MealConnect.

excess to essential, direct.

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Motivation

- In our society, the prevalent issue of food waste clashes with the struggle many face to put food on the table.

- Homeless shelters and NGOs grapple with securing consistent fresh food donations, hindered by fragmented and slow existing solutions. Our team, inspired by witnessing restaurants discarding edible food, shelters unable to feed everyone, and individuals going hungry, is dedicated to a more efficient solution—a food-sharing app.

- Our goal is to seamlessly connect surplus food providers with recipients, minimizing waste, alleviating hunger, and fostering community and sustainability.

Problem Statement.

- In the current socio-economic context, the challenges of food waste and inefficient surplus food distribution impact diverse stakeholders, including community members, local governments, food rescue teams, recipients, and providers.

- The lack of a centralized platform exacerbates these issues, leading to wasted resources and insufficient support for individuals and communities experiencing food insecurity.

Solution Statement.

- MealConnect tackles food waste and inefficient sharing by streamlining processes for community members, local governments, app developers, food rescue teams, recipients, and providers.

- It provides an organized platform for effective food donation and distribution, reducing waste and ensuring food reaches those in need.

Brainstorming for MealConnect

Requirement Gathering

- MealConnect streamlines automated food pickup scheduling, inventory tracking, and optimizes routes for efficient food distribution.
- Volunteer drivers benefit from user-friendly signups, and recipients access searchable food bank databases. The platform includes gamified features, ratings for food quality, and analytics on waste reduction.
- Points and badges can serve as coupons, fostering sponsorships for profitability.

How likely would you be to use an app that connects excess food from restaurants to food banks and people in need?

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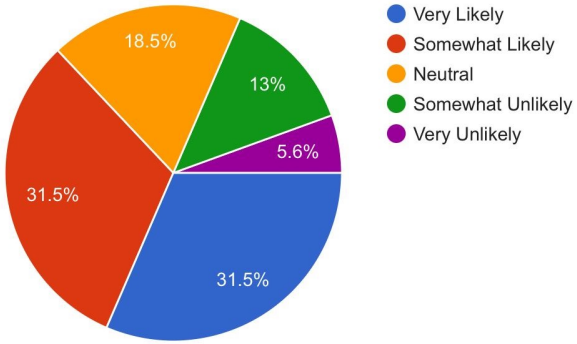
54 responses



What feature would convince you to try this app?

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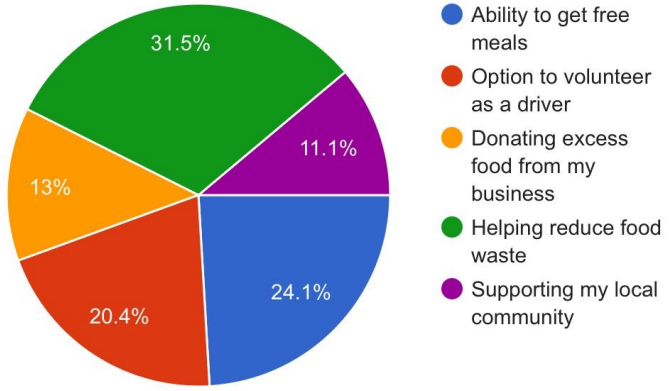
54 responses



How frequently would you use the app?

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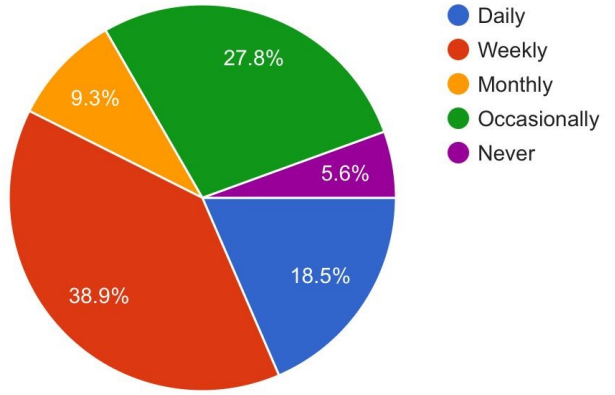
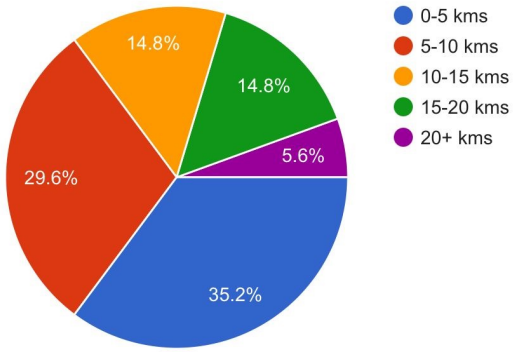
54 responses



How far would you be willing to travel to pick up free donated meals?

Copy

54 responses



What type of meals would you hope to get through this app?

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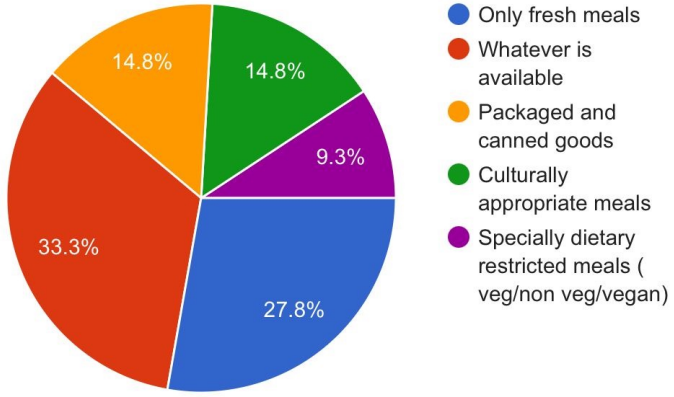
54 responses



How often do you eat out at restaurants currently?

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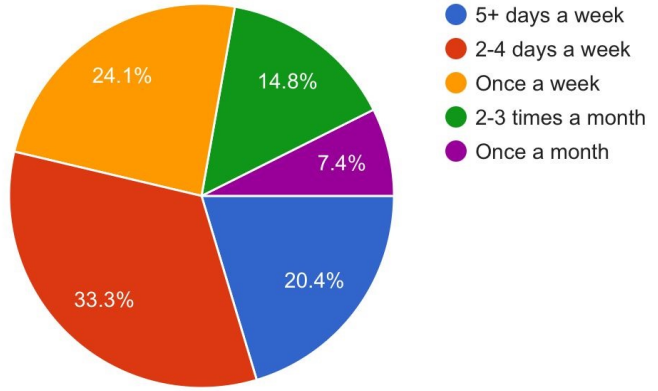
54 responses



Personas

Kokila Ben

FRUSTRATIONS(DONOR)

- Waste Reduction: Many donors might be frustrated with the amount of food they waste
- Reputation: Restaurants might be concerned about their public image

DEMOGRAPHICS

AGE: 34

GENDER: FEMALE

LOCATION: NOIDA, UP

EDUCATION: MTECH

YEARLY INCOME: >30 LAKH (Owner of Restaurant)

APP STATUS: DONOR

NEEDS

- Need for Food Waste Reduction: Donors need a way to reduce food waste and make more sustainable choices
- Need for Improved Reputation: Donors may want to enhance their public image

PHYSICAL ATTRIBUTES

VISION: CLEAR

DISABILITIES: PROSTETHIC LEG

MEDICAL CONDITIONS: NONE

MENTAL HEALTH: GOOD

PRIORITIES

Reduce Food Waste: ■ ■ ■ □ □

Convenience: ■ ■ □ □ □

Reputation Enhancement: ■ ■ ■ ■ □

Personas

Ben Zamaowski

FRUSTRATIONS(RECIPIENT)

- Affordability: People in need may struggle with high food costs. Your app can offer lower-priced, accessible options for quality food.
- Availability: Access to donated food can be inconsistent.

NEEDS

- Need for Affordable Food: Recipients need access to low-cost, nutritious food to address financial constraints.
- Need for Accessibility: Recipients in underserved areas need a solution that provides equitable access to affordable food.

DEMOGRAPHICS

AGE: 22

GENDER: MALE

LOCATION: NEWYORK, USA

EDUCATION: High School Graduate

YEARLY INCOME: >8 LAKH

MARITIAL STATUS: RELATIONSHIP

PHYSICAL ATTRIBUTES

VISION: NO GLASSES

DISABILITIES: FRACTURED LEG

MEDICAL CONDITIONS: NONE

MENTAL HEALTH: AVERAGE

PRIORITIES

Consistency: ■ ■ ■ ■ □

BUDGET(5- most expensive; 0- cheapest): ■ □ □ □ □

Accessibility: ■ ■ ■ □ □

Privacy: ■ ■ ■ □ □

Personas

Max Trevor

FRUSTRATIONS (VOLUNTEER)

- Scheduling: Some potential volunteers may be unable to commit to fixed schedules.
- Recognition: Volunteers may desire recognition or incentives for their contributions.

DEMOGRAPHICS

AGE: 27

GENDER: MALE

LOCATION: TOKYO, JAPAN

EDUCATION: MASTERS IN FINANCE

YEARLY INCOME: >50 Lakh

MARITIAL STATUS: ENGAGED

PHYSICAL ATTRIBUTES

VISION: GLASSES

DISABILITIES: NONE

MEDICAL CONDITIONS: HIGH BP

MENTAL HEALTH: STRESSED

NEEDS

- Need for Opportunities: Volunteers seek opportunities to contribute to their community and make a positive impact.
- Need for Flexibility: volunteers need flexible volunteering options that can accommodate their availability.

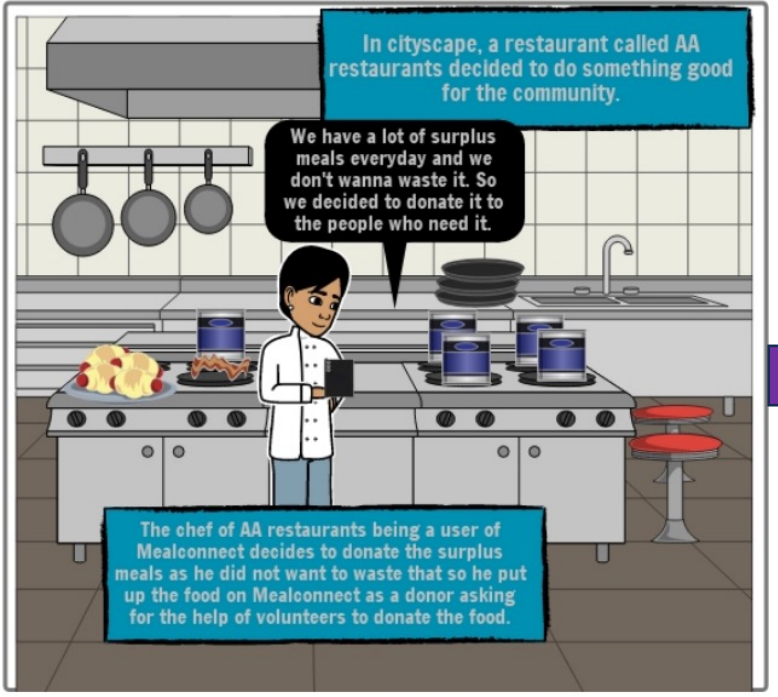
PRIORITIES

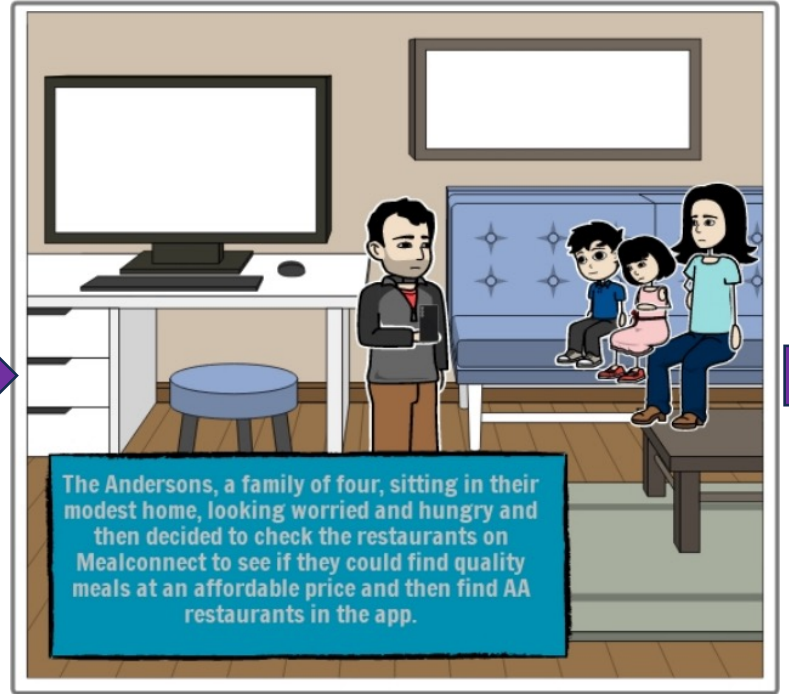
Motivation: ■ ■ ■ ■ □

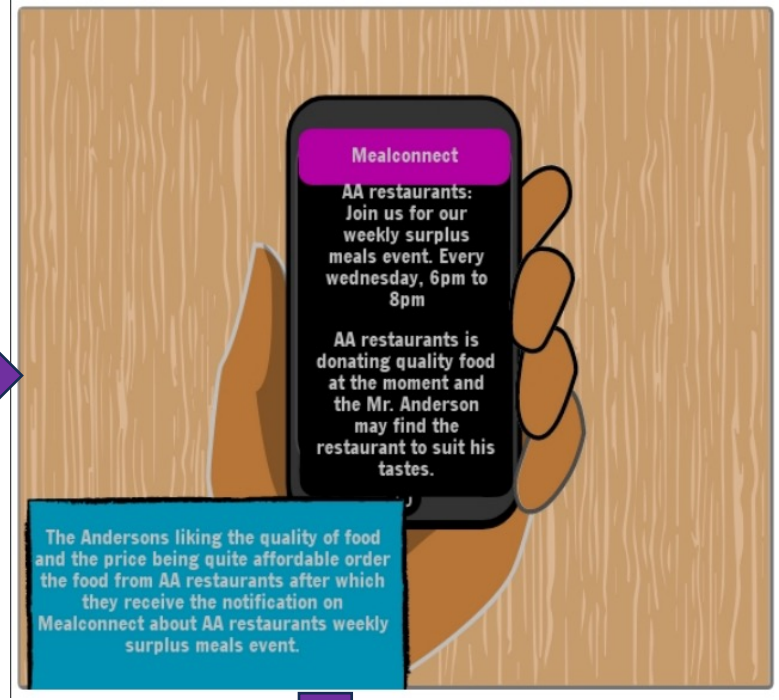
Flexibility: ■ ■ ■ ■ ■

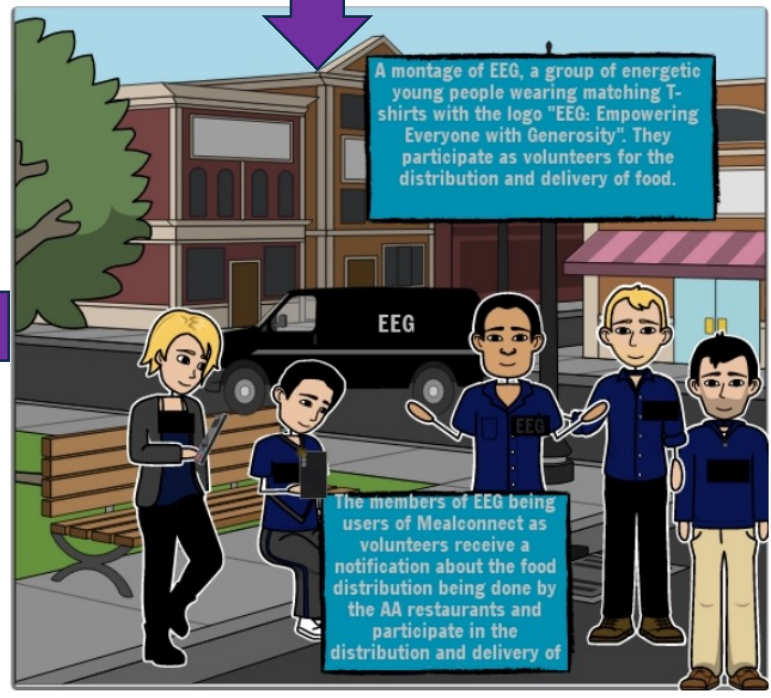
Opportunities: ■ ■ ■ ■ □

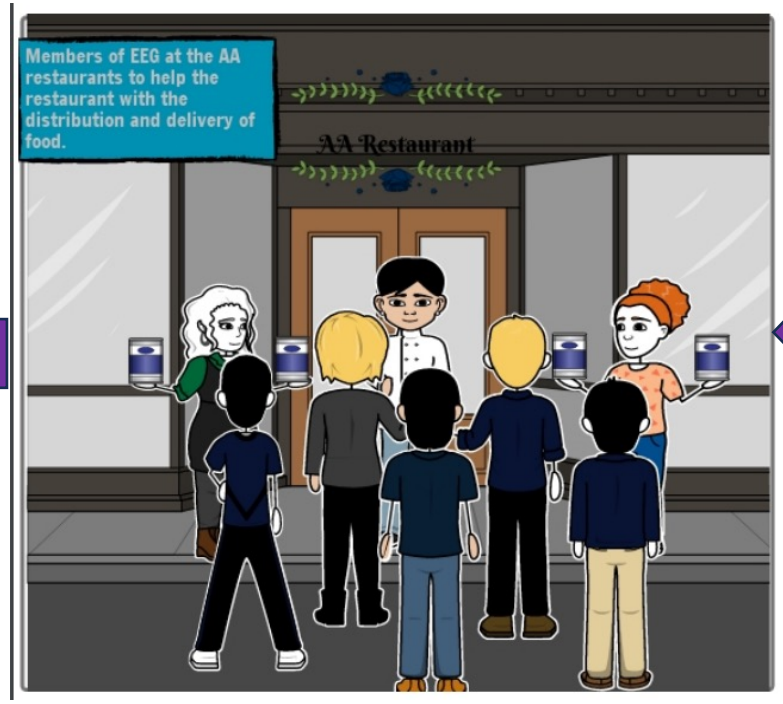
Recognition : ■ ■ ■ □ □


In cityscape, a restaurant called AA restaurants decided to do something good for the community.
We have a lot of surplus meals everyday and we don't wanna waste it. So we decided to donate it to the people who need it.
The chef of AA restaurants being a user of Mealconnect decides to donate the surplus meals as he did not want to waste that so he put up the food on Mealconnect as a donor asking for the help of volunteers to donate the food.


The Andersons, a family of four, sitting in their modest home, looking worried and hungry and then decided to check the restaurants on Mealconnect to see if they could find quality meals at an affordable price and then find AA restaurants in the app.

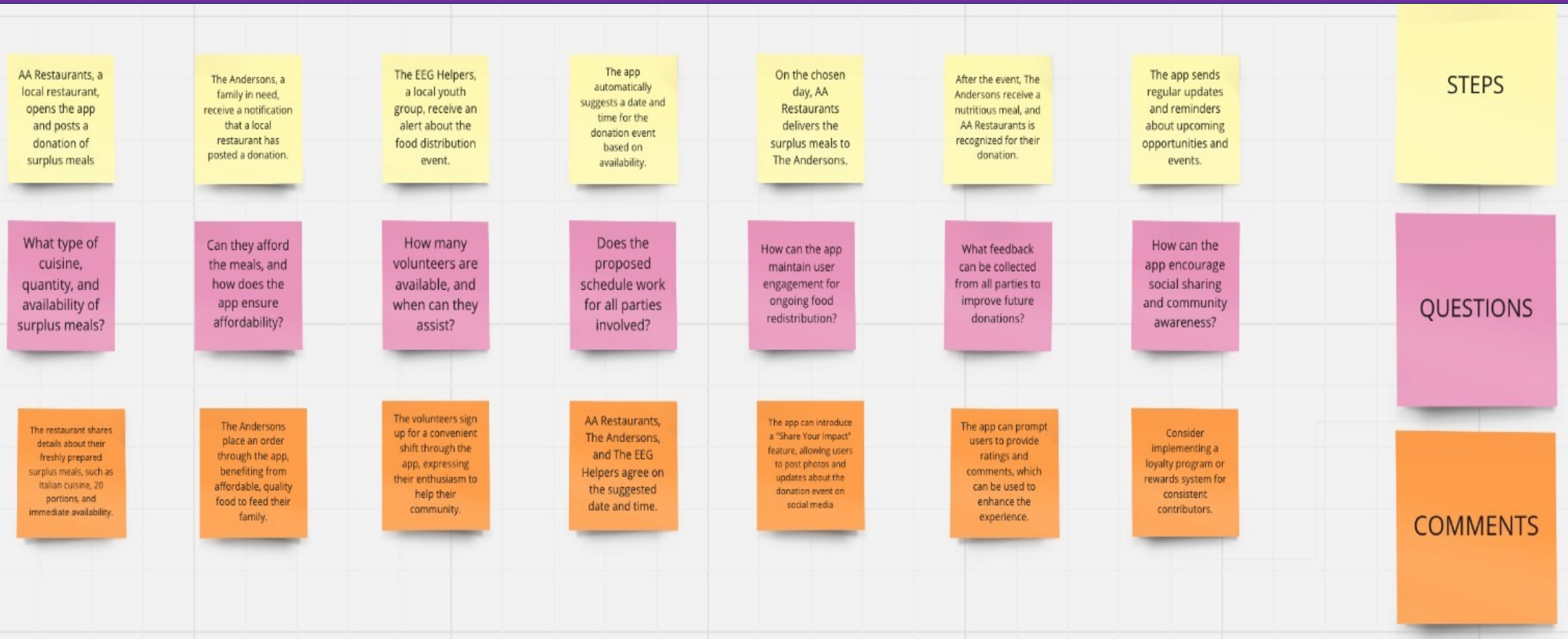

Mealconnect
AA restaurants: Join us for our weekly surplus meals event. Every wednesday, 6pm to 8pm
AA restaurants is donating quality food at the moment and the Mr. Anderson may find the restaurant to suit his tastes.
The Andersons liking the quality of food and the price being quite affordable order the food from AA restaurants after which they receive the notification on Mealconnect about AA restaurants weekly surplus meals event.


A montage of EEG, a group of energetic young people wearing matching T-shirts with the logo "EEG: Empowering Everyone with Generosity". They participate as volunteers for the distribution and delivery of food.
EEG
The members of EEG being users of Mealconnect as volunteers receive a notification about the food distribution being done by the AA restaurants and participate in the distribution and delivery of


Members of EEG at the AA restaurants to help the restaurant with the distribution and delivery of food.
AA Restaurant

EEG members deliver food to the Andersons, letting the Andersons have a quality meal at an affordable price.
EEG
EEG

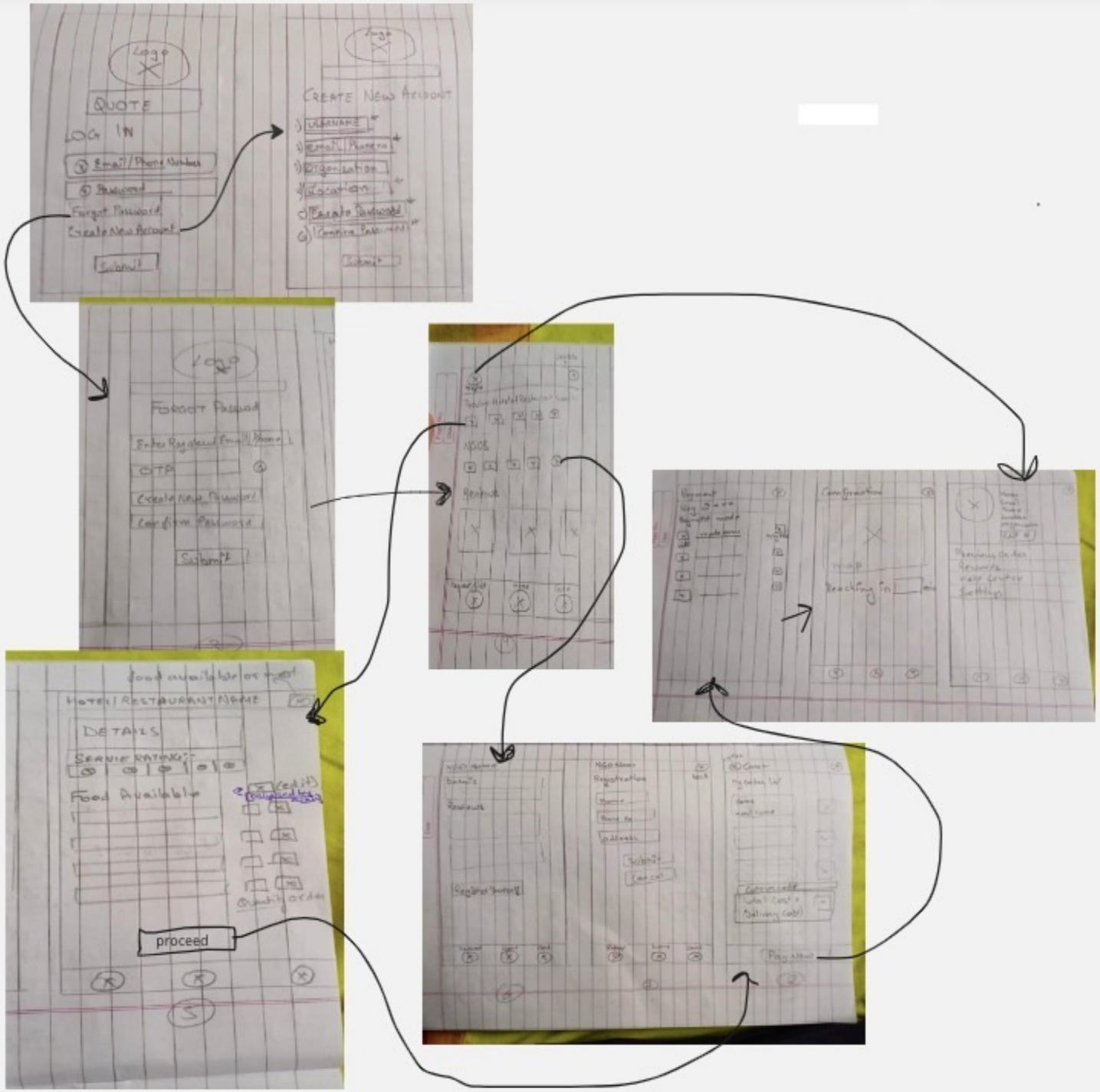
Scenario Mapping



[Link to Scenarios]

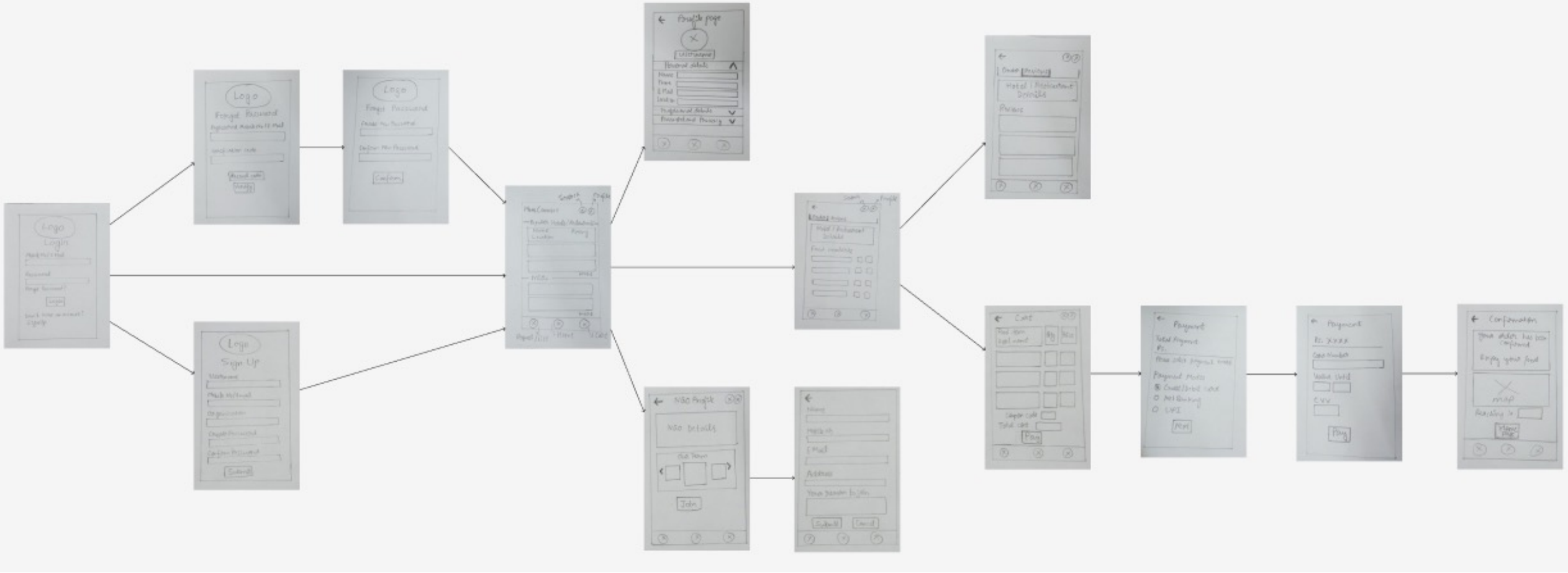
Affinity Mapping

Link

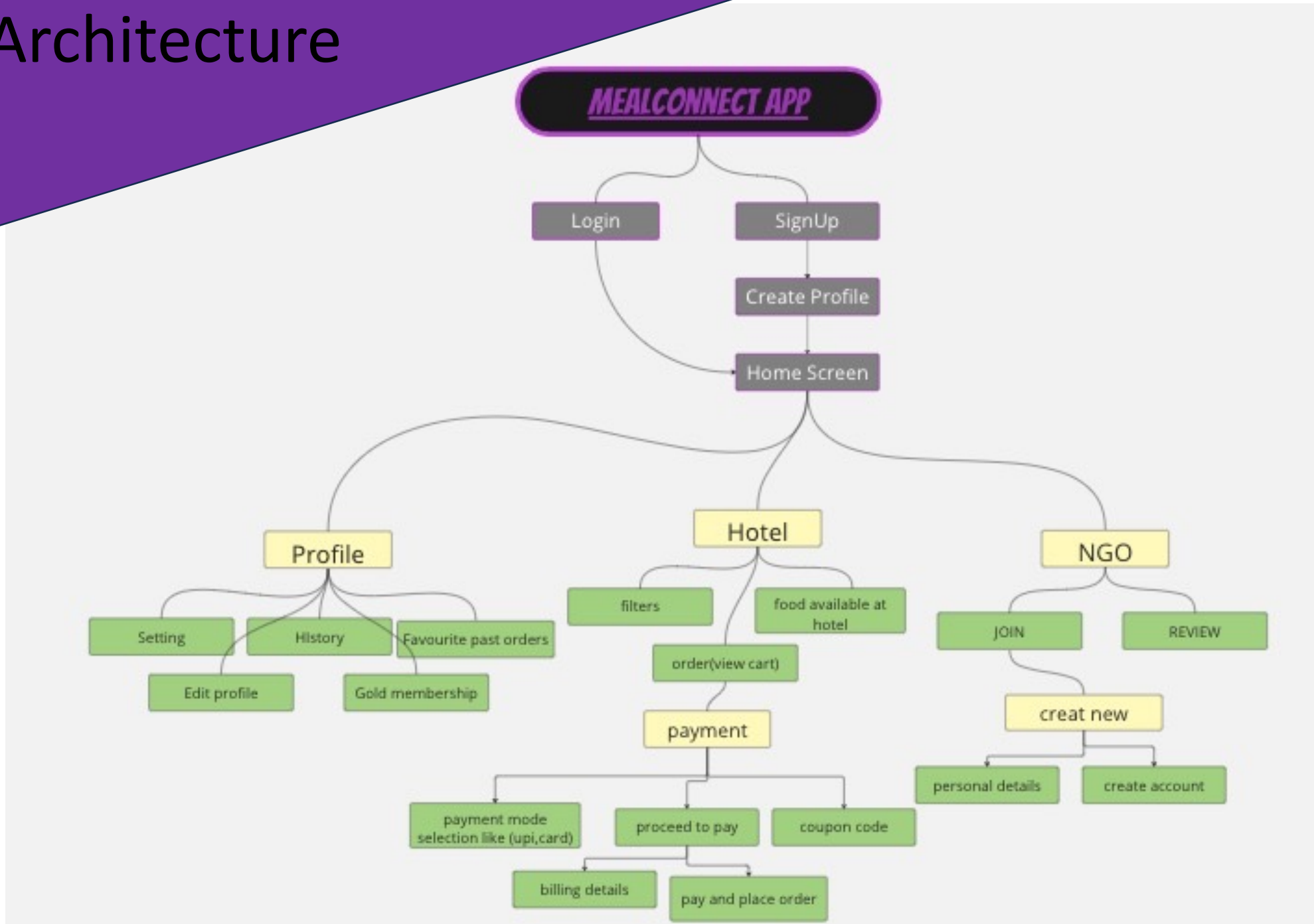


LoFi Designs

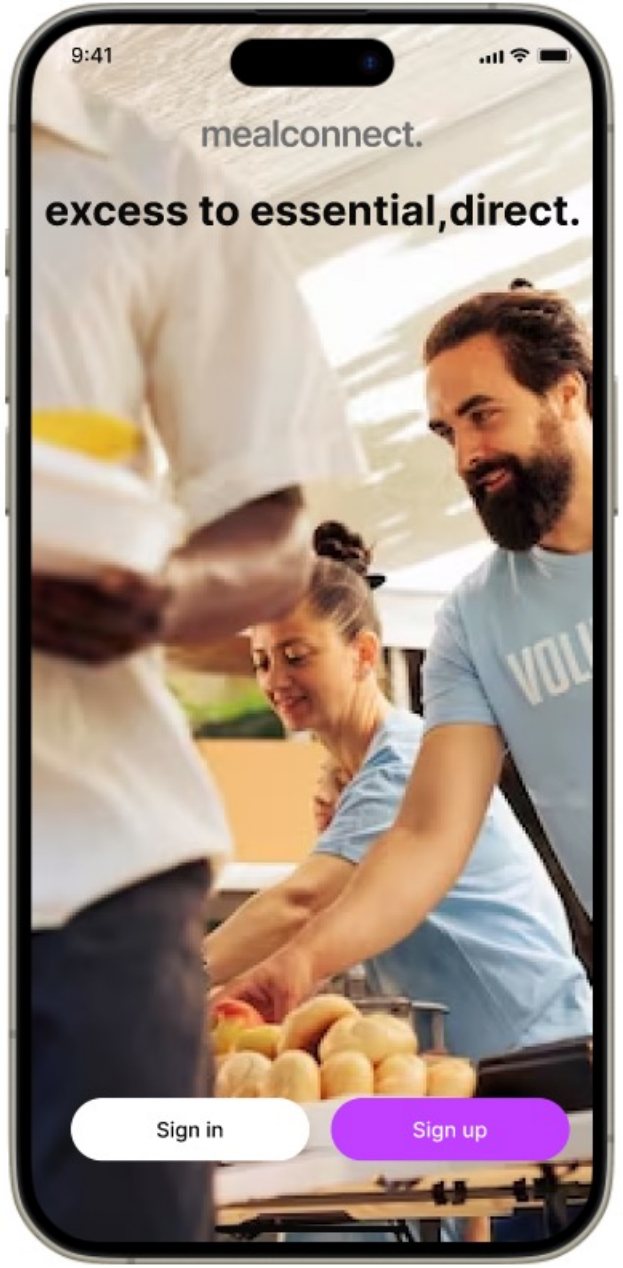
Final LoFi Prototype

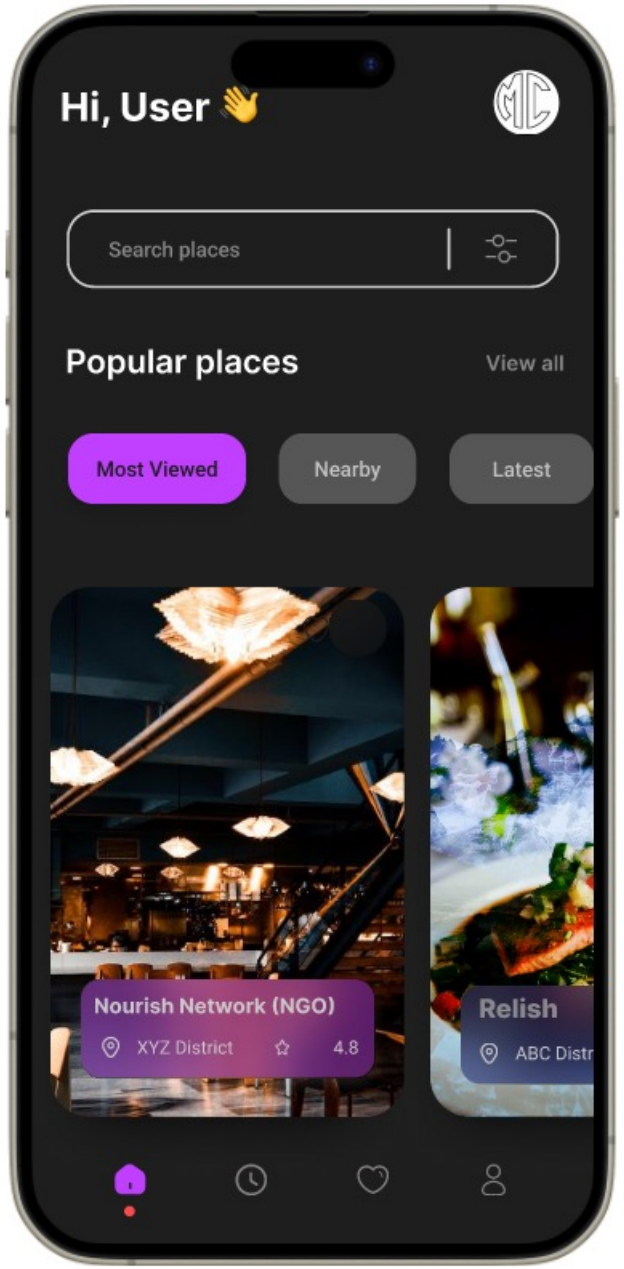


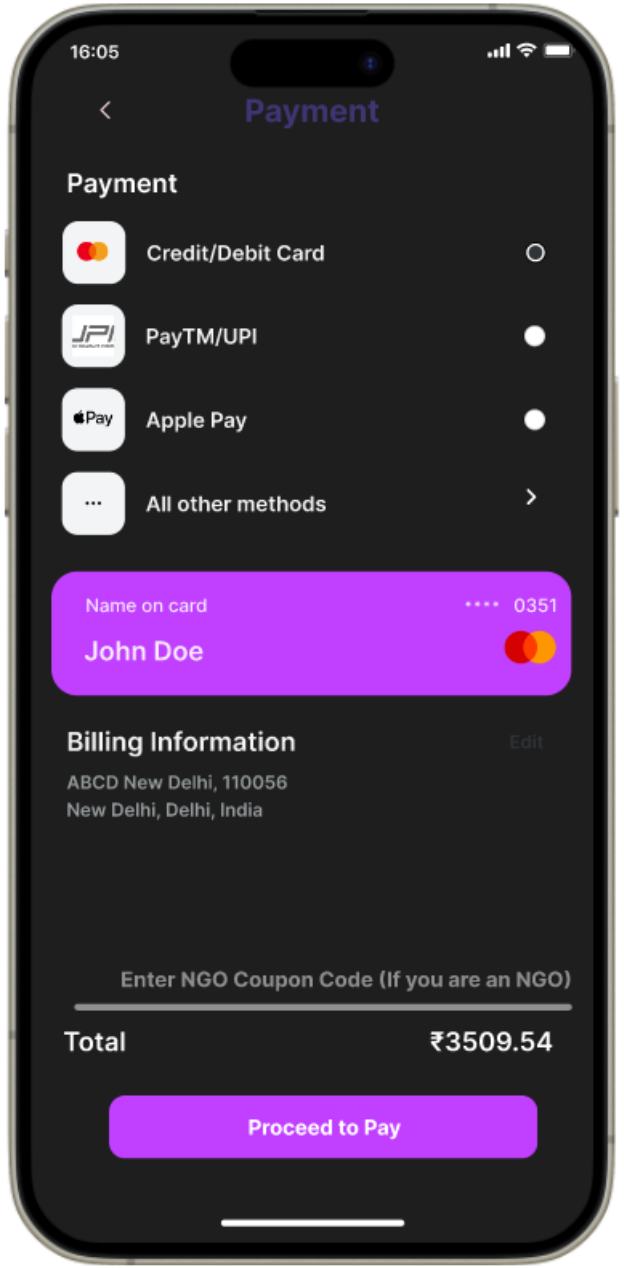
Information Architecture / Task Flow



HiFi Prototype

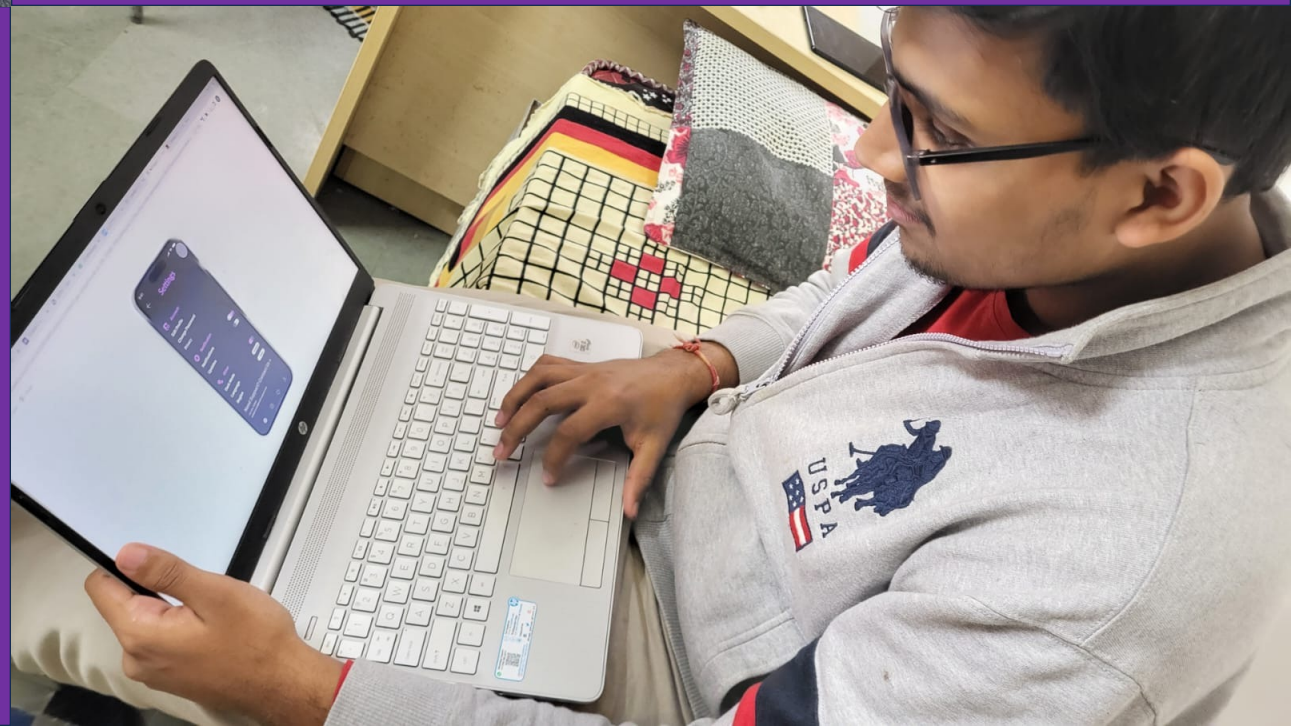






Sample Users

Trying out our app



User Testing and Evaluation

- User Evaluation Method:**
- - The method employed for user evaluation is a survey. **(~65 responses)**

- *Report Basis:**
- - This report is generated from user responses obtained through the conducted survey.

- Survey Findings:**
- Majority of users liked the overall user interface of our app's design.
- Almost all users are satisfied with the visibility and placement of key functions.
- Most users find it easy to customize orders, though a minority suggests improving user-friendliness.
- Users want incorporation of features from other apps, such as discount coupons and one-click payment.
- Some users find the layout confusing, with mixed opinions on color schemes.
- Recommendations include changes in visibility, less information on the profile page, a smoother UI, and linear classification of restaurants.
- Some users feel the app's design does not align with expectations, suggesting more customizations and improvements for easy access. A few express skepticism about the market need for another food delivery app.

How would you rate the overall user interface of the app on a scale of 1 to 5 ?

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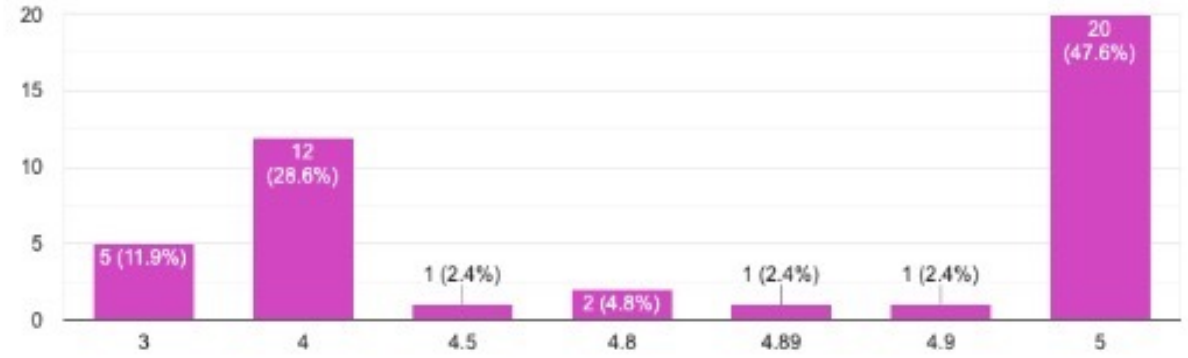

How satisfied are you with the placement and visibility of key functions within the app?

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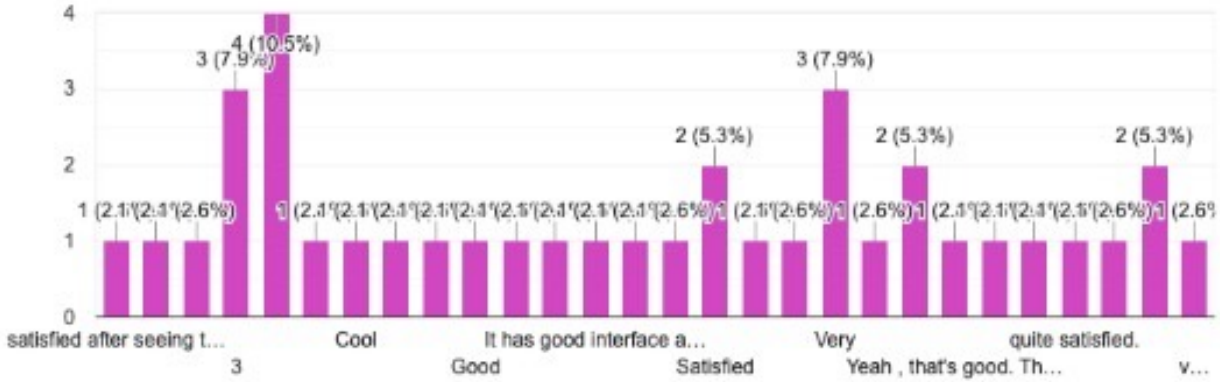
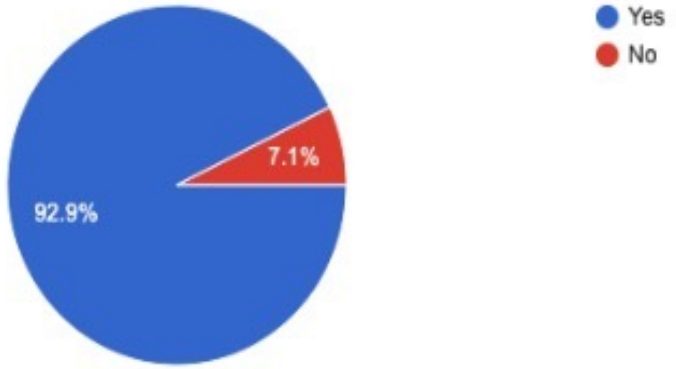


Does the app's design make it easy for you to customize orders or preferences?



Link to Google Form

Learnings and Reflections

- While researching about our topic, we realized the partition in our society. In our current society there are people,/hotels,/and restaurants who waste tons of good food, while on the other hand many people struggle to put food on the table.
- We realized the absence of an efficient food sharing platform, that could reduce excess food wastage and at the same time provide needy people access to quality food.
- We learned about various steps involved in creating a viable solution for a given problem.
- We gained practical experience in using the Double Diamond Design Principles :Discover, Define, Develop, Deliver
  - by focusing on these principles while designing our application.
- We got the first hand experience of developing a working app, which involved:
  - Understanding problem statement
  - Identifying the stakeholders
  - Finding out user's expectations through surveys
  - Developing personas
  - Creating Low Fidelity Design
  - Testing and evaluating Low Fidelity Design using interviews and surveys
  - Creating Alternate design based on the feedback received
  - Creating a working Hi-Fi Prototype
  - Evaluating the Prototype
- We also understood how important user participation is in the design process, and what it means to design for user experience.
- We understood the importance of teamwork while working on this project, and the importance of communication and collaboration between team members.