

Design Brief:

1. **Veggie Box:** The community garden share centers.

2. **Project participants-** Denver Botanic Gardens, Industrial design students and faculty, Nutrition Students and Faculty, Communication Design Students and Faculty, Art Director, Industrial Design Fabricators, Community gardening volunteers

3. **General introduction-** The veggie box project is being put together by Metropolitan State University of Denver and the Denver Botanic Gardens in the Mariposa housing development. They're starting in this small neighborhood with a wide variety of mixed income individuals and families. There isn't much access to healthy, affordable food in the area so the veggie box is meant to provide a place where people can take advantage of all of the gardening that the community does. The excess produce will be placed into the box and be free to whoever needs it.

4. **Problem identification-** How can people within a community, living in a food desert, get access to the overabundance of fresh produce that is grown by their friends and neighbors, taking into consideration that not all of them have the means to pay for the produce at the weekly markets? The Veggie Box will be available to anyone that needs it and people will be able to give and take as much as they need. There will be considerations toward keeping the produce as fresh as possible and keeping the environment clean and sanitary.

5. client product/service analysis (Accessibility

Fresh Produce, Functional, Community, Diverse, Garden Sharing, Health/ Sanitation, Welcoming, Efficient

The goal is to have a place where people can store excess produce from gardens and people in need can access it. It's about having access to fresh fruits and vegetables, easily accessible, in a neighborhood where healthy food isn't very abundant. The design should educate and inform residents what the veggie box is and how to use it.

6. audience considerations

1) *demographics:* Likely ages 20+ (children will have access but they would likely have a parent with them) There is a large senior population and people of all ages and genders are being targeted. $\frac{1}{3}$ of the population is either disabled or senior citizens. Behind English, spanish is the most common language in the area. It's a diverse neighborhood, consisting of people of many backgrounds including mexican, russian, somalian, and SE asian (many countries)

2) *psychographics:* People who care about community, gardening, healthy food/healthy living, helping each other out. They're people of many different income levels

3) *geographics:* Mariposa community and the area surrounding. At some point, maybe more places around the Denver area.

7. World view, historical and social contexts

We want to communicate that everyone is welcome to use the box, whether they're giving or taking. We need the designs to be as accessible as the boxes are in order to accommodate various ability levels, heights, and function. Community involvement and contributing what you have to help those who have less is important. We want it to be universal and accommodate the diversity of the area in terms of language, mobility, age, income, etc..

8. Positioning and communication strategy - The purpose is to provide a space for people to store fresh produce for community use. We want people to know that this is for everyone, it must be readable legible from a distance (close up and across the street) and from different angles (standing and seated for chair access) It has to be universal so minimizing words and replacing it with infographics to transcend the language barriers. We want people to know what goes where and that they shouldn't take more than they'll use, so everyone has access to the produce. It's going to be a functional and pretty literal design.

9. Pragmatic issues - what noise can you foresee? Vandalism, people abusing the generosity of others, maintenance not being kept up (cleaning included) what is the budget? For the sake of round numbers, \$3000 size? 6-8 feet tall (Approximating due to lack of measurements). Time? 3 Weeks.