FOOD GUARD

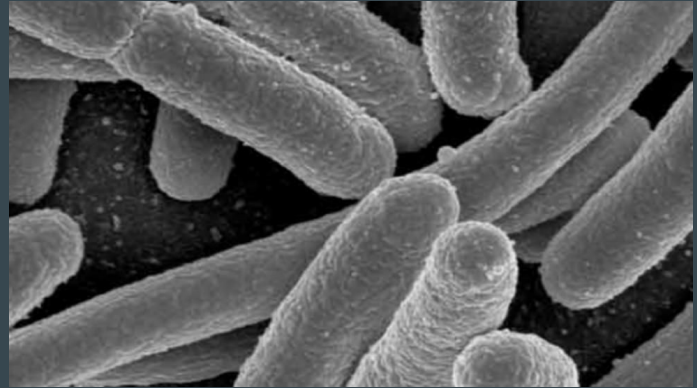● ● ●

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THE PROBLEM

There is a lack of food safety and food quality in Egypt. This can lead to discomfort or serious food poisoning on a small scale, and outbreaks of dangerous diseases on a larger scale. It endangers people's lives and worsens their health. It also affects tourists significantly.

E-coli is a common food-borne bacteria that leads to food poisoning.
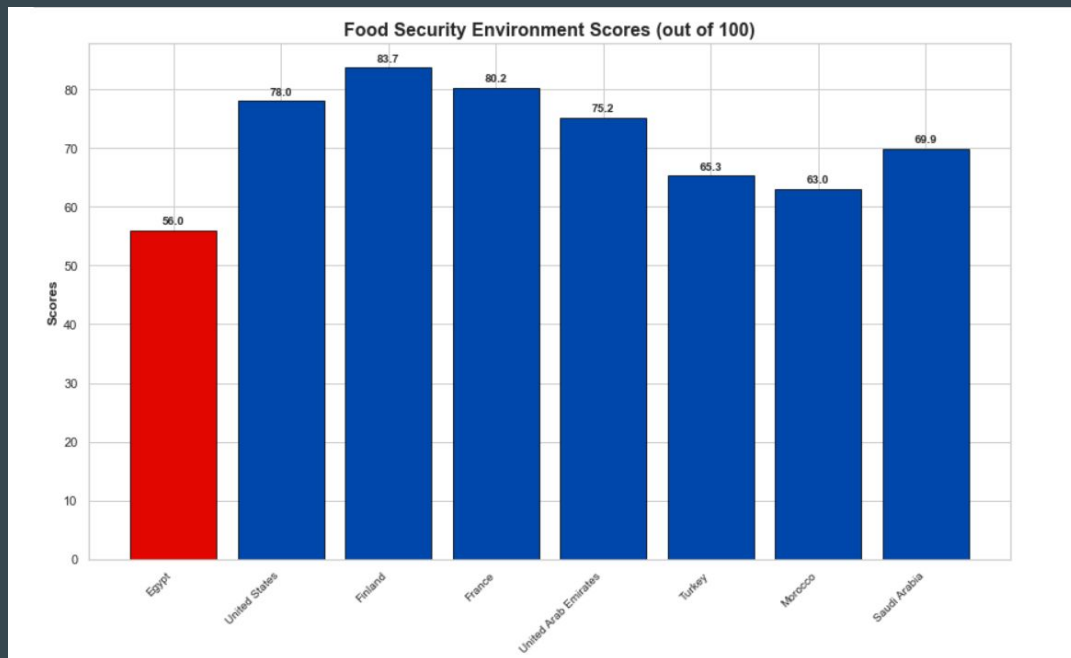
THIS IS ABOUT THE AVERAGE EGYPTIAN

Most low-income to middle-income people in Egypt have experienced food poisoning before due to the lack of food safety in Egypt. They end up sick, and with their lives in danger.

It's important to note, that this also affects tourists quite often, and can discourage them from returning.
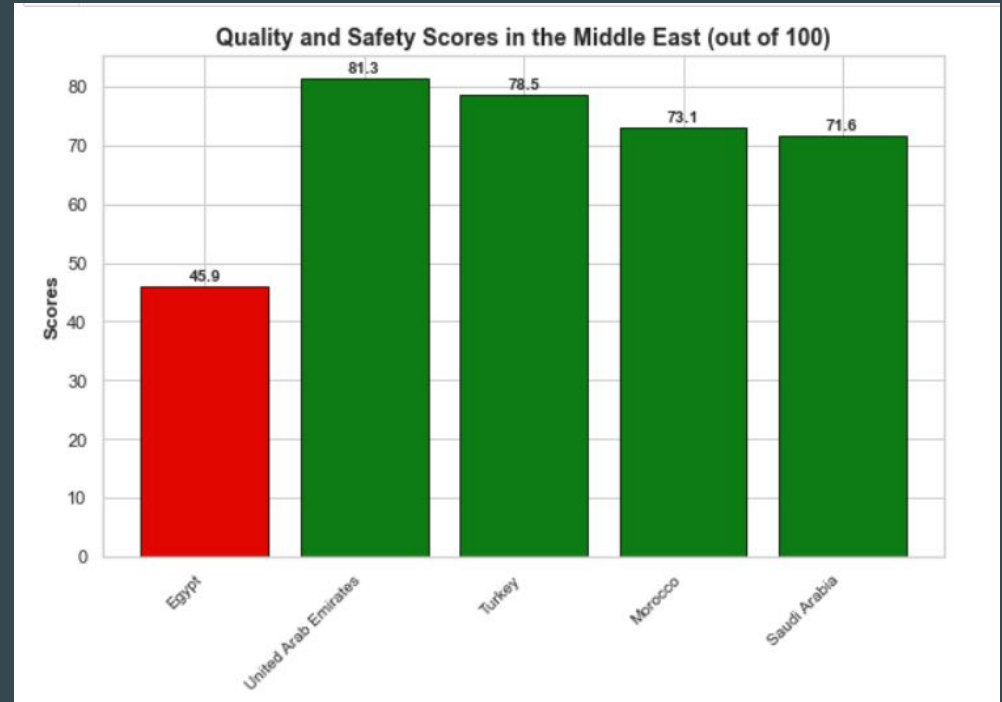
OUR DATA

The bar chart compares the Food Security Environment scores of different countries. Egypt's score is noticeably lower compared to the other countries, highlighting potential challenges in terms of affordability, availability, quality and safety, and sustainability and adaptation.
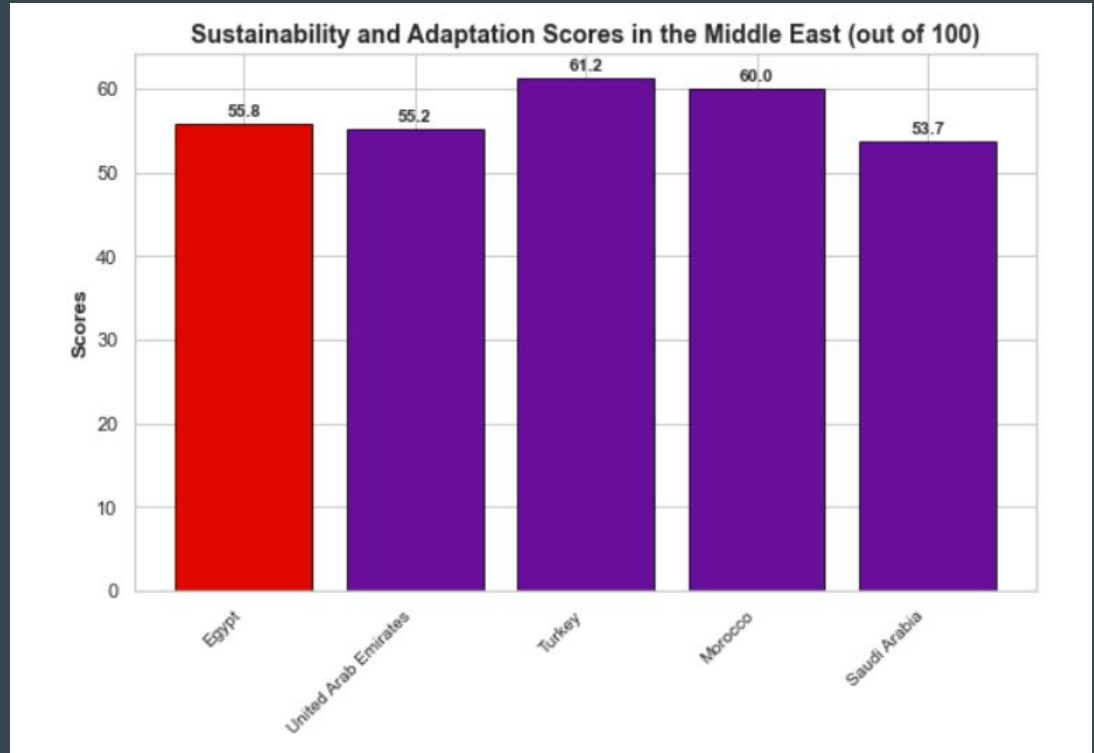

Food Security Environment Scores (out of 100)

The bar chart presents the Quality and Safety scores in the Middle East, with Egypt scoring relatively lower compared to other countries in the region. This indicates potential concerns regarding the quality and safety of food in Egypt compared to its regional counterparts.

Quality and Safety Scores in the Middle East (out of 100)

The bar chart showcases the Sustainability and Adaptation scores in the Middle East, where Egypt's score falls slightly below the scores of Turkey and Morocco. This suggests that Egypt may have some room for improvement in terms of sustainable practices and adaptation to environmental changes.

Sustainability and Adaptation Scores in the Middle East (out of 100)

OUR SOLUTION?

We decided to give customers the power to choose food that's been agreed on as safe. We'll make an app that, based on user reviews, has clear safety indicators for each food item, and each restaurant or producer.

We believe this solution because it can help the customer demand safe food, thus pressuring businesses into handling food more safely, and purchasing from better providers. We could also partner up with governmental organization focused on food safety.
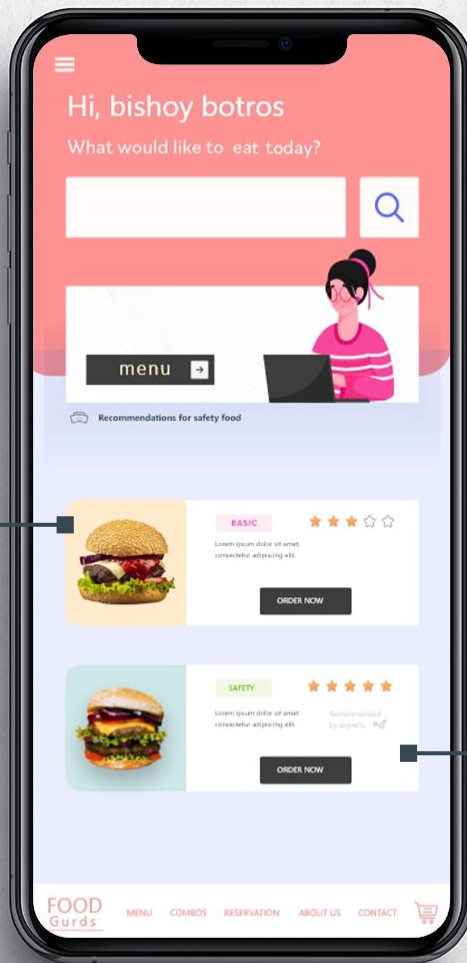
THE WIREFRAME
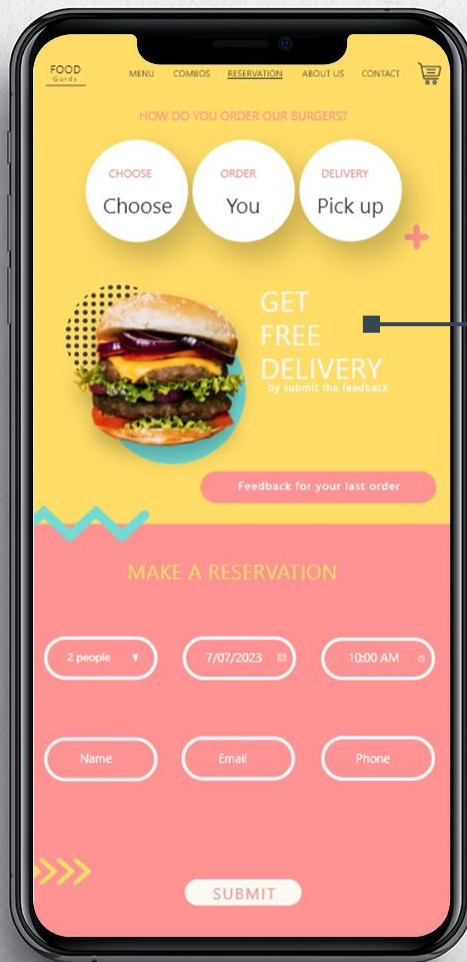
Our Solution Designed

THE WIREFRAME

Home Page

Hi, bishoy botros

What would like to eat today?

menu →

Recommendations for safety food

BASIC ★★★☆☆
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

ORDER NOW

Basic food is food that only a small minority might have mild reactions to.

SAFETY ★★★★★
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Recommended
by experts

ORDER NOW

Safety food is food that should be safe for everyone who isn't allergic to ingredients.

FOOD
Gurds

MENU   COMBOS   RESERVATION   ABOUT US   CONTACT

THE WIREFRAME

Reservation Page

Encouraging users to leave reviews

THE WIREFRAME

Rating Page

Rate & win

Did you satisfied with the food quality?

YES   NO

Did the food spike any allergies for you ?

YES   NO

Would you order this again ?

YES   NO

Did you experience discomfort following the meal?

SERIOUS   MODERATE   MILD   NO

Overall rate your experience

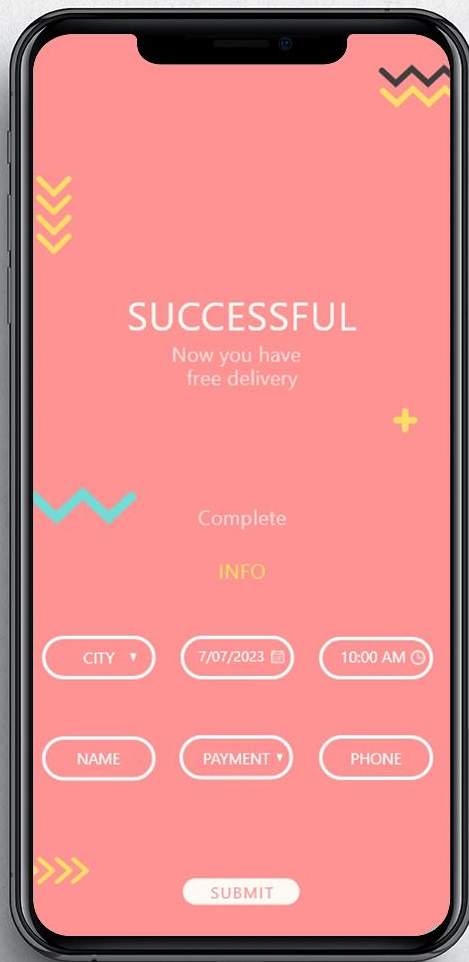★ ★ ★ ★ ☆

Any note ?   Submit

THE WIREFRAME

Open-ended Review Page

WRITE YOUR NOTE

SUBMIT

Review Success Page

SUCCESSFUL

Now you have
free delivery

Complete

INFO

CITY ▾

7/07/2023 📅

10:00 AM 🕐

NAME

PAYMENT ▾

PHONE

SUBMIT

USER NEEDS AND PAIN POINTS

Reviews in the wireframe were for entire orders, while "safety" and "basic" labels were placed on individual items. This made users concerned about the accuracy of the "safety" and "basic" labels used.

Users also noted the lack of allergen indicators on the home page or the menu page.

WHAT CHANGES DO WE HAVE PLANNED?

1 Add allergen indicators to the main page

2 Add overview of inspectors' / exports' reviews for each restaurant

3 Adding an AI that takes some input (including region, price, and type of meal, and maybe other details) and predicts the expected safety for an order

WHAT WE'LL DO WITH FUNDING

Get the business started with our own delivery service.

Hire experts to join us for food inspections and lab testing

Raise awareness about food safety in Egypt using billboards and TV commercials

OUR SOLUTION WORKS

When people have the ability to choose food safe over unsafe food, food handlers and producers will have to make sure they meet the standards in order to stay in business, and in the market