



Business case

Name:	Kawthar Alkhateeb
Community & UN SDG(s):	Community: Canadian household and individuals who have concerns about their food waste and would like to reduce that and contribute to a more sustainable world. SDGs: 2, 12 and 13
Date:	19-Oct-2023

Proposed Project	Scraps2Dishes
Date Produced	15-10-2023
Background	Food waste is a pressing global issue with far-reaching consequences. Approximately one-third of all food produced for human consumption is wasted each year, leading to significant environmental, economic, and ethical concerns. Food waste contributes to environmental degradation, including greenhouse gas emissions, excessive water usage, and habitat destruction. As well, reducing food waste not only benefits the environment but also offers economic advantages. By using up leftovers, individuals can save money and make their food budgets go further.
Business Need/ Opportunity	The business need for Scraps2Dishes arises from the need to tailor the food waste issue at its source. Scraps2Dishes tackles the issue of food waste at its source by helping individuals use what they already have, reducing the volume of food that ends up in landfills. The business need for this app lies in providing tailored solutions based on the specific ingredients users have, their dietary preferences, and available kitchen equipment. It offers a personalized approach to tackling food waste. As well, Scraps2Dishes leverages technology to make it easy and convenient for individuals to address the issue of food waste and educate them about the impact they make in the world.
Options	Option #1: Cross platforms mobile app Option 3: Voice-Activated App (Google Home or Alexa)

Cost-Benefit Analysis

Option 1: Cross platform mobile app: Mobile apps are accessible to a large user base, as Android and iOS cover the majority of smartphone users. As well, Mobile apps provide a platform for interactive and engaging user experiences, supporting features like notifications and in-app updates. When implementing a mobile app, I can leverage mobile-specific features, like camera access for food image recognition or GPS for local ingredient suggestions.

Costs may include: Development Costs we are looking at it from time perspective rather than monetary costs.



Option 3: Voice-Activated App (Google Home or Alexa): Voice-activated apps cater to users looking for hands-free, convenient assistance in the kitchen. These platforms can promote engagement through voice-guided cooking experiences. Integration with voice assistants can enhance the app's accessibility.

Costs may include: Development costs for voice-activated apps may differ from mobile app development, ongoing maintenance and updates, considering the evolving nature of voice technology, and marketing and user acquisition costs, targeting users who prefer voice-driven interactions.

Recommendation

Since I'm to prioritize a broader user reach and more engagement features, a mobile app for Android and iOS is the recommended choice!
