



NOURISH LINE

NourishLine

**Exploring the Potential of Mobile Food Vehicles:
A Blueprint for Enhancing Access to Nutritious Food in Local
Communities and Extending Outreach Programs to Address
Social Isolation.**

Loneliness & Food & Eating

Eating alone may cause loneliness and isolation.

Eating together is a common way for people to connect, bond, and strengthen relationships. When individuals frequently eat alone, especially due to circumstances like living alone or having a busy lifestyle, they might experience feelings of loneliness or isolation.



Loneliness may lead to bad eating habits.

Some individuals experiencing loneliness might develop irregular eating patterns or lack of motivation to cook or eat healthily, potentially resulting in poorer dietary choices.



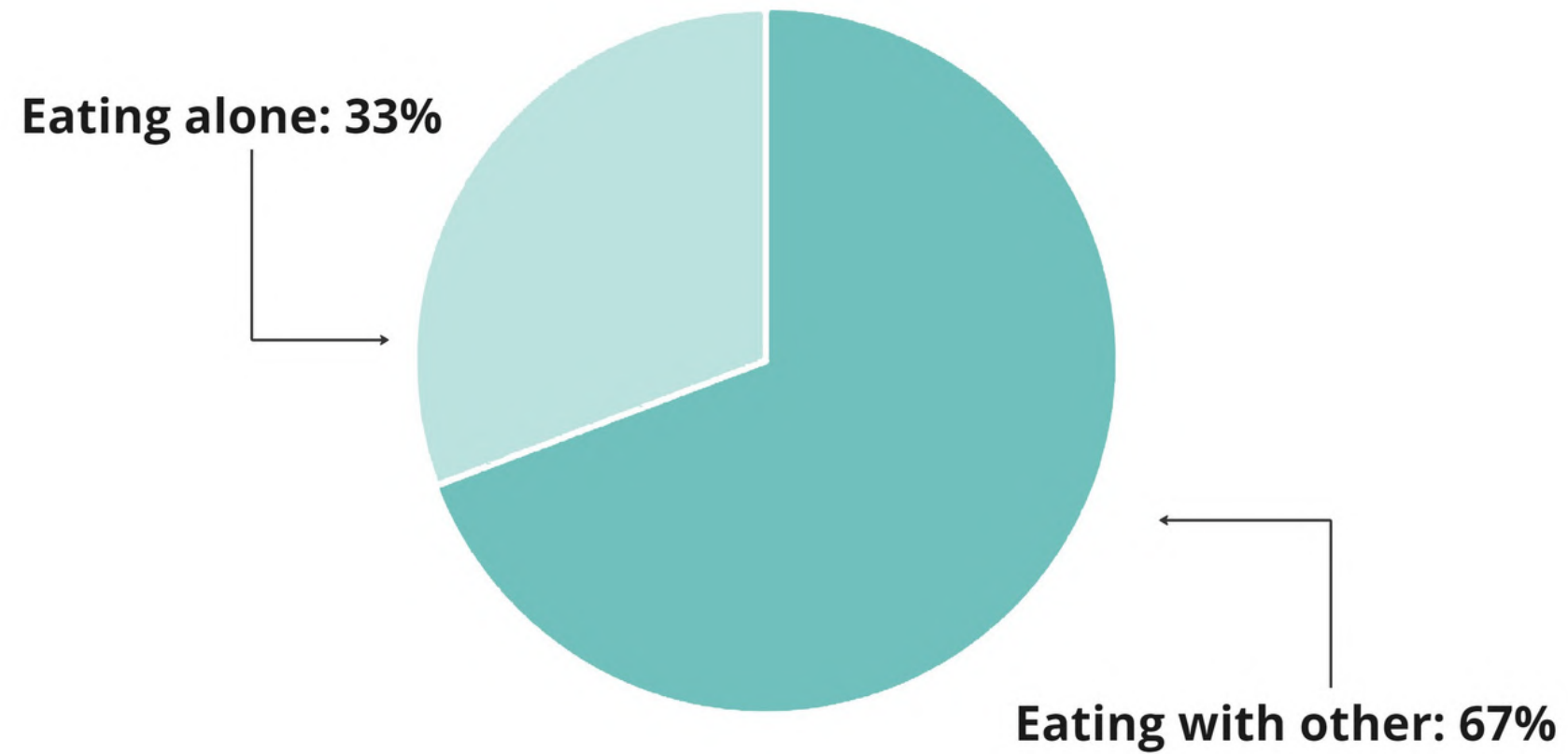
Societal norms can cause loneliness when people eat alone.

Societal norms and cultural expectations around eating often emphasize communal meals. This can lead to a sense of stigma or judgment for those who frequently eat alone, contributing to feelings of loneliness or exclusion.

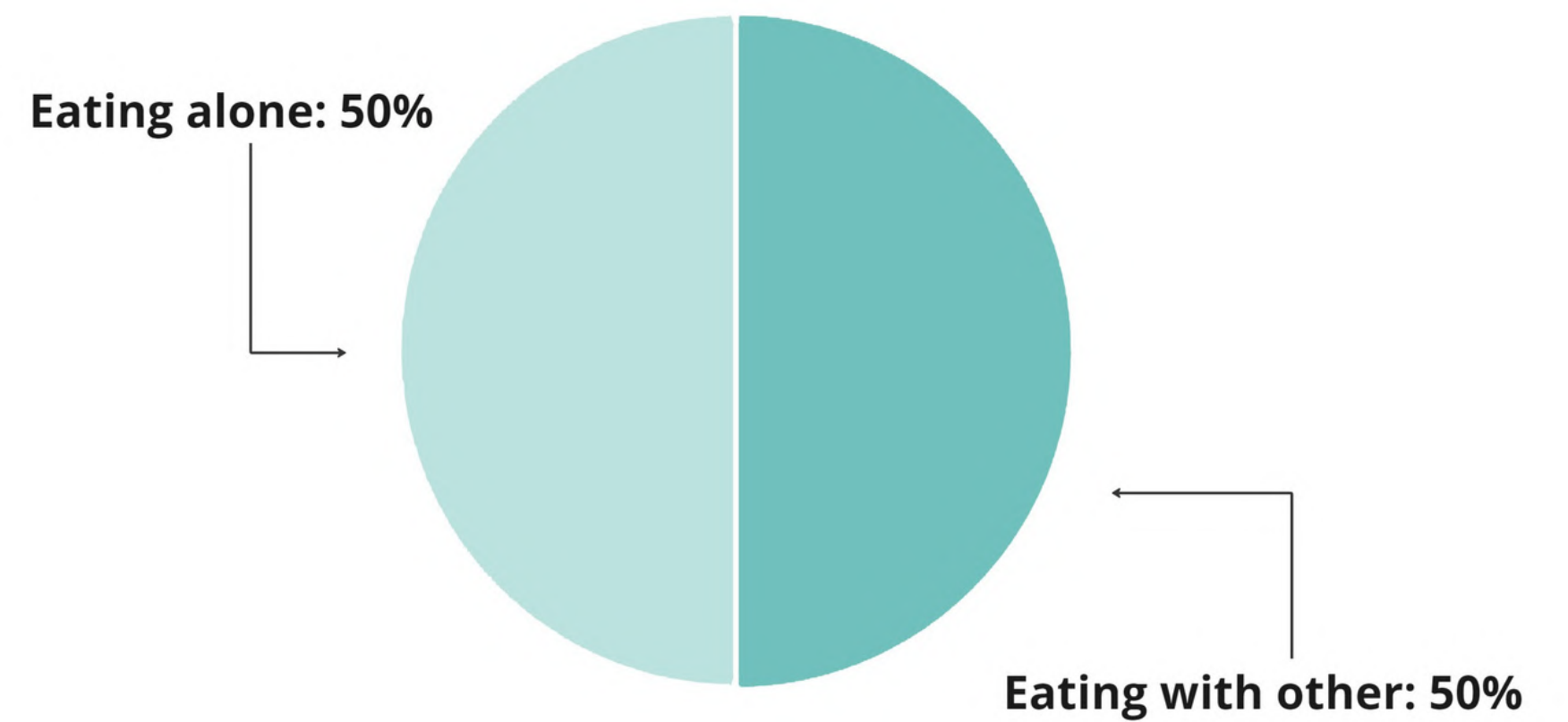




People eating alone



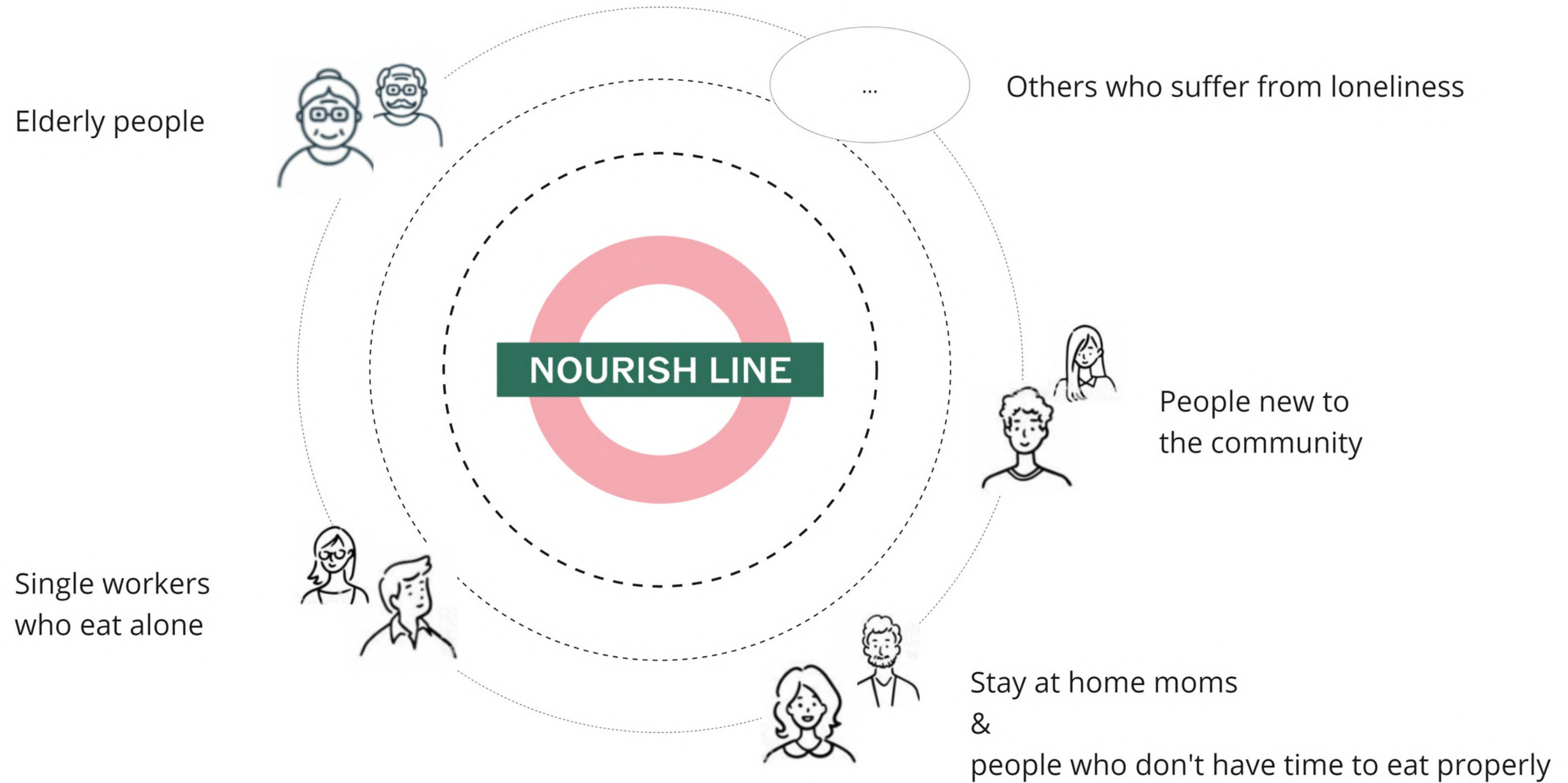
A **third of Britons** now regularly eat every meal on their own.



In London, the figure rises to **almost half**.

For those who eat alone not by their own choice, that may contribute to feelings of loneliness and social isolation.

🏠 Target user - Isolated Groups in the Community

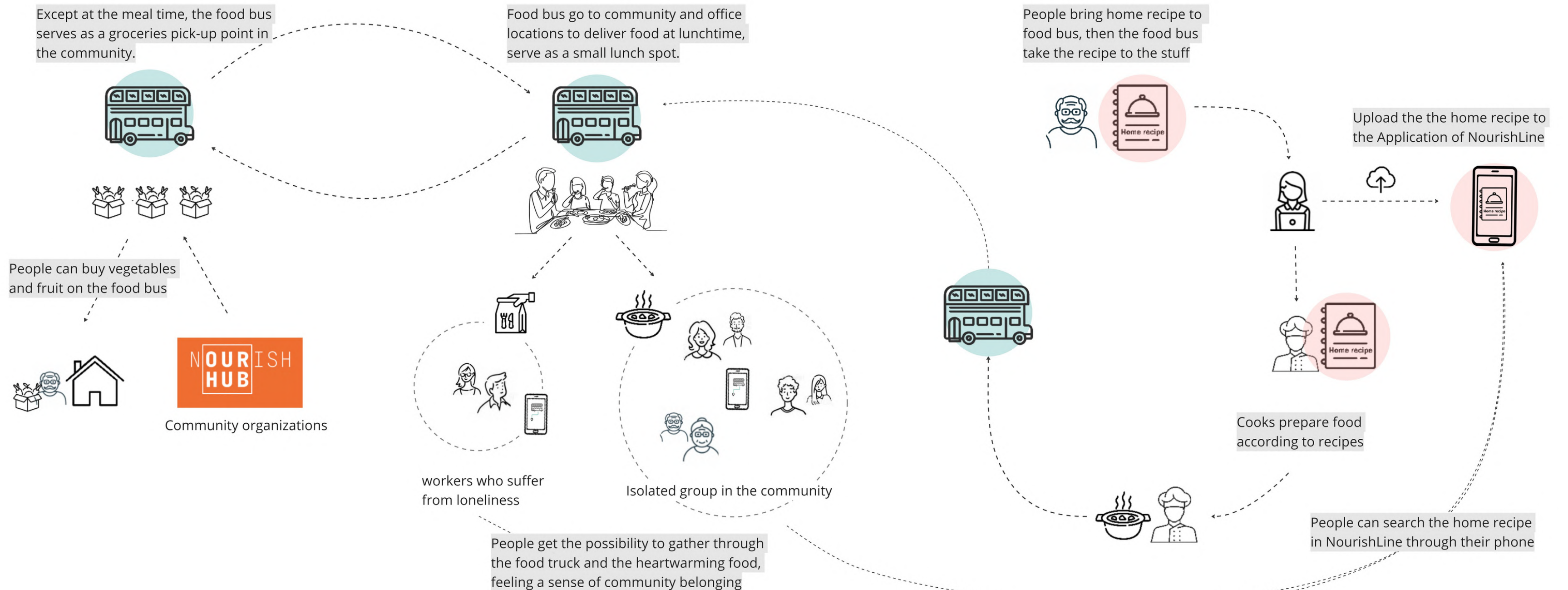


Service system

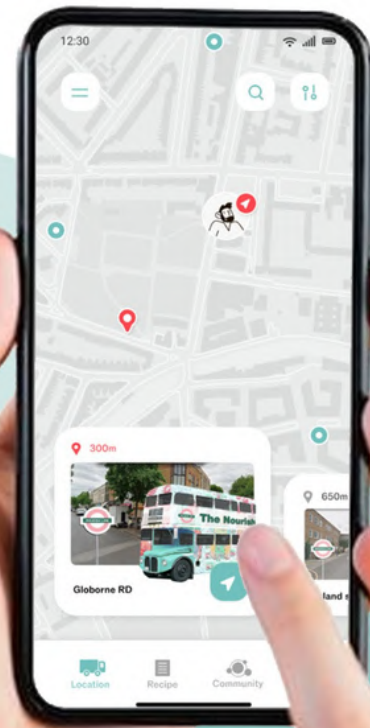
Enhancing Access to Nutritious Food in Local Communities and Extending Outreach Programs to Address Social Isolation.

Food Bus

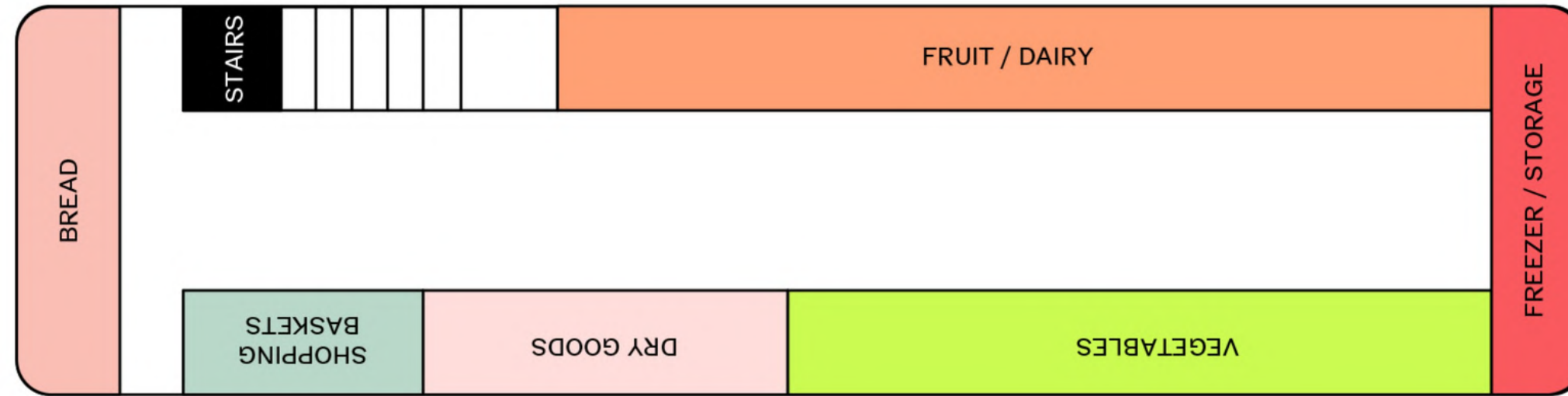
Home recipes



Touchpoint design — Food Bus

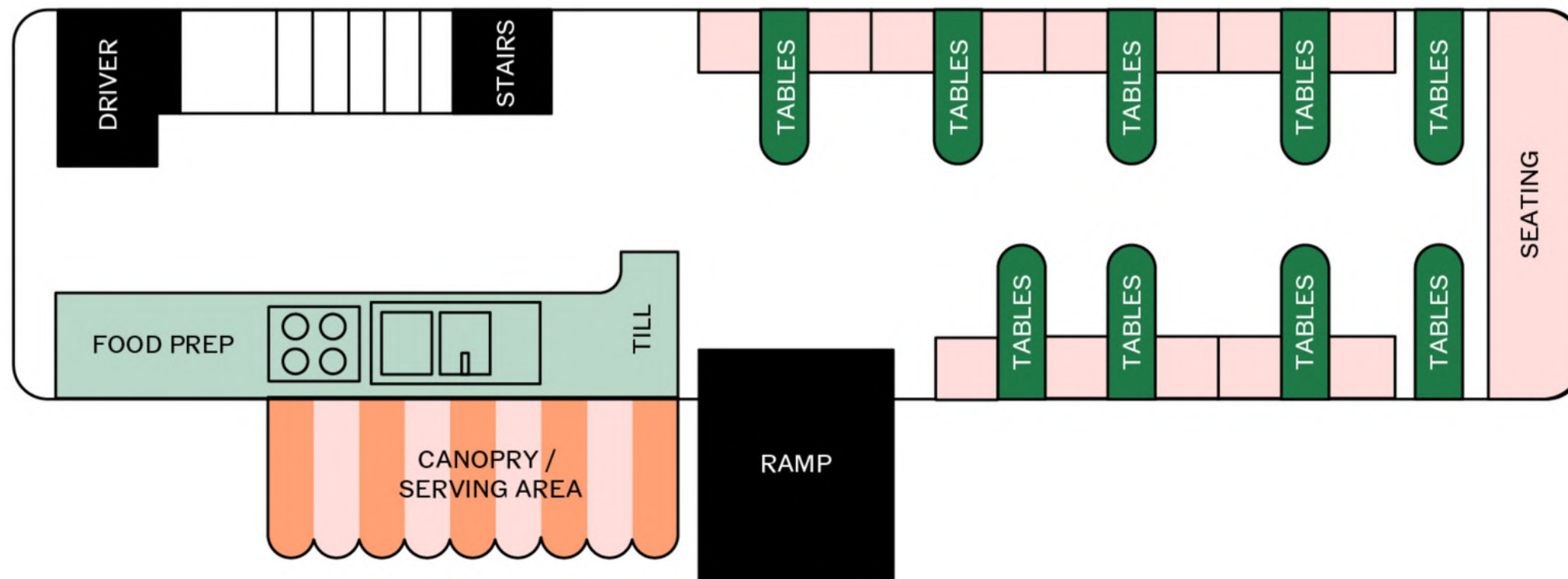


Touchpoint design — Layout of the food bus



The bus is designed with a cafe/dining area downstairs (so as to be accessible for older / less mobile people) and a grocery store upstairs.

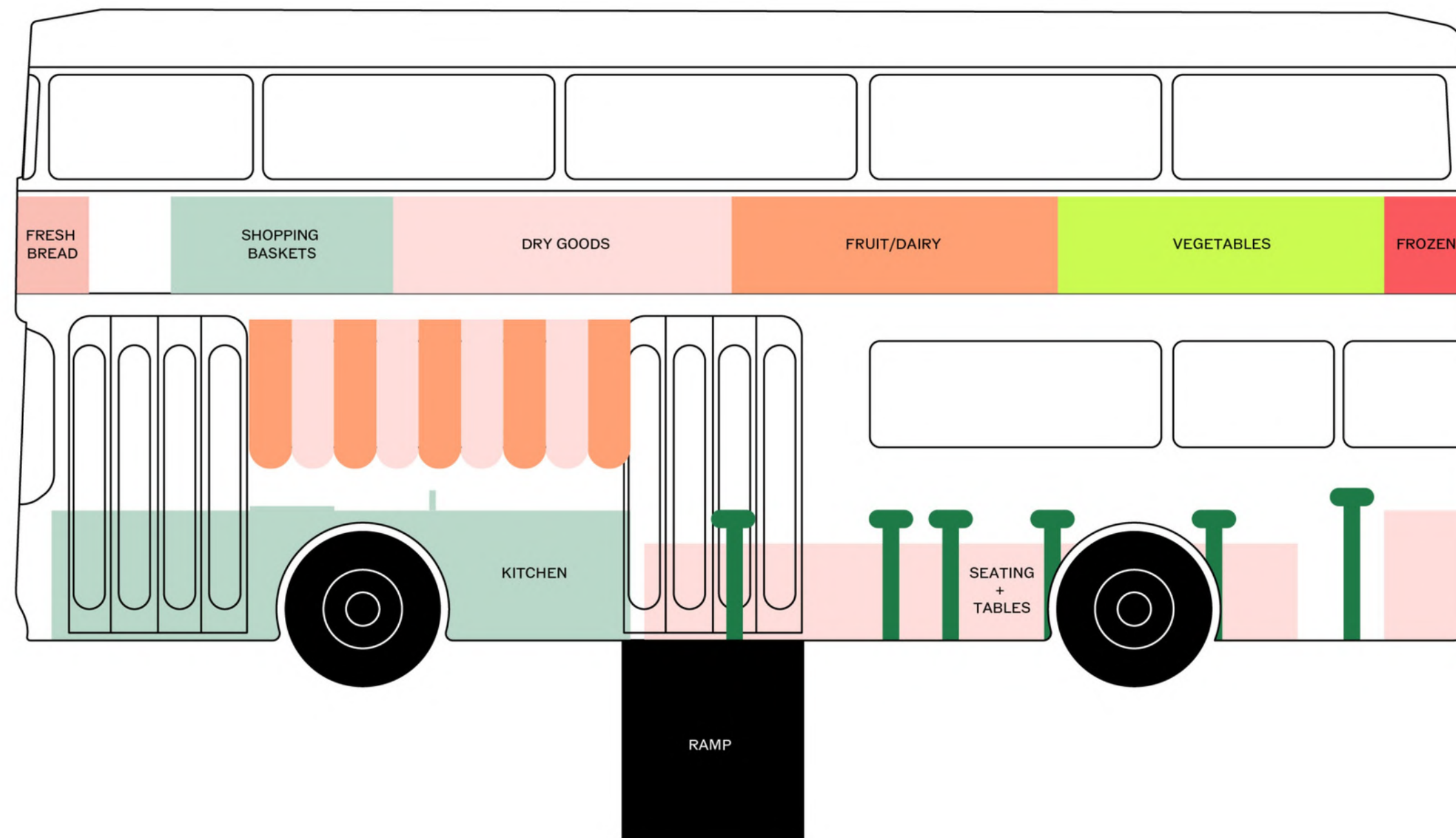
The lower half of the bus has been converted to have seats and tables facing inwards, to encourage conversation and to be easily accessible for less mobile people.



The upstairs is a grocery store selling fresh fruit, vegetables, bread and dry goods.

Customers can order from a shopping list downstairs and a member of staff will collect their shopping for them from the upstairs deck.

Touchpoint design — Section plan of the food bus



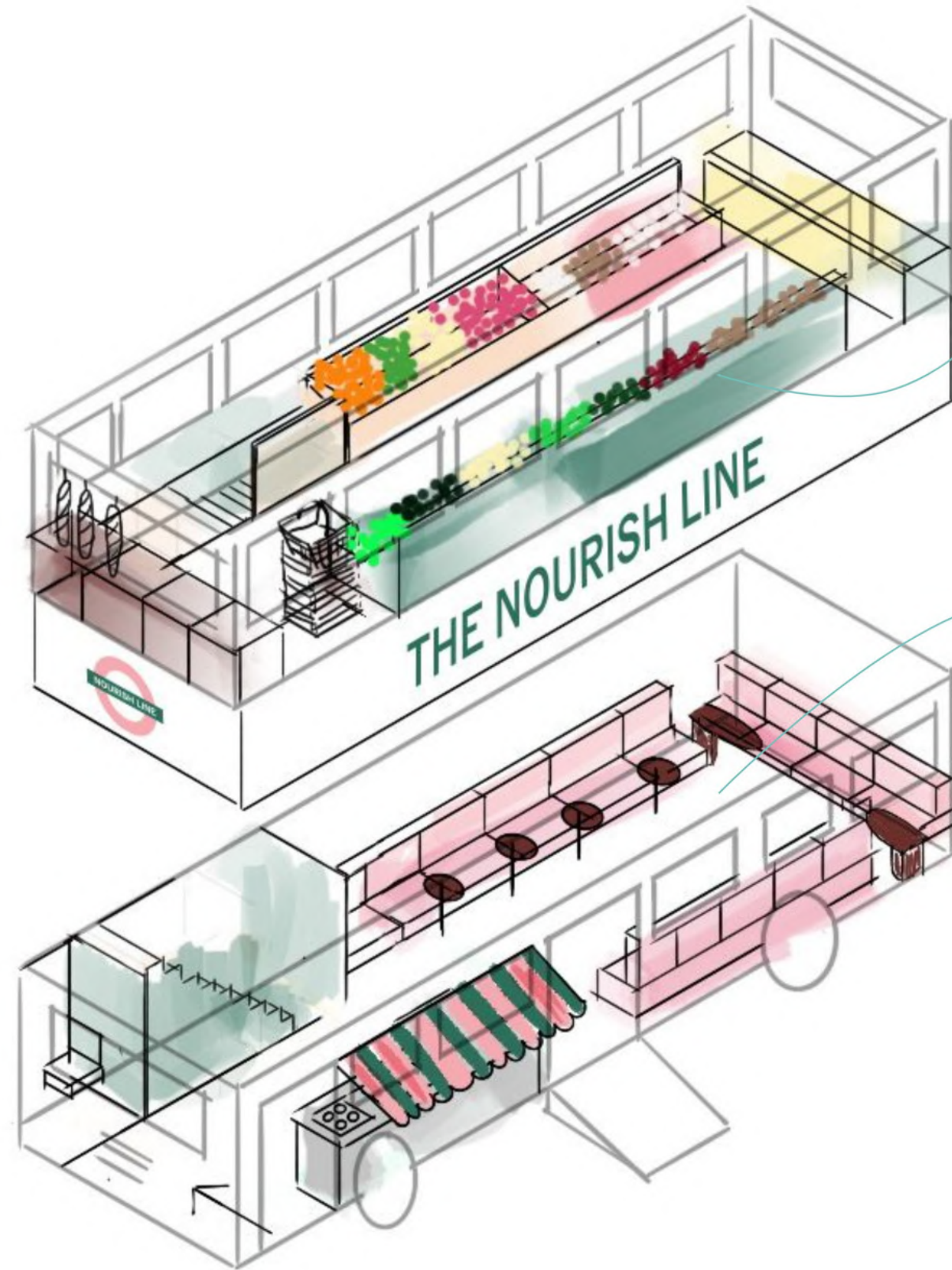
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Touchpoint design — Interior of the food bus

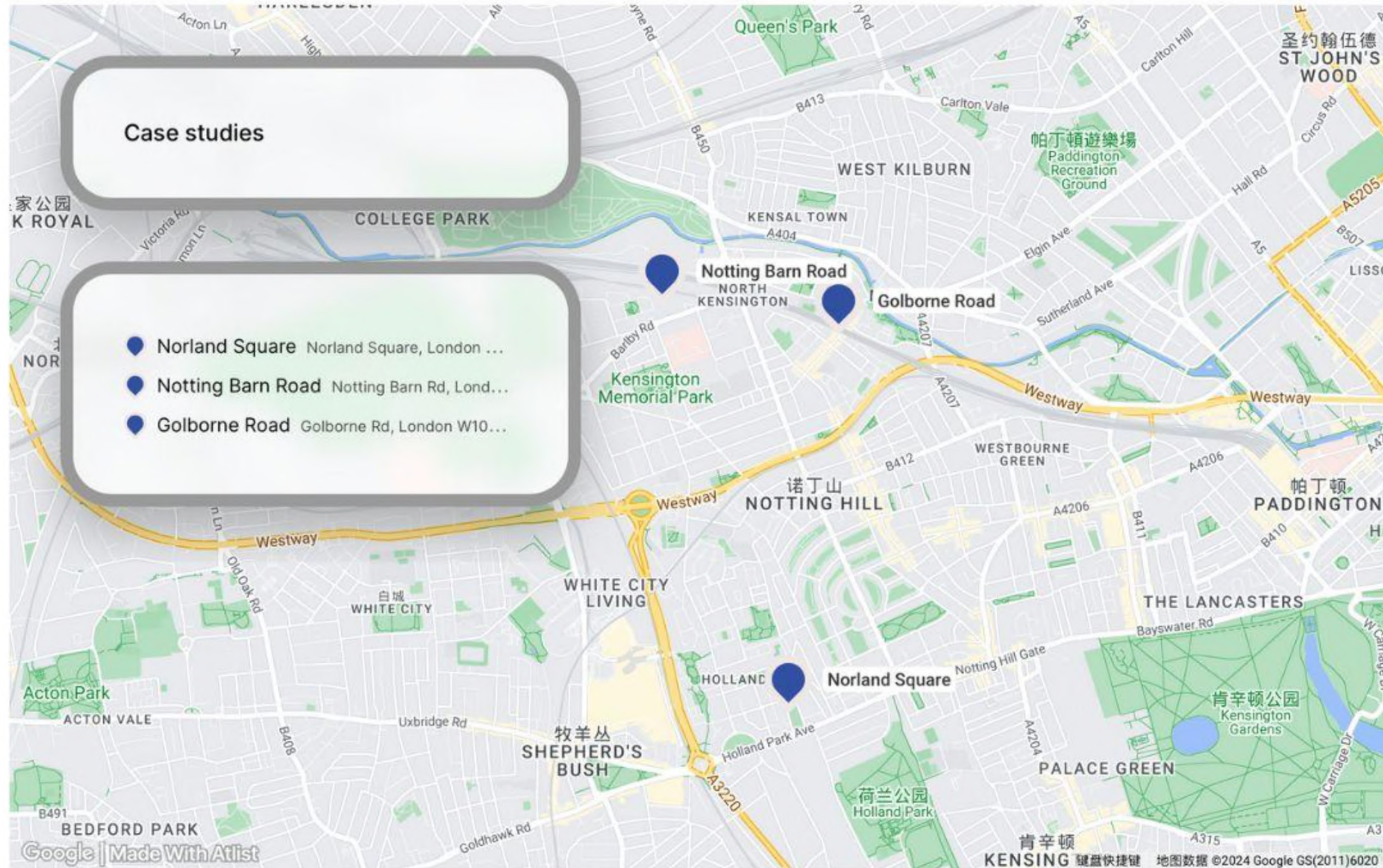


Grocery Store



Cafe/dinning area

Touchpoint design — Locations of the food bus



Notting Barn Road



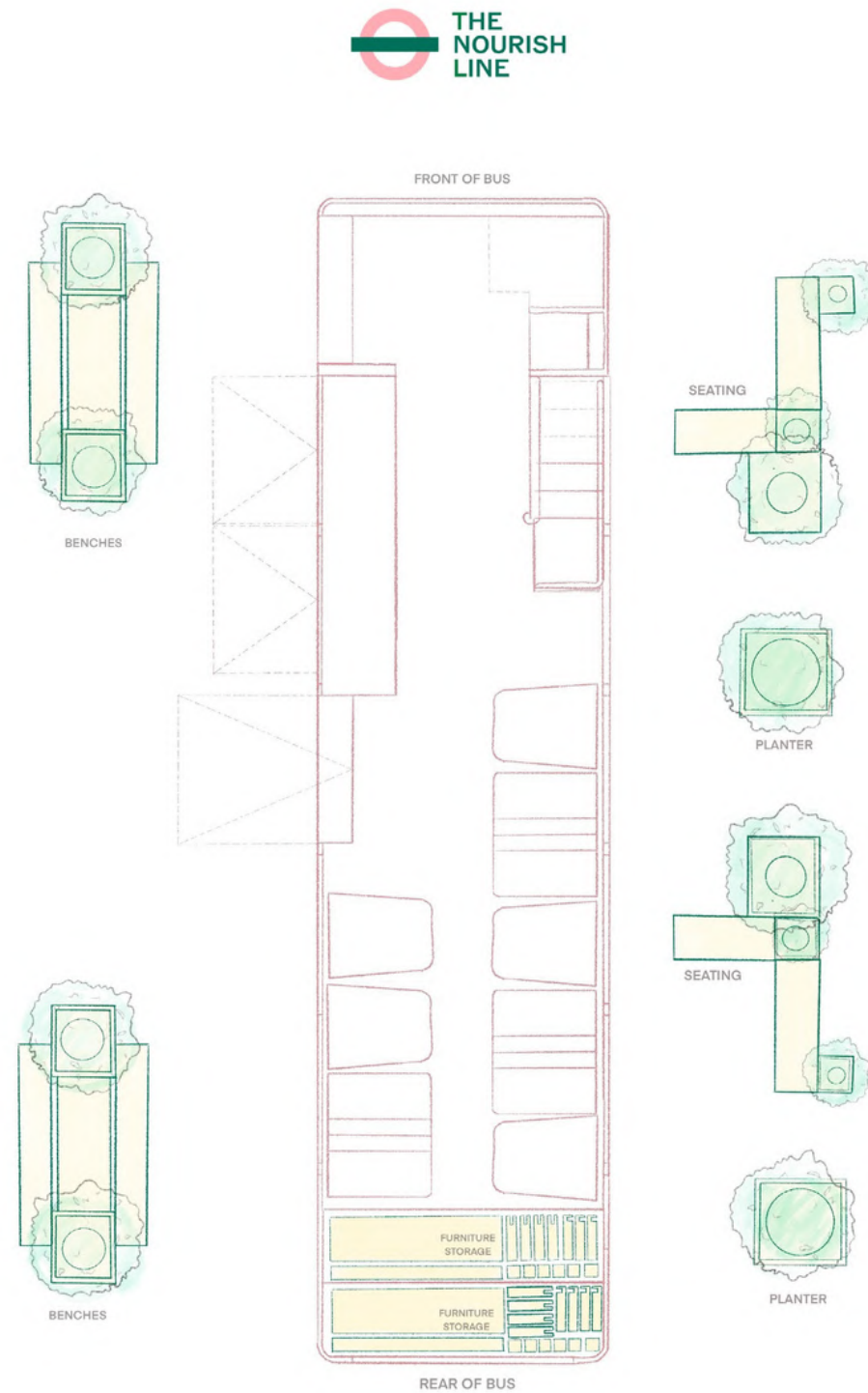
Norland Square



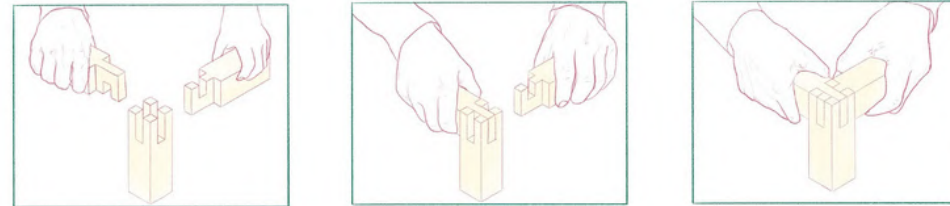
Golborne Road



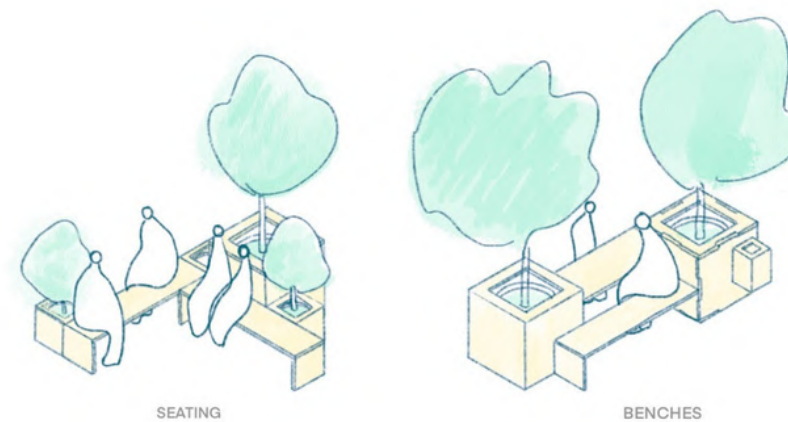
Touchpoint design — outdoor furniture



1



2



While researching we were thinking of how people create street furniture in various informal ways. What happens when you're holding food and cannot find seating? Do you perch on the ground? On the edge of a planter? How can unexpected conversations be initiated through furniture arrangements?

The aim is to create timber modular structures that are self-build and easily disassembled. The structure is self-reliant, so there's no need or screws to ensure an easy application during construction. Once it is time to pack the equipment's, it can be easily stored in the rear of the bus (as indicated on the plan).

The outdoor street furniture comprises two designs. One is outdoor benches, which include two planters at either end to offer stability and green enclosures for those dining with two benches and a table.

The second is the seating benches, which include three planters and two benches. Through the planters, the design aim is to nurture a sense of serendipitous meeting points for people in the community while offering spaces for closeness through seclusion.



Touchpoint design — Cookbook

inside page



cover



How it gets to you & Connects you



STEP 1



Grocery Section

The community people could purchase produce on the upper deck

STEP 5



Upload the home recipe cooked on the website



People can search the home recipe on the Nourish Line website or app



STEP 2



Flexible Services

It goes to community and office locations to deliver food at lunchtime, serve as a small lunch spot.



Office



Community

STEP 3



Cookbook (share recipes)

Tear away one piece of paper, write down your recipe and stick to the board

STEP 4

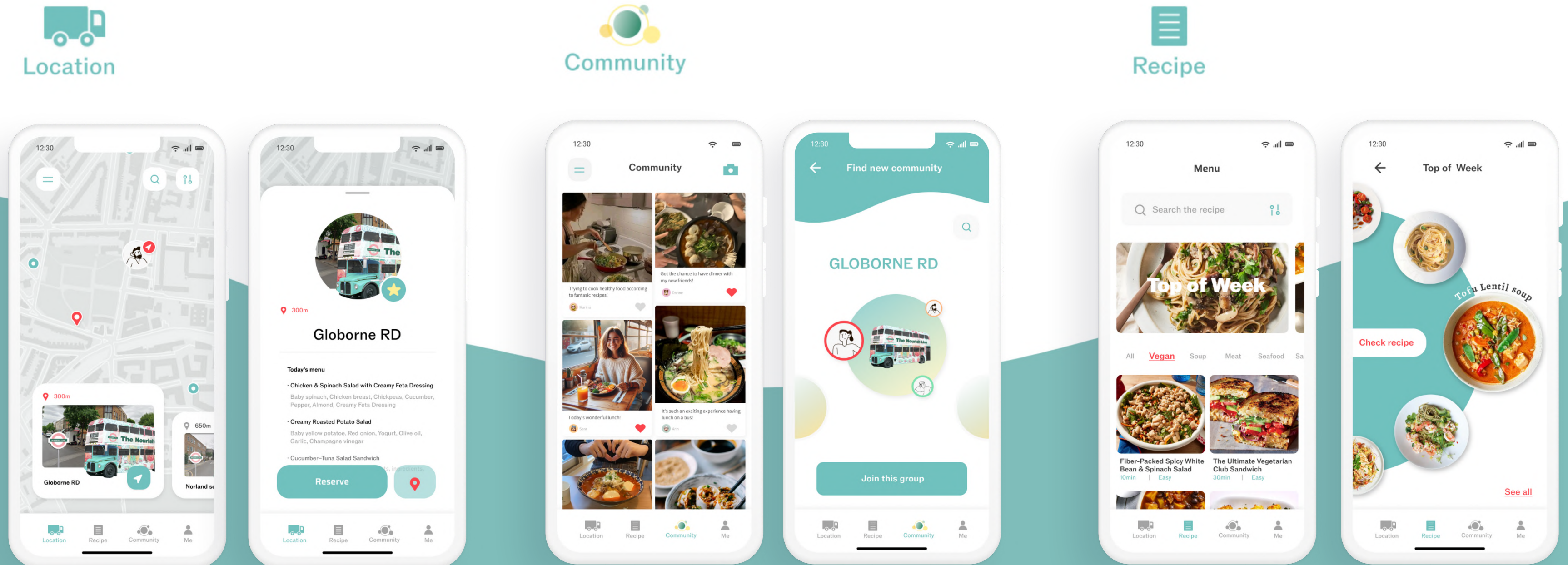


Serve food from cookbook

The staff will choose the recipe from the cook book to serve the people



Touchpoint design — Application



Location helps users find the nearest food bus and learn about today's food.

Community is an online platform for isolated groups to make friends and find social connections.

Recipe is an integration of home recipes and health food recipes provided by the local community.

Touchpoint design — Posters

INS: [thenourishhub](#) "Help us by taking a quick survey"

NOVRISHLINE

LOCATION: [Golborne Rd](#)
[Notting Barns Rd](#)
[Norland Square](#)

EVENT OF THE DAY:
Pizza making event

Follow our bus route for food and friendship



INS: [thenourishhub](#) "Help us by taking a quick survey"

NOVRISHLINE

LOCATION: [Golborne Rd](#)
[Notting Barns Rd](#)
[Norland Square](#)

VEGETABLE OF THE DAY: [Lettuce](#)
[Broccoli](#)
[Tomato](#)

Follow our bus route for food and friendship




INS: [thenourishhub](#) "Help us by taking a quick survey"

NOVRISHLINE

LOCATION: [Golborne Rd](#)
[Notting Barns Rd](#)
[Norland Square](#)

FOOD OF THE DAY:
[Tomato and Mixed Bean](#)

Follow our bus route for food and friendship



Getting feedback from social network



