



CHALLENGE: EMPATHIZE

Design a product to solve food waste at home
by reducing over buying at the supermarket.

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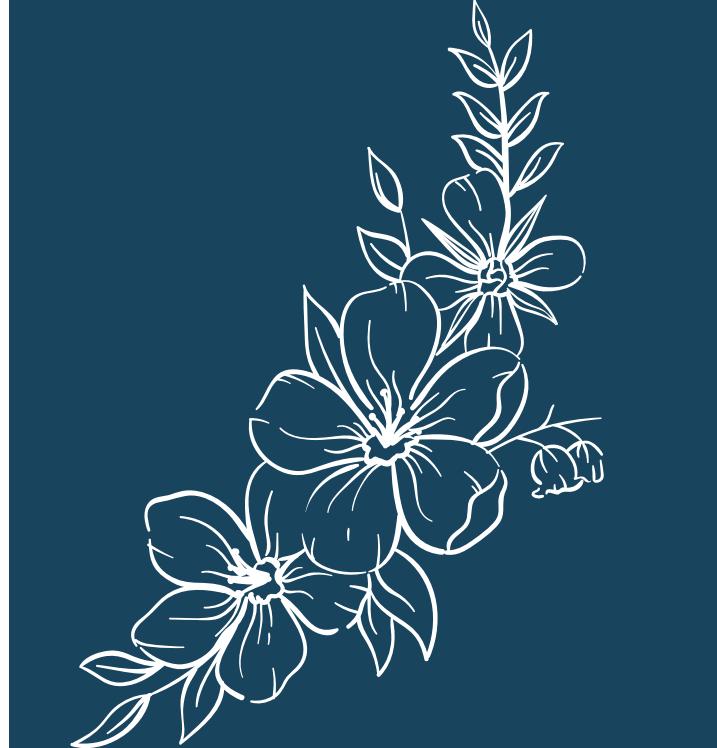
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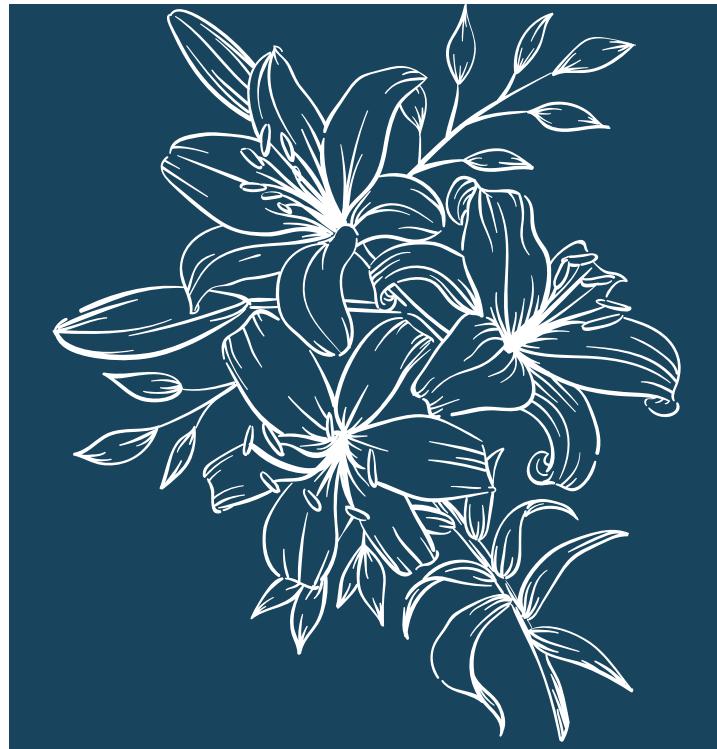
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OUR TEAM



ANDRA SFRIJAN



BOGDAN GRIGORE



Q1: How old are you?

Q2: What is your occupation?

Q3: How many times a week do you buy groceries?

Q4: How many people do you buy groceries for?

Q5: Do you check the expiration date of products when buying them?

Q6: Do you check the expiration date of products when they are in your home?

Q7: What is the product that you find yourself throwing away most often?

Q8: Do you keep track of the food you have at home (i.e expiration dates)?

Q9: Do you use any methods to limit the amount of food you buy?

Q10: Would you find it helpful to know exactly the products you have and those that are missing or close to expiring?

Q11: Do you think this would reduce the amount of food wasted?

INTERVIEW SCRIPT

INTERVIEWER: THIS IS A RECORDING FOR THE FOOD WASTE QUESTIONS.

INTERVIEWER: YEA SO CAN I ASK YOU SOME QUESTIONS?

INTERVIEWEE: SURE.

Q1: HOW OLD ARE YOU?

A: I AM 19 YEARS OLD.

Q2: WHAT IS YOUR OCCUPATION?

A: I AM STUDENT FROM EINDHOVEN UNIVERSITY OF TECHNOLOGY.

Q3: HOW MANY TIMES A WEEK DO YOU BUY GROCERIES?

A: I BUY GROCERIES ONCE A WEEK.

Q3.1: DO YOU BUY THEM FOR THE WHOLE WEEK?

A: YES, I DO.

Q4: HOW MANY PEOPLE DO YOU BUY GROCERIES FOR?

A: FOR JUST MYSELF.

Q5: SO WHEN BUYING PRODUCTS DO YOU CHECK THE EXPIRATION DATE TO PICK THE LONGEST EXPIRATION DATE OR DO YOU JUST PICK THE PRODUCT?

A: NO JUST TAKE THE PRODUCT FROM THE BACK OF THE PRODUCTS, BECAUSE I KNOW THAT IN THE BACK FROM THE PRODUCTS THEY HAVE THE FRESHEST.

Q6: WHAT IS THE PRODUCT THAT YOU FIND YOURSELF THROWING AWAY MOST OFTEN?

A: DO YOU MEAN THE ONE I HATE THE MOST.

Q6.1: NO MORE LIKE, BECAUSE OF THE EXPIRATION DATE OR IT GOES BAD LIKE FRUITS OR EGGS.

A: YES I GUESS ITS EGGS.

Q6.2: SO YOU FIND YOURSELF THROWING EGGS FREQUENTLY?

A: YEA THE MOST.

Q7: DO YOU KEEP TRACK OF THE FOOD YOU HAVE AT HOME (I.E EXPIRATION DATES)?

A: YES USUALLY I DO.

Q9: DO YOU USE ANY METHODS TO LIMIT THE AMOUNT OF FOOD YOU BUY? FOR EXAMPLE NOTES TO TAKE WHAT IS MISSING AT HOME OR SOMETHING LIKE THAT.

A: FOR EXAMPLE PER WEEK I KNOW WHICH DISHES I AM GOING TO PREPARE SO I MAKE A LIST OF WHAT INGREDIENTS I HAVE AND I DON'T HAVE AND THOSE WHICH I DON'T HAVE I GO TO THE GROCERY STORE AND BUY THOSE.

Q10: WOULD YOU FIND IT HELPFUL TO HAVE A LIST OF THE PRODUCTS THAT YOU NEED TO BUY FROM THE SUPERMARKET?

A: YES, THAT WOULD BE VERY HELPFUL.

Q11: DO YOU THINK THIS WILL REDUCE THE AMOUNT OF FOOD WASTE IN YOUR HOME?

A: YES, THAT WILL FOR SURE.

INTERVIEW TRANSCRIPT

A: I AM 19 YEARS OLD.

Q2: WHAT IS YOUR OCCUPATION?

A: I WORK IN AN ELDERLY HOME AND A RESTAURANT.

Q3: HOW MANY TIMES A WEEK DO YOU BUY GROCERIES?

A: LIKE 3 TIMES A WEEK.

Q4: HOW MANY PEOPLE DO YOU BUY GROCERIES FOR?

A: MYSELF AND SOMETIMES FOR A SIBLING.

Q5: SO WHEN BUYING PRODUCTS DO YOU CHECK THE EXPIRATION DATE TO PICK THE LONGEST EXPIRATION DATE OR DO YOU JUST PICK THE PRODUCT?

A: NO I JUST ASSUME THEY DON'T HAVE EXPIRED FOOD.

Q6: IN YOUR HOME DO YOU CHECK IF FOOD IS ABOUT TO EXPIRE?

A: AT FRUITS YOU LOOK AT THE FRUITS, BUT NEVER DATE.

Q7: WHAT IS THE PRODUCT THAT YOU FIND YOURSELF THROWING AWAY MOST OFTEN?

A: BANANAS AND FRUITS IF IT IS NOT TASTE GOOD ANYMORE.

Q8: DO YOU KEEP TRACK OF THE FOOD YOU HAVE AT HOME?

A: YES, BECAUSE I MAKE BREAKFAST WITH A CERTAIN AMOUNT OF FOOD, AND IF THERE IS NO LEFT THE NEXT DAY I GO GET IT.

Q9: DO YOU USE ANY METHODS TO LIMIT THE AMOUNT OF FOOD YOU BUY? LIKE DO YOU MAKE LISTS BEFORE YOU GO GROCERY SHOPPING?

A: NO I KNOW WHAT I NEED AND I WILL GET IT AND IF I NEED MORE I WILL JUST DRIVE AND GET IT.

Q10: DO YOU FIND IT HELPFUL TO KNOW EXACTLY THE PRODUCTS THAT YOU HAVE AND THOSE THAT ARE MISSING OR CLOSE TO EXPIRING?

A: YES, THAT WOULD BE USEFUL.

Q11: DO YOU THINK THIS WOULD REDUCE THE AMOUNT OF FOOD WASTE?

A: YEA, OBVIOUSLY WHEN YOU HAVE FOOD LEFT YOU WILL PLAN AROUND EATING THAT.

INTERVIEW TRANSCRIPT

INTERVIEW ANALYSIS

We asked 4 people about how they do their shopping, how much and what food they mostly throw away. All of them were students, aged 19–20. They mostly go shopping for food 2–3 times a week, and if they are short of a certain thing, they do not mind going back and buy some more. They mainly buy food for themselves. When asked about checking expiration dates at the supermarket, most of them said yes, but one responded that he does not because he expects that in a supermarket the food is not expired. After they had the food in their home, they either check the expiration date when it has been in the fridge for a while, or in case of greens, they start looking bad, but it does not happen very often. When asked about what they mostly throw away, they named foods with short expiration dates like vegetables, meat, dairy products, and eggs. None of them limits in a certain way the amount of food they buy, because they know how much they eat and how much to buy. When asked about if they would find helpful to keep track of exactly what they need in order to reduce overbuying, they said that yes, because maybe they will plan to consume it sooner. The interviewees said that it would help with food waste, but also that they consider that they are not wasting too much food.



BASED ON THE INTERVIEWS AND OBSERVATIONS WE CONCLUDED THAT ONE OF THE SOLUTION IN COMBATING FOOD WASTE IS ORGANISING. BY DECIDING IN ADVANCE AND MAKING A SIMPLE LIST WHEN GOING TO BUY GROCERIES PEOPLE CAN LIMIT TO A CERTAIN AMOUNT OF FOOD, THAT IS MORE MANAGEABLE AND CAN REDUCE THE FOOD QUANTITY THEY WASTE. ALSO, BY PLANNING WHAT TO EAT AND CHECKING THE EXPIRATION DATE PEOPLE CAN MAKE A DIFFERENCE IN COMBATING THE FOOD WASTE.

OUR SOLUTION IS TO CREATE AN APP THAT GENERATE AN AUTOMATIC LIST OF GROCERIES AND KEEPING TRACK OF THE EXPIRATION DATE BY SENDING A NOTIFICATION.

SOLUTION



THANK YOU

