

The Afghani Food Source Project

Trisha Andrea Carandang
Communication Major and Innovation & Design Minor

ABSTRACT

The focus of the Afghani Food Source Project is how to effectively guide Afghan Nationals that have been granted a Special Immigration Visa (SIV), navigate American groceries and be informed about resources that are familiar within their culture. Having a design that focuses on simplicity will optimize their experience in regards to transitioning to a new culture.

INTRODUCTION AND PURPOSE

As Afghan nationals continue to navigate around a new culture, there are a lot of stressors they have worry about. Culture shock is a real thing and in addition to that, Afghan Nationals are limited to resources whether it be financial, access to halal food or information about their community within Washington state. Although they are provided funds from the government, they are only covered for a short period of time.

Hopefully with this simple idea, it would help:

- Lessen the stressors when it comes to knowing where to get food
- Inform Afghan Refuggess where they can acquire Halal food, spices and ingredients
- List which mosques are near them
- Get connected to organizations that could provide support

****note:** the term Afghan Refugees in further text is interchangeably used with Afghan Nationals who have been recently granted the Special Immigration Visa.

PROPOSED SOLUTION

The initial problem that we, as a class, is to address the challenges Afghan Refugees face navigating the U.S. food systems. With this problem at hand, my group's solution is to create a website that would help users source the ingredients that are common in their recipes.

By using the design thinking process, our problem statement was "How might we connect Afghan Refugees to the community through food to help them get accustomed to the American culture while feeling welcome?"

With that question in mind, I have primarily focused my design on the layout of every webpage, aiming to have simple visuals and information hierarchy that is easy to understand and easy to navigate around.

METHOD(S)

- **Figma** | to build up our prototype
- **Interview Survey** | we interviewed directors and individuals at non-profits who have worked with refugees before
- **Heuristic Evaluation & Expert Review** | allowing experts to view our prototype and get feedback to improve in terms of user interface
- **Secondary Research** | to have further understanding with the Afghan culture and eating and what will make our users feel familiar with the product.

CHALLENGES + SOLUTIONS

Challenge #1 : Reaching out to the community

There is no way of talking to the Refugees ourselves as they are either located at military base or have not yet received support with non-profit organizations.

Solution to #1 : Talking to directors or individuals at non-profits who have worked with refugees before, as well as Afghan refugees who have settled here for some years. Also, to research Afghani culture to better understand what will help them feel familiar with the product.

Challenge #2: If target users will able to access the product in the future with their type of gadget

Solution to #2: A website would be better than an app because this will be easier for the target users to see the website rather than having it as an app would take more time to install / create an account.

Challenge #3: If users have no access to internet, they would not have access to the website

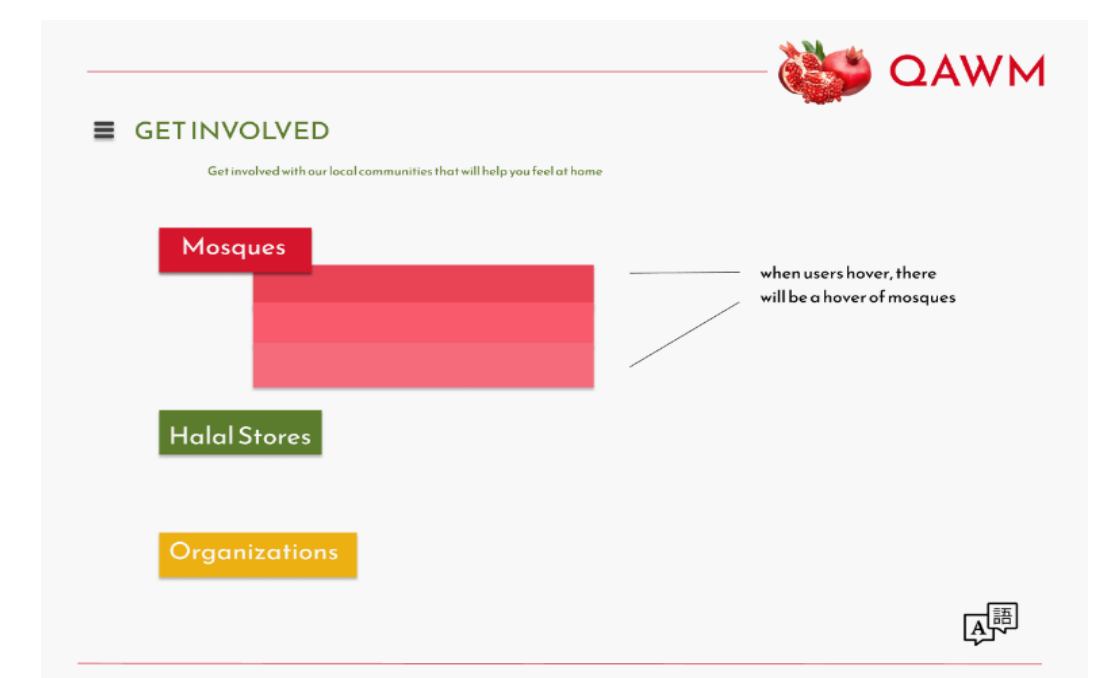
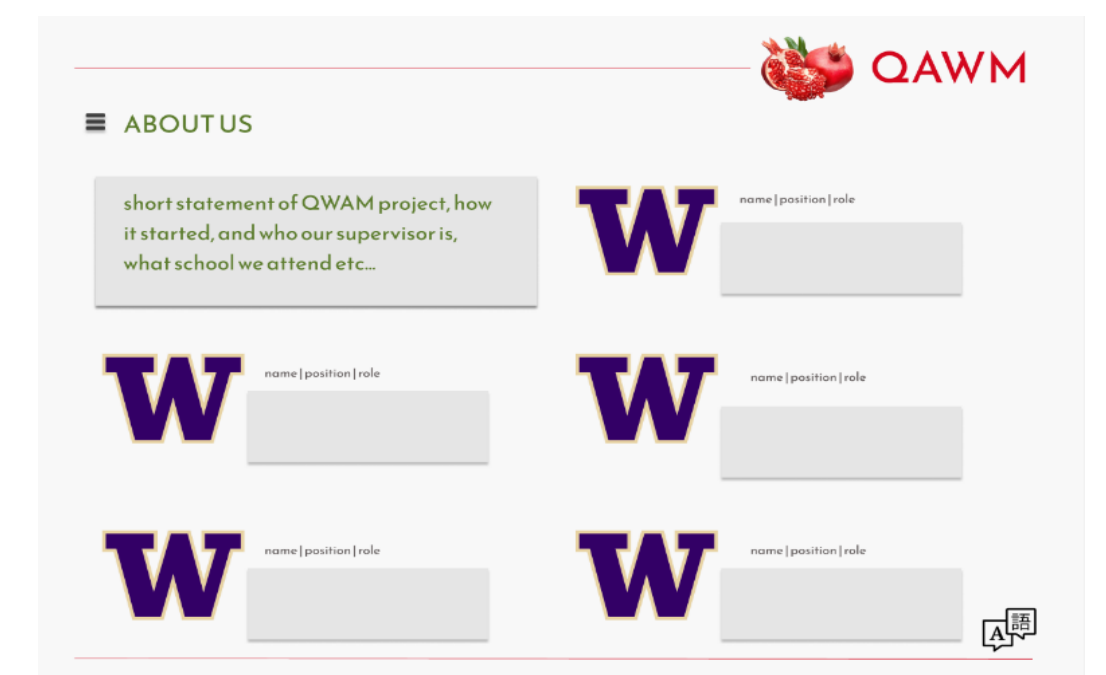
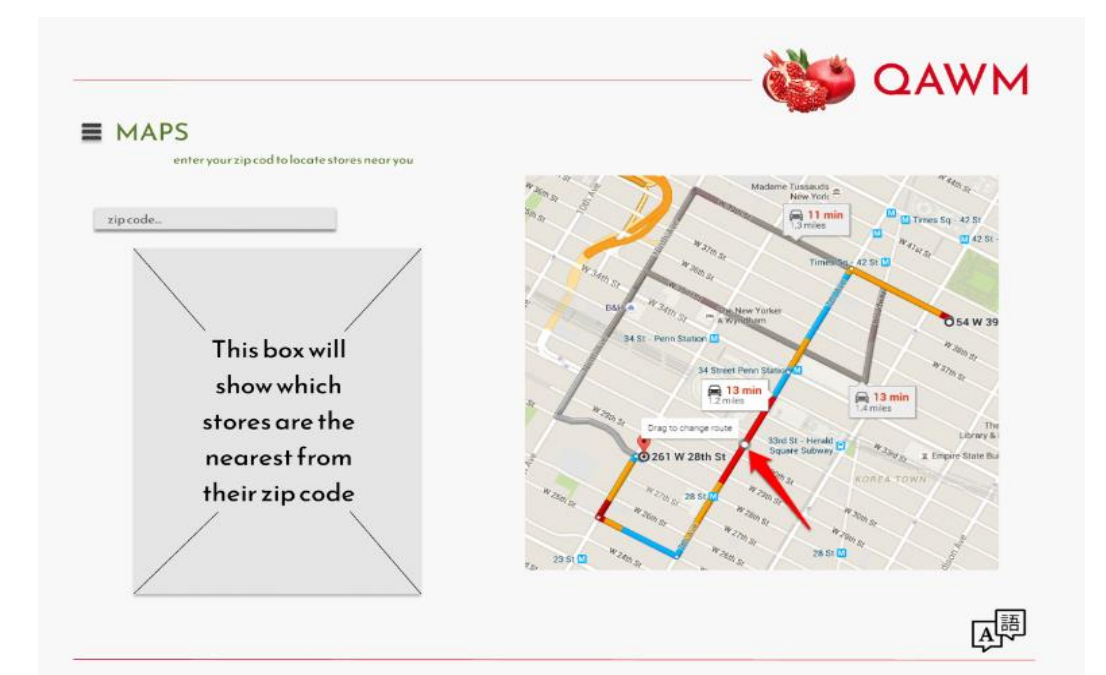
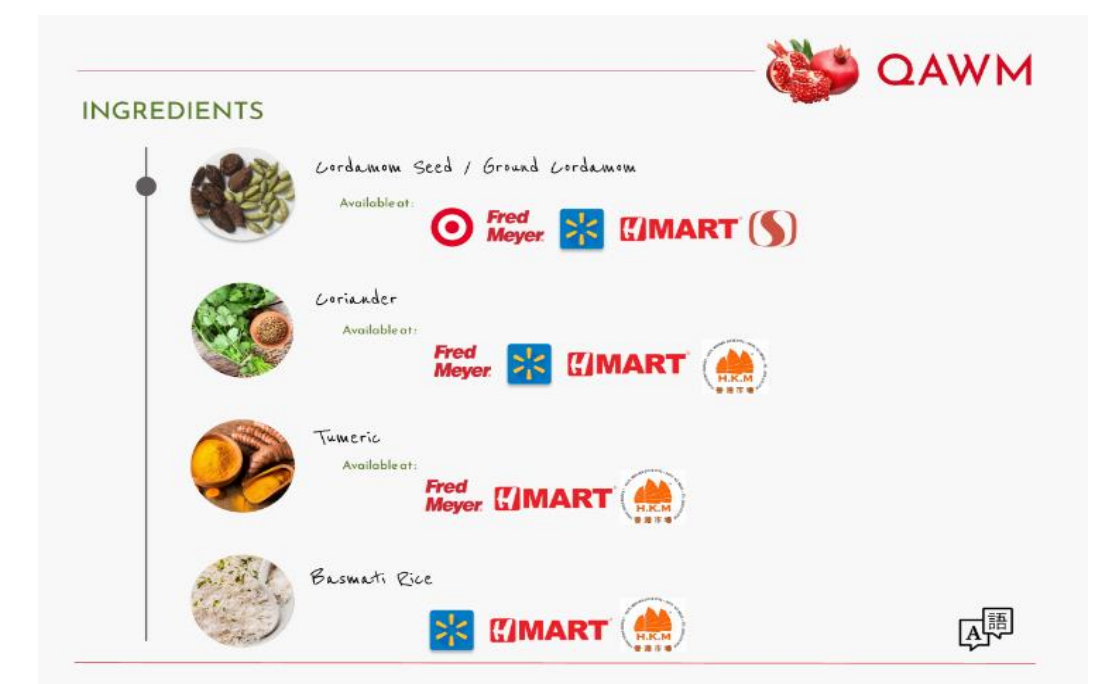
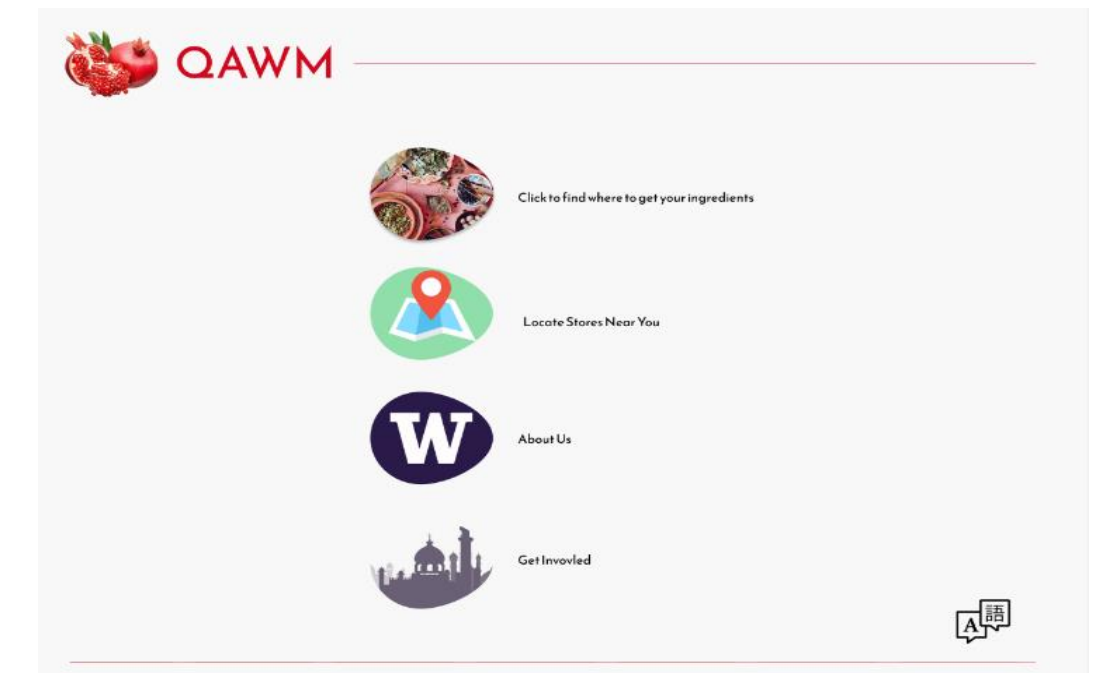
Solution to #3: With the infographic map designed by another group, implementing a QR code would automatically link the website. Without the website the infographic map will also help with navigation around sources for Afghan Refugees.

Challenge #4: Users having a hard time using the website due to language barrier

Solution to #4 : The website will include a translation button, which will translate the language to Pashto.

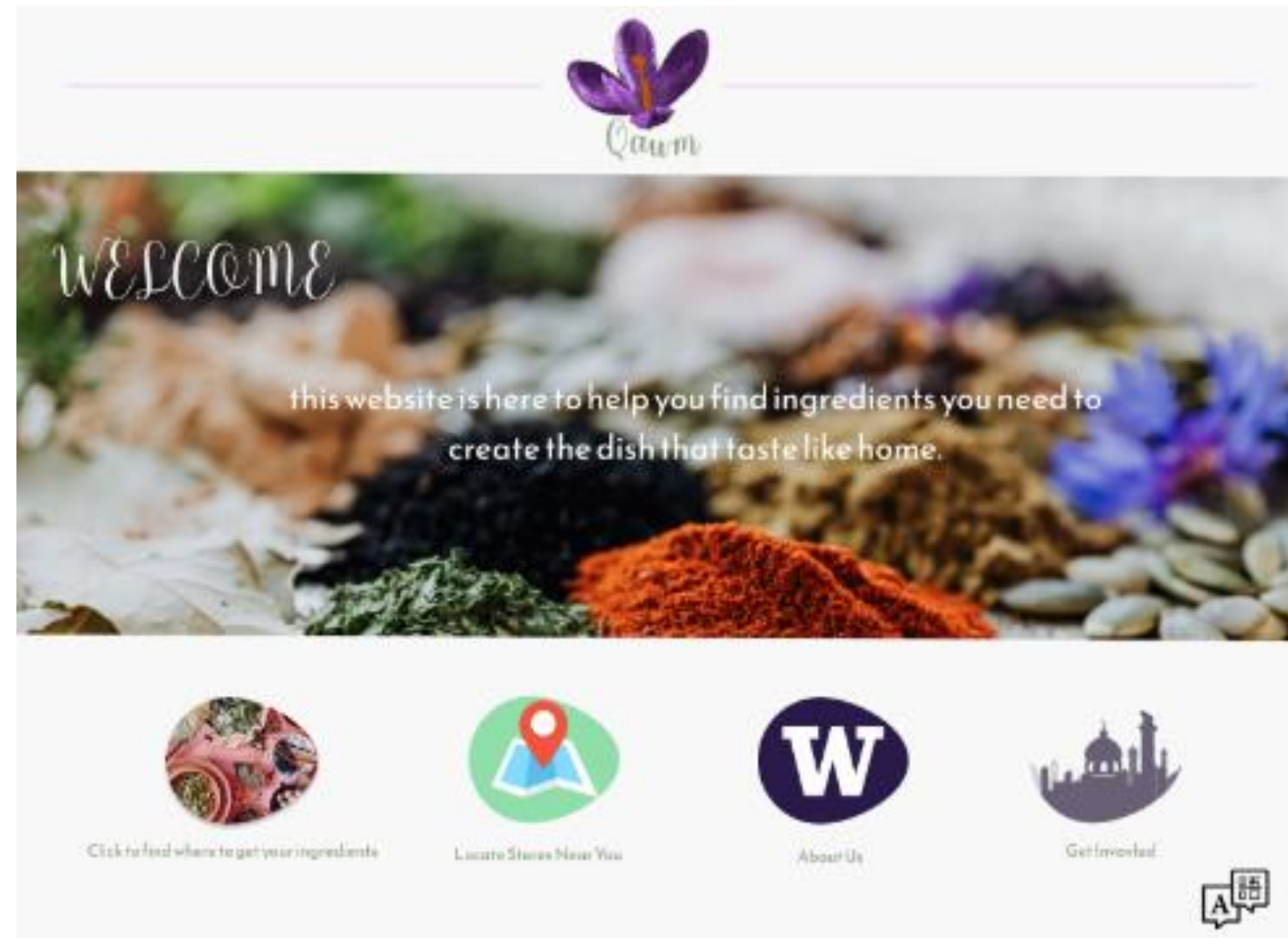
Our group also tried to make sure that the website is simple and not text-heavy. This is to make sure that the product is not overwhelming to the users (since they are currently settling into a culture, language and likely in survival mode), helping the target users be able to find the ingredients that they are looking for in straightforward way.

PROTOTYPE



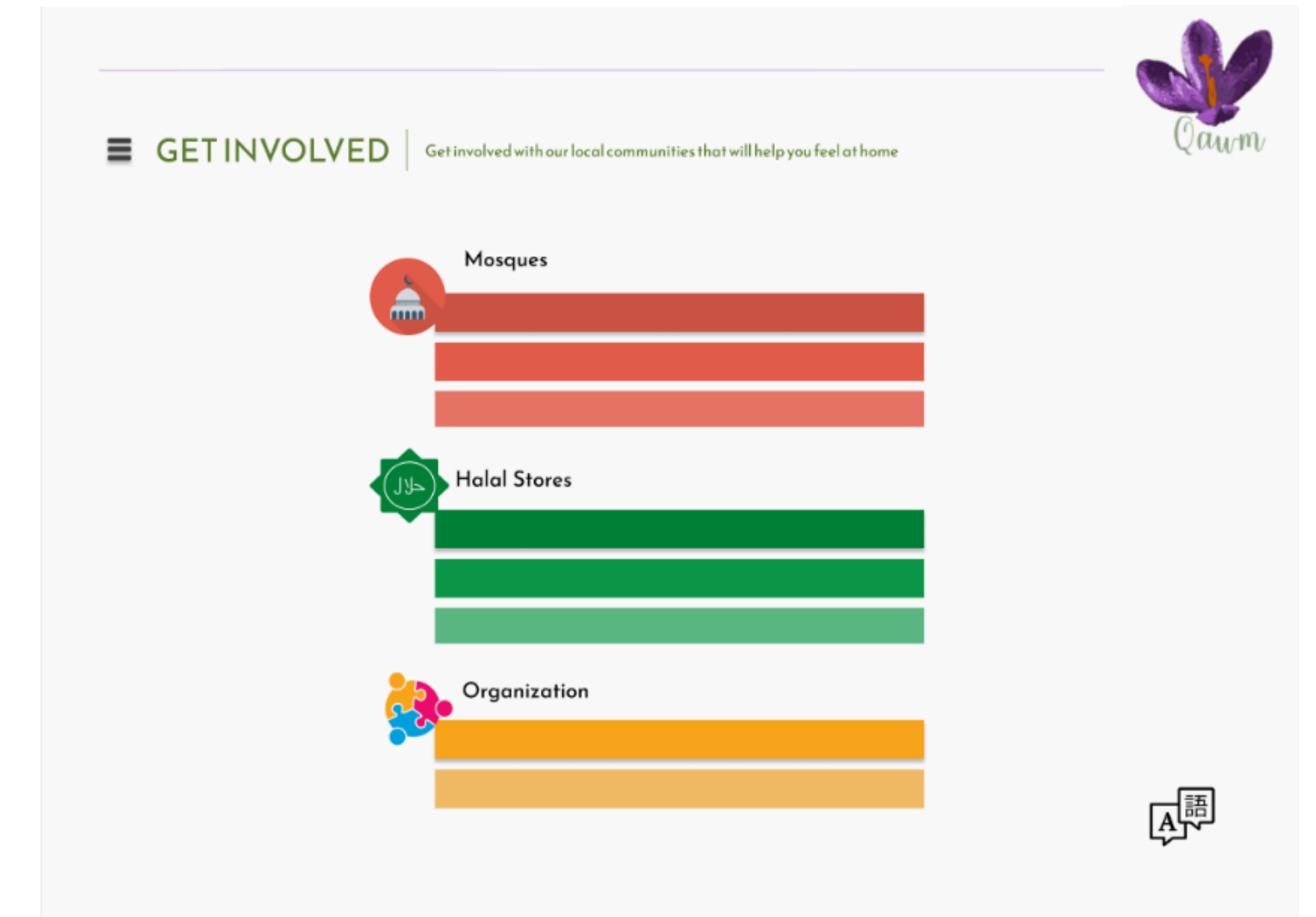
The Afghani Food Source Project Prototype

Homepage



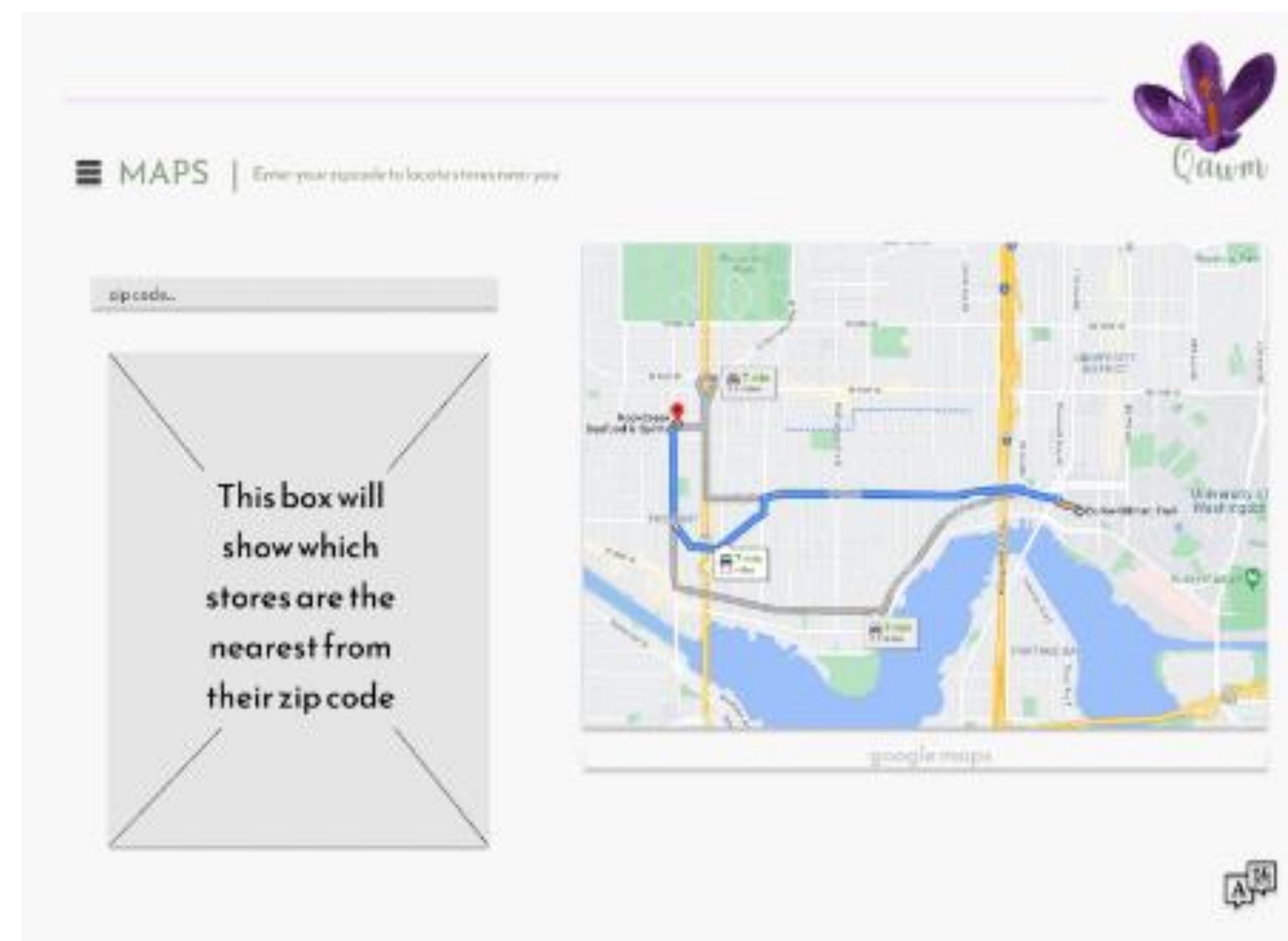
Get Involved Page

Where users can see lists where and what mosques, halal stores and organizations there are



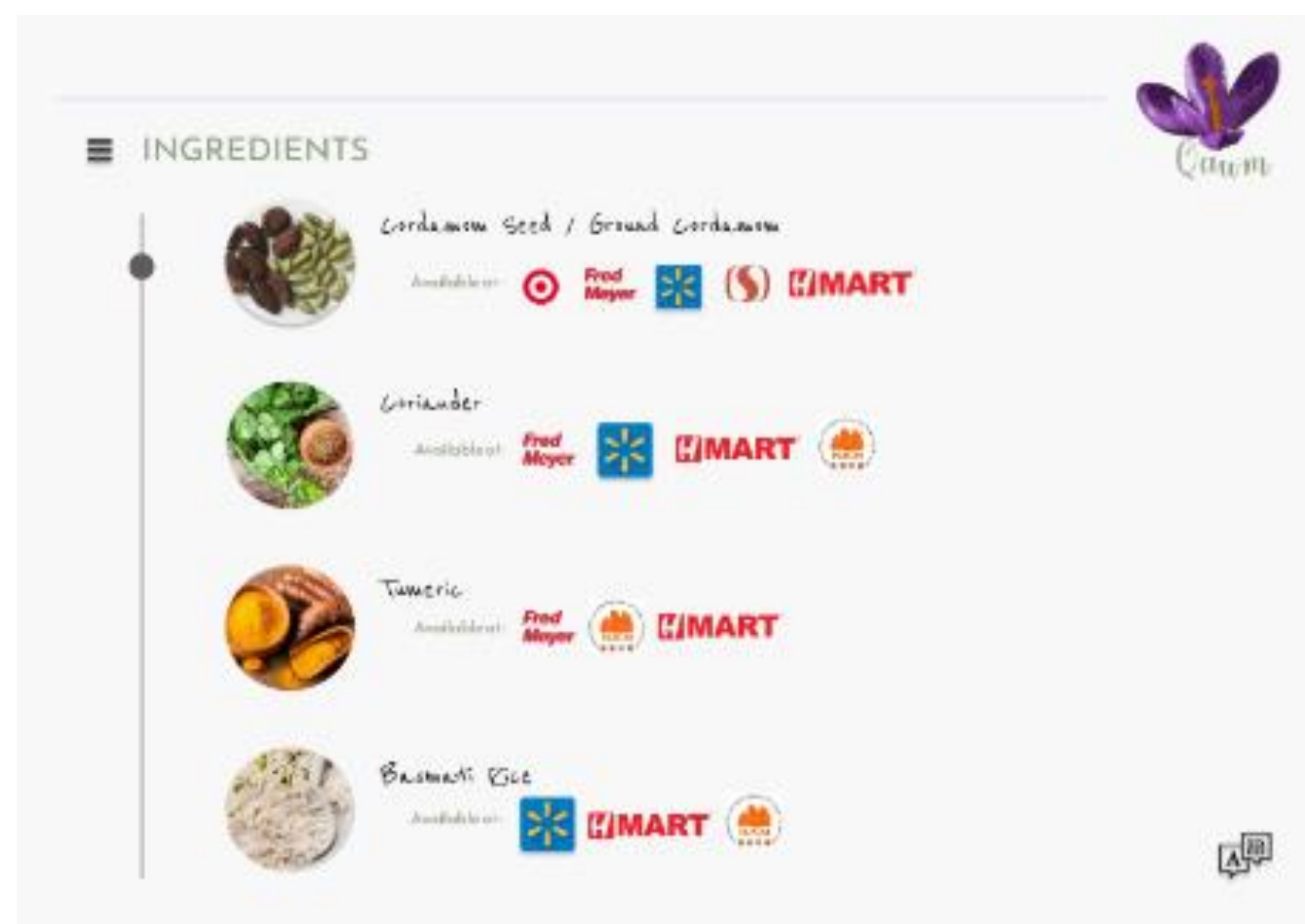
Maps Page

Users are able to see where the stores are located after putting their zip codes

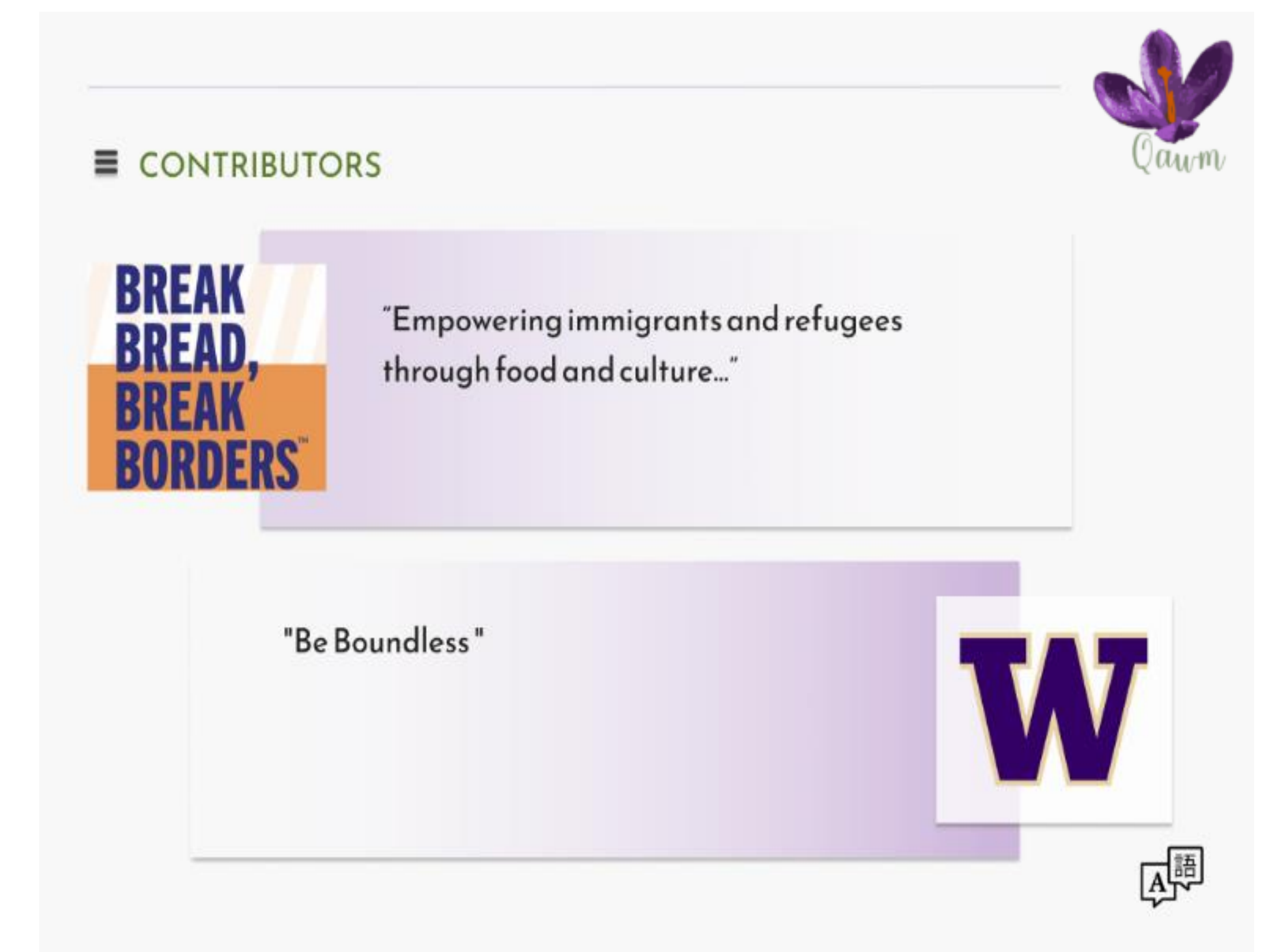


Ingredients Page

Where users can scroll down for spices and ingredients



Contributors Page



****note:** The layout of the prototype has solely been my focus throughout the project in making sure the website is simple to navigate around. The visuals shown below is the iterated version between made by me and my groupmate named LJ Norman where he worked with the logo, fonts, the photo on the homepage and later applied interactive aspects to sliders and links.