

COMMUNITY COMPOST



Pengyuan Huang | Alok Joshi | Vagisha Singh | Rebecca Radparvar | Ran Tao | Wendy Wei

Millennials in the Kitchen: Research

“These **micro-kitchens** are now being embraced by a group of early adopters who could easily afford much larger ones.” -*The New York Times*

“Millennials are eating **more meals at home** than other consumers, and half of them say they enjoy cooking at home.” - *Nation's Restaurant News*

“18% of millennials buy **fresh ingredients** the same day and cook them, comparing to 6% of baby boomers.” - *ProgressiveGrocer*

“Millennials is the generation that was taught to **'reduce, reuse, recycle'** in elementary school and completed mandatory community service hours in high school.” - *homeworld business.com*

“Some millennials nearly experience physical pain when forced to throw away food scraps in a regular trash rather than a **compost bin**.” - *NPR*



Product Opportunity Gaps

Better storage options (modular + DIY)

Ease of carrying groceries

Food waste management system

Kitchen as a shared space

Virtual Social Cooking

Cooking Different food simultaneously

Digitized health control cookware

Recommendation system based on personal goal and flavor

Cooking Experience in shared community

Access to authentic recipes

Helping community in return for cheap organic food.

Kitchen waste sorting /recycling

Cooking with kids- safety while fun

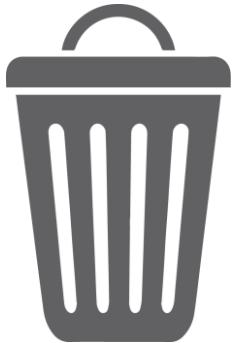
Expandable Kitchens- less becomes more

Global Cuisine sharing

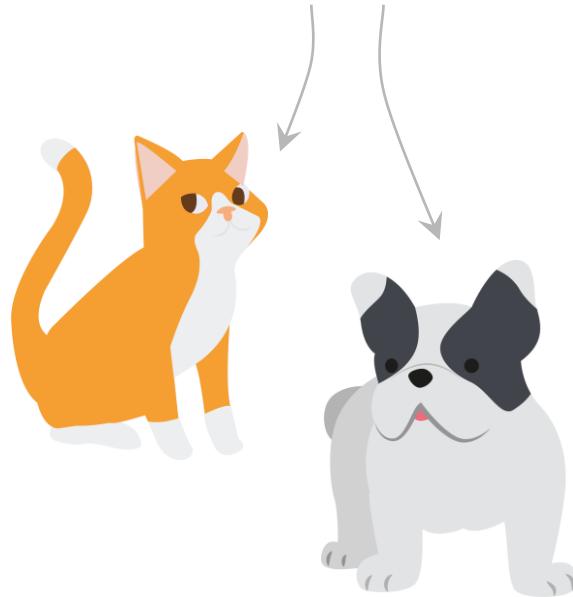
Cookware and electronic manual repository, warranty tracking

Post-gym training food

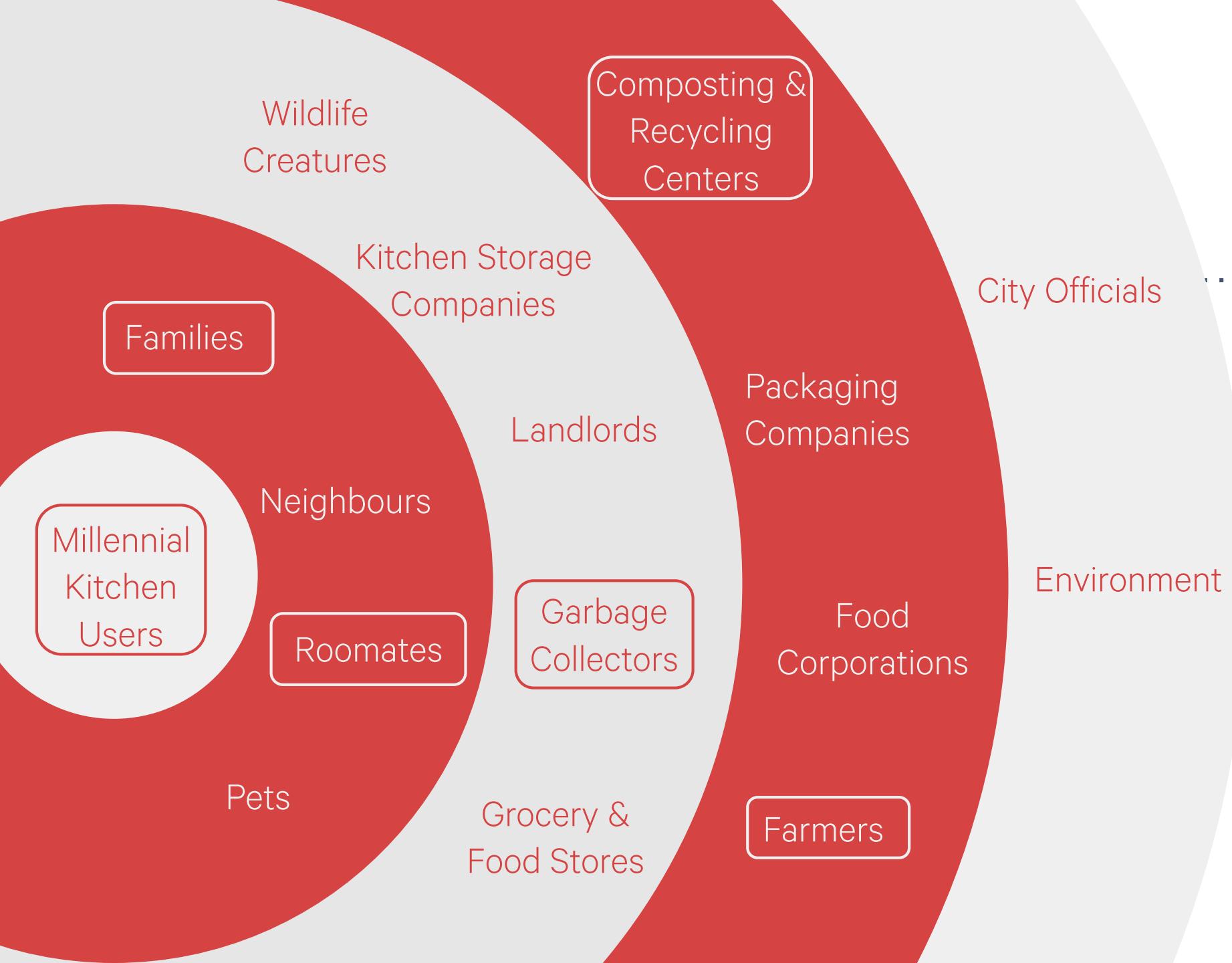




Waste Management in the Kitchen



Stakeholder Map



User Interviews & Insights

Many studies and research papers showed that Millennials are less eco-friendly than their Baby Boomer parents, yet they disproportionately believe they are eco-friendly.

"I don't have enough space to properly throw away all of my garbage."

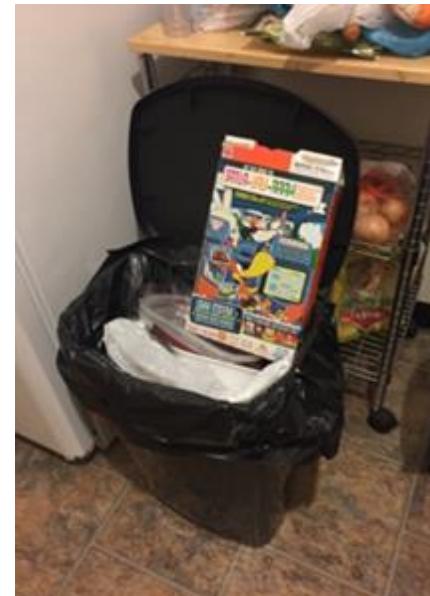
"I want to be eco friendly."

"No knowledge about composting."

"No facility readily available"

"Too much smell?"

"Compost attracts rodents."



User Interviews & Insights



“My purchasing **preferences don't change** according to compostability.”

“**Is it expensive?**”

“Don't not mind to have in-house composting device if it's **hassle free**”

“I used to compost and recycle but it's **not as easy** here in Pittsburgh.”

“**Lifestyle not suitable to compost.**”

“They have to learn about **what is acceptable as compost** and what isn't.”

“I'm interested in composting, how does it work?
Can you tell me more about it?”

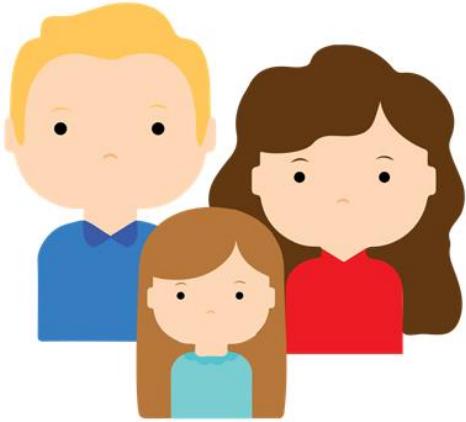


Personas

Joe, 30

Accountant

Lives in a house with family
Owns a backyard
Limited kitchen space of old building
Interested in composting
No idea where to start
Owns a car
Multiple shopping trip per week



Mary, 23

Graduate Student

Rents an apartment
Two roommates
None of them owns car
Inconvenient to go grocery shopping
Buy large amount of food to last a week
Throw away expired food
Does not compost due to limited space



Value Opportunity Analysis

Desired User VOA



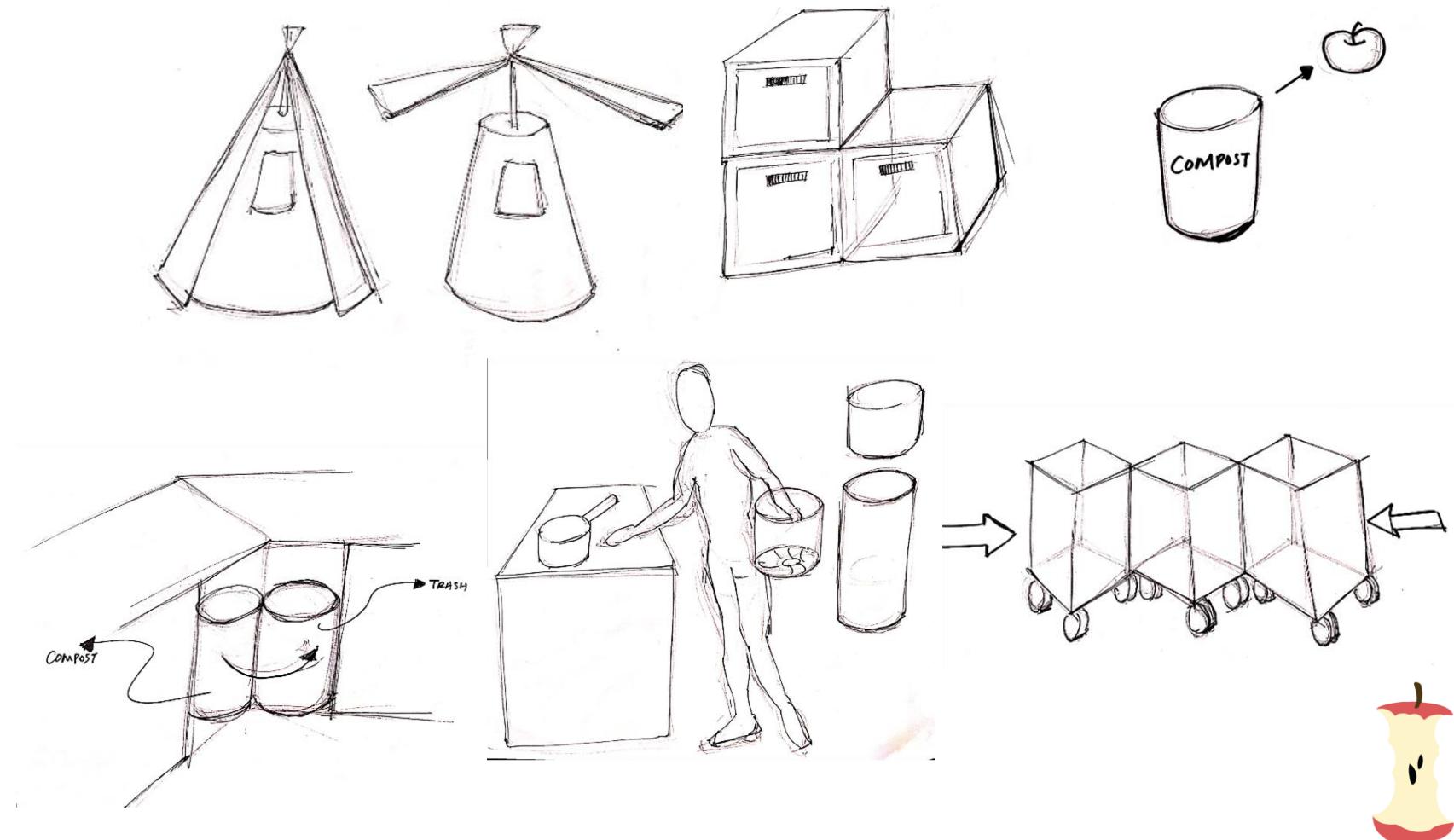
Competitive Model (Corey) VOA



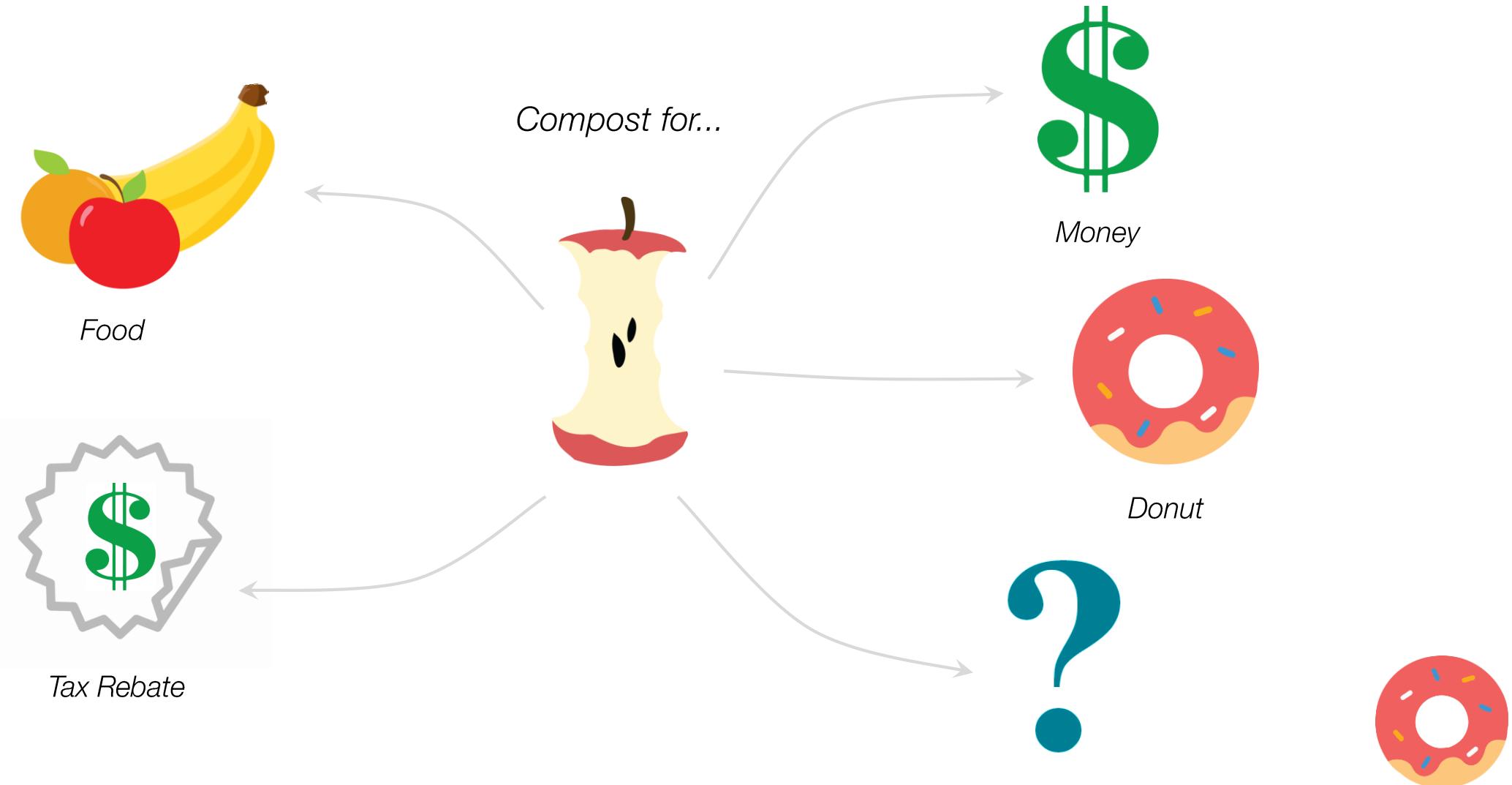
Concept Brainstorming

Final 8 Concepts

- Extendable/ Collapsible Can
- Two-Piece Trash Can
- Lazy Suzan Can
- Compost for Farm Food
- Auto Bin/Bag Pull
- Modular Bin
- Weight Monitor and Data
- Transformer Can



Millennials + Composting



What is Composting?

Compost is organic matter that has been decomposed and recycled as a fertilizer and soil amendment.

Benefits of Composting

Soil Conditioner

Recycles Kitchen and Yard Waste

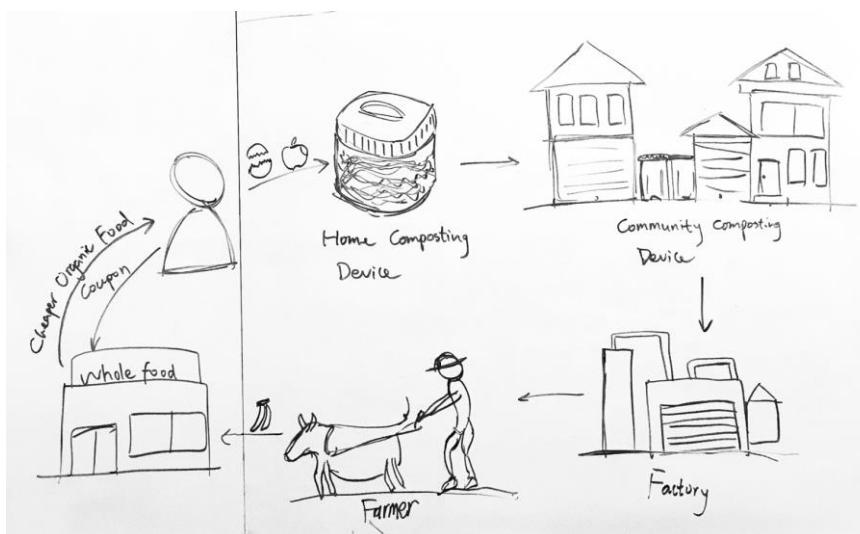
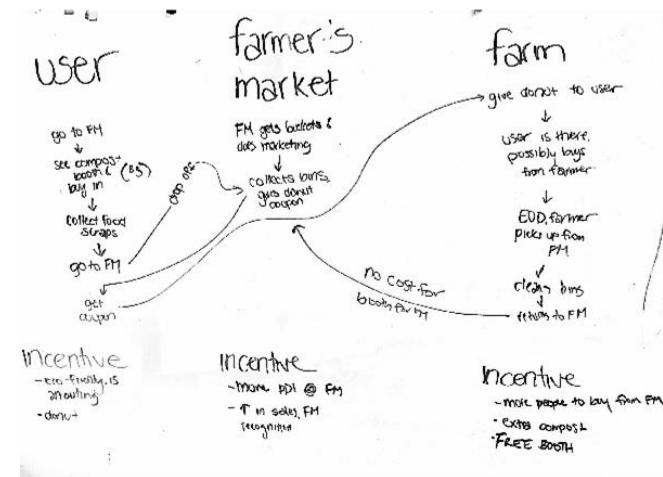
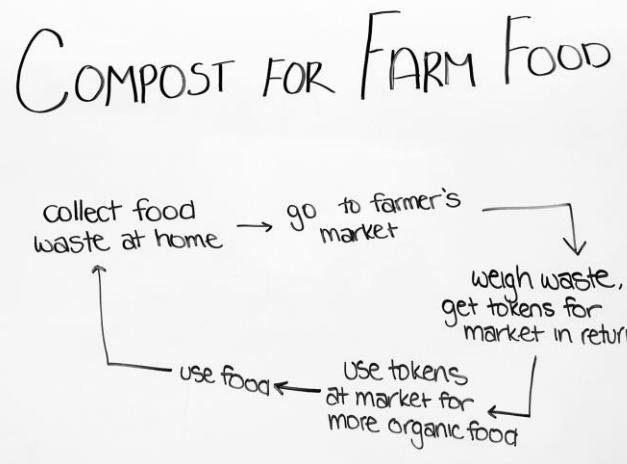
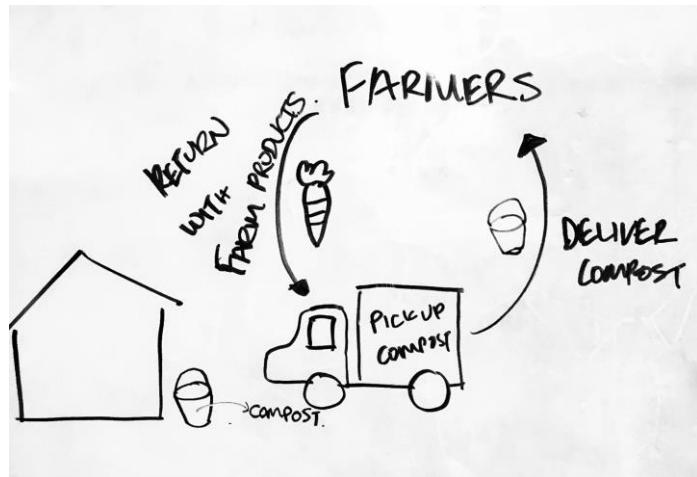
Introduces Beneficial Organisms to the Soil

Good for the Environment

Reduces Landfill Waste



Service Brainstorming Overview



Key Stakeholders for Service



Composting Millennials

(and possible non-Millennials!)



Farmers



Farmers' Market



User Research & Interviews: Part Two



**COMMUNITY
COMPOST**





Blackberry
Meadows
Farm

COMMUNITY
COMPOST



COMMUNITY
COMPOST



COMMUNITY
COMPOST



COMMUNITY COMPOST





COMMUNITY
COMPOST



COMMUNITY
COMPOST



Baberry
Meows
Farm



Educational Materials

East Liberty Farmers' Market Cooperative
Saturdays | 5AM - Noon
Station Street — Pittsburgh, PA 15206

What your compost does?

Your compostable goods go to AgRecycle, where they are turned into fertilizer for local farms and gardening communities! Your contribution keeps compostable items out of the waste stream.

YES.

Compostable
Put it in the bucket



Fruit and vegetable scraps
Meat, bones, fish products
Pasta, bread, cereal
Dairy products, egg shells
Coffee grounds, filters, & tea bags
Paper towels and paper towel rolls
Soiled paper food packaging
Paper fast food packaging
Pizza boxes
Muffin wrappers
Flour and sugar bags
Paper plates
Candies, cookies and cake
Baking ingredients, herbs, spices
Household plants including soil
Pet food
Items labeled BPI Certified Compostable
Items labeled ASTM D6400 or D6868

NOPE.

Not Compostable with CommunityCompost
Put it in the recycling or trash



Plastic (unless labeled compostable)
Styrofoam meat trays
Aluminum foil
Clams, oysters, mussels (basically rocks)
Candles, synthetic corks and gum
Artificial flowers and plants
Rugs, carpets
Cigarette butts, tobacco
Dental floss and Q-tips
Baby wipes
Disposable mop sheets
Dryer lint sheets
Vacuum cleaner bags
Hair, pet fur, pet waste
Dead animals
Fireplace or BBQ ashes
Recyclable materials

Still not sure? Have questions?
Contact us at help@communitycompost.org!

COMMUNITY
COMPOST

Incentive Model for Key Stakeholders



Composting Millennials

(and possible non-Millennials!)



Farmers



Farmers' Market

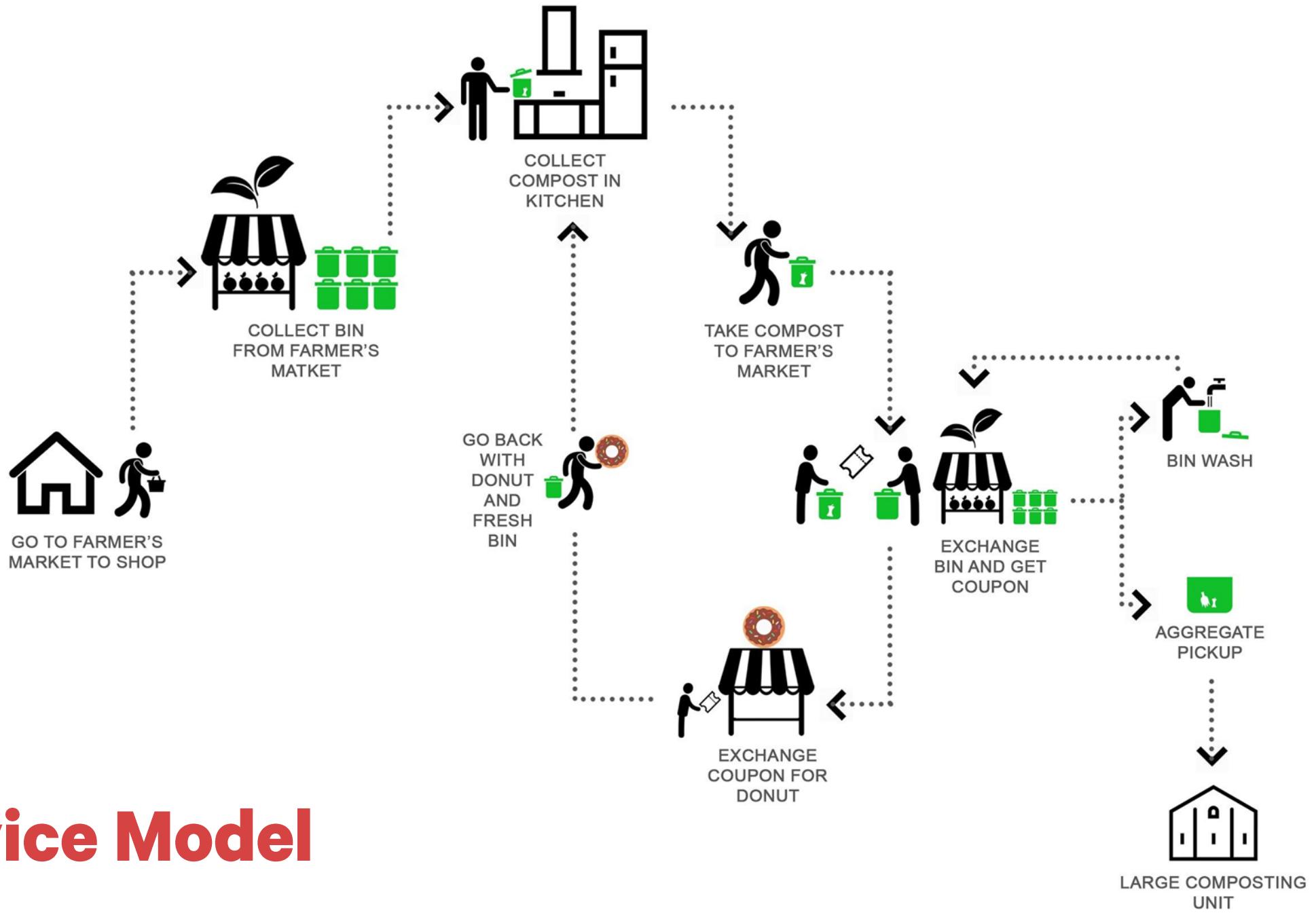


Farmers' Market Coop of East Liberty



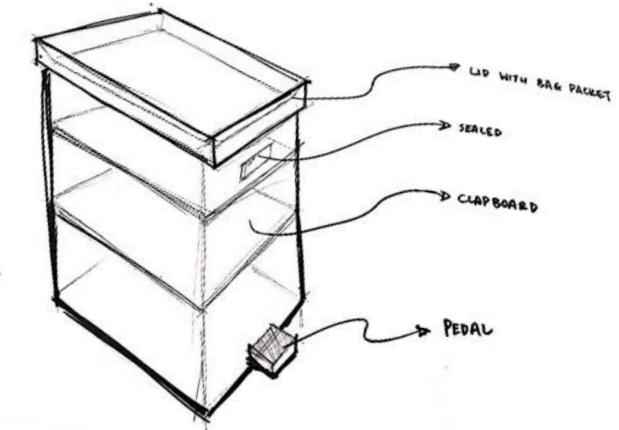
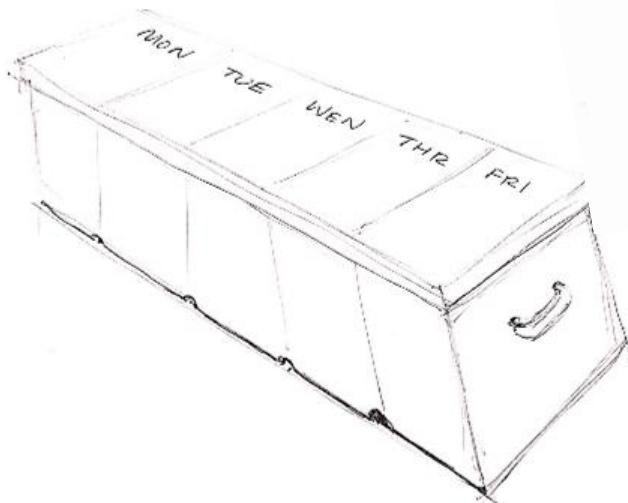
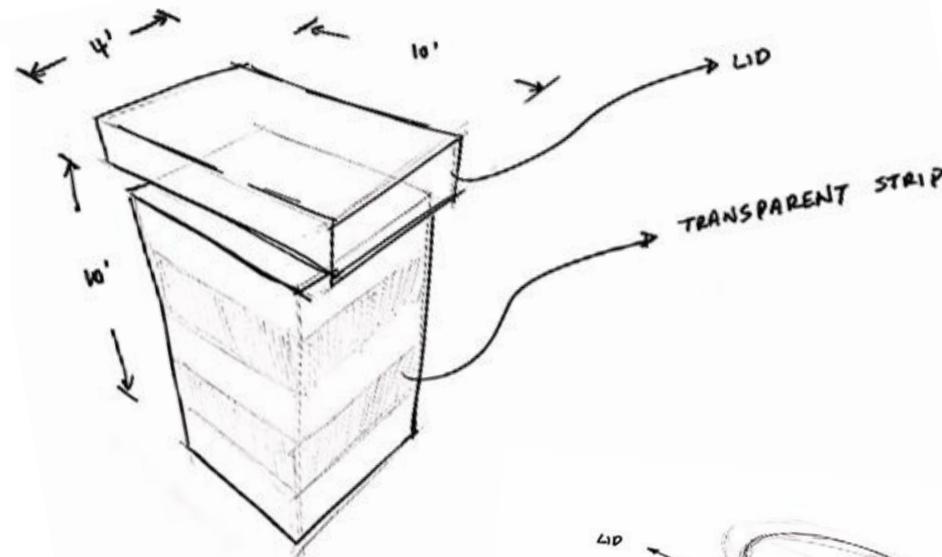
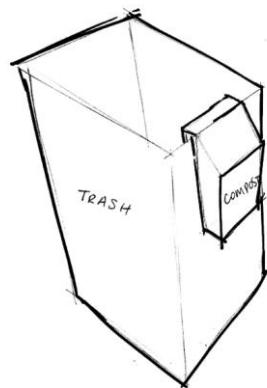
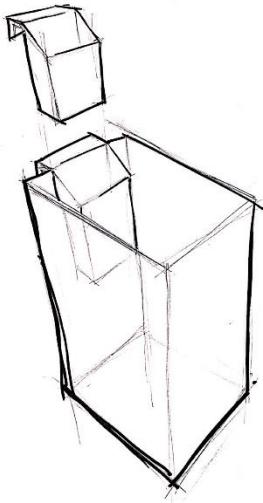
Saturdays | 5 AM to Noon
All Year Round
Central Part of Pittsburgh
Exciting Weekly Outing



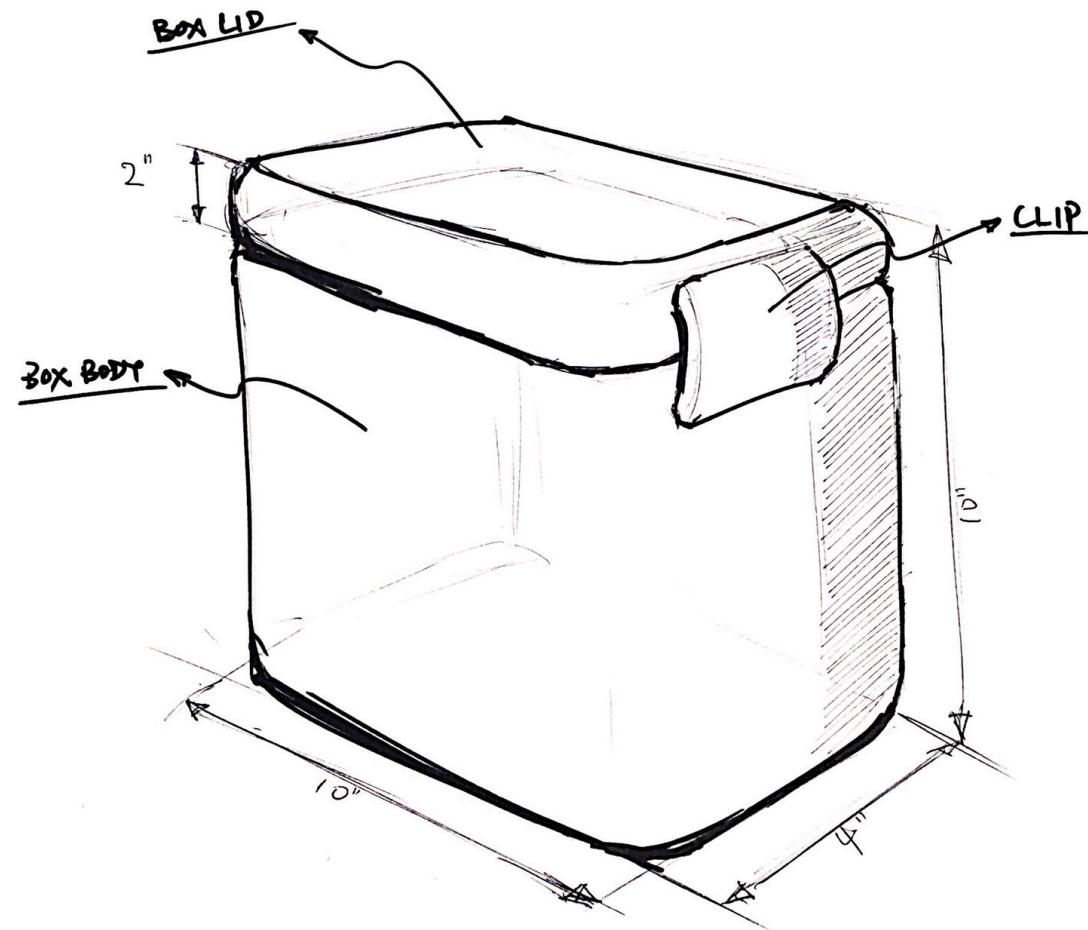


Service Model

Bin Brainstorming Overview



Final Bin Concept



User Testing of Compost Bin

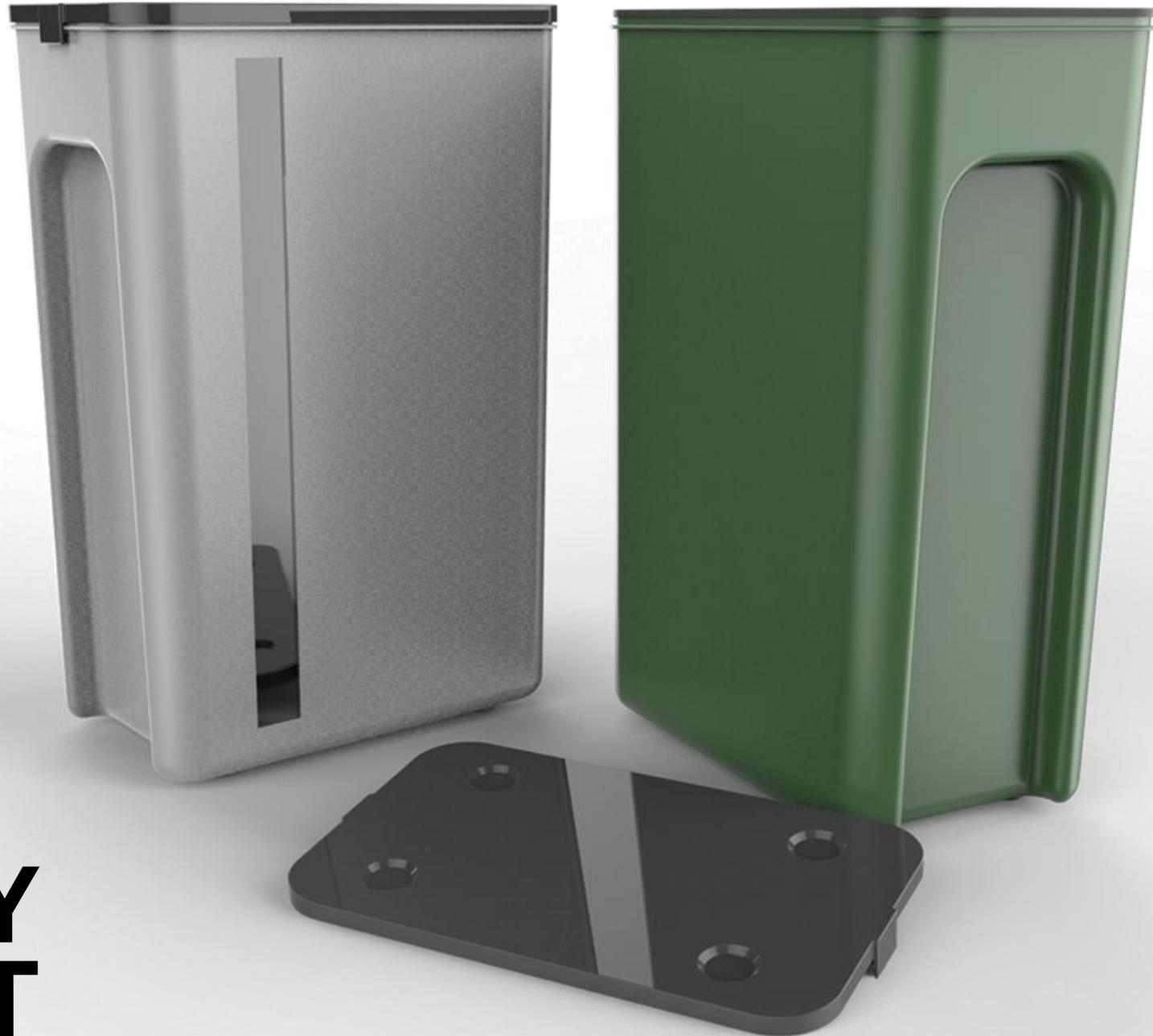


Size is good to be kept additional to a dust bin
On table top or below sink
Capacity is good for 1-2 people to last a week
Easy to carry with shopping bag
Requires handles to carry



COMMUNITY

COMPOST



COMMUNITY COMPOST



Cost to User: \$3

Room to Expand



Stage 1

East Liberty Farmers'
Market Cooperative



Stage 2

Expansion to Multiple
Farmer's Markets &
Participating Farm
Storefronts



Stage 3

Expansion to Grocery
Stores: Whole Foods, Trader
Joe's, etc.

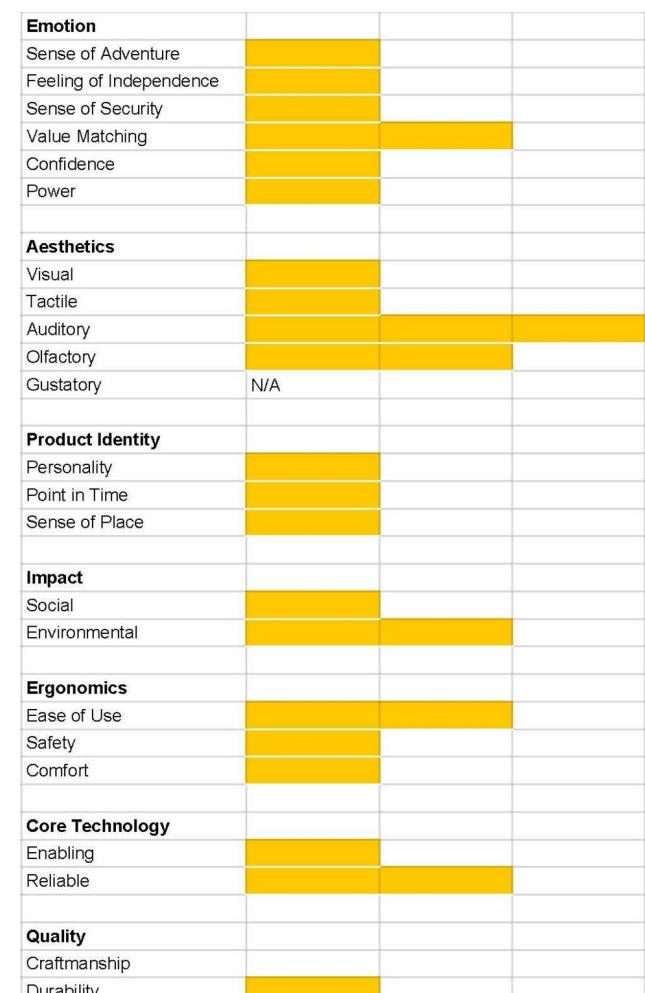


VOA Comparison

Desired User VOA



Competitive Model (Corey) VOA



Community Compost



COMMUNITY
COMPOST

Thank you!