

LINDA'S JOURNEY



**A DAY IN THE LIFE OF
A HAITIAN STREET FOOD VENDOR**



MEET LINDA,

She is a street vendor selling freshly cooked meals in Port-au-Prince, Haiti. Despite the country's recent political turmoil and instability, she has been in business for two years.

Through it all, she embodies entrepreneurial grit, resilience, and perseverance. She is guided by the belief that her work nourishes the community and is known for her delicious chicken and vegetables.





LOOK FOR THE COLOR CODE

The colors in the journey map represent the key territories that influence vendor's decision-making on a daily basis.

PAY SPECIAL ATTENTION

to the colors of the elements in each scene. Why that color? What it implies in her ecosystem?



MACROECONOMIC FACTORS

Large-scale economic and political elements such as unemployment, national security, and the country's economy.

COMMUNITY SUPPORT

To finance their lives, make decisions, and improve themselves and their businesses, vendors rely on community-based support systems.

MENTAL LOADS

Individual mental stress and coping mechanisms. Vendors make an enormous number of calculations throughout the day to improve their lives and businesses.

BUSINESS NEEDS

The essential requirements a business must meet to achieve its goals, sustain operations, and grow.



THE JOURNEY

START OF THE DAY

SOURCING

PREPPING

SERVICE

WRAPPING UP



3:00 AM | EARLY WAKE-UP

Linda starts her day before sunrise, checking her weekly schedule and organizing her day.



OKAY, LET'S CHECK MY PLAN. I HAVE TO GO TO THE MARKET AND BUY SOME FRUIT. I ALSO NEED TO COOK BEANS.

BECAUSE OF THE TROUBLE REPORTED IN THE NEWS, FEW CUSTOMERS MAY COME OUT TODAY.

MACROECONOMIC FACTORS

BUSINESS NEEDS

MENTAL LOADS

COMMUNITY SUPPORT



3:30 AM | MORNING PREP

Beans simmer on the wood stove before Linda leaves for the market.



MACROECONOMIC FACTORS

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4:30 AM | MARKET TRIP

Linda gathers fresh ingredients, meeting other early risers.



MACROECONOMIC FACTORS

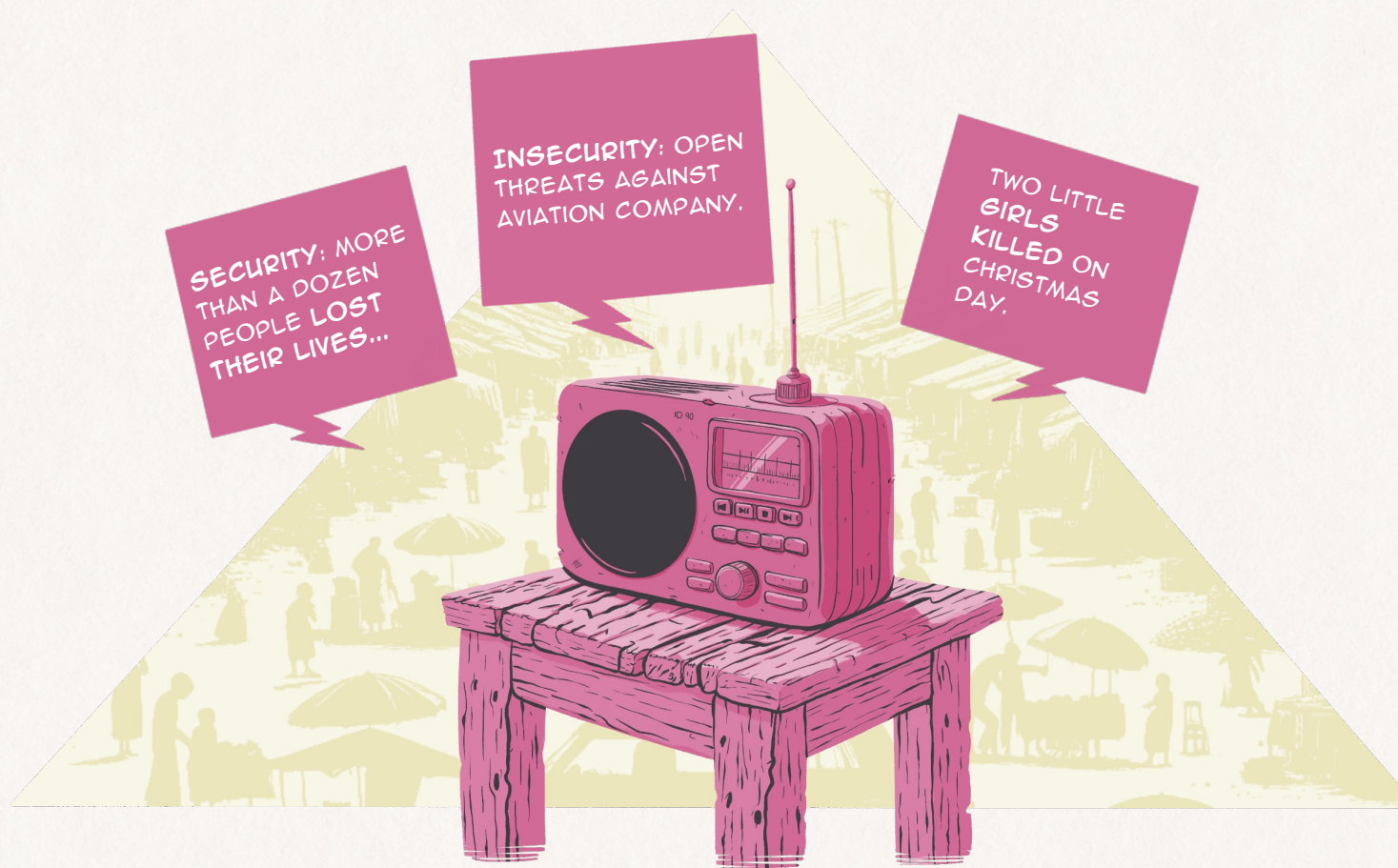
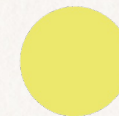
BUSINESS NEEDS

MENTAL LOADS

COMMUNITY SUPPORT



ON THE WAY TO HER VENDING STALL ...



MACROECONOMIC FACTORS

BUSINESS NEEDS

MENTAL LOADS

COMMUNITY SUPPORT



SHE QUICKENS HER PACE...



MACROECONOMIC FACTORS

BUSINESS NEEDS

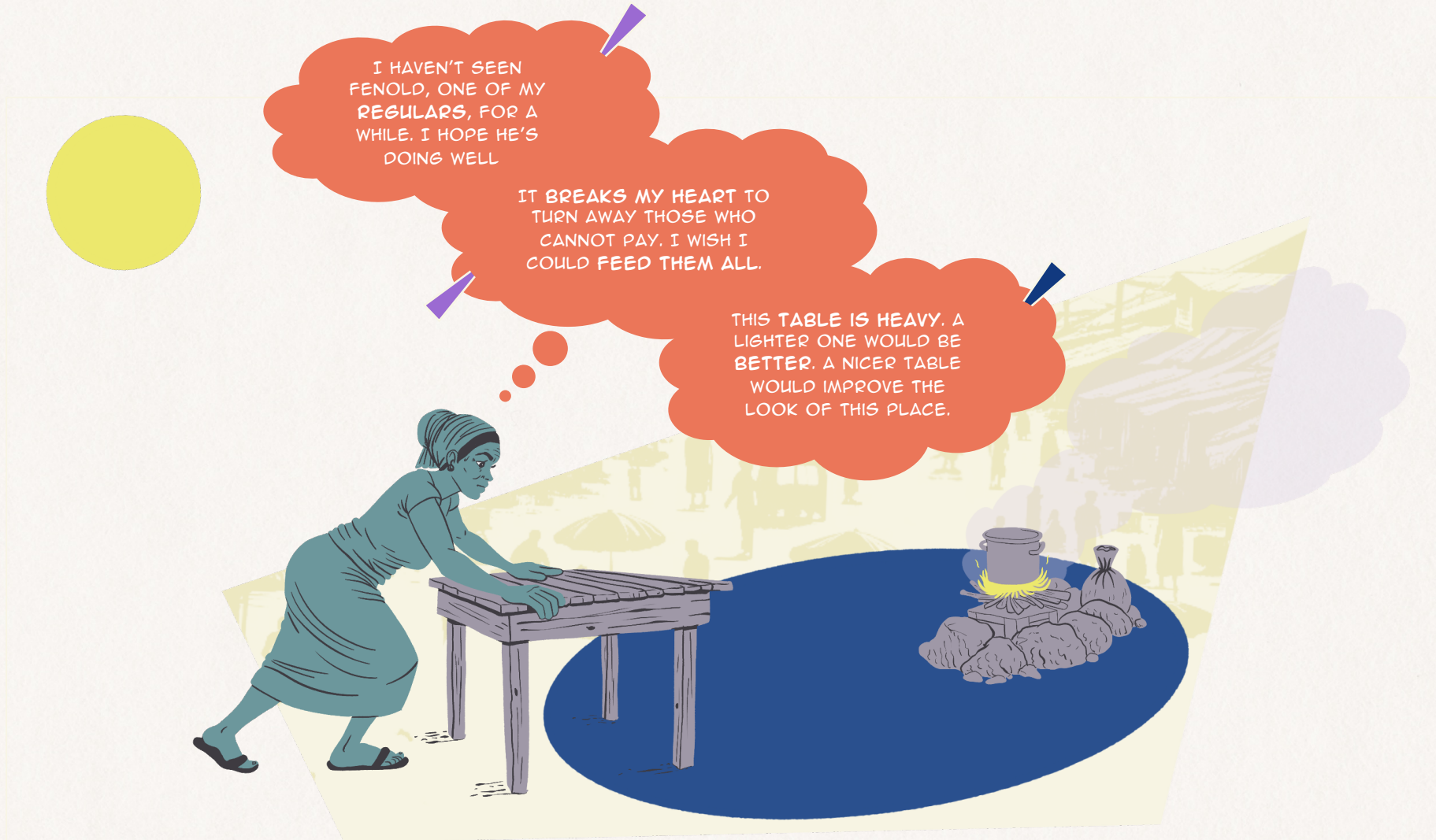
MENTAL LOADS

COMMUNITY SUPPORT



6:30 AM | SETUP

Linda sets up her stall and adds a table and chairs for customers to enjoy their freshly cooked meals.



MACROECONOMIC FACTORS

BUSINESS NEEDS

MENTAL LOADS

COMMUNITY SUPPORT



7:00 AM | Cooking

She preps and cleans while waiting for the local boy to deliver firewood for the stove.



MACROECONOMIC FACTORS

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09:00 AM | CUSTOMER APPROACHES

The first customer of the day approaches. She is impressed with Linda's cooking but expresses concerns about the stall's smoke and ash, to which Linda simply nods and smiles.



MACROECONOMIC FACTORS

BUSINESS NEEDS

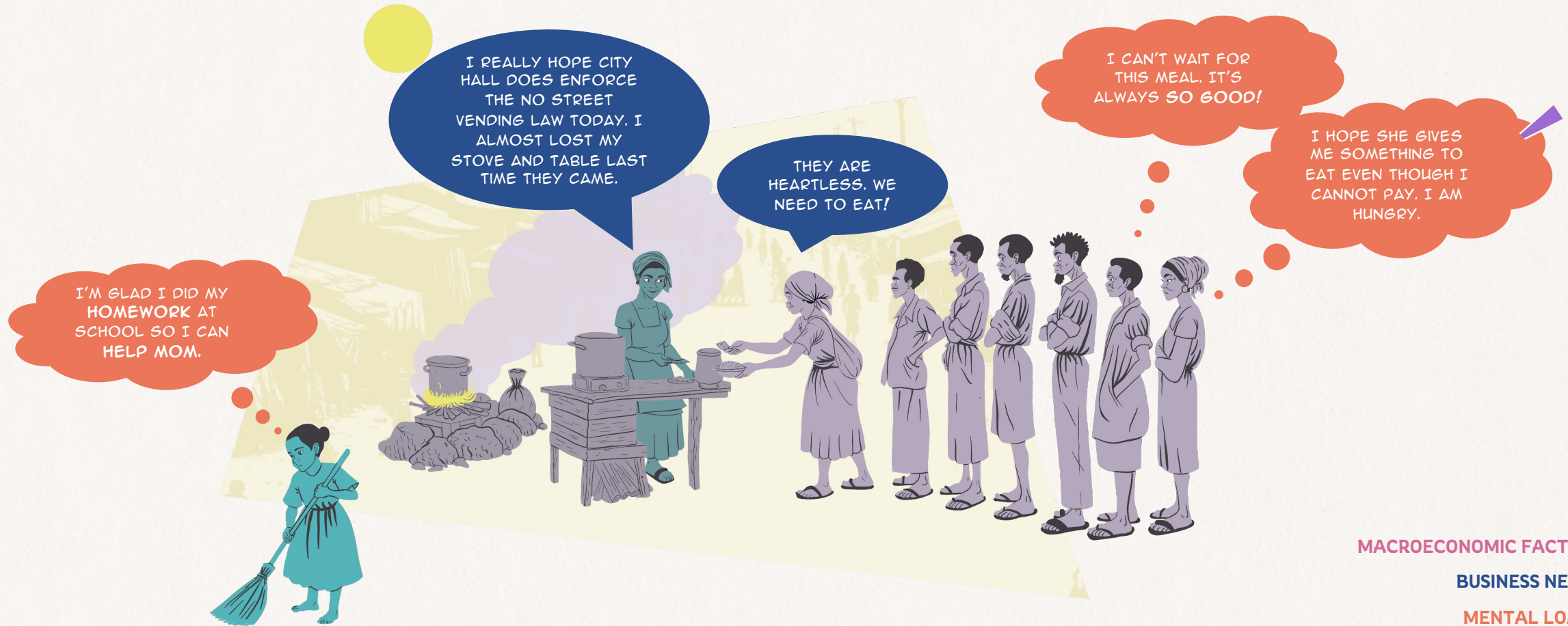
MENTAL LOADS

COMMUNITY SUPPORT



12:00 – 2:00 PM | LUNCH RUSH

The stand comes alive as more customers eagerly line up for their lunch.



MACROECONOMIC FACTORS

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UNEXPECTED HURDLE

With limited supplies from the morning shop, Linda runs out of rice. She asks an acquaintance to run to the nearest market in the hope of refreshed supplies.



MACROECONOMIC FACTORS

BUSINESS NEEDS

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4:00 PM | DAY'S END

The business day ends and clean-up and preparation for tomorrow begins.



MACROECONOMIC FACTORS

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5:00 PM | COMMUTE BACK

Before making their long commute home, Linda and her daughter bring their stove, table, and chairs to a local office to store overnight.



MACROECONOMIC FACTORS

BUSINESS NEEDS

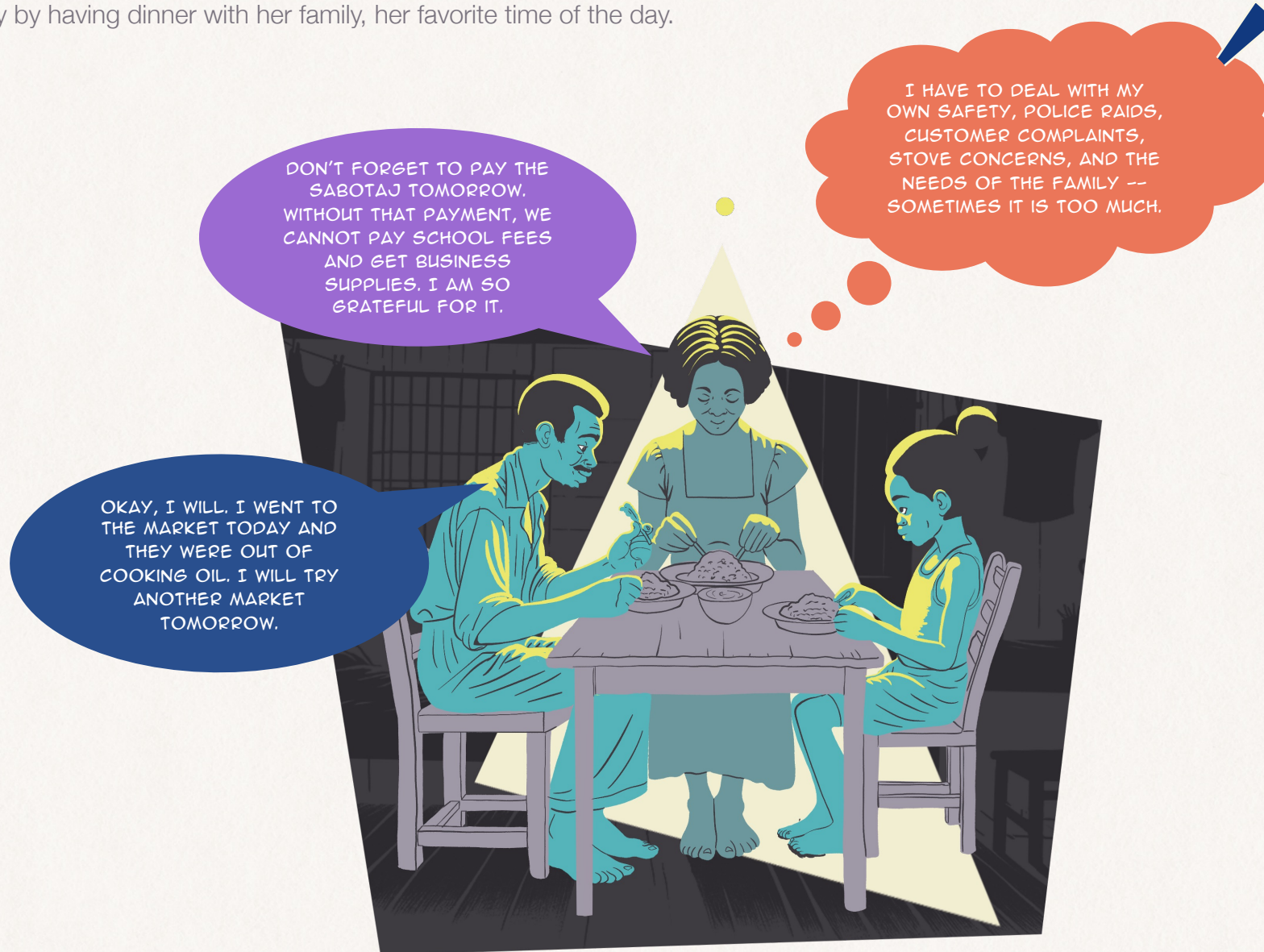
MENTAL LOADS

COMMUNITY SUPPORT



7:00 PM | GETTING HOME

Linda wraps up her day by having dinner with her family, her favorite time of the day.



MACROECONOMIC FACTORS

BUSINESS NEEDS

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9:00 – 11:00 PM | TIME TO SLEEP

As Linda gets ready for bed, she begins thinking about what lies ahead.



MACROECONOMIC FACTORS

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Reflecting on Linda's Journey:

A CLOSER LOOK

After experiencing Linda's day from dawn until dusk, we invite you to revisit her story with a **thoughtful lens**.

Deepen empathy, enhance critical thinking, and inspire human-centered solutions within our organization.

Consider Linda's support network and the broader barriers to clean cooking adoption. How do these factors interplay in her decision-making process?

What are the primary obstacles to clean cooking adoption Linda faces, and how do they extend beyond simple awareness?

Reflect on the gap between stated preferences and actual actions regarding cooking methods in Linda's context. What does this reveal about the importance of targeted research?





Reflect and discuss Linda's journey with others. This presentation is a tool to **practice understanding and impact beyond what's shown.** Engage in group dialogue to push beyond biases and deepen our collective exploration and action.



EXPLORE FURTHER,

Read the full insights report

[CCA & CDS Haitian Street Vendor Insights.](#)

Connect with us

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