

### ¿HOW MIGTH WE REDUCE FOOD WASTE IN OUR COMMUNITY?



#### Colombia

# 58,8 % Food ends in the rubbish



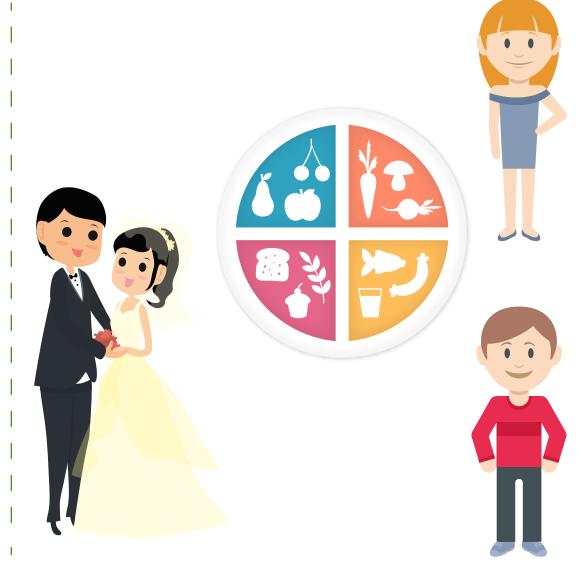
#### Buy food

# Young people doesn't know how to buy food



#### Portioned food

Just married couples and singles doesn't know how to portionet food and don't do waste.





#### The Research

The people that waste most food are young people whom live alone and recently married, because they don't realize how much food buy and they forget the food in the fridge ...





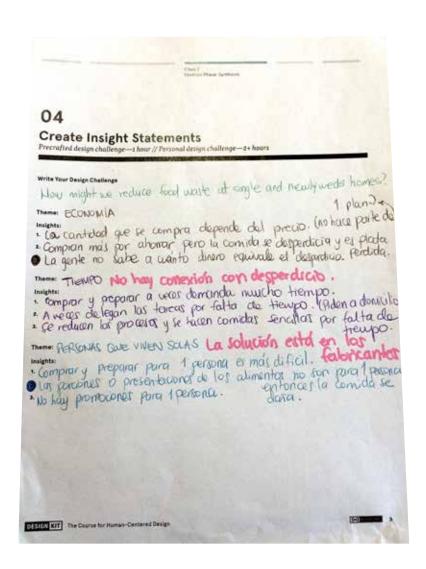


#### intervews proces

We interviewed people Between 24 and 35 years married and single that live alone ...



#### Insights





#### Insights

The people told us ...
TARGET



Carolina Cadena
Just Married

Is difficult to know
how much food do I have
to cook and buy.



Manuel González

single
I forgot all the time that
I have food in the fridge
and I buy more food.



Manuel González single Idon't know how much money I spend in food



# USING ADVERTS AT THE SUPER

The user is shopping in the supermarket.

The user looks an advertising against waste.

The user becomes aware of the loss of

The user acquires the Kit against waste at the moment...

The user uses the Kit at home.

The Kit is linked to Social Networks.

The user is part of the community

The user notices waste reduction.



## USING SOCIAL NETWORKS

Open a facebook page.

Make a campair to contient the people about Make a community and try to help people

Give them tips to buy at the market and don't do waste

Talk about the food and how be better buyers

Do an App to give thems tips and connect the App to facebbok

Help them to make a food list and to portionate the food

Calculate the ammount of food that they need per person



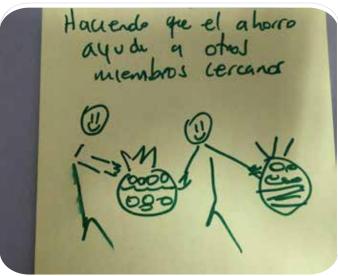
#### Brain storming

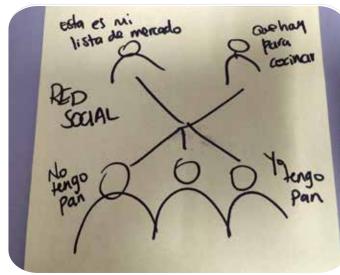














## we selected few ideas and we created prototipes

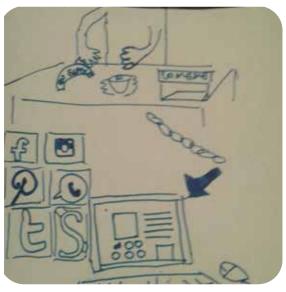
Inform people about waste.

Create a sistem to inform people how much money they spend

3 Create a sistem to connect people and make a community

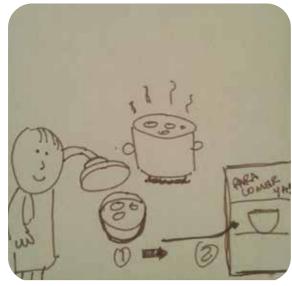
#### kit antiwaste











#### intervews proces

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# App that help you to control waste, buy the food and portioned

## App to control waste

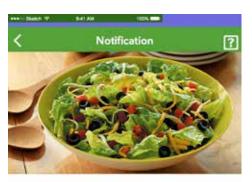
You can share you knowlage with others.





Imagine an App that help you to know how much food buy.

## App to control waste

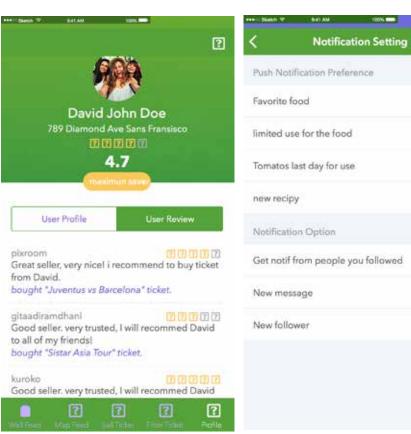




Meat	Monday last day
Tomatos	Today last day
Salad	Tomorrow last day
Onions	you have a week







#### Insights

The people told us ... Experts



Hugo Poveda FOOD MANAGER

Be carefull with the food in bad state



Maria Isabel Moreno
HAUSEWIFE

We need to reduce waste been more careful to what is in the fridge



Ernesto Navedo CHEF DISNEY USA

Idon't know how much money I spend in food

The prototype consist of a gas sensor that smells for due food and sends a wifi signal to an app that keeps track of it. The kit will consist on three sensors(fridge, trash and bowl).

# Fridge, trash and bowl







## Fridge, trash and bowl

