

## **Strengths**

Our group has effectively revamped *Uglyfood*'s outreach, products and services. In the short run, we aim to change consumers' negative stereotypes of ugly produce. Firstly, *Uglyfood* differentiated online and offline publicity, by notably eye-catching physical advertisements and detailed online product showcases, helping consumers overcome their reluctance to try ugly food. Interactive roadshows and workshops would directly engage consumers so they further understand the equally good taste of ugly food. Secondly, a sensitively-differentiated product range makes *Uglyfood* appealing to a wider range of consumers. Thirdly, we provide a convenient centralised application with attractive gamification to make it more accessible to consumers. In the long run, changes in the consumers' mindset about food waste can eventually motivate consumers' behavioural change in integrating acceptance of ugly food into local culture<sup>1</sup>. This leads to a more sustainable Singapore, reducing negative impacts on society and environment<sup>2</sup>, and thus achieving major economic benefits<sup>3</sup>.

## **Partner with other campaigns for greater outreach**

Our group suggests education campaigns like roadshows and workshops to increase outreach. Once *Uglyfood* has grown in scale, it can partner with other organisations like

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<sup>1</sup> Tan, J., & Liu, V. (2020, December 14). Meet the people getting 'ugly' food onto plates and away from the bin. The Straits Times. Retrieved October 10, 2022, from <https://www.straitstimes.com/singapore/meet-the-people-getting-ugly-food-onto-plates-and-away-from-the-bin>

<sup>2</sup> Circular economy. Towards Zero Waste Singapore. (n.d.). Retrieved October 10, 2022, from <https://www.towardszerowaste.gov.sg/circular-economy/>

<sup>3</sup> Today. (n.d.). Budget 2022: Building a sustainable Singapore Economy in a post-pandemic world. TODAY. Retrieved October 10, 2022, from <https://www.todayonline.com/commentary/budget-2022-building-sustainable-singapore-economy-post-pandemic-world-1821071>

*ZeroWasteSG*<sup>4</sup> and *BYO Singapore*<sup>5</sup> to enlarge public education and discourse on sustainability. First, an enlarged campaign can entice consumers with eco-consciousness<sup>6</sup>. Consumers going for *ZeroWasteSG* campaigns may be attracted by *Uglyfood*, increasing their awareness of protecting the environment by other means. Such awareness can be expanded to other similar areas of concern. As participants learn the significance of plastic waste, they will spontaneously think of other forms of waste and learn more about food waste. This can help drive conversations in society<sup>7</sup>, eventually making them a social trend, granting more outreach and thus more public awareness of ugly produce. Second, there will be more effective resource allocation when partnering with other organisations<sup>8</sup>. By sharing resources and lowering costs, *UglyFood's* campaigns can be expanded to a larger scale or even nationwide, expanding their campaigns to a wider target demographics<sup>9</sup>.

### **Application of AR in 3D product showcases**

To improve *Uglyfood's* services, we propose a centralised mobile app. We acknowledge texts and static pictures are insufficient to provide a comprehensive view of ugly

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<sup>4</sup> Circular economy. Towards Zero Waste Singapore. (n.d.). Retrieved October 10, 2022, from <https://www.towardszerowaste.gov.sg/circular-economy/>

<sup>5</sup> Welcome - BYO Singapore. BYO Singapore. (n.d.). Retrieved November 9, 2022, from <http://www.byosingapore.com/>

<sup>6</sup> Emmert, A. (2021, July 8). The rise of the eco-friendly consumer. Strategy+Business. <https://www.strategy-business.com/article/The-rise-of-the-eco-friendly-consumer>

<sup>7</sup> Today. (n.d.). Trash talk: The battle of the food waste bulge - why you should throw away less food. TODAY. Retrieved November 9, 2022, from <https://www.todayonline.com/features/trash-talk-battle-food-waste-bulge-why-you-should-throw-away-less-food>

<sup>8</sup> Samuel, K. (2017, May 22). Cost-Effective Versus Low-Value Ways To Advertise Through Social Media. Forbes. <https://www.forbes.com/sites/forbesagencycouncil/2017/05/22/cost-effective-versus-low-value-ways-to-advertise-through-social-media/?sh=240836962368>

<sup>9</sup> Deshmukh, S. (2018, June 6). The benefits of marketing to a wide target audience. <https://www.campaignlive.co.uk/article/benefits-marketing-wide-target-audience/1427874>

produce<sup>10</sup>, limiting their effectiveness in changing consumers' stereotypes<sup>11</sup>. I suggest integrating Augmented Reality (AR)<sup>12</sup> into the app. AR shows consumers the three-dimensional ugly produce with more details on how each part of ugly produce looks<sup>13</sup>, and their interior sections<sup>14</sup>. With strong visual impacts<sup>15</sup> and immersive experiences<sup>16</sup>, AR will shortly attract consumers' attention and provoke their interest. Also, by comparing ugly produce's internal quality to their superficial appearance, consumers' concerns about the appearance and quality of ugly produce are alleviated. *Uglyfood* can partner with university students, who are specialised in information technology, to develop AR in the app<sup>17</sup>. Without other devices, consumers can simply use their phone camera to access the realistic simulation of ugly produce within their home environment, psychologically accepting ugly produce more. With more realistic product showcases, AR effectively changes consumers' perception of ugly produce<sup>18</sup>, increasing consumers' confidence towards *Uglyfood* and therefore incentivising more purchases of ugly produce.

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<sup>10</sup> (PDF) study of effectiveness of online shopping - ResearchGate. (n.d.). Retrieved October 9, 2022, from [https://www.researchgate.net/publication/357016510\\_Study\\_of\\_Effectiveness\\_of\\_Online\\_Shopping](https://www.researchgate.net/publication/357016510_Study_of_Effectiveness_of_Online_Shopping)

<sup>11</sup> Romero, A. M., By, & Romero, A. M. (2018, March 3). Campaign launched to change mindsets about "Ugly food" to save the environment -. The Independent Singapore News. Retrieved October 10, 2022, from

<https://theindependent.sg/campaign-launched-to-change-mindsets-about-ugly-food-to-save-the-environment/>  
<sup>12</sup> Taoufiki, S. (2022, February 10). Augmented reality in e-commerce : How ar boosts online shopping ? MBA MCI. Retrieved October 10, 2022, from <https://mbamci.com/augmented-reality-in-e-commerce-how-ar-boosts-online-shopping/>

<sup>13</sup> Augmented reality in ecommerce: How does it work? BigCommerce. (n.d.). Retrieved October 10, 2022, from <https://www.bigcommerce.com/articles/ecommerce/ecommerce-augmented-reality/>

<sup>14</sup> Home. ScienceSoft footer icon. (n.d.). Retrieved October 10, 2022, from <https://www.scnsoft.com/augmented-reality/interior-design>

<sup>15</sup> The importance of visual impact in the Digital World. Codehouse. (n.d.). Retrieved November 9, 2022, from <https://www.codehousegroup.com/insight-and-inspiration/digital-strategy/the-importance-of-visual-impact-in-the-digital-world>

<sup>16</sup> Randy Ginsburg. (2022, July 8). Augmented reality in retail: How retailers are using AR for better shopping experiences. Shopify. Retrieved October 10, 2022, from

<https://www.shopify.com/sg/retail/how-retailers-are-using-ar-technology-to-build-buzz-and-brand-awareness>

<sup>17</sup> Innovating with Immersive Reality. (n.d.-b). <https://cde.nus.edu.sg/idp/project-themes/innovating-with-immersive-reality/>.

<sup>18</sup> Cepeniuk, K. (2022, April 20). How immersive shopping experiences are changing retail. 4Experience. Retrieved October 10, 2022, from <https://4experience.co/immersive-shopping-is-effectively-changing-e-commerce-and-its-spectacular/>