

# ADIÓS HUNGER

With “Khwaish”





As you read this presentation we will  
be losing 7 people every minute

**because of hunger...**



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# DID YOU KNOW?

Just in the year 2020, number of hungry people around the world increased by **118 million.**





# **THE PROBLEM**



# Understanding the cause of hunger

## UNEMPLOYMENT

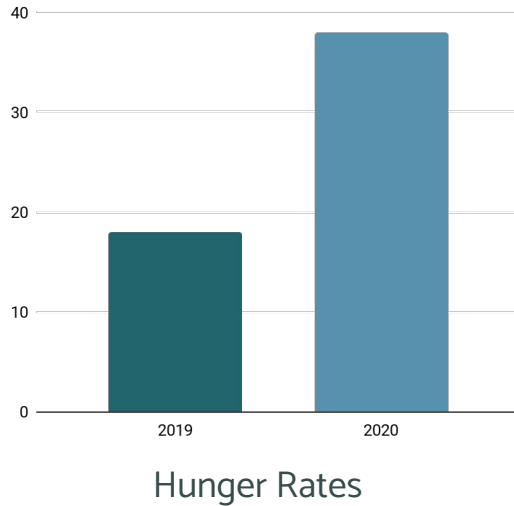
COVID annihilated people's income and food became a luxury

## FOOD SUPPLY DISRUPTION

There has been a disruption of supply chains and access to market for the sale of agricultural produce



# How COVID-19 affected Hunger?



Since the Covid-19 pandemic began, vulnerable communities around the world have been sending a clear, urgent and repeated message: **“Hunger may kill us before coronavirus”**. Today, deaths from hunger are outpacing the virus.

- **118 million** more people were facing chronic hunger in 2020
- Nearly **2.37 billion** people (or **30%** of the global population) lacked access to adequate food in 2020 -



# Why is it an urgent problem ?



## GLOBAL HUNGER AT ITS PEAK

At the end of 2020, more than 115 million people were suffering from acute hunger due to conflict and instability and projections after the second wave indicate that trend will continue, with climate shocks and the pandemic exacerbating the situation further.

## POOR HEALTH & MALNUTRITION

Poor and inadequate nutrition also leaves children vulnerable to diseases and illness, and can cause stunted growth.

## CONFLICT OR “FOOD WARS”

Unabated conflict, economic disruptions fuelled by the pandemic, and the escalating climate crisis have deepened poverty and pushed millions more people into extreme levels of food insecurity, some to the brink of starvation.





# The Goal

To feed the hungry and underprivileged during this extreme time of pandemic.

# The number of hungry people is on the rise, ironically on the other hand

a large amount of **consumable** food is being wasted at the  
restaurants and other such food services



So what if that food could be  
channelised to help the  
hungry people?

# We interviewed...

## Restaurant owners



We got in contact with 20+ people through direct interviews & questionnaire

It showed that only 5 were donating and rest threw the food (both edible and inedible) just because they didn't know the procedure or it was just a lot of work to do.

## Needy people



The daily wagers who lost jobs because of lockdown said that they asked their employers for money and were managing in the little savings that they had. Sometimes having only 1 meal throughout the day

# Insights from the survey

Total entries - 22

Restaurants- 14  
Vegetable shop- 3  
Bakery - 4  
Hotel - 3

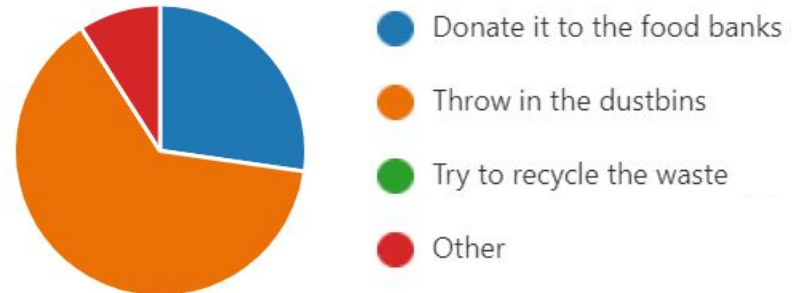
## Why don't they donate ?

- No guidance
- Don't know expenditure
- Don't know process
- Extra work
- Process is long
- What benefit do I get?

## Do they donate excess food ?



## What Do they do with excess food?



# Design Brief

To help the restaurants, bakeries, vegetable vendors, etc. connect with the food banks that provide food to the hungry and underprivileged during this extreme time of pandemic.



# Target Users of the solution

Restaurants

Hotels

Bakery

Supermarket

Sweet shops

Vegetable shops





# USER PERSONA



## Vishwanath Arya

I live in Mumbai and run a restaurant called Oasis Retreat. The pandemic has affected my In-dine service but home delivery is keeping my business alive. We reduced the staff and only the chefs are at work along with the delivery boys. The sales are almost same thus we still suffer with food waste generation. On top of that if government announces sudden lockdown the food waste generated is more.

### GOALS

- Increase my reach
- Get more customers for my restaurant
- Give good customer service

### TECHNOLOGY



Intermediate - Understand basic usages like social media and apps

### MOTIVATION

- Help others during this pandemic
- Save food from getting wasted
- To contribute in saving environment

### FEELINGS

- Anxious
- Pity for the poor

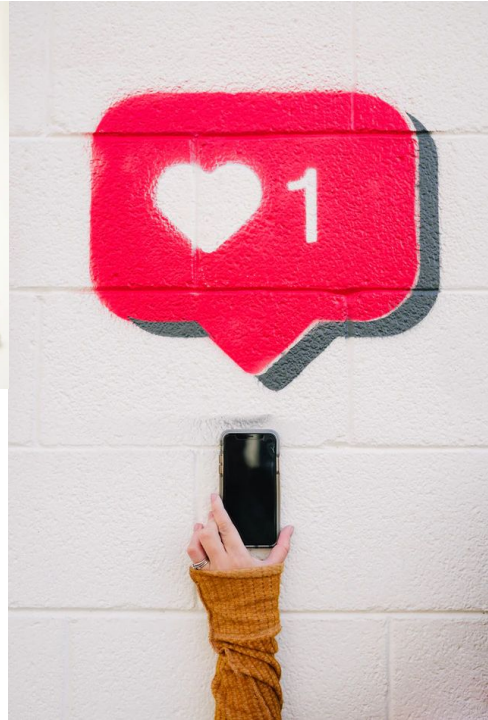
### PAINPOINTS

- Going out of business
- Excess food gets wasted
- No proper guidance for excess food donation
- Don't know where to donate
- Don't know how donation was useful
- Lengthy Process of donation



# When solved how it will positively impact the target user?

There are definite benefits to donating extra food for food services—tax incentives, social responsibility, helping the environment and cutting down on carting costs—so kudos for trying to do the right thing.



# Explorations

Restaurants  
giving discount  
on leftovers for a  
certain hour

Desktop or mobile-  
restaurant account  
where people will  
enter name too

Pick up and  
drop of food

Distributing door  
to door food to  
hungry people

How will the hungry  
people know where  
they will get food?

Awareness

Government  
rules should be  
more strict

Urban  
farming

To help people  
earn for  
themselves

Packaging and  
writing description  
about food (use by  
date, ingredient)

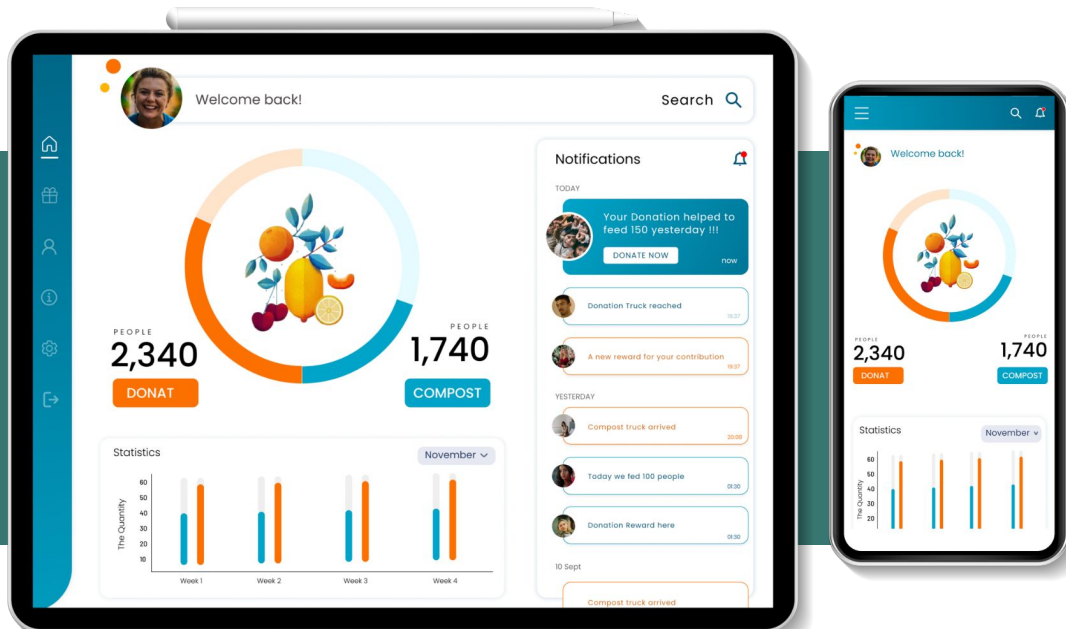


# Khwaish

Final solution

An app that brings the food service owners in contact with the food banks that provide food to hungry people.

With an innovation (stay tuned)



# Khwaish

How it works?



Donate

Khwaish lets **food services donate food** by getting them in touch with food banks that feed the hungry.

Which helps us fulfill our goal of **feeding hungry people during pandemic.**



Compost

Khwaish also has an option of food compost (because food services tend to have a lot of inedible food waste).

**20% of revenue collected from food compost is again given to food banks to feed the hungry.**



Rewards

The food service owners get **exciting rewards and coupons** in return of helping us feed hungry people. This keeps them motivated.

# Khwaish

How is it innovative?

## Rewards

In our research, we came to know that many restaurant owners do not donate because it's a very long process and it's not worth the work.

We came up with an innovative solution of providing exciting rewards to keep them motivated.

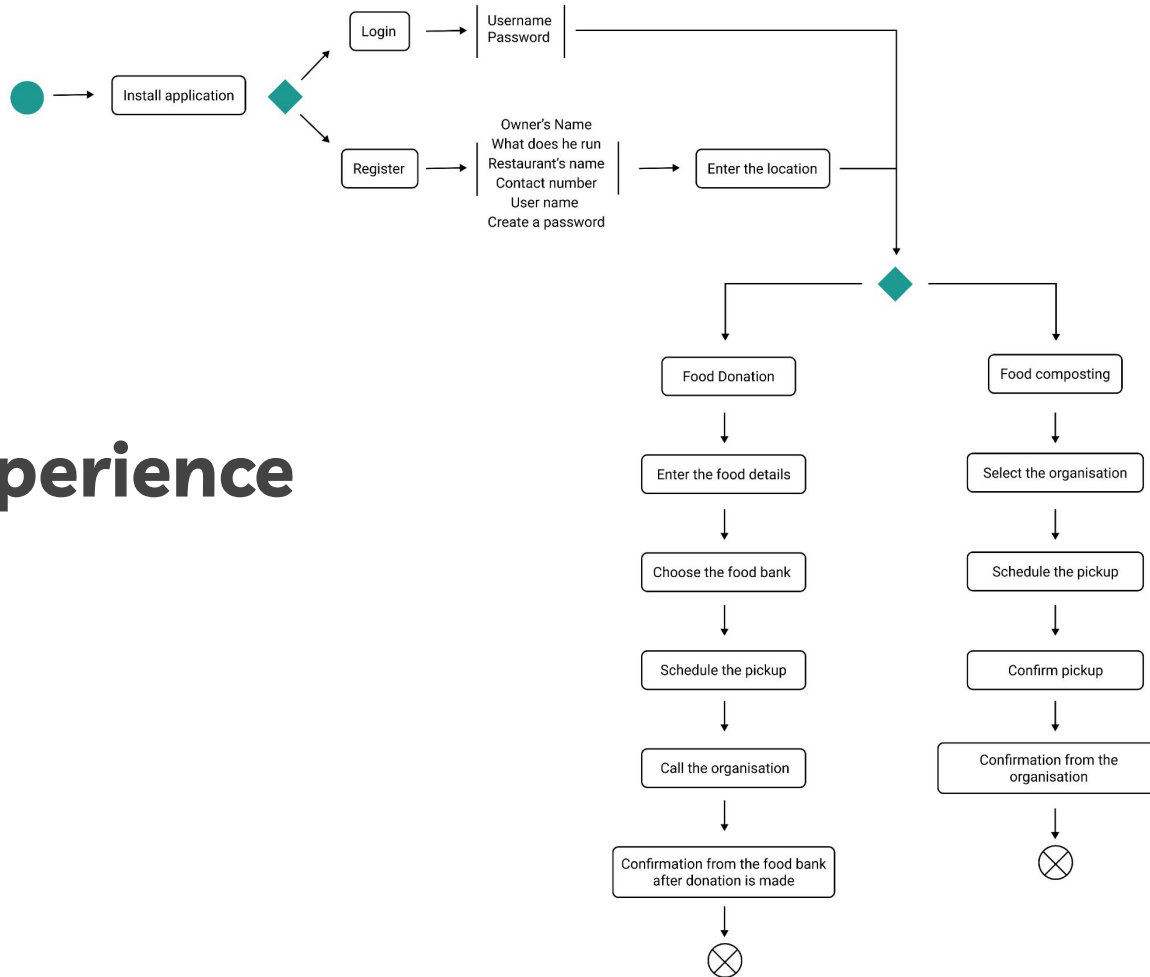
## Compost revenue

In our research, we came to know that inedible food waste is more than edible food waste, which a lot of existing solutions did not consider.

In our solution, we added an option of food compost wherein the food service can give inedible food waste for compost. 20% of the revenue collected from compost would be used to feed the hungry .

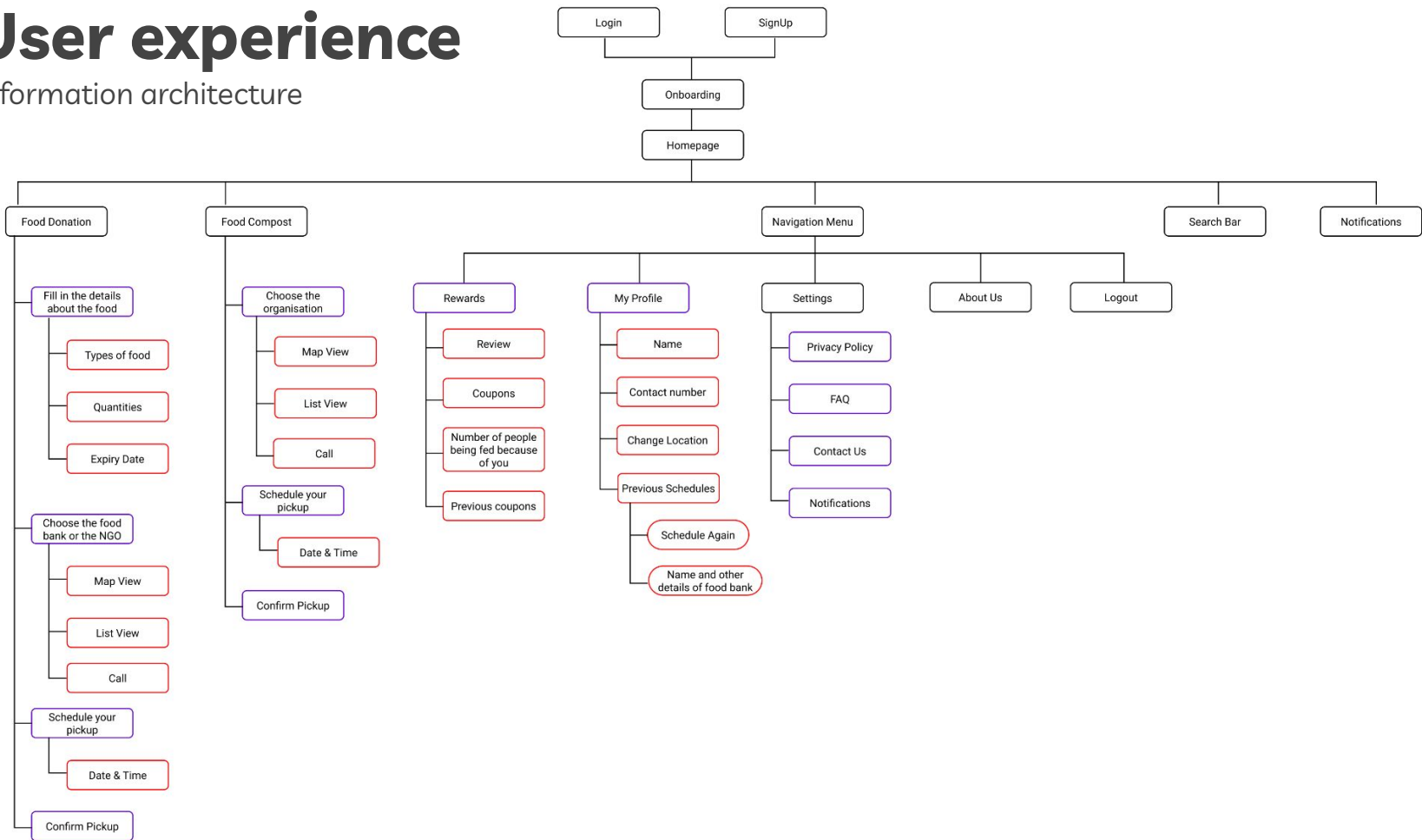
# User experience

## Flow chart



# User experience

## Information architecture





# User experience

The Mockup



Link to the prototype video -

<https://drive.google.com/file/d/1Z5iP7B8masYlenuS5H-toIobPolPkrsi/view?usp=sharing>



# Design process...

- Desk research on problems in covid
- Mapping associated problems
- Selected the problem after doing extensive **desk research - Hunger**
- Mapped **scenarios, target users and stakeholders**
- User personas based on the **questionnaire survey and direct interviews**
- **Brainstormed** ideas on the derived design brief
- **Information Architecture**
- **Wireframing & Mockup**



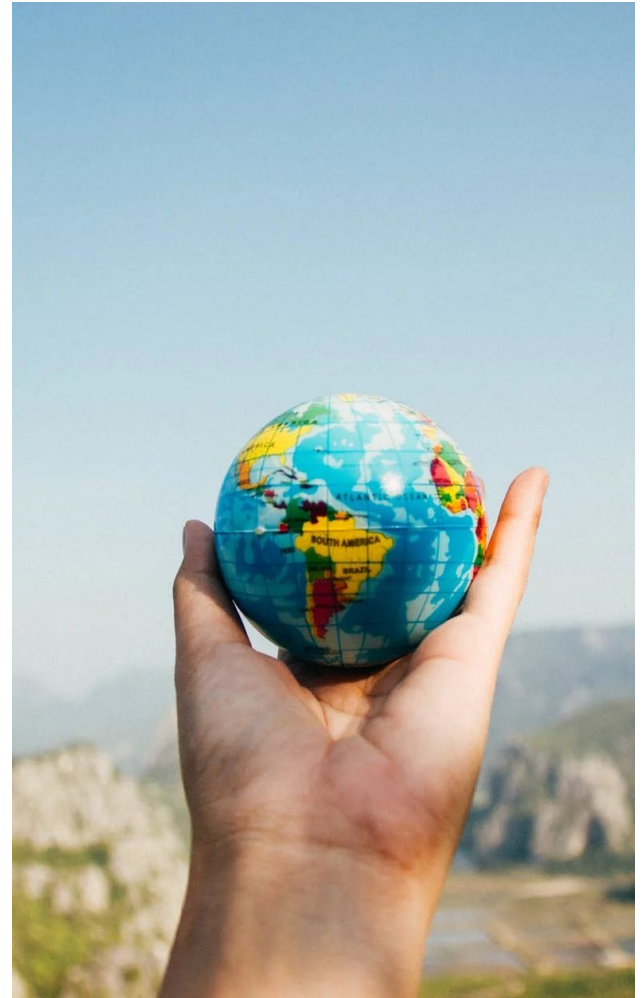
# Impact on society

- 1. Hunger solved-** People who lost their income during pandemic and were suffering from hunger get food.
- 2. Food waste managed-** A lot of food waste is generated during this pandemic. This food waste is utilised for a good cause.
- 3. Food services fulfilled-** Even the food services faced ups and downs during pandemic. Even their needs are fulfilled.



# Sustainability

- Covid 19 has affected the income of a lot of daily wagers who are suffering severe hunger issues now. The same scenario is going to be there even during the 3rd wave as lockdown is the only precautionary measure we know. Khwaish will be helpful to such people even during the 3rd wave.
- Food waste management has always been an issue on our planet. There are tons of landfills due to food waste. Khwaish finds a way to reduce food waste along with our main aim. This would help our planet in the long run.
- Khwaish is going to be of immense help until there is food waste. This makes it a long lasting solution as well.



# Execution & business viability

## Business viability

- It economically viable and also a timely solution.
- It would only require a database containing the information of the food banks and compost organisations.
- It is an easy to understand and easy to use solution.
- It is a B2B solution with a satisfactory profit to both parties.

## Execution

- Restaurant owners need GPS
- They need tablet, smartphone, laptop, pc, etc. Majority restaurants have tablets with them for the smooth execution. Hence, it's an accessible device.
- This solution would reduce the carting cost of the restaurants which would make them a profit.
- The food banks and compost organisations also benefit from the solution.





# Thank you!

Firstly, we would like to thank UMO for giving us an opportunity and motivation to work on the current urgent problem. Also a huge thanks to our mentor, Ms. Gunjan Thapa ma'am for guiding us throughout the journey.

Last but not the least, we would like to express our gratitude towards all the people who gave us valuable information during our research.

Cheers!



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