

**TAKE
AN EXTRA
30% OFF**

SALE



PROJECT 4

CONSCIOUS CONSUMPTION



MIND MAP



INSPIRATION SOURCE




me



Because of premature delivery, my mother always thinks order a lot of things for me, so every time we waste a lot, which is true reason why I choose constant consumption, we can know that Conscious and controlled food consumption can effectively save the earth's resources.

PROBLEMS OF FOOD WASTE



With the development of society, food waste has gradually become a very common phenomenon in our life.

The purpose of my project is to find out the causes of food waste and select specific scenes to solve the problem of food waste according to the research. Finally achieve the goal of reducing food waste and let users actively and consciously consume food

BACKGROUND & PURPOSE

WORK PLAN



RESTAURANT
CANTREEN

LIFE OBSERVATION ⑦

QUESTIONNAIRE ⑤

INTERVIEW ⑥

Present solutions

FOOD WASTE

TYPE ①

- ① TAKEAWAY
- ② FAST FOOD / BUKLUNT
- ③ RESTAURANT / CANTEEN

HARM OF IT ②

- ① ENVIRONMENT POLLUTION (greenhouse gas emission)
- ② ECONOMIC LOSS.
- ③ INVALID CONSUMPTION OF Natural Resources.

MAKE EATING PLAN

STORE FOOD PROPERLY

SAVE COOKED FOOD

REASONS OF IT ③

FACE COUNTS.

Misunderstanding

~~1 promote consumption~~

~~No waste = Overeating~~
~~|| NOT HEALTHY~~

WORKING MIND.

Research MAP

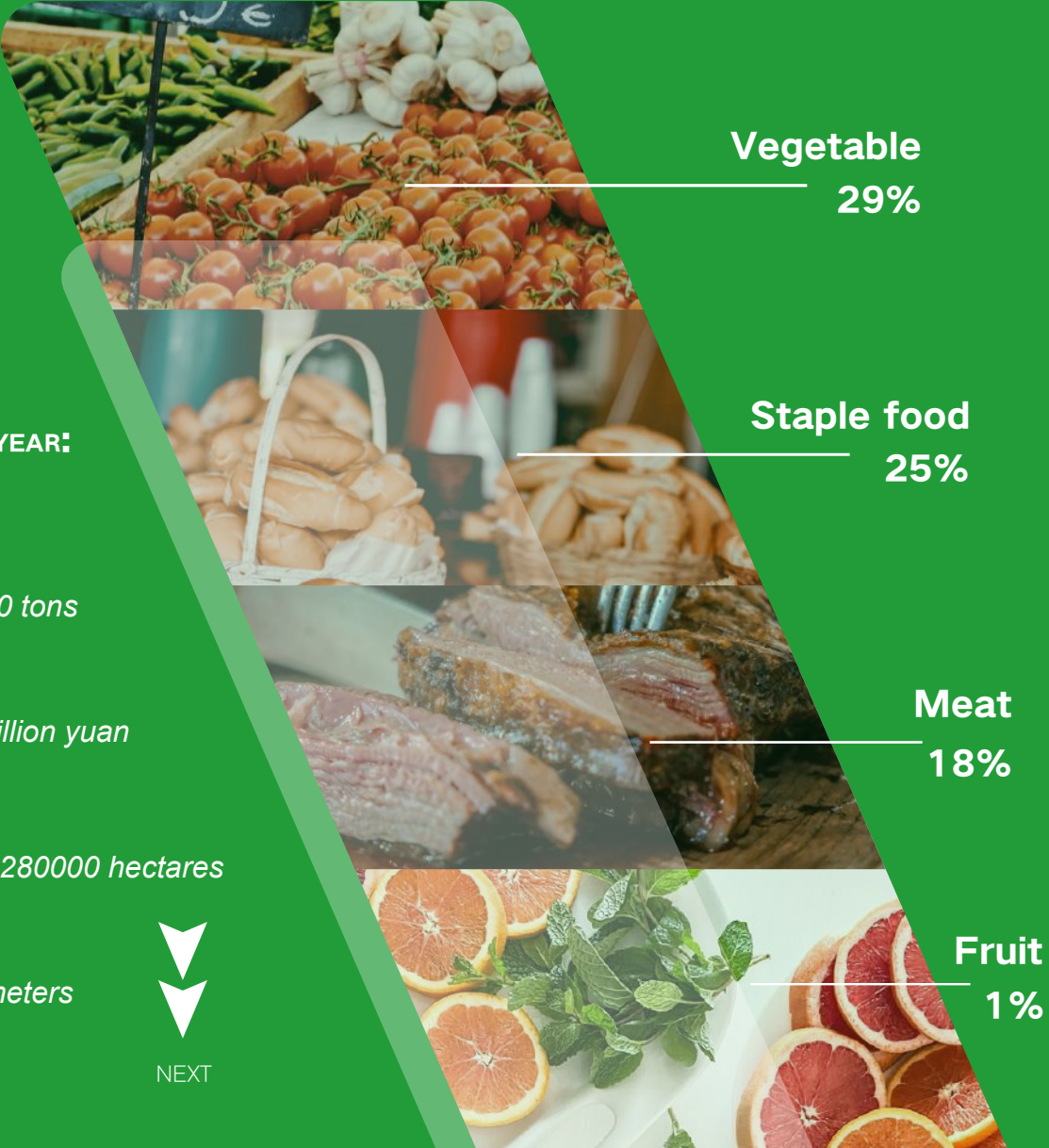
Primary Research
Secondary Research

CURRENT SITUATION



— secondary research

FOOD WASTE LIST



According to the survey of catering industry in four cities (Beijing, Shanghai, Chengdu and Lhasa), the average amount of food waste is about 93 grams per meal, and the waste rate is **12%**.



The amount of food waste of canteen is significantly higher than the average level of urban catering industry, with 216 grams per person per meal, accounting for about **1 / 3** of the food supply.

▲ WAYS TO WASTE FOOD

▼ REASONS OF WASTING FOOD

BAD TASTE

SAVE FACE

MISUNDERSTANDING:
PROMOTING CONSUMPTION

MISUNDERSTANDING:
NO WASTE =OVEREATING

▼ CANTEEN FOOD WASTE/EACH YEAR: exceeding the average level of urban food waste



The total amount of waste is about 7780 tons



The equivalent economic loss is 160 million yuan



The area of cultivated land occupied is 280000 hectares



Water consumption 11.6 million cubic meters



NEXT

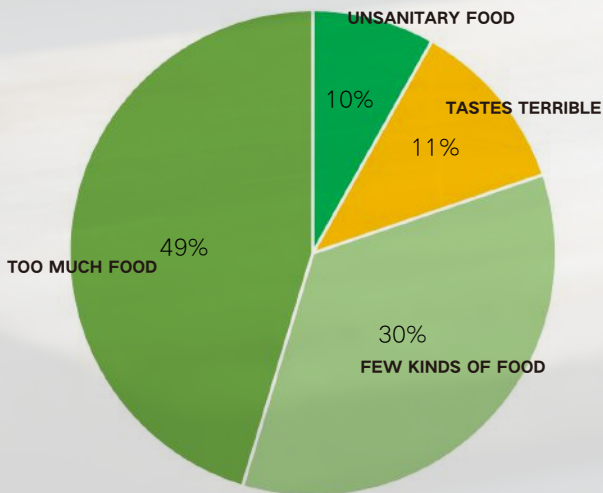


FOOD WASTE IN CANTEEN & HARM OF FOOD WASTE

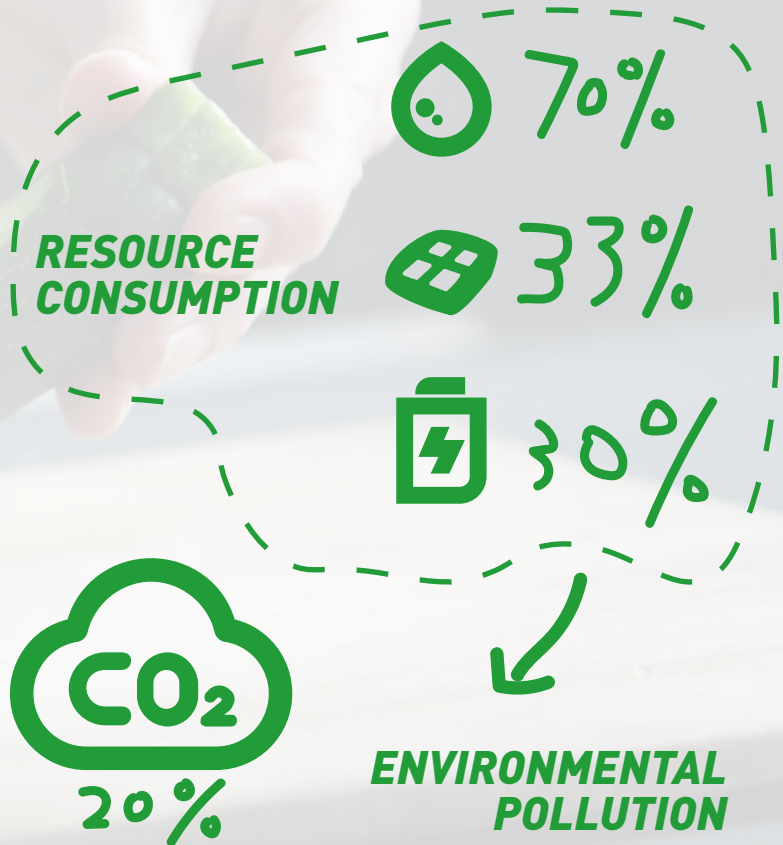


— secondary research

CAUSES OF FOOD WASTE IN CANTEEN



COMPARISON BETWEEN CANTEENS AND MAJOR CITIES



The world's existing agricultural production uses seventy percent of fresh water, thirty three percent of land, thirty percent of energy, resulting in twenty percent of greenhouse gas emissions.

Food waste also means environmental pollution.

THE DISADVANTAGES OF WASTING FOOD

🔌 OBSERVATION

— primary research

FOOD WASTE IN STUDENT/STAFF CANTEEN



STUDENT/STAFF CANTEEN

Staple food waste is serious

Serious waste per capita

Imbalance of food nutrition

Disposable tableware pollutes the environment

FOOD WASTE IN RESTAURANT



Staple food waste is serious



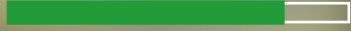
The total amount of waste is large, but the per capita waste is not as much as that of student canteen.



The consumption of drinks is large, which affects the food consumption and increases the food waste

RESPONDENTS' THINKING

Eating is enjoyment.
Don't force yourself to eat



Everyone wastes food,
so I also waste it



There's no need to save.
There's plenty of food now



83.33%

83.33% of the respondents thought that food waste was very serious

56.67%

56.67% of the respondents said that they often waste food.

16.67%

16.67% of the respondents said that sometimes more than half is wasted

33.33%

33.33% of the respondents said they don't care about food health and diet



63.67 percent of respondents are under 30 years old

83.33%



83.33 percent of respondents didn't want to waste food, but they couldn't

QUESTIONNAIRES RESULTS

— primary research

REASONS FOR WASTING FOOD

1. Too much to eat — 100%
2. Bad taste — 86.67%
3. Lose weight — 83.33%
4. Avoid certain food — 66.17%
5. Follow others to waste — 66.67%
6. Education is not enough — 33.33%

DISTRIBUTION OF QUESTIONNAIRES





CHEN YISONG

25 years old

I don't waste food very often, but I often see others waste it, and the food collocation in the canteen is unreasonable. They do not make a diet plan according to everyone's situation, so it need to be upgraded.



WANG BO

23 years old

I often waste food, but I feel guilty for it, because sometimes there are too many meals, but it's not delicious when I pack them home, and they will be dumped



LI WEI

22 years old

I'm very picky about food. I often waste food I don't like, and no one constrains me. I hope there's something to restrain me from wasting and make me eat healthily.

INTERVIEW

— primary research

Here are **5** questions .

-  **Do you often waste food?**
-  **Why do you waste food?**
-  **What do you think when you waste food?**
-  **Do you want to solve this problem?**
-  **What else do you want to say?**

CHAT INTERVIEW



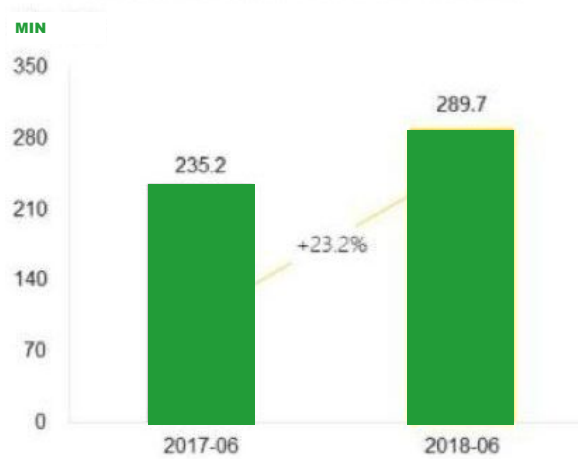
ONLINE INTERVIEW



FACE TO FACE INTERVIEW



PER CAPITA INTERNET TIME



THE FIRST CONCLUSION:

At the same time, we can learn from the "China Internet annual report in 2018" that Chinese users are increasingly dependent on the Internet, with the average daily use time of 289.7 minutes (nearly five hours). In short, users spend the same amount of time on mobile phone every day as Internet employees sleep every day!

THE SECOND CONCLUSION:

Because of the covid-19, mobile ordering has become a popular way. According to the report, 18% of businesses in China can use mobile ordering, and the penetration rate increases by 3.2% every quarter. Mobile ordering is likely to be as popular as mobile payment in the next year or two. Compared with last year, the number of stores supporting mobile ordering has increased by 44%.



PACT ANALYSIS



PEOPLE

- A picky eater
- Adults & young people
- Office staff/students
- People who don't care about health
- People with poor self-control
- Want to solve the problem of food waste, but don't know how to do



ACTIVITIES

- Dinner with friends
- Individual meal
- Entertain others



CONTEXT

ENVIRONMENT

- Canteen

SOCIAL

- Food waste is serious
- More suitable for mobile ordering under COVID-19
- There are a lot of people using apps nowadays
- The app is very convenient and can be used at any time



TECHNOLOGIES

SMART PHONE/IPHONE 12

OUTPUT

- Voice assistant
- Warning of food waste
- Location based services
- Big data analysis service
- Suggestions on diet structure

INPUT

- Personal information
 - gender
 - age
 - Weight
- Feedback after meal

EMPTY MAP

— user modelling techniques

THINK & FEEL

What's for today?

There are too many staple foods to eat

There are a lot of things I don't like to eat

It looks delicious. Buy them all



SEE

Others waste food

There is a lot of food in the canteen

Observe what others order

Order follow the general public

HEAR?

There is a discussion about what food is good to eat

The sound of food being poured out

The sound of music and chat



SAY & DO

Ask others what's delicious

How to eat healthier

Learn other people's diet

Because pickiness leads to waste of food

PAIN

Because pickiness leads to waste of food

No understanding of healthy diet structure

Feel guilty about wasting food, but can't stop wasting

GAIN

Learn how to eat healthily

Adjust diet structure to reduce food waste

Be able to remind yourself not to waste



PERSONA

— user modelling techniques



Name :

SHERRY



Gender: female



Age: 22



Occupation: student
intern in school

“

I realize that I am very picky about food. I often waste a lot of food when I eat in the canteen. I feel guilty every time I waste it. But I can't control this kind of behavior, because when I eat in the canteen, I often have different amount of food, and I don't know what kind of food to eat is healthy.

Therefore, I often buy too much food, resulting in a lot of waste.

”

CHARACTER

Picky about food

No concept of healthy diet

Lively and careless

PLACE OF EATING

At home/dormitory

Restaurant

student/staff canteen

WANTS

Reduce food waste

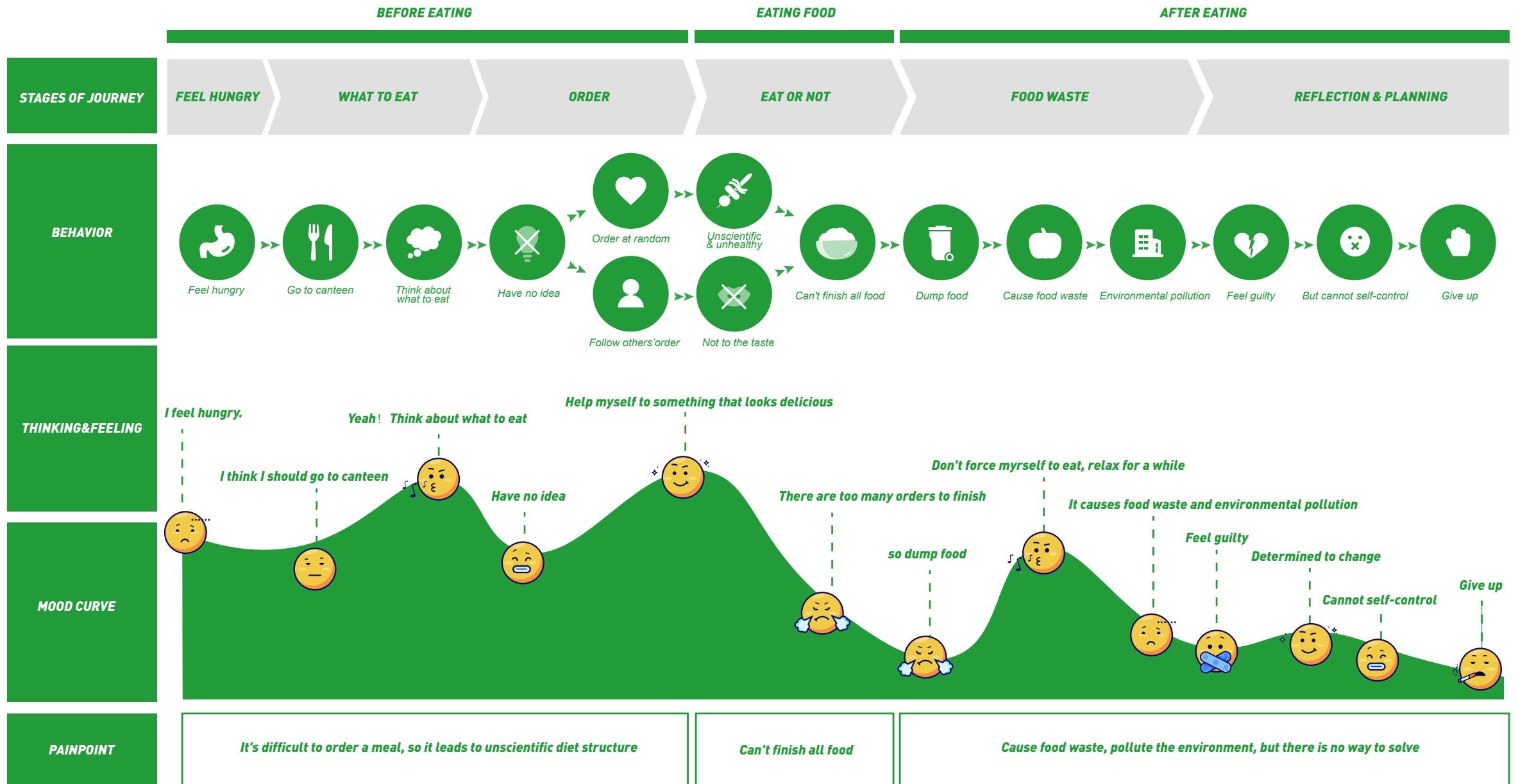
Develop a good habit of eating

Keep healthy

FRUSTRATIONS

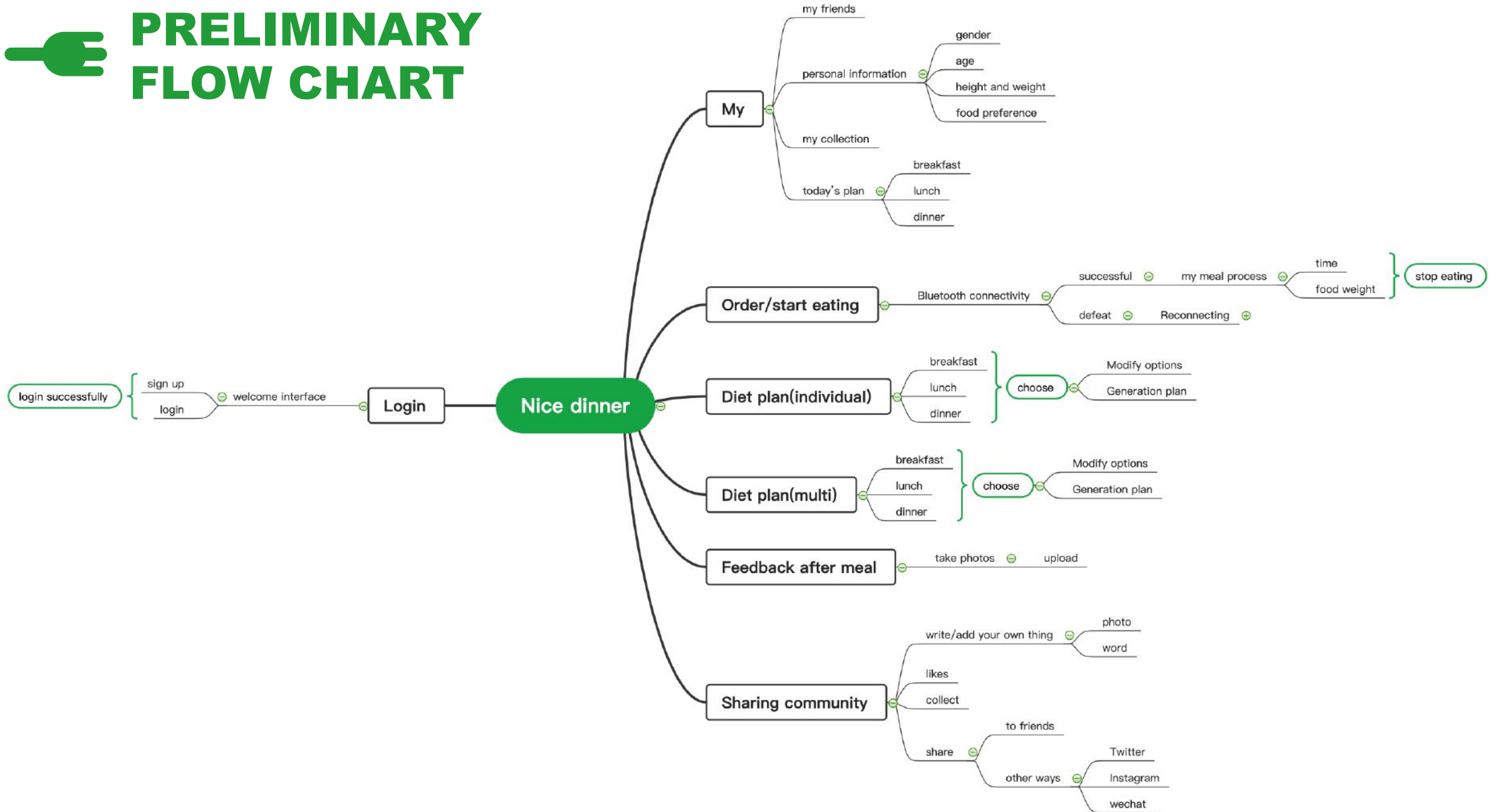
- Everytime waste a lot food
- No knowledge of diet structure
- There's no time to focus on a balanced diet

USER JOURNEY MAP — user modelling techniques

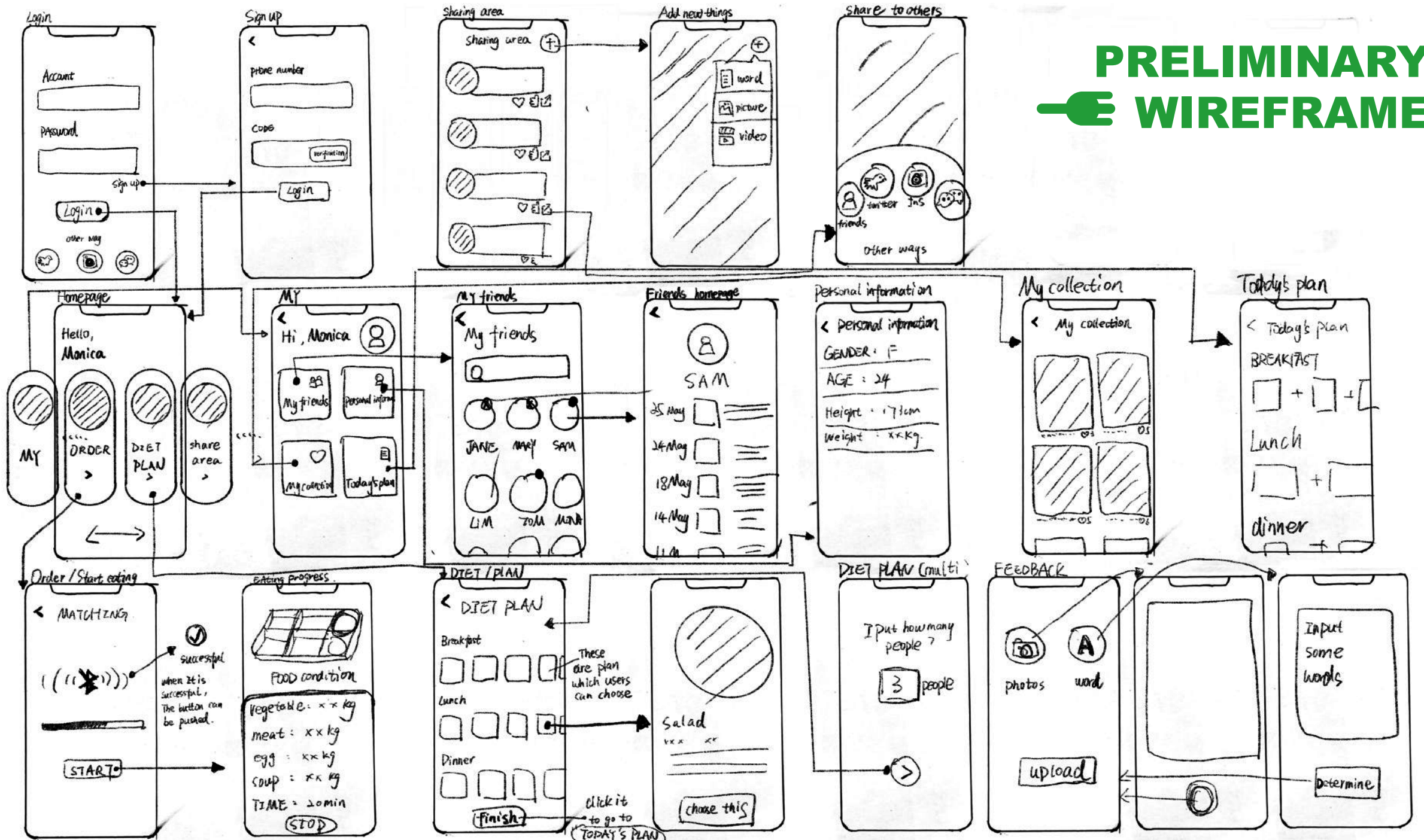




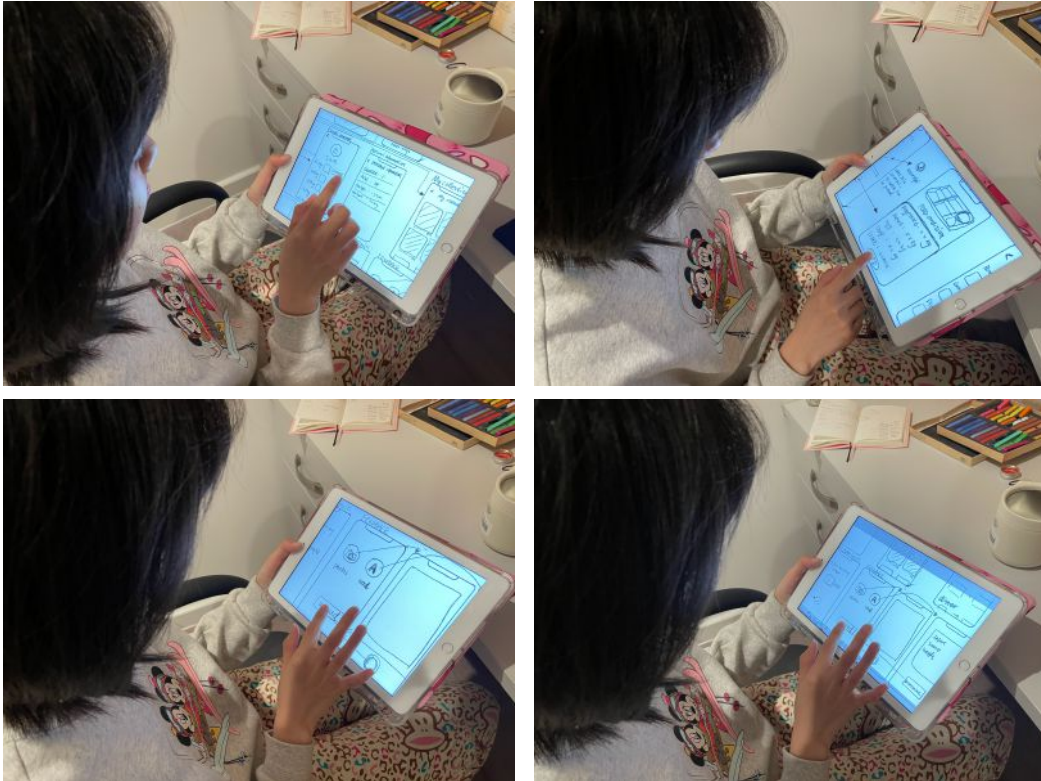
PRELIMINARY FLOW CHART



PRELIMINARY WIREFRAME



PRELIMINARY TEST FEEDBACK



FEEDBACK 1:

The home page has too many functions, so it is very complicated, and some page information is not clear enough

FEEDBACK 2:

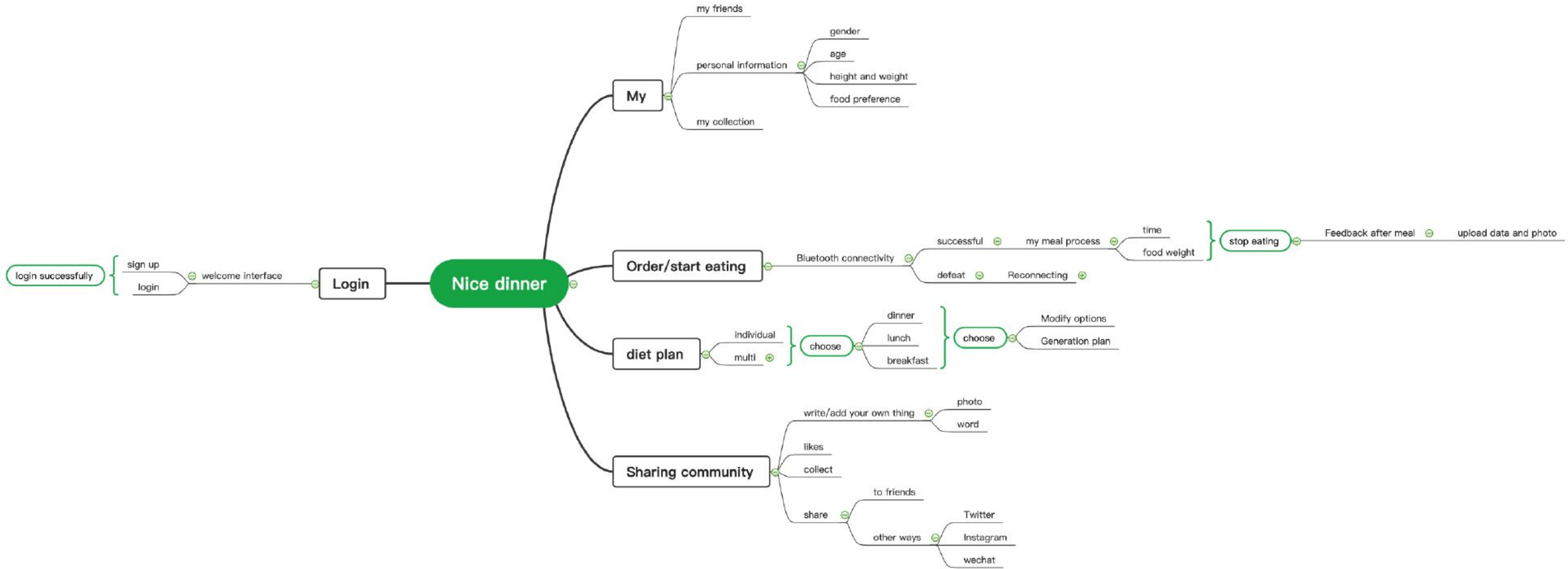
Single person diet and multi person diet can be structured into one interface to reduce the repetition of the page

FEEDBACK 3:

It is very difficult and inconvenient to go back to the home page directly after many jumps

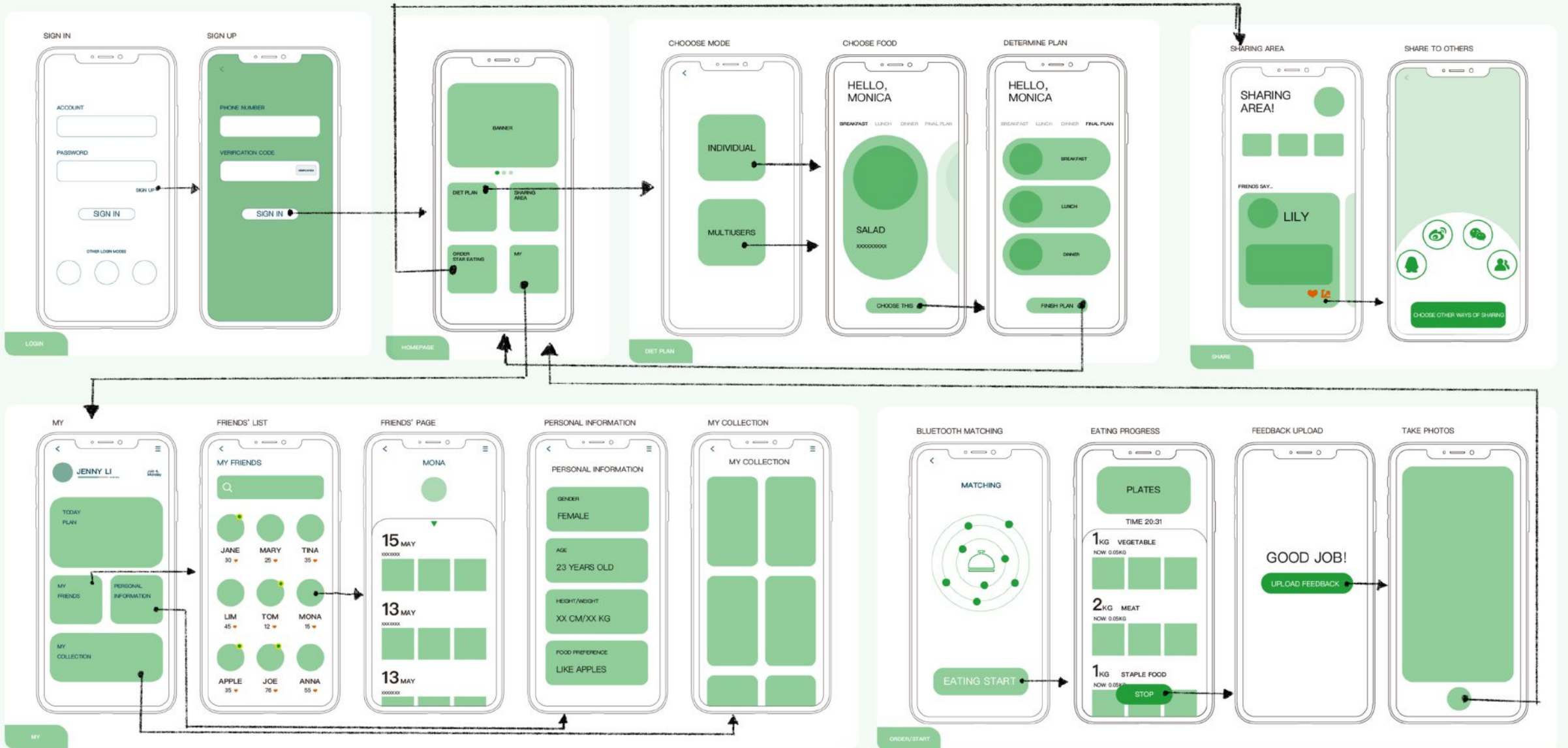


UPDATED FLOW CHART

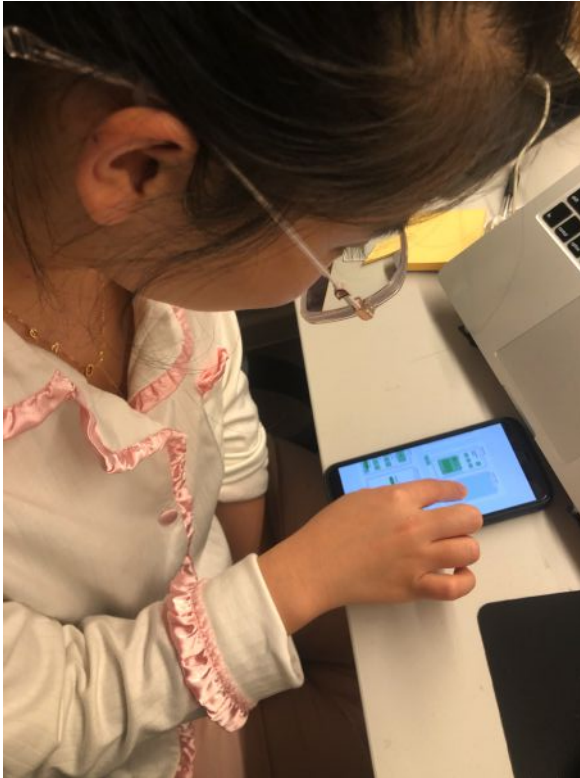




UPDATED WIREFRAME



← THE SECOND TEST FEEDBACK



FEEDBACK 1:

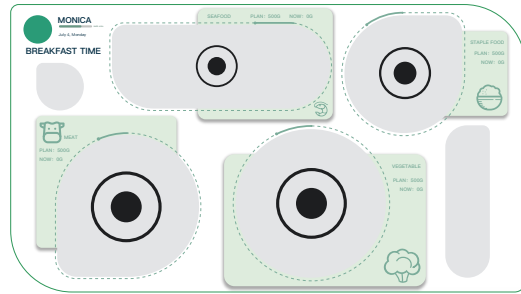
***The framework is very clear,
and more visual design is needed next***

FEEDBACK 2:

***Each button and icon needs
to be designed more specifically***

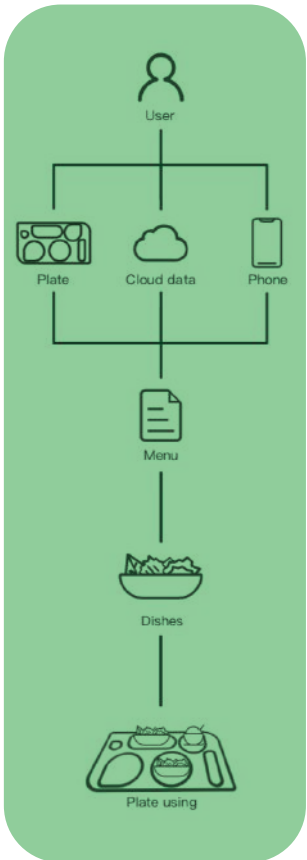


After



Before

PRODUCT DESIGN



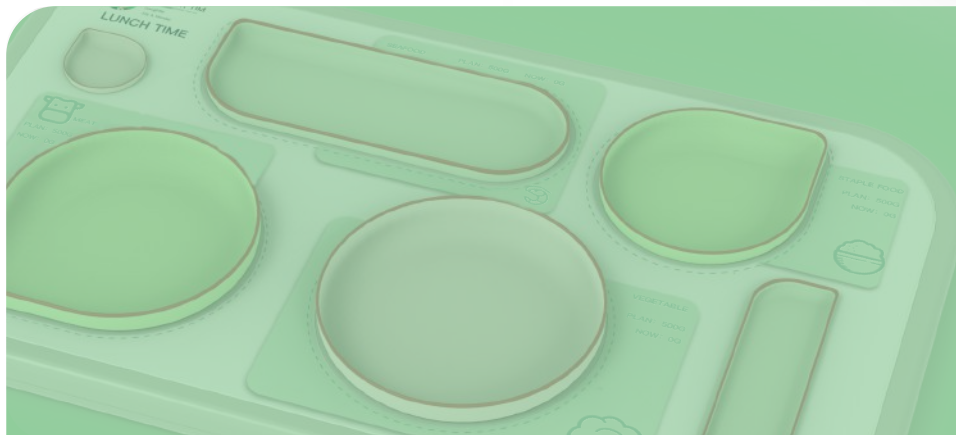
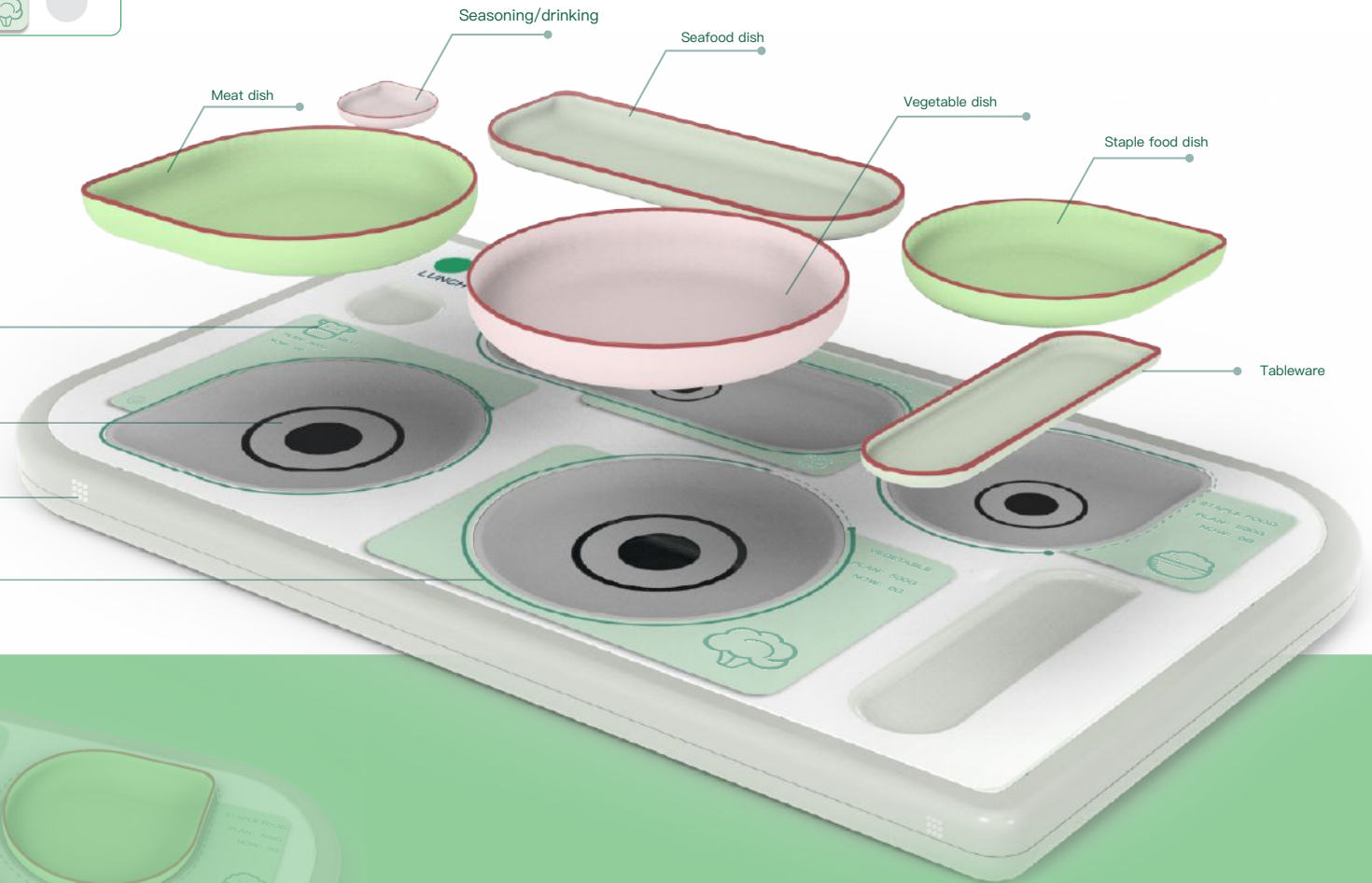
PRODUCT DISPLAY

Screen display of meal plan and food weight

Weighing device

Voice Warning Device

Lighting Display Progress



PRODUCT DESIGN



FONT SPECIFICATION

ENGLISH FONT 1

FOODIE

FONT 1 : PINGFANG
medium/semibold

ENGLISH FONT 2

FOODIE

FONT 1 : ARIAL
regular



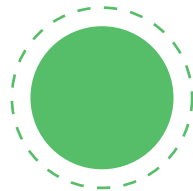
COLOUR SPECIFICATION

The target group of app is young people, who are full of vitality and hope for the future.

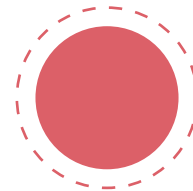
Therefore, I choose green, red and yellow as the most prominent colors to give the target group a strong visual impact



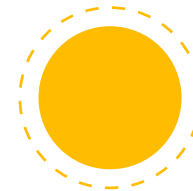
#229C38



#56BD69



#DC6068

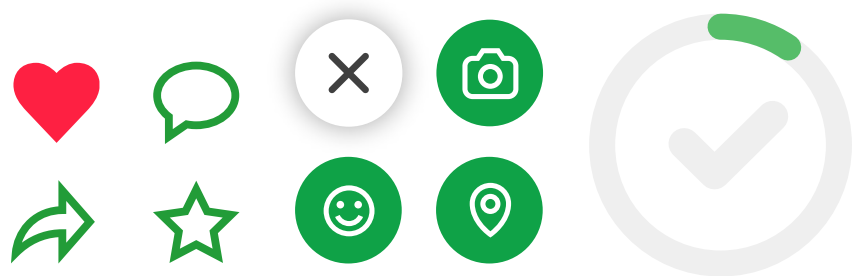
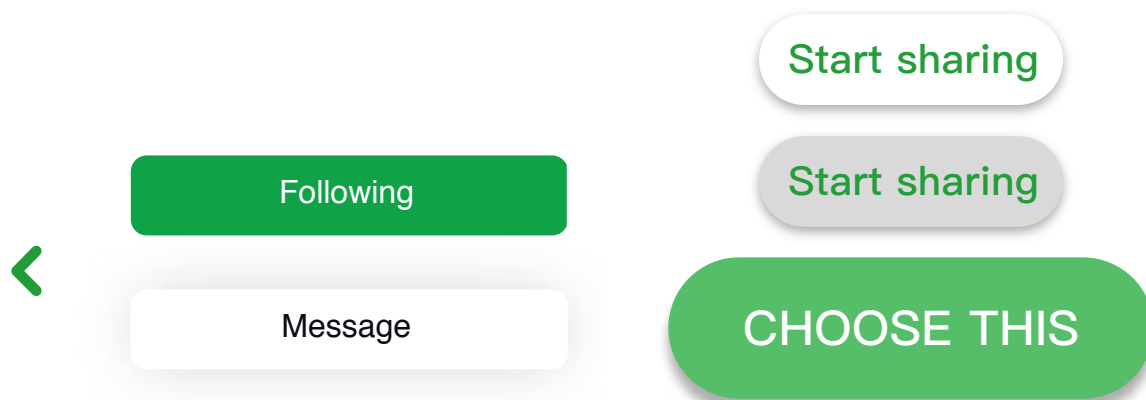


#FFBC00



ICON DESIGN

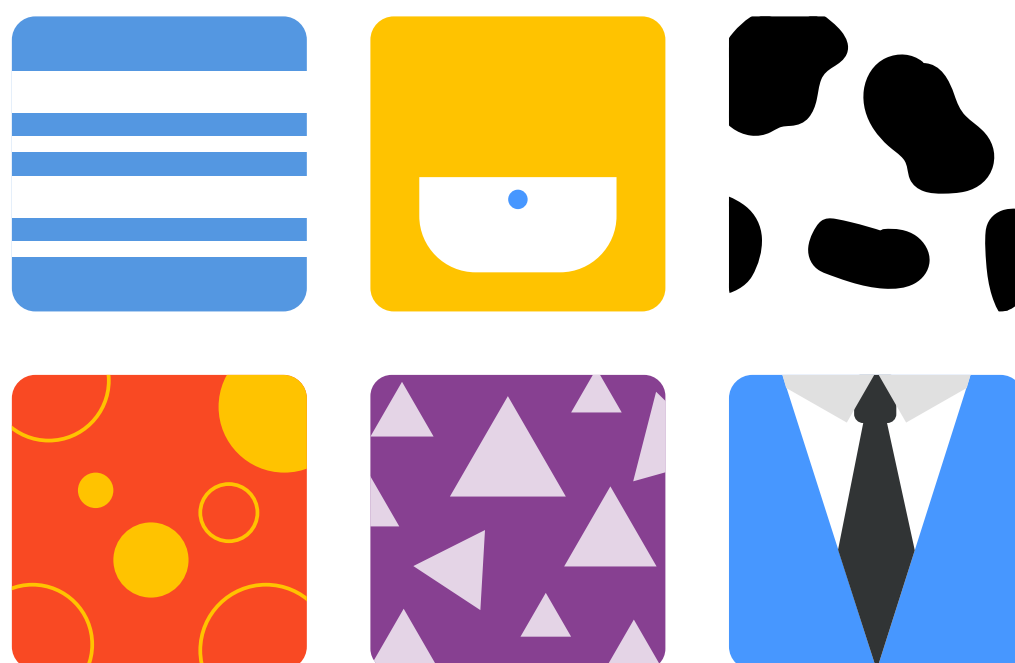
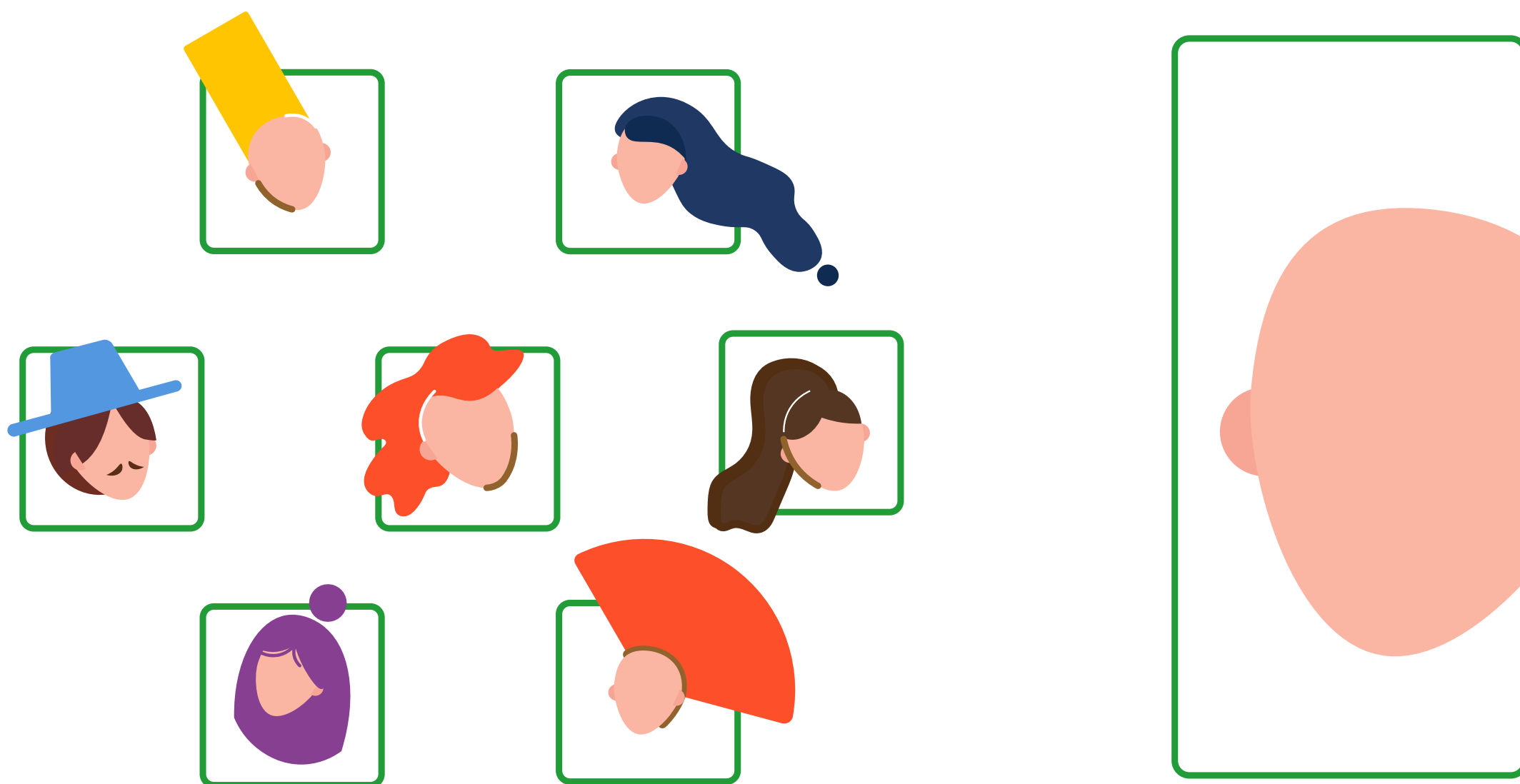
The design of the button increases the area that can be clicked, and the user can trigger the jump action more easily



The design of the icon is simple and clear, which is in line with the user's habits and reduces the learning cost



ILLUSTRATION DESIGN



Foodie



TECHNOLOGY

+



PLATE

+

FOODIE

NAME

=

Foodie



 **APP NAME/ LOGO DESIGN**



MAIN PAGES DISPLAY

user interface

Home page



Click "start eating", you can link to smart plate



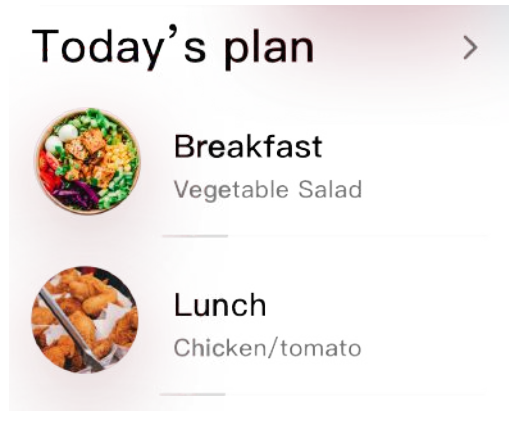
Click "share", you can share your pic.



Click "my", you can find other function



If there is no plan for today, it will show this



If you make plan, it will be displayed here

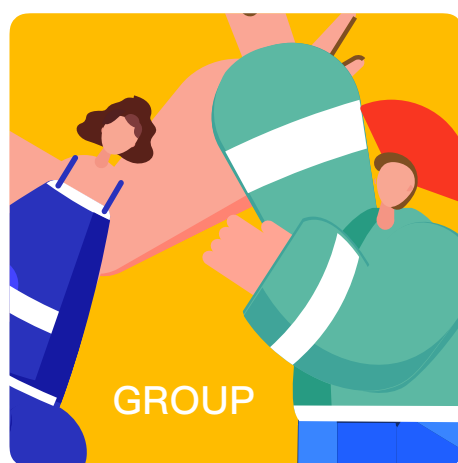
MAIN FUNCTION

1. Today's plan

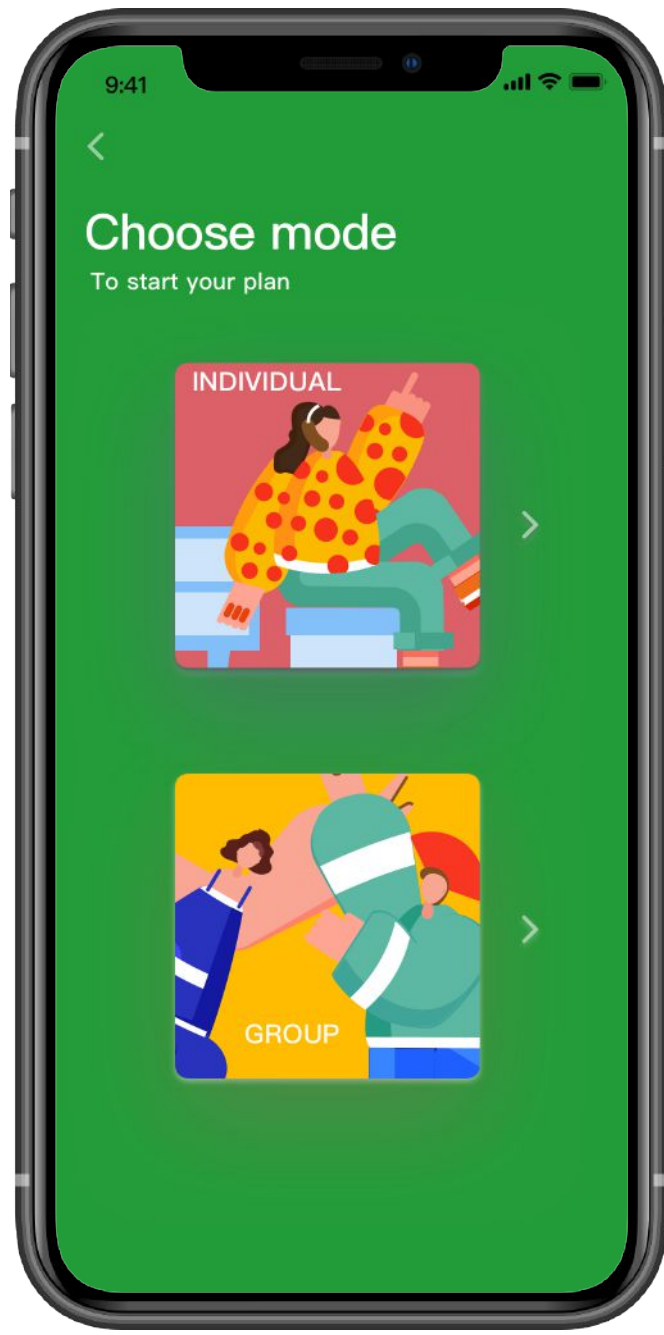
Choose mode



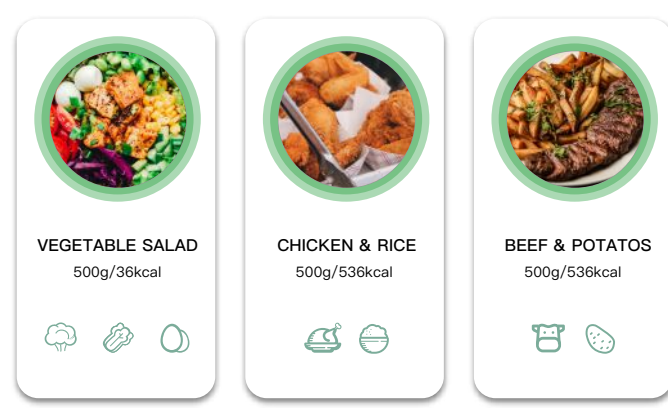
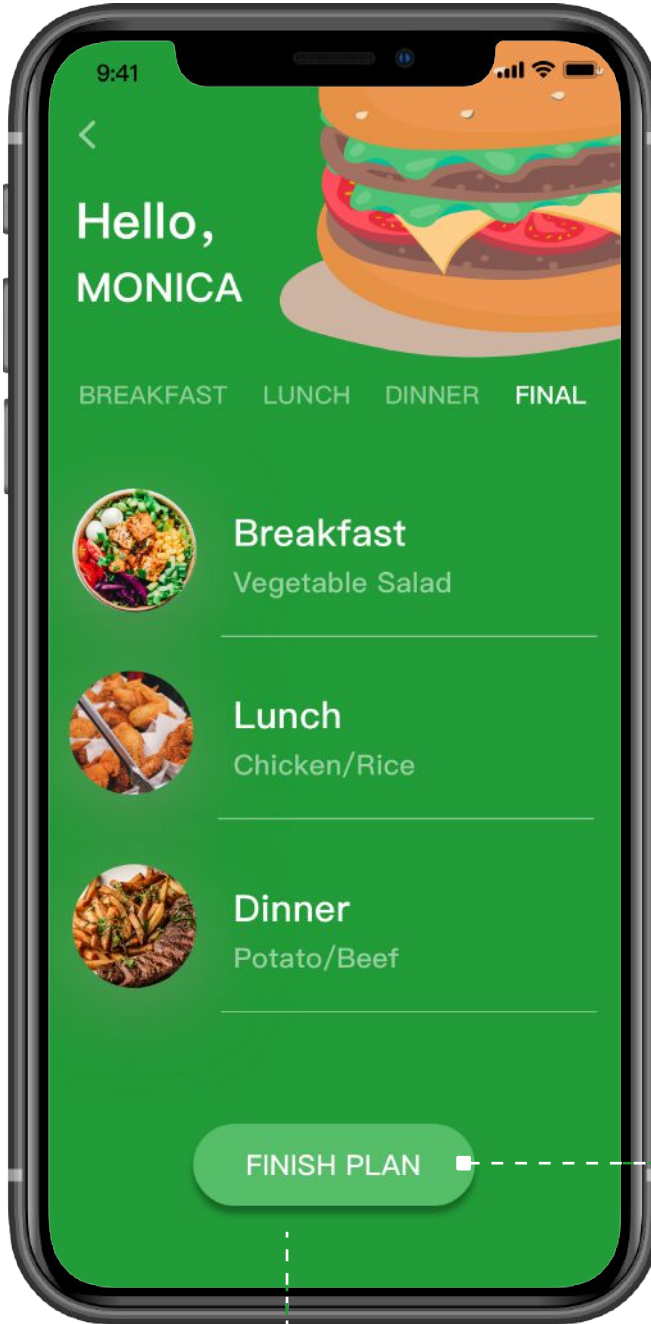
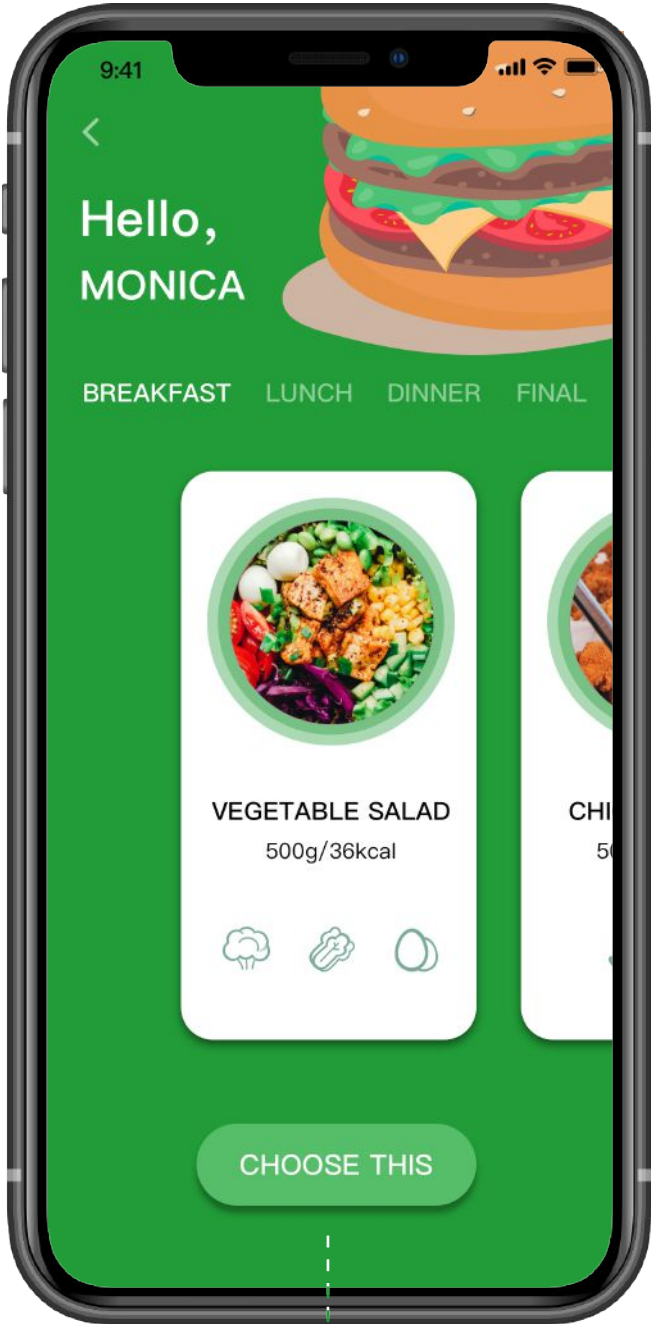
When you eat by yourself, you can choose this to make a plan for yourself



When eating with friends, you can choose this to make a plan for everyone



Choose what you want to eat



Slide left and right to choose what you want to eat

Click this button and your plan will be displayed on the home page

2. Start eating

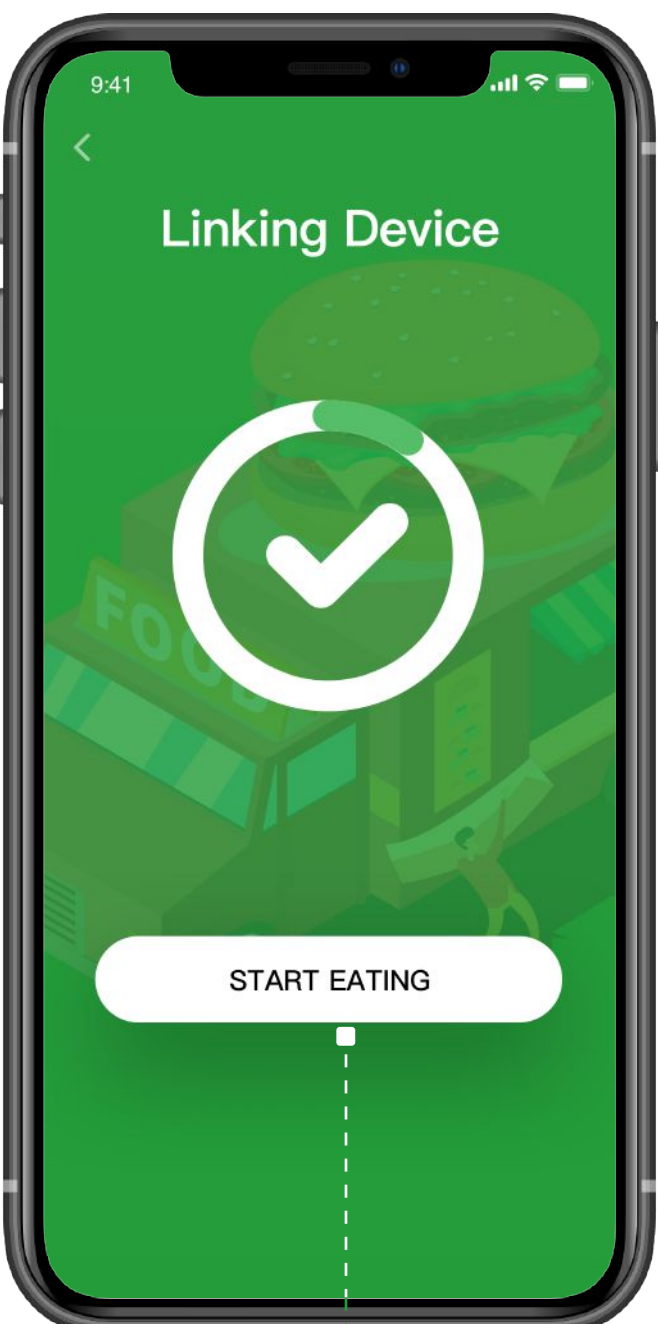
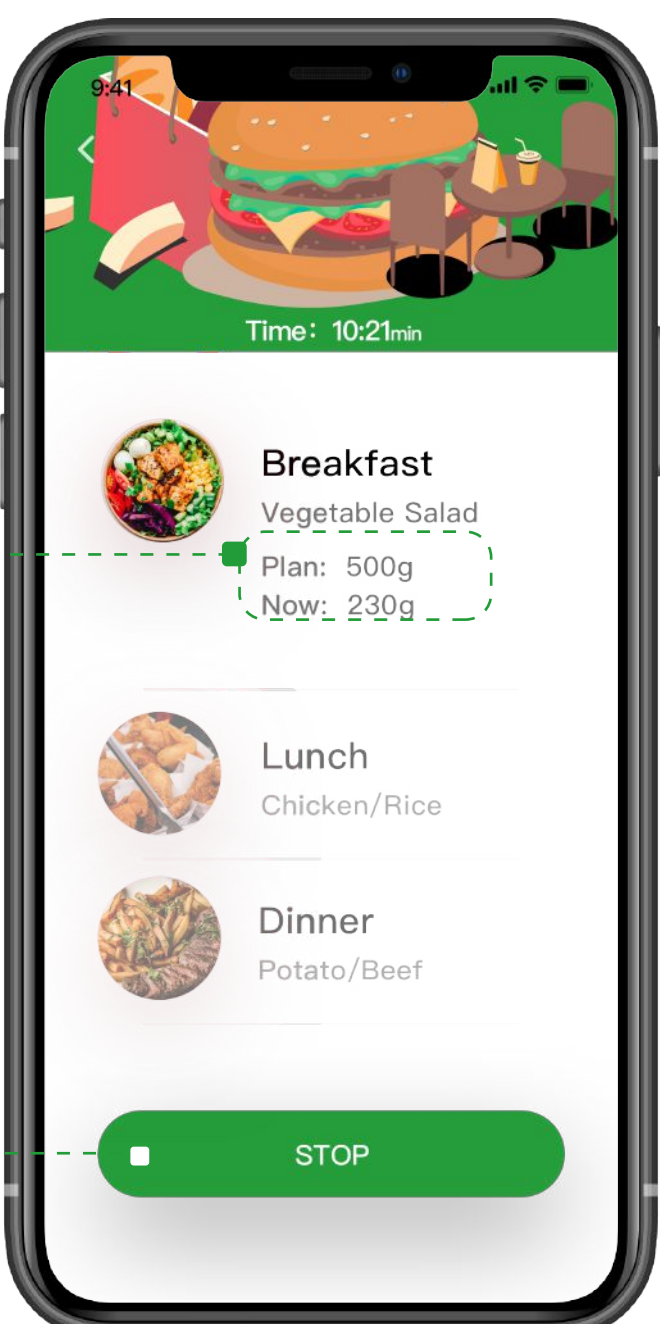
The app will decide whether to have breakfast or dinner according to the time



When eating, the app and the plate will display planned weight of the food and the weight of the plate on the plate now



click "stop" user can find the "upload feedback"



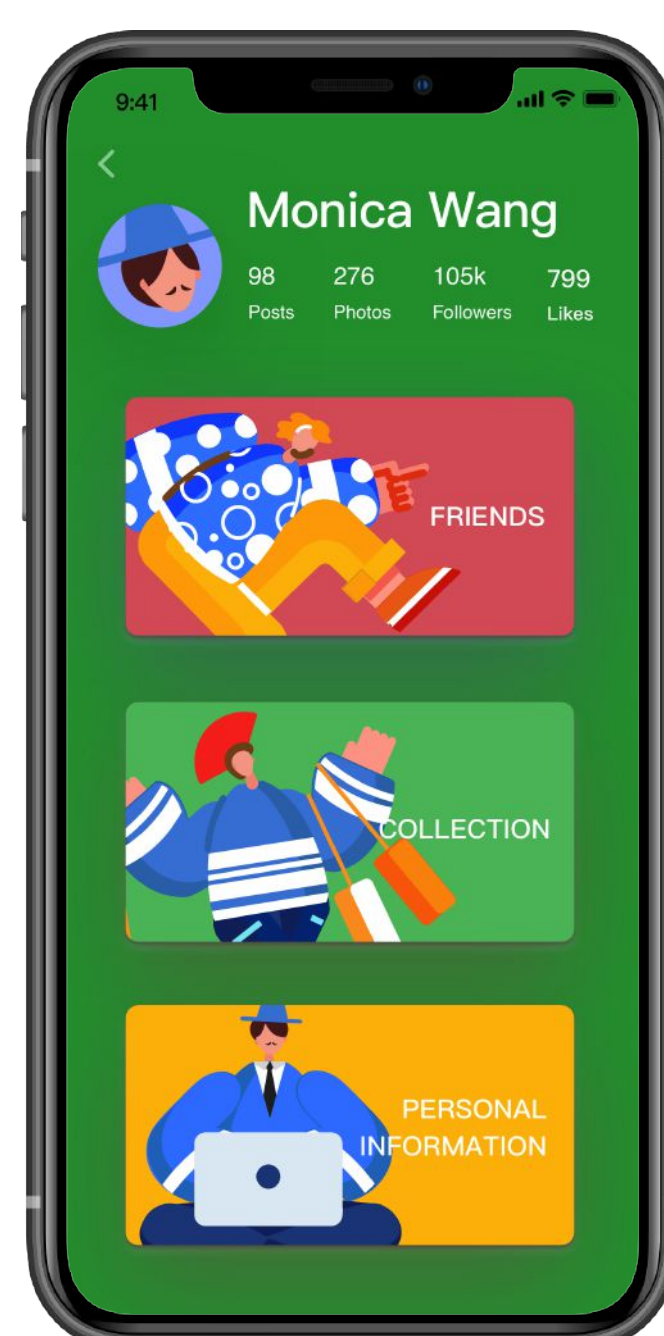
This means the phone is connected to the plate successfully

START EATING

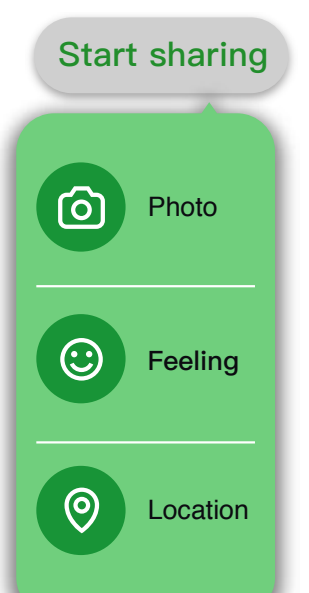
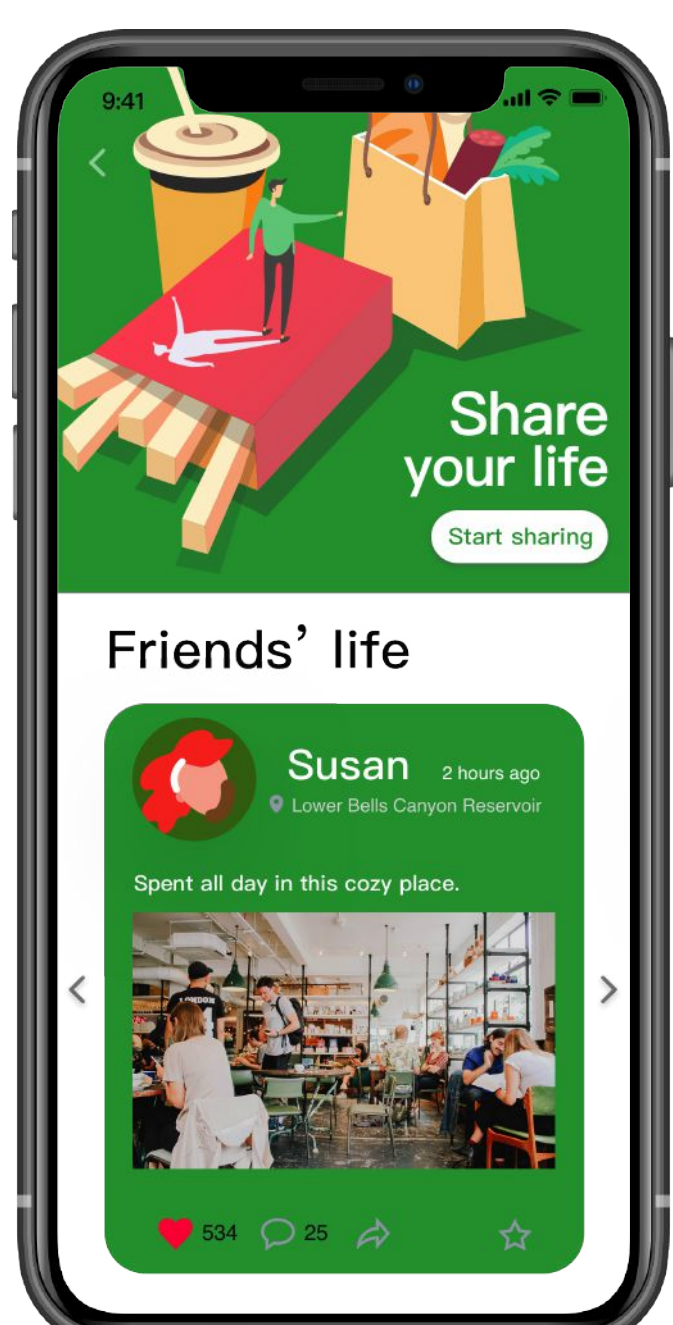
This means the phone is connected to the plate successfully

3. My

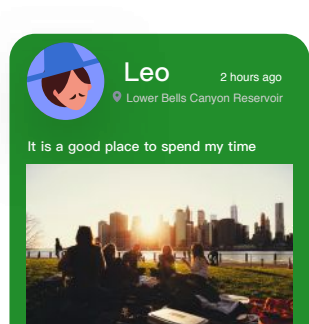
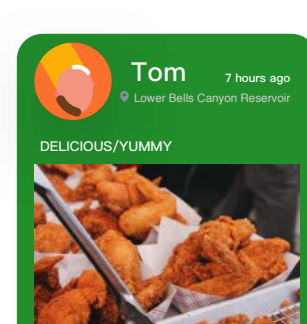
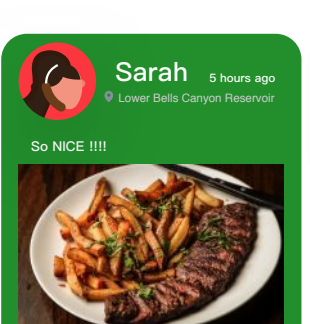
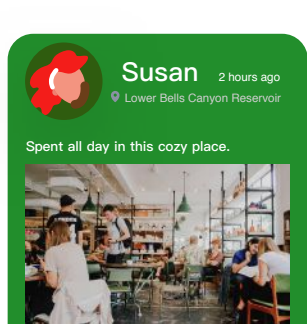
Scene illustration



4. Share



click to share your life

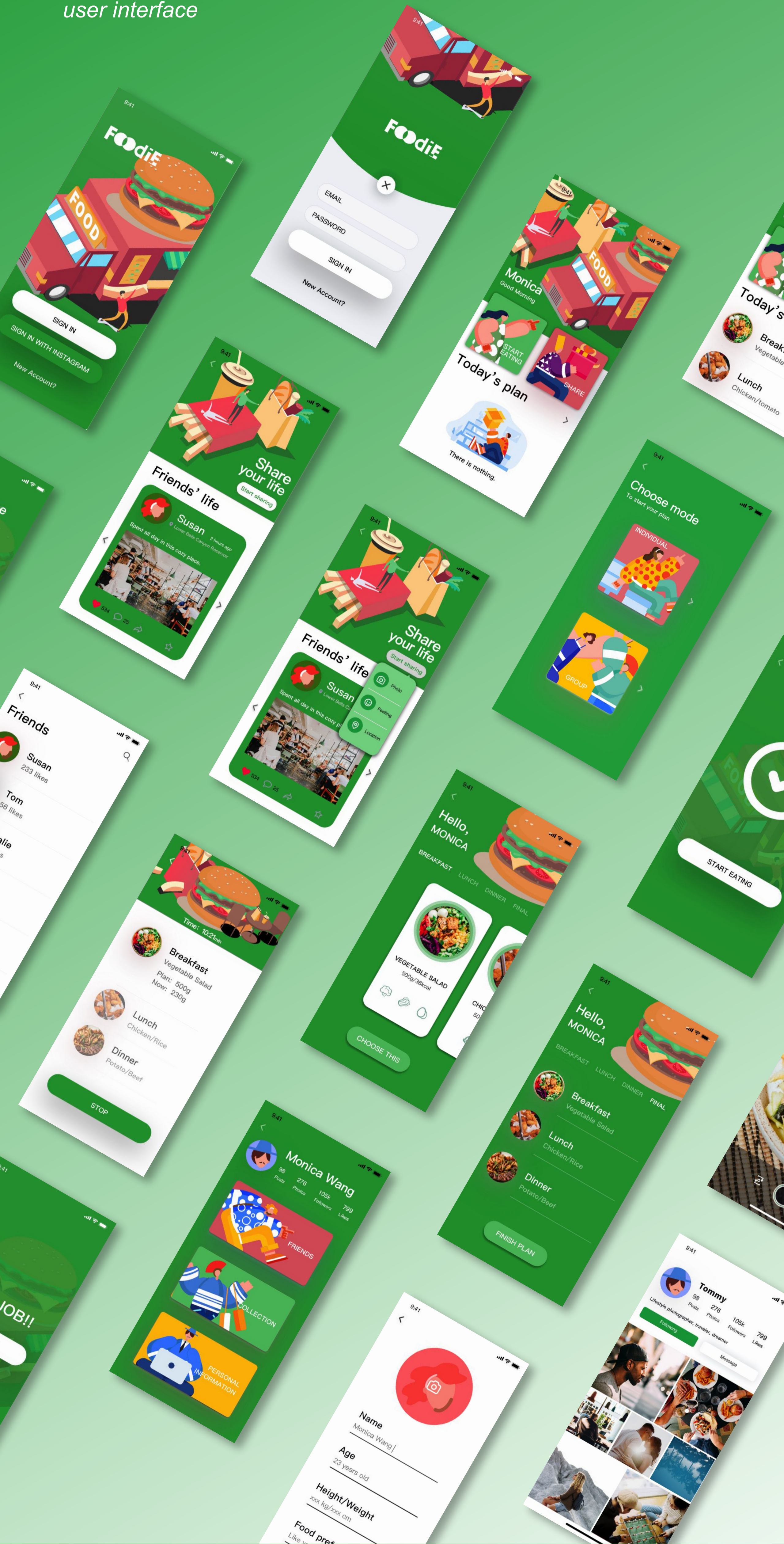


Slide to see your friends' posts

ALL PAGES



ALL PAGES DISPLAY
user interface



Foodie