



GoFresh IoT Food Sensor



Team Member

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Value Proposition



Convenience

Sustainable food consumption practices

Improves shopping experience

Building responsible communities through continuous
customer feedbacks



Customer segments and partners

Customers

- Meat shoppers
- Meat Retailers

Key Partners

- Manufacturers - Device and sensor
- Tech support provision - database management, website maintenance, hosting etc

Channels

- Mobile App
- Word of Mouth
- Social media



Migration to Platform



Expanding customer base,
Social media interactions

Classify consumables according
to
producers/retailers/restaurants
and integrate customer
feedback

Draw those different providers
into the platform



Key Considerations

Sensors that detect measurable attributes in consumables are available

Market segment that adopts this solution

Available partnerships to expand the offering

Sustainable model for ROI



Agile/SCRUM Practices

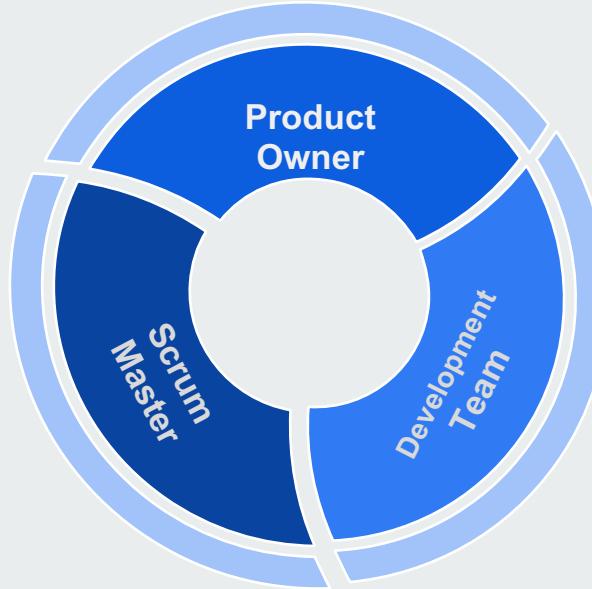
Team Roles



Product owner



Scrum master



Development



Agile/SCRUM Practices - Product Backlog

User Story								
ID	Theme	As a/an	I want to be able to	So that	Notes	Priority	Sprint	Status
5	Function	meat lover	know the freshness quality of the meat in nearby grocery store through an information platform	I could decide which grocery I shall go		Must	1	Done
6	Function	avocado obsessed person	know the right time to eat it with the best taste	I could avoid food wastage		Could	1	Postponed
7	Function	housewife	monitor the freshness of food stored in the refrigerator	I could adjust my cooking schedule accordingly		Could	1	Postponed
8	Function	grocery store owner	monitor the freshness of fruit, vegetables and meat	I could avoid wastage and reduce the storage cost	this is similar to ID 1 and 9	Could	1	Postponed
9	Function	owner in food transportation business	monitor the freshness of my goods	I could avoid wastage and reduce the storage cost		Could	1	Postponed
10	Function	meat obsessed guy	the freshness status of the meat before I cook it	I could decide how to cook it and avoid eating spoiled meat.		Must	2	Done
11	Feature	User	upload the scanned information from the gadget to the phone	I can see more detailed analysis on the phone screen		Must	2	Done
12	Feature	User	share my rating and comments to the social network	I can promote what I found interesting and useful		Must	2	Done
13	Feature	User	vies other member's profile	I can know more about a member		Must	2	Work in Progress
14	Feature	User	locate my location information	I can automatically identify the grocery store or the restaurant I am in		Must	2	Done
15	Feature	User	distinguish different type of meat	I can get more specied analysis based on the properties of different kind of meat		Must	2	Done
16	Feature	User	detect the gas components of the food by a gadget	the system can receive and analyze the information through my cloud dataset		Must	2	Done
17	Feature	User	take the gadegt everywhere with me	I can detect the meat in the grocery store or restaurants		Must	2	Done
18	Fix	Administer	delete comments	offensive or inappropriate contents are removed		Must	2	To be Started
19	Fix	Administer	block entries	competitors or offenders can not submit inappropriate information in the comments areas		Must	2	To be Started



Agile/SCRUM Practices - Sprint Planning

Task Estimation				Daily Planning																
User Story	Task	Planned Hours		Sprint 1							Sprint 2									
				Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14	Total Balance		
				Sat	Sun	Mon	Tue	Wed	Thr	Fri	Sat	Sun	Mon	Tue	Wed	Thr	Fri	Planned	Actual	
Sprint 1	a food sensor	a	1															1	0	
	know if there are peanut components in the food I am going to eat	a	1		1													1	1	
	know the freshness of fish	a	1			1												1	1	
	know the freshness of the meat before I buy it	a	1				0.5											1	0.5	
	know the freshness quality of the meat in nearby grocery store through an information platform	a	1					1		1.5								1	2.5	
	know the right time to eat it with the best taste	a	1			1												1	1	
	monitor the freshness of food stored in the refrigerator	a	1															1	0	
	monitor the freshness of fruit, vegetables and meat	a	0.5				1											0.5	1	
																		0	0	
Sprint 2	the freshness status of the meat before I cook it	a	1															1	0	
		b	1.5															1.5	1	
	upload the scanned information from the gadget to the phone	a	2															2	1	
		b	1															1	0	
	share my rating and comments to the social network	a	0.5															0.5	1	
		b	1.5															1.5	2	
		a	1															1	2	
	vies other member's profile	b	2															2	1	
		c	1															1	1	
	locate my location information	a	3															3	0	
	distinguish different type of meat	a	1															1	2	
	detect the gas components of the food by a gadget	a	1															5	1	
	take the gadget everywhere with me	a	1															1	1	
																		0		



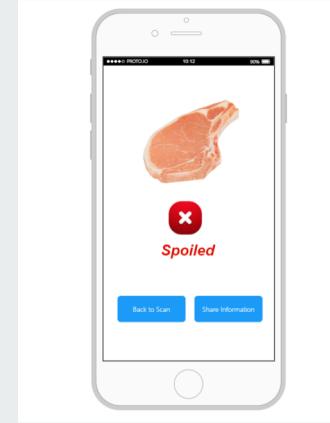
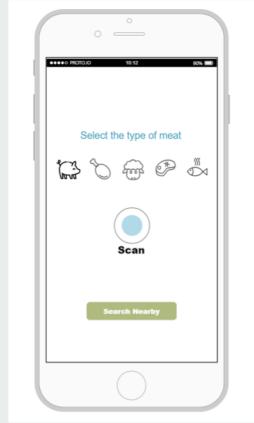
Agile/SCRUM Practices - Sprint Backlog

			Sprint planning	Daily SCRUM	Sprint review	Sprint retrospective	Backlog Refinement Meeting
Day 4	2/26/2019	Tue			-- What has been done? ~ Preliminary version of business canvas		
Day 5	2/27/2019	Wed		--- Worked on customer segmentation and discover user stories			
Day 6	2/28/2019	Thr			-- What has been done? ~ Market analysis of potential users		
Day 7	3/1/2019	Fri				-- We find its not feasible to use color sensors to determine the freshness of fruit and it may be hard to promote this product on household consumers	
Day 8	3/2/2019	Sat	We think we could create a IoT gadget to scan the freshness of the meat through gas and see an analysis report on the phone screen. And share the rating and comments to a social network	---	-- What has been done? ~ test the gas sensor	--	Through the feedback, we think it's not hard to tell the maturity of fruit by eyes. So we decide to change the direction of project to focus on measuring the freshness of meat
Day 9	3/3/2019	Sun					
Day 10	3/4/2019	Mon		-- What has been done? ~ Value proposition ~ Business Model			
Day 11	3/5/2019	Tue					
Day 12	3/6/2019	Wed		-- What has been done? ~ Market analysis -- Next: ~ specify and realize the function and feature on the app			
Day 13	3/7/2019	Thr					
Day 14	3/8/2019	Fri		-- Next Prepare for presentation	-- What has been done? ~ App Prototype ~ Everything goes well, and we need to add more features on the app		



Prototype Demonstrations

Link to Prototype - <https://pr.to/R8MQU2/>



APPENDIX

Social Business Model Canvas



Key Resources	Key Activities	Type of Intervention	Segments	Value Proposition
<p>Sensors Cloud Service (Software) IoT Dedicated Network Capability for Business Analytics</p> <p><i>What resources will you need to run your activities? People, finance, access?</i></p>	<p>Product Development Partner Management Platform Integration</p> <p><i>What is the format of your intervention? Is it a workshop? A service? A product?</i></p>	<p>Channels</p> <p>Internet Mobile</p> <p><i>How are you reaching your beneficiaries and customers?</i></p>	<p>General Customer Segment Retail Segments</p> <p>Beneficiary Customer</p> <p><i>Who are the people or organisations who will pay to address this issue?</i></p>	<p>Social Value Proposition Impact Measures Convenience Performance Customization <i>How will you show that you are creating social impact?</i> Customer Value Proposition</p> <p><i>What do your customers want to get out of this initiative?</i></p>
Partners + Key Stakeholders		Channels	Beneficiary Customer	Social Value Proposition Impact Measures Convenience Performance Customization <i>How will you show that you are creating social impact?</i> Customer Value Proposition
Cost Structure	IT Cost Maintenance Map API	Surplus	Revenue	Product sales Advertisement of local grocery store and restaurant
<i>What are your biggest expenditure areas? How do they change as you scale up?</i>		<i>Where do you plan to invest your profits?</i>		<i>Break down your revenue sources by %</i>

Inspired by The Business Model Canvas

