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When observing the daily rise of food waste, we realized that a large amount of edible food is discarded despite there being people who go hungry.

Many restaurants, caterers, individuals are willing to donate excess food but lack a direct channel. Meanwhile, NGOs struggle to access surplus food in real time leading to unnecessary waste and missed support opportunities.

AnnaKind bridges the gap by providing a platform where donors can list surplus food and NGOs can verify and schedule pickups. With the help of volunteers and drivers, food is safely checked, transported, and delivered to those in need.

Qualitative Research

Ground Reality: NGO Challenges

Difficulty in locating consistent food sources

Lack/inconsistent communication channels with donors

Lack of active volunteers for coordination & delivery

Manual food testing is time-consuming & inconsistent

Want to help but unaware of donation service

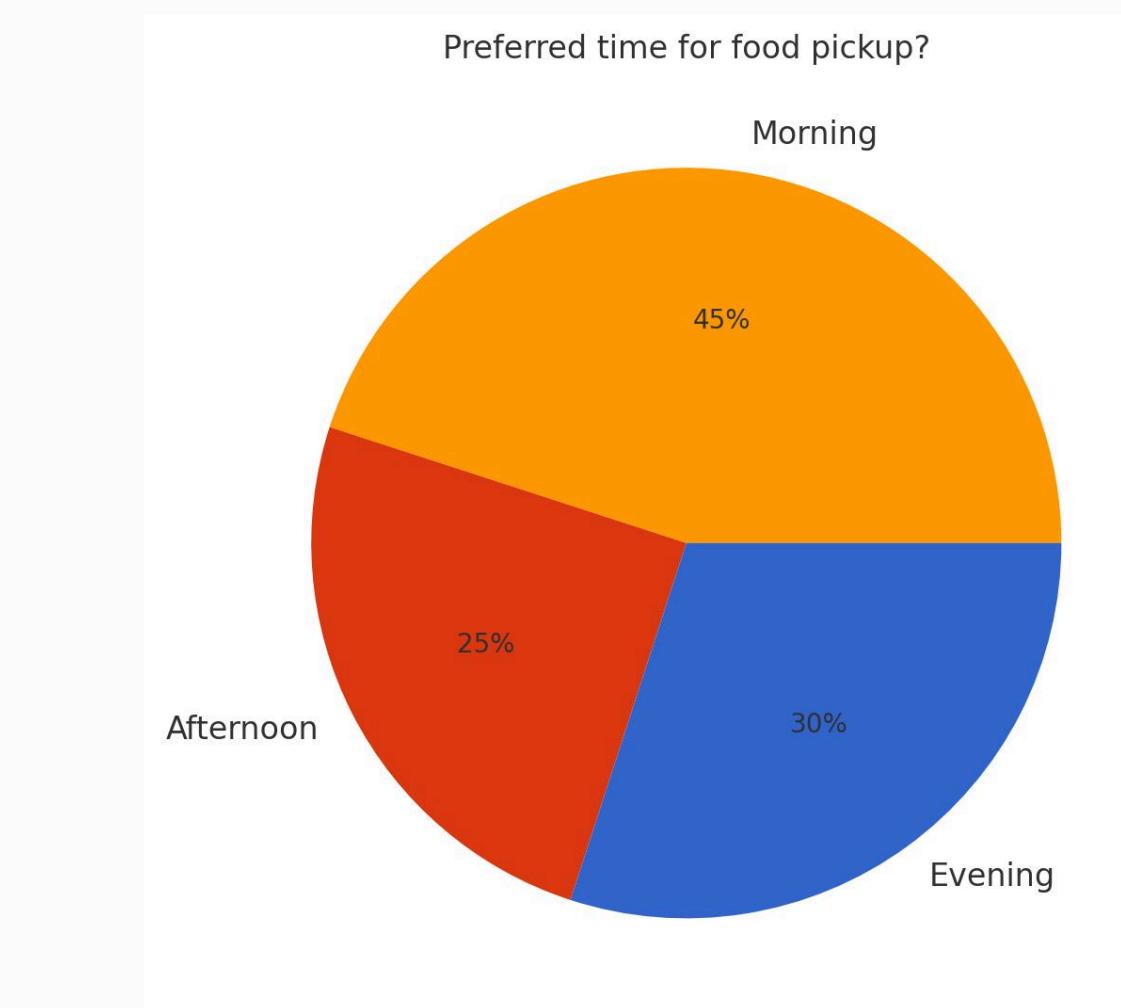
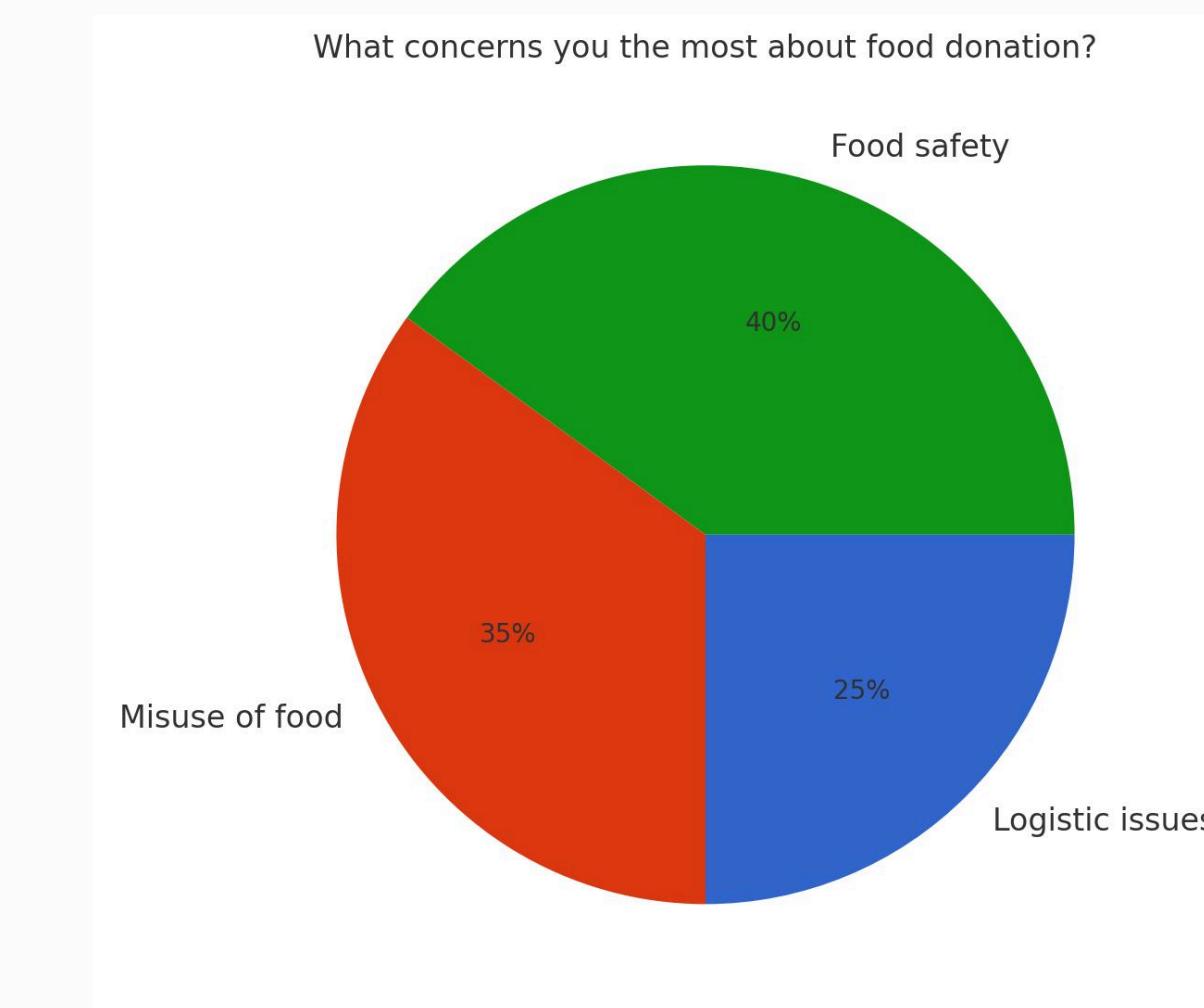
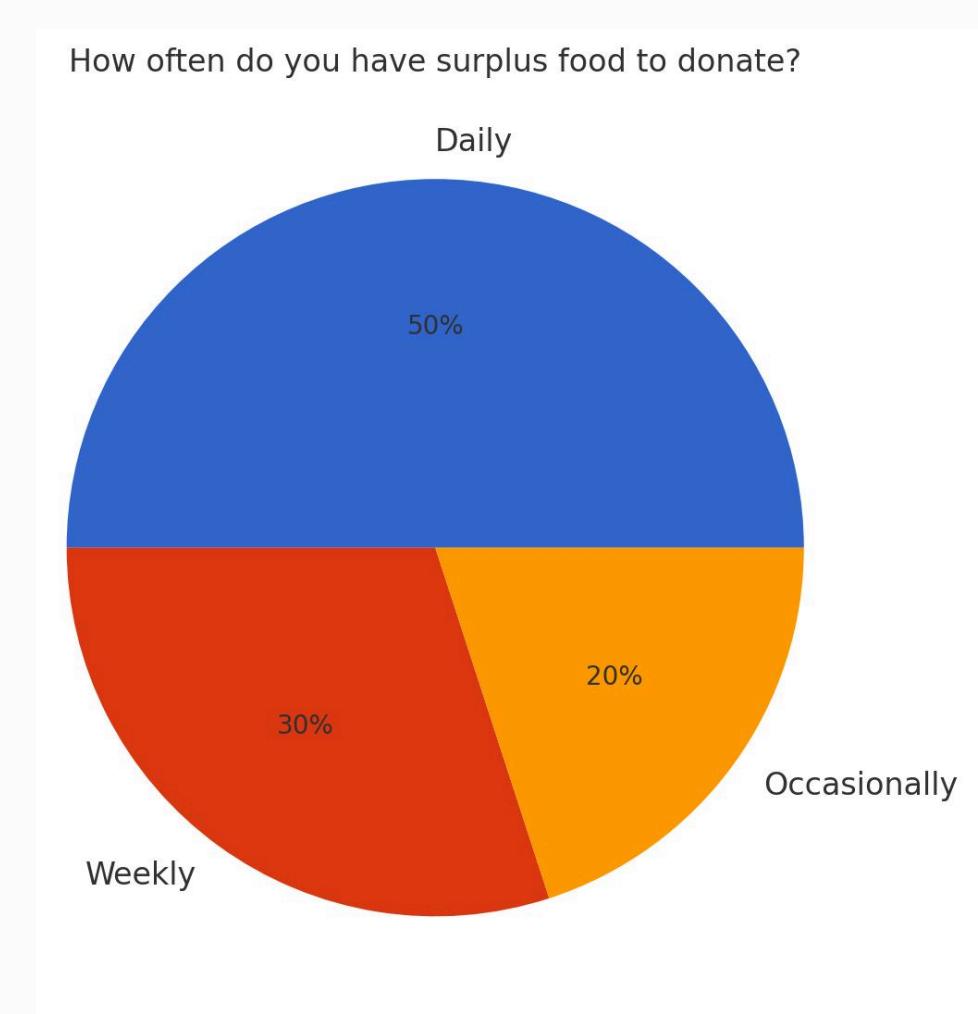
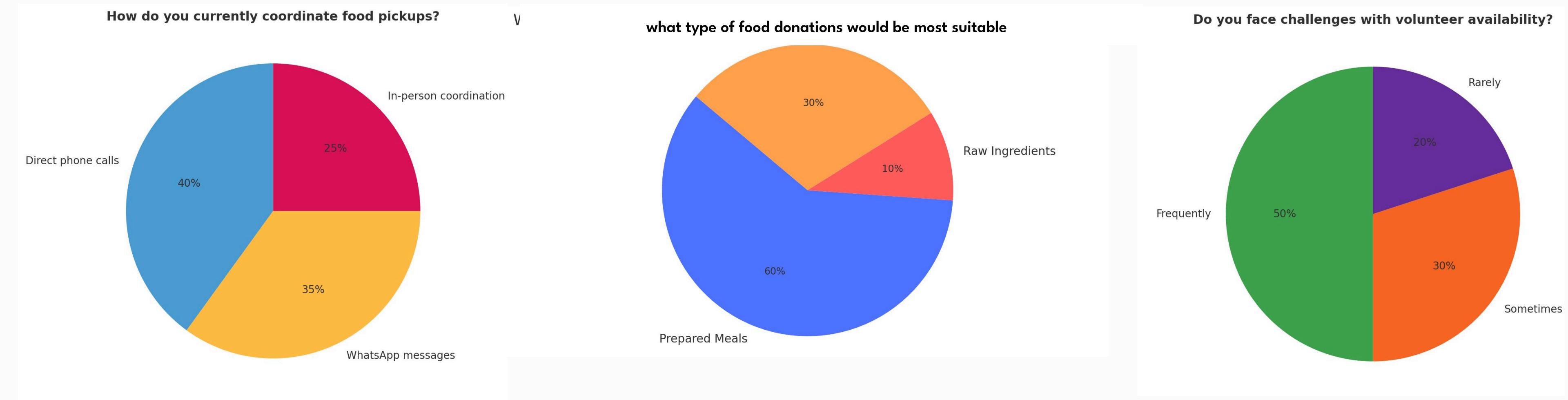
Want to help, but busy schedules & added effort make it difficult

Hesitant due to fear of liability and food-related complaints

Lack of a fast and reliable pickup system leading to no donation

Why Donors Hold Back

Quantitative Research



Competitive analysis

Apps	Surplus Food Collection	Meal Provision	Support for Businesses	Volunteer Involvement	Technology Use	Financial Donations	Sustainability Impact
karma	From nearby businesses	Only surplus food sales	Helps businesses clear stock	No volunteer network	App-based surplus browsing & purchases	No financial donations, only purchases	Encourages eco-friendly consumption
To good to go	Works with restaurants & stores	Sells food at discounts	Helps businesses recover costs	Primarily app-based transactions	App-based reservation & payment system	Revenue through discount purchases	Reduces waste by selling leftover food
Imperfect Foods	Uses "ugly" produce	Only grocery delivery	Supports sustainable grocery supply	No volunteer network	Online grocery platform	Subscription-based grocery sales	Prevents food loss by using imperfect produce
Food Rescue US	Direct transfer from donors	Ensures direct food transfer	Connects donors with receivers	Relies on volunteers for Delivery	Web-based app for donor-volunteer connection	Accepts donations to support operations	Reduces landfill waste & emissions
Food Rescue Hero	Live tracking of food donations	Transparency in meal distribution	Enhances transparency for businesses	Engages volunteers for efficiency	Real-time tracking & data visualization	Focuses on impact transparency rather than direct donations	Reduces food waste through transparent tracking
Feeding India	Collects from businesses	Disaster relief & vulnerable groups	Partners with NGOs	Supports individual donations & volunteering	No major tech focus	Accepts financial contributions	Prevents food waste through redistribution
Robinhood Army	Collects from restaurants & individuals	Distributes to underserved communities	Works with restaurants & caterers	Fully volunteer-driven	No app-based operations	Doesn't accept donations	Prevents waste through redistribution
No Food Waste	Collects untouched surplus food	Ensures food meets quality standards before redistribution	Connects businesses with surplus food to needy people	Facilitates donation-based redistributions	Uses a platform to connect food sources with receivers	Accepts financial contributions	Ensures safe and quality food redistribution

Persona



Arjun Rajeev, 34

Wedding Caterer

Arjun Rajeev is a 34-year-old catering manager at a busy banquet hall in Hyderabad. He oversees multiple events each week and manages everything. While he cares deeply about reducing waste and making a social impact, he struggles to donate leftover food due to late-night schedules, lack of transport. A quick, seamless donation process would help him contribute more often and with less stress.

Goals

- Reduce food waste quickly and efficiently after events
- Donate surplus without disrupting operations or staff
- Fulfill CSR and community goodwill efforts
- Enhance brand image by showcasing responsible practices

Frustration

- Coordinating pickups disrupts tight event timelines
- Leftovers are often too small
- Food becomes available only after events, at odd hours
- No simple way to donate to people in real need
- Lack of availability of resources

I wish I had a one-tap way to send leftovers where they're truly needed without slowing down my team or the event.



Sunita Phillips, 38

NGO Coordinator

Sunita is a 38-year-old NGO coordinator working with a local hunger-relief initiative. She's deeply committed to ensuring that no donated meal goes to waste. Sunita juggles multiple tasks daily coordinating pickups, managing volunteers, and reporting impact to funders. She often faces operational chaos due to communication, last-minute dropouts, and a lack of real-time tools. Sunita dreams of a smoother system that lets her focus on what truly matters: feeding people in need.

Goals

- Ensure every donated meal reaches the needy
- Minimize food waste through better logistics
- Scale operations with smooth volunteer & donor onboarding
- Share real-time impact with stakeholders

Frustration

- Coordination chaos across calls, chats
- Last-minute volunteer cancellations
- No clear visibility into where food is needed most
- Manual overload in tracking and safety checks

All I want is a system that just works. I shouldn't have to chase people or guess where the food is needed. If I had real-time tools, I could feed more people with less stress.



Samantha Iyer, 22

Volunteer

Samantha is a 22-year-old college student in Bengaluru who volunteers in her free time. She's passionate about serving the community, especially when it involves direct impact like delivering meals to people in need. But juggling college is hard to commit to rigid volunteer shifts. Without personal transport and little knowledge of nearby NGOs, she often misses chances to help even when she's willing. Samantha wants a system that fits her schedule, supports her travel needs, and recognizes her contribution.

Goals

- Collect and deliver surplus food to those who need it
- Volunteer in flexible slots that fit around college/life
- Gain experience in community work and logistics
- Looking to volunteer as part of a basic college internship.

Frustration

- Didn't know about NGOs nearby needing help
- Volunteer shifts are too fixed and formal

I want to help but I need something flexible, close to me, and easy to start without worrying about travel or commitment.



Ram Balakrishna, 42

Migrant Worker

Ram is a 42-year-old daily wage worker who recently migrated to Chennai in search of work. He often struggles to secure even one meal a day. Without a stable income or kitchen setup, he depends on community food distributions but they're unpredictable. Sometimes the food is stale, and often, he doesn't even know where to go. Ram wants reliable food access without being treated like a burden. He dreams of being seen and fed with dignity.

Goals

- Access one safe, filling meal each day
- Easily locate nearby food distributions
- Maintain dignity while receiving help

Frustration

- Didn't know about NGOs nearby needing help
- Volunteer shifts are too fixed and formal

If I get one meal in a day, it feels like mercy from God.

Story Boarding



Donor makes a request



NGO accepts the request



Van driver and volunteer coordinates



Quality check of food is done



The NGO assigns tasks to a volunteer.
Nearby drivers receive a notification



One of the drivers accepts the

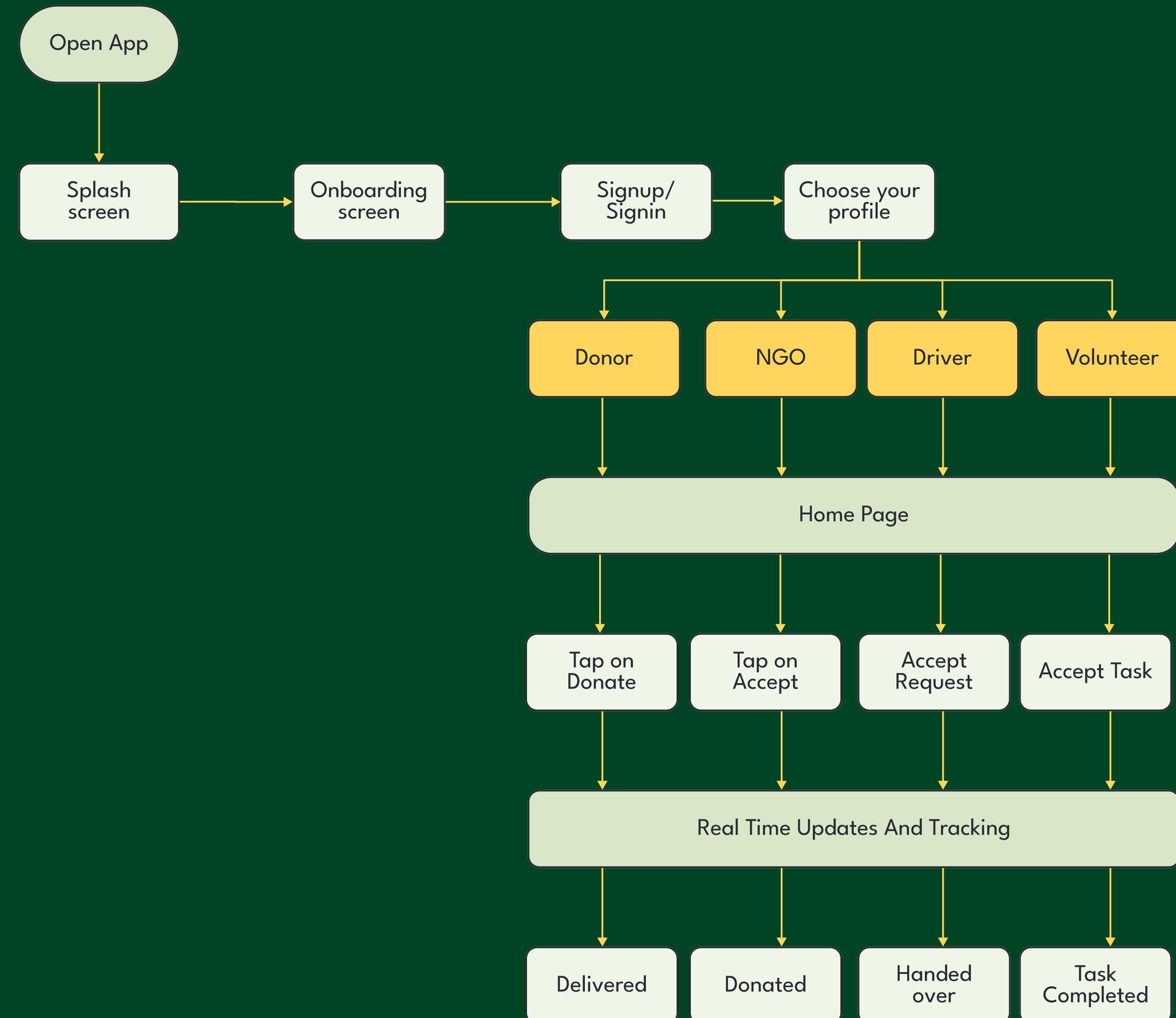


Food pickup is done

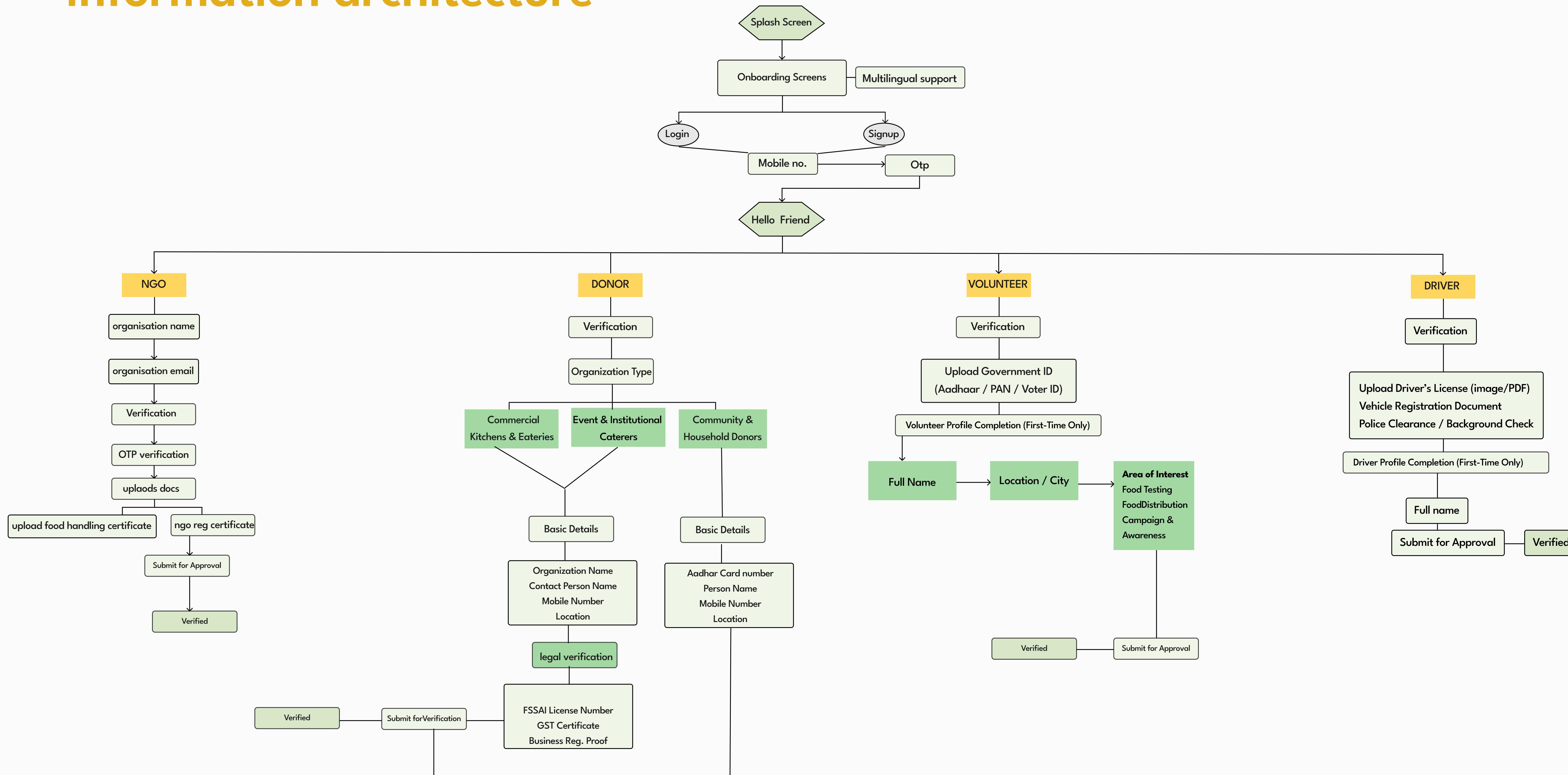


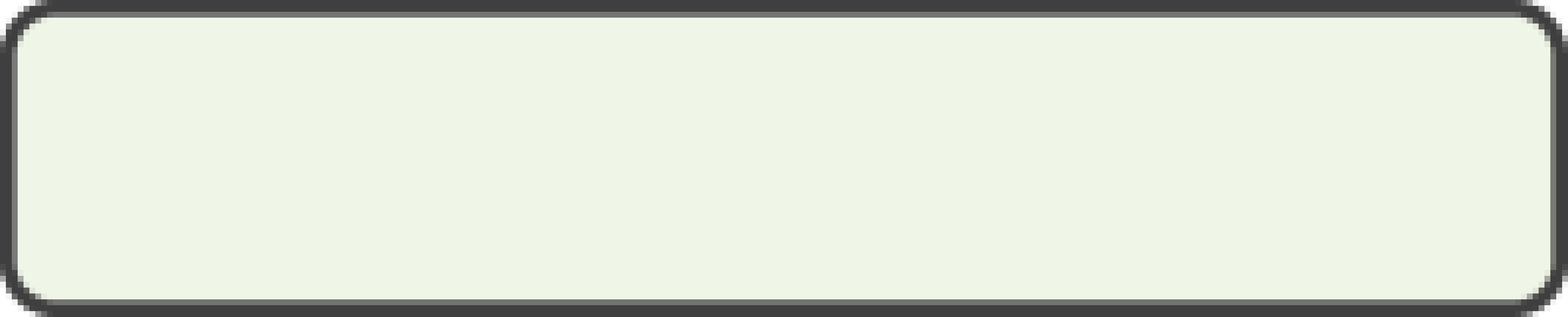
Food reaches the local community

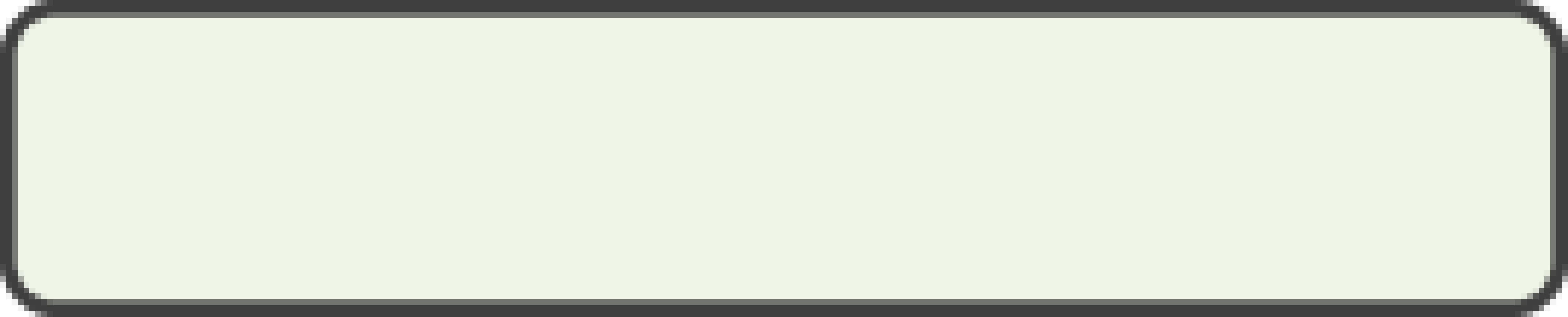
User flow

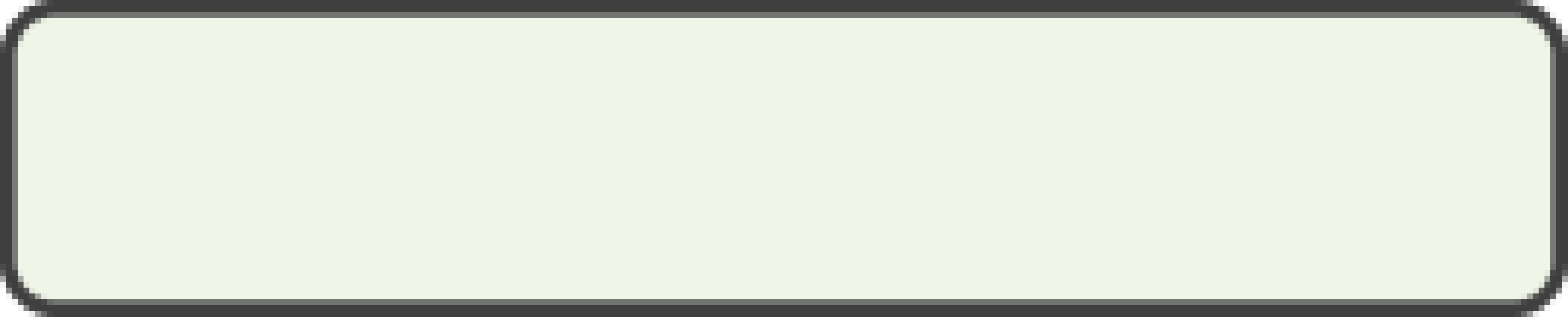


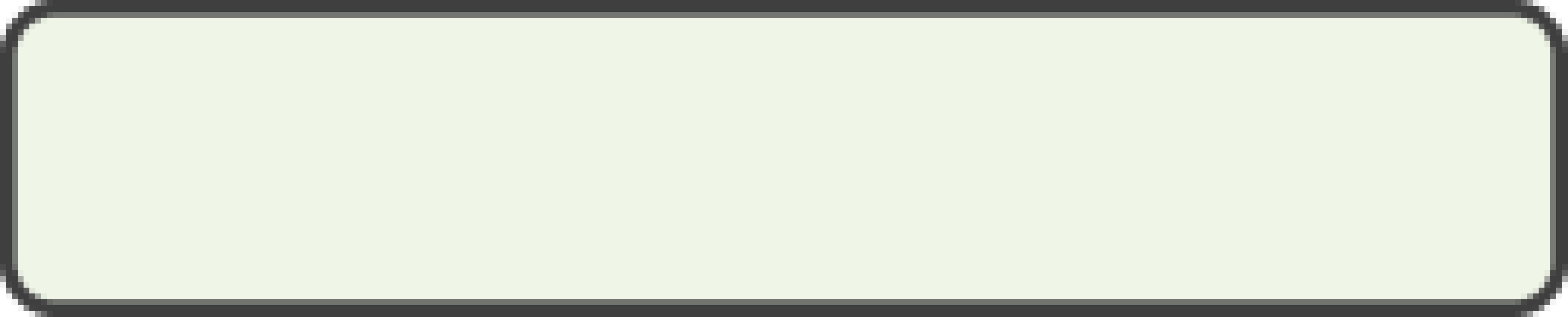
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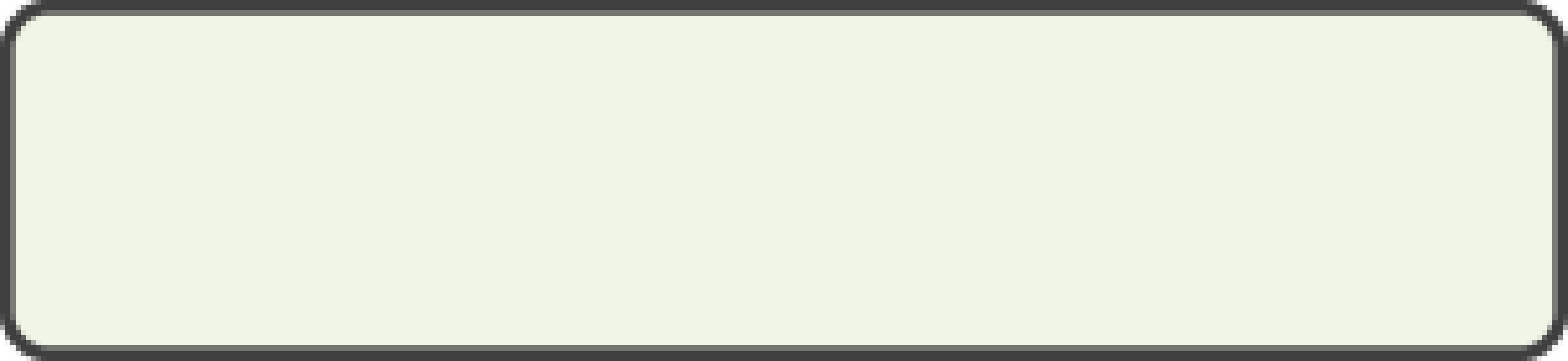


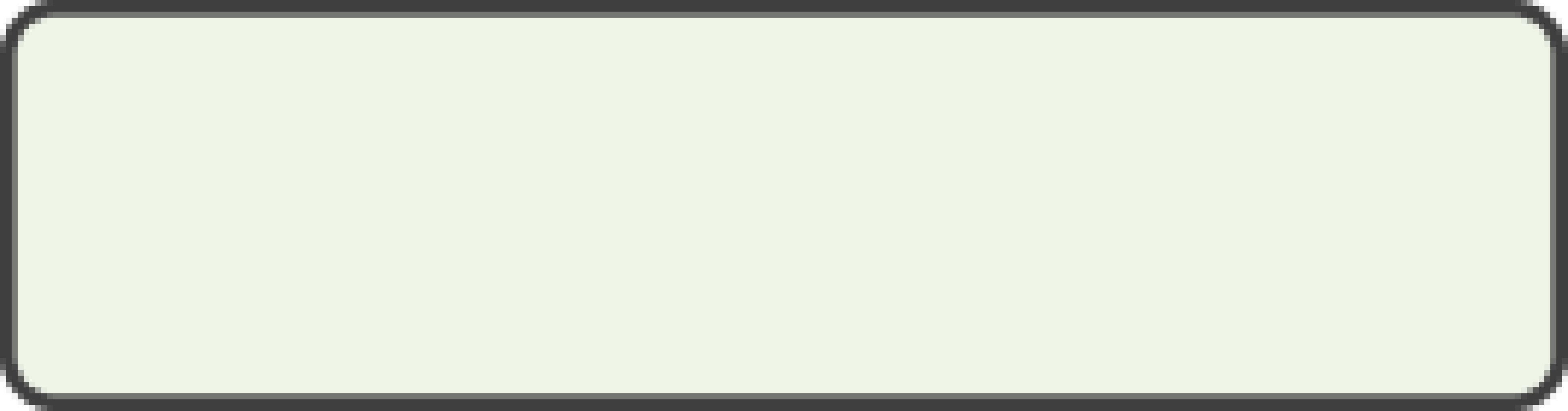


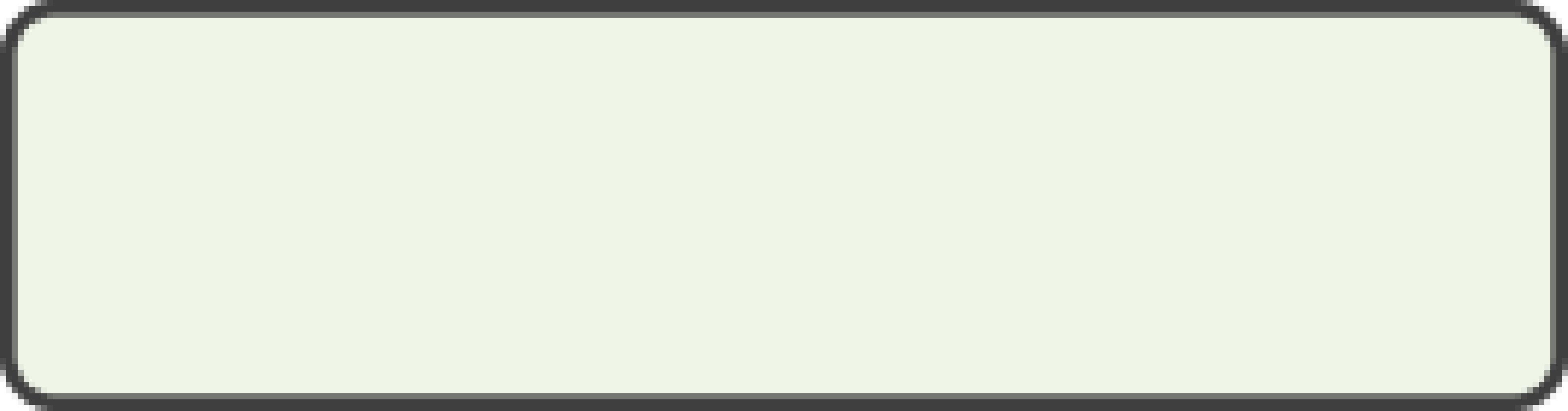


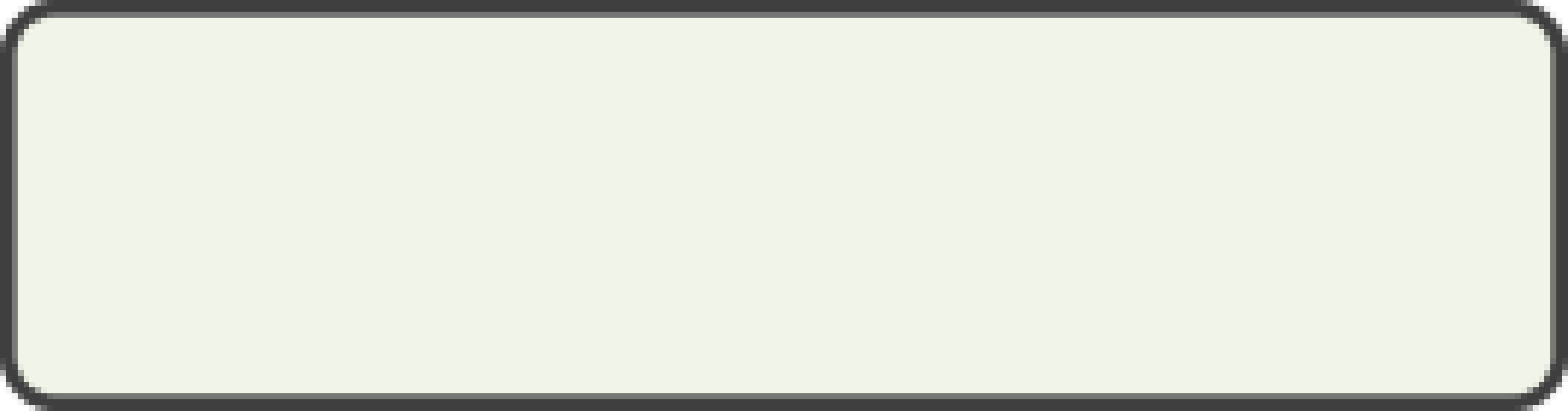


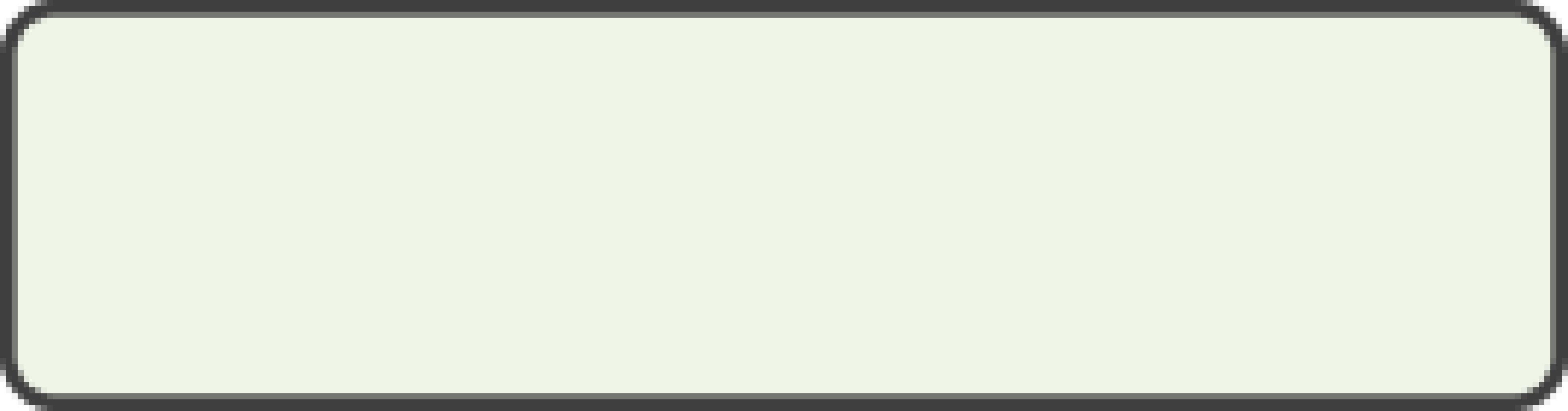


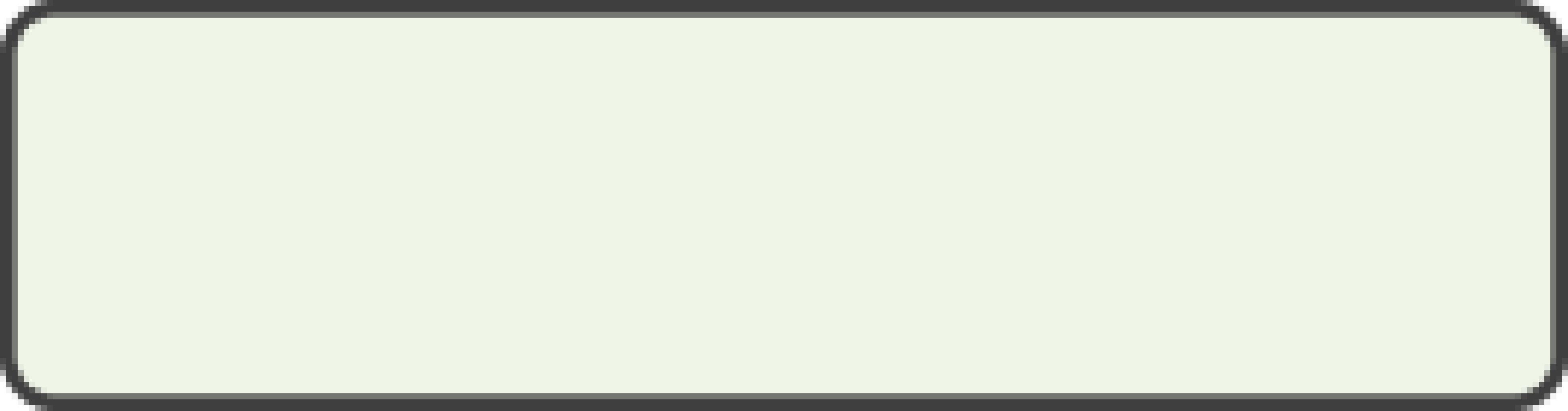


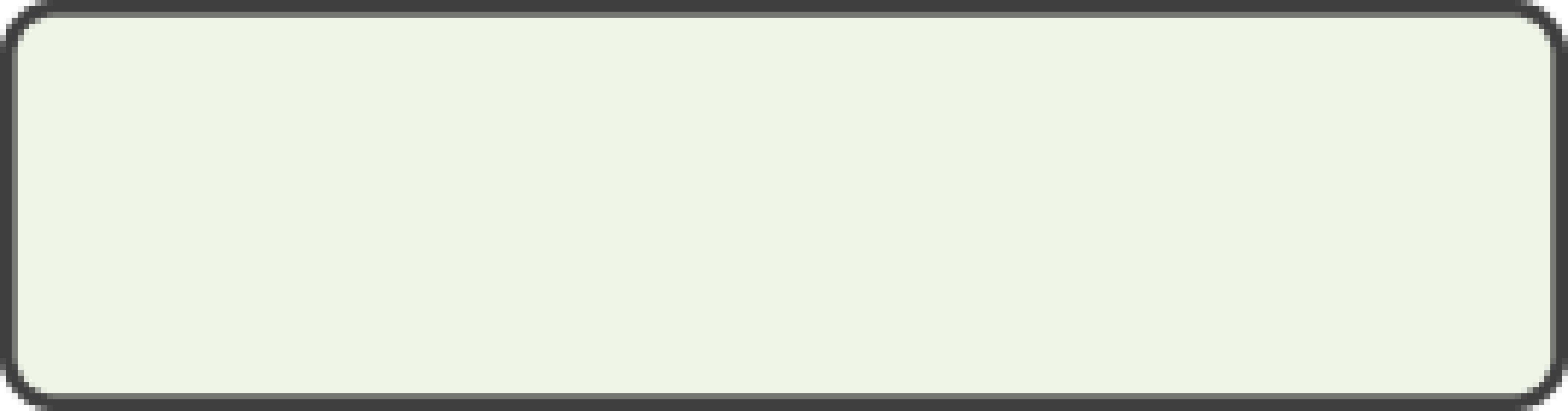








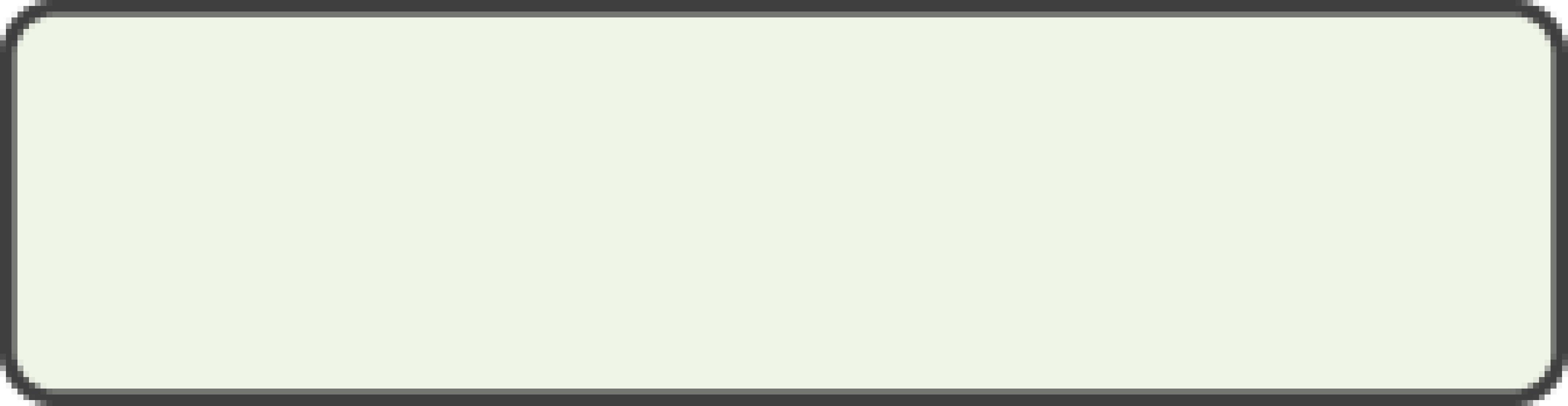


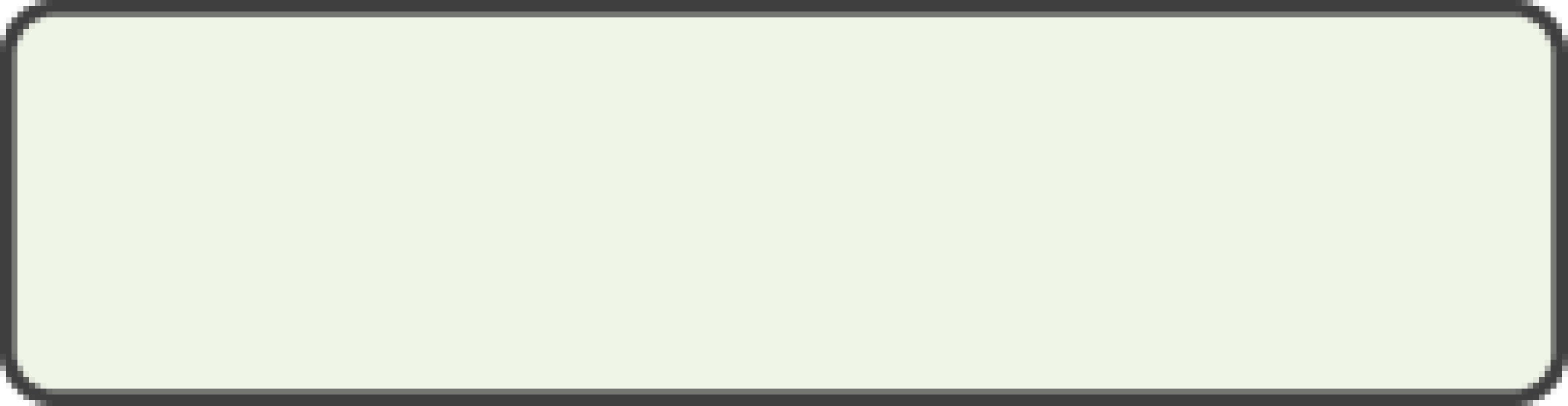


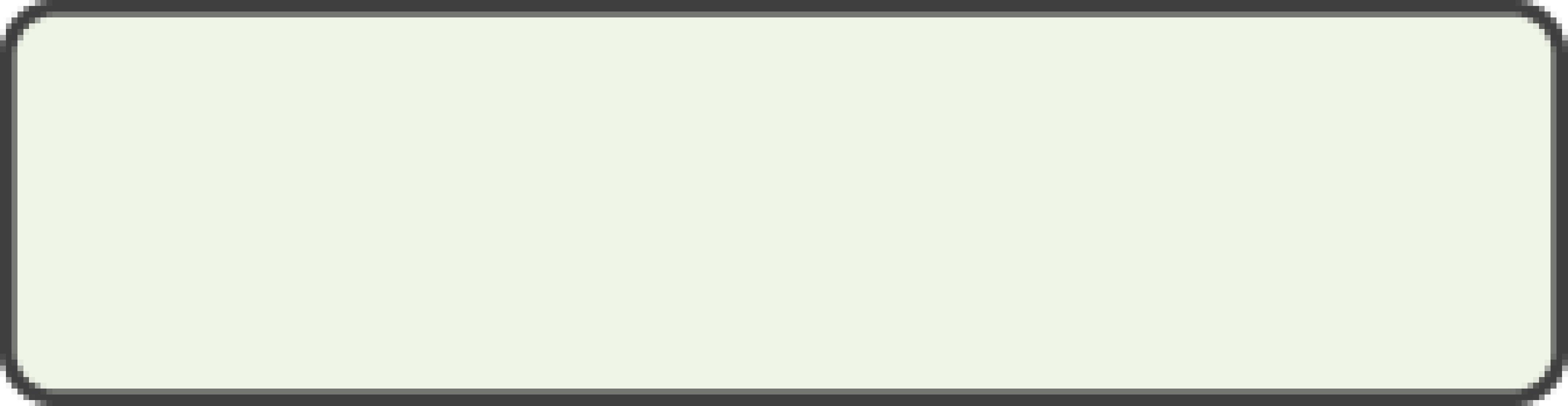
Home



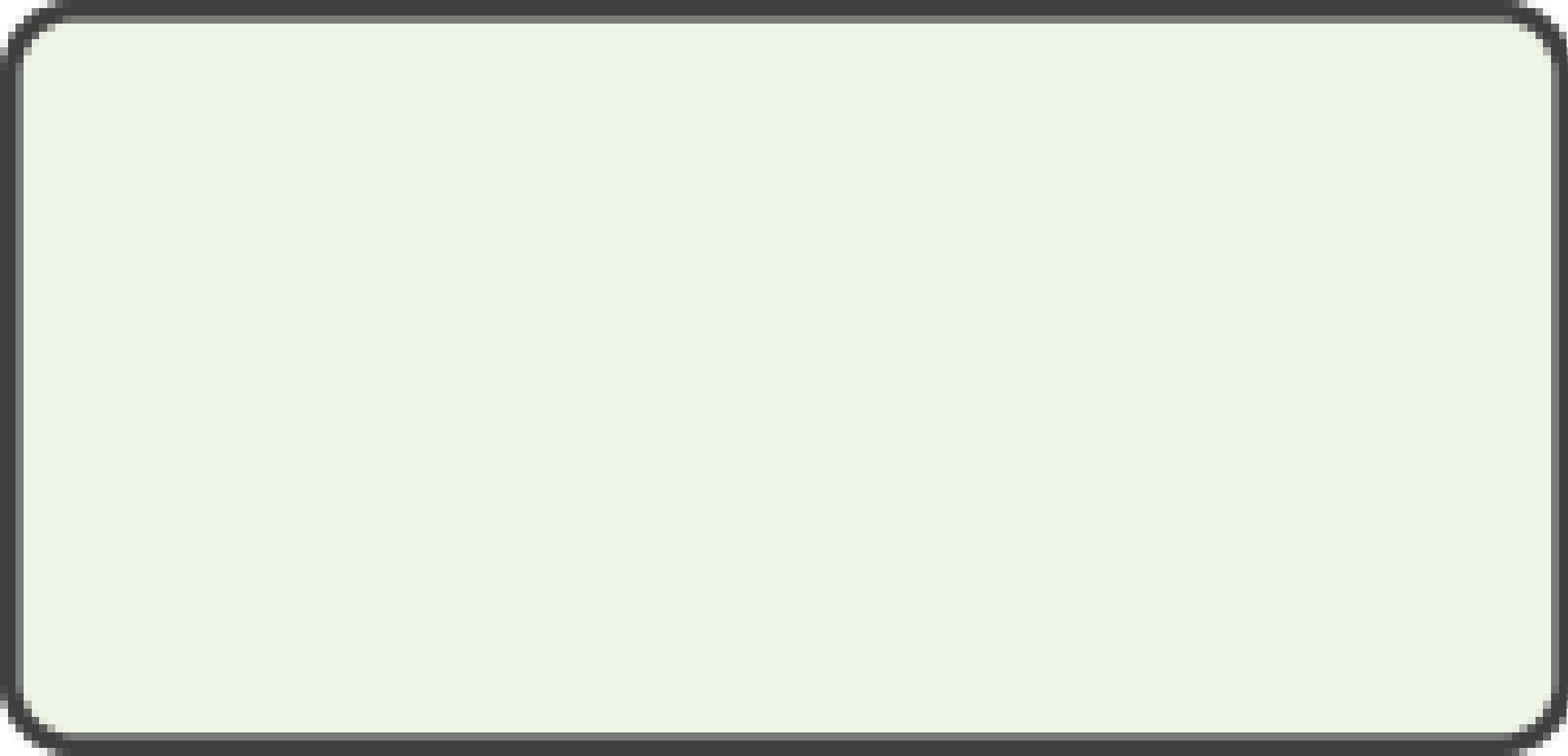




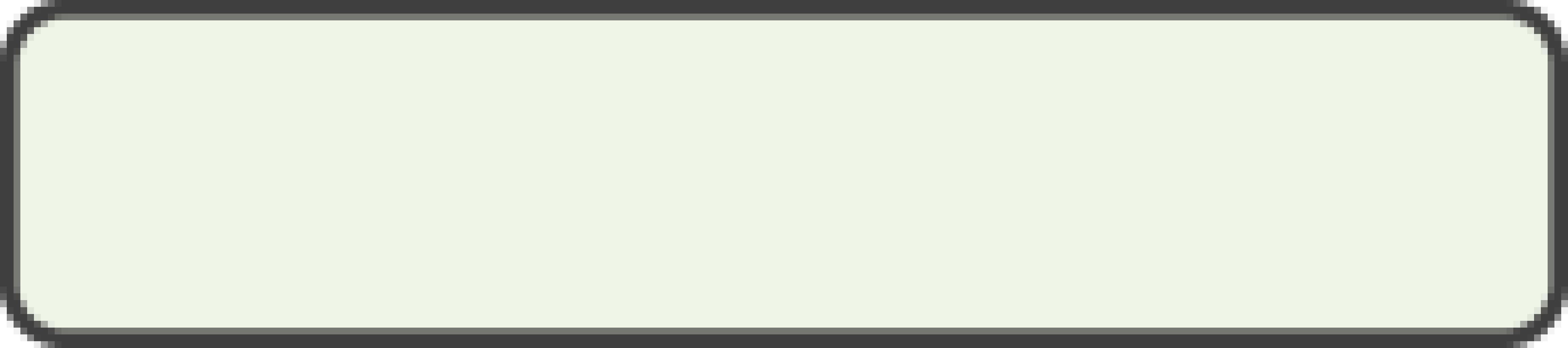






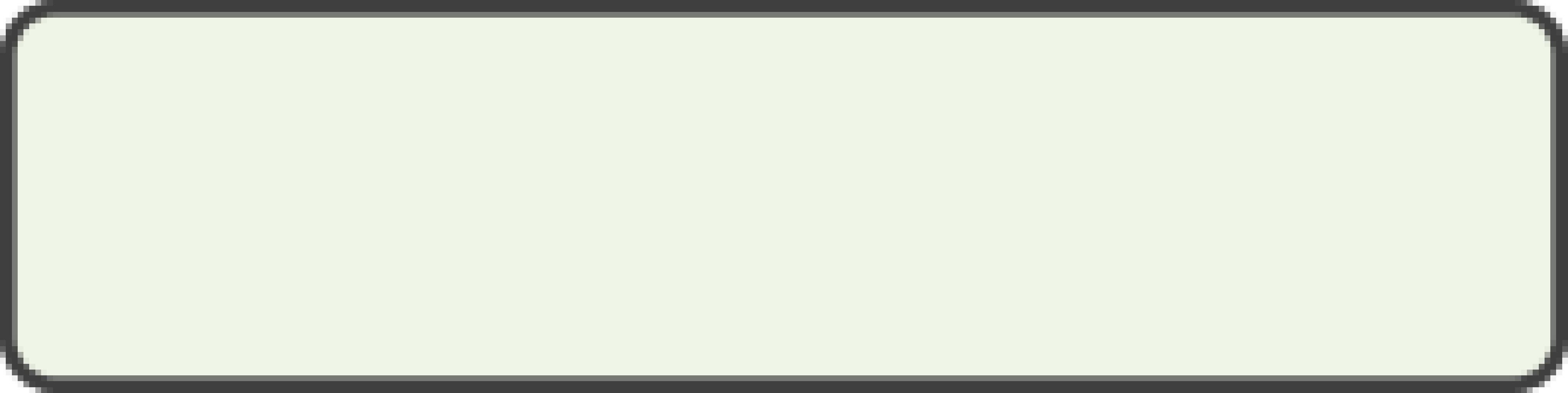


Assigned Deliveries



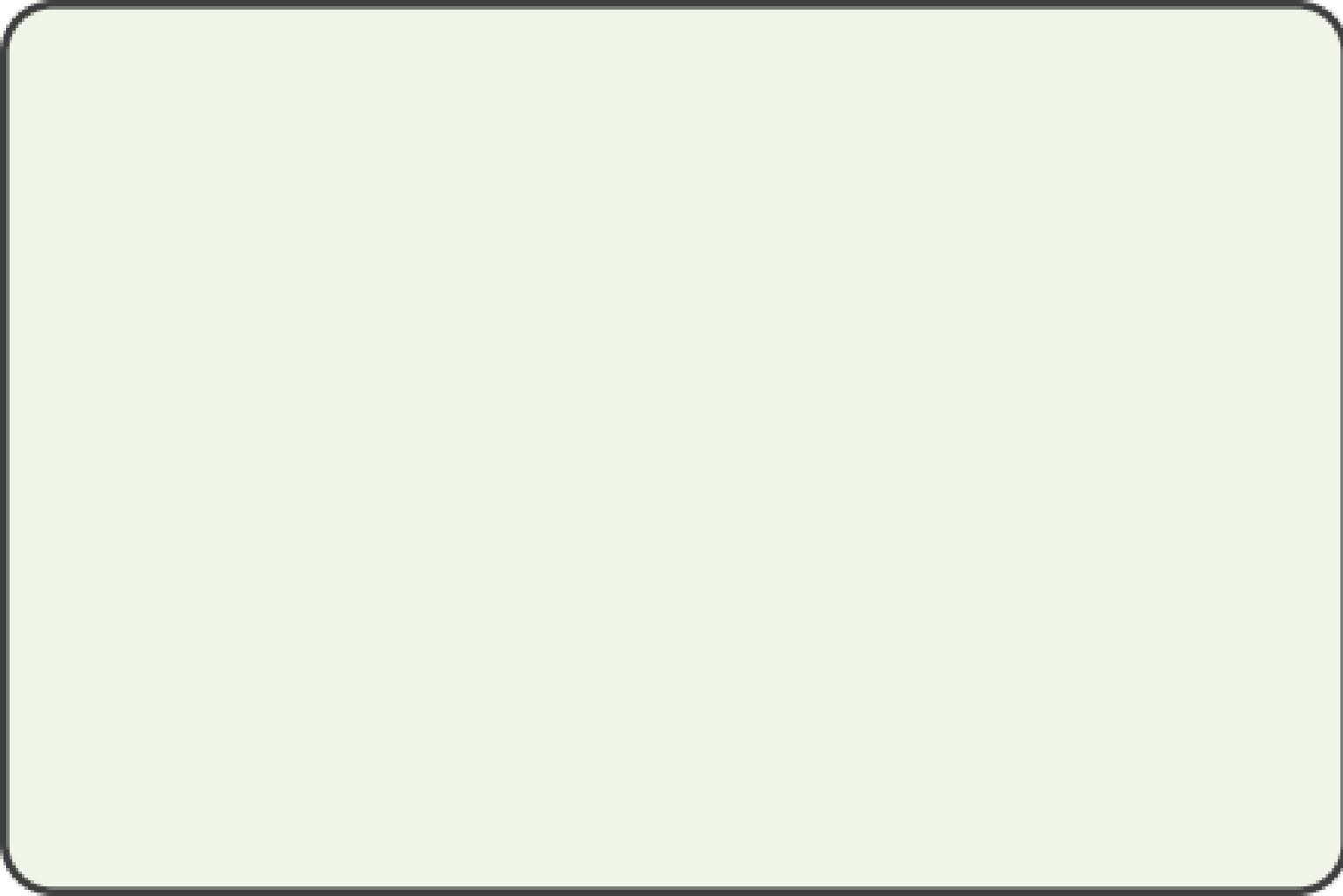
View Details

Directions



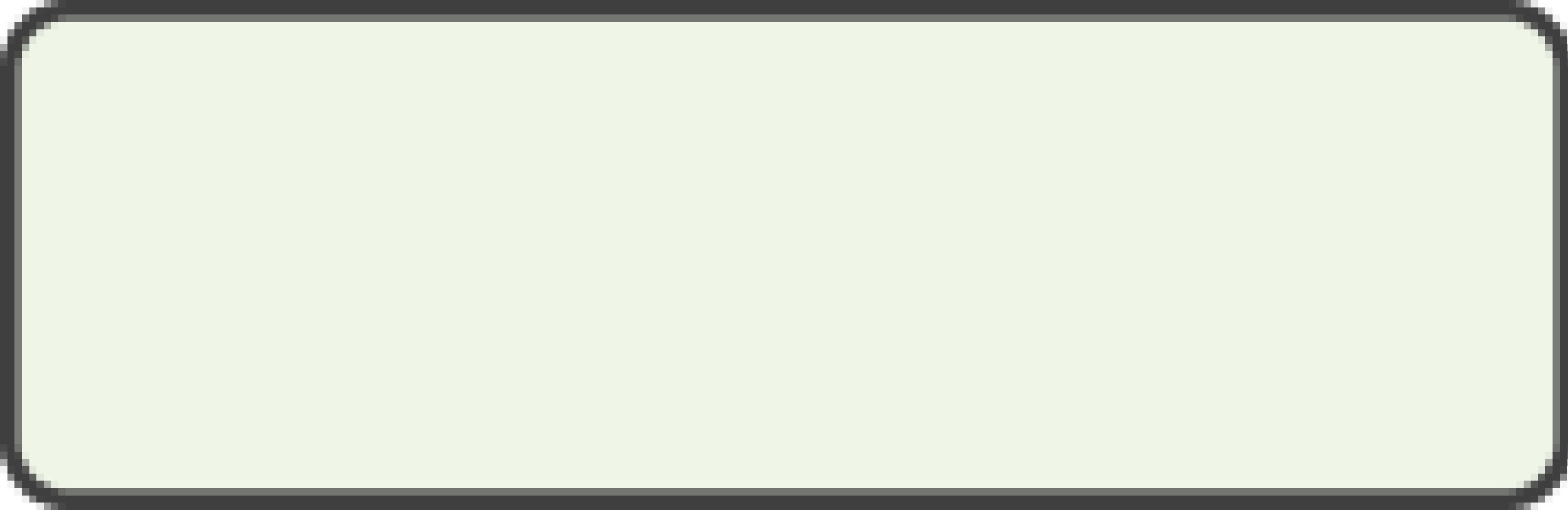
Pickup Location ,Food Type,
Quantity, NGO/Drop Location, Time
Window

Deliveries



Assigned

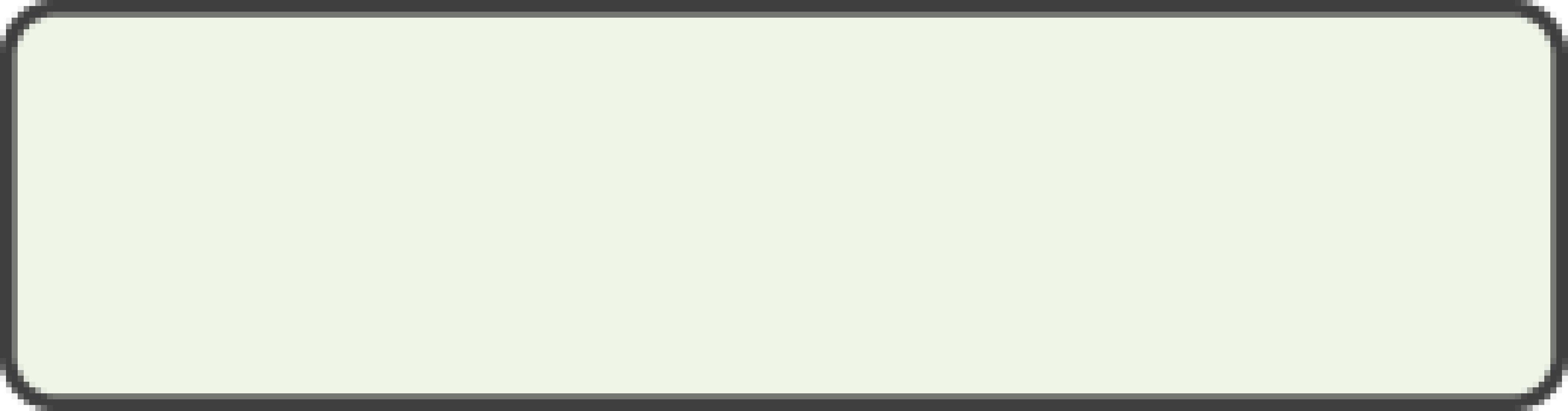
In Transit

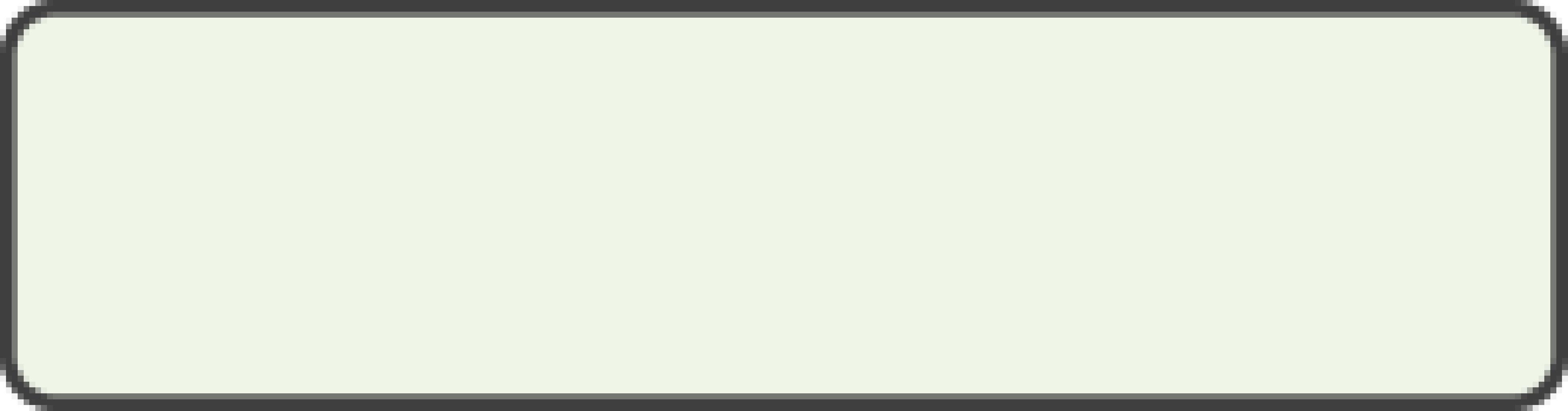


Call

Message

Directions



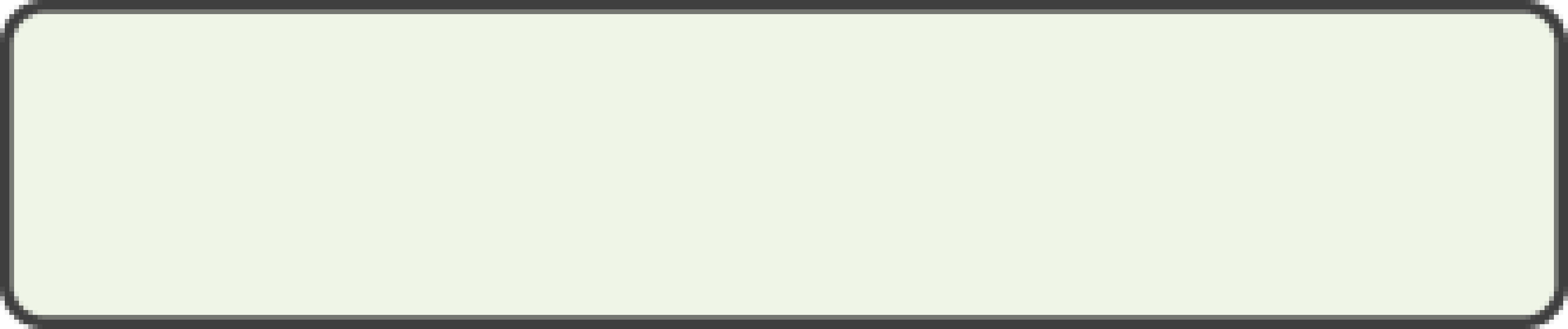


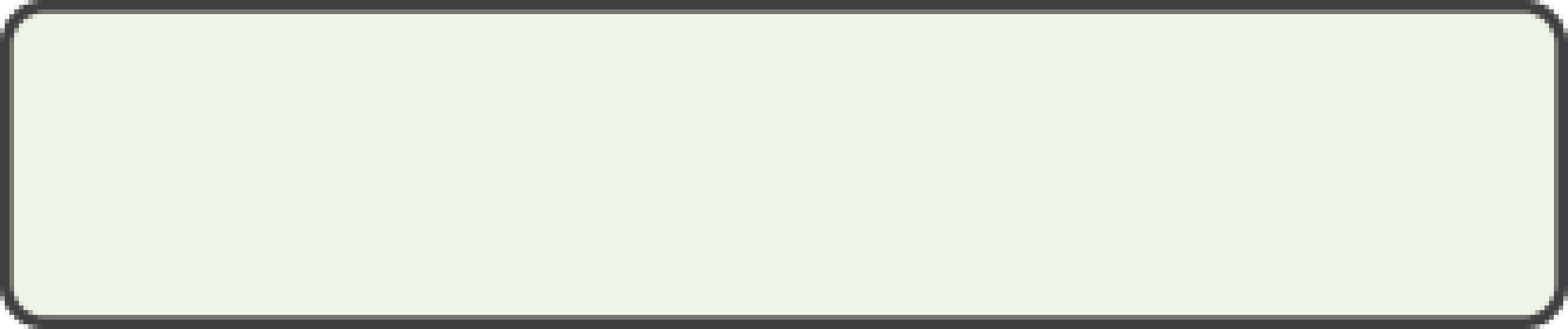




Upload photo

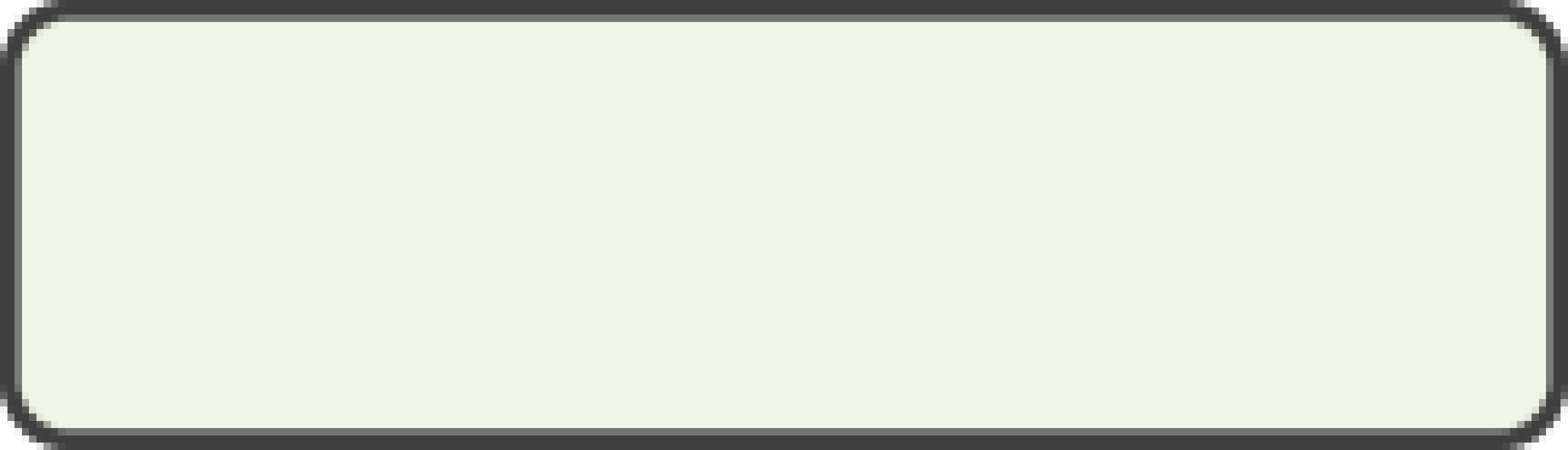
Confirm food acceptable

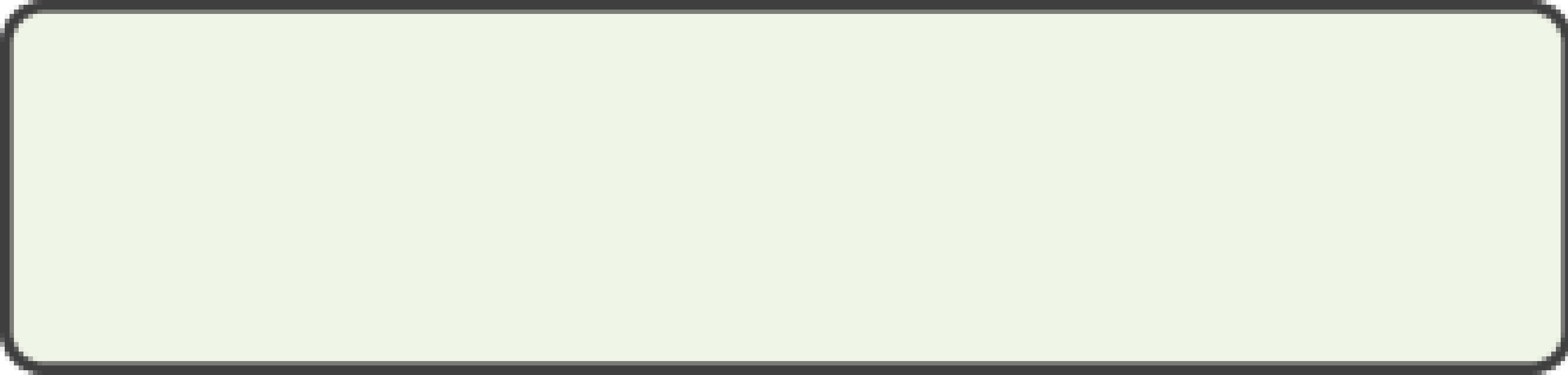




Drop off info

Assign tasks



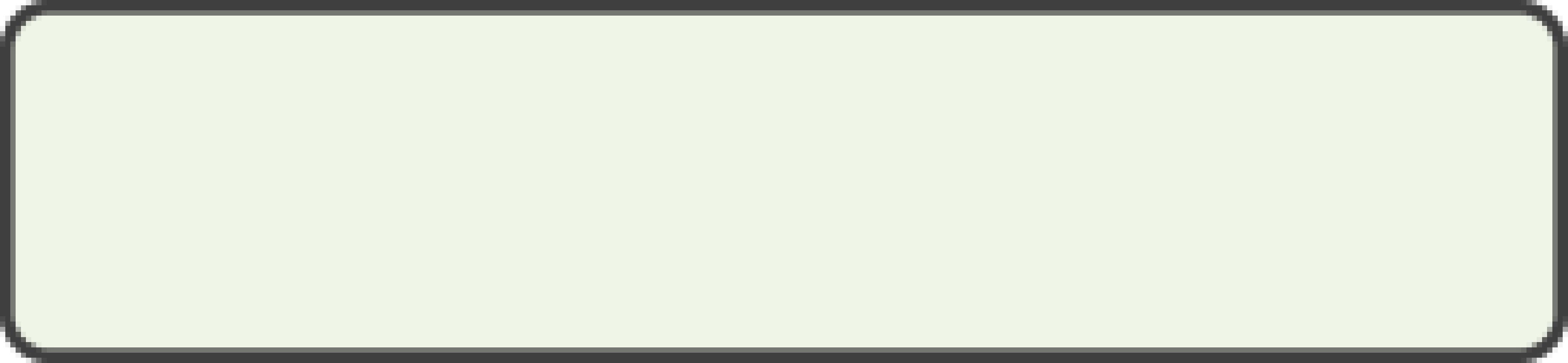




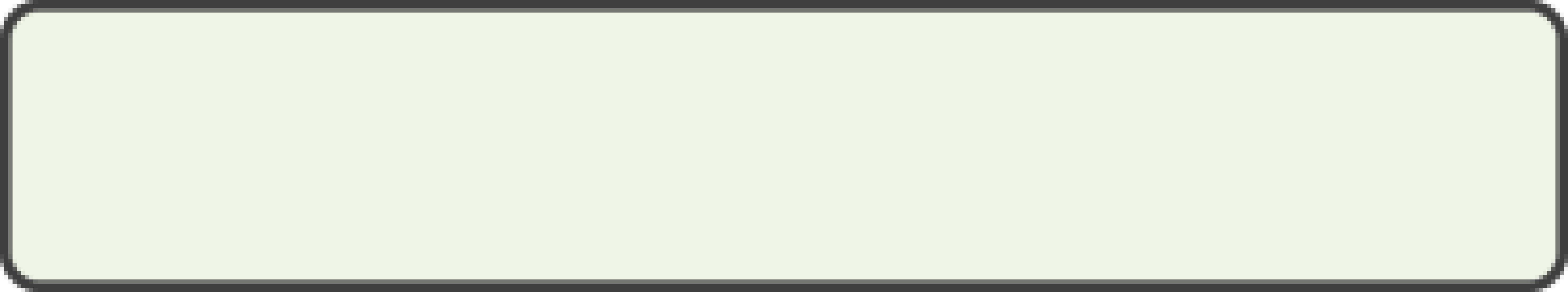
can go

directions

sent details to volunteer



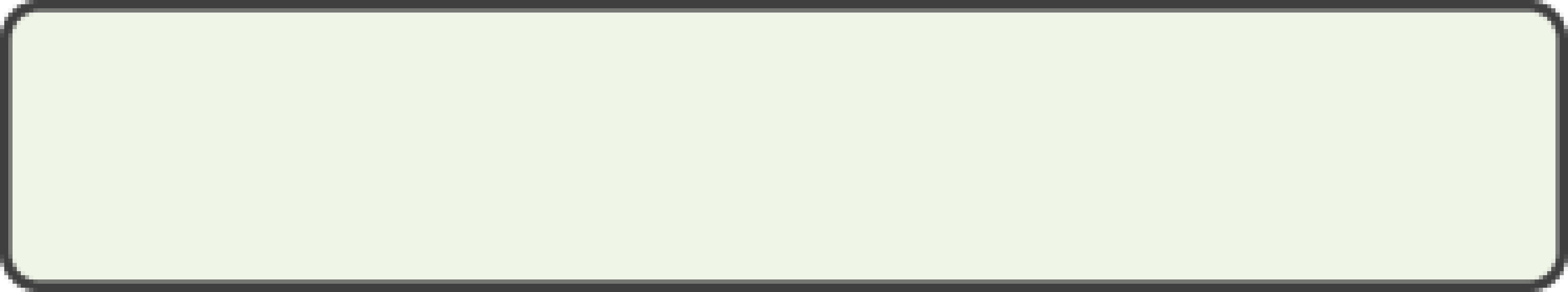
Im-Transit status updates



mark as pickup

mark as delivered

Pickup Scheduled



Delivered

Sent Details to Donor

issue reporting

issue type

food spoiled

address notfound

other

details

Submit issue

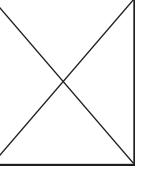
Wireframes

The wireframes illustrate the progression of a user interface design:

- Initial Concept:** A large 'X' mark on a white background, indicating a starting point or a rejected idea.
- Feedback:** A smaller 'X' mark with three small circles below it, suggesting a user error or a point of rejection.
- Input Fields:** A wireframe showing two input fields with placeholder text "Lorem ipsum dolor sit amet".
- Two-Step Authentication:** A wireframe showing an "Mobile number" input field and four empty square boxes below it, likely representing OTP verification.
- Role Selection:** A wireframe showing four role options: "Ngo", "Donor", "Volunteer", and "Driver", each with a delete icon (X) to the right.
- NGO Registration:** A wireframe for "NGO Registration" with fields for "Organization name", "Organization Type" (with a dropdown menu), "Email", "Primary Contact Person", "Role", and "Contact Number".
- NGO Registration (Advanced):** A more detailed wireframe for "NGO Registration" with "Upload Documents" (with an "Upload" button and a dropdown menu), "Location" (with a "Select Location" button), and a "Verify" button.
- Registration:** A wireframe for "Registration" with fields for "Organization name", "Email", "Primary Contact Person", and "Contact Number".

Wireframes

UI UX



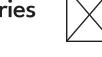
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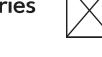
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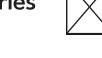
Continue

Contact

Lorem ipsum dolor sit amet

Commercial Kitchens & Eatery 

Commercial Kitchens & Eatery 

Commercial Kitchens & Eatery 

Verify

Volunteer Registration

Upload Documents

Upload 

Location

Select Location

Area Of Interest

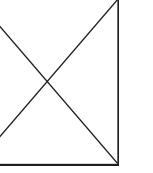
Food Quality Testing

Food Distribution

Awareness Campaigns

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Verify



Verification Pending

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Continue

Contact

Registration

Upload Documents

Upload 

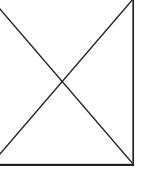
Fssai

Location

Select Location

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Verify



Verification Pending

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Continue

Contact



Verification Pending

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Continue

Contact

Volunteer Registration

Full Name*

Email*

Mobile Number*

Date of Birth*

Address*

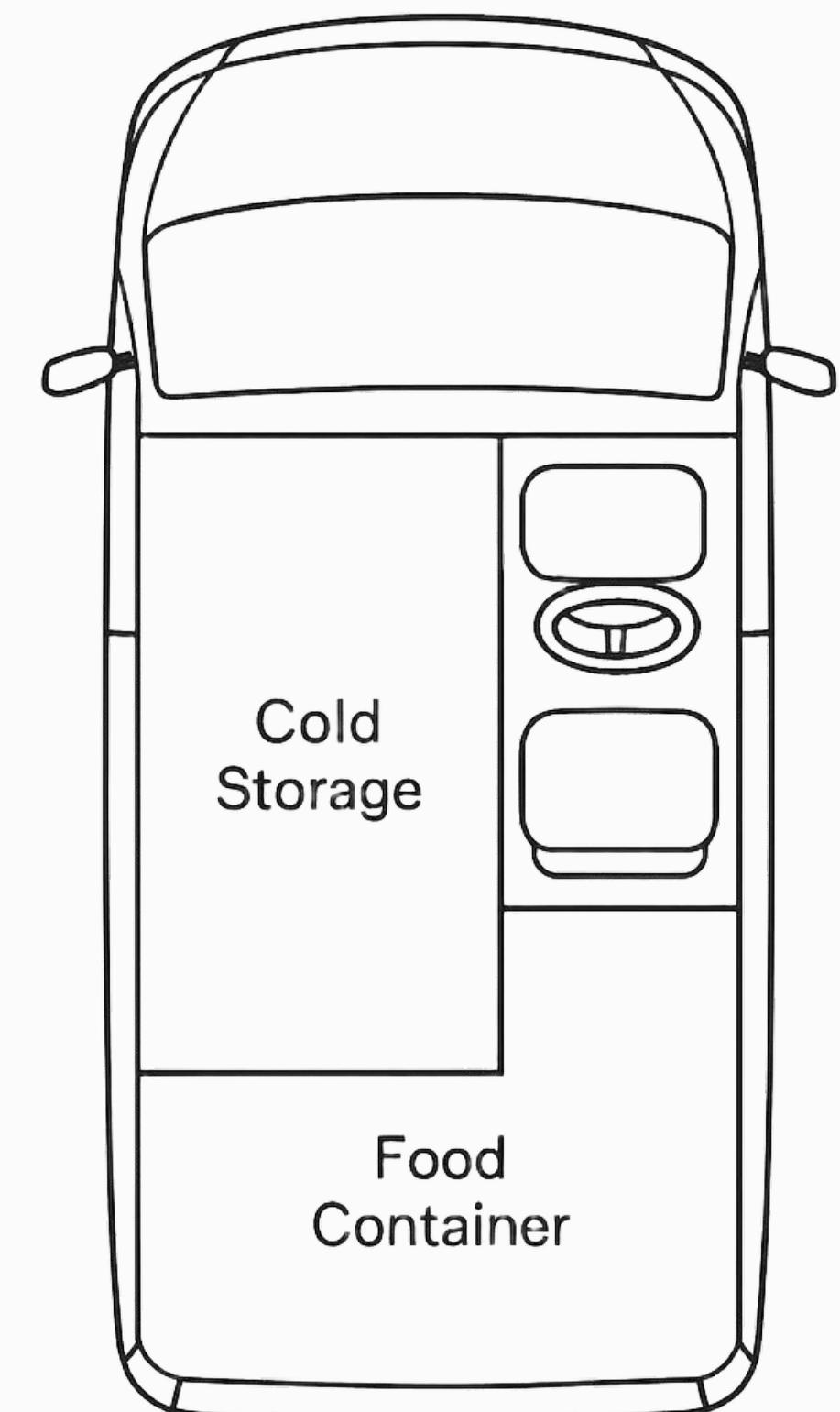
City* **Pincode***

Occupation

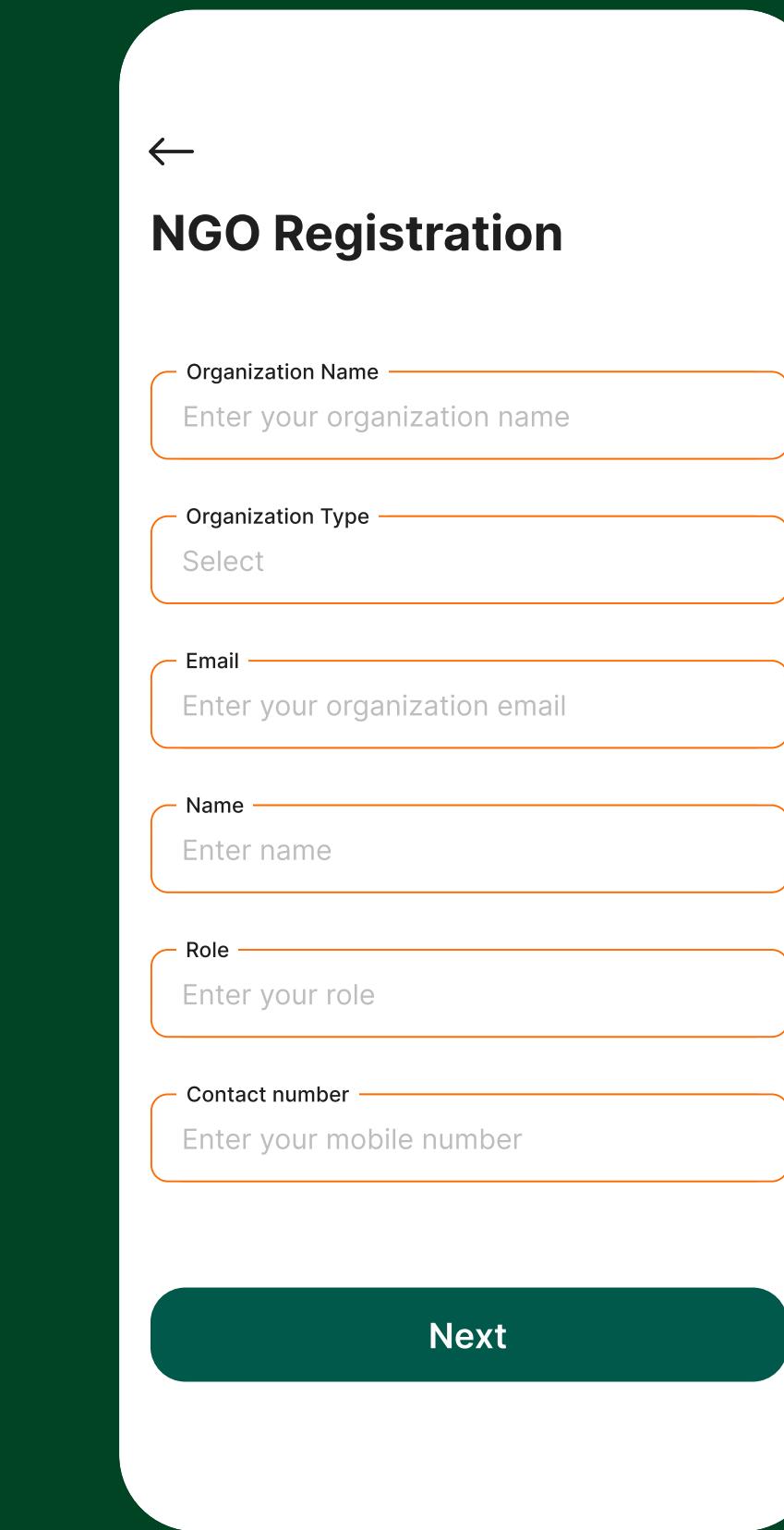
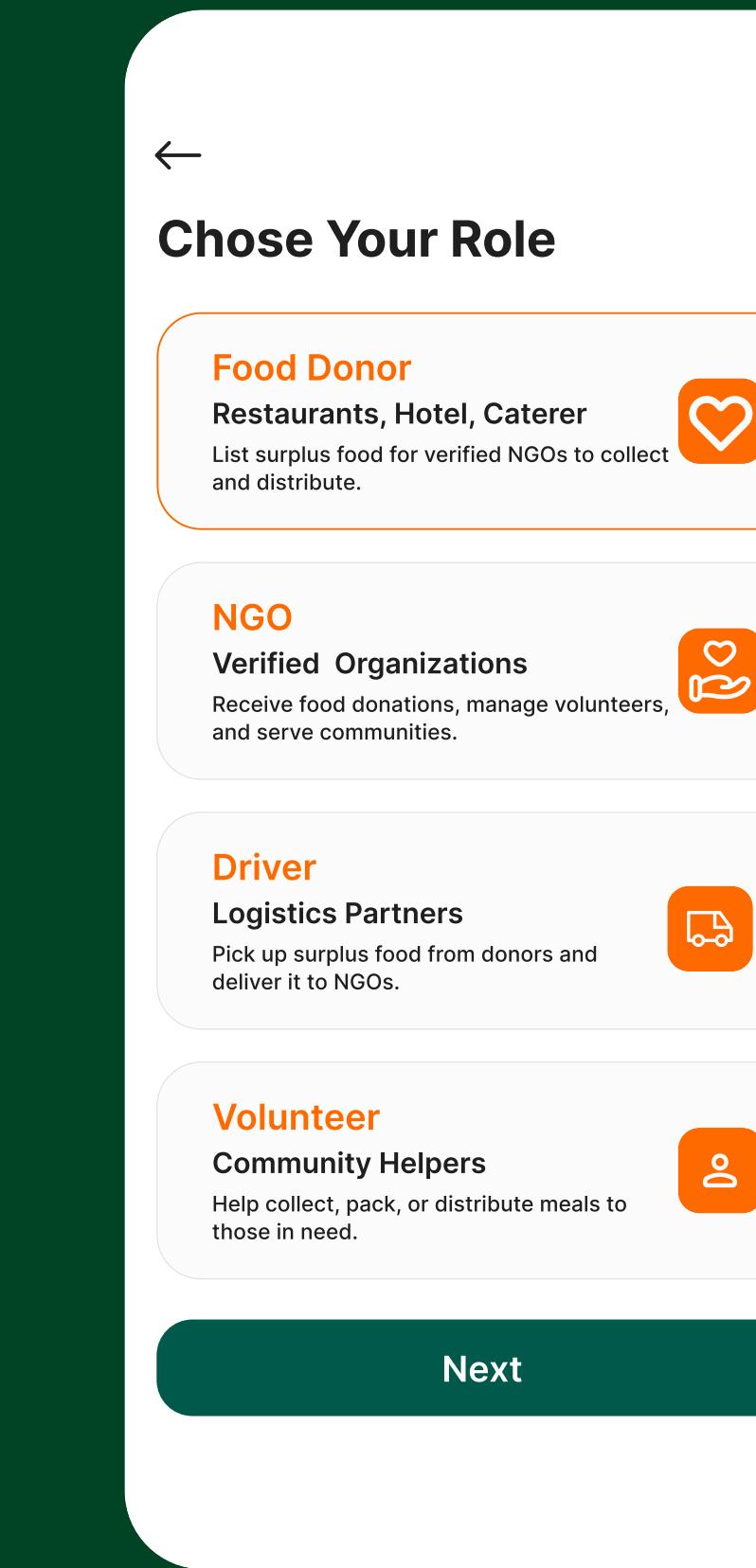
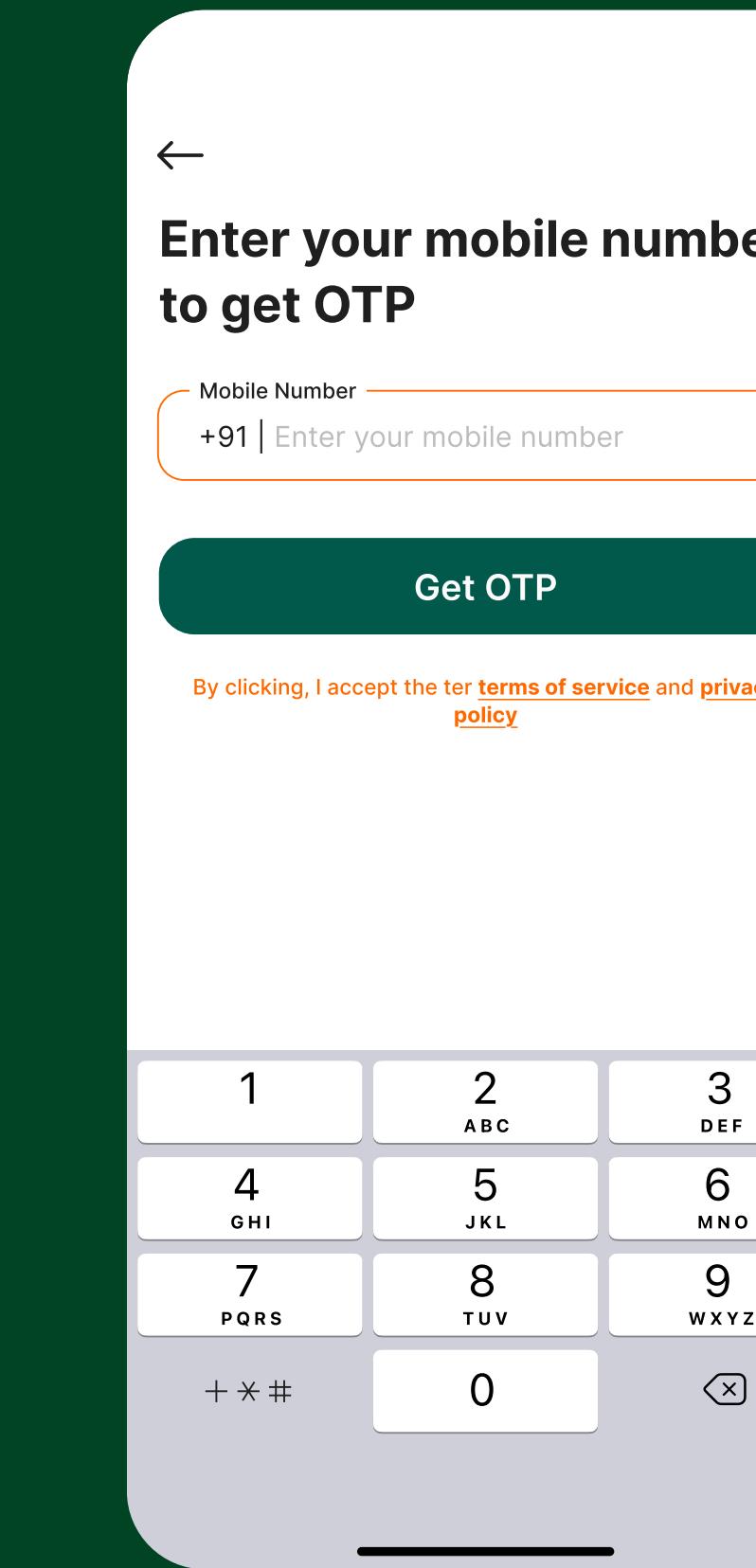
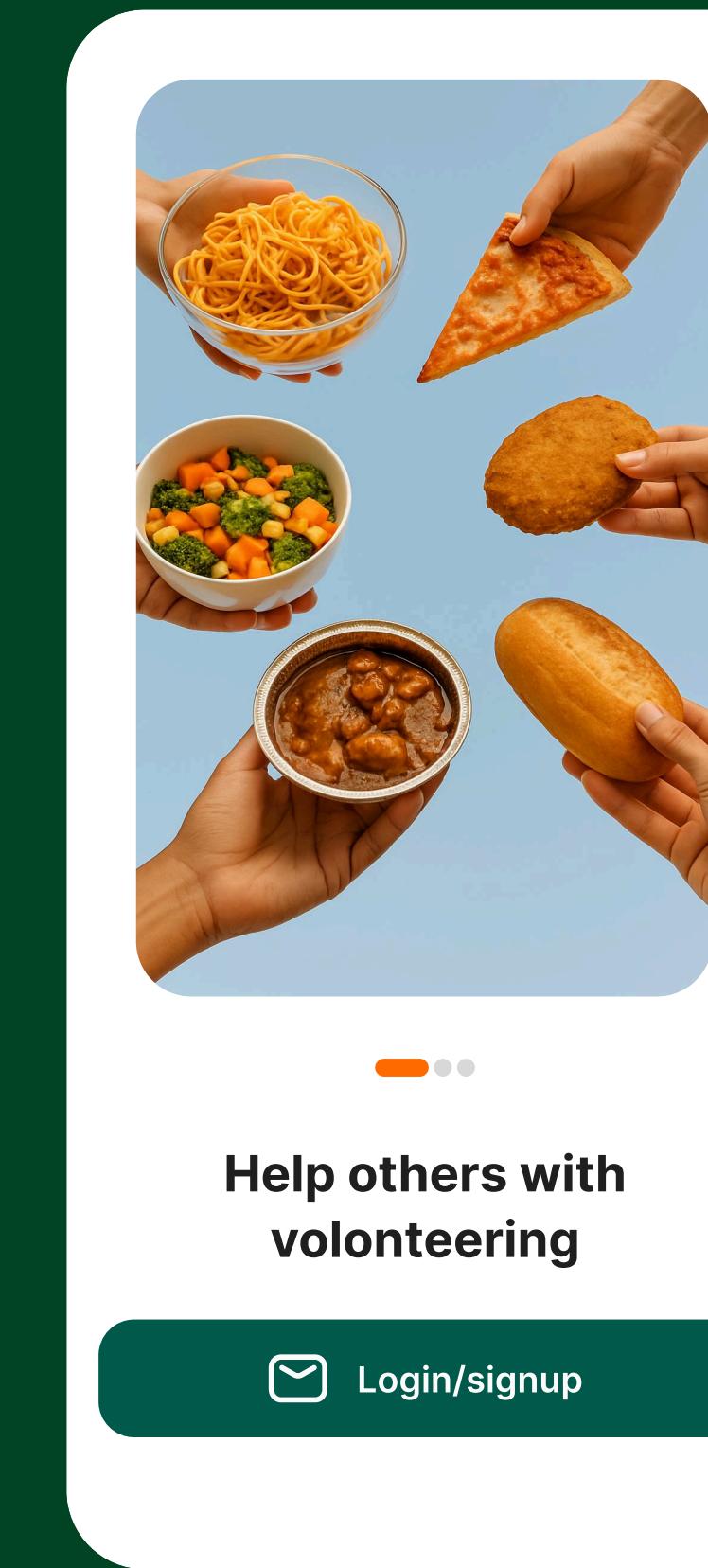
Lorem ipsum dolor sit amet

Verify

Van Design And Layout

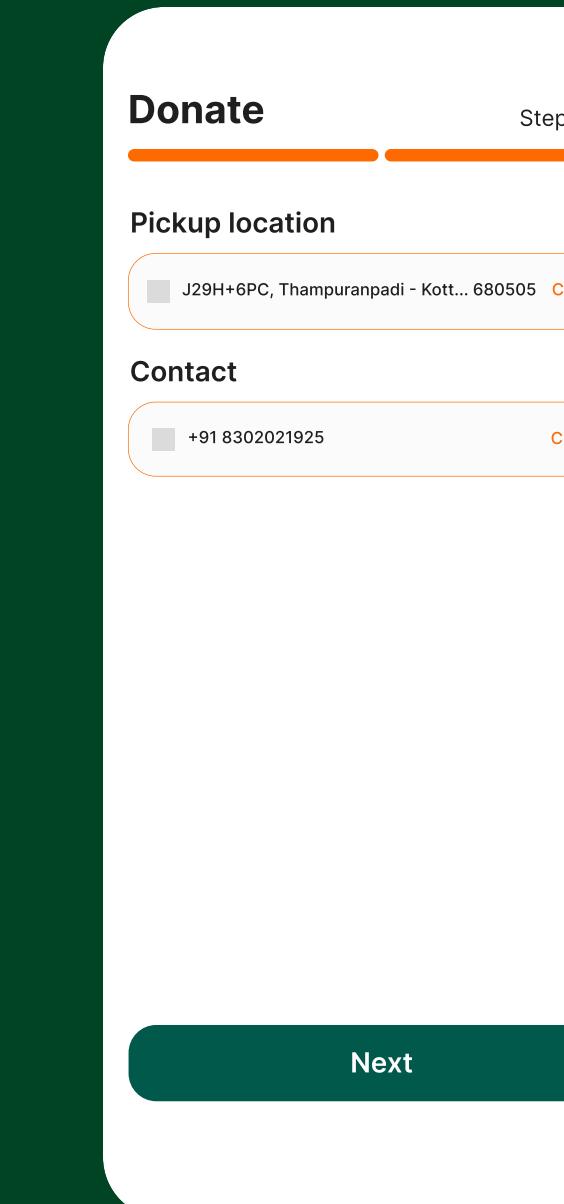
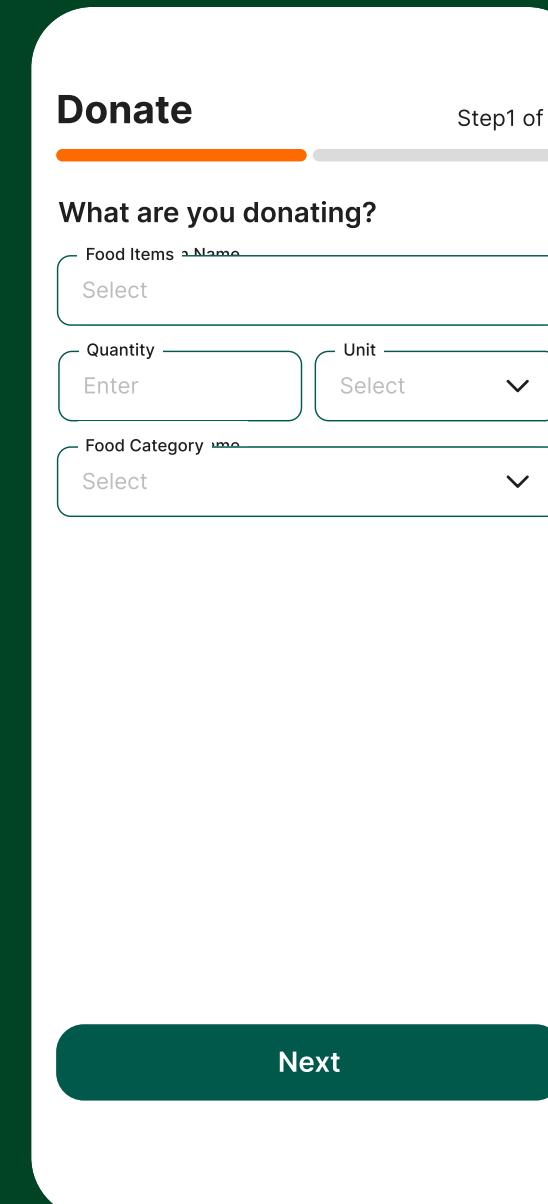


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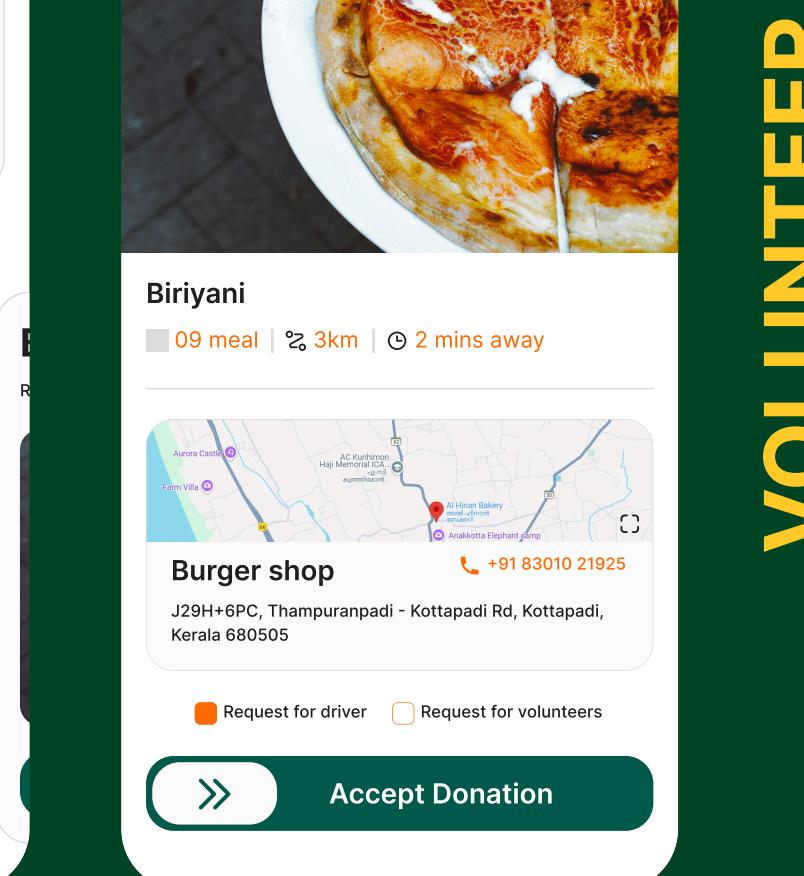
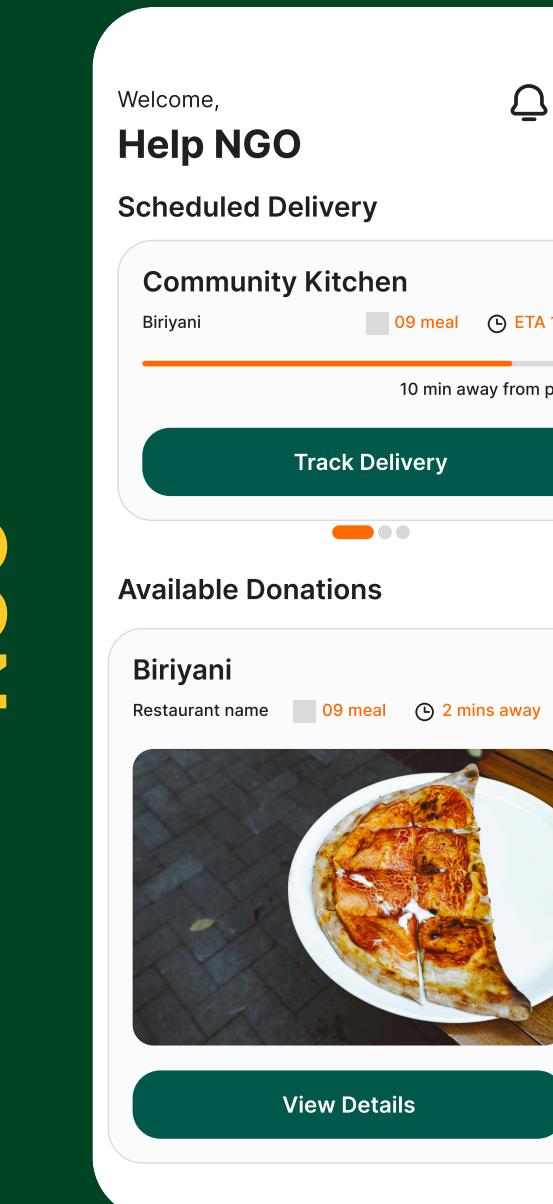


Hi fidelity

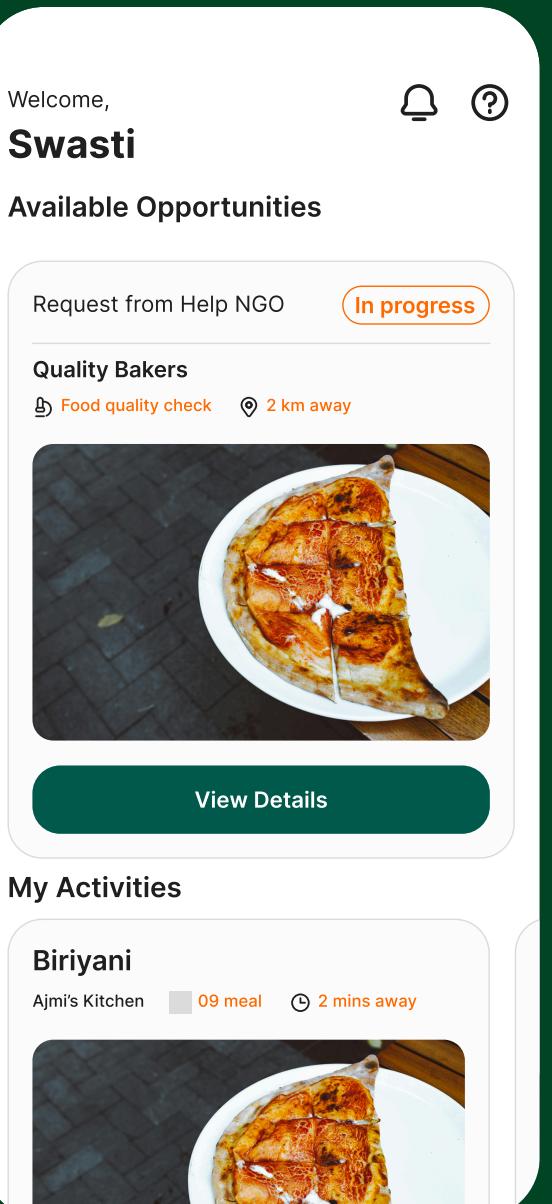
DONOR



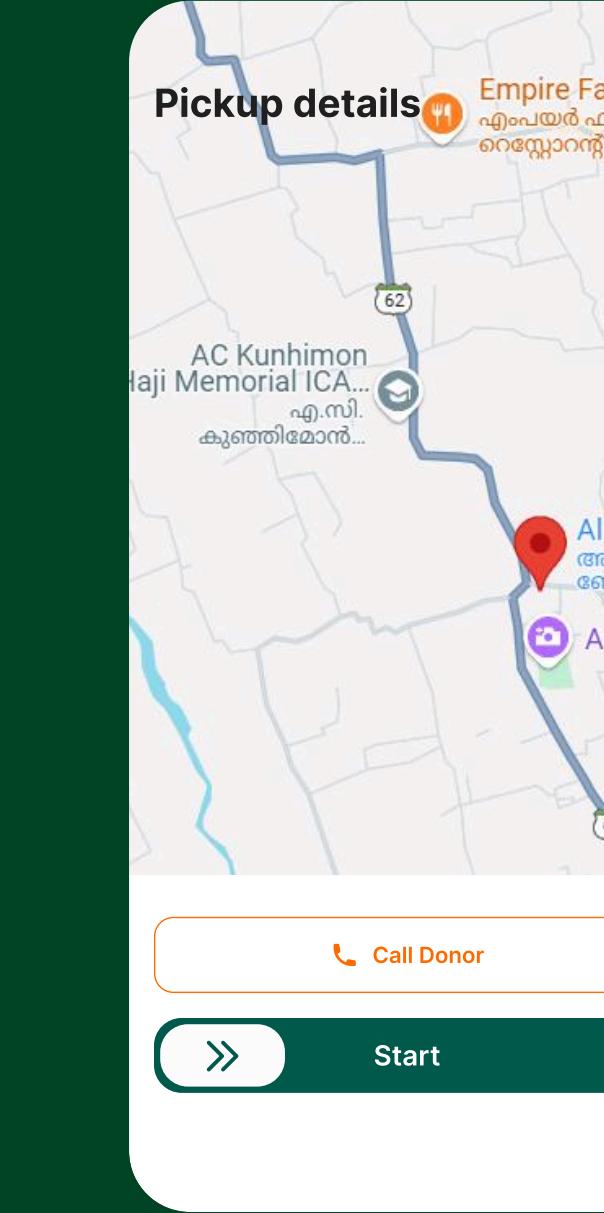
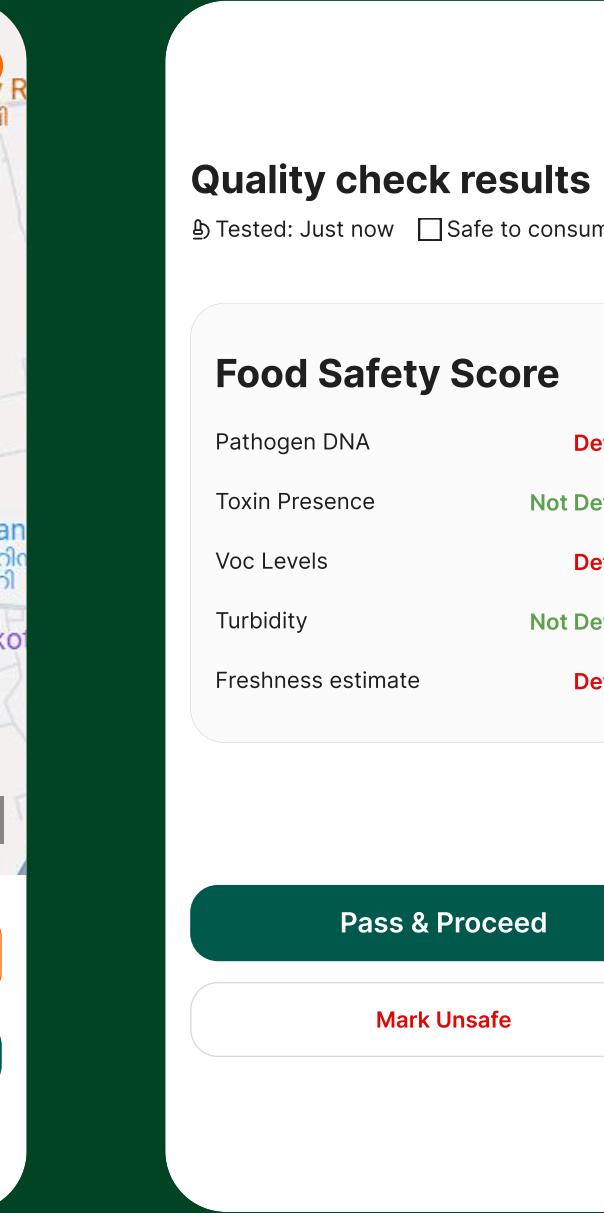
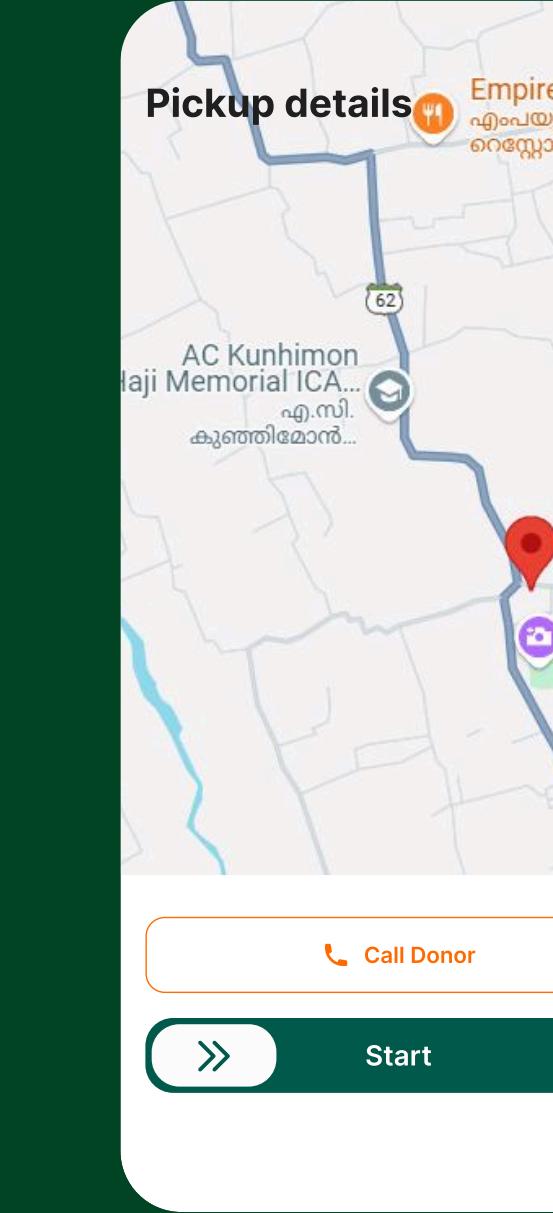
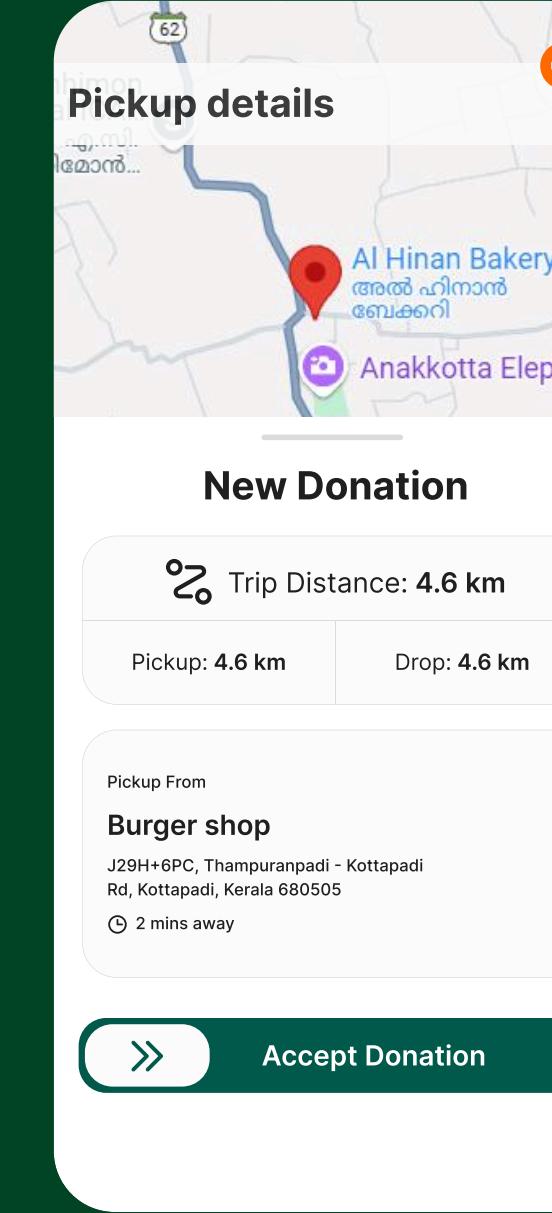
NGO



VOLUNTEER



DRIVER



Thankyou