

FoodLoop



*“We are trashing our land
to grow food that no one
eats.”*

– Tristram Stuart

Break the food loop!



Our initial approach to this idea was to create an app that revolves around teaching how to cook. This idea swiftly translated to an app that helps an individual to reduce his carbon footprint by wasting less food.

We chose this as our best course of action since we felt like this particular topic needed more attention, being severely underestimated.

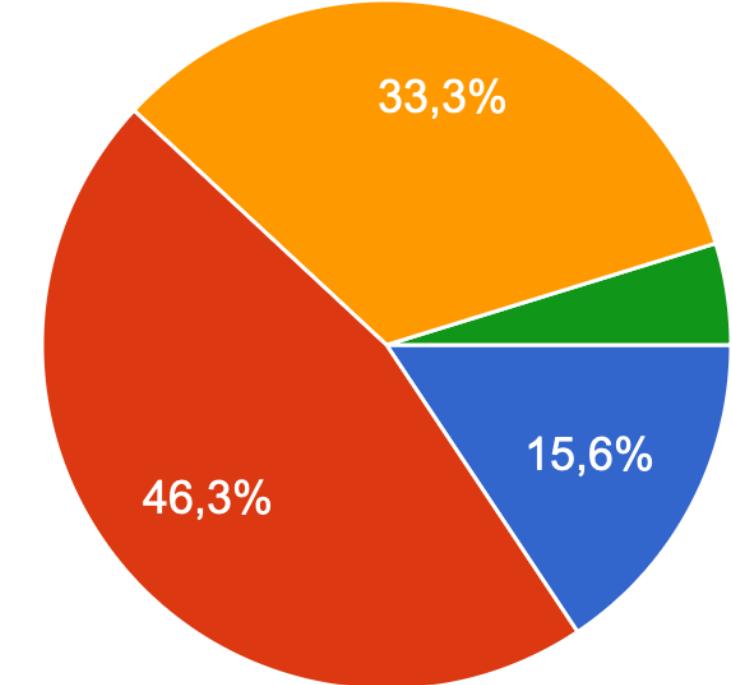
Before deciding how to actually implement the whole structure of the app, we conducted some research on that matter, and created a survey for gathering additional insights and informations



RESEARCH & ANALYSIS

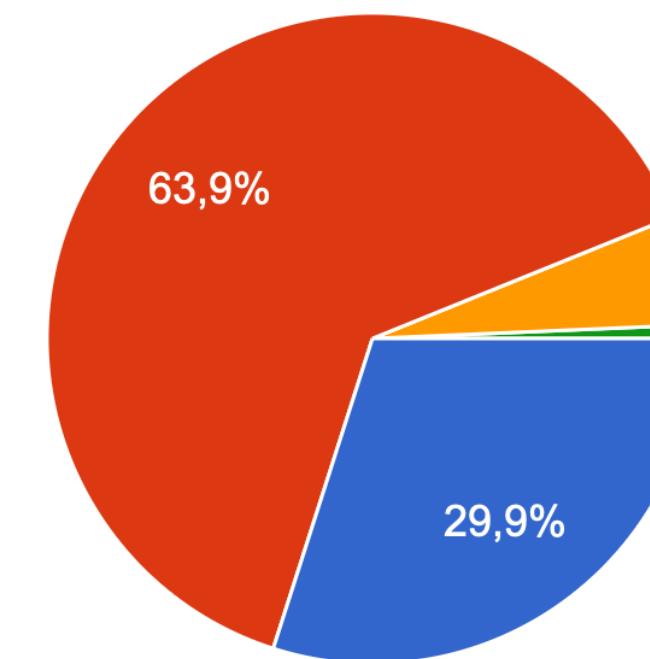
Have you ever bought more food than you needed?

147 risposte



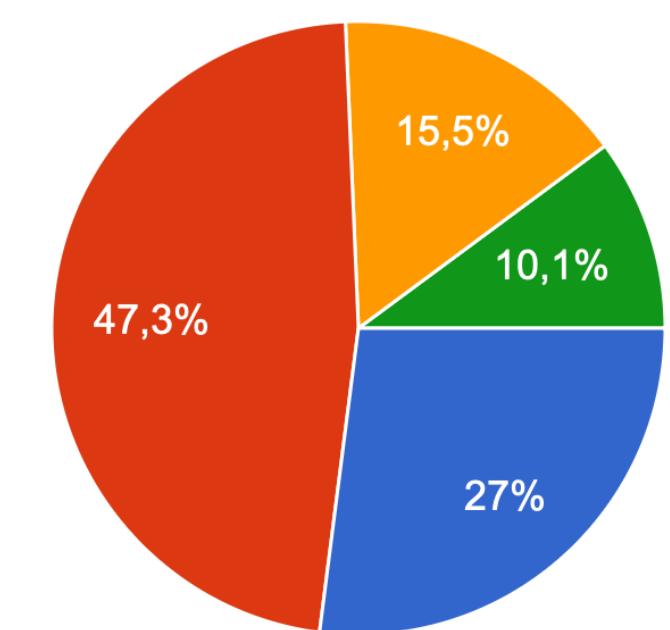
In your opinion, how much food do you waste on average each week?

147 risposte



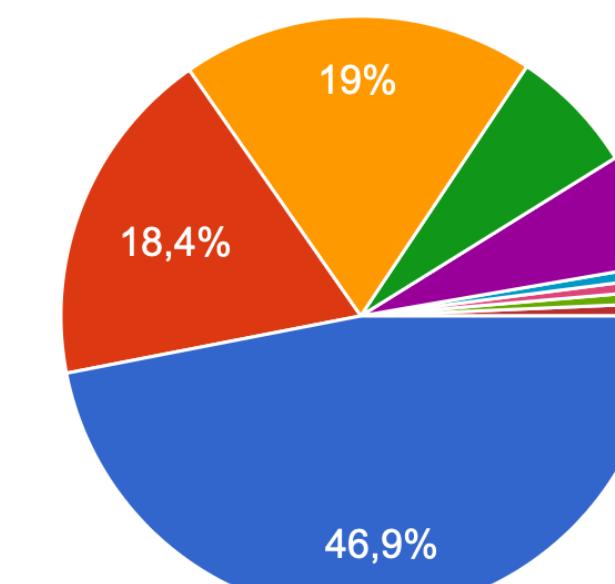
If there was an app that helped you reduce waste, how much would you use it?

148 risposte



What would convince you to regularly use an anti-waste app?

147 risposte



Effect on our mind and the planet

Causes of Food Waste:

- Perceived Scarcity: A feeling of not having enough food leads people to overbuy, creating waste.
- Unplanned Purchases: Up to 46% of purchases at the checkout counter are unplanned.
- Supermarket Layout: Stores place essential items at the back, forcing shoppers to walk through more aisles and leading to more impulse buys.
- Psychological Factors: Hunger increases the tendency to buy large portions, and people under cognitive load prefer larger, less cost-effective packages. Shoppers may also imitate others' purchases.

Environmental Impact:

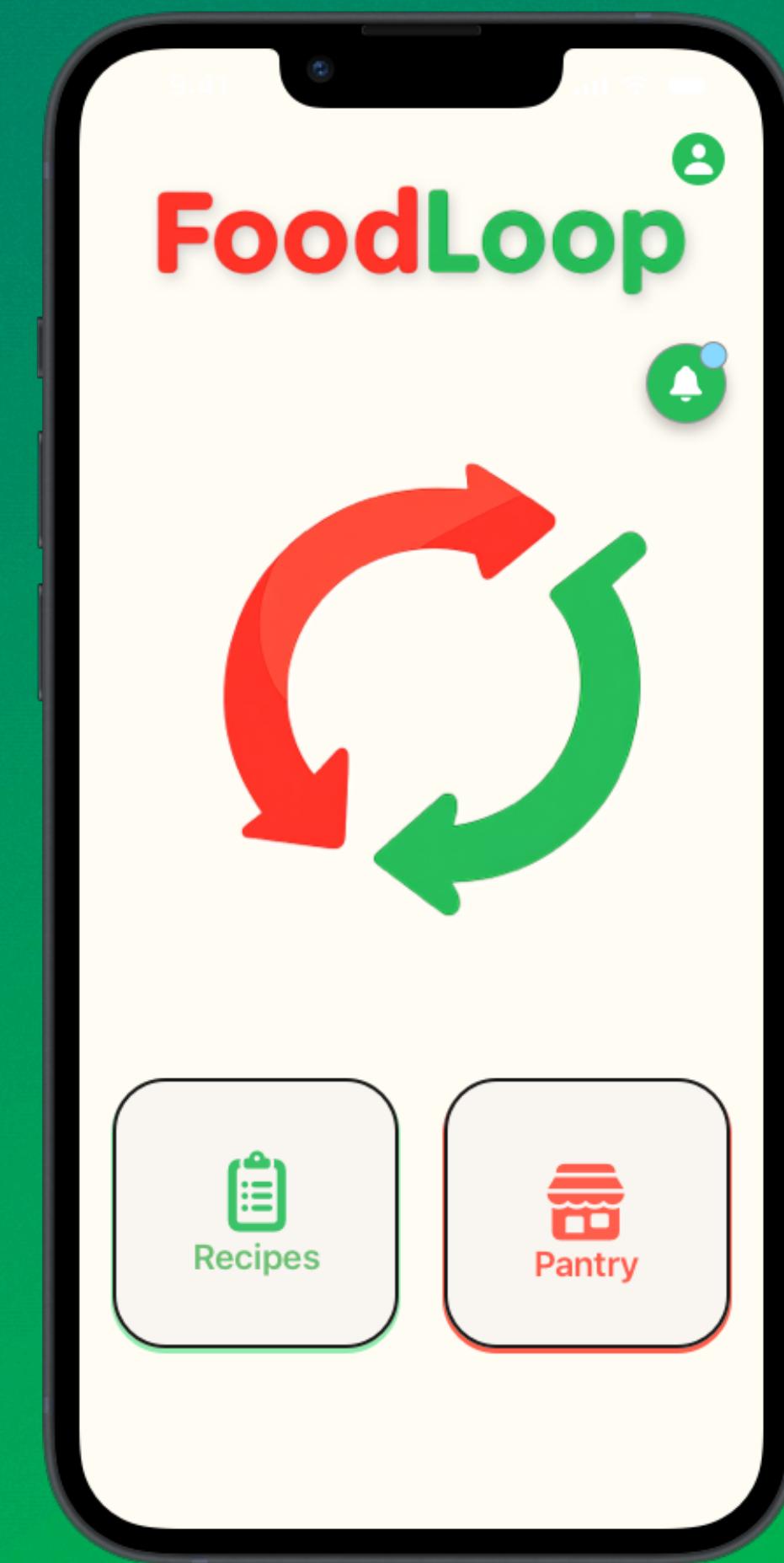
- Food waste is responsible for 8-10% of global greenhouse gas emissions.
- If it were a country, it would be the third-largest emitter after China and the U.S.



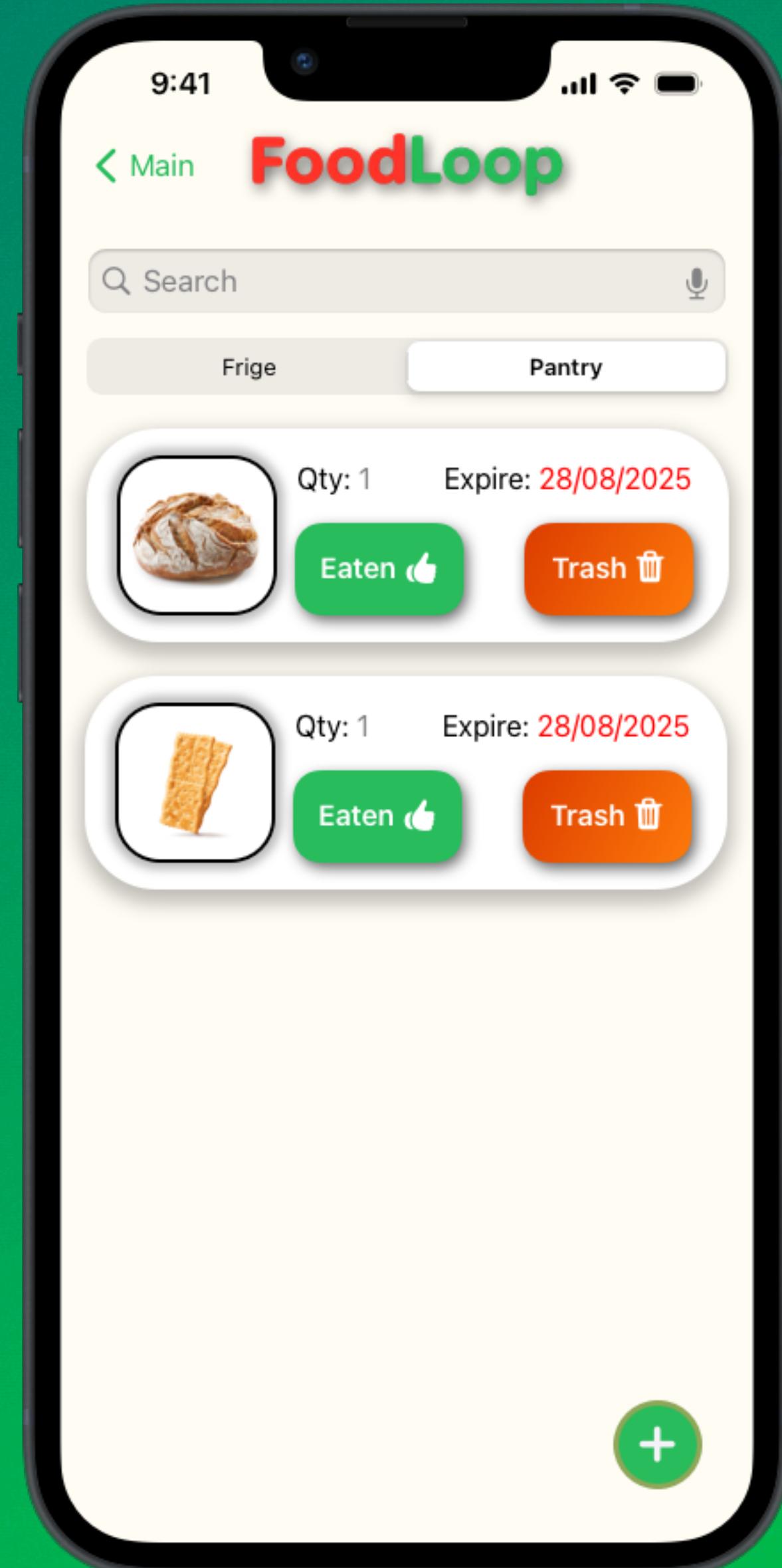
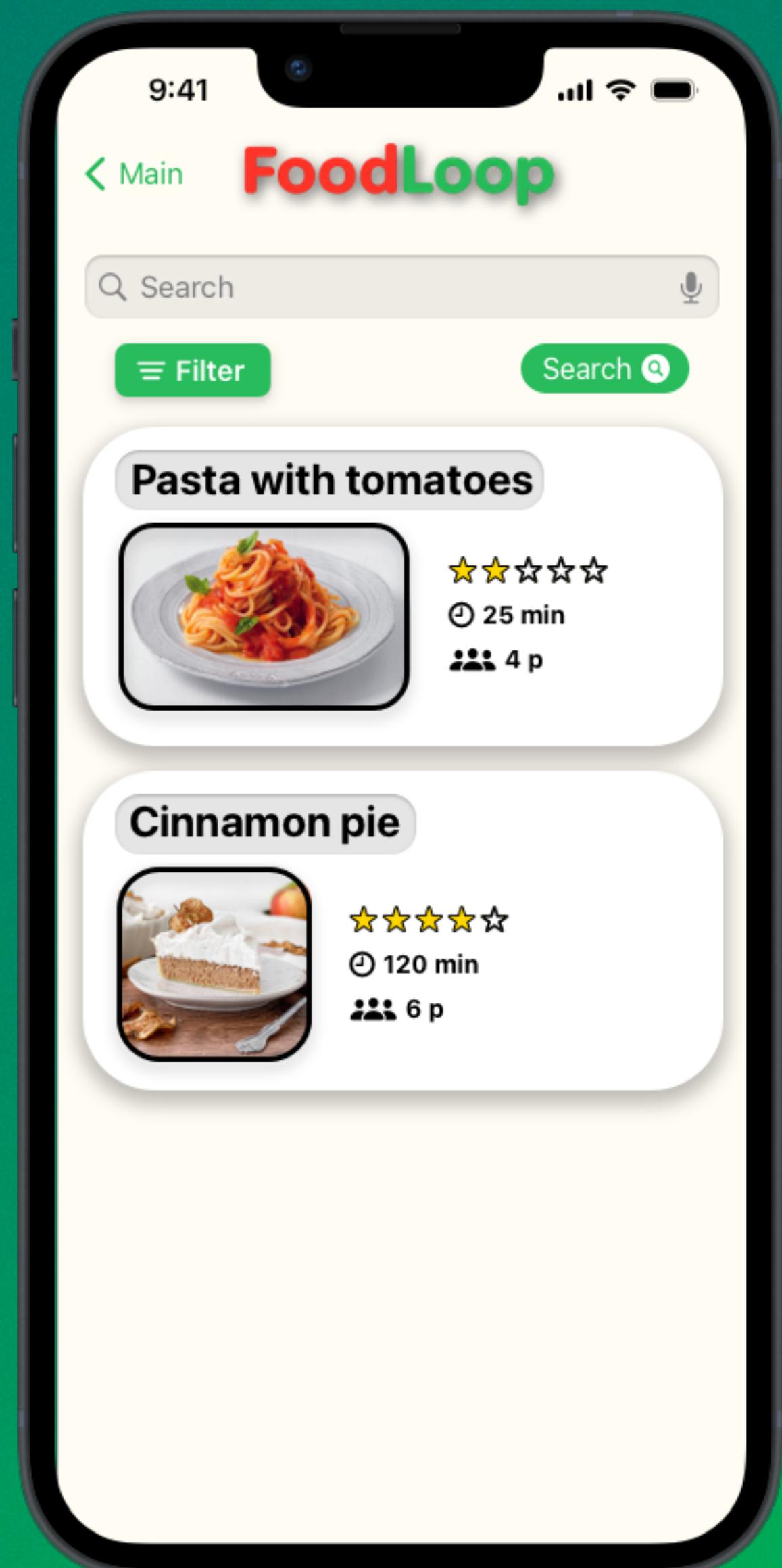
If there was an app to fight food waste would you use it?

- Our idea is an app that recommend recipes based on what you have at home
- Keep track of the expiry date
- Prioritize the food that will go bad soon, consume it before it's not safe to eat
- Learn delicious recipes with the food already in your pantry

Initial sketch for the starting page



Recipes and stored food section



Our next goals:

- Make the food you have in your pantry work for your diet: vegetarian, vegan , low carb etc..
- Scan the barcode product and keep track of the expiry date
- Get substitution items for recipes if needed



Thanks for your attention!

- Alessia Bonì: Computer Science, Programmer, Speaker
- Andrea Segreto: Artificial Intelligence, Speaker, Programmer
- Luigi Mazzagreco: Computer engineering , Design
- Alessio Gagliano: Computer engineering, Programmer
- Flavio Genuardi: Computer engineering, Design, Programmer
- Marco Sansone: Computer engineering, Design, Programmer