Assignment 2

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Theme: Food Waste Reduction App

Step 1. HMW Questions

1. **HMW** help busy users keep track of their groceries without spending too much time updating the app?

2. **HMW** make recipe suggestions that fit users actual lifestyles (quick meals, portions for one or two, child-friendly)?

3. **HMW** encourage people to use the app consistently, even when they are tired or prefer delivery food?

4. **HMW** design notifications that are smart and useful without being annoying?

5. **HMW** support families and shared households in coordinating food usage?

Step 2. Worst Possible Ideas

- An app that locks your fridge until you prove you've finished all your leftovers.

- An AI chef who shames you with loud alarms every time you throw food away.

- Requiring users to manually type every single ingredient and its expiration date daily.

- A feature where the app posts your food waste amount publicly to your social media.

- Delivery orders are blocked until you've used all fresh products in your fridge.

Step 3. Apply One Ideation Technique (SCAMPER)

S – Substitute: Replace manual entry with photo/barcode scan or receipt import.

C – Combine: Recipes + schedule → suggest quick meals on busy days; Shared pantry + chat → households coordinate better.

A – Adapt: Fitness streaks → track waste reduction progress; Budgeting logic → suggest smaller shopping lists.

M – Modify: Portion scaling → recipes adjust for 1, 2, or family; One-tap or voice input → faster logging.

P – Put to another use: Neighbor swap/donate feed for surplus; Inventory-based grocery discounts.

E – Eliminate: Notification overload → one daily digest; Manual expiry input → auto shelf-life defaults.

R – Reverse: Suggest what not to buy based on stock; Push immediate actions (like "Cook this now") instead of just alerts.

Top Features:

- Quick-add (photo/barcode + default expiry)

- Recipe generator with portion scaling

- Smart daily digest with one-tap actions

Step 4. Generate Multiple App Ideas

1. **Smart Fridge Tracker:** App scans receipts/barcodes to auto-track groceries and notify when products are near expiry.

2. **Recipe Generator:** Suggests quick, portion-adjustable recipes using available ingredients, with filters (fast, family-friendly, eco-friendly).

3. **Shared Pantry:** Families/couples/roommates share one account where everyone sees stock, reducing duplicate purchases.

4. **Waste-to-Community:** Users can list extra products for free or trade with neighbors before they expire.

5. **Hybrid Cooking & Delivery App:** If users don't want to cook, app suggests delivery meals aligned with fridge ingredients.

Step 5. Select the Final App Direction

Final Choice: Smart Fridge Tracker + Recipe Generator Hybrid

This concept combines automatic grocery tracking (via barcode/photo/receipt scanning) with portion-scaled, quick recipe suggestions. It directly addresses user's needs: reducing food waste, saving money, and simplifying meal decisions. Its originality lies in merging inventory tracking with adaptive recipes in one user-friendly app, while ensuring minimal effort.

Step 6. User Journey Map

Key scenario: A student (Persona: Zhansulu) uses the app to prevent food waste by cooking with soon-to-expire items.

Open App	View Expiring Items	Recipe Suggestions	Select Recipe	Cooking & Outcome
Actions	Sees daily digest (3 items expiring)	Clicks "Use expiring items"	Chooses tomato + rice recipe	Prepares meal
Goals	Know what to cook today	Find quick, cheap recipe	Cook without wasting food	Avoid waste, save money
Emotions	Alerted, motivated	Interested, hopeful	Confident, relieved	Happy, satisfied
Pain Points	Too many notifications → overwhelmed	If recipes too complex → frustration	If ingredients missing → stuck	If portions wrong → leftovers wasted again

Opportunities Identified:

- Smart daily digest (no overload).

- Portion scaling (1, 2, family).

- Offline inventory caching.

- One-tap actions ("Cook this now").