

Contribution of team members

Adnan: /

Arda: Goal selection, interview questions, interviewed 1 person, brainstorming, problem statement

Arved: Goal selection, interviewed 1 person, brainstorming, problem statement, two personas

Benedikt: goal selection, interviewed 1 person, brainstorming

Filiz: Storyboard 1 and 2

Sascha: Interview questions, interviewed 2 people, goal selection, research, brainstorming, two personas, research

Interview Questions: Food waste at home

1 Get to know the interviewee and their household:

- 1) What is your name?
- 2) What is your age?
- 3) Where do you live?
- 4) How many people are there in your household?
- 5) Do you have a fridge in your household?
- 6) Do you have a freezer in your household?

2 Food Waste at Home?

- 1) Do you feel you have wasted food at home before?
- 2) At your household, does food waste occur on a regular basis (once a week, month, etc.)?
 - a) Do you feel you waste unprepared food or prepared food more?
- 3) In your opinion, what are the main causes of food waste in your home?
- 4) Do you throw unexpired products away?
- 5) Do you throw expired products away?
 - a) Do you check expiry dates of packaged products regularly?
 - b) How do you check if an unpackaged product has expired?
 - c) How often do you notice a product has expired long after their expiration date?
 - d) Why do you think you miss the expiry dates?
- 6) Where do you store your food?
 - a) How do you know where to store each product the best?
 - b) Have you stored a product in the wrong place before? i.e fridge instead of freezer.
 - c) How often do you feel unsure where to store a product (freezer, fridge or cupboard)?
- 7) Can you describe your household's current habits when it comes to managing food waste?
- 8) Do you have any tips or tricks to reduce food waste at home?
- 9) What could you do better to reduce food waste at home?

3 Shopping and Planning

- 1) Do you go grocery shopping for your household?
- 2) How often do you go grocery shopping?
- 3) Do you plan your meals and shopping before going grocery shopping?
 - a) How do you plan your grocery shopping?
 - b) Do you consider reducing food waste when you plan your meals and shopping?
 - c) Do you check what is left before going shopping?
- 4) 4. What do you feel you could do better to plan your shopping better?

4 In the market

- 1) Where do you go for grocery shopping?
 - a) Do you mostly go to the same place for grocery shopping?
- 2) How often do you carry a shopping list with you?
 - a) Do you use a paper shopping list or a digital one?
 - b) Do you think you would switch to a digital shopping list if it had more features to aid your planning and shopping?
- 3) Do you pay attention to the expiry dates while shopping in the market?
 - a) How do you check/remember the expiry dates after bringing the products home?

Two problem statements

1. People have difficulties planning their grocery shopping according to their food usage patterns and needs.
2. Even though people know that their food is expiring, they are lacking intrinsic motivation to use it somehow and it is more convenient to buy new stuff.

Interview foundation for problem statements

1. “Often fresh stuff in the supermarket that you have to throw away because you can only buy it in too big portions and then do not use everything [...] and spontaneous activities of going out lead to eating less of what you got at home”
2. “missing intrinsic motivation to eat the stuff that you have at home. Easier to just buy new stuff.”

Problem statement focus

1. People have difficulties planning their grocery shopping according to their food usage patterns and needs.

We noticed that one of the prominent reasons for food waste often is a miscalculation of what is going to be needed in the week. Furthermore, during shopping it might be hard to determine how much food is needed due to unclear usage patterns (e.g. how often one eats out/orders food) and unplanned recipes. As it appears to be a common issue amongst our interviewees, we chose it as our main problem statement.

Personas

Timmy



Background: 25, male, student, mechanical engineering

Motivations: first priority save money, second priority environment, lazy cooker but has his favourite recipes

Frustrations: different supermarkets with different portion sizes, limited budget

friends always tell him not to waste so much food, wants food fast but also does not want to go to the mensa too often

About me: In my free-time I go bouldering or check out some bars spontaneously with my friends. I like to make efficient food, but sometimes on the weekend I might also enjoy trying out new stuff. As I am a student, I do not have the best cooking equipment, but it's enough for most.

Hannelore



Background: 48, wife of one, mother of two, part-time-job

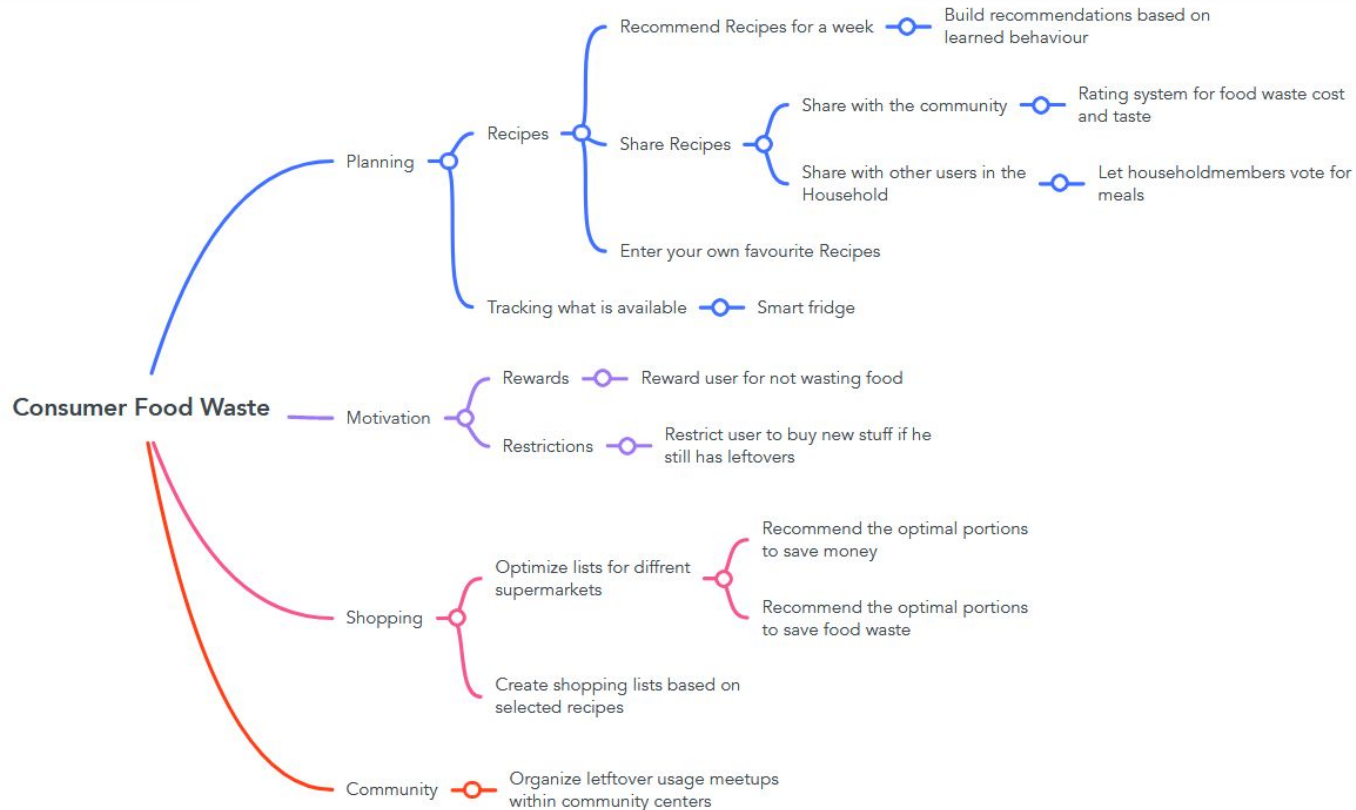
Motivations: Likes to try out new recipes, Cooks almost every day and enjoys it, Share her cooking plans with family

Frustrations: One of her sons is a very picky eater, Needs to pick big portions

difficult to calculate how much she will actually need

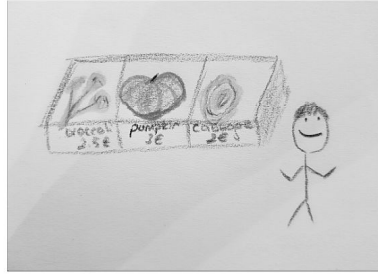
About me: I am working in a café and sell cake. In my free-time, I like to meet with my friends and discuss our favourite tv series. I like to go shopping, but it's hard for me to decide which supermarket I am going to, as they do not always have everything I want.

Brainstorming and concept map

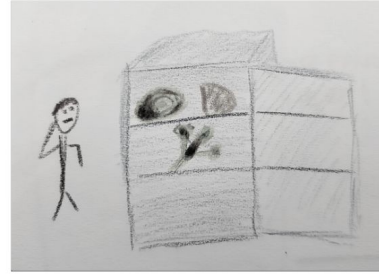


Storyboard 1

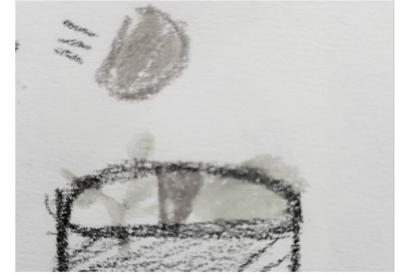
Plan your meals for the week and let optimal shopping list be generated for you



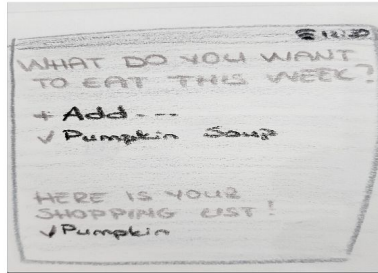
Timmy is a student, and lives alone. He does not exactly know what he is going to cook this week.



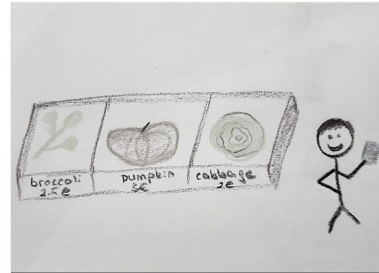
He bought some vegetables randomly, yet could not consume them before they get spoiled.



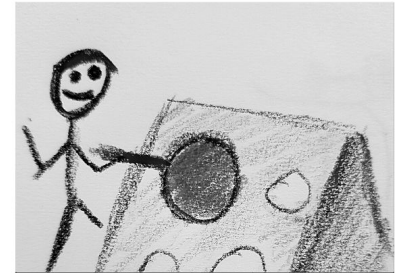
He has to throw them in the trash again. He feels sorry to do that every other week.



He downloaded an app to plan his meals weekly so that he can buy only the things he really needs.



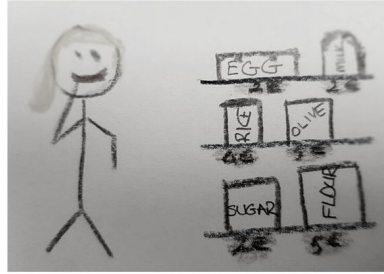
The app created a shopping list for him. He knows what he needs this week.



Tom cooked his pumpkin soup and did not waste any vegetables. He is happy.

Storyboard 2

Share meals of the week with other users in the household and let them vote on it



Hannelore is a wife of one and a mother of two.

She does the grocery shopping for her family.



She likes to try new recipes. She is excited

about her family's reaction to this new recipe.

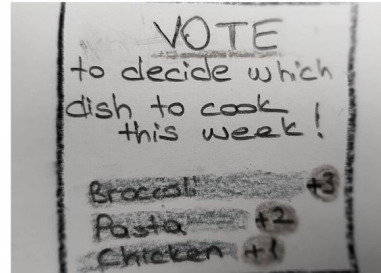


No one, except Hannelore, liked the meal. His

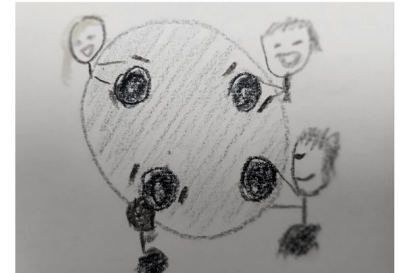
son did not even try to eat it as he is a picky eater.



She was frustrated as oftentimes she has to throw
away the food since others do not want to eat it.



She downloads an app to vote to decide on the
dish they want to have for dinner together.



She cooked the most-voted dish and no food was
wasted. They were all happy and had a nice dinner.