Annamidum Kaigal

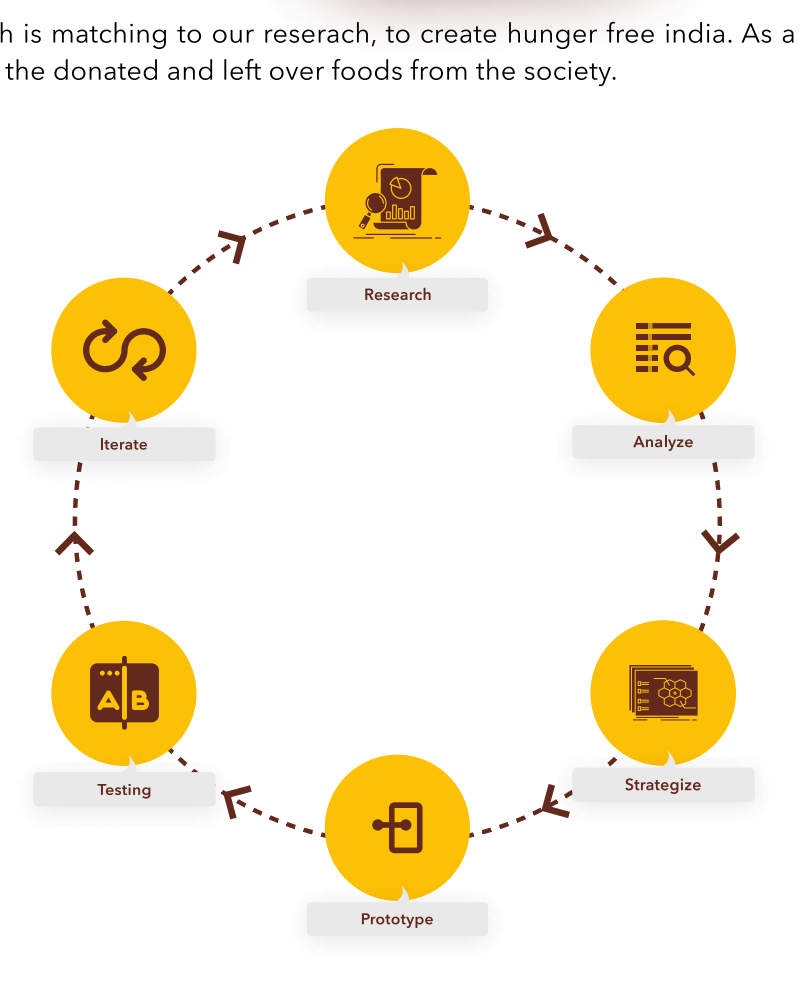
Feeding the needy People, Old age Orphan and the Environmental workers. This projects aim is to create hunger free India

We have gone through various indes of our india's hunger and created the left over food which is throwing on dust bin can be used this way

Food Pickup Status
Hi, Ashwin
Today's Food
Hero Truck
Mindtree

We Started From Stack Holder Interview

We took some Stack Holder Interviews to design the various key inputs which is matching to our reserach, to create hunger free india. As a result, We decided to feed the people who was starving for the food every day by the donated and left over foods from the society.



Mission

To kick the hunger by lending our hands and to speard some more love by giving them a food.

Vision

To create hunger free nation.
To donate some small food with great love.

Primary Objective

Is to feed the needy people without any delay to see that happy faces with love.

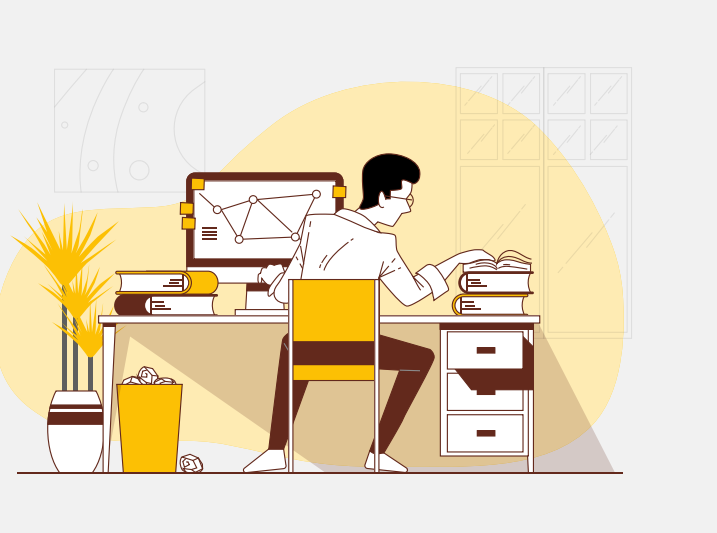
Secondary Objective

To avoid the food wastage in india and to create a healthy environment

Background Research

Did you know that about **40 %** of the food Produced in India is wasted? Despite adequate food production, the UN has reported that about **190 million** Indians remain undernourished. It is further estimated that the value of food wastage in India is around **₹92,000** crores per annum.

Every year, nearly **230 million** people go hungry in India, referring to a research study done by Bengaluru-based University of Agricultural Sciences, which found that nearly **943 tonne** of good quality food goes waste at weddings in Bengaluru alone every year that is enough to feed a regular meal to **2.6 crore** people.



Problem Statement

1. Identifing where we found the left over food , other food doners and how to receive the food.
2. Identifing the needy people who was starving for the food and the one who is ready to lend their left over foods.
3. Storing the food and hand over to the needy

User Research

Our Team has conducted face to face interview with Hotel Owners, Public, Volunteers, Beggers and with NGO's

3 Telephonic Interview

37 People where interviewed

34 Face to Face Interview

We Find Out

4 Behaviour based persona

2 Task Based persona

Our Persona

Muthu Krishnan Hotel Owner, Age 40

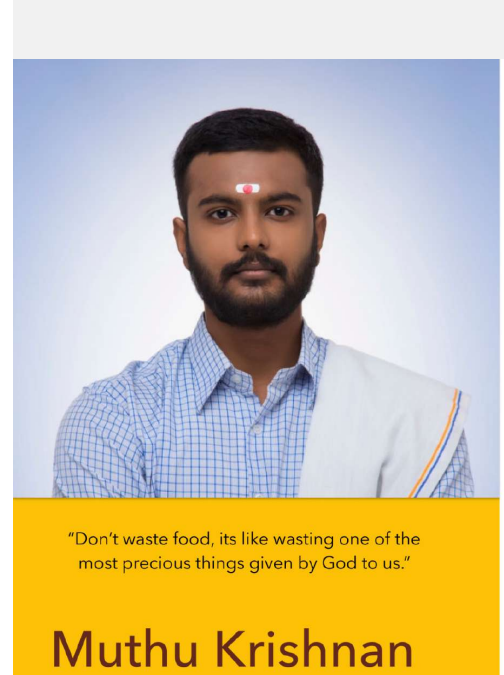
Govindhan Begger, Age 72

Nedumaaran Volunteer, Age 43

Dinesh Kumar Corporate CEO, Age 56

Anusha Common People, Age 26

Kumarasamy Common People, Age 63



"Don't waste food, its like wasting one of the most precious things given by God to us."

Muthu Krishnan
HOTEL OWNER

Age: 35
Location: Chennai
Education: 10th
Family: Married with one kid

Biography

He is a hotel owner for the past 15 years running with a lot of struggles and failures. His daily routine is to check the quality of food and the work support that he has daily and pantry availability.

He also talked about serving needy people for free and giving them good shelter. also, he talked about food remains that he will serve in and around the hotel for free.

Personality

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

Goals

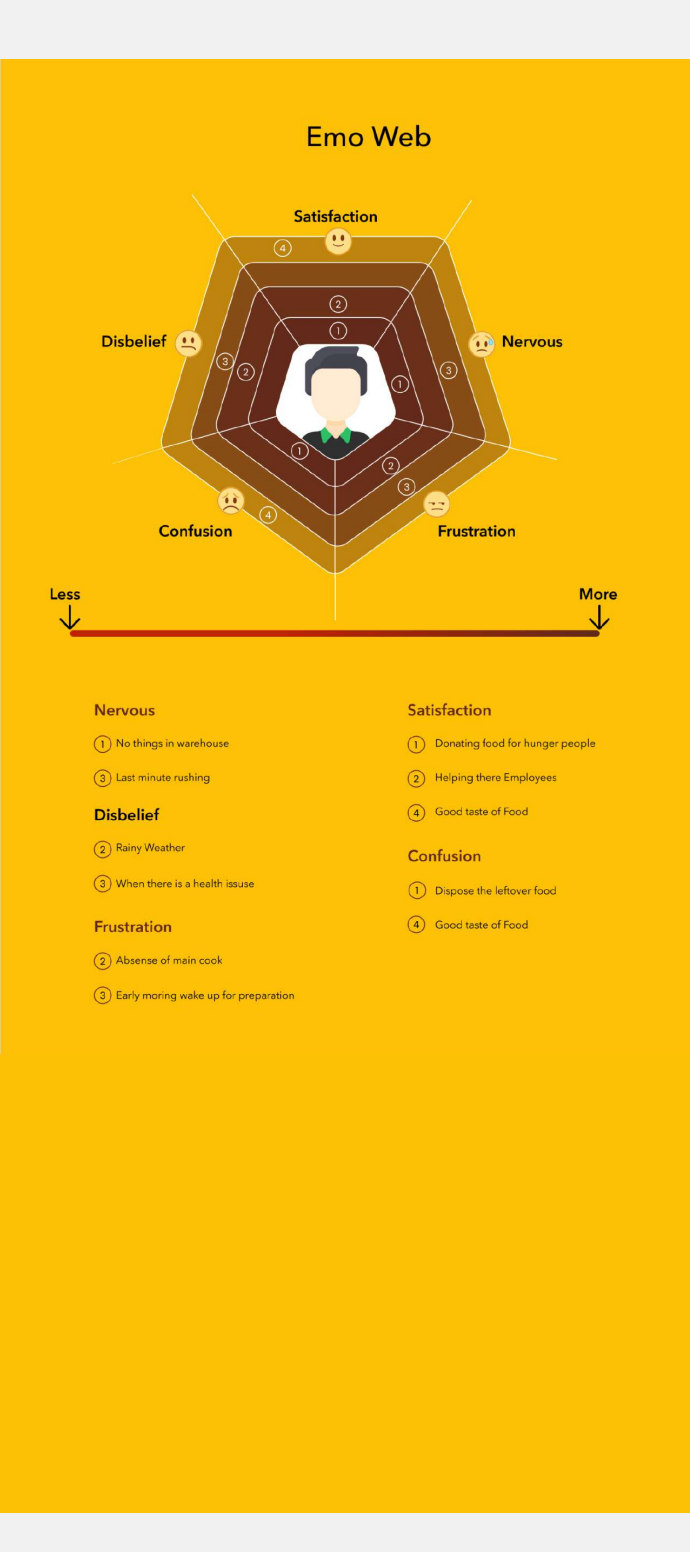
- Manage the worker and Satisfy all his customers
- To grow his hotel business and increase the branches.
- To introduce the new menus

Technology

Soical Network
Messaging
Calling
Smart Phone

Frustrations

- Don't want to waste the leftover food from his hotel also he doesn't have time to serve the remaining food to the poor people.
- He's always trying to cook the food to a moderate level but he'd end up with shortage so he's increasing the level and mostly the majority of days in the month.



Nervous
1. No things in warehouse
2. Last minute rushing

Disbelief
2. Rainy Weather
2. When there is a health issue

Frustration
2. Absense of main cook
2. Early moring wake up for preparation

Satisfaction
1. Donating food for hunger people
2. Helping there Employees
4. Good taste of Food

Confusion
1. Dispose the leftover food
4. Good taste of Food

User Journey Mapping

Muthu Krishnan
HOTEL OWNER
"Don't waste food, its like wasting one of the most precious things given by God to us."

Task	Checking Manpower & Groceries	Cleaning Up	Planning & Prepating Food Menu	Collecting Order and Serving the Customer	Dumping/Distributing the Food Wastage
Journey	Checking the availability and searching the alternates	Cleaning the hotel	Preparing the menu If needed Searching for alternates (Groceries) Preparing the menu	Picking up the orders Preparing order dishes Other Pracel or serving the food accordingly	Checking the remaining food Feed the remaining food to needies Dump the remaining food
Environment	Kitchen /Market/Storage	Kitchen /Dine in	Kitchen /Dine in	Dine in	Kitchen
Challenges	• Availability of produce • Availability of manpower	• Availability of cleaning materials • Availability of manpower	• Food preparation time • Food Quality	• Handiling Customers • Parcel Service Control • BIlling Control	• Finding right people • Giving the food before it gets spoiling
Emotions	🙂 ☹	☹ 😡	🙂 😃	😃	☹ 😡
Urgency Level					
Opportunity	If product is not available getting the product from shop Searching for alternate man power	Buying cleaning agent and other Keeping up other cleaning service in contact	Planning as per the availability of Materials Buying the most needed material	Samplifing the order taking and sending	Finding righr person and giving the food as possiblw Giving the food before spoiled

Our RCA

Why food is getting wasted?

By Preparing excess food	By Cooking Without Planning	By Preparing too many dishes/menus	Less people for the function	By late eating of food
Over buying the vegetables	Fault by the cook	Overconfident hotel owner	Due to Covid Situation	Last minute plan
With out plan ●	Less foot fall	Showing there Rich life style	Weather conduction ●	Eating after time
Unexpected fault by the cook	May be a festival day	Unplanned events ●	Too many functions in same day	Late preparation ●
Due to shortage of food and second time cooking	Assumption of more customers ●	Expected people will have more food	Transportation issues	Un time functions
Due to some Offer	Accidental food fall	Tradition timesake	Unplanned food falls	For the tradition

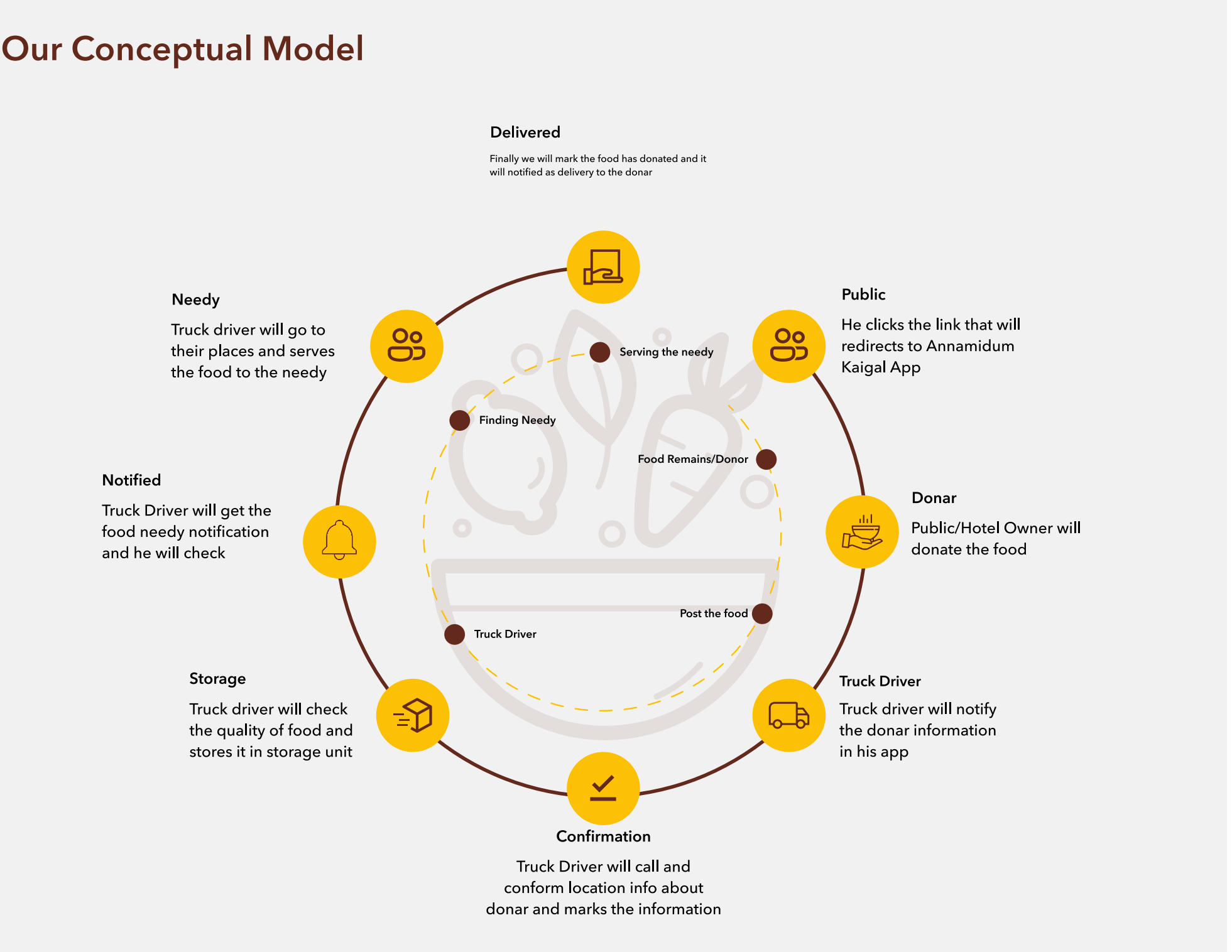
Other Persona from RCA

Deepan Kumar Social Worker, Age 37

Sumathi Front line workers, Age 52

Guru Prasanth Public, Age 23

Our Conceptual Model



Delivered
Finally we will mark the food has donated and it will notified as delivery to the donar

Needy
Truck driver will go to their places and serves the food to the needy

Public
He clicks the link that will redirects to Annamidum Kaigal App

Notified
Truck Driver will get the food needy notification and he will check

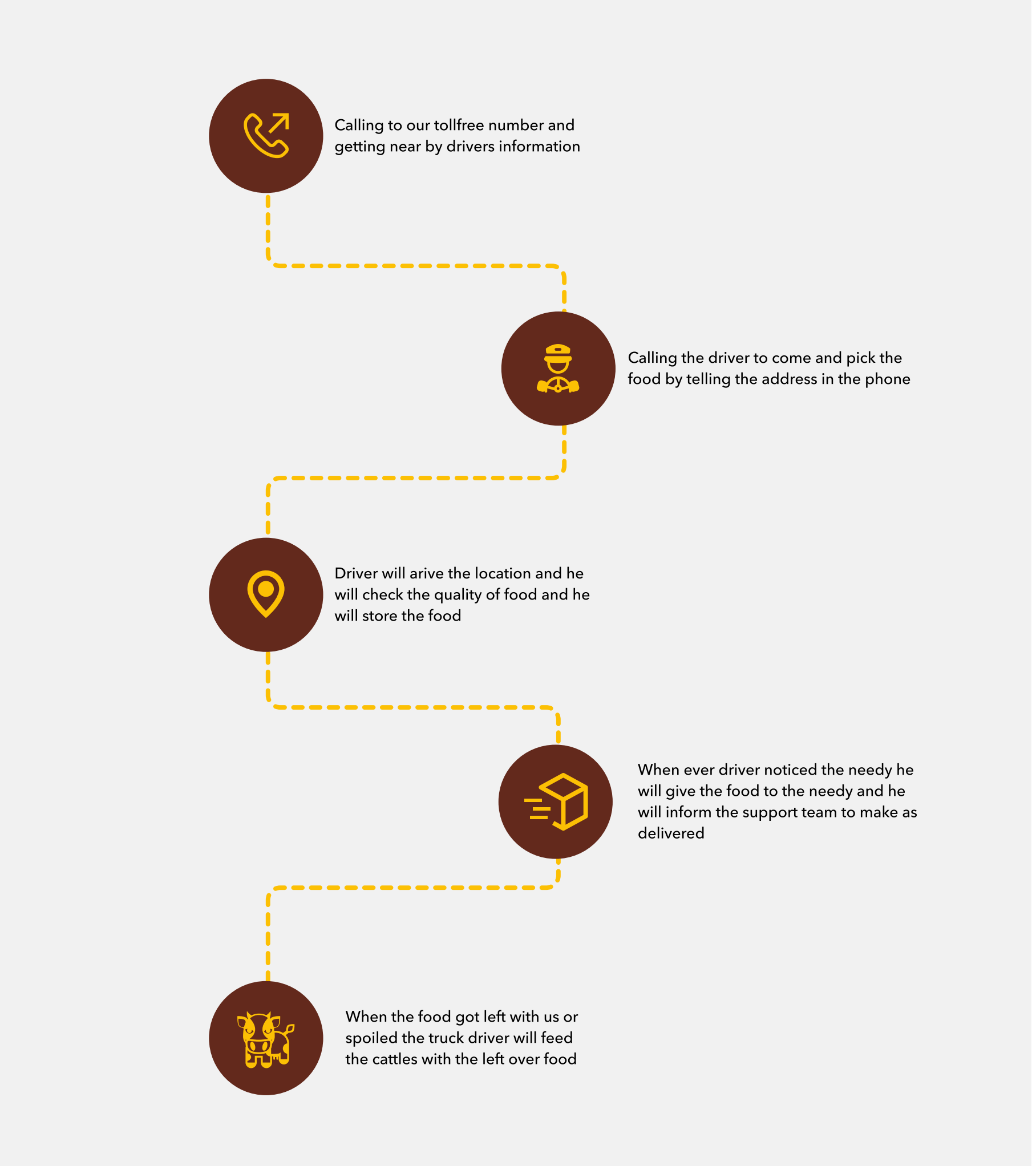
Donar
Public/Hotel Owner will donate the food

Storage
Truck driver will check the quality of food and stores it in storage unit

Truck Driver
Truck driver will notify the donar information in his app

Confirmation
Truck Driver will call and conform location about donar and marks the information

Our Physical Model



Calling to our tollfree number and getting near by drivers information

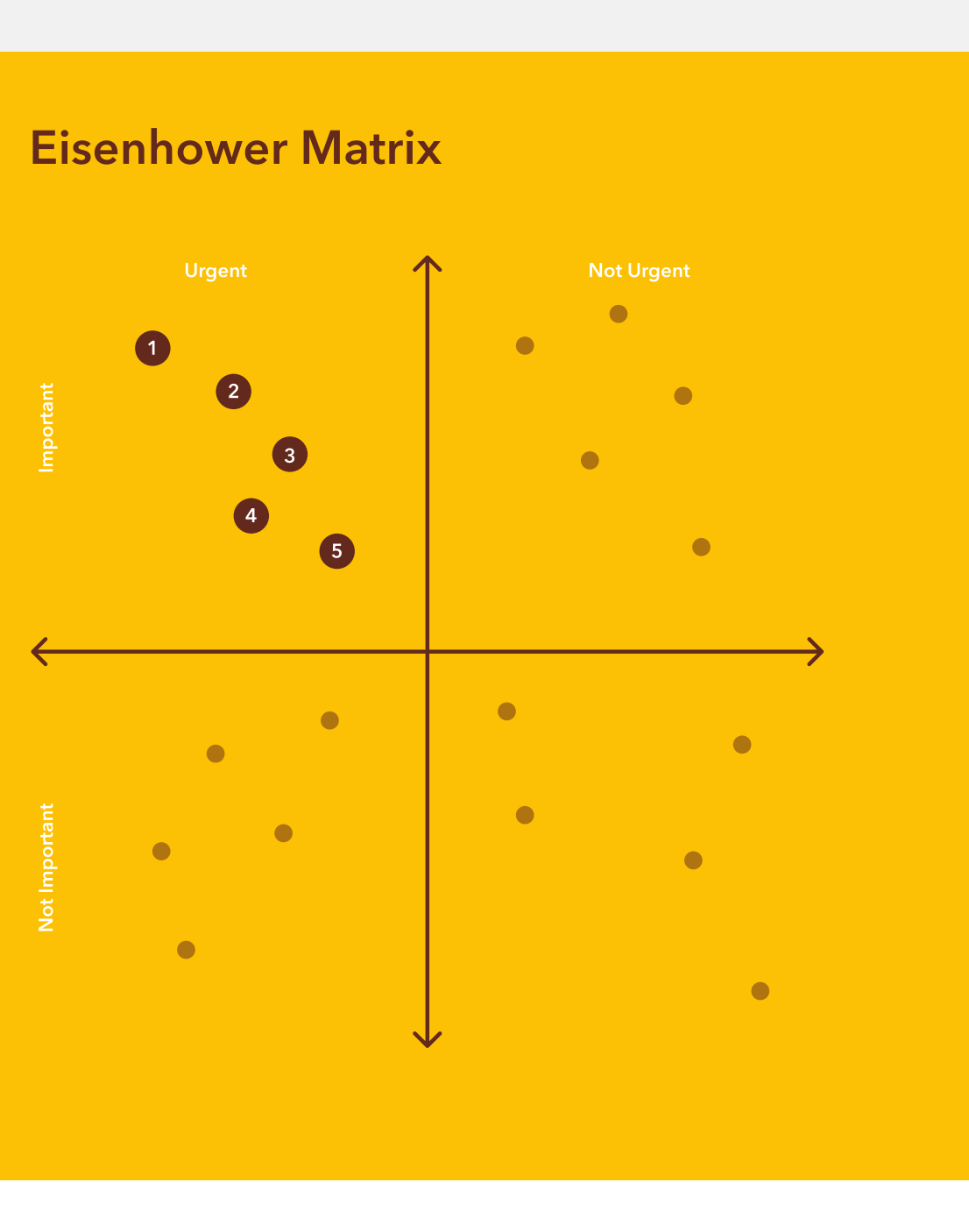
Calling the driver to come and pick the food by telling the address in the phone

Driver will arrive the location and he will check the quality of food and he will store the food

When ever driver noticed the needy he will give the food to the needy and he will inform the support team to make as delivered

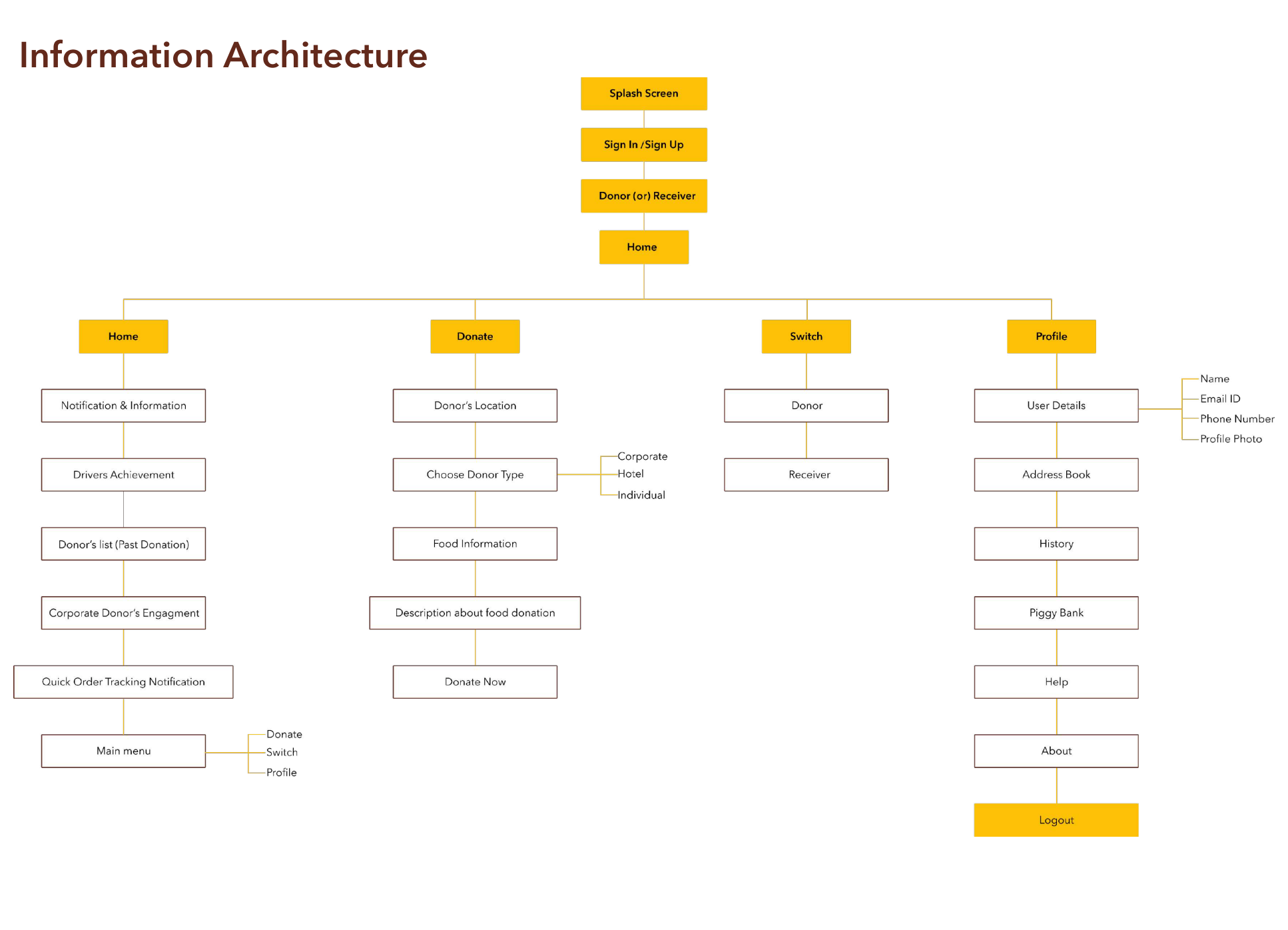
When the food got left with us or spoiled the truck driver will feed the cattles with the left over food

Eisenhower Matrix

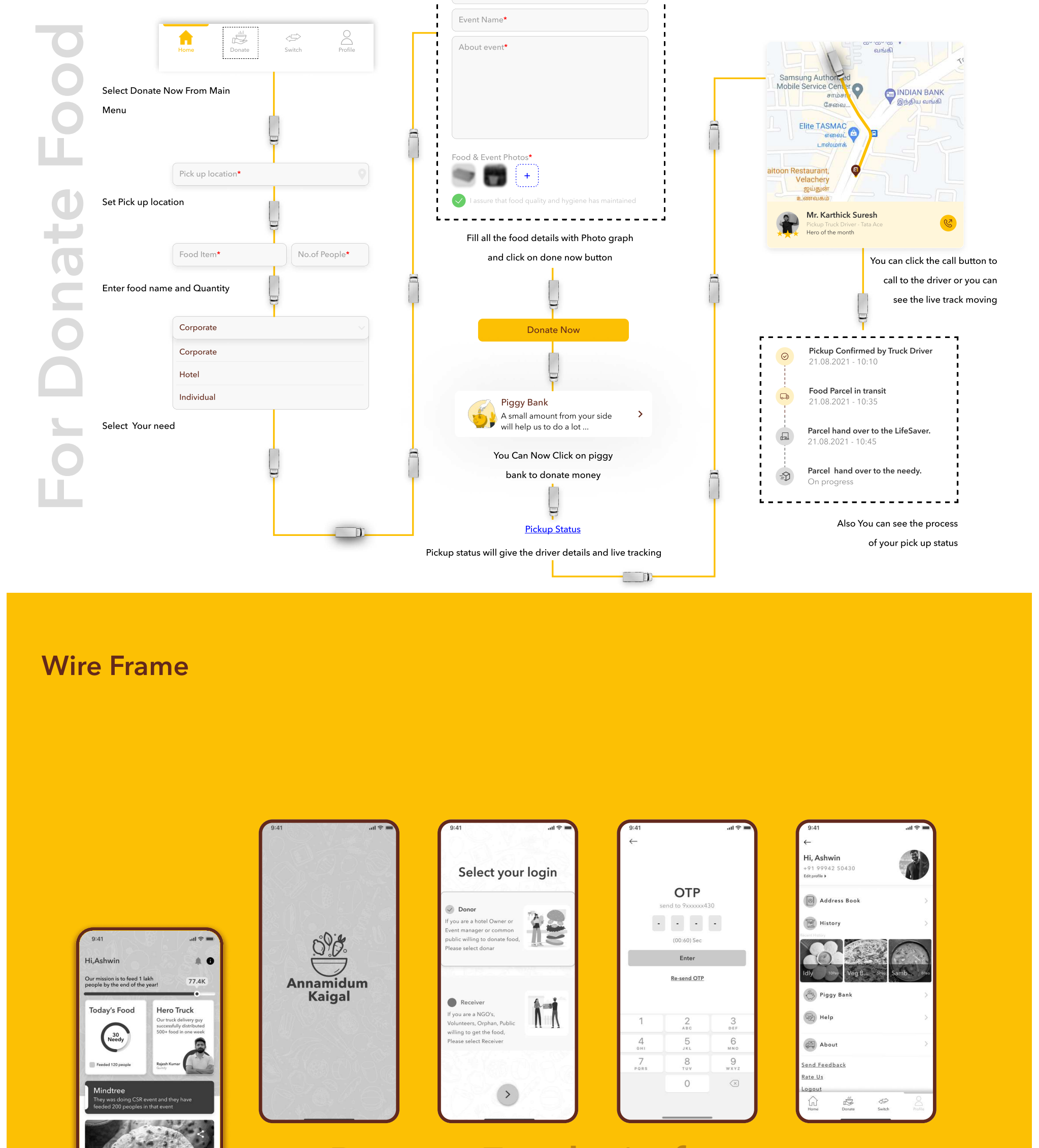


1. Donate Food
2. Finding person
3. Serve Food
4. Environment Work
5. Piggy Bank

Information Architecture



Task Flow



Select Donate Now From Main Menu

Set Pick up location

Enter food name and Quantity

Select Your need

Fill all the food details with Photo graph and click on donate now button

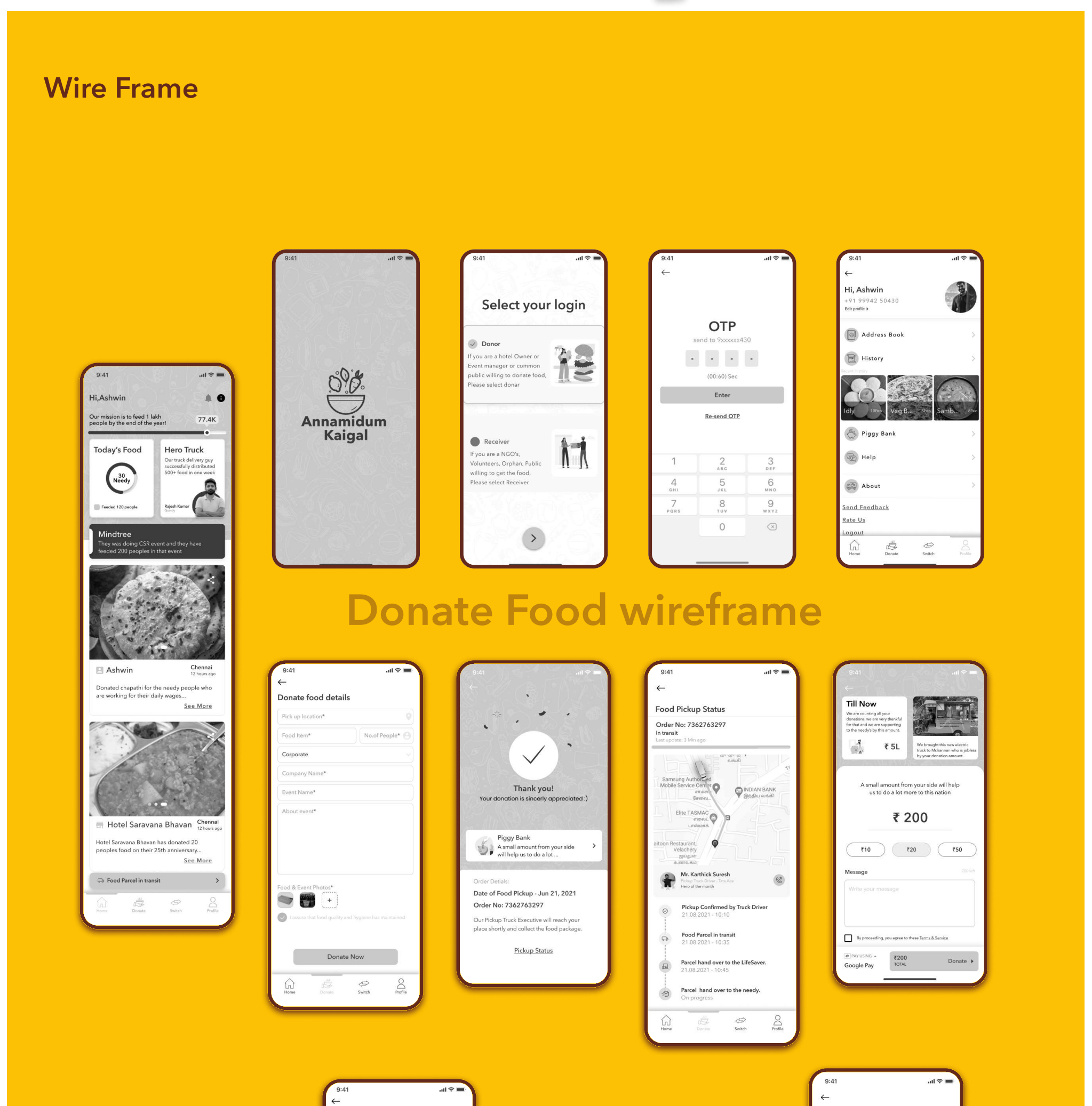
You Can Now Click on piggy bank to donate money

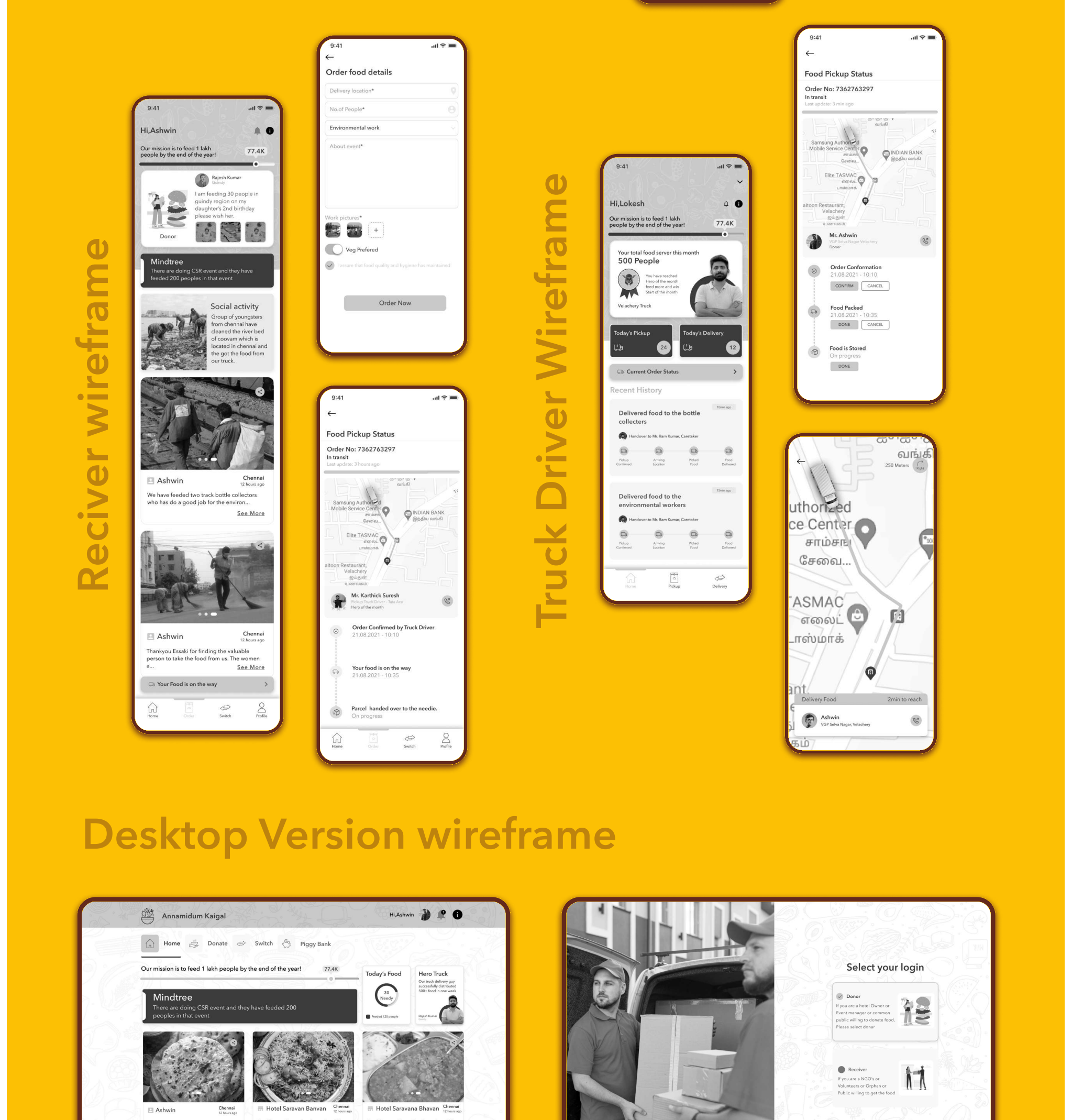
Pickup status will give the driver details and live tracking

You can click the call button to call to the driver or you can see the live track moving

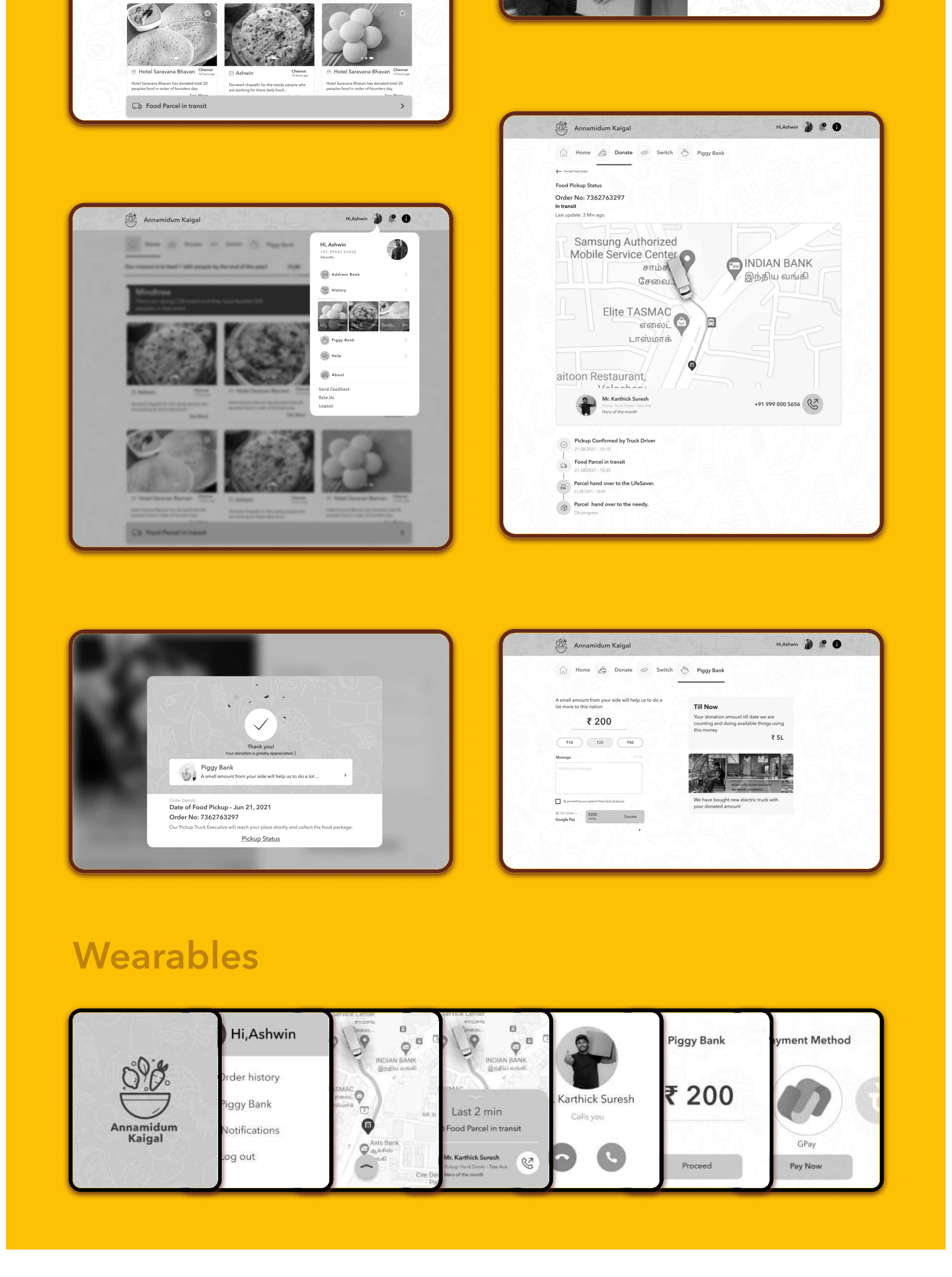
Also You can see the process of your pick up status

Wire Frame

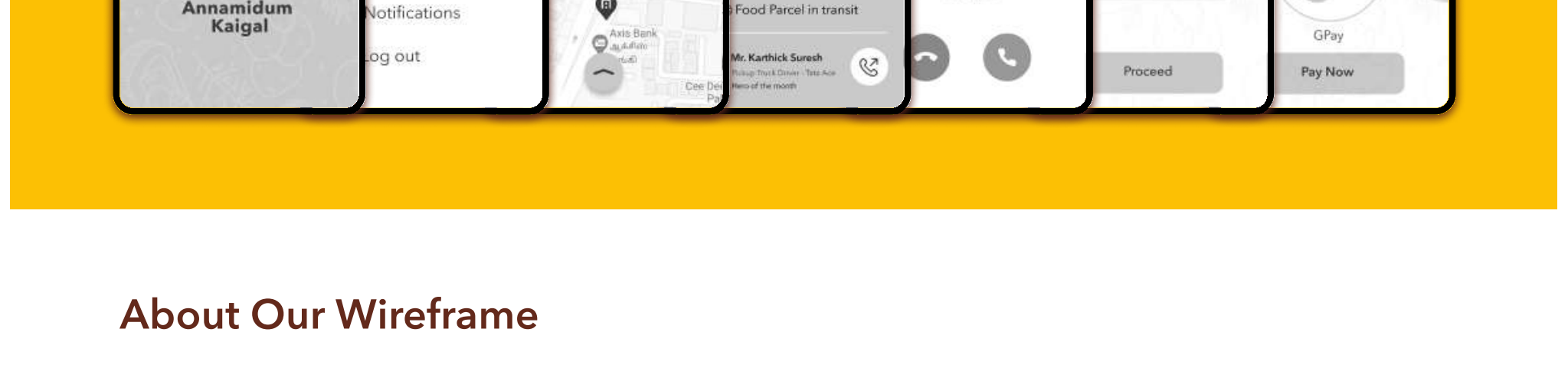




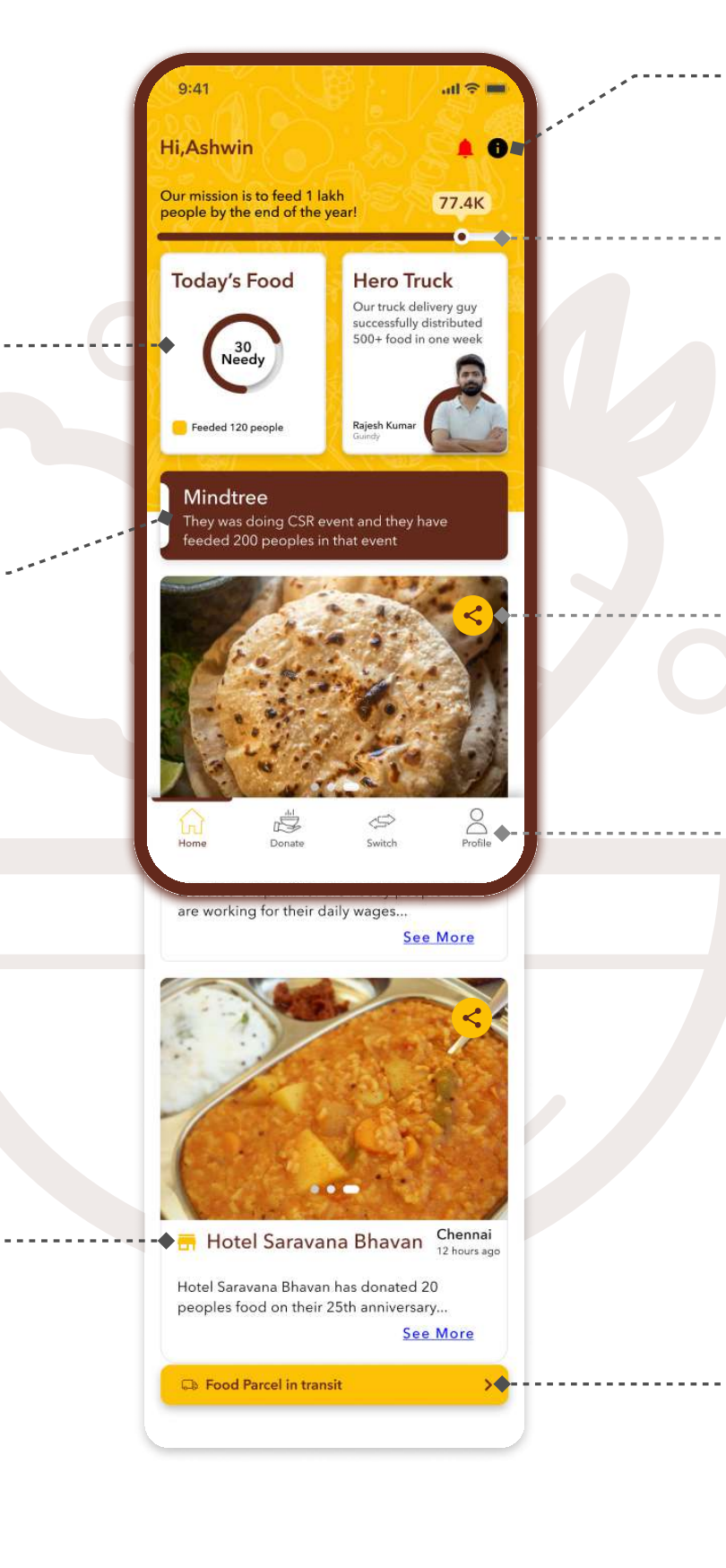
Desktop Version wireframe



Wearables



About Our Wireframe



This feature will help you guide for the step by step procedures for the users who doesn't know how to work on this application and also motivates the user that the food is reached to the people without any hurdle

As we are having more demand on daily basis, this will be a gentle nudge to the users to donate more foods to the needy peoples by showing the statistics

We will motivate the users to donate more in future by showing up this feeding statistics to the users

As we are aiming the corporate people into our application and as most of the corporate peoples are willing to donate to the people by conducting the events like CSR, we are showcasing this information to the those users to attract them.

We are willing you to share this donated information through social media and create a behavioural change into the public and create more donars to our application

Main navigation bar help you to travel in and around the application

To motivate the other hotel /peoples to donate more foods by showing the other hotels/ donation statistics

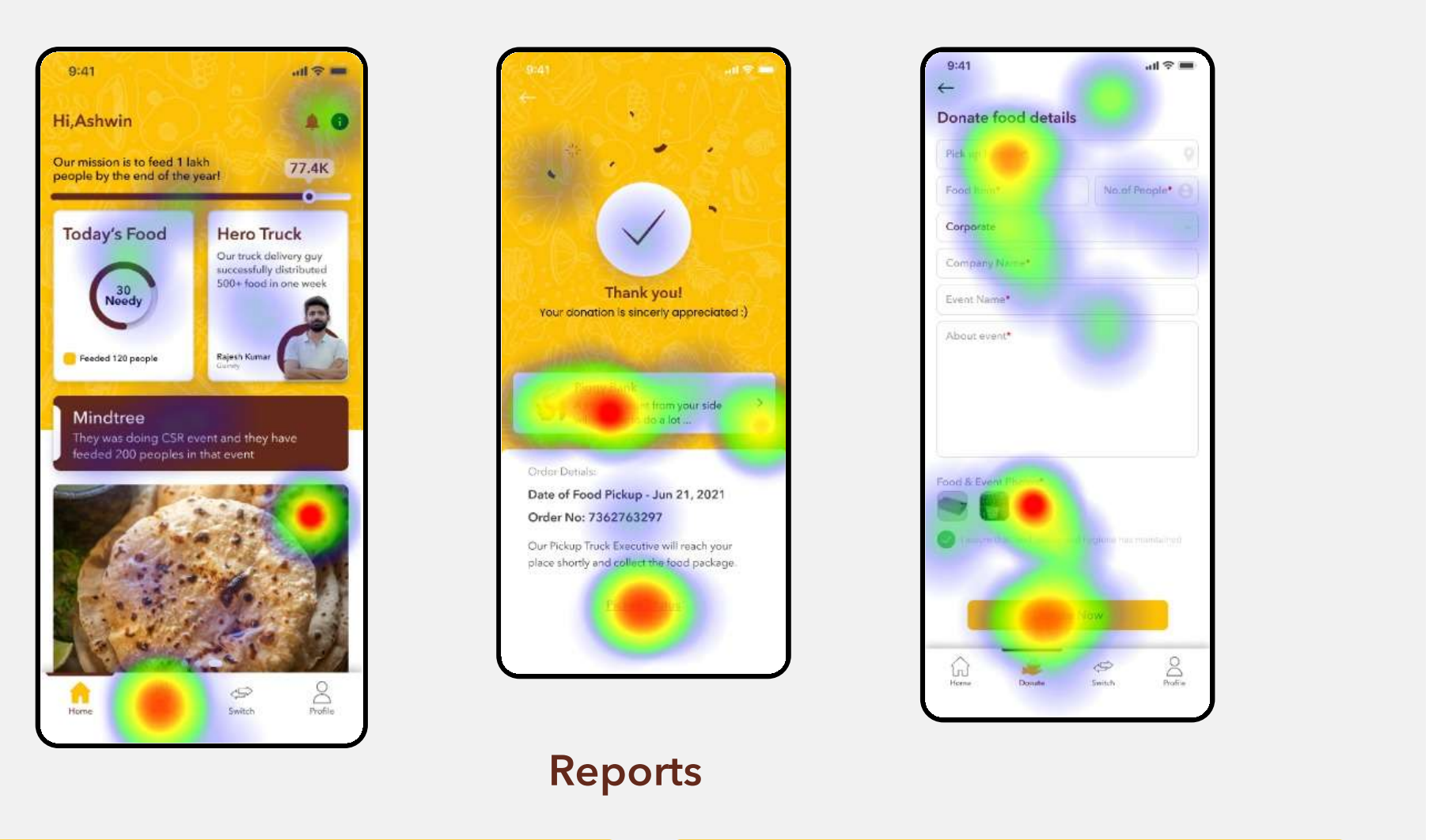
This feature is to track the user's order and to know exact location of the truck.

Our Main Tasks and solutions

1. **Finding the right needy**
   - By taking several steps and lost of research happen we finally sorted this task with the help of public.
   - Person like you and me can find the good environmental and good working people to get this food
2. **Food Distribution & Packing**
   - For food distribution, we resolved by using a trucks with some storage units.By the help pf truck drivers we are maintaining the quality of food.
   - For the packing and storing, we are seeking for the help of the donors who is producing recycling package materials so that we are saving our environment.
3. **What to do with spoiled foods**
   - Even we served most of the foods, some days we have lot more foods were left. We have a solution for that too.
   - We are serving those foods to cattles, dogs etc., we are not only making the humans to hunger free, we are expecting the hunger free animals too

Our future plans

1. Making hunger free cattles
2. Serving for the medical help
3. Donating the old books to the students who can't able to afford for it



Reports

We have changed the share icon visibility in every screen based on the reports

Also, we have increased the visual hierarchy of the task which we are nudging the user to do it.

12	84.3%	7.8s	83.3%	16.7%
TOTAL TESTERS	MISCLICK RATE	AVG DURATION	AVG SUCCESS	AVG BOUNCE

Direct Success Testers who completed the mission via the expected path(s).	83.3%	10 TESTERS
Indirect Success Testers who completed the mission via unexpected paths.	0%	0 TESTERS
Give-up / Bounce Testers who left or gave up the mission.	16.7%	2 TESTERS

Serve with smile,live without hunger