

**SIDN372:**

**Assignment One**

**Analyse + Communicate**

**A service analysis of  
Kaicycle**



**kaicycle**

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# What is Kaicycle?

Kaicycle is a non-for-profit organization whose aim is to **reduce food waste** going into landfills by collecting food scraps from community members and small businesses. They then compost what they collect, and use it to grow nutrient dense, healthy produce.

This produce is then sold using a **Community Supported Agriculture** (CSA) scheme. Using this method, Kaicycle aims to be a self-sustaining ecosystem where the community are supporting their local farmers, and vice versa.

Kaicycle has an emphasis on **sustainability** and **environmentally friendly** practices, and one of the many ways they uphold these values is by using E-bikes to do the rounds of collecting their customers food scraps.





# Investigation & Research

Kaicycle has been in operation since 2015. Since then, they have collected and composted over **200,000 litres of food waste**.

In addition to collection of food scraps they also offer:

- Weekly vegetable or salad boxes, through their Community Supported Agriculture scheme.
- Hosting workshops including the Earthworkers programme Regenerative Horticulture 101.

Being a not-for-profit organisation, Kaicycle is reliant on public funding and volunteers. In turn they give back to the community by donating to food projects, Urban Farms and Community Gardens & Orchards.

Kaicycle. 2021. *Kaicycle*. [online] Available at: <<https://kaicycle.org.nz/>> [Accessed 10 March 2021].

# Desk Research

## **Strengths**

Decentralised  
Composting

Eco-Friendly

Locally oriented

## **Weaknesses**

Geographical  
Limitations

Financial limitations

Limited Customer  
Capacity

## **Opportunities**

Employment  
opportunities

Monetary savings

Marketing for more  
funding

## **Fears**

Change of Urban Land  
Policy

Lack of Volunteers

Lack of Skilled Workers

# KaiCycle Customers



*Kaicycle has a variety of customers that engage with the service to varying degrees.*

- Subscribers to the Community Supported Agriculture scheme
  - Weekly Veggie Box
  - Weekly Salad Subscription
- Compost collection or drop-offs through the “Living Compost Hubs” app
- Compost and horticulture workshops & education
- Volunteer to help Kaicycle

# Key Touchpoints



## Service

### Gain Creators

### Products/ services

- Compost collection (Bicycle powered)
- Weekly veggie/salad box
- Volunteering for a community led project
- Education around composting and horticulture
- Donating compost to community

- Volunteering
- Community Supported Agriculture (CSA)
- Efficient food scrap disposal
- Fresher produce

### Pain relievers

- Using less rubbish bags
- Reduce personal Carbon Footprint
- Not being able to compost at home
- Regenerating depleted urban soil

## Customer

### Gains

### Jobs

- Convenience of pick-ups
- Supporting the community
- Could save money
- Learn about composting & gardening
- Help the environment

- Cares about the environment
- Wants a better method of food scrap disposal
- Needs fresh vegetables each week
- Low budget solution to home composting

### Pains

- Weekly costs
- Sorting appropriate scraps to compost
- Not receiving preferred salads or vegetables
- Limited time window for food pickup

# Justification for Interviewing

as a method

This is our primary research method as there is minimal information on Kaicycle as a service from sources that have not been produced from within the non-for-profit. This has meant that our interviews are key to expanding perspective and knowledge from outside the system. It is often harder to be aware of your own flaws when you are directly part of the system and/or have always been.

All of our interviews were conducted within the interviewees own home, to encourage a comfortable open conversation within their own safe space.

Within the interview process we used the method of The Five Why's to get to the deep beliefs and motivations around the advantages and disadvantages of the composting service. Alongside this we focused on our body language within interviews to encourage empathetic conversations - breaking down personal barriers around their own learned knowledge.

Designkit.org. 2021. *Design Kit*. [online] Available at: <<https://www.designkit.org/methods/interviews>> [Accessed 10 March 2021].



# Justification for People interviewed

The inability to provide ethics forms have been a hindrance as it has restricted our ability to pull information from a wide variety of sources. This has resulted in all the interviews consisting of people between the age of 21-29 who have higher education and are primarily from higher socio-economic background. Opinions and preconceptions towards KaiCycle and the foodwaste collection service may differ greatly between the individuals we have had access to as opposed to the consumer base as a whole.

**Volunteers:** They are a key part of the foodwaste collection service due to the organization being a not-for-profit. They rely on volunteer involvement to make ends meet/keep the service running. They are the direct touchpoint between the service and the user.

**Current User:** A direct insight into how the foodwaste collection service works for those who are subscribed and pay for it.

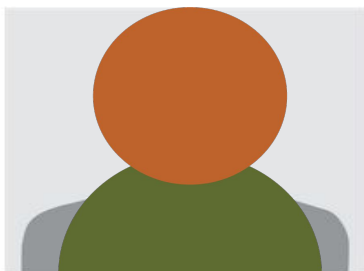
**Potential User:** A direct insight into what potential users find to be attractive and unattractive about a system like KaiCycle, and composting more generally. These individuals reside in the Central Wellington area are living in a flatting situation.

# Key Insights from the Interviews

- *"Word of Mouth is the most direct source of awareness, a result of Kaicycle being so community driven."*
- *"By providing a service that removes the admin and barriers of a sustainable act they allow people to feel good about themselves and also provide for the community."*
- *"There is a lot of hope that expansion will continue but key barriers are availability of land, around zoning/policy rights and ultimately money."*
- *"Knowing that our foodwaste isn't going directly to the landfill and that with relative ease we are acting sustainably."*
- *"It has also made our flat as a whole much more conscious of what we are/are not able to recycle since having to learn what we can and can't compost."*
- *"Could they have a sticker on the bucket much like a recycling bin?"*



# Pat Trick



"Save our Environment"

**Age:** 21

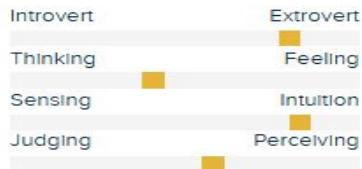
**Work:** Student

**Family:** Siblings, Parents

**Location:** Wellington, NZ

**Character:** Environmentalist

## Personality



Helpful

Social

Motivator

Enthusiast

## Goals

- Needs a campaign to show his interest in helping the environment.
- To have a minimal time and money consuming method of reducing his waste.
- Wants to give back to his community
- To share with others/influence positive habits

## Frustrations

- The focus on doing "business" instead of morals and values like the impact on the environment
- Reducing waste but compensating with travel pollution
- The community not caring as much as he does
- The barriers and admin or a sustainable act

## Bio

My name is Pat and I really care about the issue evolving around climate change and how I can prevent that especially in my community. I have always been interested in sustainable food systems at university and finally have time to get involved post graduation. I hope I can turn this interest into a potential career opportunity which I can drive upon passion and positive working conditions where you can get out exactly what you put in. I'd love to start a campaign that removes the admin and barriers and allow self-driven work and pure motivation to achieve the collective and primary goal of a minimal cost/effortful way of reducing our waste.

## Motivation

Incentive

Fear

Growth

Power

Social

## Preferred Channels

Traditional Ads

Online & Social Media

Referral

Physical service

# Bill ng



"We need to do something now"

**Age:** 21

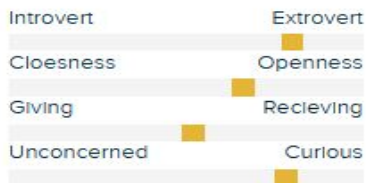
**Work:** Student

**Family:** Siblings, Parents

**Location:** Wellington, NZ

**Character:** Influencer

## Personality



Preacher

Social

Anxious

Enthusiast

## Goals

- To reduce his carbon Footprint
- Have minimal cost p/w to suit his budget
- To learn good habits and the local environment
- To share with others/Influence positive habits

## Frustrations

- Missing out on weekly collections of waste
- Cleaning the bin
- Increased cost of waste disposal (bin bags, etc)
- Lack of knowledge in how to compost/use less bin space
- Limited time due to study

## Bio

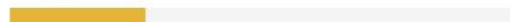
My name is Bill and im a Student living in a flat with 4 flatmates and im looking for a way that I can dispose of my waste effectively. I study and take an interest in the environment and would love to get educated into positive eco-friendly habits that reduce my carbon footprint. Since im flatting, im on a budget and am still studying so would prefer minimal cost and time effective methods. The opportunity to get educated and then influence other flatmates would also be great.

## Motivation

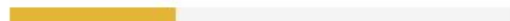
Incentive



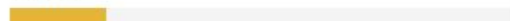
Fear



Satisfaction



Power



Social



## ***SAYS***

I'm more aware of how much food waste  
I'm producing

I'm passionate about helping the  
environment

I want to connect with and learn about  
the local environment

## ***THINKS***

I want to learn effective growing and  
composting methods

I don't want to spend heaps of money

I need to reduce my carbon footprint

I don't have enough time to  
compost at home

# **Empathy Map**

Likes to help the community

Makes use of the waste taking up bin space

Share with others

Research

## ***DOES***

Guilt

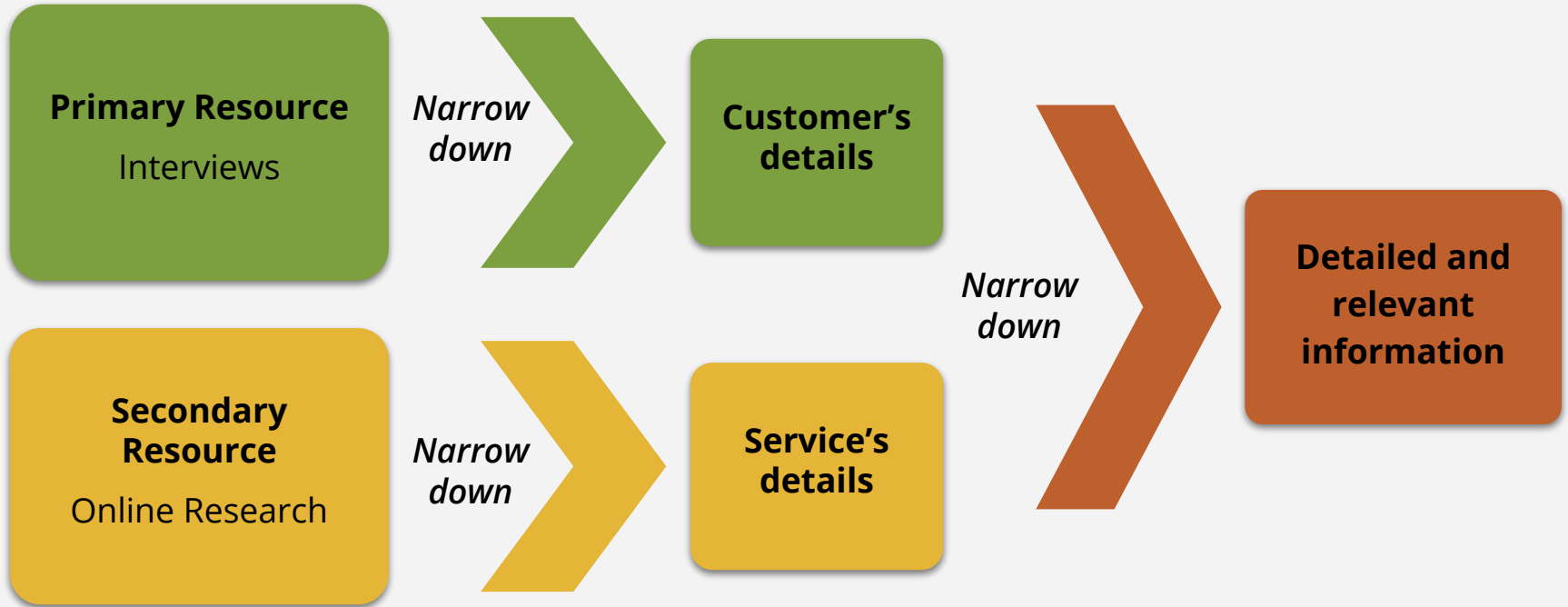
Stress

Anxiety

Happiness through  
contribution

## ***FEELS***

# Our Secondary Research Resource



# Progression of understanding

## *Strengths & Weaknesses*

### **Strengths**

Decentralised  
composting

Eco-friendly scheme

Locally oriented

*Only business offering  
curbside collection  
and non commercial  
composting*

*Superior anaerobic  
composting  
process*

### **Weaknesses**

Limitations on  
geographical scope

Financial limitations  
/tight margins

Limited customer  
capacity

*Reliance on volunteering*

*Reliance on  
governmental policy*

*Limitations on  
customer service*

# Progression of understanding

## *Opportunities & Fears*

### **Opportunities**

Marketing for more urban  
land/space funding

Monetary savings

Employment opportunities

*Sharing knowledge  
through urban farmers  
alliance*

*Superior processes  
to commercial  
composting due to size*

### **Fears**

Change of urban land  
policy

Lack of volunteers

Lack of skilled workers

*Change of public  
perception*

*Change of  
government*

*Lack of access to  
certain locations*