lookingglass

Our Team

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Problem Context

In 2022, the US generated **88.7** million tons of surplus of food,

48% of which can be attributed to household waste.

Young adults between the ages of **18-24** are the biggest culprits

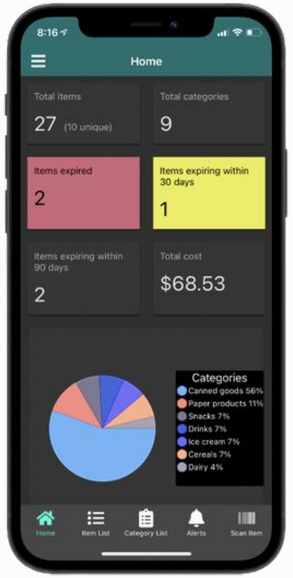
Problem Statement

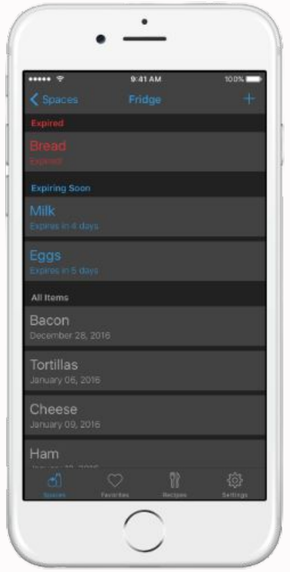
How might young adults (18-24) who live independently achieve better grocery and cooking habits so that they can reduce food waste and save money?

Research Insights

Market Research

- Existing solutions lack effective functionality and modern design
- The functions of similar solutions did not work as advertised
- Users reported a lack of focus on design in existing solutions





User Research

- 44.4% of users unintentionally buy food they don’t need
- Many users were unaware of how to properly throw away expired food

Literature Review

- Young adults are significant contributors to food waste due to inexperience and lack of food storage management skills
- Providing alternative uses for unused food items can help reduce waste

Personas

01 Allie | Community College Student

Allie is 18 years old and is a freshman at Bellevue College. She works multiple jobs to pay for her own tuition. She is in need of a solution that will help her manage her meals and also help her deal with expired food items.

- 18 years old
- 1st year Bellevue College
- Works multiple jobs

02 Anthony | Fresh Graduate

Anthony is a recent graduate of the University of Washington. He is 22 years old and is a casual athlete. He is currently looking for a job related to his major. Something he is in need of is a tool that will provide him with quantitative information about his food waste habits.

- 22 years old
- Fresh graduate
- Looking for a job

Key Concepts

Food Waste Reduction

lookingglass

Provide Insightful Data for Users

Encourage Roommates to Manage Food Together

Concept Validation

Validated Concepts

- Current methods and Challenges
- Organizational preferences
- Navigation and usability
- Collaborative features

Insights

- Identified strengths and areas for improvement
- Unclear/hidden features
- Needs more personalization

Design Direction

- Prioritize collaboration, visualizations, increased flexibility
- Emphasized accessibility, ensure inclusivity

Key Features

Analytics

Tracks metrics such as food waste, savings, tendencies, etc.

Meal Planning

View possible recipes based on the ingredients users have

Food Sharing

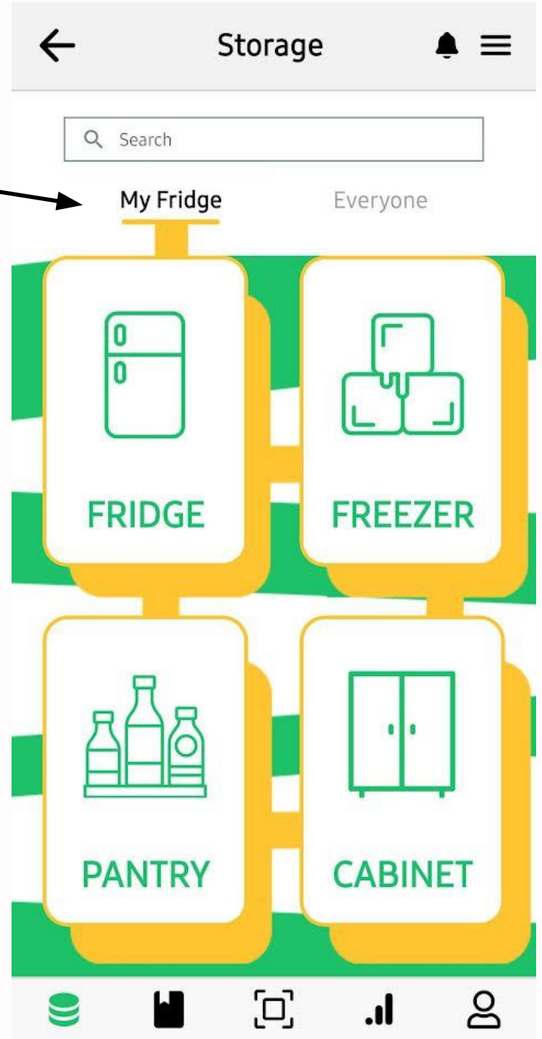
Users can share food between each other and dispose of unclaimed food

Storage View

See food items and ingredients in personal and communal storage spaces

Storage Selection

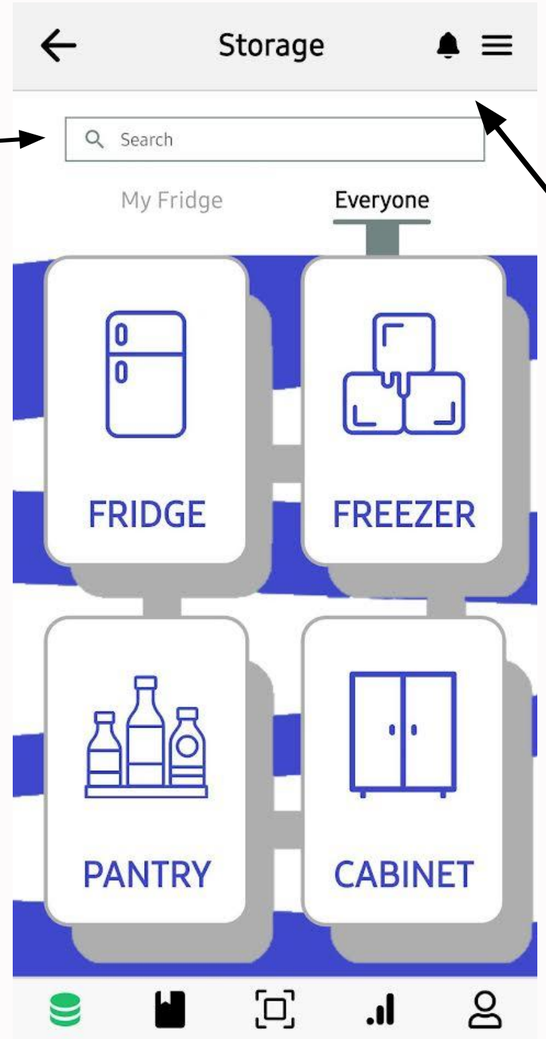
Nav Bar



Individual Storage

Search Bar

Notifications / Quick Menu

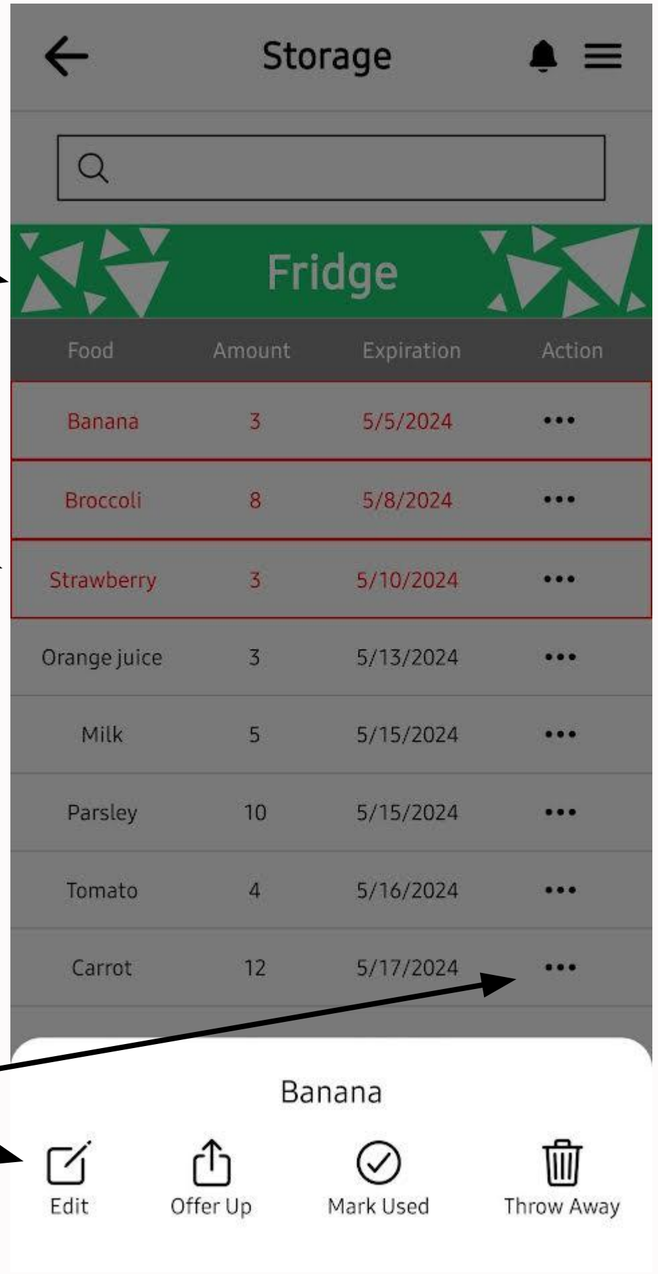


Communal Storage

Storage type

Expired items marked in red and put at top of list

Action menu



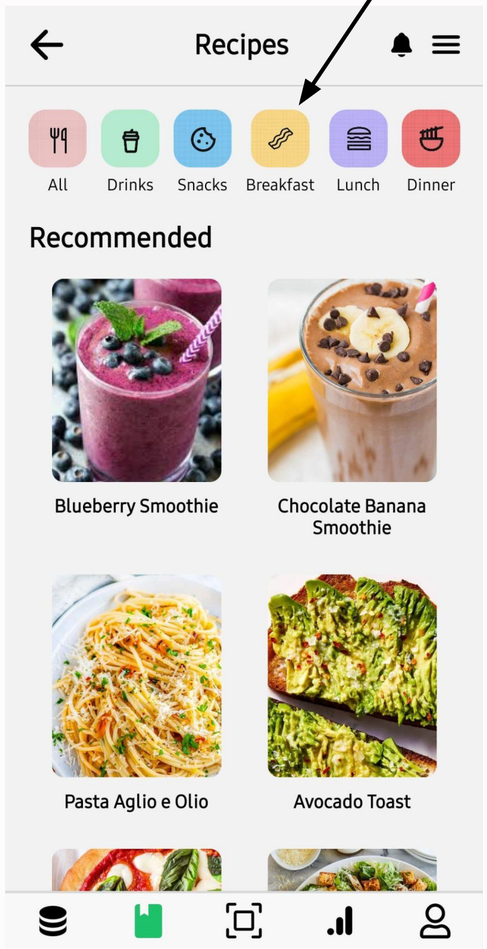
Individual Storage

Food sent from individual storage appears here

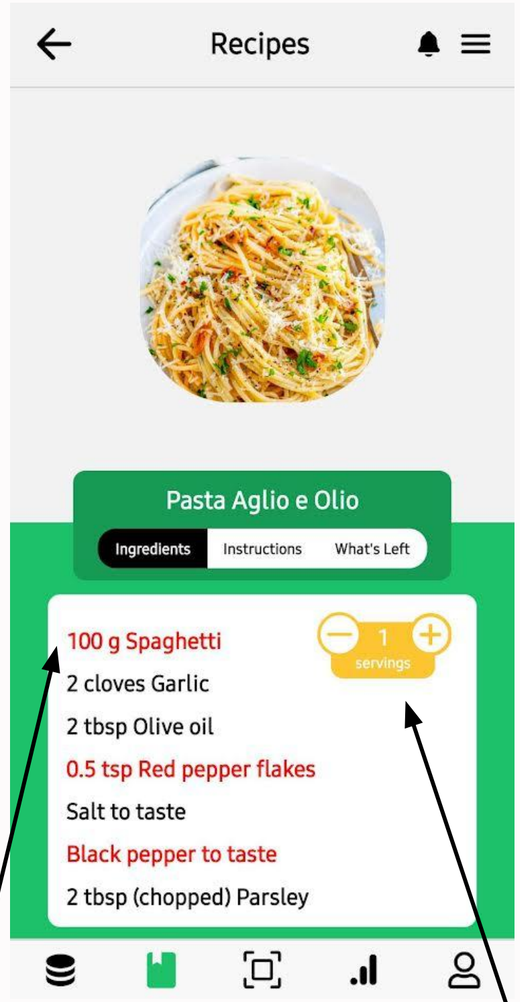
Add Items

Communal Storage

Recipe types



Recipe Menu

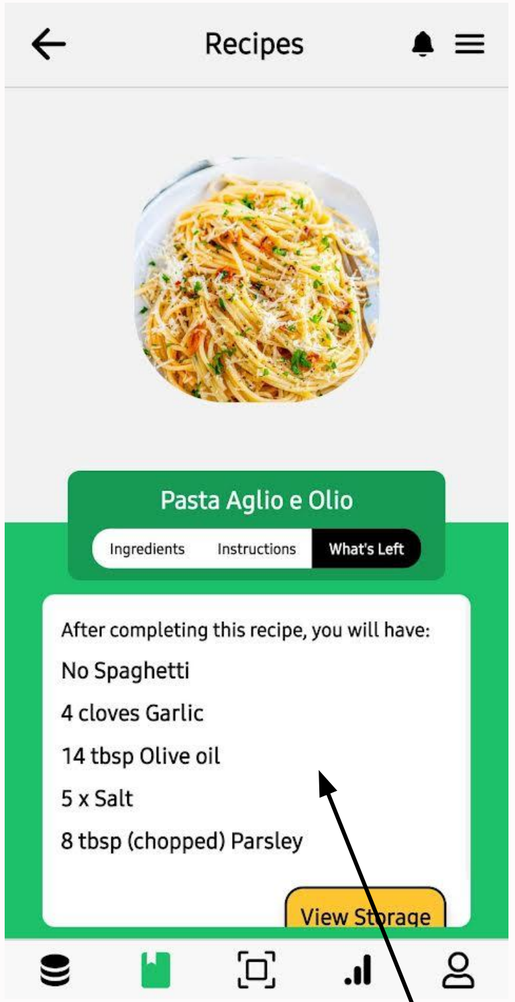


Ingredients Page

Missing Ingredients marked in red

Serving adjustment

Instructions Page



What's Left Page

Items left in storage shown here

Period adjustment

Pie chart representing food waste

Food waste / savings metrics

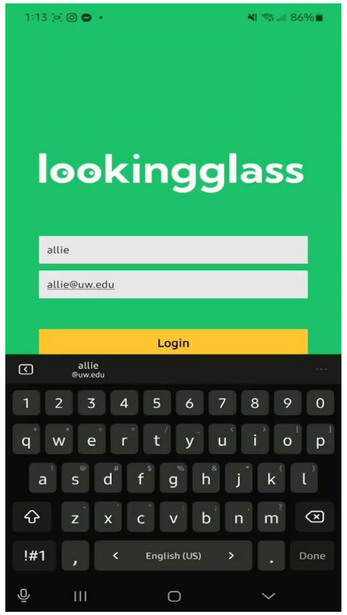
Analytics Page

DEMO

Allie | Community College Student

Pain Points/User Needs

- Improving eating habits + explore meal prepping
- Manage expired food with roommates



Ethical Considerations

- Accessibility - inclusive in all mobile platforms, visibility, affordance, etc
- Privacy & Confidentiality - users are concerned with their personal fridge data
- Ensuring ADA Standards for Accessible Design

Next Steps Beyond Capstone

- Hand over the project to the iSchool for future development and continuity
- Possible areas of exploration and development:
  - How can we educate our users to make the most out of their grocery purchases?
  - Where in the grocery process do young shoppers experience the most friction? How can we address it?
  - How can we teach and assist our users in efficient meal planning to help them save money and reduce waste?

THANK YOU