

The background is a light beige color with several thin, black, wavy lines that meander across the frame, creating a modern, organic feel.

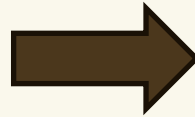
Interviews

In-person

What did they think of using a multi-tiered vermicomposting kit to reduce food waste and produce fertilizer?

Interest

“I don’t think my lifestyle will not suit the kit because I grow my plants just for decoration.”

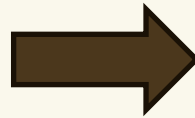


Interest not enough to justify investing

What did they think of using a multi-tiered vermicomposting kit to reduce food waste and produce fertilizer?

Understanding

I think it's a portable idea. But I do think that it cannot be used for industrial purposes as it is meant to target domestic usage.

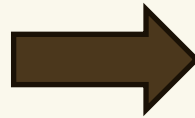


Lack of understanding in terms of intended use and functionality

What did they think of using a multi-tiered vermicomposting kit to reduce food waste and produce fertilizer?

Need

“I think it’s a waste if it is used as a kit for each family due to minimal amount of food waste produced depending on family size ”



Some don’t produce enough food waste to justify investing

Conclusion

While a niche group exists which would use our product, we find that the desirability is low as there is a lack of awareness and knowledge about vermicomposting. We also realised that we overlooked the fact that some families do not produce much food waste, further decreasing our desirability.