**1. Household Consumers**

* **Who they are**: Individuals or families buying and cooking at home.
* **What they want (goals)**: Save money, eat fresher foods, reduce guilt about throwing away food.
* **What they fear (concerns)**: Spoilage, lack of storage knowledge, wasting limited household budgets.

**2. Grocery Stores / Supermarkets**

* **Who they are**: Retailers selling fresh and packaged goods to the public.
* **What they want (goals)**: Maintain profit, minimize unsold or expired inventory, enhance brand image.
* **What they fear (concerns)**: Excess stock leading to waste, negative publicity, financial losses from unsold items.

**3. Local Government / Municipal Authorities**

* **Who they are**: Public entities responsible for city or regional policy and waste management.
* **What they want (goals)**: Reduce landfill usage, lower environmental impact, meet sustainability targets.
* **What they fear (concerns)**: Rising disposal costs, public health hazards, failure to comply with waste-reduction regulations.

**How Might We...**

* How might we leverage data analytics to predict demand more accurately and optimize inventory levels, reducing unsold perishable items?
* How might we develop seamless partnerships with local charities and community organizations to efficiently redirect unsold food, turning potential waste into social value?