

Design X Social Challenge 2022

# Presentation Template

This deck is a workbook, designed to help you complete the project successfully. Please follow the instructions provided in each slide.

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## IMPORTANT INSTRUCTIONS:

- If you have a Google account, sign in and **make a copy of this deck** before you add your content.
  - If you don't have a Google account, go to File > Download this file as Microsoft Powerpoint and use.
  - You will be provided with a clear instructions deck for more details on how to submit, etc.,
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# FoodSmart: a sustainable app to reduce food wastes and hunger

Theme: **Design for Crisis**  
Rebuild and heal the world with design

July 23rd – US, Canada, and UK

# Team 70



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From US  
Designer



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Mentor

# Problem Identified

## PROBLEM DESCRIPTION

*Food waste and food insecurity*

**Crisis Examples:** Food Wasteage and Hunger

**Narrow down:** Supermarket, restaurants bin out food that don't get sold, while many people don't even get to eat a single meal a day, not to mention the environmental impacts.

- **PERSONAL - Reimagine the life operating system**
  - How can we make these systems robust/sustainable?
    - Large quantities of food that would previously be placed in landfills can now be repurposed and distributed. The goal of **FoodSmart**, is to avoid depletion of resources and drive sustainability. The byproduct of this system will help decrease food insecurity/shortages for those who face food insecurity.
  - How can we help people overcome post-crisis trauma?
    - Supermarket/restaurant owners take part in solving the food waste and shortage issues, meanwhile residents also contribute to repurposing unsold food.
    - Excess food scraps that are unnecessarily placed in landfills eventually contribute to 12% of total global methane emissions, which eventually release extra methane into the atmosphere, which contributes to global warming. We can help people overcome this post-crisis trauma by educating the public on ways to limit food scraps, and creating a community that have the same goal in mind.
- **SYSTEMS/GOVERNANCE - Redesign government systems & policies.** How can these systems and the governance be citizen inclusive or citizen-led with people as stakeholders?
  - **FoodSmart** puts the responsibility of sustainability in the hands of citizens, specifically consumers and restaurant owners. Food Insecurity has been exacerbated with the global pandemic and our solution will address this issue. The nature of FoodSmart is conducive to citizen support, as our users, citizens, are able to control how they will repurpose the food scraps.





# Urgency/Importance

## WHY IS IT AN URGENT PROBLEM?

Land, energy, and water are among the key resources needed for food production. According to the Intergovernmental Panel on Climate Change, food waste accounts for 25-30% of all food produced globally and 8-10% of all greenhouse gas (GHG) emissions.

If food waste were a country, it would be the world's third largest emitter after China and the USA.

- The U.N. report estimates 17% of the food produced **globally** each year is wasted. That amounts to 931 million metric tons (1.03 billion tons) of food.
- **US restaurants** generate an estimated 22 to 33 billion pounds of **food waste** each year. Institutions — including schools, hotels and hospitals — generate an additional 7 to 11 billion pounds per year. Approximately 4-10% of food purchased by **restaurants** is wasted before reaching the **consumer**.
- Approximately 85% of the food that isn't used in a typical American restaurant is thrown out while only a small percentage is recycled or donated.
- More than half of the food produced in **Canada** are wasted each year.
- Meanwhile in the **UK**, food waste from households and businesses is still around 9.5 million tonnes (Mt), 70% of which was intended to be consumed by people. This had a value of over £19 billion a year, and would be associated with more than 25 Mt of GHG emissions.
- In developed countries, the issue of household food insecurity is affecting 8 to 20% of the population. For example, in the **US**, 1 in 10 households are struggling with food insecurity.
- 7% of the **world population** are undernourished.



# Persona 1 Restaurant Owner/ Sustainability Advocate



## Sarah Johnson

Age: 38

Occupation: Restaurant Owner

Location: New York, US

Education: MBA

Marital Status: Married with 2 kids

## Goals

- Manage the restaurant efficiently
- Limit food waste that ends up in landfills by donating leftover food, and as a byproduct bridge the gap with food insecurity, instead of throwing away unsold food
- Enjoy free time with her 2 kids and teach them sustainable habits
- Make a positive impact for sustainability

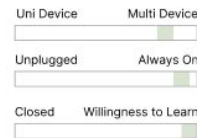
## Bio

I am a restaurant owner and an advocate for efficiency, sustainability and decreasing food waste. I want to limit the amount of food waste that typically gets thrown into landfills, by finding ways to donate leftovers. On the weekends, I enjoy spending time with my 4 year old and 8 yera old, doing activities outside, such as gardening and going to the beach. Recently, I have started bringing my littles to the beach with me for cleanups. My husband and I switch off on cooking and use the herb, fruit and vegetable from our home garden. We also make sure to make our own lunch to bring into work the next day, so that we are not contributing to plastic waste unnecessarily.

## Favorite Quote

“Each one of us matters, has a role to play, and makes a difference. Each one of us must take responsibility for our own lives, and above all, show respect and love for living things around us, especially each other.” – Jane Goodall

## Tech Saviness



## Frustrations:

- The food that there is a large quantity of food that is still edible, ending up in landfills, which contributes to greenhouse gas emissions.

## Restaurant food source:

- Natural, organic and locally grown/ raised ingredients
- Grows herbs in her own restaurant garden

## Favorite food spots:

- Wholefood
- Local farmers markets (Hell's Kitchen, Union Square, Astoria, etc)
- Package-free shops

## Psychographic:

- Concerns about what is happening around the globe
- Believes and is concerned with climate change
- Cares about the community and sympathises with people who are in need
- Recycles trash in her own household as well as the restaurant
- A part of charity organization, donates money regularly to Green Map System.
- Likes to give back to the society
- Positive in life and believes we can solve most issues with commitment and hard work.
- Buys only natural and organic goods if possible

# Persona 2 Single Mother Facing Food Insecurity



## Olivia Smith

Age: 34

Occupation: Single mom

Location: New York, US

Education: High School Diploma

Marital Status: Single mom with 3 kids

## Goals

- Provide enough nutritious food options for her children
- Make enough money to purchase enough food and other necessities
- Help her children create good eating habits
- Reduce the cost of spending on groceries/food
- Save money on food to send children to college

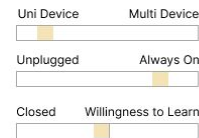
## Bio

I am a single mother of 3 children - Liam (18), Michael (6), and Gracie (4). I had Liam when I was 16 and was barely able to complete my high school education. I work 3 jobs just make ends meet for my children. My weekday work includes being a home health aide and server and during the evenings and weekends I am a bartender. Because I work the majority of the day until pretty late in the evening, my eldest son, Liam, watches over Michael and Gracie during school nights. Liam is about to start his first year at the nearby community college to study economics, and will be attending lectures virtually. On the weekends, Liam also works as a part time sales associate at Journeys, to help save up for university.

## Favorite Quote

"We all have a part to play"

## Tech Saviness



## Frustrations

- Working 3 jobs just make ends meet is exhausting and taking a toll on Olivia's mental health.
- Food prices are always increasing, and it is expensive to find fresh produce at an affordable price.

## Food source

- Nearby discounted grocery stores,
- Supplemental Nutrition Assistant Program
- Food pantries and community kitchens.

## Favorite food spots:

- Walmart
- McDonald's, Taco Bells

## Psychographic:

- Looking for free food/discounts at local restaurants or grocery store around her
- Cares about the community and maintains a good relationship with neighbour
- Tries her best to maintain a good work-life balance by dedicating family time and self care time.
- Tries her best to cook with healthy and natural ingredients for her kids
- Does not have much time to prepare meals for herself and the children
- Works hard every day while trying to save every penny for her children

## STAGE 1

# SUBMISSION

Now that you have completed all the previous slides, please submit & share your deck to [team@umo.design](mailto:team@umo.design)

Make sure you have completed:

**Slide 4** - Problem Identified

**Slide 5** - Why the identified problem is an urgent one

**Slide 6** - Target user persona(s)

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### IMPORTANT INSTRUCTIONS:

- Share a link to your Google Slides document or your Microsoft Powerpoint which ever you are working with, to **team@umo.design**
  - For sharing a Google Slide deck properly click on the Share (yellow button in the top right corner), Make sure "Anyone with the link" option is enabled. Then copy the link and email.
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# Explorations

## SOLUTIONS & IDEAS

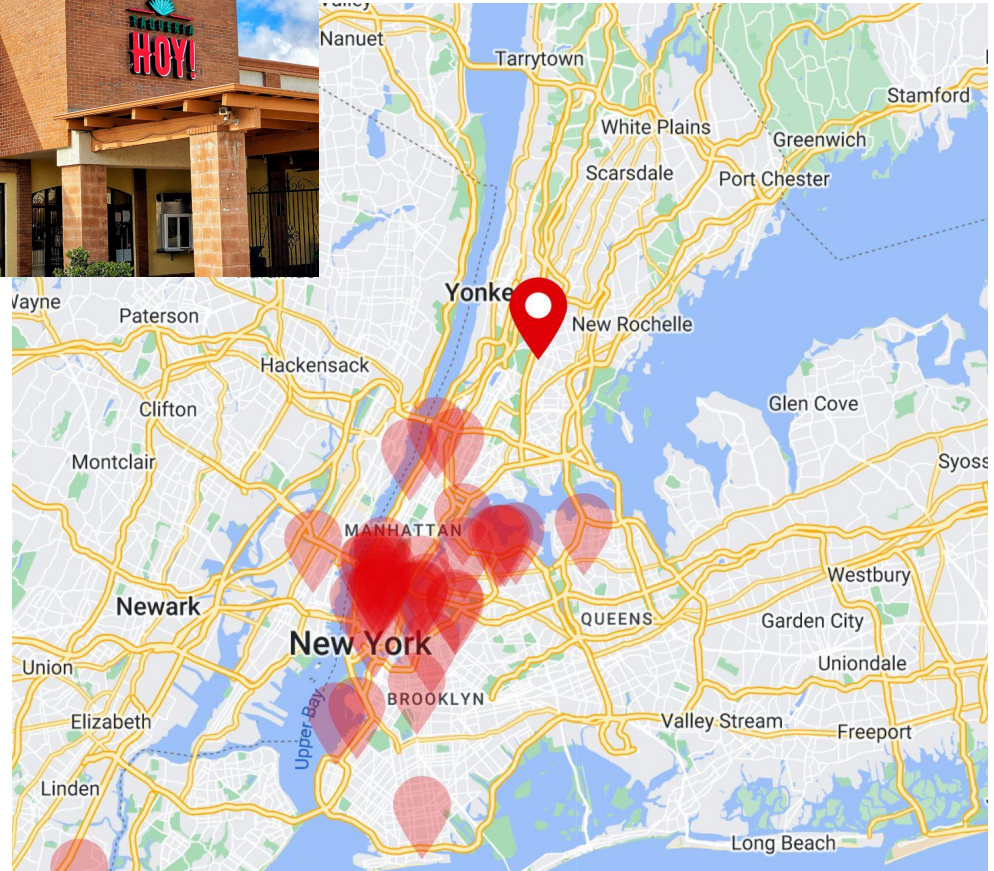
*Capture and describe one or two alternative solutions you've considered*

Here are some solution that we have:

- Collaboration with local food bank/charity organization
- Connects it to uber eats for a delivery fee
- Connects to local shelter

These are some of the restaurants in New York City that we are consider to include for our app FoodSmart that we are focus on local restaurants:

- Kingston Tropical Bakery
- Hudson Smokehouse
- Ruta Oaxaca Mexican Cuisine
- Golden Palace Gourmet
- **Taqueria Hoy** - we choose this restaurant with their menu for our high-fidelity mockup





# User Experience

## HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?

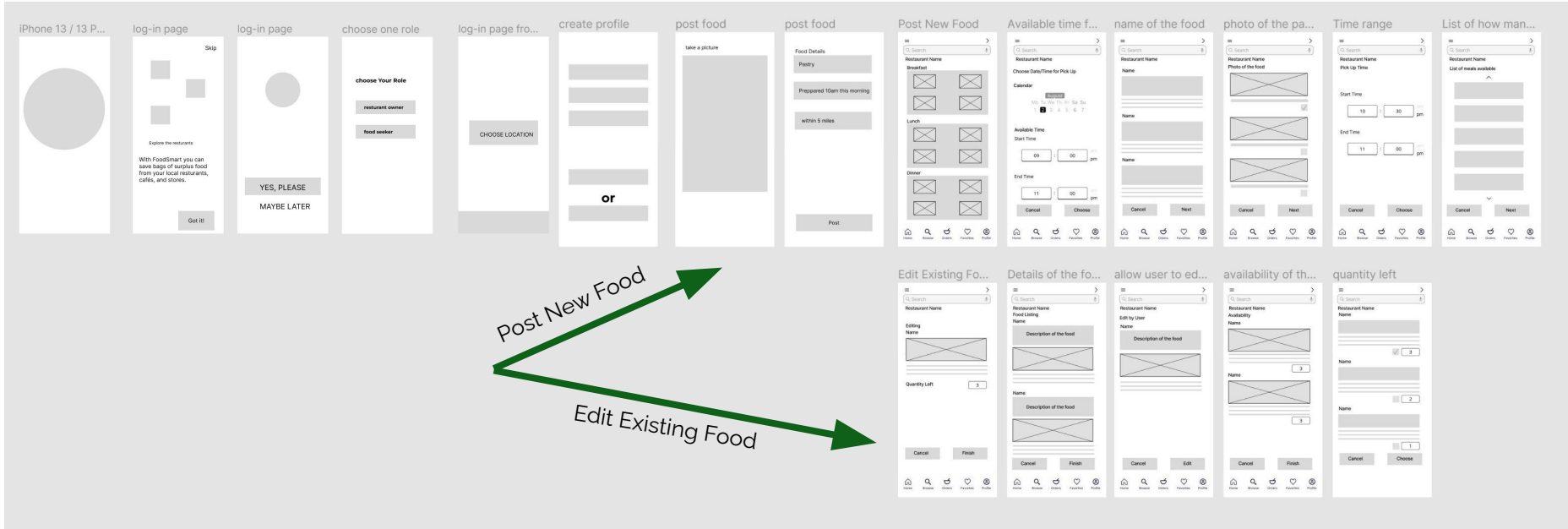
*Please use any medium to communicate/ demo the UX of your solution.*

**NOTE:** *You could post a max of 5 mockups or sketches to clearly demonstrate your solution. AND \OR Insert a video demo link (Highly encouraged)*

- Based on our [SITE MAP](#), we are divide to three sections Main Menu, Post Food from the restaurant and Find Food from residents/citizens.
- We focus on Post Food from the restaurant to work with and here is our mockup Low-fidelity Wireframe for restaurant to Login and Post Food.
- See the next slide include with our low-fidelity
- This is a link to our low-fidelity wireframe [Low-fidelity wireframe](#)

# Low-fidelity Wireframe

- This is [Low-fidelity wireframe](#) start with login, create profile, and post food from the restaurants
- We focus on the post food wireframe and we are creating **two sections**:
  1. Post new food
  2. Edit existing food





# Design Process

## DESIGN PROCESS FOLLOWED

*Describe the process you have followed.*

- We create low-fidelity for Flow 1- Restaurant Post Food, hi-fidelity for Flow 2-Resident Find Food
- We create style guide include logo, typography and color palette
- We also create elements and components for our project
- This is a link to our [Digital-fidelity](#)
- See all slides below for the mockup that we have for FoodSmart app project

### Logo

**FoodSmart**

### Typography

**Montserrat**

**Inter**

### Color Palette



HEX #0F6119



HEX #FFFFFF5



HEX #C84218

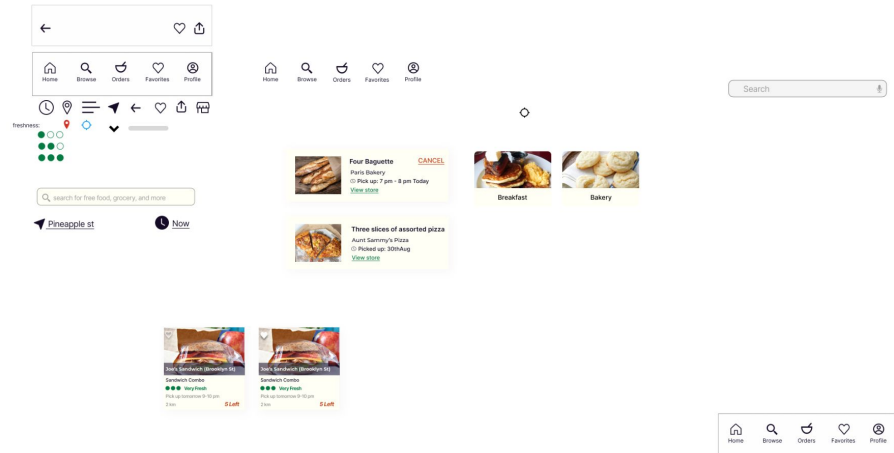


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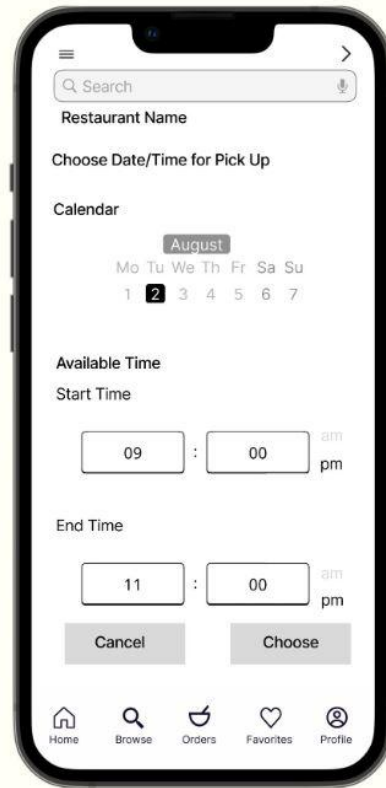
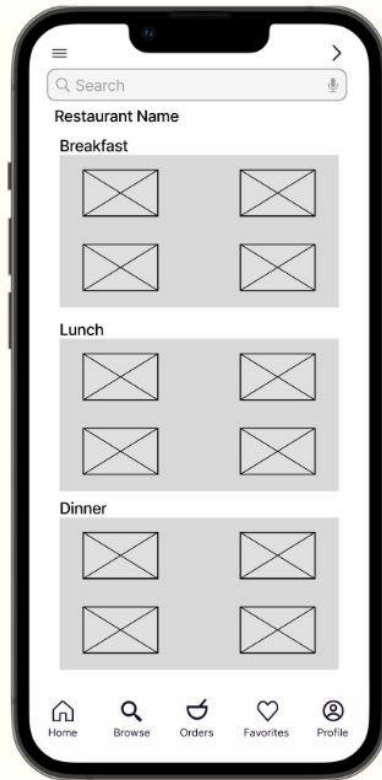
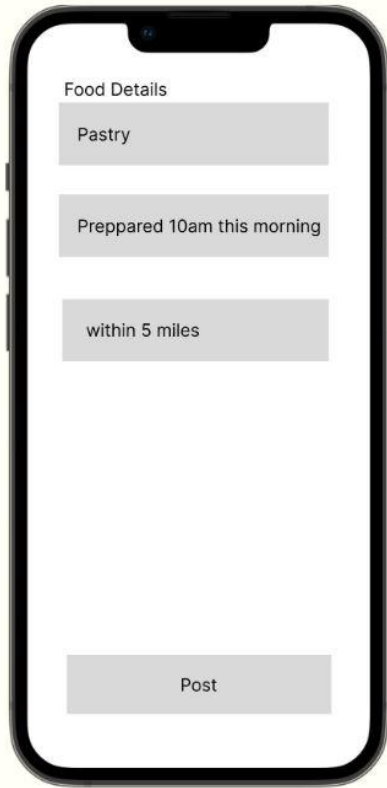
Style Guide

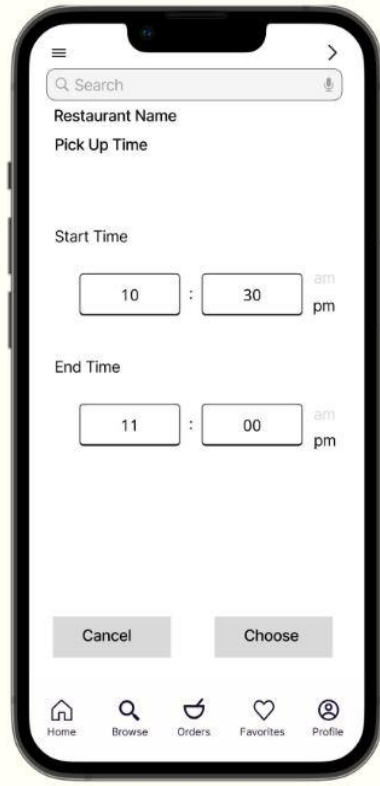
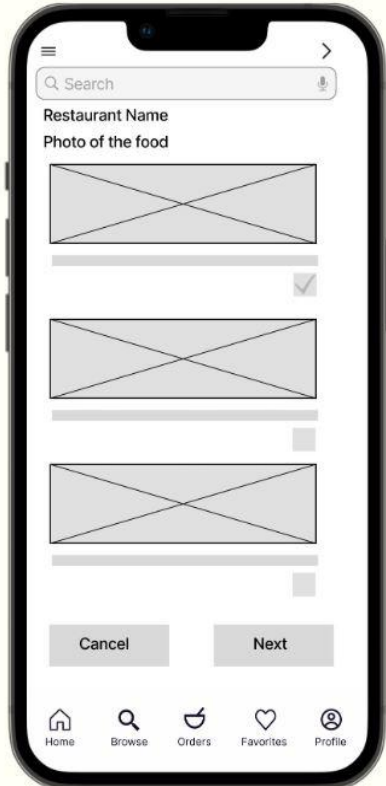


Elements + Components

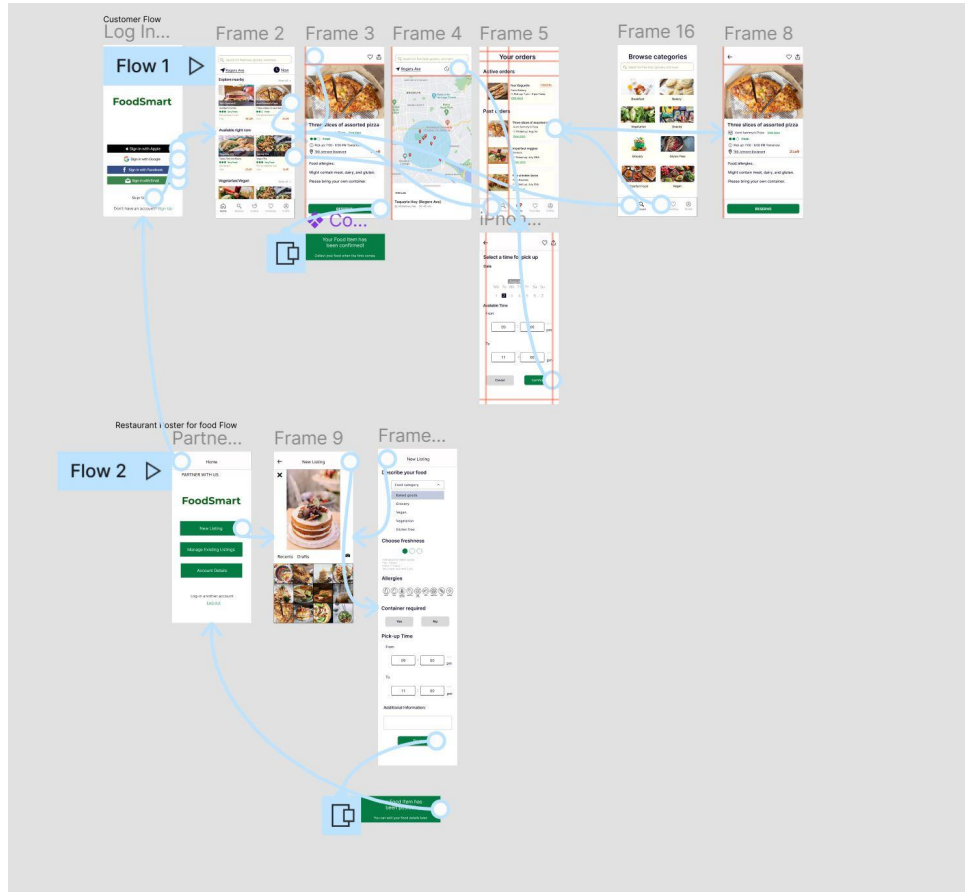
# Low Fidelity Mockup

Restaurant Post Food





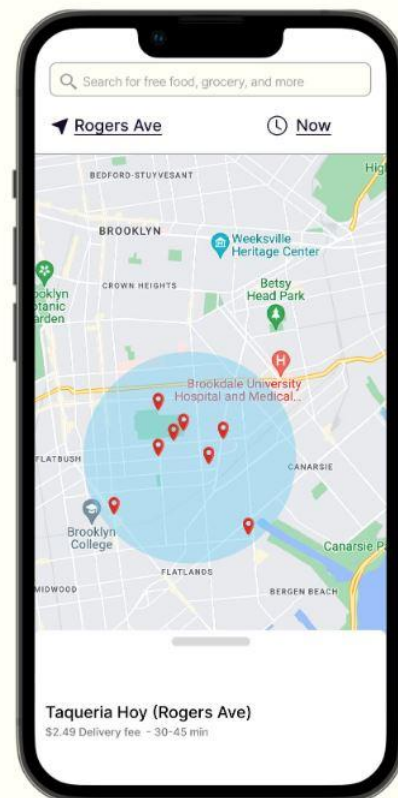
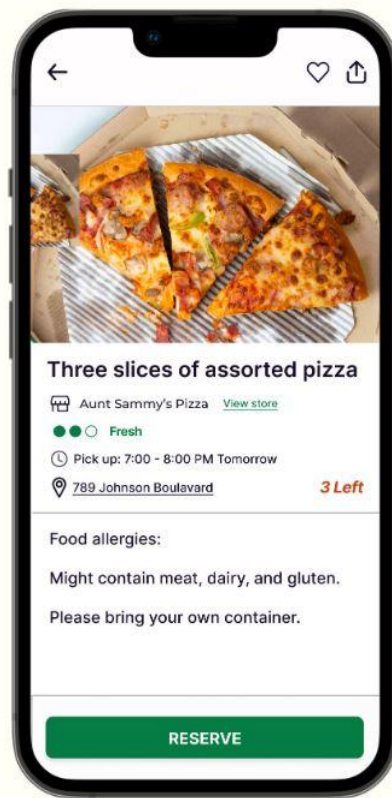
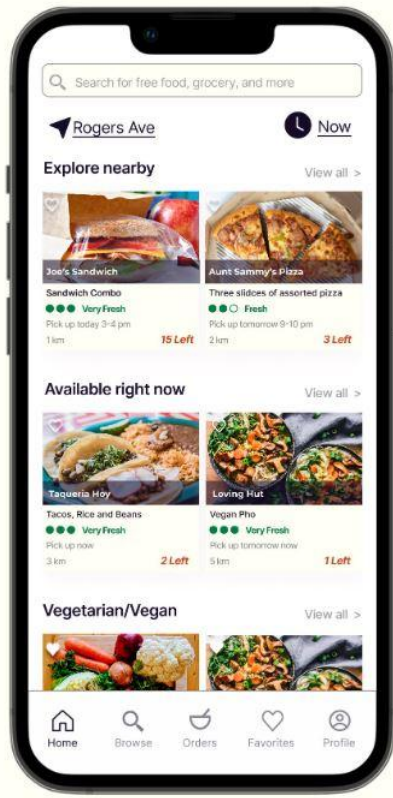
# High-fidelity prototype

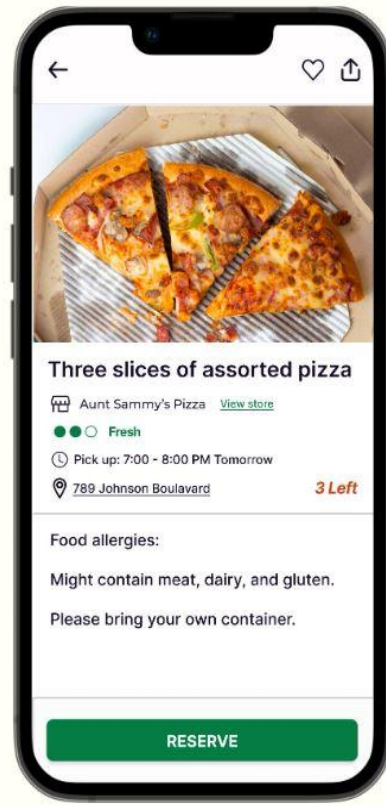
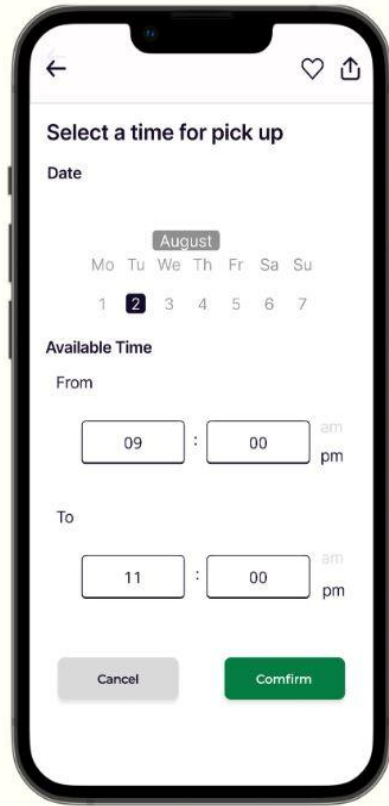
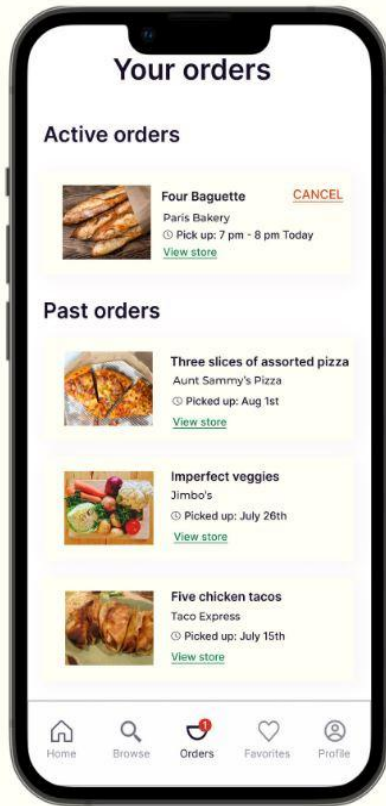




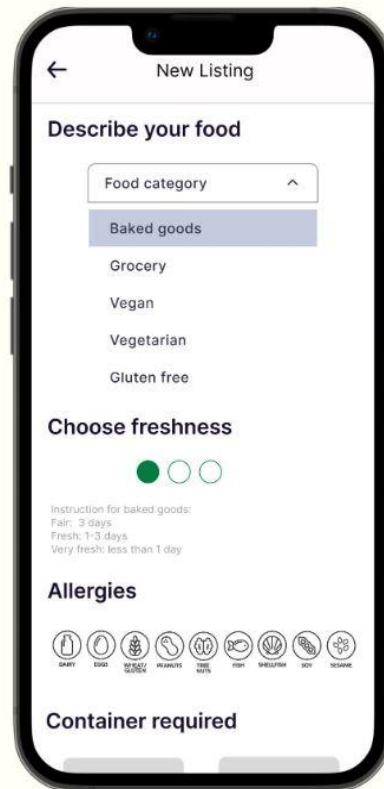
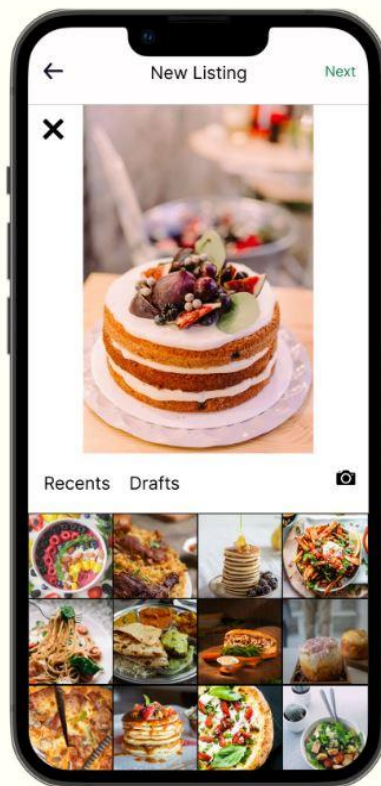
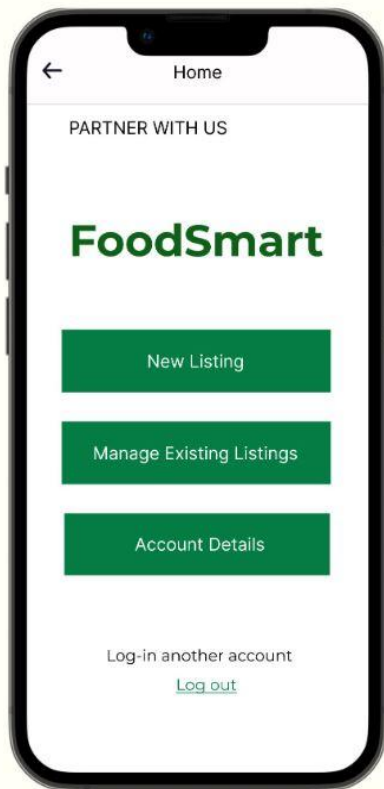
# High Fidelity Mockup

Resident Finding Food





# Restaurant Post Food



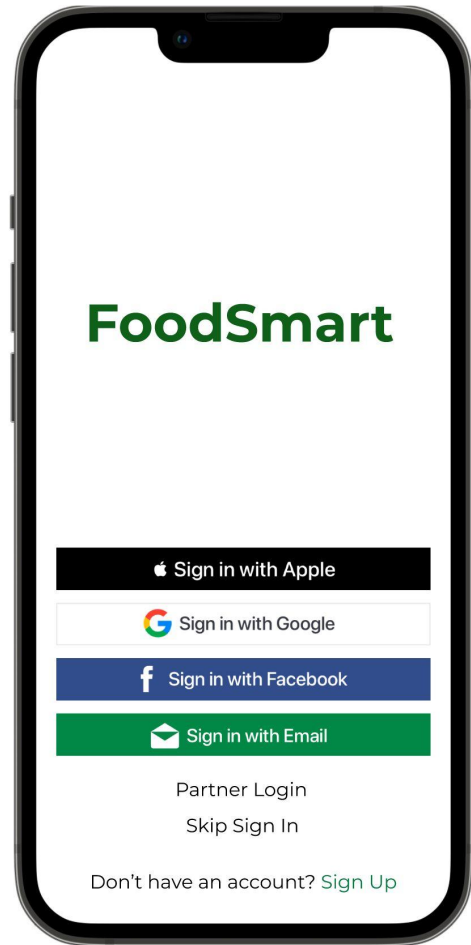
# Impact on the Society

## IMPACT OF YOUR SOLUTION

*Describe how your solution positively changes/impacts the target user. How does it enrich the lives of your target users?*

By donating excess food, companies can **directly assist** those who are living in difficult situations while also having a positive effect on the environment. Giving out extra or leftover food brings **6 major positive effects** on society:

1. **Assist** users who are socially disadvantaged and in need of food assistance.
2. **Reduce** cost of living under this post-pandemic inflation society.
3. **Reducing** trash disposal expenses.
4. **Boost** employees' morale.
5. **Lessen** company's environmental impact.
6. **Fight** climate change by lowering the greenhouse gas emissions related to food waste.



This is login page from the FoodSmart app

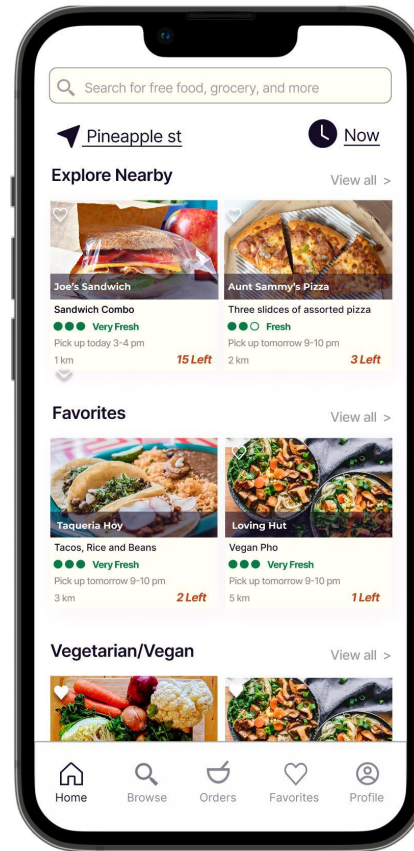


# Sustainability

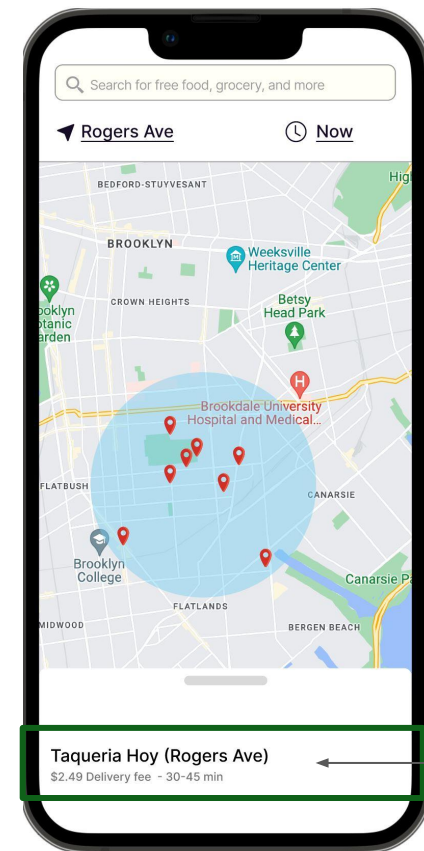
## HOW IS YOUR SOLUTION SUSTAINABLE?

*Describe how your solution tackles the challenges in case of a Next Wave. How is your solution long-lasting? How is it sustainable? How is it good for the planet?*

- Less than 3 percent of U.S. wasted food is recovered (e.g., to feed people or animals) or composted, and the remainder is sent to landfills or incinerated. Food represents the single largest component (21 percent) of solid waste in landfills and incinerators.
- Our vision is to create **hyperlocal food-sharing networks**. We are confident that FoodSmart can contribute to the development of a society in which **no more food is wasted** and **everyone** has access to delicious food without endangering the environment.
- This is a long battle but together as a community, we can end food waste and rethink consumption.



List of restaurants nearby that residents can come to get the free food



Location trackers to help residents can come to get the food

# Practicality & Business Viability

## HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

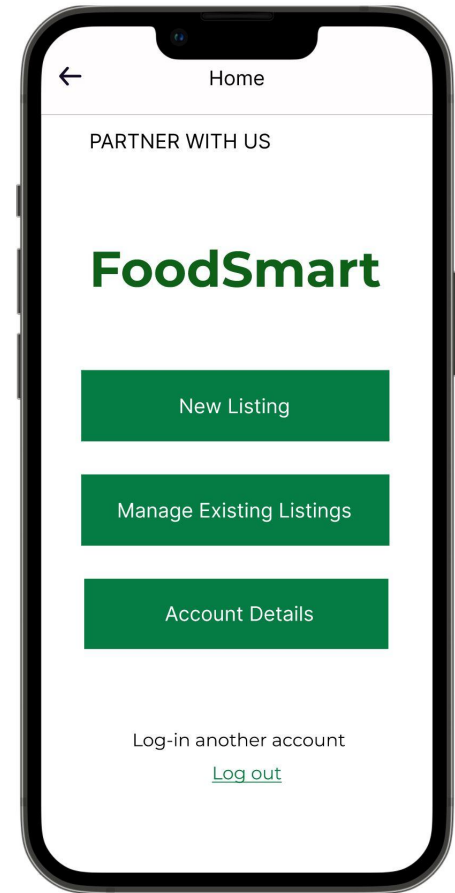
*Describe briefly how your solution can be implemented effectively and efficiently.*

### For partners:

- We offer a completely **managed** service to our partners, including all delivery with UberEats, and pickup schedules to make it **simple** to achieve maximum redistribution.
- Additionally, we provide complete **traceability** of any food surplus so that partners can confidently measure and report while also adhering to legal requirements.

### For citizens:

- Collecting food is easy! Simply browse the listings available nearby, you can use to **filter function** that *features dietaries, distances and food type*, then request whatever your fancy and **pick up** at a *specific time* or *request delivery for an extra fee*.



This is a page that partners (restaurants) can login to post food and manage all the list of existing foods

# Video Submission

[UMO Design x Social Challenge 2022 Team 70](#)

## STAGE 2

# Final Submission

Now that you have completed the all sections in the deck. Please send an email out to ensure that your submission is on time.

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### IMPORTANT FINAL SUBMISSION INSTRUCTIONS:

Please ensure that you submit the following:

- **Presentation Deck** - Review your deck for completion and submit
  - **Video** - Create a 3 min video (DO NOT EXCEED 3 mins) for the jury to evaluate and for the public voting. Imagine watching your video without any context. It should tell everything about the project, highlighting the problem, solution, and impact. Structure your video based on the evaluation criteria [here](#)
  - **Submission form** - Complete a final submission form and embed a video link and the presentation link [here](#)
- 

Final Submission form  
link  
To be published



**Thank you from  
Team 70!**