Ideation: dreamer

What's in season - recipe idea app

Food waste planning app - foundation

Shopping list / meal planning app

Use carbon footprinting api

Food 'footprint' app: food miles, water use

New https://www.planetpositive.eu/

Energy carbon intensity api - use to plan energy use around greenness of energy

'Use by date' meal planning App

API containing uk foodbanks data:

https://www.giveafood.org.uk/api/docs/

Toy exchange market for kids

That app that shows recipes based on images for directions

Link with Food Bank network

Take fat/long data plug into google maps using:

https://www.npms.com/package/google-maps or https://developers.google.com/maps/documentation/javascript/

https://www.npms.com/package/@googlemaps/google-maps-services-js

Rewards system (points) for users that make donations/ meet targets

calculate cost-plus pricing and cashflow forecast app for start ups

Helping with market research and variety of users

A way for users to be able see how a piece of clothing fits before buying

Option to purchase donations directly

Open network for in kind trade area of skills

Focused Ideas

14.
Food Waste Solution 4 2 3
Meal planning with added bonus of promoting food waste
2 3

15.
Food Waste Solution 5 3
Scanner app to manage food and keep track of dates for donation
2 3

5.
Toy exchange marketplace:
Child centric app to sell used and buy used toys.
2 3

3.
Company to Charity: 1
communication platform between companies/ restaurants and charities regarding food.

4.
Reducing carbon footprint: 1
Tracking energy consumption and being notified of greener usage.
2

Ideation: realist

Toy exchange market for kids:

Mock data would be needed - Real data would need user population

Competitor space is crowded but not child centric

Safeguarding issues are barriers

Would need to handle payments - this adds complexity

Shipping could be an issue

Use carbon footprinting api

Food waste planning app:

A link to purchase cart

Could an existing bar-code scanning tech imitad some use-by data?

Potential to link up with soup kitchens

Potential to link up with professional kitchens

Ideation: critic

Food waste planning app:

Limits on perishable goods donations

Add self-by/use-by data manually is a draw back and barrier to uptake

A link to purchase cart might add complexity

List of recipes to add to a new meal plan. Button to save meal plan, and to add items to

User info - Statistics and feedback on food wastage

Weekly food waste charts

User auth to enable saving meal plans and wastage data

Notifications

Ability to share your donations made or your donation points

Ideation: action points

Market research: individual users, institutions and organisations

Market research: questionnaires, interviews and desktop research

Does the app target individual users?

Ideation: concept designs

Food waste planning app:

A list of food items - text box to add custom items

A link to purchase cart

Could an existing bar-code scanning tech imitad some use-by data?

Potential to link up with soup kitchens

Potential to link up with professional kitchens

List of Food Banks and their donation requirements

List of recipes to add to a new meal plan. Button to save meal plan, and to add items to

User info - Statistics and feedback on food wastage

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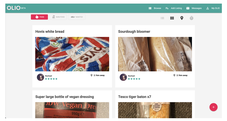
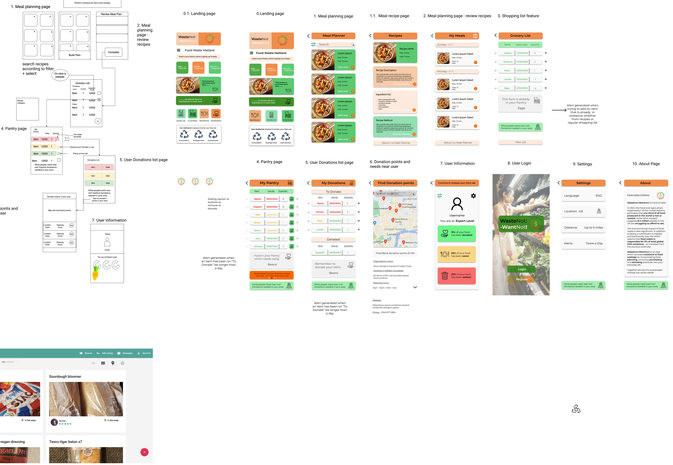
Ability to share your donations made or your donation points



Ideation: concept designs

Food waste planning app:



Landing 2:

Missing button to donation list on landing page IDT **[DONE]**

Where does current donate button take user? **(to Donations needed 6)**

Possibly switch location of user sub page buttons with expiring food tiers **(Prototyped alongside original)**

Do we want a hamburger bar on landing page? **[DONE]**

Do we want logo to take to "About page" **[DONE (?)]**

Settings button? Could this be part of user dashboard? **[DONE]**

Will user dashboard button graphics change according to user performance YES

Meal Planner 1

Colours of tiers based on action plans? DONE

Drop & offer Approved Plans? DONE

Recipe Page 1.1

Colours of tiers need consulting **[Done]**

When adding ingredients to shopping list, can we inform user of relevant items already in pantry? **[DONE]**

What is "complete button" doing? (IGNTED)

Meal Plan 2:

Sharpen up and align tiers ? spacing **[Done]**

Day of the week / date option? DONE

Shopping list 3:

Add functionality off "my pantry" to list feature **[Done]**

Does a keyboard appear to allow input of item fields? Add a tick or stroke through feature?

Consider add a button. Should it be on every tier? **[Done]**

When adding ingredients to shopping list, can we inform user of relevant items already in pantry? **[DONE]**

Pantry 4:

Tidy up here, etc. **[Done]**

Add "Add item" button? **[Done] - should this have a hover feature to inform of functionality?**

User donations 5:

Need added detail to remind user to take items. **[DONE]**

Add item from pantry feature **[DONE]**

Also ability to strike items off list when donated **[DONE]**

Donations points and need List 6:

Add in info about specific need at each location

Search location button **[DONE]**

User info 7:

Replace recycle logo with pkg. Circle design to match in with new logo **[DONE]**

Update design to be fluid (same or appear instead of leaf and make it white to contrast with coloured background)

Do we want three Circles, like on landing page for "(consumption, donated, and waste"?

Welcome page 8:

Could user/role be tweaked to aid legibility? HALF DONE

Provide mock-ups for different videos backgrounds?

Settings page 9:

First draft **[done]**

Add in services for other app options, such as alert settings? DONE

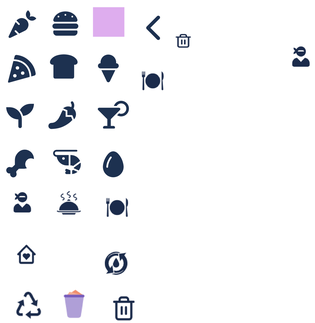
About page 10:

First draft **[done]**

General:

Logo design:

Consider use of semi-bold/text colours in key headings to aid clarity and hierarchy DONE



App Summary attempts:

Wasteful is an App which helps users to reduce their food waste. Unsuitable and or spoiled ingredients are a major problem and a changing food requirements/ tastes are a factor.

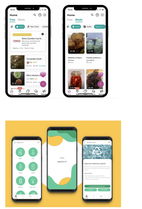
Wasteful is a food app which helps users to reduce their food waste. Unsuitable and or spoiled ingredients are a major problem and a changing food requirements/ tastes are a factor.

In a bid to minimise it also helps users to make the most of what they have in their pantry and what is in need of being donated.

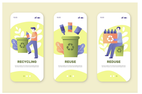
Wasteful helps you plan meals, keep track of what you have and donate items to those in need.

Wasteful helps you plan meals, keep track of what you have and donate items to those in need.

Together WW has the potential to change the waste crisis!



Food Waste Matters!

The food and agriculture organisation of the United Nations estimates that one-third of all food produced in the world - 1.3 billion tonnes - is lost or wasted every year. Food waste is responsible for 8% of all greenhouse gas emissions (GHG) and other analysts suggest that if food waste was a country it would be the third largest emitter of GHG's.

The environmental impact of food waste is also significant. In addition producing food that is not consumed means that land, water, fertilisers and other resources are used for no benefit. Food waste is responsible for 24% of all global land use, 25% of all global freshwater use and 4.5 billion tonnes of CO2 annually.