



## **OUR PITCH TO YOU...**

**1.**

Students and universities in general can feel very **detached from nature** – **CORNUCOPIA** seeks to lessen that gap and is for students and staff or visitors to university campuses who value **CONVENIENCE, PRICE, and FRESHNESS** of local produce.

Unlike other farm **VENDING MACHINE** services, we tap into the **OPPORTUNITIES** made available by the **VIBRANT** university campuses around our country, and we directly supply information to our customers on how exactly **they are helping**.

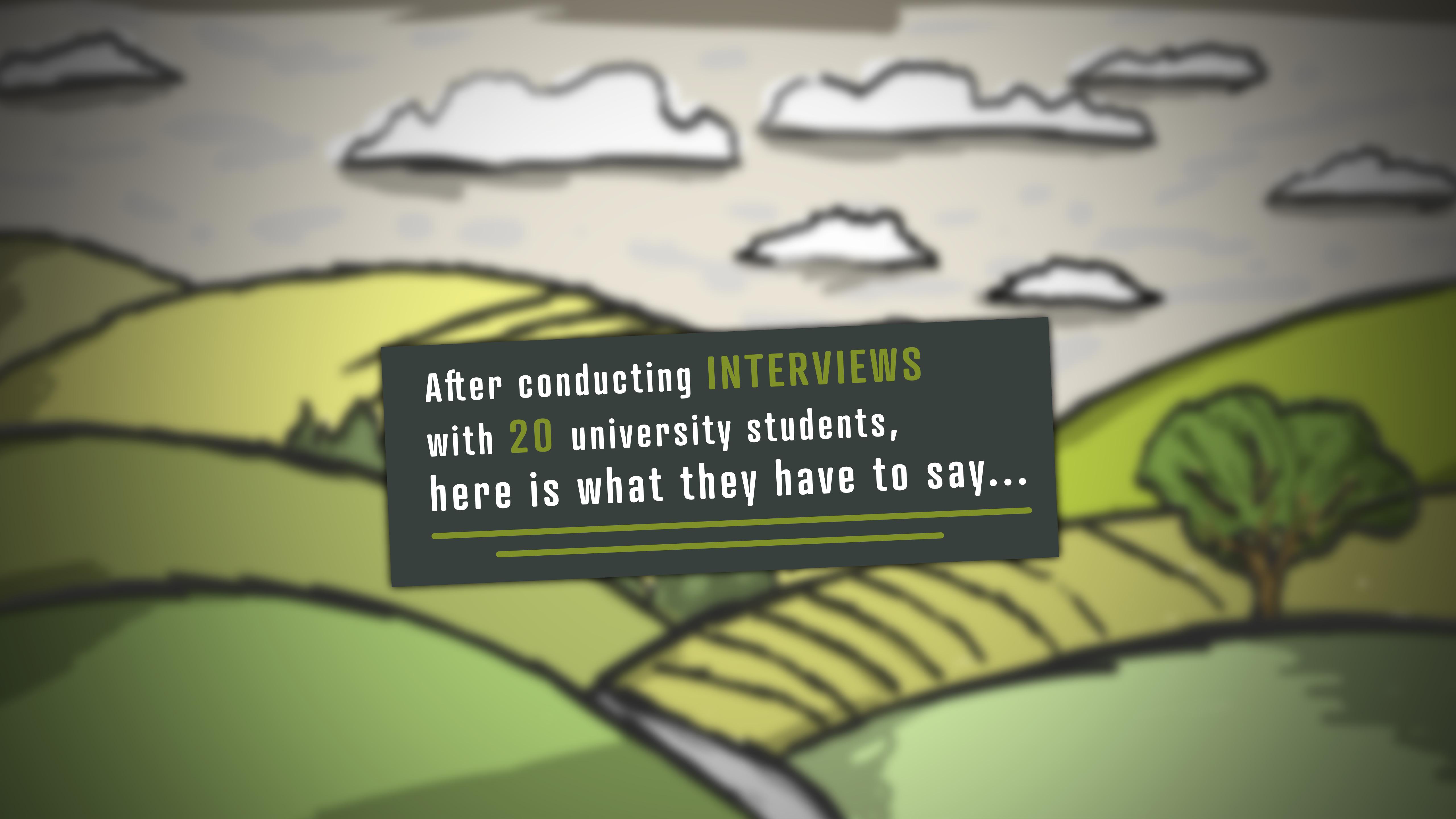
**2.**

**CORNUCOPIA** is a milk and fresh produce **VENDING MACHINE** franchise that works directly with local farmers and universities to support the local **economy and sustainable farming**...

Accompanied is an **APP** which allows customers to view their **statistics** on how their **PURCHASES** and **INTERACTIONS** have had a positive impact on the **LOCAL ENVIRONMENT** and **COMMUNITY**... **3.**

**4.**





After conducting **INTERVIEWS**  
with **20** university students,  
here is what they have to say...



14/20  
STUDENTS

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Value the AFFORDABILITY of foods

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9/20  
STUDENTS

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Value the **CONVENIENCE** of  
preparation or purchase of foods

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13/20  
STUDENTS

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Value foods that are **FRESH**,  
**HEALTHY**, or **SUSTAINABLE**

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These conclusions lead to our three key values, **AFFORDABILITY**, **CONVENIENCE** and **SUSTAINABILITY**.

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Yet only **HALF** of the students were **AWARE** of the environmental and social impacts of sustainable practices...

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We believe we can **CHANGE THAT...**

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Following our research on our target audience, we have devised an ideal **PERSONA** for our service and their **USER JOURNEY** showing how we can **MAKE A DIFFERENCE**

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# LET'S MEET...



## CURIOS CATHERINE

## BACKGROUND

- 19 Years Old
- First year English Literature Student
- Lives in **STUDENT ACCOMODATION**
- Vegetarian
- Colourblind (**DEUTERANOPIA**)

## GOALS AND INTERESTS

- To **EXPERIMENT** more with different ingredients when cooking
- To be more conscious about waste and the environment but **ISN'T SURE HOW**
- To find **ALTERNATIVES TO WALKING** to the shops



## FRUSTRATIONS

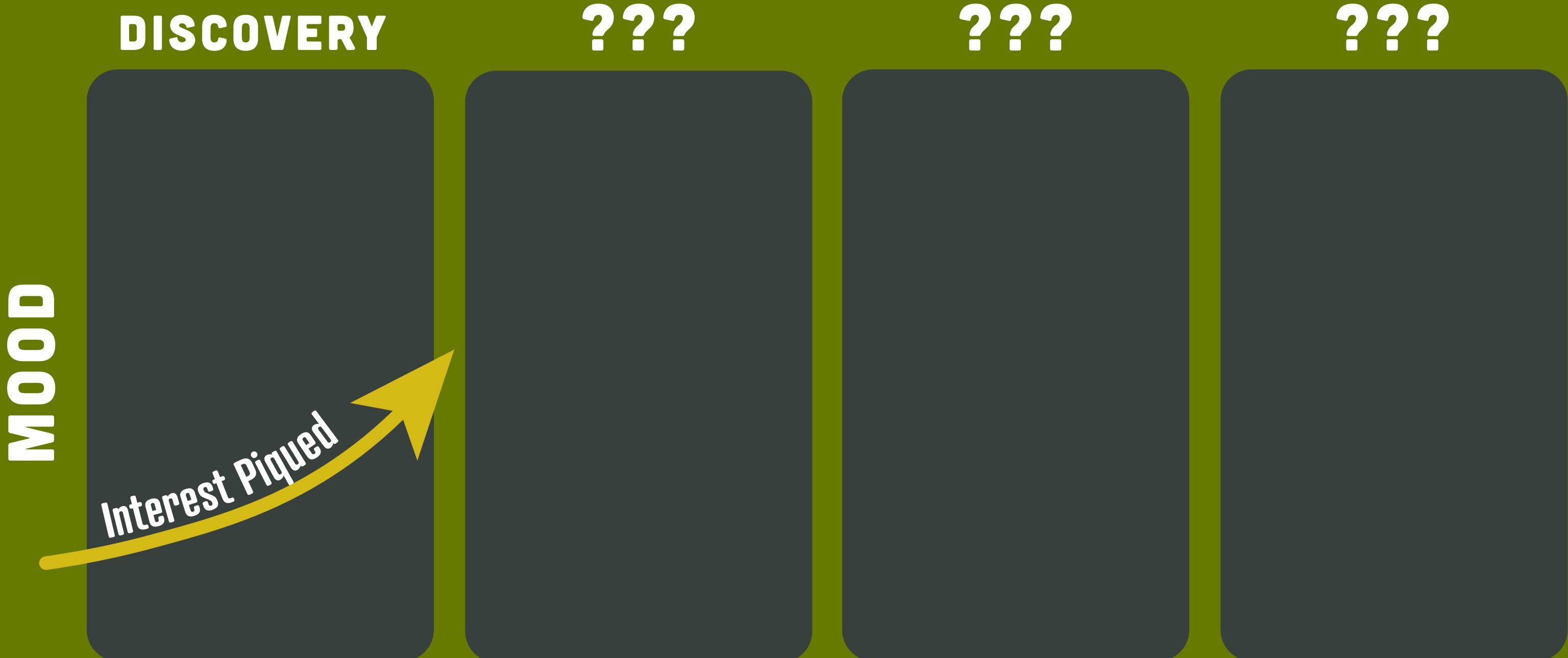
- Must **BUDGET HER MONEY** as she lives off her student finance loan
- **DOESN'T LIKE WALKING** to shops and public transport is unreliable
- She hates how much food and packaging **WASTE** she makes in a week

## SCENARIO

**CATHERINE** is walking back from her lecture and is pondering about her shopping list and how she will **MAKE TIME** for the supermarket today, she only needs a few basics.

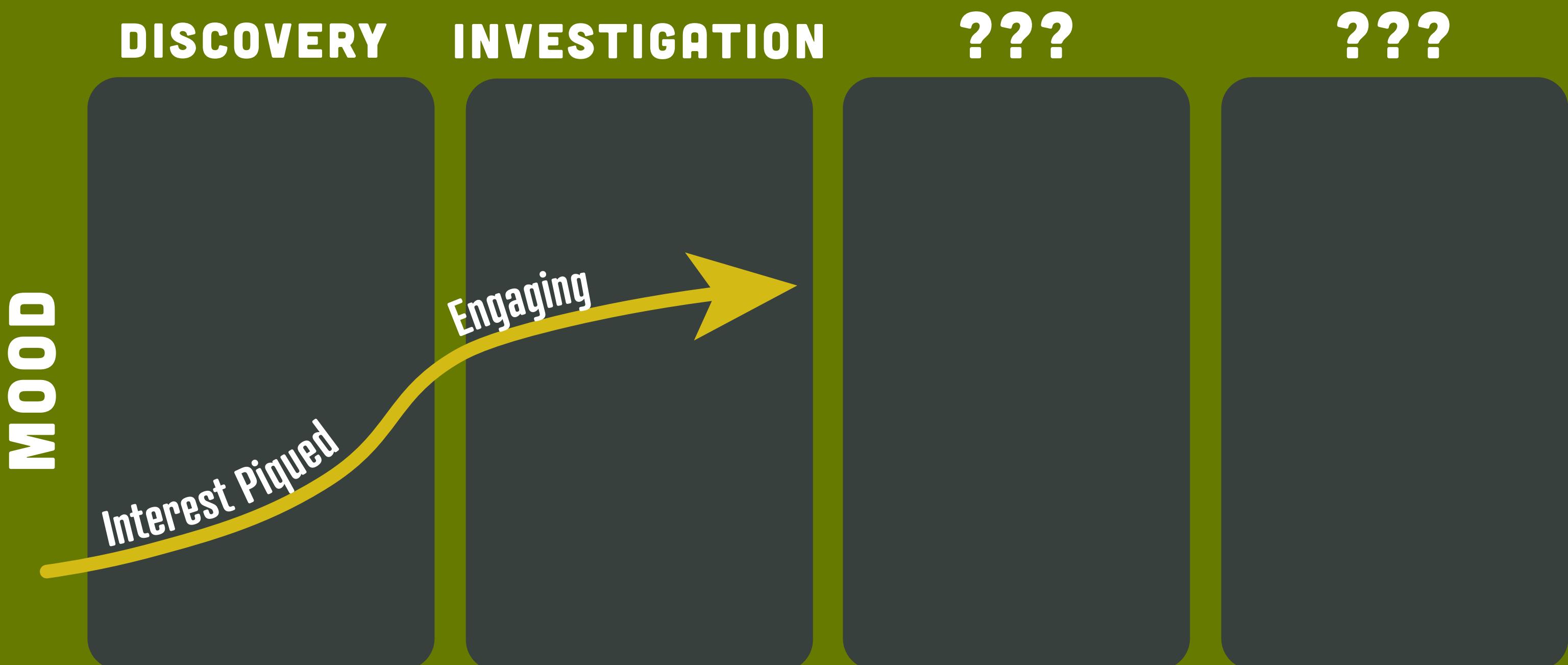
# DISCOVERY...

- Curious Catherine discovers a poster advertising “**CORNUCOPIA**” a new **VENDING MACHINE** service on campus
- They have a focus on **SUSTAINABLE FOODS**
- The **KIOSK** is based **NOT FAR** from her accomodation



# INVESTIGATION...

- After a short walk, she inspects the outside of the **KIOSK** and there is a **POSTER DEMONSTRATING** the benefits of the app and she decides to **SIGN UP**
- The benefits include access to a “**CORNUCOPIA CARD**” a loyalty scheme which provides **VOUCHERS** for continued purchases and provides **STATISTICS** on how she has helped the local environment in the form of **REDUCED FOOD MILES** and more!



# EXPERIENCE...

- Finds a good variety of **FRESH LOCAL** produce inside the machines
- Prices vary but are **GENERALLY BETTER** than supermarkets (she still doesn't like spending money)
- The **DAIRY DISPENSER** catches her eye



# THE DAIRY DISPENSER

## STEP 1.

Buy a **MILK BOTTLE** at the kiosk or bring your own!

## STEP 2.

Place the milk bottle into the **DISPENSER CHAMBER** and close the door!

## STEP 3.

Watch as your bottle is steamed to **SANITISE** any bad stuff!



## STEP 4.

On our **INTERACTIVE TOUCH SCREEN**, select how much milk you want!

## STEP 5.

Scan your **CORNUCOPIA CARD** to earn points towards your next **REWARDS**!

## STEP 6.

Pay at the **CARD READER** and watch your sustainable milk dispense!

## STEP 7...

**ENJOY!**

# RESULTS...

- She gets a pint of **FRESH LOCAL MILK** in a **REUSABLE BOTTLE** she purchased at the kiosk
- In addition she buys a small variety of **FRESH FRUIT, VEGETABLES** and **SNACKS**
- She is only a **2 MINUTE WALK** away from her accomodation and has picked up much of the groceries she needed



## **DESGIN RECCOMENDATIONS**

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- 1.** **PRICE** is kept low by cutting out the middle man and selling produce that supermarkets wont accept for superficial reasons
  - 2.** **CONVENIENCE** is provided by locating the machines outside student accommodation or other high traffic areas on campus
  - 3.** Produce is **FRESH, HEALTHY** and **SUSTAINABLE** as it is sourced directly from farmers based on seasonal and regional availability
  - 4.** We **EDUCATE** our customers with awareness for sustainability using our branding and **APP** to showcase just how much they help
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# THE CORNUCOPIA APP WALKTHROUGH





THANK YOU FOR WATCHING  
**ANY QUESTIONS?**

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