The Little Green Larder

WWW Authoring

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**Who the target market is** Interviews with the owner of The Little Green Larder indicated that long before the shop opened there was a growing interest in zero waste life styles and in shops that were moving away from non-recyclable plastics. Along with these environmental concerns the rise in people taking up vegetarian and vegan lifestyles also fell into the category of people who want to see change within the world. This led to an analysis of the public demo graph showing that people who follow vegetarian and vegan lifestyles often have a view on ways we can help shape the planet, this is one of the driving philosophies behind the Little Green Larder.  
 One of the biggest challenges that faces vegetarians and vegans is still finding creative answers in the kitchen. This application has the perfect means to suggest new ways to use ingredients. The little green larder doesn’t stock meat products but still provides eggs for vegetarian dishes. Selections of vegetarian and vegan sweets are also available.   
 The product is designed to be user-friendly so as to make it suitable for all ages of people cooking for themselves and others.  
 The application comes with a google maps location so people can identify the little green larder as their source for the ingredients their recipes have suggested.

**Why this is something that should be developed**

This application will help support vegetarian and vegan food suppliers, The Little Green Larder supports local businesses who specialise in handmade/ ethical solutions / specialised foods. Rather than using mass market suppliers whose impact on local businesses could have a negative effect.  
 This application will help develop the vegan and vegetarian communities, reinforcing the idea that despite restricting one’s diet cooking for oneself and others doesn’t have to be dull and routine. This application will also help when cooking food for non-vegans / vegetarians as experimenting with a wider range of recipes can improve one’s ability in the kitchen.  
 This application will support The Little Green Larder whose ambition is to reduce waste and to develop zero waste solutions to aspects of society that are being identified as problems. As this application will attract business to the store, the Little Green Larders selection of zero waste goods will also be available to customers, these items include metal straws, tea strainers, environmentally friendly bathroom products and even children’s literature on environmental issues.

**What the main innovation** is:

The main innovation behind this app is to help create a platform for The Little Green Larder to expand its customer base. The shop itself is obviously ahead of its time with the introduction of environmentally friendly products and a wide range of dried foods (that don’t spoil) the shop is also becoming a part of the local community, with customer feedback indicating demands for this type of shop coming from both Perth and Montrose, The Little Green Larder could very well be setting the standard for what a lot of shops in the future will look like.

Our application will help people familiarise themselves with new ingredients that are available from The Little Green Larder. The range of recipes that can be found within the application will encourage people to explore new possibilities and where better to explore the use of new ingredients than in an eco-friendly shop.