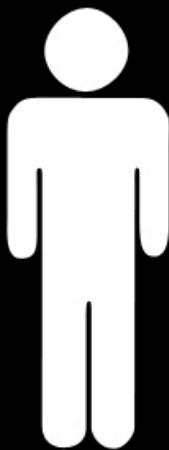

4'S A CROWD

MANAGING SURPLUS AND WASTE
IN THE FOOD INDUSTRY

4'S A CROWD

TEAM

ADAM



HAILEY



ALEX



VICTORIA



INITIAL POV

- The Business Manager
 - Francisco
 - We were amazed to realize how much surplus supplies is ordered so that they can provide adequate customer service and handle variability in demand
 - It would be game changing to provide Francisco and other business managers with the means to either predict or better react to variability in demand

INITIAL POV

- The Consumer
 - Tracey
 - We were amazed to realize that many people dislike the standard mall shopping experiences in favor of the more low commitment, low stress, game like opportunities of thrift outlets
 - It would be game changing to reframe the retail industry in terms of crowd power, empowering shoppers and consumers to engage in a dynamic marketplace

4'S A CROWD



Alicia
Associate Director,
Project WeHOPE

**Nonprofit shelter,
homeless support**

3 meals/day, 55 people

**Insight: Reliant on
donations, receive single
food-items, creative
meals**

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Donates to 3 community partners

\$500+/day surplus

Employee relationships are extremely high priority to her

Surprising: Food was thrown away before new management

Jennifer
Manager,
Trader Joes

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College student, likes to eat out

Uses friend recs & Yelp

“Usually go somewhere I’ve already been”

Food near Stanford is ☺ but \$

Insight: Hunts for HH and promos

Elliot
Stanford Senior
Semi-Pro Poker Dude

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Misty
VP Operations,
Oren's Hummus

Demand is consistent

Surprise: FoodRunner picks up extra food and brings to shelters

Surprise: “We have very little waste”

Insight: “Coupons make you seem desperate”

REVISED POV

- The Business Manager
 - We were amazed to realize how hard it is to predict demand, to avoid surplus and waste, and to handle staff relations (particularly firing).
 - It would be game changing to provide business managers with better ways to predict or handle the variability of demand thereby reducing waste.
 -

REVISED POV

- The Consumer
 - We were amazed to realize how consistently consumers returned to the same businesses and how much price affected their decisions.
 - It would be game changing to offer consumers recommendations for new restaurants and shops along with promotions and discounts to incentivize them to eat out and shop more frequently and try new places.

HOW MIGHT WE...

- (1) Give consumers a way to engage with waste in the retail/restaurant industries?
- (2) Allow managers in the food industry to influence demand?
- (3) Make the process of choosing a place to eat out at less stressful & more fun?

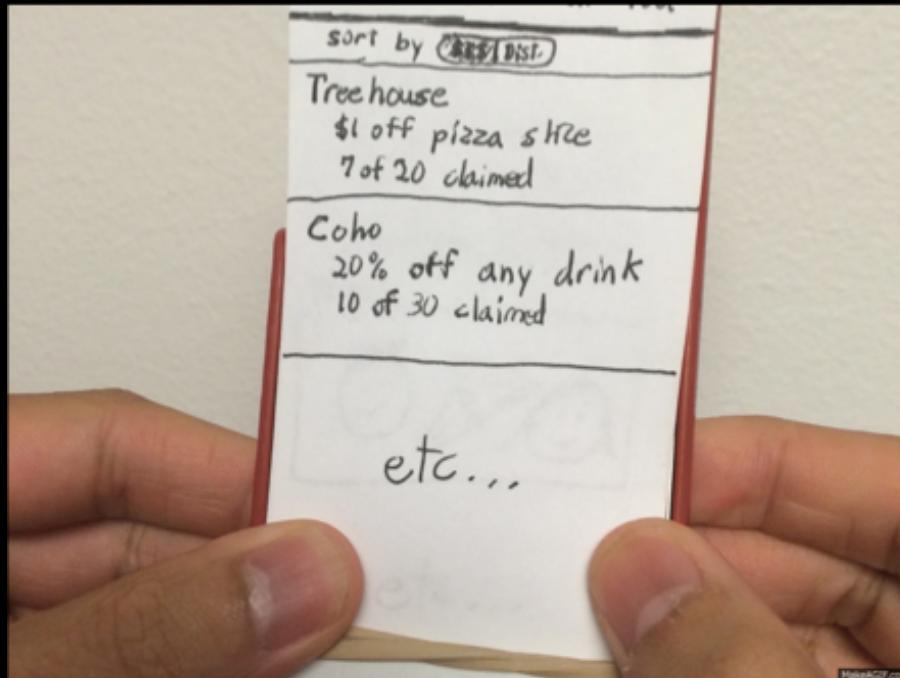
4'S A CROWD



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PROTOTYPE 1

Flash Happy Hours at nontraditional times/ flash sales & instant coupons



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PROTOTYPE 1

+ Interface was straightforward

+ Desirable to get cheap food

- Annoying to see deals disappear

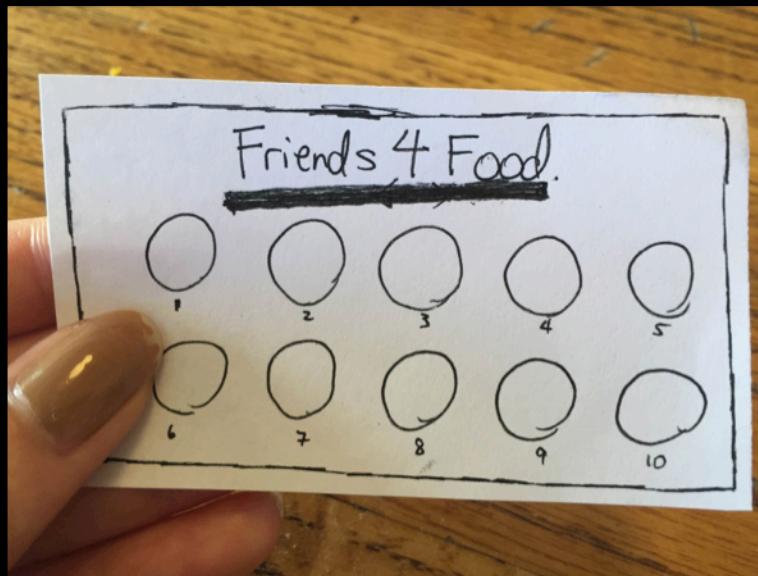
?! Number of people who claimed coupon didn't work



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PROTOTYPE 2

Reward system based on the number of people you bring to a favorite restaurant

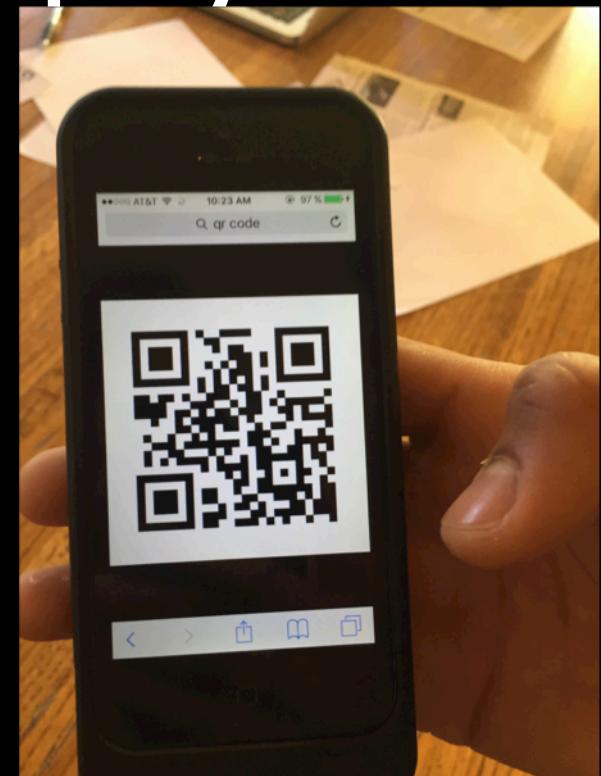


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PROTOTYPE 2

PIVOT TO DIGITAL: Physical card is cheap, easy to lose

- + Easy to pull up & familiar
- + Discrete to use
- Requires business & consumer side buy-in
- ? ! Users forgot to use



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PROTOTYPE 3

Personalized short-list of restaurants based on profiles of people in the group



PROTOTYPE 3

- + Navigated prototype easily
 - + Pre-planned events & dates with friends
 - + Focused on personal food preferences
 - More control: wants both private and public groups
- ? ! : Ability to be a leader in a crowd, creating new private groups with friends

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NEXT STEPS...

FLASH HAPPY HOURS

Waste reduction, redistribution of surplus

Most positive response from both consumer
and business side

Interesting gamification directions

