

# COMMUNITY COMPOST



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# Millennials in the Kitchen: Research

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"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

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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**

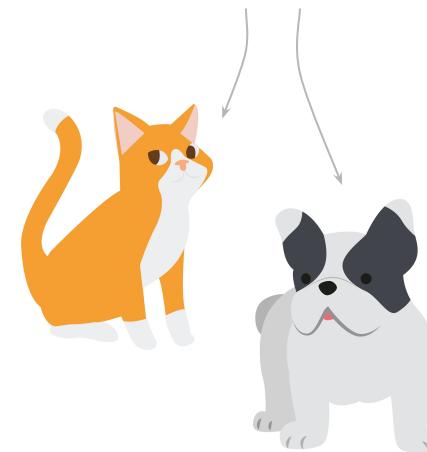
Cookware and electronic manual repository, warranty tracking

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?”

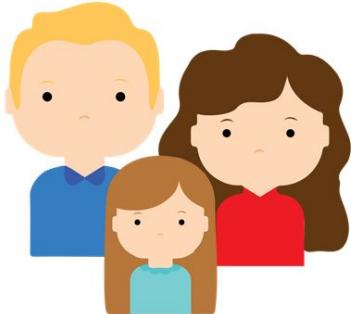


# Personas

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**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

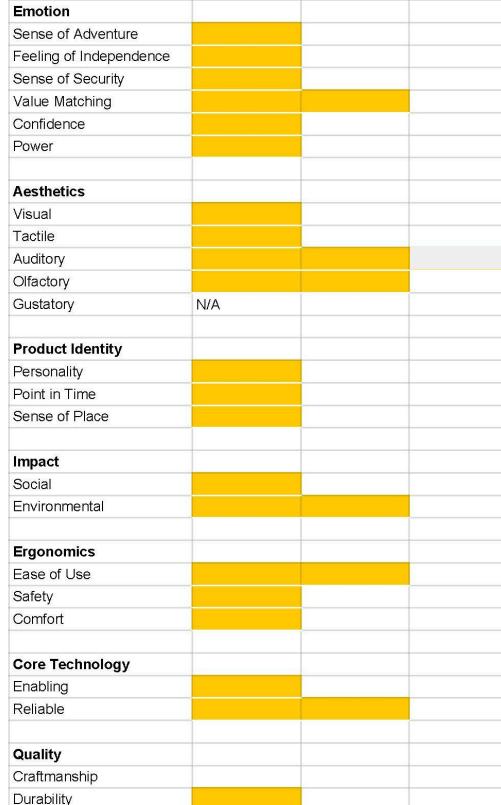


# Value Opportunity Analysis

Desired User VOA



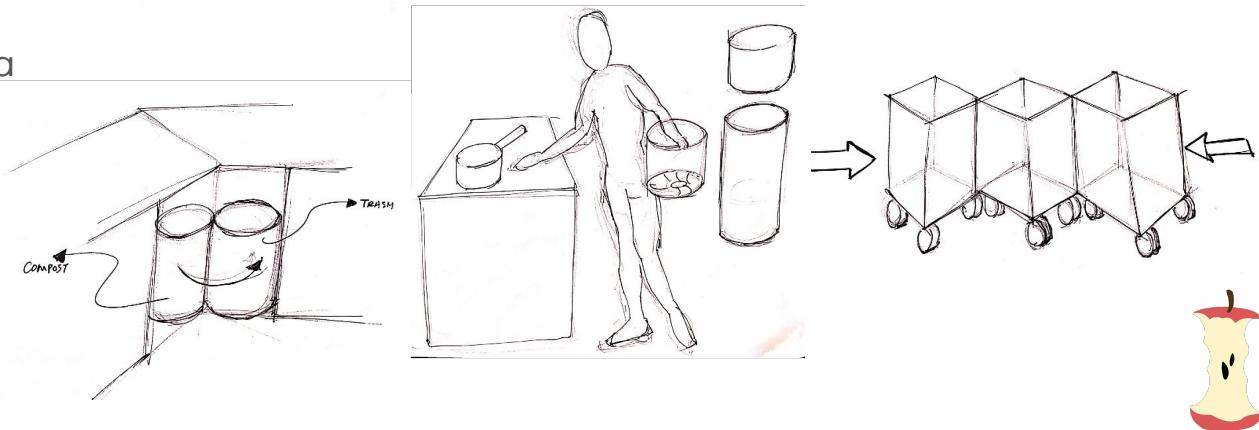
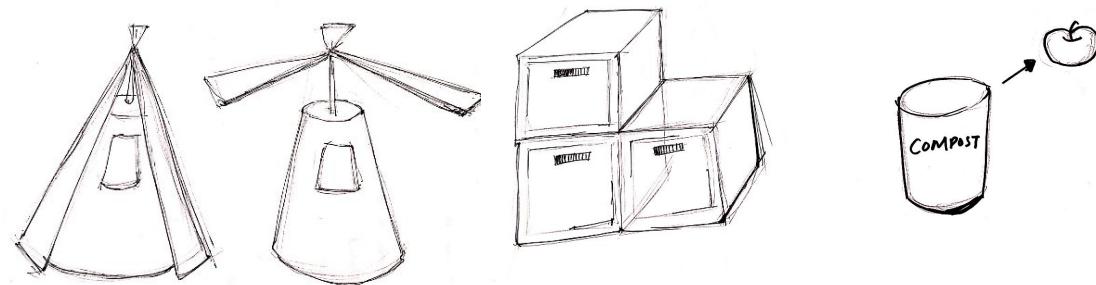
Competitive Model (Corey) VOA



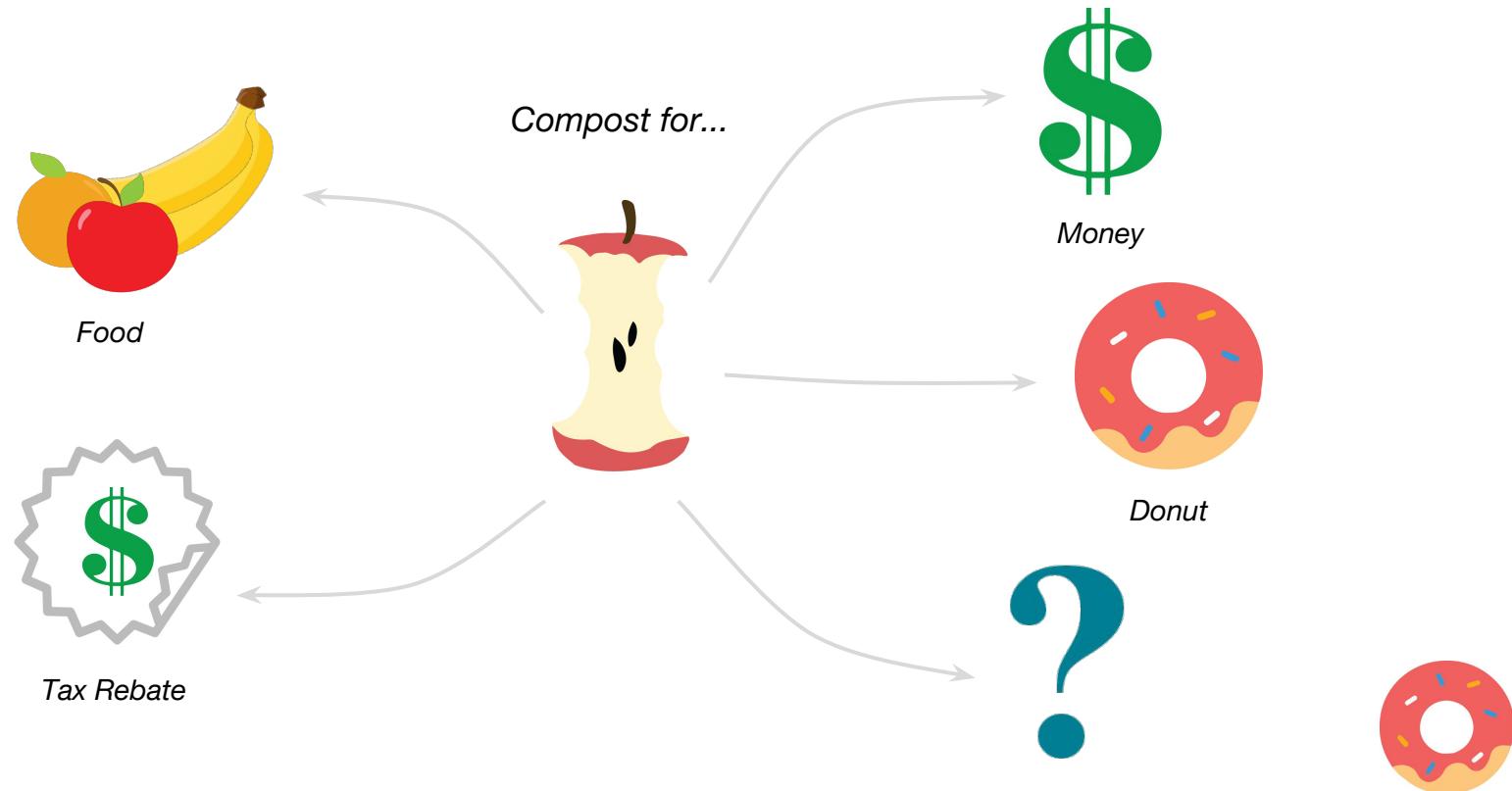
# Concept Brainstorming

Final 8 Concepts

1. Extendable/ Collapsible Can
2. Two-Piece Trash Can
3. Lazy Suzan Can
4. Compost for Farm Food
5. Auto Bin/Bag Pull
6. Modular Bin
7. Weight Monitor and Data
8. 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

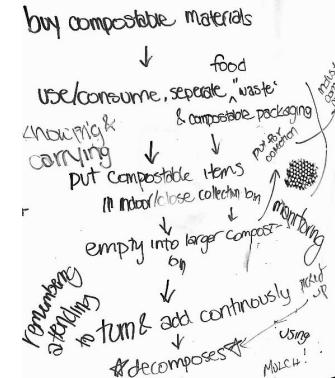
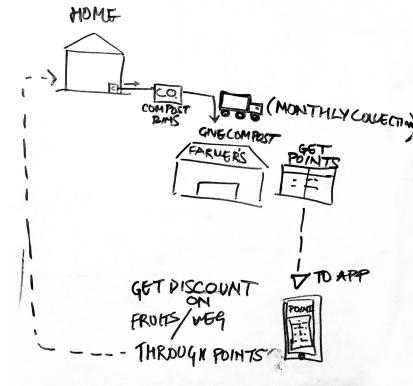
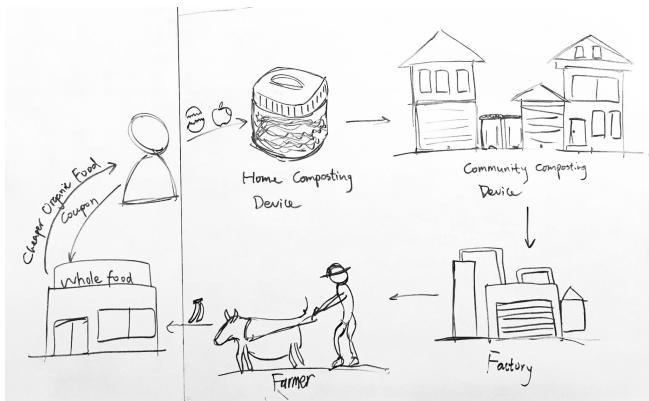
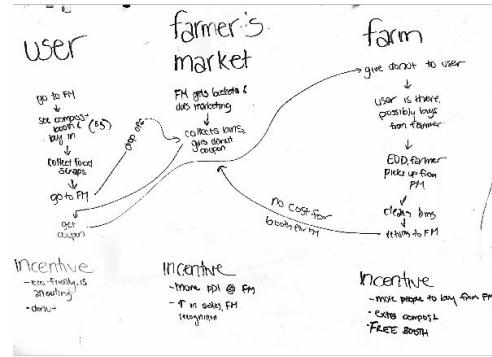
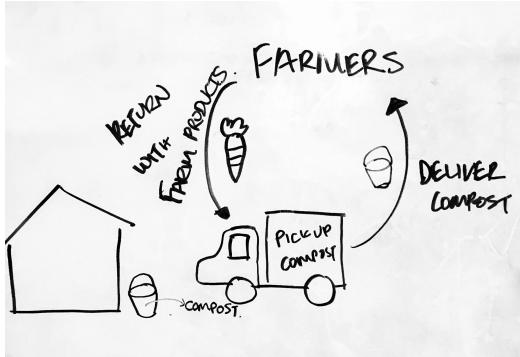
Introduces Beneficial Organisms to the Soil

Good for the Environment

Reduces Landfill Waste



# Service Brainstorming Overview



# Key Stakeholders for Service

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Composting Millennials  
(and possible non-Millennials!)



Farmers



Farmers' Market



# User Research & Interviews: Part Two



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Blackberry  
Meadows  
Farm

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Farm



# Educational Materials

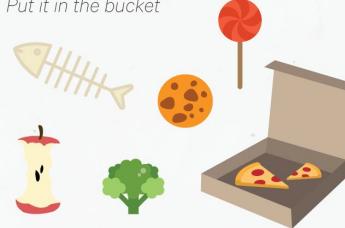
East Liberty Farmers' Market Cooperative  
**Saturdays | 5AM - Noon**  
Station Street — Pittsburgh, PA 15206

## 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

# Incentive Model for Key Stakeholders

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Composting Millennials  
(and possible non-Millennials!)



Farmers



Farmers' Market



# Farmers' Market Coop of East Liberty

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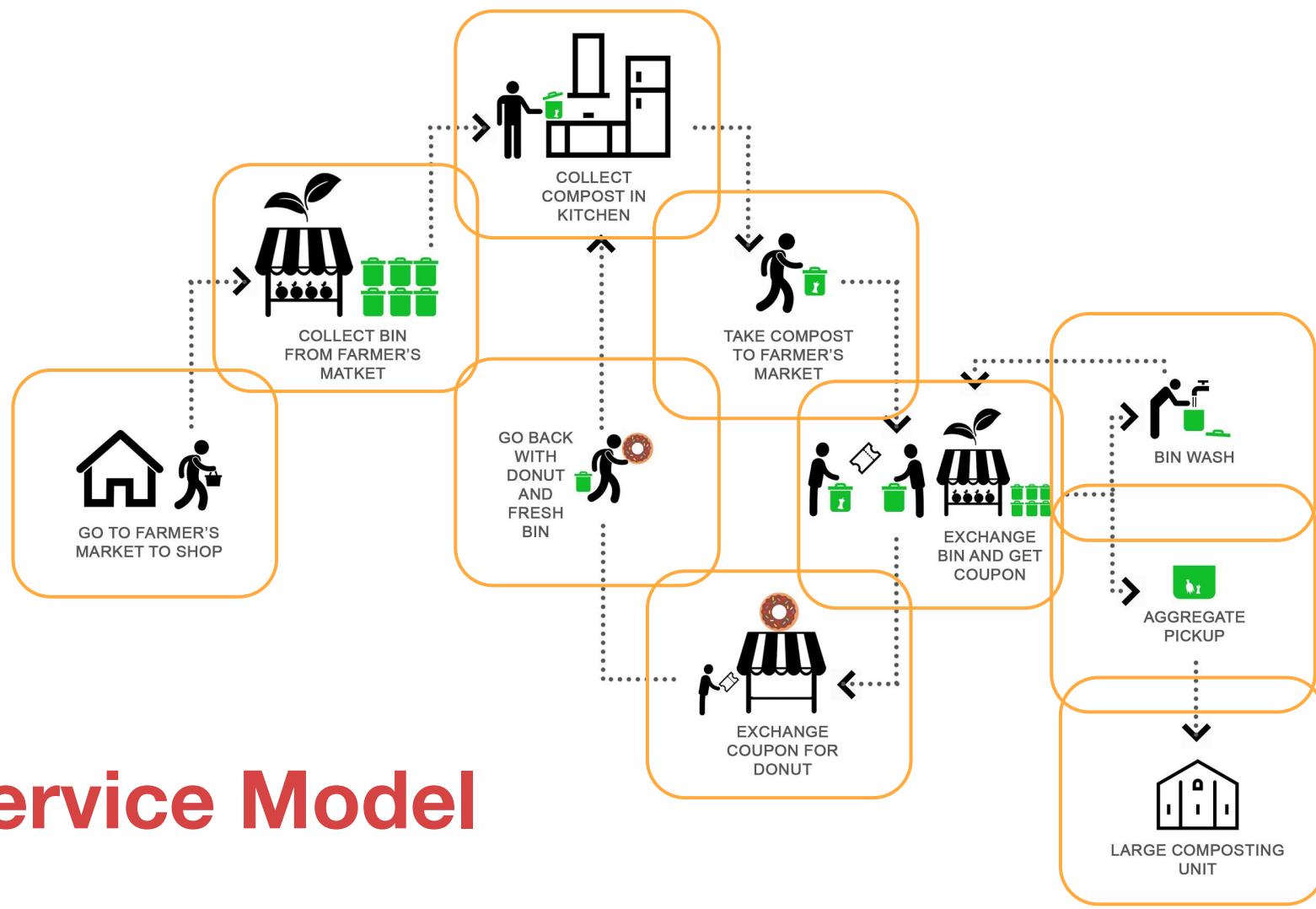
Saturdays | 5 AM to Noon

All Year Round

Central Part of Pittsburgh

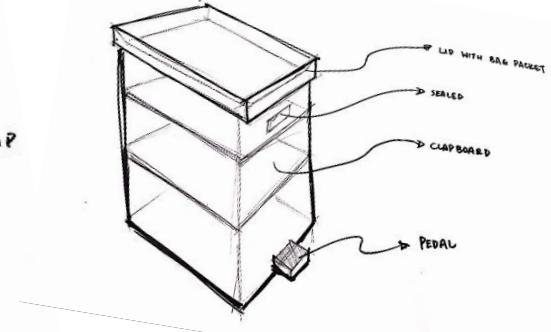
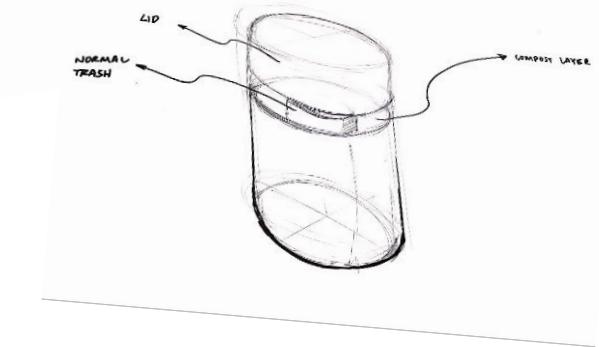
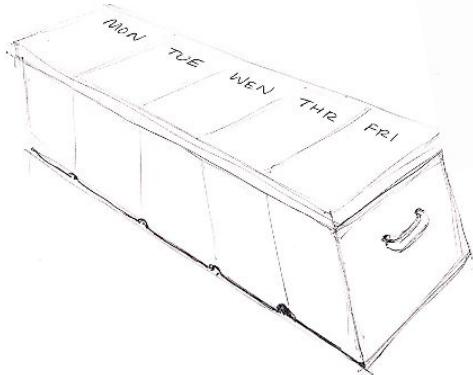
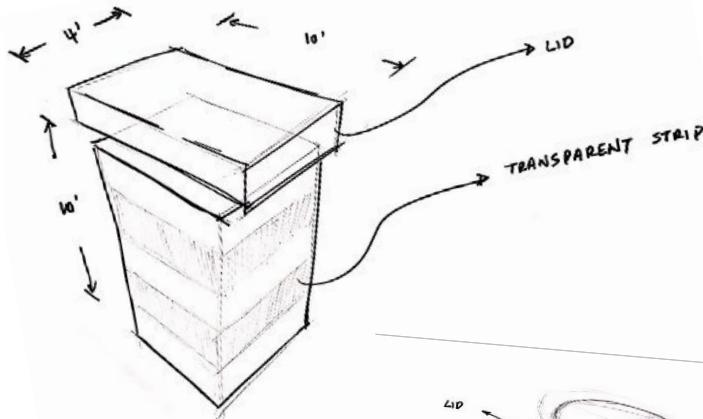
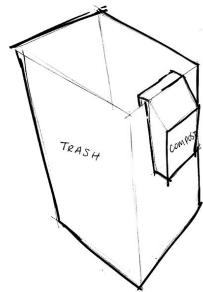
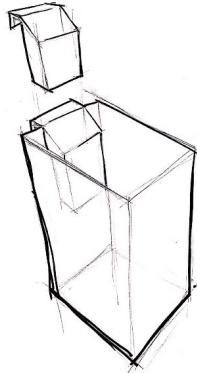
Exciting Weekly Outing



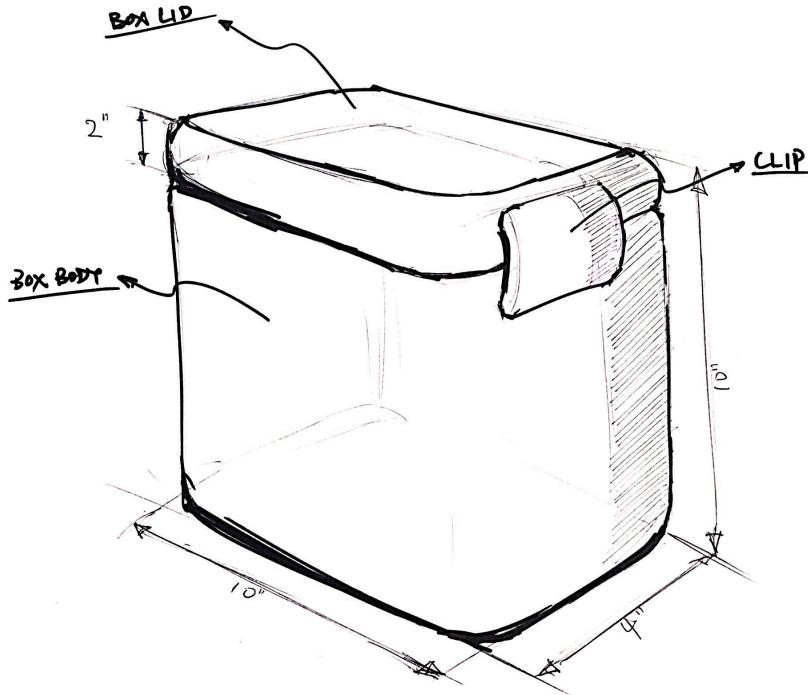


# Service Model

# 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

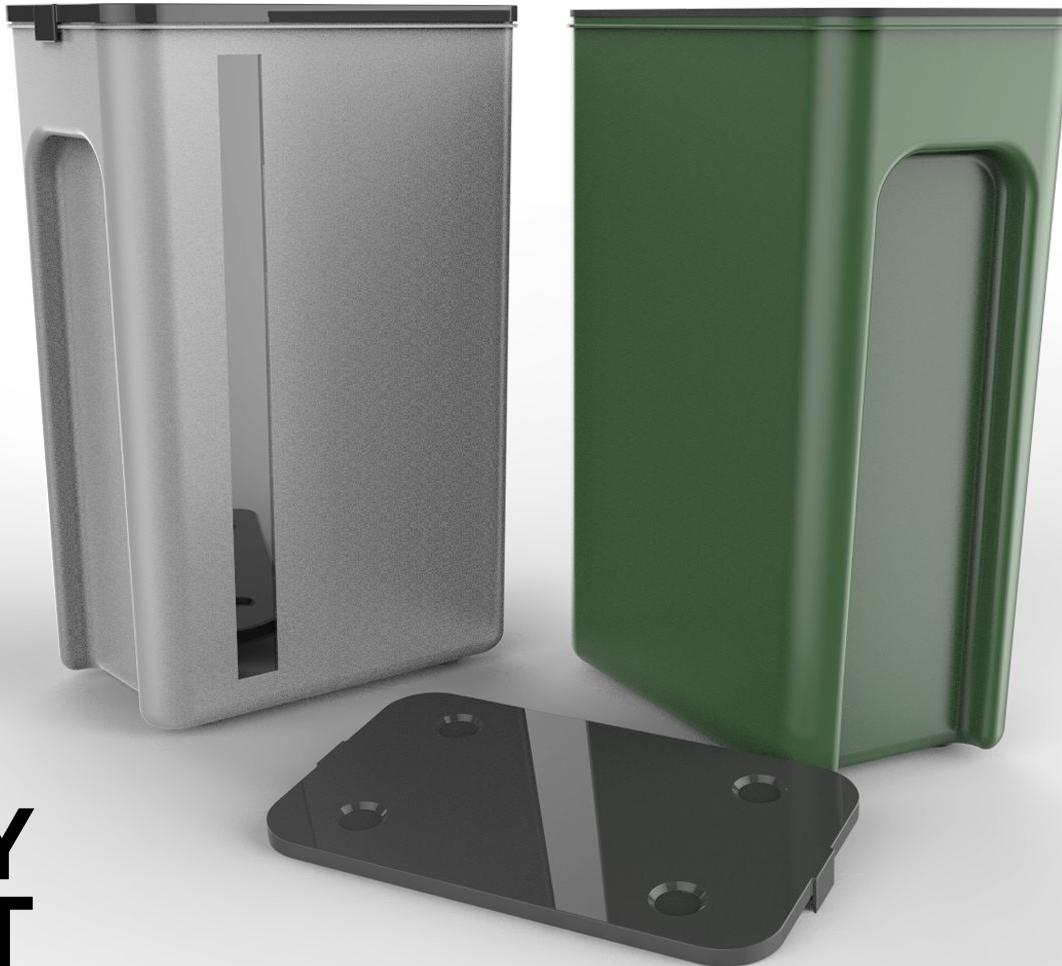
Capacity is good for 1-2 people to last a week

Easy to carry with shopping bag

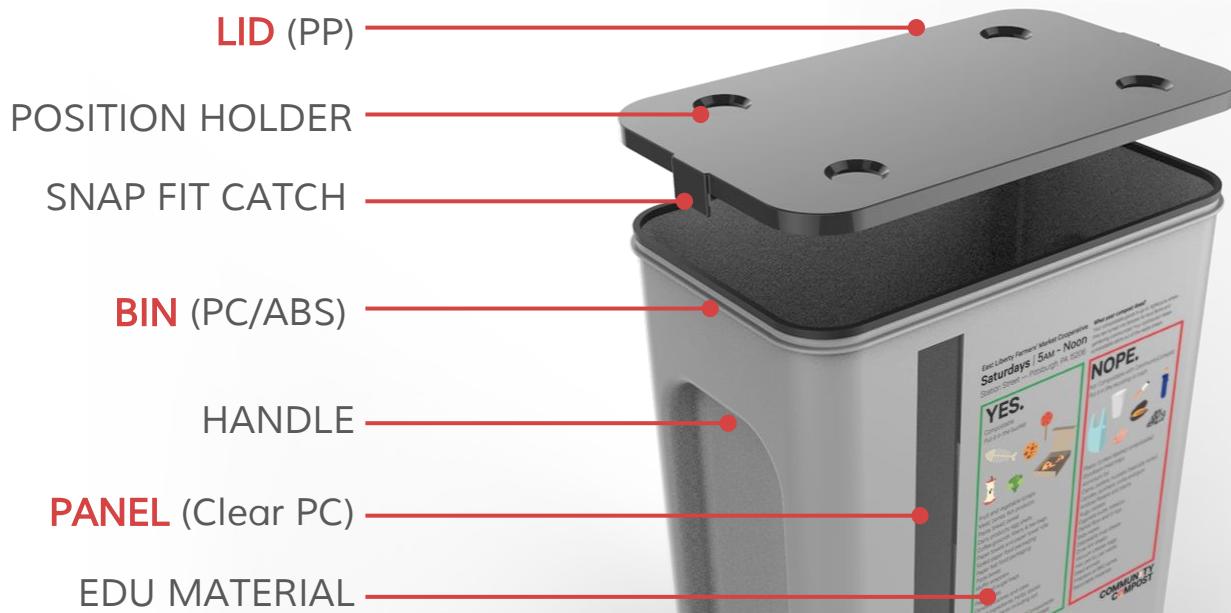
Requires handles to carry



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Cost to User: \$3

# Room to Expand

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## 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

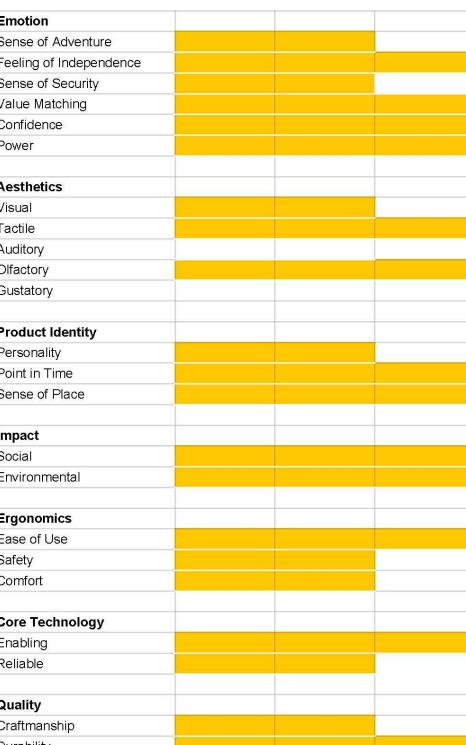
Desired User VOA



Competitive Model (Corey) VOA



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**Thank you!**