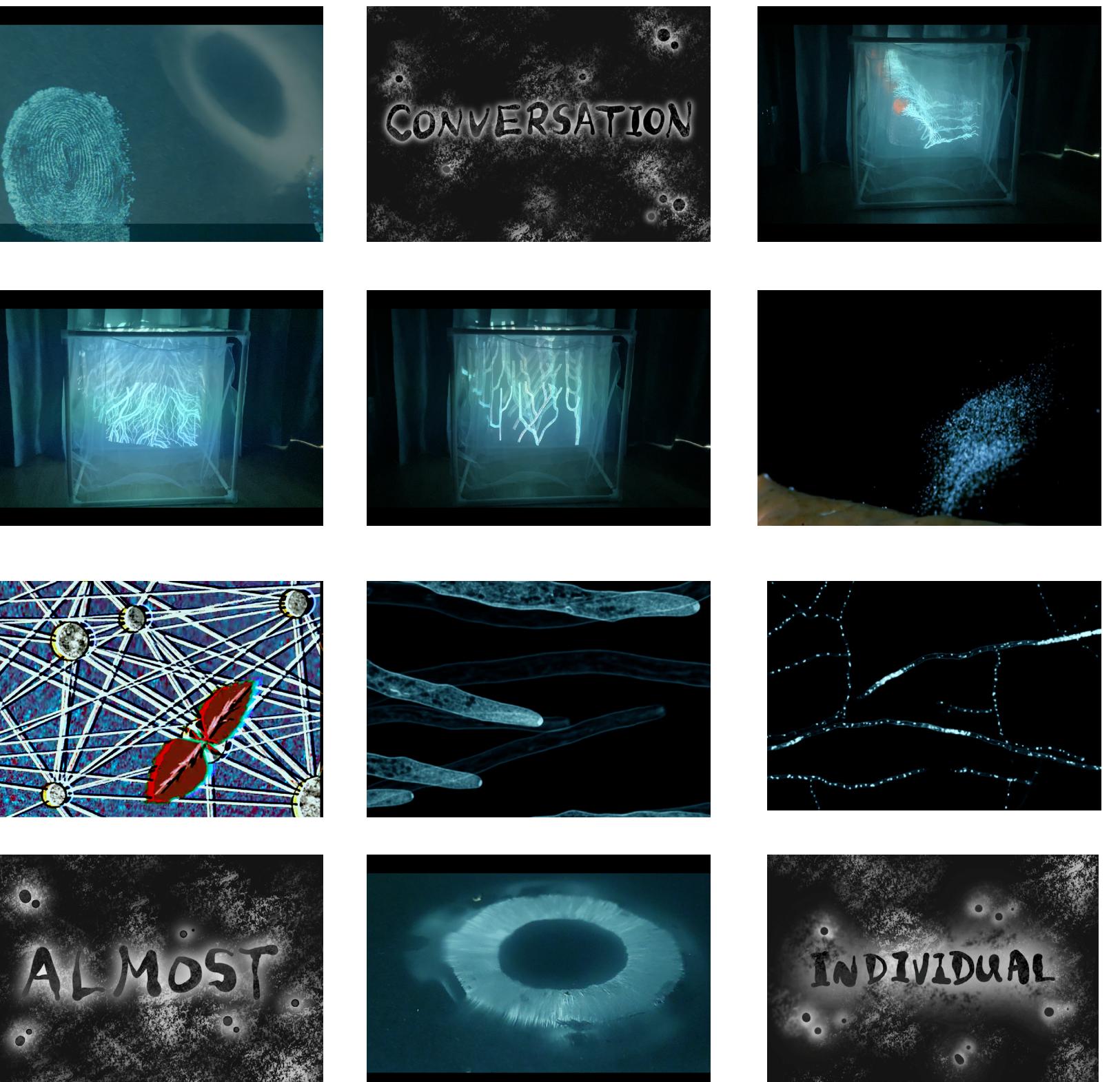
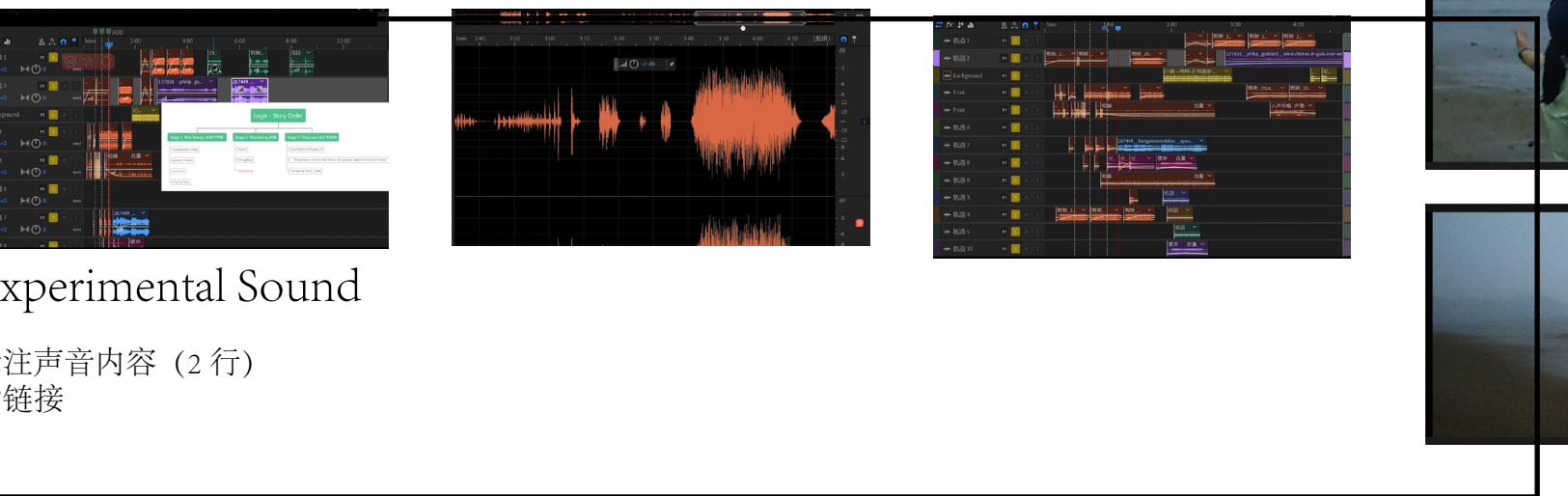
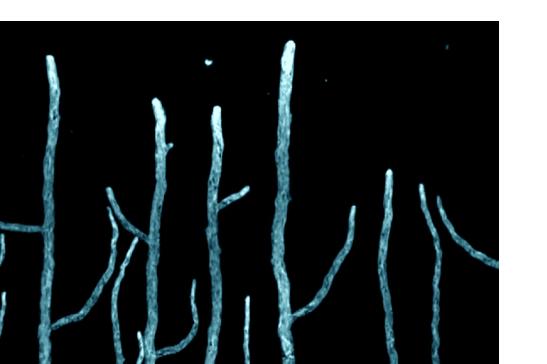
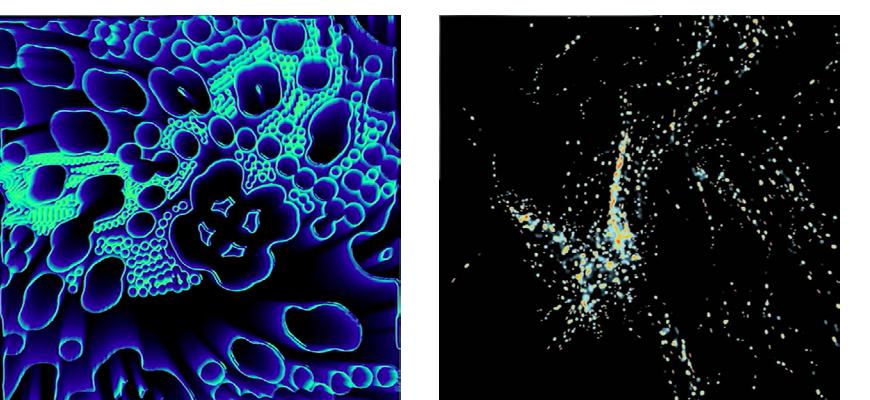
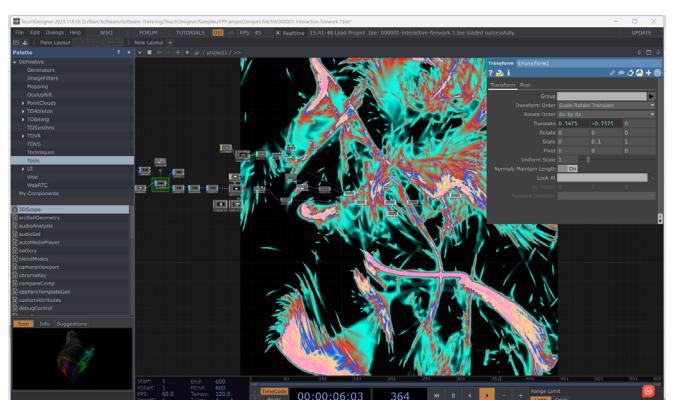
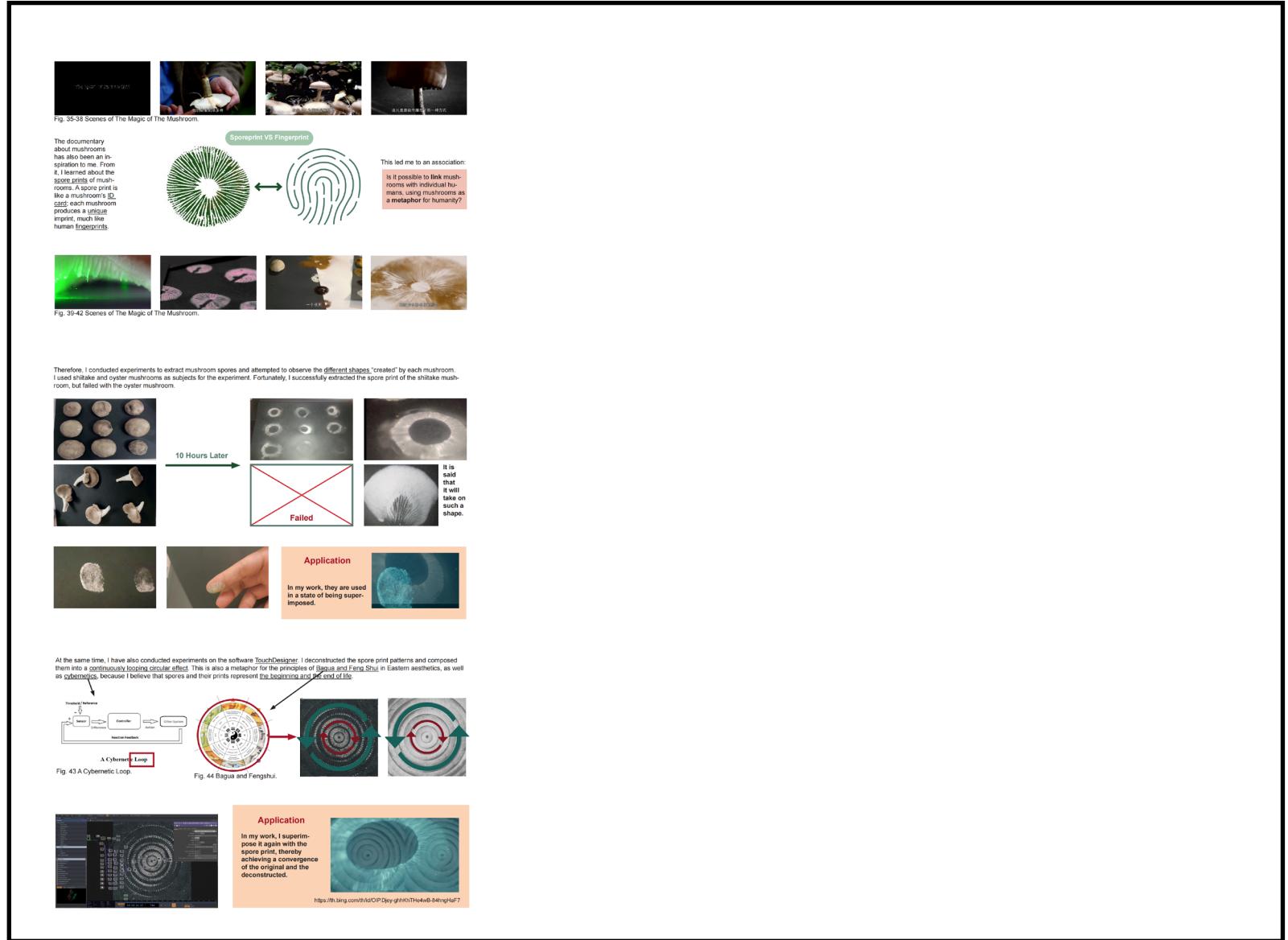


菌丝 p1



剩菜 p1



For people who can't afford food: Get food offline for free;
For those who can afford to buy at a low price: Buy at a low price and donate.

Go to Journey

	AWARE	DECIDE	JOIN	FIRST USE	REPEAT USE	SUPPORT	RETAIN
KEY STEPS	Food is ready or has expired for a short time.	Delivery trucks collect the food from restaurants or individuals.	Food or the residue will be sent to the food trace elements to see if it is still edible.	Food that will be eaten directly will be sold at lower price.	Leftover food will be sent to food banks.	For those who can't afford to buy at a low price, food media campaigns collect likes, which can get a discount.	Food that has been tested as inedible or is still edible but has a secondary issue will be sorted and stored or be used as fertilizer for gardens.
USER EXPERIENCE							
CHALLENGES	Food may go bad and expire, and it may also have some secondary issues.	The food may not be suitable everyone.	To convince the food media to promote the product.	Leftover detection system.	How to make well-known food more popular.	How do those kind of people know about the donation?	How to treat these kinds of food in a cost and in a simple way.
OPPORTUNITIES	Attract others to attract others to eat the food.	Attract others to eat the food.	Attract others to eat the food.	Attract others to eat the food.	Attract others to eat the food.	Attract others to eat the food.	Attract others to eat the food.

Persona

Name: John Doe
Job Role: Homeless
Age: 50

Characteristics: Homeless and suffering from some chronic diseases.

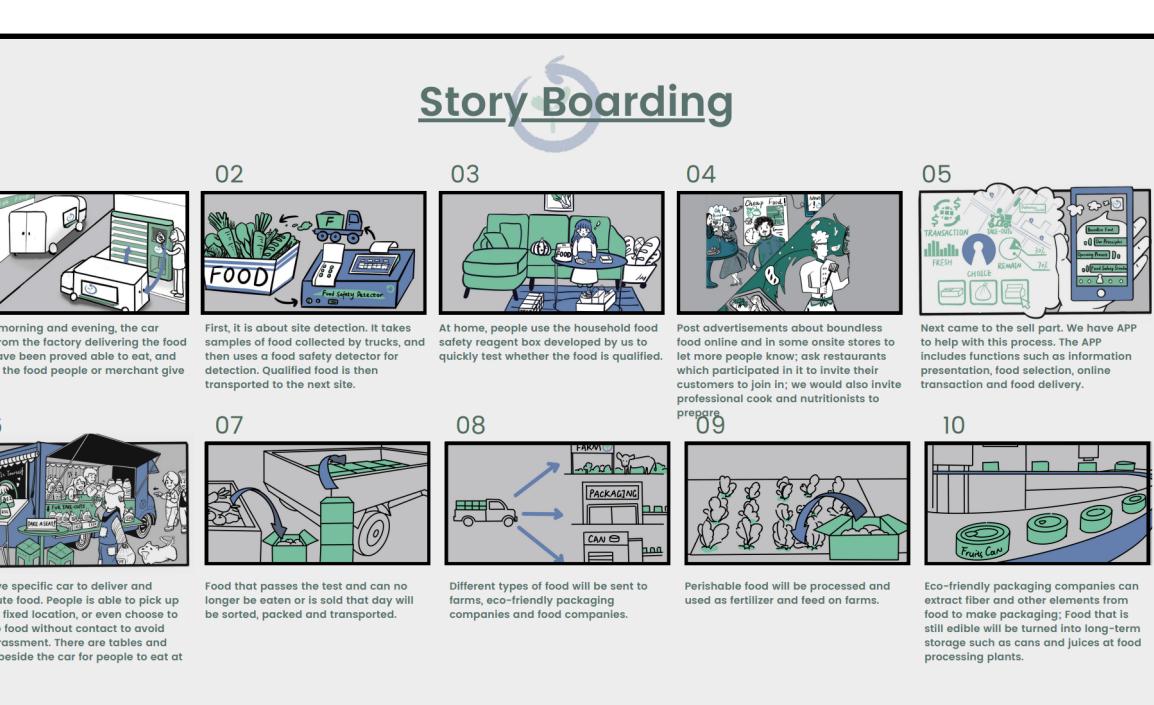
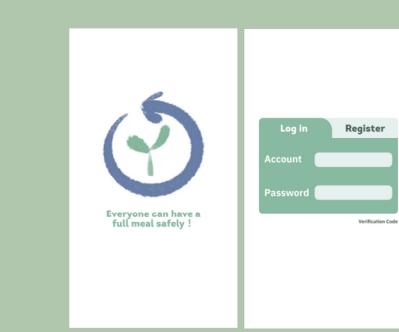
- Suffering from starvation.
- Have no access to the healthy food.
- Unable to get enough nutrition.

Stakeholder Map

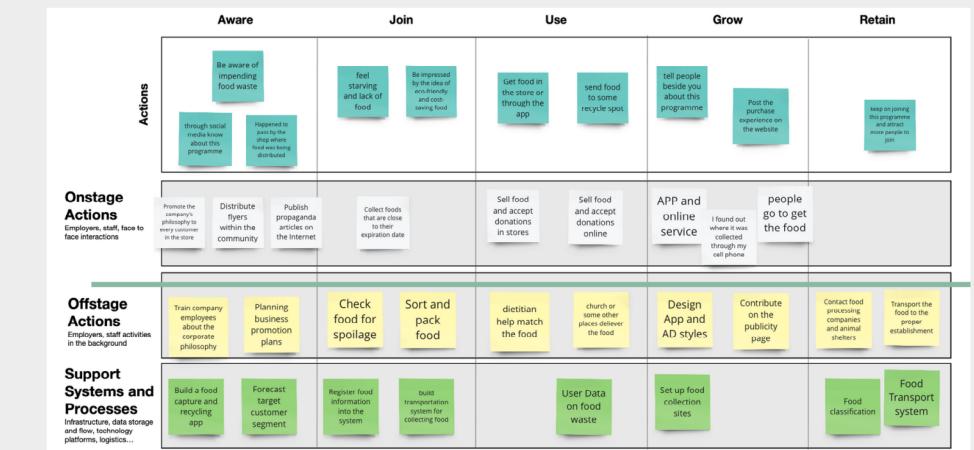
基于联合国 SDGs 的“剩食回收”服务设计

研究内容与过程：这是我首次系统接触“设计思维”并应用于解决全球性问题。我们团队聚焦于餐厅剩食与农产品滞销问题，通过线上调研，我们分析了流浪者、餐厅、农民等多方利益相关者的痛点。我们运用蓝图、故事板等方法，设计了一套连接供需双方的 APP 服务流程。

Prototyping



Service Blueprint



What's Next...

other works

