Liberty’s Kitchen + Top Box Foods

Design Thinking Training & Food Access Design Project

May 2018 Project Briefing

By Jordan Stewart, jstewar6@tulane.edu and Laura Murphy, lmurphy2@tulane.edu

The Liberty’s Kitchen (LK) + Top Box Foods (TBF) + Taylor Center collaboration has dual objectives:

1. Train selected graduates of the LK leadership program in design thinking mindsets, processes and methods.

2. Develop viable, dignified, affordable, and healthy prepared food options for residents in Central City to sell in participating corner stores in the Healthy Corner Store Collaborative.

The project is funded by a USDA “community food project” grant that paid stipends for the youth, compensated Central City residents in discussions, and purchased food for the prototype production line. The grant defrayed some Taylor Center costs. Regular Taylor DT programs also supported facilitator costs.

Liberty’s Kitchen

Dave Emond, Chief Executive Officer; Seth Hamstead, Chief Operations Officer; Adam Martinez, Poydras Site Director, and support from the entire LK Team

The LK Design Krewe

Andryan LaGarde, Kiall Wilson, DJ Bolling, Phillip Johnson, Ahmaad Lott, Nadja Sampson* and Liberty Rose*

*Through the Design Sprint

Top Box Foods

Co-founders Sam Heyman (TU 16, SISE Alum); Co-founder Conner DeLoach (TU 18); and Matt Collins (TU 16, VISTA Community Outreach coordinator).

Phyllis M. Taylor Center for Social Innovation and Design Thinking

Laura Murphy (Lead), Jordan Stewart (Lead Design Trainer) Kristen Hill (Design Facilitator) with Piper Serra and Lani Nguyen, Taylor student fellows for the Oct workshop. Robert Palestina and Anjali Prasertong (SISE 6100 & MPH students)
helped document the story.

**Planning**  
Summer 2017

The planning team met during the summer of 2017 to develop the project format, deciding on three phases to be introduced to the Liberty’s Kitchen and Top Box community by launching the project with an introduction to design thinking open to all.

**Design Thinking Introduction**  
October 2017

The project launched with an introductory design thinking crash course (led by Piper) open to all LK and TBF staff members and LK youth trainees. Participants explored the core mindsets of human-centered design thinking in a 1-hour paired activity to re-imagine how we “make groceries”. The project leaders then identified strong candidates among the LK youth attending this crash course for the Design Krewe—the team who would lead the work forward.

**Design Training**  
October & November 2017

Facilitators developed and led an intensive training course for the Design Krewe to fit within their work schedules. We met three times in three weeks, with homework assignments reinforcing design thinking instruction.

**Design Sprint**  
Nov & Dec 2017

The Design Krewe joined the LK-TB food access project, applying skills developed during training to explore healthy food options for Central City. The Design Krewe met community members, visited their homes, and explored neighborhood shopping sites to inform their human-centered design process.

**Design Jam**  
Spring 2018

The Design Krewe are developing and testing a line of prepared “good-to-go” products that fit the LK-TB supply chain and production systems. The Design Krewe met roughly 2/month from Feb to May. Photos show Kristen and Phil exploring signage, final testing and getting a portrait at Guste Housing on May 8.