

Ideation Phase
Brainstorm & Idea Prioritization
Template

Date	06 NOV 2025
Team ID	NM2025TMID03963
Project Name	To supply leftover food to poor
Maximum Marks	4 Marks

To Supply Leftover Food to Poor Template:

This project focuses on reducing food wastage and hunger by developing a system that collects leftover food from restaurants, hotels, hostels, and events, and distributes it to poor and needy people through verified NGOs and volunteers.

The process begins by connecting **food donors** (such as restaurants or caterers) with **receivers** (NGOs, shelters, and volunteers). A digital platform or mobile application can be used to facilitate notifications whenever leftover food is available nearby.

The system includes proper **quality checks, storage management, and delivery coordination** to ensure food safety and timely distribution. Reports and feedback from both donors and receivers help maintain transparency and measure social impact.

This initiative supports **sustainability, community welfare, and environmental conservation** by minimizing food waste and addressing hunger effectively.

Step – 1: Team Gathering, Collaboration, and Selecting the Problem Statement

Team members came together to discuss pressing social issues such as poverty, food wastage, and hunger. After evaluating multiple ideas, they selected the problem statement — “**To Supply Leftover Food to Poor**” — with the goal of creating a sustainable food redistribution network.

Reference:

<https://www.mural.co/templates/brainstorm-and-idea-prioritization>

Step – 2: Brainstorm, Idea Listing, and Grouping

Brainstorm:

Team members freely shared innovative ideas on how to collect, store, and distribute leftover food safely. The session encouraged creativity and practical solutions.

Idea Listing:

Ideas such as *mobile app integration, partnerships with restaurants, volunteer-based distribution, and real-time food pickup alerts* were listed for review.

Grouping:

Similar ideas were grouped into categories such as **Collection**, **Storage**, **Distribution**, and **Awareness**, making it easier to prioritize tasks and responsibilities.

Action Planning:

Chosen ideas were refined into executable steps. Each task — from software design to partnership development — was assigned to specific team members with timelines for completion.

Step – 3: Idea Prioritization

Idea Prioritization:

The most impactful and feasible ideas were prioritized for implementation. The key focus areas are:

Establishing a food collection and delivery network through NGOs and volunteers.

Developing a mobile/web platform for real-time food donation alerts.

Ensuring hygiene and safety standards during storage and transportation.

Raising community awareness about reducing food waste.

By breaking down the project into clear components — *Collection → Storage → Verification → Distribution → Feedback* — the team ensures efficiency, accountability, and measurable results.

Visual tools such as **flowcharts and diagrams** will be used to present the workflow and enhance understanding. This structured approach helps improve project clarity, communication, and long-term sustainability.

Customer Problem Statement Template:

Every day, large quantities of food are wasted in restaurants, hotels, canteens, and events while thousands of people struggle with hunger. This mismatch between **food surplus** and **food scarcity** leads to major social and environmental issues.

There is currently **no structured system** to collect and distribute leftover food safely to those in need. As a result, food that could feed the hungry often ends up in landfills, contributing to pollution and waste.

People need a **reliable and hygienic solution** that connects food donors (restaurants, event halls, etc.) with NGOs and volunteers who can collect and distribute the food efficiently. Implementing such a system would reduce waste, combat hunger, and promote sustainability.

Reference:

<https://miro.com/templates/customer-problem-statement/>

Example :

Problem Statement (PS)	I am	I'm trying to	But because	Which makes me feel
PS-1	A Restaurant Owner	Donate leftover food to poor people	There's no simple platform to request collection or ensure timely delivery	Helpless and disappointed seeing food wasted daily
PS-2	A Volunteer / NGO Worker	Collect and distribute leftover food safely	I lack real-time information about food availability and location	Frustrated because I can't help efficiently
PS-3	A Homeless Person / Poor Family	Find food for survival	There's no channel to inform us when food is available nearby	Hungry and neglected

Problem Statement PS 1:

As a **restaurant owner**, I want to donate leftover food to needy people instead of wasting it. However, there is no reliable system to notify NGOs or volunteers for immediate pickup. This results in food getting spoiled or thrown away. I need an organized platform that helps me donate food safely and quickly, ensuring it reaches people in need.

Problem Statement PS 2:

As a **volunteer or NGO worker**, I want to be notified when leftover food is available in nearby areas. But because there's no real-time update or communication system, food often goes uncollected. This makes me feel frustrated as I cannot help the hungry efficiently. A mobile-based alert system can help coordinate pickups and reduce wastage.

Empathy Map Canvas:

In the **Empathize & Discover** phase, the team observes how food wastage occurs at restaurants, hotels, and events, while poor and needy people struggle to access food. By interviewing restaurant owners, volunteers, and NGO workers, the team discovers that leftover food often goes unutilized because of a lack of real-time communication and proper collection systems.

Restaurant owners feel **disheartened** seeing food go to waste daily, while volunteers feel **frustrated** because they cannot coordinate timely pickups. Poor and homeless people feel **ignored and hungry** due to the absence of an organized food redistribution system.

Gathering these insights helped the team deeply understand the gap between food availability and hunger relief. The team realized the need for a **digital platform** that connects donors, NGOs, and

volunteers efficiently — ensuring that edible food reaches those who need it most, safely and quickly.

Example:

Who we are empathizing with:

Restaurant owners, event organizers, NGOs, volunteers, and poor families in need of food

What they say:

“We want to donate leftover food, but we don’t know how to manage timely delivery.

What they think:

“If there was an easy way to share food details and connect with volunteers, less food would be wasted.”

What they do:

Some try to share food informally, but without coordination or quality checks, much of it gets spoiled.

What they feel:

Restaurant owners feel sad about waste, volunteers feel helpless due to lack of systems, and the poor feel neglected.

Insights:

Through empathy mapping, the team identified **key challenges and emotional triggers** around food wastage and hunger. These include:

Lack of awareness and coordination between donors and NGOs.

No digital channel for real-time food availability updates.

Concerns about food safety and transportation.

Need for recognition and motivation for donors and volunteers.

By understanding these pain points, the team aims to design a **user-friendly food donation platform** that ensures safe collection, quick delivery, and transparent reporting.

Reference:

<https://www.mural.co/templates/empathy-map-canvas>