

Ideation Phase

Brainstorm & Idea Prioritization

Template

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|---------------------|---------------------------------|
| Date | 27 JUNE 2025 |
| Team ID | NM2025TMID00743 |
| Project Name | To Supply Leftover Food To Poor |
| Maximum Mark | 4 Marks |

Customer Problem:

Large amounts of extra food from hotels, restaurants, functions and events are being wasted every day. At the same time, many poor people and homeless families are struggling without getting even one proper meal per day.

| Problem | Description | Solution |
|---------------------|--|---|
| Food Wastage | Daily huge quantity of edible food from hotels, restaurants, functions is thrown away in dustbins. | Create a system to collect leftover food and reuse it for feeding needy people. |
| Poor People Hunger | Many homeless and poor families don't get even one proper meal per day. | Distribute collected food to poor people through NGO network and volunteers. |
| No Central Platform | There is no single platform connecting food donors, NGOs and volunteers together. | Build a mobile app / web portal for real-time donor → volunteer → NGO tracking. |
| Food Safety Risk | Food may get spoiled if not picked up quickly; risk of unhealthy food distribution. | Set food safety rules + expiry check time + immediate pickup system. |
| Logistics Challenge | No proper team or timing for collecting and delivering food. | Assign volunteers, schedule time slots, track pickup and delivery using GPS. |

Reference: <https://www.wfp.org/stories/how-much-food-wasted-and-how-it-causes-hunger>

| Problem Statement (PS) | I am (Customer) | I' m trying to | But | Because | Which makes me feel |
|------------------------|--------------------------|------------------------------|-----------------------------|---|---------------------|
| PS-1 | A Hotel Owner | Dispose leftover food safely | it gets wasted daily | there is no easy process to donate food quickly | guilty and helpless |
| PS-2 | A Poor Person / Homeless | get a proper meal | I don' t get access to food | there is no system to distribute extra food to poor | hungry and sad |

✓ Problem Statement PS 1:

As a hotel / restaurant owner, I am trying to dispose leftover cooked food at the end of every day, but most of the time the food gets wasted because there is no proper platform to donate the food immediately to the needy people. This situation makes me feel guilty and helpless because edible food is thrown away while many poor people are hungry.

This increases food wastage and affects social responsibility. I need a simple solution where I can instantly post leftover food details and someone can come and pick it up quickly.

✓ Problem Statement PS 2:

As a poor person / homeless individual, I want to get access to proper food every day, but I do not have any system or support that can help me receive leftover food from hotels and functions. Many times, I sleep with hunger because food distribution is not organized.

This situation causes malnutrition and suffering for poor people. A proper system that connects food donors with volunteers and NGOs can make sure that leftover food reaches the poor people on time.