grubZONE

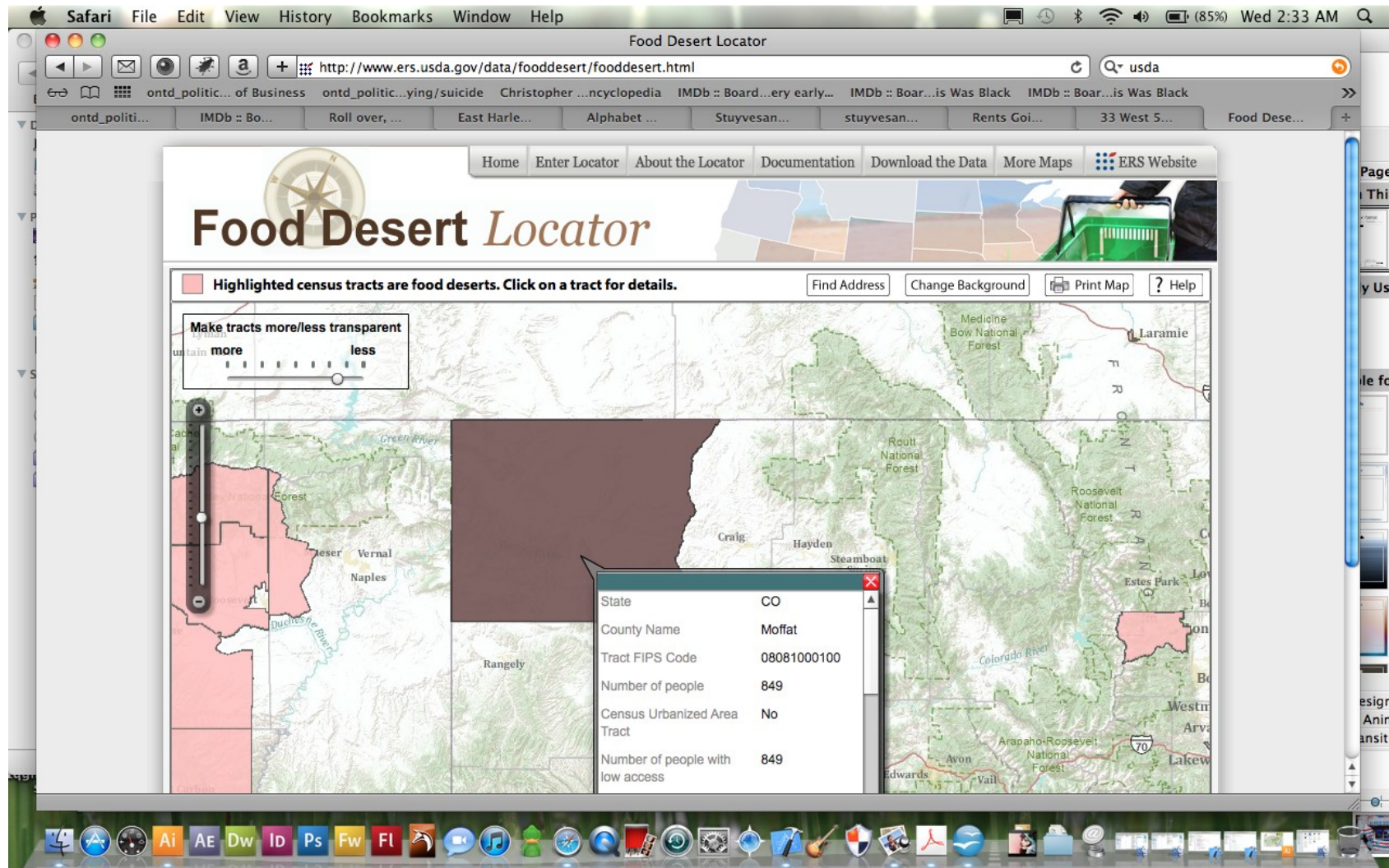## FOOD DESERT
GPS NAVIGATOR
PRESENTATION

"F O O D   D E S E R T" is a term that describes geographic areas where mainstream grocery stores are either totally absent or inaccessible to low-income shoppers.

Though these may be located in the vicinity, they remain unavailable to low-income residents because of high prices and inadequate public transit. While the phenomenon is typically associated with large, urban communities, it can also occur in rural neighborhoods.

-from   Market Makeovers

"MY GOAL'S ARE..."

1. To accurately show what are the worst areas of New York and how they are effected by food deserts.

2. For this data to be easily understandable to someone who doesn't have a good understanding of food deserts.

3. To tell a story about the history of a New York City Neighborhood and how politics and money can change the face and culture of one place, sometimes for the worst.

Deli

Supermarket

Convience Store
(Bodega)

What do those tags mean?

These objects help you indicate the differences between supermarkets
and grocery stores. Hovering over them tells you the quality of their
produce, their user ranking and consesus according to information
congrated over search results. This is our chart, according to ranking:

Deli

Supermarket

Convience Store
(Bodega)

Deli

Supermarket

Convience Store
(Bodega)

$$ - Expensive
Rating:
Food Quality: **D-**
Evaluation Summary:
Food was in terrible condition when we encountered this store.
Meat was not properly stored.
Vegetables were rotting.

IVAN RAHMAN

- Political Intern for State Senator.

- Writes Policy Memos

- Interested in creating food banks in Low Income Communities.

STEFANI BARDIN

- Resident of Eyebeam.

- Teaches the collab "Food and Emerging Media" at Parsons.

- Working on a body of work entitled *The Pharmacology of Taste.*

IVAN RAHMAN

- Making the rings more clear.

- Proofreading.

STEFANI BARDIN

- Change Title.

- Hide the Information instead of laying it on top of the rings (so that it doesn't overwhelm the reader).

- include some info to back up my argument more coherently.

1950

2010

THING'S I WOULD DEVELOP FURTHER:

1. Mark/Name Streets, flesh out maps a little more.

2. Try to visit more Supermarkets within East Harlem.

3. Tweak/Fix controls of the app

4. To create a desktop icon/dmg loader for the app.

END

COMMENTS? SUGGESTION'S?

Thank you for watching.