient sites, but finds it inconvenient because no mobile platform exists nor does it have a good infrastructure for her to schedule her rides.

Goals & Needs

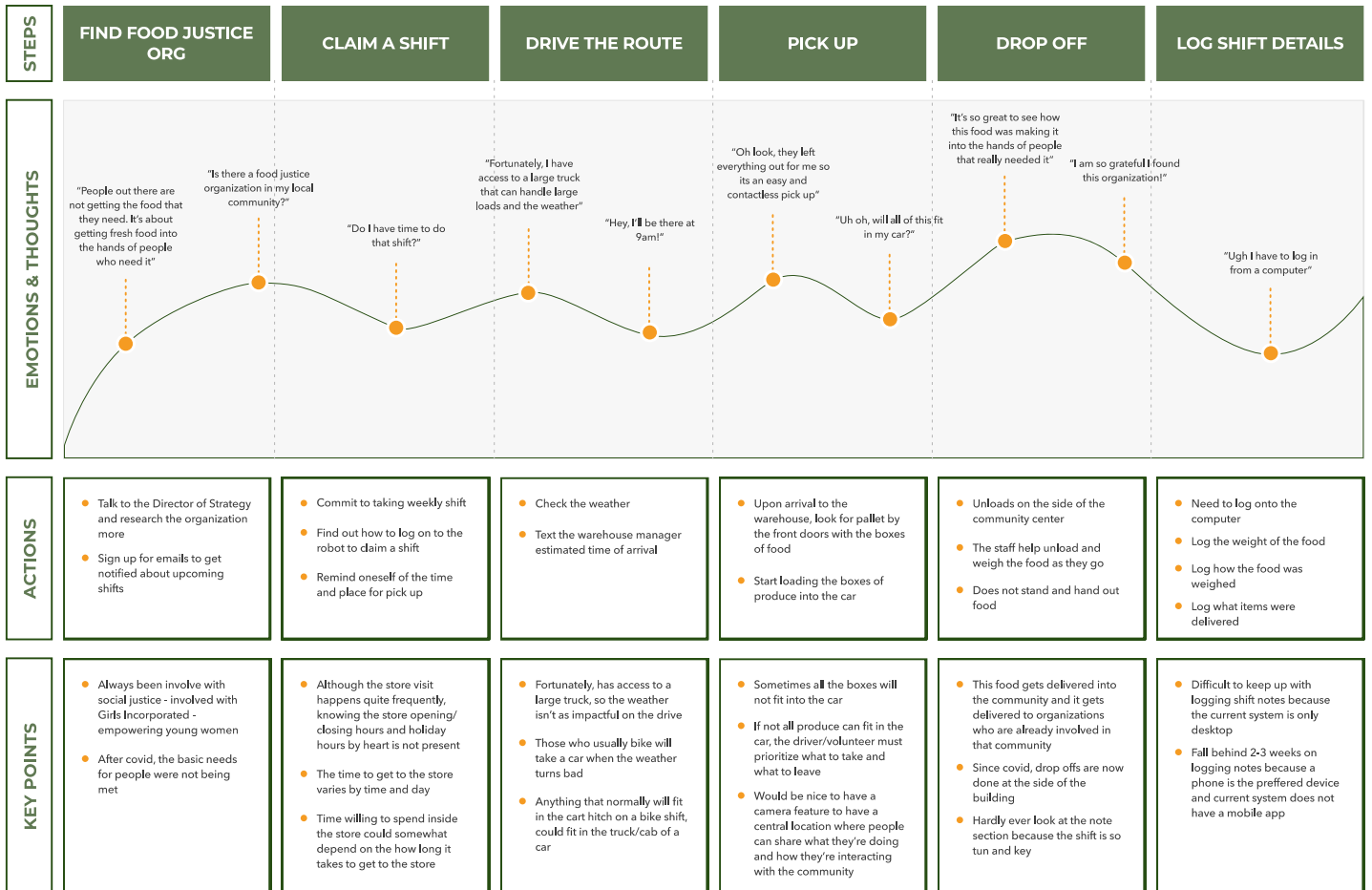
- An organized list and map that clearly addresses her deliveries
- Directions on how to enter complicated buildings and apartment complexes in order to access them conveniently.
- Help with how parking works in the target pick up and drop off locations

Painpoints

- Has a difficult time viewing her upcoming deliveries and locations
- Unsure of whether to bike or drive her car
- When driving, it is often difficult for her to park for a short period of time

Journey Map Esther

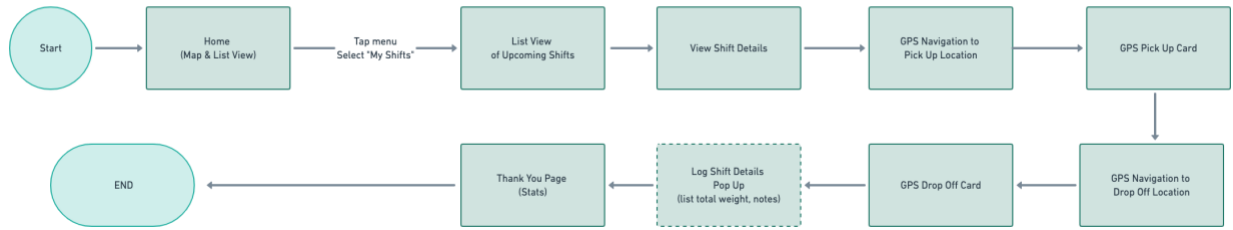
Food Rescue Robot



Task Flow

Esther

Starting a shift



User Flow

Esther

Starting a shift

