Empathy Map

It's frustating that so much perfectly good food and products get thrown away when people are struggling to afford meals

Wish supermarkets and restaurants did more to reduce food waste, like offering bigger discounts on nearly expired food

It would be great if there was an easy way to know which stores or restaurants offers discounts on surplus food

Frustrated when seeing large amounts of food go to waste while many people struggle with food insecurity

Inspired when seeing successful food waste reduction initiatives in other cities and

whether discounted products are still good to eat, even countries should be

> Hopeless when seeing that, despite being aware of the problem, most businesses continue to waste food at an industrial scale

There should be more awareness campaigns about food waste and how reducers can help reduce it

Buying food close to its expiration date should be normalized, not seen something risky or undesirable

Businesses should be rewarded or even required to implement waste reduction policies instead of just discarding food

Thinks

Feels

Guilty when

sometimes

avoiding

discounted food

due to social

stigma or personal

hesitation

Motivated to shop smarter and support businesses that actively try to

reduce waste

Concerned about when logically they

> Angry when supermarkets and restaurants throw away food instead of donating or selling it at a lower price

Social media posts and news articles discussing the environmental impact of food waste

Discounted food sections in some supermarkets, but they are often small and poorly advised

Large amounts of food being discarded in restaurant dumpsters, sometimes still in good condition

> Supermarket employees removing perfectly edible products just because they are close to expiration, instead of donating or discounting them

> > Sees

Does

A 21-year-old university student concerned

about environment and social equity. On a

student budget, she seeks to save money while

supporting good causes. She's aware of food

to reduce it

waste and believes businesses should do more

Actively looks for discounts on food that is close to its expiration date when shopping

Tries to educate friends and family about food waste and how to reduce it

Shares social media posts about food waste reduction initiatives to spread awareness

Friends and classmates who are also concerned about sustainability but don't act on it

Some restaurants and bakeries offering discounts at the end of the day, but not enough places do this

> Cafeterias throwing away full trays of unsold food instead of offering them at a lower price near closing time

Supports sustainable businesses and restaurants when possible

> Sometimes avoids buying discounted food due to concerns about quality or lack of clear information

Occasionally asks restaurant staff if they offer discounts on food that would otherwise go to waste