

## Why this is a wicked problem?

### The magnitude of the problem

Food wastage in hostels is significant, with up to 20-30% of cooked food wasted due to overproduction, poor demand forecasting, and improper portioning.

### The nature of the problem

1. The issue stems from fixed menus, buffet-style serving, lack of awareness, and storage challenges, leading to financial loss and environmental impact.
2. There is also overproduction, poor planning, serving practices, and storage challenges, leading to food wastage.

## Causes of the problem

### Hygiene issue



### Difficult commute



## Existing solutions don't work

Quality of food cannot be objectively measured



Students can't judge their appetite regardless of efforts made



## Interviews

Student mentions the lack of communication of student schedules and misjudgement of appetites as a key reason.

## Observations

Students find long queues in mess and overload their plates with food and then don't hesitate or feel guilty when wasting. Thus the goal could be to positively reaffirm preventing wastage so that students are encouraged to save.

## Insights → Key Insight → Actions → Key Action



We found that bad tasting leads to high wastage and really good tasting food leads to more wastage too. Hence, food should taste mediocre.

### Key Insight

Students end up wasting a lot of food due to mismatch in expectation and unavailability of wastage data which further reinforces and normalizes wastage.

### Key Action

Design smart dustbin collect and store database of personal wastage along with a positive reinforcement system that encourages the students to reduce food wastage.

KEY INSIGHT	DESIRED EXPERIENCE	BARRIER/IMPEDIMENT	ACTIONS
① Students have a plate	② Students eat healthy	③ Students have time management	④ Students have hygiene
⑤ Students have a good appetite	⑥ Students have a good taste	⑦ Students have a good quality	⑧ Students have a good portion
⑨ Students have a good experience	⑩ Students have a good taste	⑪ Students have a good quality	⑫ Students have a good portion
⑬ Students have a good experience	⑭ Students have a good taste	⑮ Students have a good quality	⑯ Students have a good portion

Design smart dustbin collect and store database of personal wastage along with a positive reinforcement system that encourages the students to reduce food wastage.

## How Might We?

How Might We design a product to collect and store database of personal wastage along with a positive reinforcement system that encourages the students to reduce food wastage, thus innovating a product for Adeep Bose that mitigates his current issue of students ending up wasting a lot of food due mismatch in expectation and unavailability of wastage data which further reinforces and normalizes food wastage and improve his experience in mitigating food wastage in hostels due to wastage of cooked foods.



### Persona: Adeep Bose

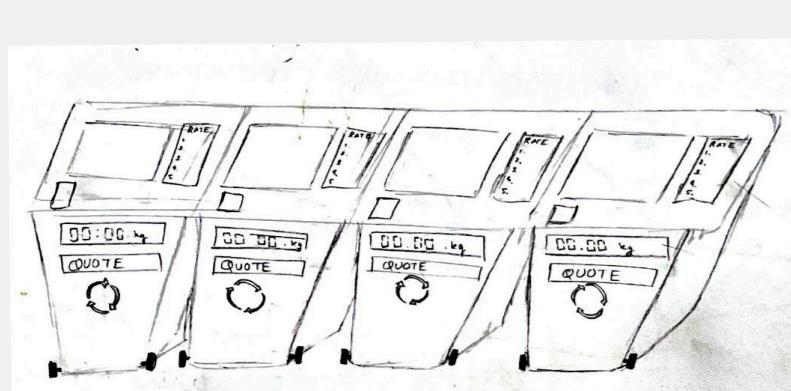
#### Goals

To live a lavish and luxurious life.

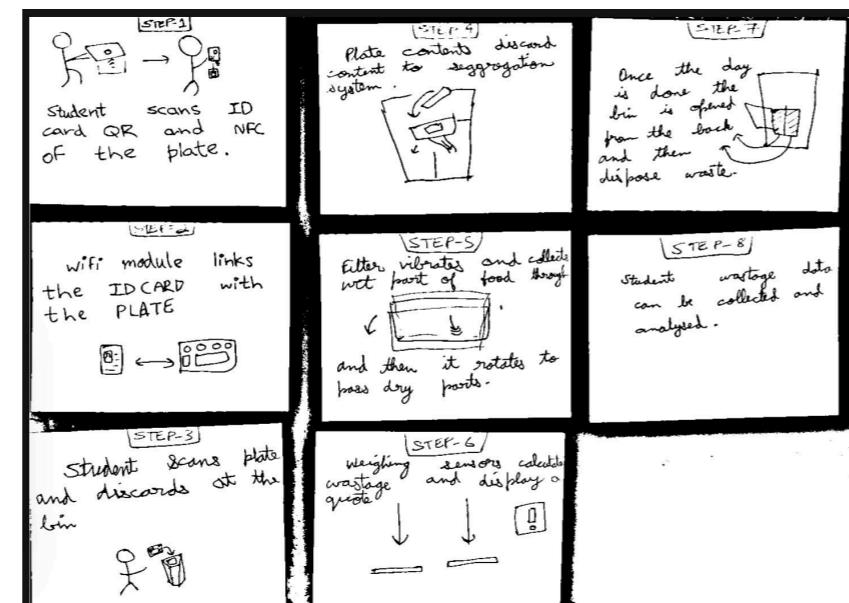
#### Frustrations

1. Quality of life in college such as food and hostel.

## Creative Ideation



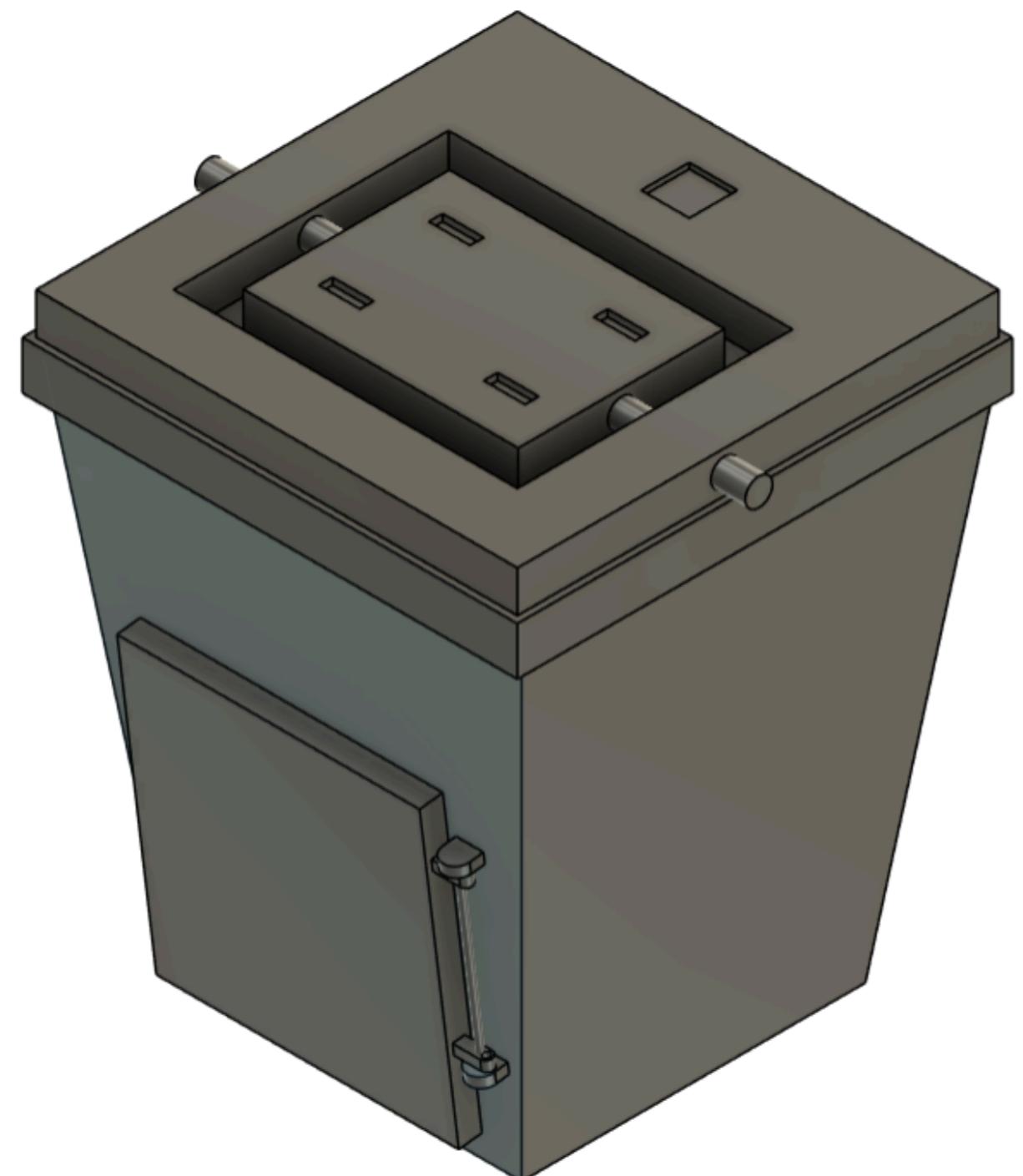
## Storyboarding



## First Mock-up



## Evolved Specifications



## Second Mock-up

