

Waste2Green

# Our mission

01

REDUCE  
TREMENDOUS  
FOOD WASTE

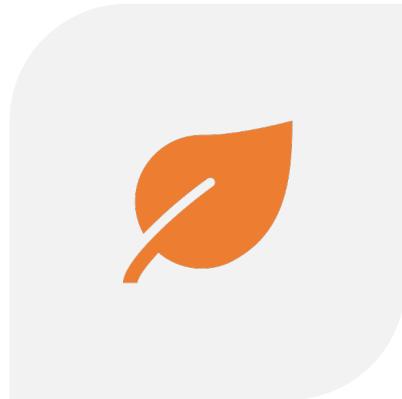
02

MOTIVATE USER TO  
SHARE THEIR DATA

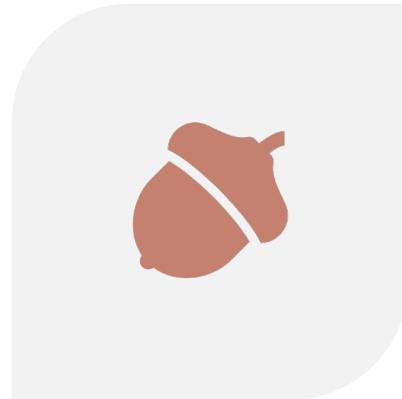
03

BUILD A BRILLIANT  
MORAL IMAGE OF  
THE COMPANY

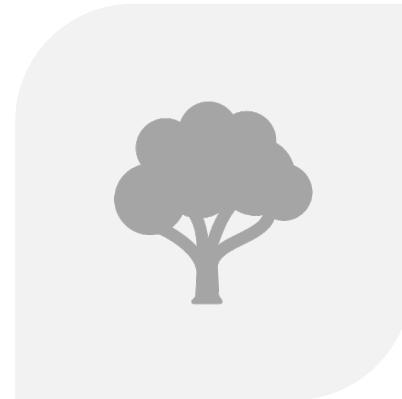
# Solution



DISCOUNTED FOOD + ECO-CREDITS



WATERING YOUR SMALL TREE



PLANTING YOUR REAL TREE IN AMAZON RAINFOREST

# Customer Persona

Jakkoo

35-year-old

Has  
awareness

Has  
membership

# Solution Step 1

- Gets the discounted pre-expired food to the costumer base on the recommendation algorithms

The image shows a screenshot of the KMarket mobile application. At the top, there's a header with the KMarket logo, a 'STORE' button, a search icon, and a shopping cart icon with a red notification bubble showing the number '5'. Below the header, a location indicator shows 'Servin Majan Tie 11 B....'. The main content area features a large banner for 'Aalto Store Best Sale' with a '25% SUPER CASH' discount offer. The background of the banner is a photograph of a fish fillet with various spices and herbs. Below the banner, there are three smaller images of food: a dish of stir-fried vegetables, a bunch of green leafy vegetables, and a bunch of red tomatoes. To the right of these images is a 'View all' link. Further down, there's a section titled 'Discount' with three items listed:

- Milk: 25% off, \$9 original price, \$19 discounted price. The '25%' badge is highlighted with a red box. An image of a person holding a milk carton is shown.
- Eggs: 28% off, \$9 original price, \$19 discounted price. An image of a dozen eggs in a tray is shown.
- Bear toy: -30% off, \$9 original price, \$19 discounted price. An image of a broccoli floret is shown.

A circular orange button labeled 'AR' is visible on the right side of the discount section.

# Solution Step 2

- Add into cart and get double discount by getting more related cheap items

KMarket

CART

Servin Majan Tie 11 B....

Boneless Chicken...	- 2 +	€3.54
Indo Chinese C...	- 5 +	€1.3
Flavor's Special...	- 1 +	€0.99

1€ Redemption gain hero points here !

x10 Peron paistikkiristys 750 g (30.55/kg) pakete, Suomi 1 € +

x4 Peron paistikkiristys 750 g (30.55/kg) pakete, Suomi 1 € +

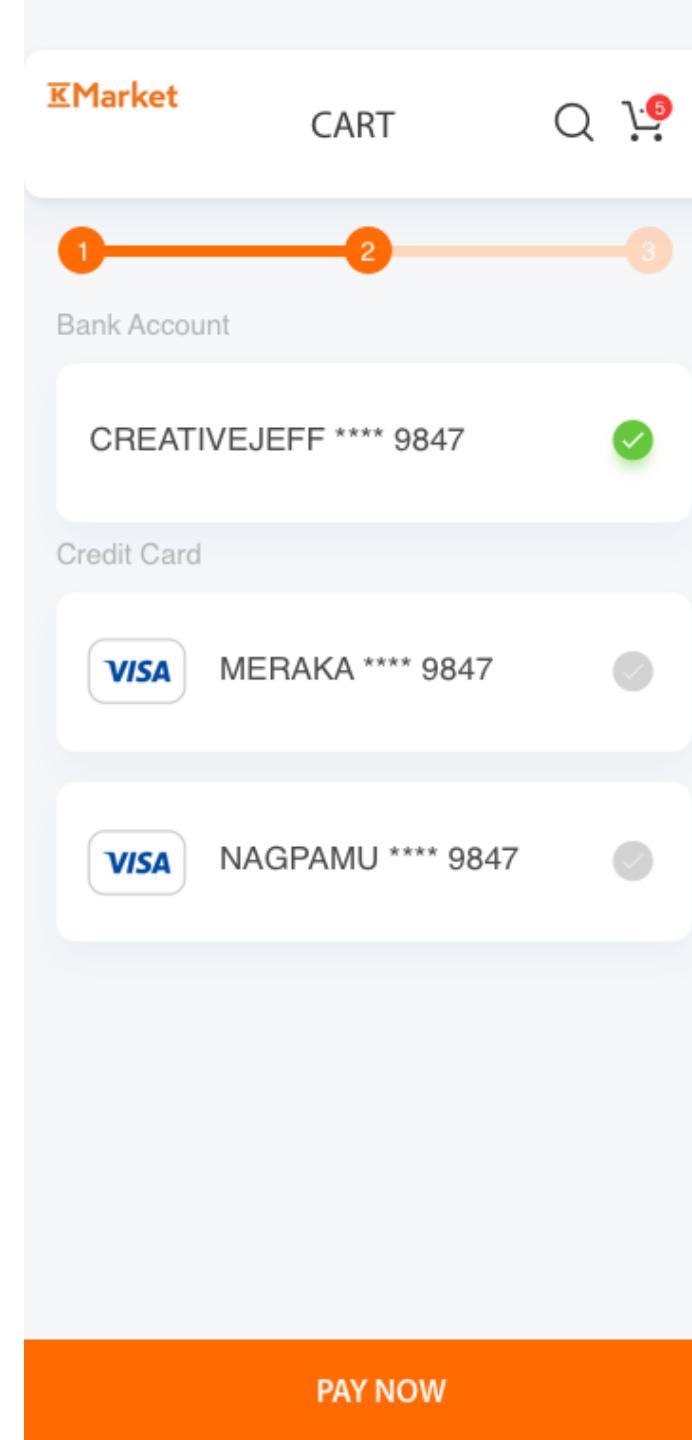
x5 Peron paistikkiristys 750 g (30.55/kg) pakete, Suomi 1 € +

Price	Redemption	Total
Price (3 Item)	€50	€53
Redemption	€3	
Total		€53

BUY NOW

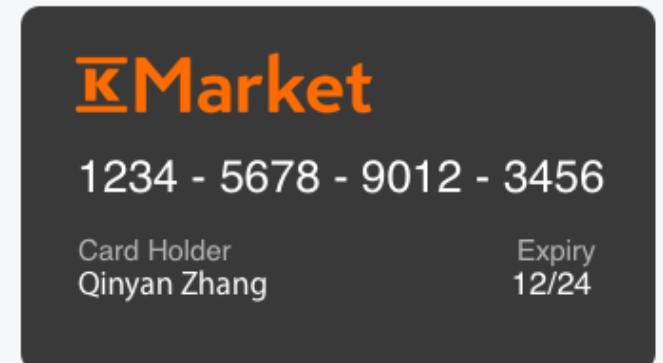
# Solution Step 3

- Pay the bill and get ECO-Credits



# Solution Step 3

- Pay the bill and get ECO-Credits



Membership Details

Card Holder Qinyan Zhang

Card Number 1234-5678-9012-3654

Address Servin Majin Tie 12, Espoo

Telephone +358466287272

Hero Point 20

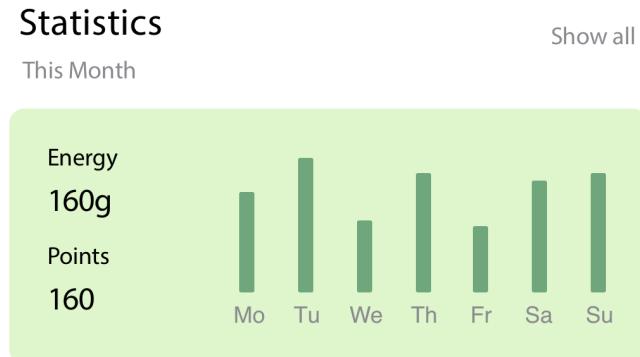
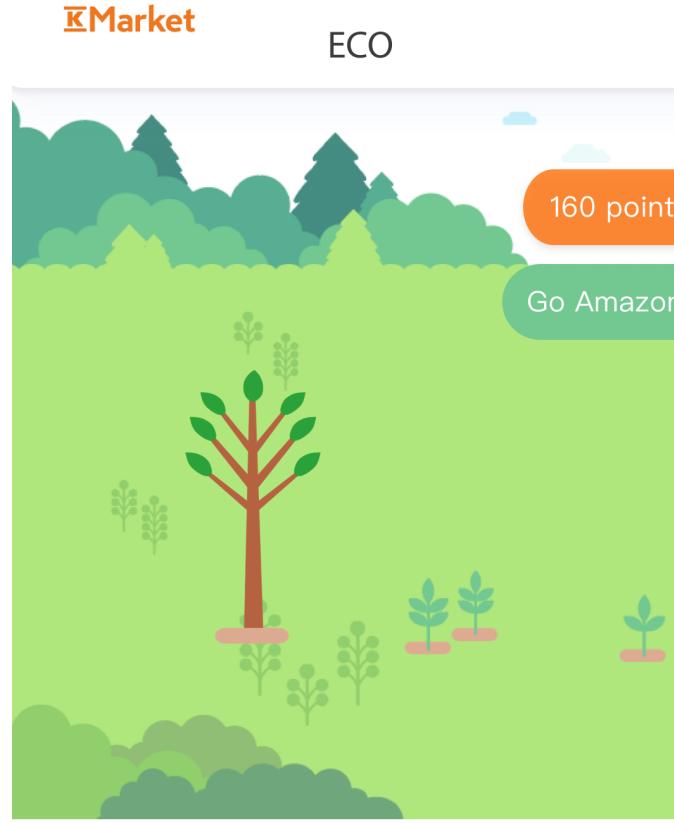


Safe and Secure payments. easy returns.  
100% Authentic products.

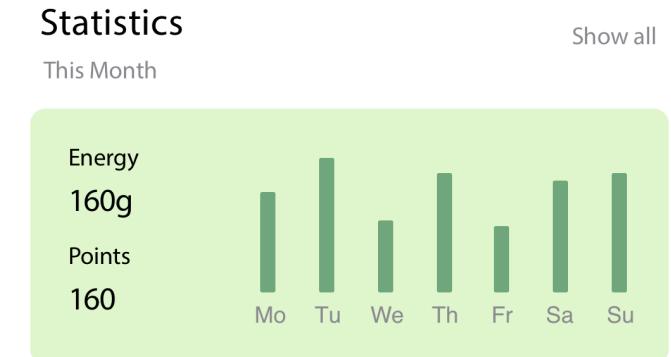
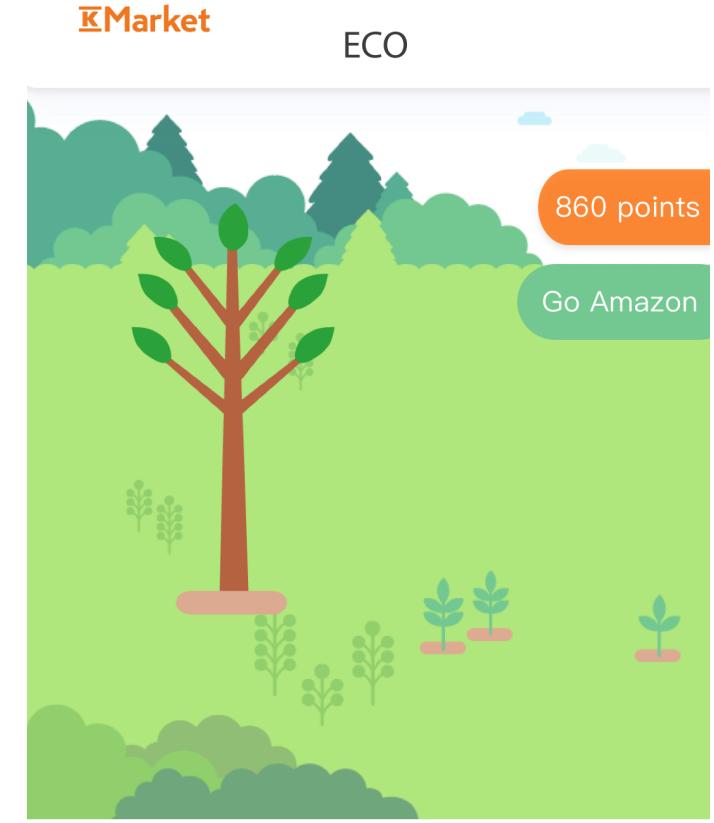
OK

# Solution Step 4

- Water the small tree



Ranking board



Ranking board

# Solution Step 5

- With more ECO-Credits, a real tree is planted on behalf of you.



# More gamification

- AR for finding pre-expired food in offline shopping



# Further Steps

Thanks

# Recommender Systems

# Double Discount Model