Prototype Précis

Name of the Prototype: Eat Better. Feed More.

Team Members: Clarissa Brown, Dan Duffy, Jessica Hudgens, Kaitlin Warta, and Max Weddington,

Value Proposition: Eat Better Feed More provides Tulsans with easily accessible information and resources for living a healthy lifestyle. We deliver nutritional, fitness, and weight-loss online resources to our customers, while also providing access to fresh produce and cooking classes to the food insecure. Our customers join a mission to combat local food insecurity that motivates their health and weight loss goals.

Customer Segment(s): Individuals and their employers, community groups and health programs located in Tulsa. The target demographic is adult men and women who desire to improve their health, with the financial means to combat local food insecurity through donation that motivates their own health choices.

What pain is being endured by the Customer Segment(s) due to the current situation? Pains suffered by the customer are the frustration of failure in adhering to healthy life choices and the empathic pain that comes in recognizing the suffering of those with obesity-related food insecurity in our community.

What gain could be appreciated by the Customer Segment(s) if the Value Proposition under consideration were implemented? The customer gains motivation to improve their own health, knowledge to maintain healthy habits through enhanced feeling of altruism in helping others do the same. Employers and community groups will gain productivity from the health and happiness of their employees and members.

Describe the Prototype that will be created to demonstrate the salient features of the Value Proposition to the target Customer Segment(s): The prototype is a simple website that provides membership benefits of health and nutrition information. The minimum viable product is a website with the capability to track weight loss, direct proceeds to local food banks, and show the relationship between one’s donations tied to weight loss or improved food choices and relieving local food insecurity.

Champion: Charles Maxwell Weddington.

Administrative Facilitator: F. Daniel Duffy.

Key Partner(s): Food Bank of Eastern Oklahoma purchases fresh produce and distributes through its associated partners. Employer fitness programs promote the use of our program to improve employee health. Local churches and community organizations promote the use of our program to improve the health of their members with additional charitable motivation. Existing web-based health applications and utilities will be presented in a consolidated format as a customer benefit.
Physiciocentric  Sociocentric

Eat Less, Feed More

**Brief interpretation** - Majority of physicians and social work students felt the project was sustainable, however there were detractors from both disciplines. Concerns from both disciplines are evident with regards to feasibility of implementation.
Additional Comment

Maybe issue with getting people to commit
I think they underestimate the development and maintenance costs.
Awesome!
Great idea! Just difficult to get people to pay for this!
What is the likelihood that someone having problems finding healthy food and funds to purchase that food, will want to spend the $ to have access to your website?
Good idea! Seems like it could be a fad but I hope it works!
Many of the services are already available
This seems like a good initiative for the food bank to help coordinate. I have seen fundraiser a through food bank and other charitable orgs.
This fills a specific need!! I like it!!
good idea on educating people on living within means. but many hungry ppl are the ones who are obese bc of high calorie cheap foods
Well thought out and good intentioned. Getting people to buy in may be an issue.
There are many other services and resources out there already that do more than what this project is offering at a much cheaper cost. I just don't see this prototype making money at all.
What if participants can't afford the sign up fees? How would you motivate your participants to keep going?
Very fond of this idea! I think this is a self-sustaining concept that has great benefit for all. Very organized and efficient.
i love the fact helping people and being healthy.