

Name: EZ Fresh

Problem:

The ongoing pandemic has affected day-to-day tasks such as shopping for groceries. Vulnerable groups such as elderly people are highly at risk but assistance rates are limited; therefore, elders living alone have to buy food themselves, and many cannot travel to the supermarket. Supermarkets have limited capacity, so local supermarkets in areas where there is less competition are extremely populated, increasing the risk of becoming infected with COVID-19. Additionally, there is a lack of job opportunities and the unemployment rate rose from 3.5% in February 2020, to 14.5% in March 2020, which is a 314% increase in the national unemployment rate (U.S. Bureau of Labor Statistics).

Solution:

Our solution is to create an app/website that connects people with local supermarkets. We will provide customers easy access to fresh produce, especially for the vulnerable population. Users could place orders via our website or on our mobile app from a variety of local supermarkets. A QR code would be assigned with the order confirmation/ID which would be used to track the delivery process. First, the company will assign a person to go to the designated supermarket while sending the order to the supermarket so they could collect the items. Next, the delivery person would simply have to show the QR code to the supermarket so they could confirm they are giving the items to the correct person. This could minimize the amount of communication within the process, ensuring the safety for both our company and the supermarkets' employees. During this process, the user would receive a notification that their order is being collected. There would also be a GPS system within each delivery person so the user could track the specific location of their order. To further limit necessary communication, the user could choose to tape a QR code generated from our company in front of their door that would confirm their identity. The delivery person could then scan that QR code to confirm the identity and leave their order at their doorstep without worry of miscommunications. Overall, this company would ensure everyone's safety and minimize the risk of spreading the virus. This company would also create job opportunities, such as food packaging within

supermarkets, reducing the unemployment rate and enhancing the economy. Not only does it create job opportunities, but it will help local small businesses.



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