Introduction

Young teens are selling water on the streets of Atlanta, Georgia to gain money for college, transportation, and basic living expenses. In the past few years this has sparked conflict resulting in law enforcement investigating claims of the boys inhibiting traffic, threatening motorists, and even soliciting drugs. This ongoing battle has uncovered and brought to light the hostile stance taken by law enforcement, racial biases, and wealth distribution issues. To address a small portion of this problem, our team's goal is to facilitate a process allowing the young teens to sell water bottles and continue to earn money, but in a safe and legal manner. While the safety of the children and public is always the number one priority, keeping the spirit of the hustle alive remains at the center of our focus. Doing so will eliminate any complaints they may receive from angry drivers or pedestrians, protect the teens, and educate the public on these growing issues.

Context

Historically, Black Americans have been prohibited from property ownership, trade, testifying in courts, and voting through Black Codes put in place after slavery. Black Americans could not engage in commercial trade other than what they were conscripted to do (*We Need a Side Hustle*, n.d.). This was a catalyst for the large wage gap that is still seen today, especially in Atlanta where the average income for a Black family is $28,000. This is compared to an average income of $84,000 for a white family in the same area (*Atlanta's Income Inequality Is the Highest in the Nation*, 2022). The average cost of living in Atlanta meant Black and impoverished families needed to find a way to make ends meet. For many, side hustles were the answer (*We Need a Side Hustle*, n.d.). Young Black Americans in Atlanta and the nation a whole (*We Need a Side Hustle*, n.d.) need to bring in extra income whether it's for college, a car, or other living expenses (Godfrey, 2020). However, vending goods on the street has been politicized and criminalized in the United States since its beginning. Street vending began in New York City with many

immigrants making a living and building a safe community by selling cultural goods. At the height of the industrial revolution it began to be regulated as it was denoted as an “eye sore” (*Our History | Museum at Eldridge Street | New York*, n.d.). The idea of outdoor street vending was seen as a blemish to the American dream. The conventional American way of shopping was inside stores, and not on the streets. A New York Times article from 1893 stating the mostly Jewish and immigrant population of the lower east side was the eyesore of New York, and perhaps the filthiest place on the Western Continent (*Pushcarts*, 2023). This shows the early disdain for street vendors, highlighting the general public’s worry over issues of sanitation and the complaints of blocking store entrances. To many bystanders, selling goods on the street is unsightly. This idea only furthers the false stereotype of people of color being dirty and regarded as second class citizens (*African Americans and Pathological Stereotypes | Psychology Today*, n.d.). For early and current street sellers alike, the pushcart served as a reminder of home and at the same time it was a stepping stone to prosperity (*Pushcarts*, 2023). The early disdain for street selling by minority groups directly correlates with the need for a hustle due to wage gaps. Additionally, the accusations the Atlanta Water Boys were receiving illustrate the history of discrimination towards Americans who must employ a side hustle to stay a float.

Conflict

Underlying these issues, and inspiring the solutions proposed in this paper, is the inherent safety risk the teens who engage in this practice are exposed to. The presence of these kids and their business has previously caused tensions within their local communities. While not representative of the whole of these interactions, some tensions have unnecessarily escalated. Due to the multi-faceted influences behind these incidents, the legislation that has been put in place is legally gray. This blurry legislation, that is meant to protect the wellbeing of these children, often requires case by case judgment. The problem arises when said judgment is based on the very limited and often misunderstood knowledge of antagonistic officers

and citizen deputies. The judgment is up to those who view these actions as a threat and a source for crime. Two large contributing factors in this thinking are the existing racial biases and issues with wealth distribution (Mock, 2018). During an interview with a teen water-seller in Atlanta, when asked why he sells water and why he continues to sell water, he states that “I come out here to show that I’m not like the picture they paint us as, I want to show that I am a respectful young man” (11Alive, 2023). Atlanta opted to address these concerns and lack of trust by enacting Jelani’s law that criminalizes the situation. However there is an alternative legal solution, practiced by few states including its home state of Texas, which grants children this freedom while simultaneously educating the communities that may harbor such fears.

Without a meaningful outlet for teens to engage in this practice, they are deprived of valuable chances to acquire skills that would benefit their future and improve their current financial situation. In Atlanta, selling water is the largest source of income for the families of the sellers, with one teen water-seller explaining, “Each of us make $300-$400 a day” (Regan, 2021). These teens often express that selling water grants them a sense of freedom not typically found in conventional jobs. They relish the freedom to set their own schedules, take breaks, and keep their profits. For Atlanta's youth, selling water becomes a pathway to independence and self-assurance. Take, for instance, Baby D, who discovered the lucrative nature of water-selling while in a juvenile detention center. Upon his release, he immediately embraced this opportunity and credits it with diverting him from a life of car theft and robbery. Baby D's parents fully support his entrepreneurial drive, appreciating the positive impact it has had on their son's independence and financial stability (Godfrey, 2020). Water-selling has ignited a drive within these teens to gain independence and freedoms that they otherwise would not be able to have at a typical teenager’s job. Considering this, education professionals in Atlanta emphasize that mentorship is the crucial element in addressing this issue. It presents 7-Eleven with a unique opportunity to not only provide support to the water-sellers but also to continue serving the community.

Methods & Insights

As we further explored the consequences of criminalization and the threat it posed towards individuals selling water, we found that our most realistic short term solution relied on the Lemonade Law. Although only applicable in California, Nevada, Utah, Colorado, North Dakota, Nebraska, Missouri, Louisiana, Illinois, New York, Vermont, Rhode Island, Connecticut, and our home state Texas, the Lemonade Law provides an avenue for minors to continue to sell water without the legal repercussions. This methodology was supplemented with research into alternative policing, and ways in which we could educate potential users within our system regarding the greater societal change needed in the long term. Additionally, we sought input from a law enforcement officer on the reality of the situation in Atlanta to better understand problems that required mitigation. Further attempts were made to reach out to those who had experience within the water selling culture of Atlanta, Georgia. This, and our attempts to gather inside information from lawyers working within the justice system, fell through due to time constraints and lack of resources. At the start of our research, this proved to affect the ways in which we were able to garner an understanding of the legality of this issue. However– with much secondary research done to better understand the limitations of the Lemonade Law, a virtual interview with an active police officer located in Georgia, and additional user testing with parents regarding our solution– we were able to utilize our findings to propose the H2O system.

Upon analyzing the gathered information, it became evident that the media's portrayal of street vending and selling items on the street as illegal activities had created a perception that selling water on the street was similarly prohibited. However, the existence of the Lemonade Law in Texas (Krause et al., 2019), renders the sale of non-alcoholic beverages legal for minors on private property, public parks, and residential subdivision corners with a stand. Further examination of related legislation revealed that many charges imposed on "panhandlers" are not directly targeting the act of "panhandling" itself, but rather offenses such as obstructing roads or medians due to discomfort expressed by onlookers (Livengood & Wallis, 2023). This serves to represent one of many ways that those who are disenfranchised– due to a

lack of resources– are being criminalized for attempting to gain more. Additionally, the presence of laws targeting homelessness (Erickson, 2022), biased policing ("Movement for Black Lives," 2021), and racial biases (Singh, 2022) presents complex challenges that must be considered when developing a comprehensive solution to our problem. Understanding and addressing these interconnected issues is crucial to formulating an effective and equitable resolution.

During our research, we sought precedents and examples of similar strategies for driving social change to inform our approach. This led us to the concept of "Agenda Setting," where we discovered a wealth of articles discussing existing networks and interests that work towards achieving goals similar to ours. Through this exploration, we identified various parties involved, including poverty law firms and influential social groups, as well as the strategies they employ, such as forming associations, establishing non-legal norms, and engaging with representatives through written correspondence. Furthermore, we found valuable survey data from legal organizations that shed light on the effectiveness of these strategies, guiding us in determining which ones can be seamlessly integrated into our proposed solution. One of the many topics researched to build our system solution is mentorship programs, as programs like these work to uplift youth and operate within a non-profit business model. (Youth.gov, n.d). We researched Big Brothers Big Sisters of Metro Atlanta, a one-on-one mentorship program, and learned that ninety-four percent of its high school participants improve in school, graduate on time and avoid juvenile justice. This is significant, because forty-four percent of the 2,139 children involved in the program in 2022 had a parent who is incarcerated. (*Big Brothers Big Sisters of Metro Atlanta*, n.d.) Furthermore, more than half of the children served are concentrated in ZIP codes that have high risk for factors including poverty, food insecurity and single-parent families. (*Kwame Johnson - Unlocking Potential*, n.d.). While these statistics are based in Metro Atlanta, it is clear that mentorships, accessibility to resources, and connections can change the course of a child's life. Applying the same research to the Dallas area, we discovered the Dallas Big Thought Institute, an educational non profit that equips the youth in marginalized communities with skills and tools. Through their vast array of programs, they are a recognized leader in summer and

afterschool programs, learning systems and social/emotional learning. (“Who We Are - Community Youth Programs,” n.d.). From researching both mentorship institutions, we discovered that a mentorship program that educates, provides economic opportunity, and facilitates connection, would improve the lives of the water sellers, however is not the solution to the heavy policing and biases that surround the act of selling water.

Due to the heavy policing of young water sellers on the streets we sought to research the law surrounding selling goods on the roads, and took a political and actionable approach to our solution. Initially our team approached the topic and research policy from the standpoint of a legal vending business– we lacked the context of who these people are, including how and why they operate. Our research showed that for many, selling water on the street is a temporary hustle. However, we also discovered that classism and racism play a significant role in the negative perception of young water sellers (*Push to Help Atlanta Water Boys | 11alive.Com*, n.d.). This motivated us to focus our policy reform efforts in the state of Texas, where there is a lower barrier of entry to effect change. Our research also led us to the realization that addressing the issue of young water sellers requires a deeper understanding of the systemic issues of poverty and discrimination.

It became evident through secondary research and our virtual interview that both police officers and Atlanta citizens do not have in-depth education on up to date laws. Per our virtual interview with a police officer we learned officers are updated on new law changes via emails that can get overlooked sometimes leading to wrongful arrests and ticketing incidents. Additionally, we found patterns that were reflected in earlier research regarding alternatives to policing and the escalation of violent situations. This was done largely through our interview with an officer working in gangs and narcotics– who had previously been an active chief of a unit operating in Atlanta, Georgia. Of which, was described as a gateway city with a huge gang problem with limited resources. The officer further explained that he believed that the laws that require a license for people to sell items on the street are well intentioned, and that officers should go

beyond “the call of duty” and serve the people within these communities. One particularly poignant notion he continued to reiterate is “serve first… and you will have to do a whole lot less protecting”. When questioned how he would potentially interact with street vendors or young teens selling water on the street– he made it clear that he personally would not approach them in a way that would convey hostility or trouble. Making an arrest would not be his priority in this situation, instead, he would recommend a better spot or even purchase some water. The officer spoke about finding a middle ground between training, experience, and intuition when dealing with such situations. When inquired about how aware the general police officer in the area is of the law, many issues were discovered. This included the lack of training regarding how to deal with minors in public situations, and it is not mandatory for officers to attend classes that provide further training and education. This was in regards to updated or new laws, and information being delivered on behalf of the community– and it was asserted that ignorance of the law is dangerous for everyone involved. Much tension lies in the fear and distrust between both the police and the general public in Atlanta, and many officers have little connection or understanding of the communities they are patrolling. With lack of incentive for police officers– and limited access to education within disenfranchised communities– preventing altercation became one potential method of conflict resolution. Similarly, building a better understanding of the people within these communities serves to foster connections in place of a previous lack of empathy.

It is, however, important to address that the officer that we interviewed is not a representation of all officers within the police force. Much background information provided from his situation inferred that law enforcement has always been a passion for him– his grandfather was the first black police chief of his county– and he is often able to extend his own resources in order to assist people within the community. Furthermore, he does not rely on his salary as a police officer to support himself and his family. To describe his drive to work within the police force with his own words, he “went into law enforcement to save lives”. It was made clear that many other officers do not share his initiative to involve themselves so deeply with the community. This could potentially be the result of lack of resources, lack of time, and

heavy amounts of stress that comes with the job. The officer himself also stated that he does not experience the same fear his fellow officers may in regards to standing up to or reporting a corrupt officer. With concern to our research, our provided perspective from law enforcement is limited to the personal biases of the singular officer that we interviewed. In a situation with limited time and resources, this was the only officer that the team was able to sit down with for an hour long interview to gather in depth information on his personal experience. In an ideal situation however– additional perspectives from other people currently employed in law enforcement– would allow for us to further analyze issues discovered within the interview we were able to carry out.

Due to the complex, yet hazy, nature of the Lemonade Law, we found an opportunity to amend. In doing so, the law can be clarified and become public knowledge, further ensuring the teen's safety and understanding within the law. Although citizen deputies that excessively call the emergency line to contact police officers are a major part of the issue– we looked into potential ways we could positively influence them. This included seeking alternative methods to law enforcement ("Alternatives to Calling the Police," n.d.) and transformative justice (Brown, 2015). Through the beginning phase of research, we kept in mind that our solution should be as close to the original hustle as possible, without disrupting its accessibility. However, we also must address the large biases surrounding the act, such as water seller's being dangerous. This assumption was gathered from acts of violence surrounding the sale of water, and stigmatization stemmed from classism and racism. (*Push to Help Atlanta Water Boys | 11alive.Com*, n.d.). While there are many factors playing in our solution, we thought of an exchange system through a local gas station, where teens may sign up to purchase and sell the gas station's branded water at a stand nearby. We came to this idea through leading a series of brainstorming methods and combining each member's storyboard, or vision of how the system would operate and be a solution to our problem. Concluding our vision of an exchange system, we began researching which gas station would host our proposed exchange system. In researching which gas stations would be most likely to adopt our potential solution that would host a community youth entrepreneurship program, we discovered 7-Eleven's history and long

commitment to serving the community. Notably beginning the famous franchise in Dallas, 7-Eleven hosts a multitude of community based programs for children such as Project A-Game, Operation Chill, Feeding America, and Children's Miracle Network Hospitals. (*Our Brand Story*, n.d.). Notably, Operation Chill, is a 7-Eleven community based program designed to enhance the relationships between police and young people. Operating in 1,100 local law enforcement agencies, this program allows law enforcement officers to reward kids for good deeds or positive behavior with a coupon for a 7-Eleven merchandise. (*Operation Chill*, n.d.). On the other hand, 7-Eleven's Project A-Game is designed to provide grants, or critical funding for academic, fitness, safety, or hunger-relief programs for youths. (*Project A-Game*, n.d.) Through 7-Eleven's expansive aid in the youth and marginalized community in the Dallas area, it directed our solution to work within the 7-Eleven franchise. While we chose 7-Eleven to host our idea assuming that it acts within the Lemonade law by each teen equipped with a stand to sell water. This potential solution provides not only an opportunity for 7-Eleven or another community gas station to make profit, but ensures profits still returning to the teens, safety of a program, and accountability regarding safety and legality. Testing this program out, we conducted a series of journey maps that displays the existing journey that a water seller may endure while selling on the streets and the water seller's journey selling water through our proposed program– including a map on how to participate in the program, a map on our program's safety tactics, and a journey map in the eye's of a young seller's parent. Using the journey maps, it allowed us to empathetically walk through the journey in each stakeholder's eyes. However, this created gaps in our research, as our team of designers envisioned what it would be like to be within the journey, due to lack of resources to water-sellers and street vendors alike. After our needs and gaps of knowledge were made known by the journey map, all members of our group storyboarded, or sketched out what they envisioned our system to be. Coming to our concluded exchange system through 7-Eleven, we recognized needs, such as an application that would host our platform and facilitate safety, stand materials to adapt to the Dallas Lemonade Law, and a marketing plan.

Using each member's idea of the system and application, we sorted out each of the identified wants and needs, into perspective categories. This feedback also allowed the hierarchy of needs from the application to be sorted into importance for the user's accessibility. Using these prospective categories of wants and needs, we began creating user-flow charts, demonstrating the interaction between the app and seller and the decisions the user may face when going through the application. By creating an application user-flow chart based on our wants and needs, it unearthed unaddressed concerns such as, scheduling, accessibility to the store and selling location, and chaperoning. While we worked to address the concerns, we felt that it was pertinent to further our secondary research by interviewing a parent on the likelihood of allowing their teens to participate as well feedback on safety and chaperoning. Based on the feedback from the parent, we learned that many parents may not trust to leave their child in this program and would want extra safety measures in place. While this feedback was influential to our ideation, it is important to note that this parent interviewed would likely not have the same economic background as another parent of a teen participating in this program. However, the information received was critical, as the need for a chaperone allows the integration of positive influence and educational opportunities as well as in-app safety features. On the other hand, further research had to be conducted within the seller's "selling" location, to fit within the Dallas median ban, roadway restrictions, and the Lemonade Law. Due to these restrictions, it was concluded that our system would operate between the designated 7-Eleven locations, parks, and participating shopping centers. In this sense, possible traffic and roadway incidents are minimized as well as angry drivers and pedestrians. (*The Water Boy's Hustle - Atlanta Magazine*, n.d.). Operating directly to foot-traffic areas, higher safety is ensured for our water sellers and chaperones may supervise closer.

Concurrently to designing the system and application of our solution, we began the process of branding and visually marketing our solution. In this process, we began by creating a brand style guide, within the 7-Eleven brand guidelines, as well as gathering inspiration from various 7-Eleven ad campaigns, such as Big Gulp, Slurpee, and 7-Rewards. Originally sticking within the orange, red, and green color palette, we

gathered feedback to add an accent color to the existing palette, such as blue, to entice the feel of water, however keep the familiarity of the 7-Eleven brand. Going forth with a palette and familiar branding, we ideated many variations of our system's logo to best fit the mood of our system as well as the 7-Eleven brand. Once the visual foundation of our campaign was completed, we were able to create a list and execute of all the needed product deliverables and marketing efforts that were best fit for community outreach and participant acquisition.

While the in-store and outreach marketing efforts were being completed, the mobile application was also being prototyped and designed based on our brand guides. By implementing certain touch points including the ability to request assistance, emergency contact with the police, and information available to both children and parents– the app provides the ability to remain involved while being safe. Additional features include a virtual wallet, the ability to schedule a date, time, and place to sell water. These functions were implemented in order to allow the most amount of freedom whilst still maintaining a position within the law and logistic possibilities explored in our research. However, in the event we tested these features, we found items that could prove to be problematic for our user base. These came from the initial walkthroughs of the app we did with a select few individuals. Although they did not entirely consist of our target audience, they offered up suggestions regarding the general usability of the app. This included the addition of a floating button that would bring up the display for the tap to pay feature in the wallet at any time– since the experience of going to the wallet menu first was less intuitive and more time consuming. Additionally, we received feedback regarding both request features. This was in relation to the ability to exit the pop up displaying the status of contact with the team lead without canceling the process altogether. User testing also allowed us to solidify our separate mode approach; one for users accessing the app while they are not currently selling water at a scheduled time, and one for when they are active. Within the first mode mentioned, features such as the emergency SOS, water request, and team lead request are disabled and replaced with error feedback. Regarding the reliability of information gathered from user testing; only one of the users was a parent and none of them were within our target age

group of potential Water Reps. Ideally, our research would be expanded to include participants who fit our target audience of minors ages twelve to seventeen and their parents. This would provide the most accurate input that would actively improve the experience from the users that would be directly involved in the process.

Insights

Given the extensive amount of research and prototyping that our team conducted over the course of five months, we gained several key insights with regard to the problem we attempted to solve. First, during the ideation process of solidifying our proposed solution, we learned that it can be challenging to design for a target audience that at times, might not feel they need assistance due to their complicated relationship with authority and would rather continue earning money their own way. Given that our target user group was also based around teenagers under the age of 18 who in many cases might not have a reliable means of transportation, there was a certain level of difficulty in confirming the logistics of how our solution would play out. We mitigated these roadblocks however, through consistent refinement, group discussion, and the facilitation of more research each week in order to arrive at a solution that we feel demonstrated our level of empathy for the user group at hand. Aside from insights we gained from literature about our target audience, our team also had to consider the implications that our solution would place on 7-Eleven. The gas station and convenience store chain allocates an exorbitant amount of money towards campaigns of good-doing such as Operation Chill and their efforts towards becoming more sustainable. Given that the brand is already pushing their various charities, our proposed solution would be able to meld within the existing values of their brand.

As our solution of allowing teens to sell water bottles in conjunction with 7-Eleven is legal in the state of Texas under the Lemonade Law, we will continue to work around the constraints found within other areas and locations of the gas station. Given this, our proposed solution that would be executed within

Dallas-based 7-Eleven stores as an introduction to our H2O selling program and would like to further implement our program within other locations around the nation where 7-Eleven stores are based. This would be accomplished by utilizing several different efforts. First, we have connected with the Research and Development team for 7-Eleven's corporate offices located in Irving, Texas and will be presenting the logistics of how our solution will function in an effort to further incorporate our solution into their already existing charity programs. Additionally, we have designed and prototyped a smartphone application as a means to demonstrate the functionality of our program. The application we have created was designed to mesh with 7-Eleven's existing brand guidelines with regards to their current app's layout, color palette, and typeface selections.

In addition to pushing our efforts to implement our H2O water bottle selling system, we also wish to further publicize the movement by proposing a bill that allows the sale of water bottles with a stand in areas or states where the Lemonade Law is not in place. In areas such as Georgia where young men selling water bottles was very prevalent in prior years up to until it was made illegal, our system would only be beneficial in the event that a law similar to the Lemonade Law was translated within Georgia's current laws.

In order to create a successful new campaign utilizing a potential partnership with 7-Eleven, we developed a marketing plan. Our marketing consists of in-store, stand handouts, and outreach efforts. At the stand as well as in-store, water reps and customers are able to receive the Hustle to Opportunity– H2O branded water– these bottles not only increase 7-Eleven's brand recognition, customer retention and acquisition, but each bottle sold in-store at a participating 7-Eleven location goes back to fund the Hustle to Opportunity program. As the water reps are required to buy these bottles to sell at the stand, each pack of bottles sold supports the program, and individual water sales from the water reps are kept for themselves as profit. Along with the bottles, customer's at the stand or in-store may also receive an educational pamphlet on the program and napkins. Within the educational pamphlet, we provide our

mission statement with goals of our program and how to participate. The pamphlet works to market the program, educate the community, and work as a mitigating tool if water reps encounter angry pedestrians or law enforcement. These pamphlets not only educate themselves, but allow the representatives a tool to educate the community. On the napkins, they are eco-friendly and contain our mission statement. Water bottles, pamphlets, and napkins can be received at the stand and in-store. Marketing at the stands consists of two Hustle to Opportunity signs, that allow water rep's to write their determined price of their water bottles, as well as tabletop signs that have a write-in section for the same purpose. Outreach marketing consists of gas topper advertisements, displayed at the 7-Eleven gas pump while customers pump their gas. Billboards can also be seen in the participating cities of our program, specifically bringing the most influence in Dallas as the car centric infrastructure allows for further advertisement opportunities. Both billboards and gas topper advertisements follow two approaches, one to educate and one that informs our mission. Our system being advertised at the pumps themselves and conveniently seen by the roadways, our marketing plan may reach new audiences of participants, supporters, and 7-Eleven fans alike, bringing new customers to 7-Eleven and strengthening their core brand values.

The Hustle 2 Opportunity mission is to provide a pathway for young entrepreneurs to enrich, educate, and hydrate their local community through a guided vending program, and extend the reach of our service to our awesome community through the bright smiles of our most ambitious youth. This can be accomplished by strong community outreach, a seamless system, and an enthusiastic community that will support local Water Reps.

Hustle to Opportunity seeks to reach out to a wide range of our target audience by visiting schools to educate them about our program. While at schools the onboarding process would be explained with a large emphasis on safety. Once a child has their parents permission to sign up they will use the H2O app to build a profile with their guardian. H2O values safety meaning each child or Water Rep seeking to sell with H2O is required to sign up with a guardian who will have a separate, password protected profile, to track the child's location, as well as current and future times to sell, this guardian would also serve as the

Water Rep's emergency contact. Currently the H2O system including all of its safety features only serves teens that have access to a cell phone but the implementation of a system that also works on paper would be a future endeavor to allow all children to sell with H2O.

After consideration of hectic extracurriculars and some teens' lack of transportation we sought for the H2O system to smoothly integrate into busy family life. To begin selling Water Rep's are presented with a schedule of available days and time to sell. These slots are available for scheduled up to one week in advance or as little as 2 hours before the shift will begin to provide room for impromptu weekend sell days or reshuffling of the family schedule. H2O would like to start out as a seasonal program to mitigate running during school hours, maximize consideration, and create an exciting community event. After the Water Rep has signed up for their time, they must drive to their 7-Eleven location that is their home store that was chosen during onboarding to purchase H2O branded water, or they can bring some from home if they have left overs. Once their water is purchased they must arrive at their stations which can be a 7-Eleven storefront, an approved park, or shopping area. Extending the 7-Eleven experience to other locations such as parks and shopping areas would be a great way to increase 7-Eleven brand recognition and customer retention, as well as sales. Upon arrival the child will check-in with their Team Lead and collect their stand, and safety pack to begin selling. The H2O app includes features that allow Water Reps to request more water, and assistance from a team lead with a press of a button, team leads would then be notified and come to assist the Water Rep. Our SOS feature also allows for the Water Rep to call 9-1-1 with a time sensitive long press feature to mitigate misclicks. This feature would also contact their emergency contact, and Team Lead.

Conclusion

The overall complex web of societal influences woven into the Atlanta Water Boys' situation required detailed and nuanced solutions in turn. Our team's approach to untangling these threads started with a

narrow focus on the stories coming out of Atlanta's community, from all angles. And a comprehensive interview with a former officer, helped bring context to how and why these boys operate. We then broaden our scope and looked to legal precedents established by similarly effected communities around the nation, leading us to survey data from poverty law firms, research studies into addenda setting, and the eventual discovery of Texas' own Lemonade Law. In addition to these findings laying the foundation for our team to construct meaningful, actionable solutions to systems mired by poverty and social inequity, the Lemonade Law in specific gave us both a legal precedent to lean on and a connection to home. The final broader insights we needed to find came when addressing what we discovered to be the largest and most pressing issue regarding our target audience: systemic racism and classism. The dive into negative motivators like poverty, food insecurity, and single-parent families, and alternative policing methods

Our solution aims to address the core perception and education problem by increasing public knowledge of not only the Lemonade Law but public vending laws in general, while providing young teens the kinds of opportunities the Atlanta Water Boys were looking to create for themselves. Additionally, bringing context to these people, who they are, and both how and why they operate, aims to alleviate the fear and mistrust.

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