



# Soodie

Prompt A | Product Design Sprint 2020

Names



To reduce plastic pollution produced  
each year in the food services industry...



# User Findings

74%

of respondents wish to take steps to **minimize their ecological footprint**

84%

of respondents who intend to use reusable containers cited **lack of use due to forgetfulness**

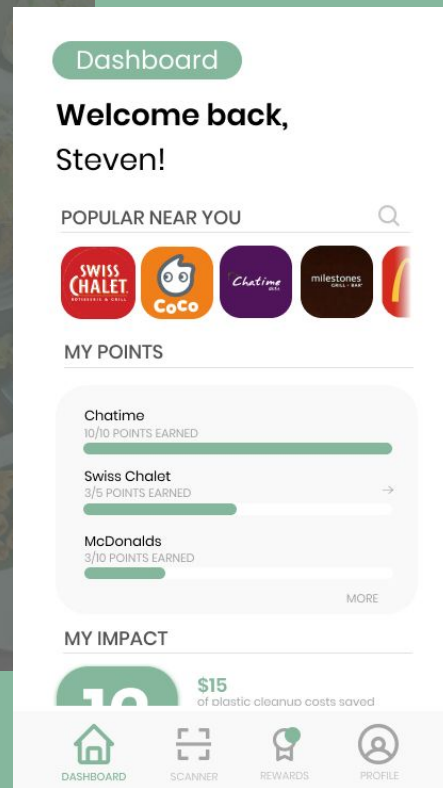
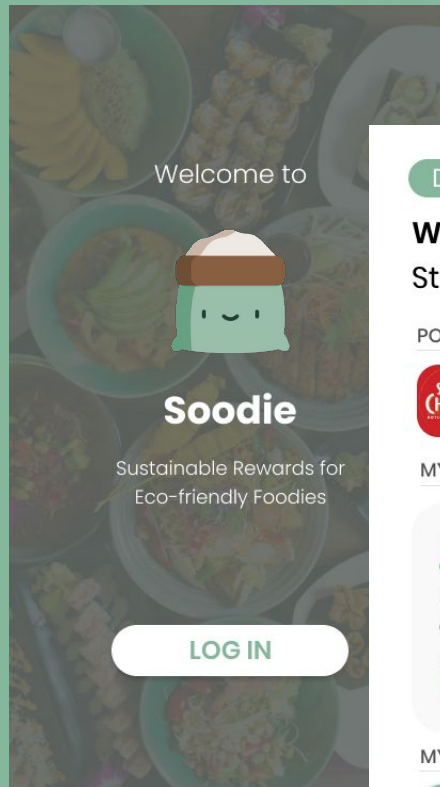
92%

of respondents are willing to carry around a **reusable container if incentivized**

Millennial/Gen-Z foodies want to lead sustainable lifestyles but need to be incentivized to carry reusable containers

## THE SOLUTION

**Soodie** incentivizes the use of reusable utensils through sustainable rewards for eco-friendly foodies.





# Competitor Analysis

	Customer Loyalty	Digital Experience	Promote Sustainability
Indep. Loyalty Programs	●	●	
Vicinity	●		
Soodie	●	●	●

Soodie provides a unique value proposition to businesses

# **Sustainable** Rewards for Eco-friendly **Foodies**





# Appendix



# Industry Trends

# 70%

of businesses anticipate becoming more environmentally conscious in the next two years

Organizations focused on sustainability efforts in **customer-operations** have consistently generated above-average growth rates and profit margins.

Industry players are trying to go green.





# Consumer Trends

## 70%

of Americans increasingly prefer sustainable brands.

## 73%

of millennials are willing to pay, on average, 35% more, for eco-friendly brands and experiences

## 4x

Growth in sales from brands with a demonstrated commitment to sustainability globally over those without.

Consumers are trying to go green.