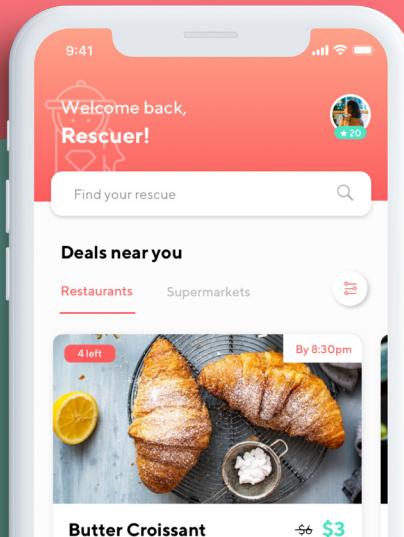




rego

Rescue on the go.



Hangry after dinner hours? Np.

Order delicious food while doing your part for the environment on Rego.



Our Goal

In 2017, Singapore was reported to have generated 809,900 tonnes of food waste.

Rego is a digital service in response to this ongoing wastage issue, with its goal of making reducing food waste convenient for everyone. By being a marketplace for businesses to sell surplus food at discounted prices, it serves as a swift cross-platform solution via app and website to connect businesses and consumers.

A convenient way to reduce the amount of surplus food in Singapore, Rego ultimately aims to create a strong community of people who instil environmentally conscious habits in their daily lives.

The Process

Personas and Wireframes

From our user research gathered by field observations, interviews and surveys, we started with crafting personas and use-cases for both Rego consumer and Rego for Business.

From there, we created a low-fidelity prototype to illustrate the first-time user process – For consumer, purchasing a first order to go, and for business, putting up a first listing.

We conducted user testing with the prototypes in order to gain feedback and improve further before tackling on final designs.

Rego Consumer

Abby, 28

Communication Executive

Abby is working in the CBD. She usually ends work around 730-8pm, then buys takeaway for her dinner. She always goes to the same coffee shop to buy food as it is cheap and convenient. However, she is hoping for more affordable, healthier options.



“ I'd love to have more healthy and cheap food options at the end of my workday. ”

Rego for Business



Tan, 35

Owner of The Social Coffee

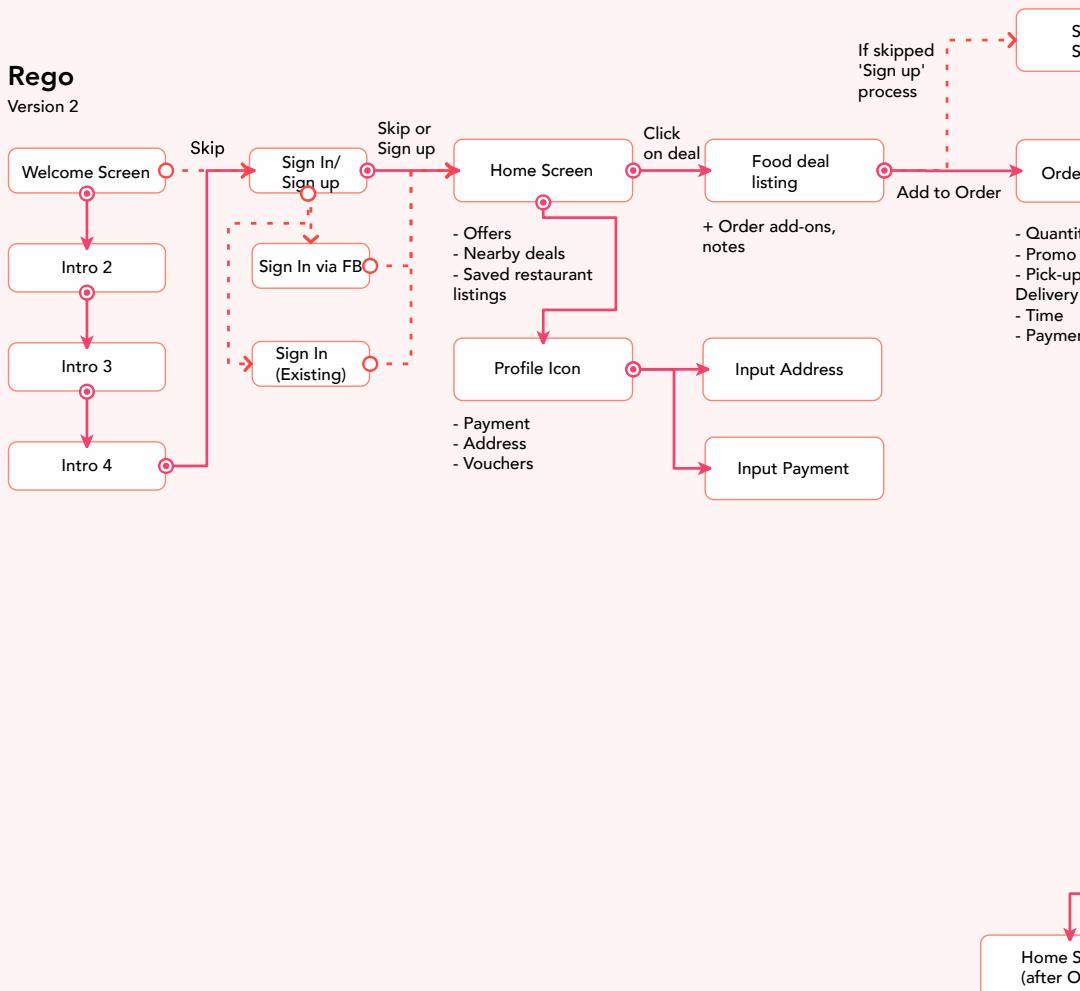
Tan is an owner of a sustainable cafe, which he co-owns with his wife. The cafe operates from 9am to 10pm. The types and quantity of surplus vary daily. Estimation of food to customer ratio is never perfect, resulting in environmental and economical losses for the cafe. Hence, they are open to simple way to ease this common business problem.

“ It'll be great to have a quick way to minimize food surplus at the end of the day. Best if it helps track and estimate! ”

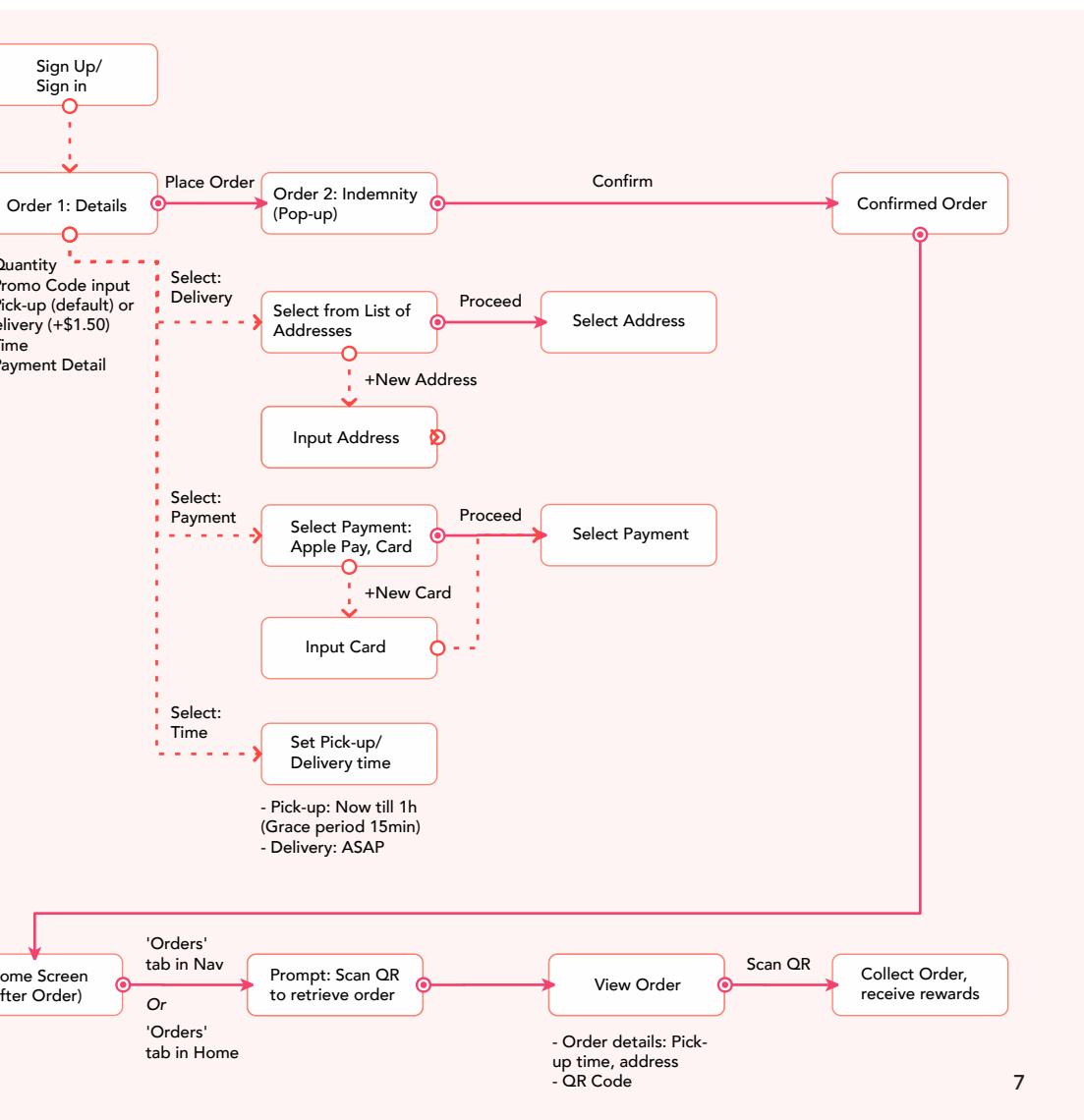
Application Map

Rego

Version 2

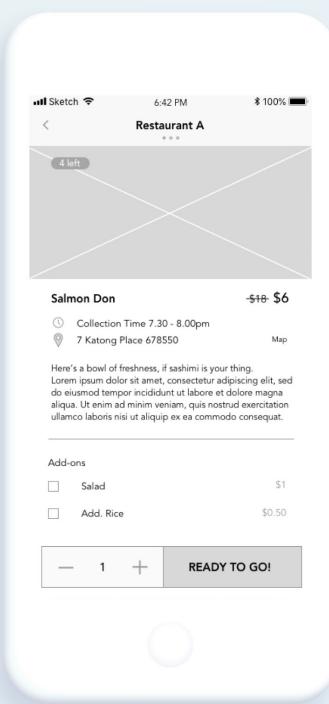
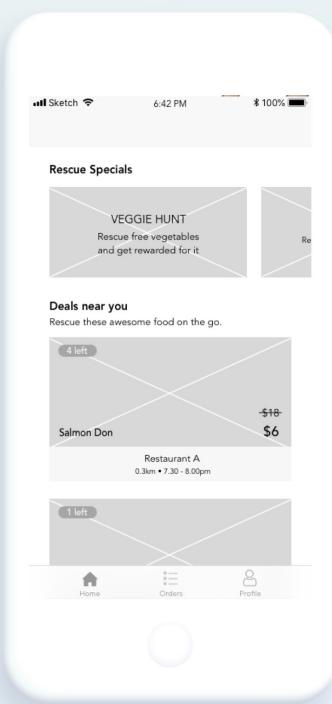


We worked on the key user flows such as first time user entrance, buying a listing, input of personal details, redeeming rewards.



Low-fidelity Wireframes

We created over 50 screens, and tested them with users before delving into the final design





Low-fi prototype

The image displays three mobile phone screens arranged horizontally, illustrating a low-fidelity prototype for a food rescue application.

Left Screen: Shows a navigation bar with "m your order" and a "Pick-up" button. Below is a large gray square containing a large "X". A small text "Animation of saving food" is visible at the bottom of the square. At the bottom is a "GOT IT!" button.

Middle Screen: Shows a navigation bar with "Sketch" and signal strength. Below is a large gray square containing a large "X". A small text "Animation of saving food" is visible at the bottom of the square. At the bottom is a "GOT IT!" button.

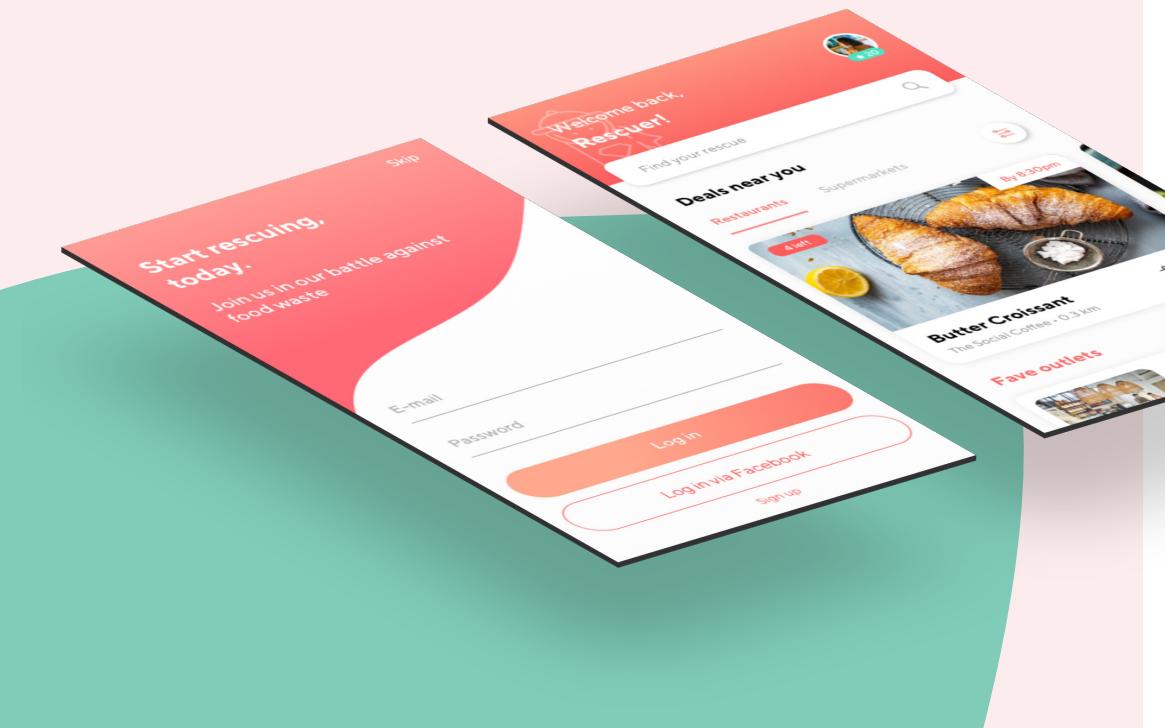
Right Screen: Shows a navigation bar with "Sketch" and signal strength. Below is a list of "Order #12342" and "Salmon Don x 1". It includes a "Pick-up at" section with a location pin and time "7.15pm". A "Map" button is on the right. At the bottom is a QR code with the text "Present this code to the store upon your rescue!" and "Code: QXV001".



Consumer hi-fi prototype

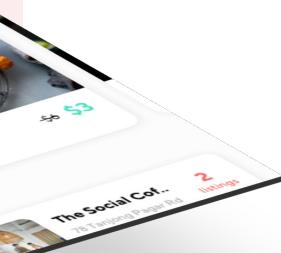


Business hi-fi prototype



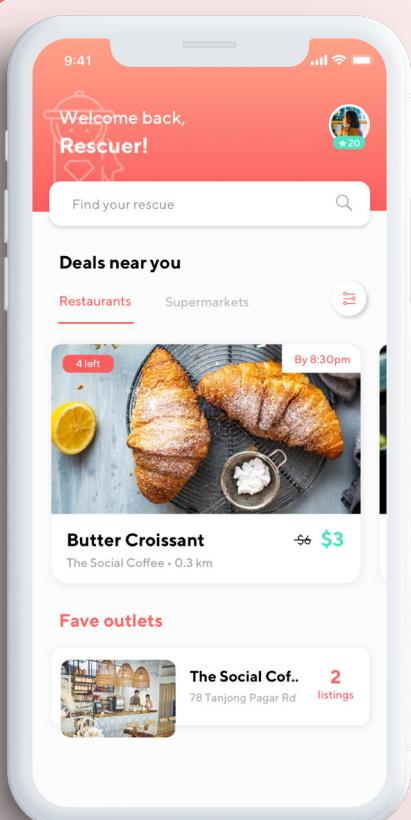
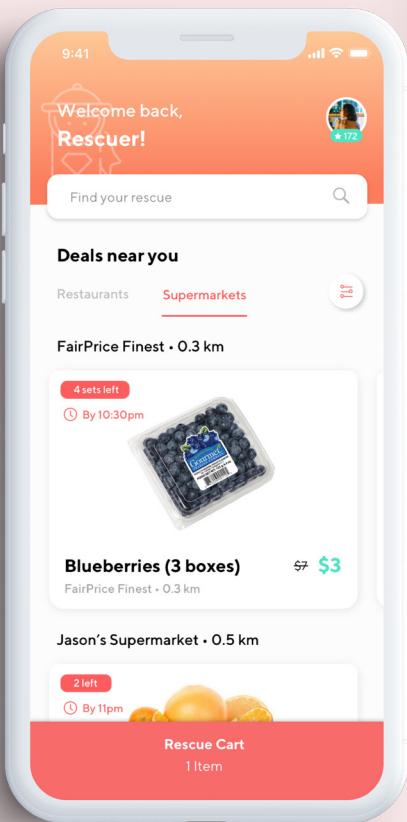
Rego Features

Consumer and Business



Rego for Consumers

Surplus Food Deals from Restaurants and Supermarkets



Browse and order delicious surplus food from restaurants, cafes and supermarkets, all within the app.

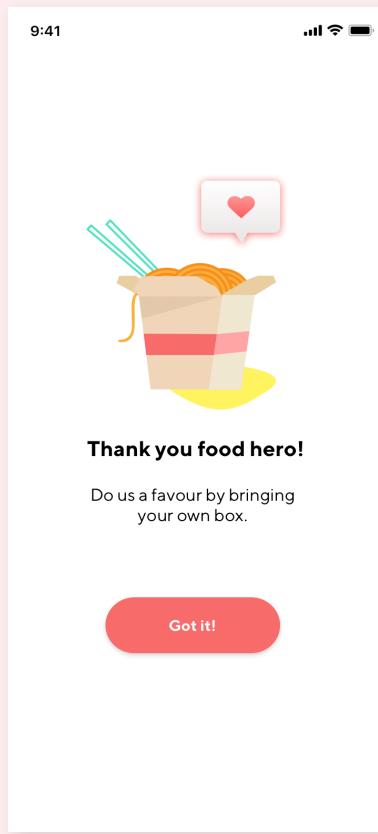
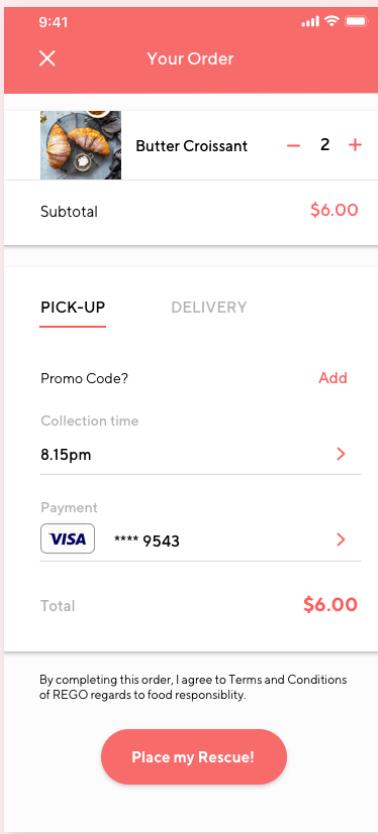
The image shows two smartphones side-by-side, both displaying the same mobile application interface for ordering surplus food.

Left Phone Screen:

- Header:** 9:41, Restaurant
- Image:** A photograph of the interior of "The Social Coffee" restaurant, showing a bar counter with staff and various food items.
- Restaurant Information:**
 - Name:** The Social Coffee
 - Type:** Healthy, Cafe
 - Rating:** 3.9 stars
 - Add to favourites:** A red heart icon with the text "Added to favourites".
- Description:** The Social Space is a socially conscious multi-concept store, all promoting a greater awareness for sustainability, an appreciation for providence, and more accessible conscious living.
- Address:** Address: 78 Tanjong Pagar Road S329403, MAP
- Available Listings:**
 - Bacon Carbonara:** 4 left, \$6.00. Available by 10:30pm.
 - Eggs Truffle:** 4 left, \$6.00. Available by 10:30pm.
- Reviews:** A section for user reviews.

Right Phone Screen:

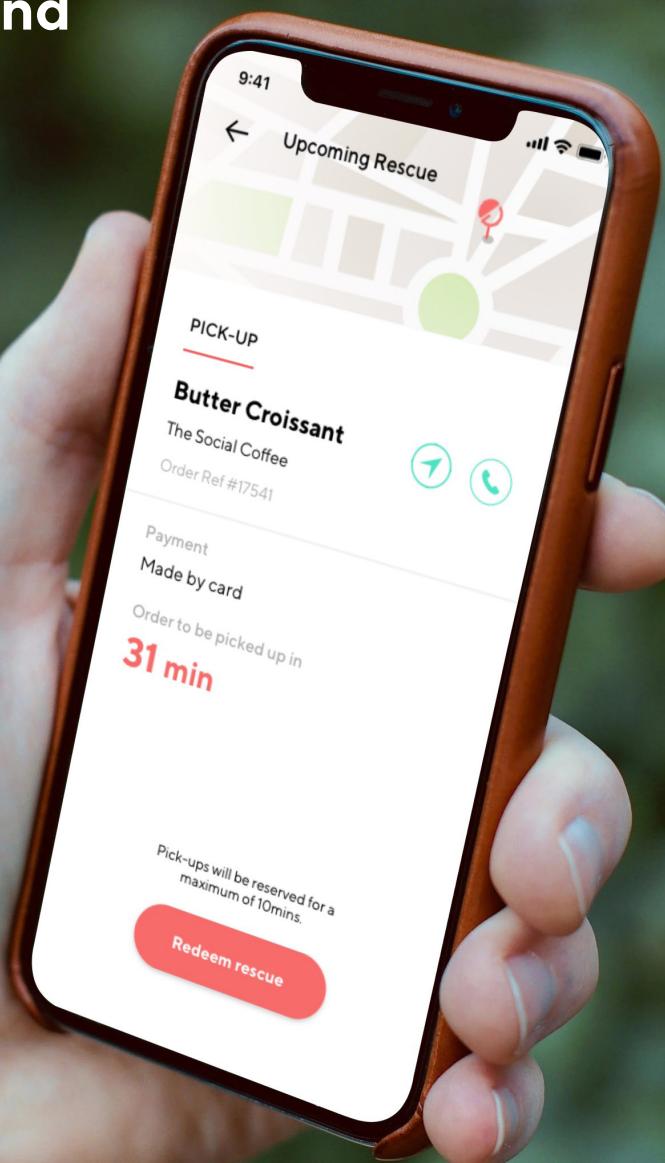
- Header:** 9:41
- Image:** A close-up photograph of two butter croissants on a plate with a small cup of coffee and a slice of orange.
- Product Information:**
 - Name:** Butter Croissant
 - Price:** \$3.00
 - Remaining:** 4 left
 - Time:** BY 8:30pm
- Restaurant Information:**
 - Name:** The Social Coffee
 - Address:** 78 Tanjong Pagar Road S329403, MAP
 - Description:** Buttery croissants that will melt in your mouth. Velvety smooth! Heating up available upon request.
 - Contains:** Dairy, Wheat
- Order Button:** \$3 • Ready to go



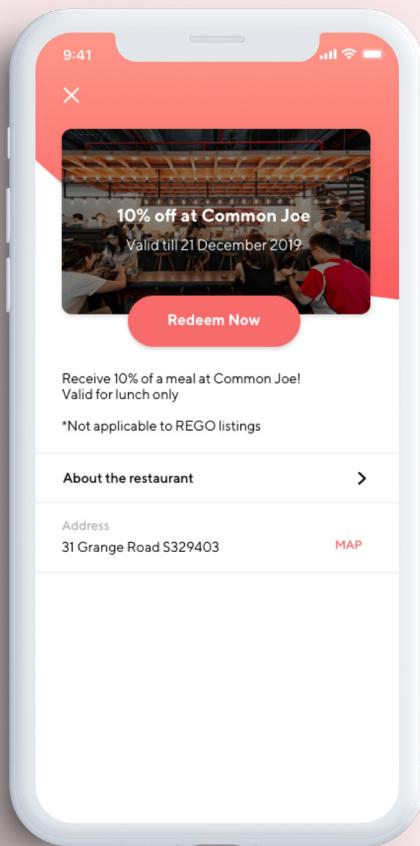
Ordering process is simply a one-page procedure. Collection of order is made easy with key information being highlighted to user and using QR Code for redemption.

Rego for Consumers

Ordering and pick-up

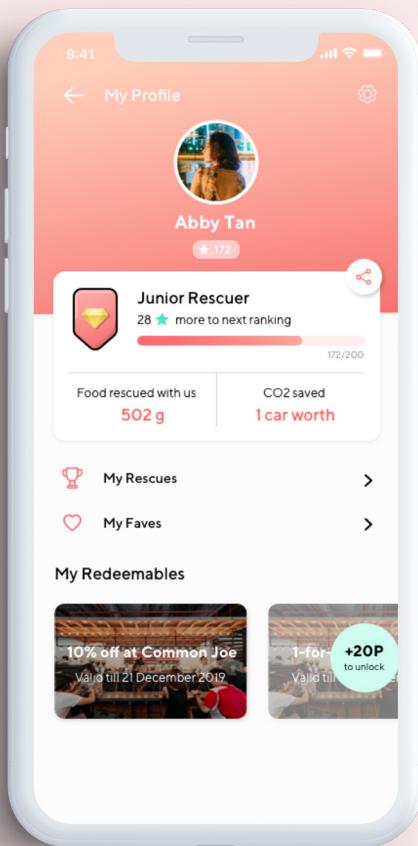


Gamification added allows users to be affirmed for their good actions. Rewards are also added incentives for both consumers and businesses.



Rego for Consumers

**Be rewarded for saving
the environment**



Rego for Business

Item listing for merchants made easy

X Create New Listing

 rego

Great job taking the first step!

These details will be displayed to customers on Rego app.

Pick item's category (required)

 Meal

 Groceries

 Pastries

 Bread

X Create New Listing

 rego

Item title

Butter Croissants 

Item description

Buttery croissants that will melt in your mouth. Velvety smooth! Heating up available upon request.

Quantity (required)

10

Next: food details

X Create New Listing

 rego

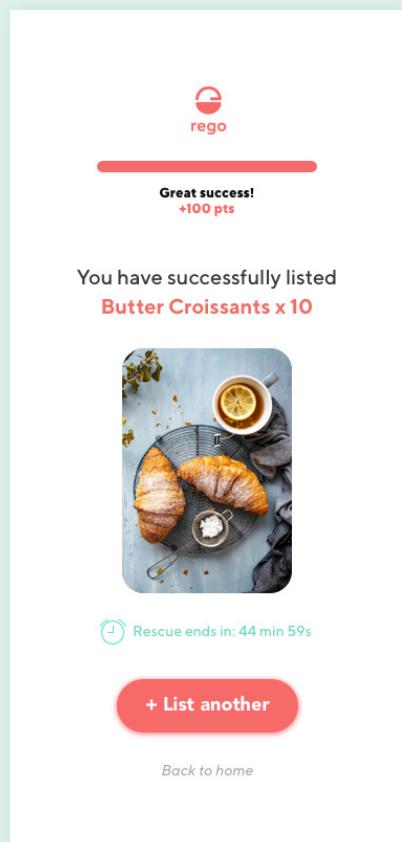
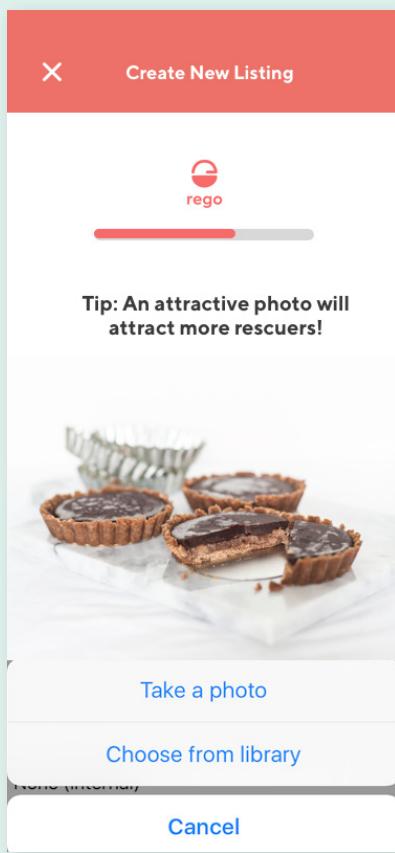
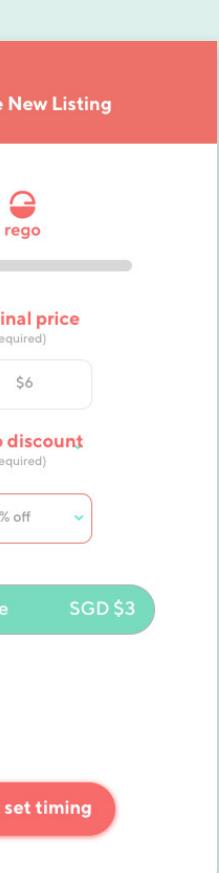
Original price (required) \$6

Rego discount (required) 50% off

Rego price

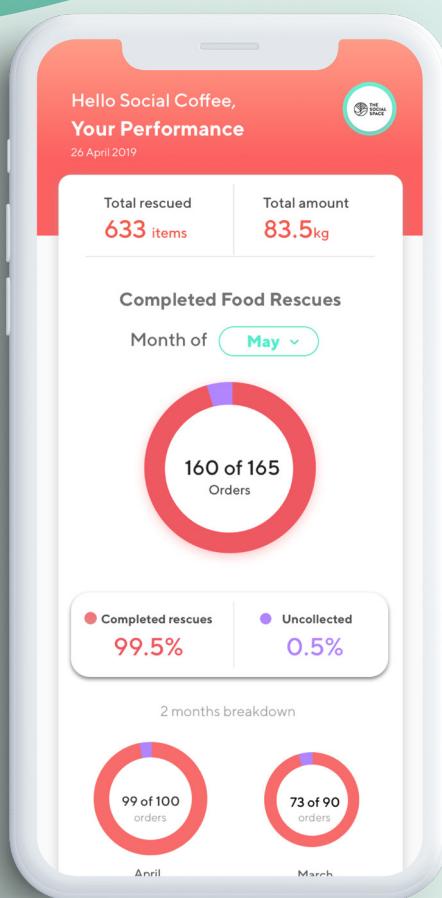
Next: set tip

1 step decision. 5 steps completion. Quick and easy process, adding no hassle at end-of-day closing.

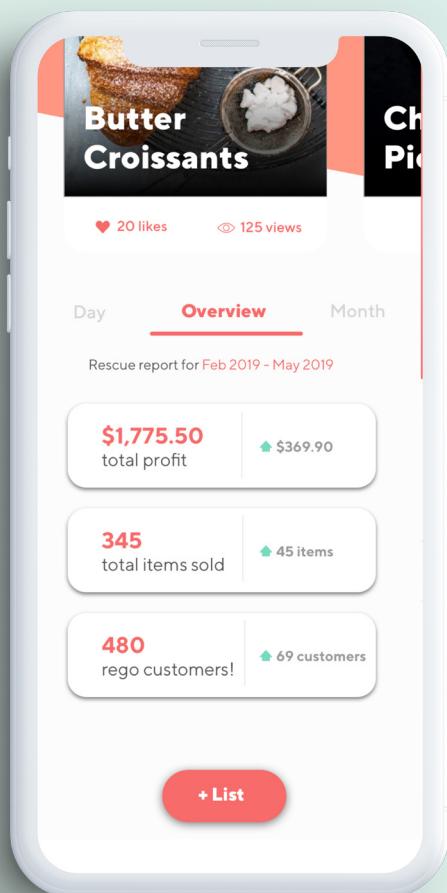


Rego for Business

Track and estimate business sales



Business intelligence tools that help to analyze and present data on past, current and predictive business operations. Top surplus items and its quantity are provided to help business better gauge the food quantity to customer ratio.





103 profile views



The Social Coffee (Cafe)

78 Tanjong Pagar Rd · Healthy, Cafe



The Social Coffee is a socially conscious multi-concept store, all promoting a greater awareness..

Rank 8



Rank 9

5 saves to next level!

Way to go hero!

Not all heroes wear capes, thanks Social Coffee.



199 items saved!

of 5399 items saved on REGO



129 returning customers!

You're appreciated, social coffee.



\$1,688 of profits!

happy customers, happy you!

Do we hear something?

Check out your reviews from the REGO community!



Avocado Egg Toasts review

15 likes

Rego for Business

Quick overview of Rego efforts

Do we hear something?

Check out your reviews from the REGO community!



Avocado Egg Toasts review

15 likes

OMG got hold of the last two slices!!
Can't believe these could have all been
THROWN AWAY! Still so good 😊😊



Chio Jo Inng

Rank 9 Rego Saver . 10 reviews

27min ago



Red Velvet Cake review

30 likes

YAS GURL got a slice at The Social
Space at \$3! Save food save moolah!
Way to go fam 😊👌👌👌



Nicholas Makoto

Rank 10 Rego Saver . 33 reviews

1 day ago

You're loved

[View All](#)

Here are your top fans, The Social Space.
These rescuers listed your chain as their fave place!



Louis-Philippe



Kristy



Jo Inng

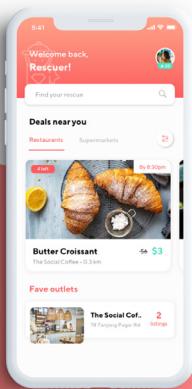


Nic M

Business owners can easily have an idea of their rescue efforts and profits on Rego in a tap.

Rescue on the go.

Join the battle against food waste,
and be rewarded for it!



...and get your rescue fast

Snatch half-price deals near you

1

Order via the app

Browse and rescue delicious surplus food from restaurants, cafes and supermarkets, all within the app.

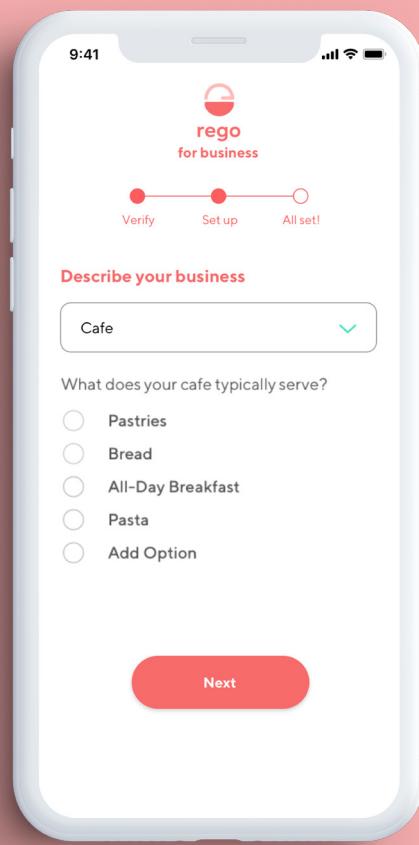
2



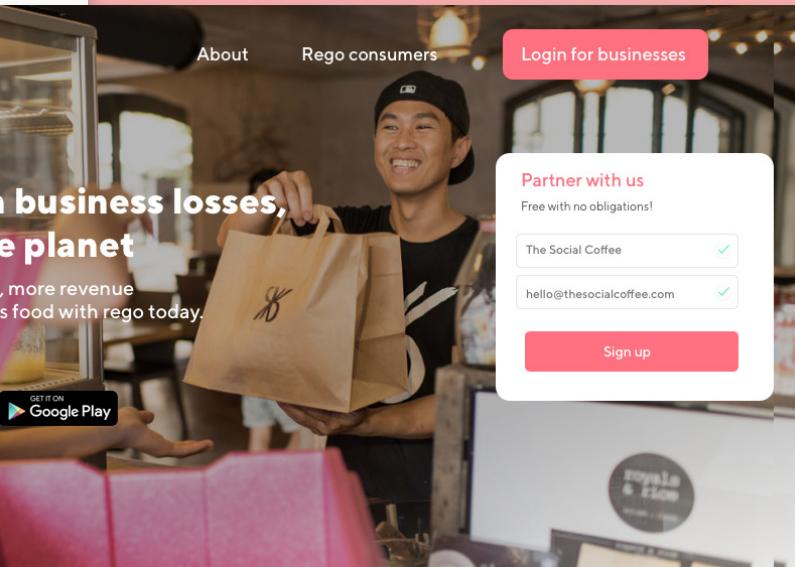
Save on
buy
save the p

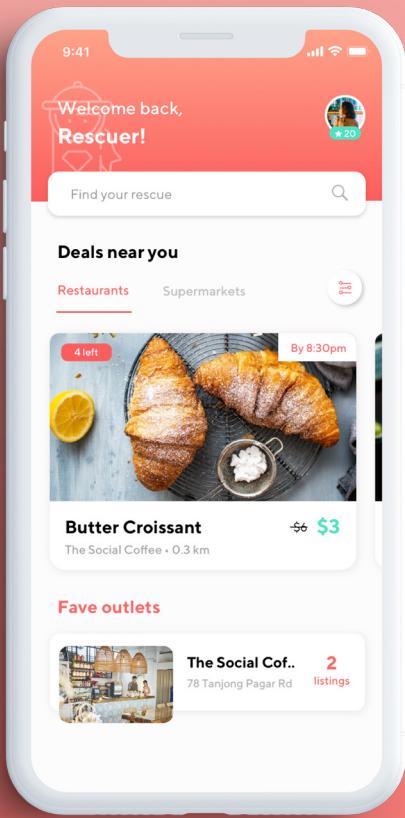
More avenues, more
Rescue surplus foo





Website

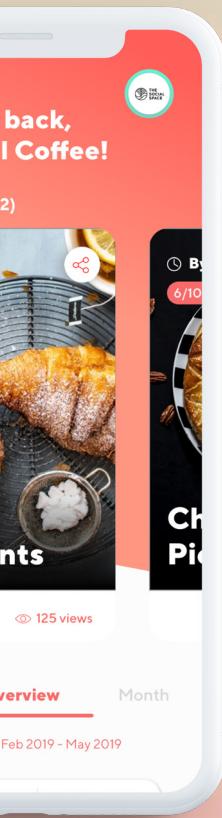




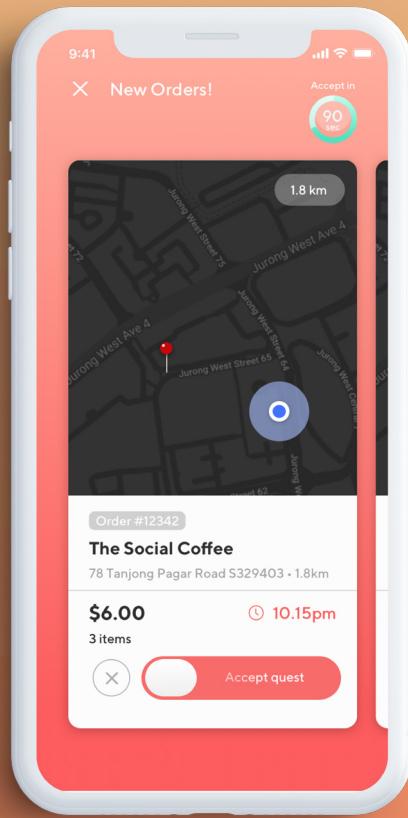
rego



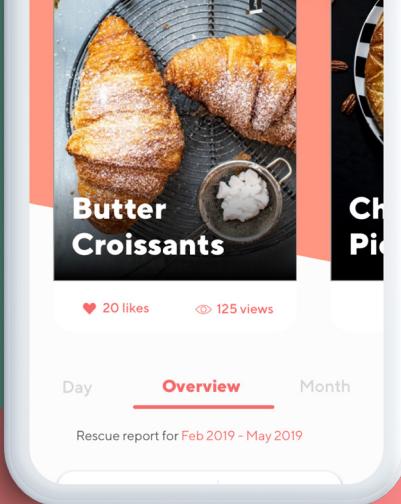
rego
for bus



e
ego
business



rego
delivery



Day

Overview

Month

Rescue report for Feb 2019 - May 2019

Project by

Gladys Loh
Valerie Lay