

## **User Discovery Exercise: Project 1**

Topic: FOOD WASTE

### Research question:

How can the food waste in developed countries be systematically reduced in today's household ?

I chose this topic because with 40% of food supply going to waste each year in the USA, I think that there is an urgent need to educate the consumer about simple tips on how to reduce waste and take responsibility. Although this is not a new topic, food continues to be wasted in many households. In addition to the obvious economic impact, the repercussions of these actions seriously affect environmental issues like greenhouse gas emissions, and the need for larger landfills.

User survey: <https://danielleairferrari.typeform.com/to/EZMW8Z>

Do you look at the expiration date before you buy a product?

Is it easy to find the expiration date?

How important is food waste to you?

What causes food loss?

What types of waste are there in a Household?

What is your main waste source? Is it dairy, vegetables, fruit, meat or fish...?

What can we do to waste less?

How often do you go grocery shopping in a week?

Do you keep leftovers?

Do you buy too much food?

Do you plan your meals ahead?

How big is your household?

Do you shop with a shopping list?

### User survey reports:

<https://danielleairferrari.typeform.com/report/EZMW8Z/1miabn8aw9pyQUj3>

### Insights and ideation:

Insights and ideation: main problem that can be resolved by design

With my application I hope to help people reduce food waste. By creating tools that aid and simplify the planning of meals and educate the consumer about how to right-size portions and shop smart, I envision regular users reducing their carbon footprint. The application will offer tools like scanning expiration dates and be reminded before the food goes bad. In addition, users will have options to look up recipes, plan their meals, have a calendar with expiration dates, shop smarter and record their waste to understand the monetary and environmental impact of food waste.

### Ideas for application:

Expiration date scanner  
calendar and reminder system

#### 1- Shop smart

- 1a-database of ugly food delivery service
- 1b-providing consumers with estimated longevity of different products
- 1c-connecting consumer with shops advertising products about to expire

#### 2-Cook smart

- 2a-access to recipes to use items on hand
- 2b-education about right sizing meat portions
- 2c-what to do with leftovers

#### 3-Planing smart (this should be #1)

- 3a-weekly meal planner
- 3b-shopping list
- 3c-estimated shopping frequently

#### 4-waste smart

- 4a-waste recording-> records if you used everything you bought or not
- 4b-waste diversion
- 4c- waste ?

