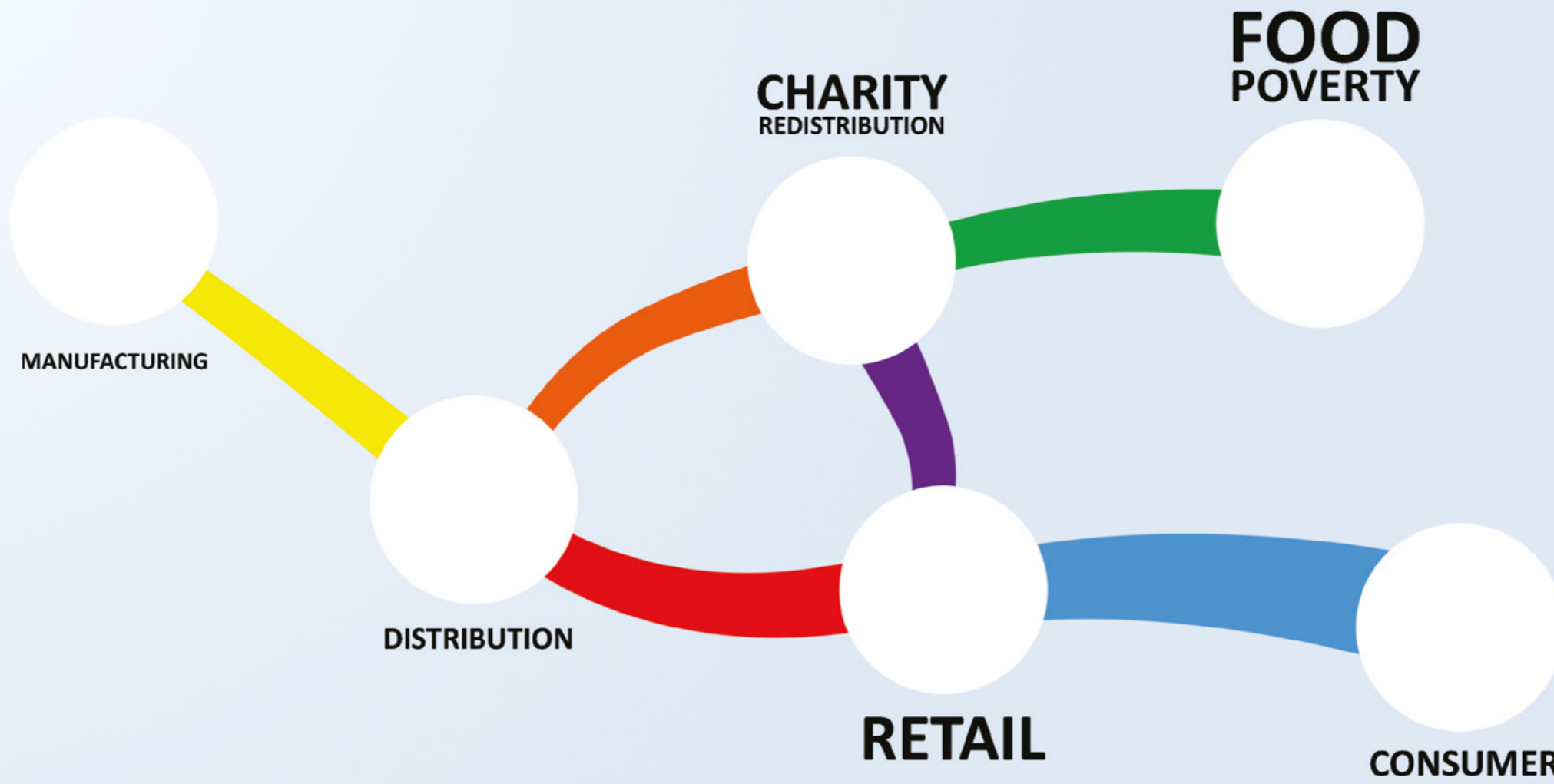
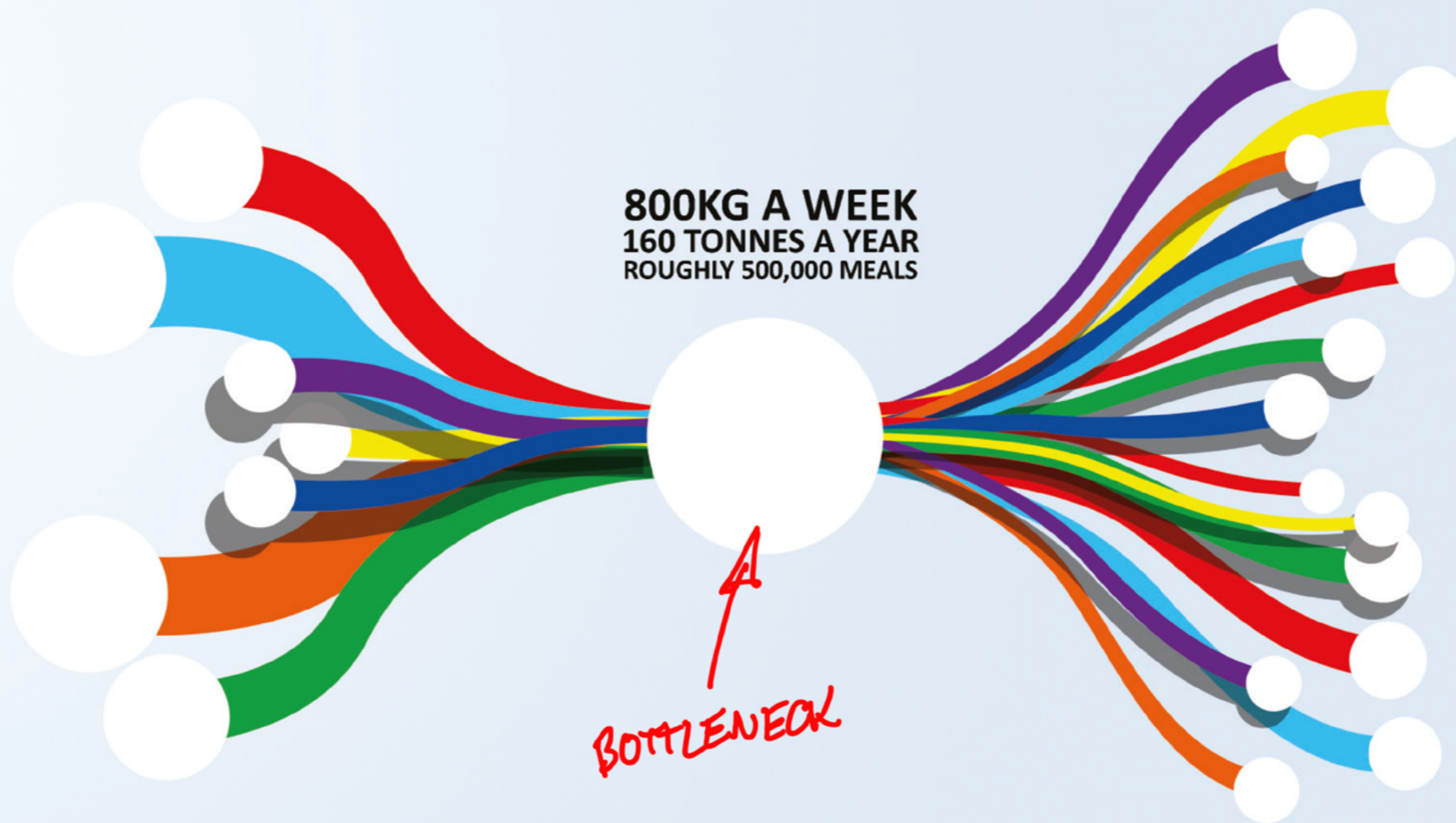


FOOD LIFECYCLE

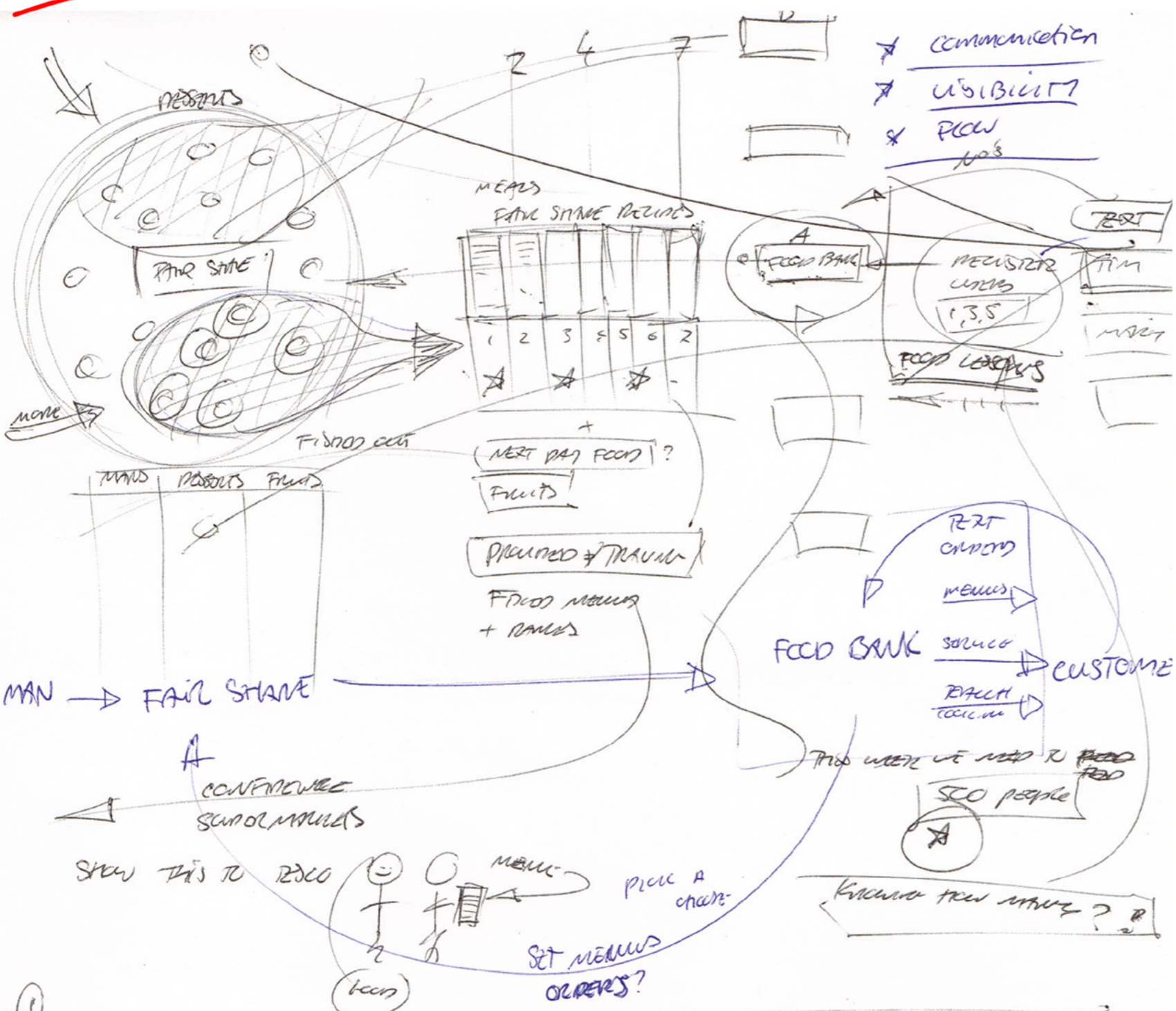


VISUALISING THE STAGES
LOOKING FOR AREAS OF OPPORTUNITY.

SURPLUS FOOD
TESCO
SAINSBURYS
ASDA



CONCEPT GENERATION



- 1 FOOD BANK NEED TO know people numbers
- 2 FAIR SHARE NEED R " " "
- 3 FOOD BANK " " " FAIR SHARE FOOD INVALE

WHY IS THERE A BOTTLENECK?

WHAT IS THE BEST WAY TO OVERCOME IT?

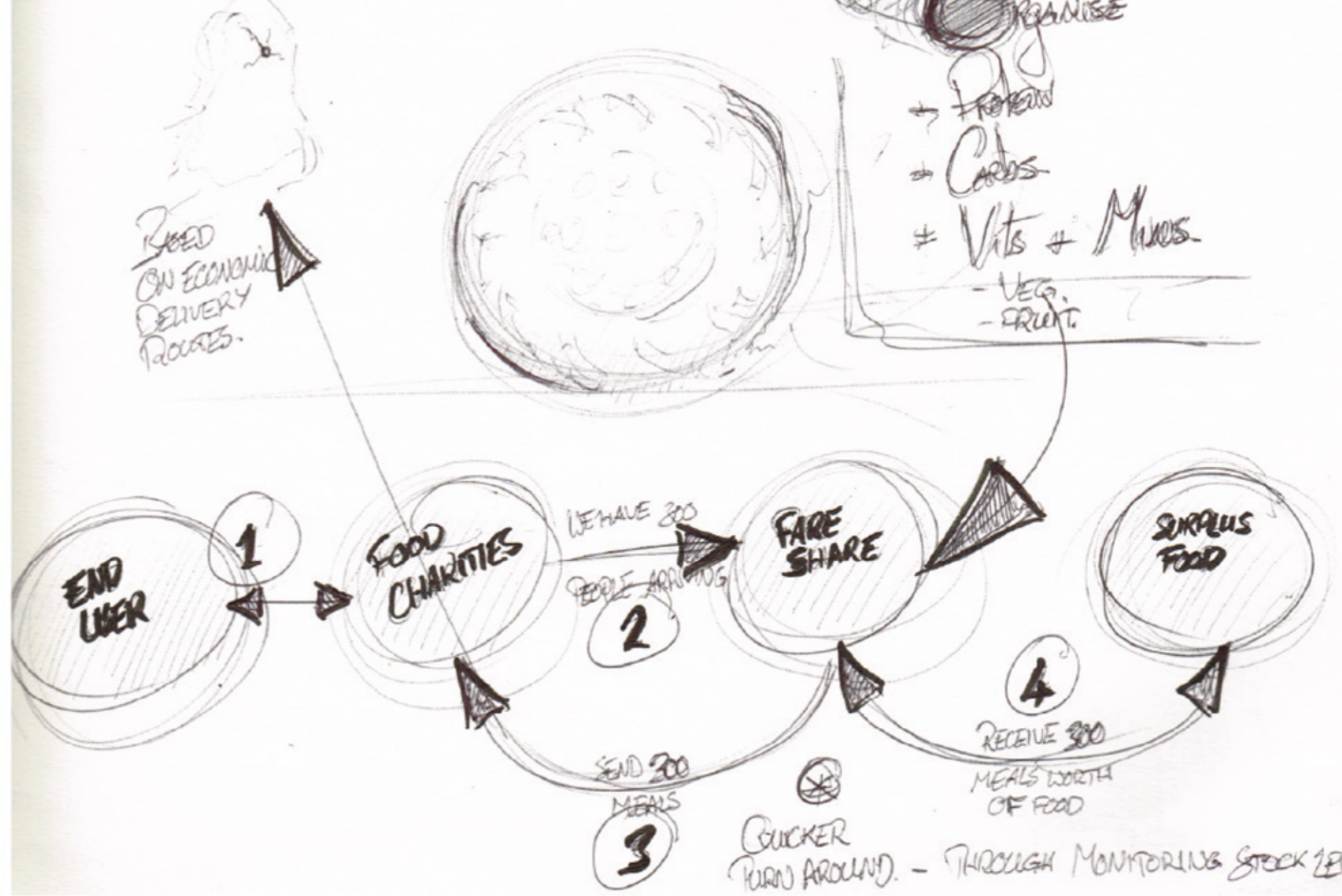
PARROTIC COOL/FRIDGE BOX FOR USE ON PUBLIC TRANSPORT.
UBER COLD CHAIN
REDESIGN FARESHARE MODEL
REDESIGN BRANDED FOOD PACKAGING

Supplement
Social Supermarket.

Steps out of food Poverty.

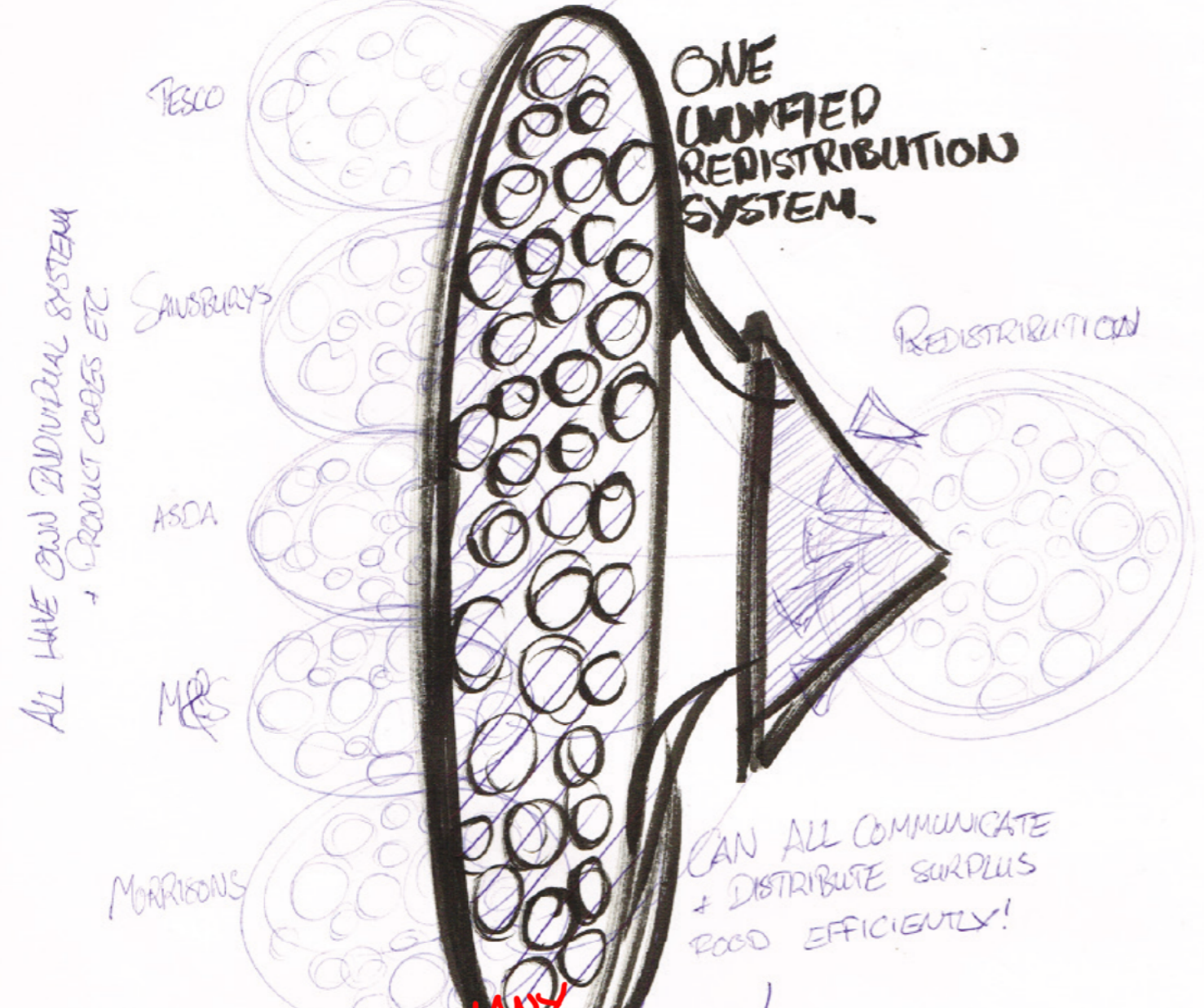
WE CAN'T GET ENOUGH FOOD TO CHARITIES THAT NEED IT, YET WE ARE ONLY SCRATCHING THE SURFACE OF SURPLUS FOOD.

- NOT ENOUGH COLD STORAGE
- NOT ENOUGH DELIVERY DRIVERS.



CONCEPT DEVELOPMENT

ELECTRONIC SYSTEM.



MANAGING THE INPUT PROCESS.

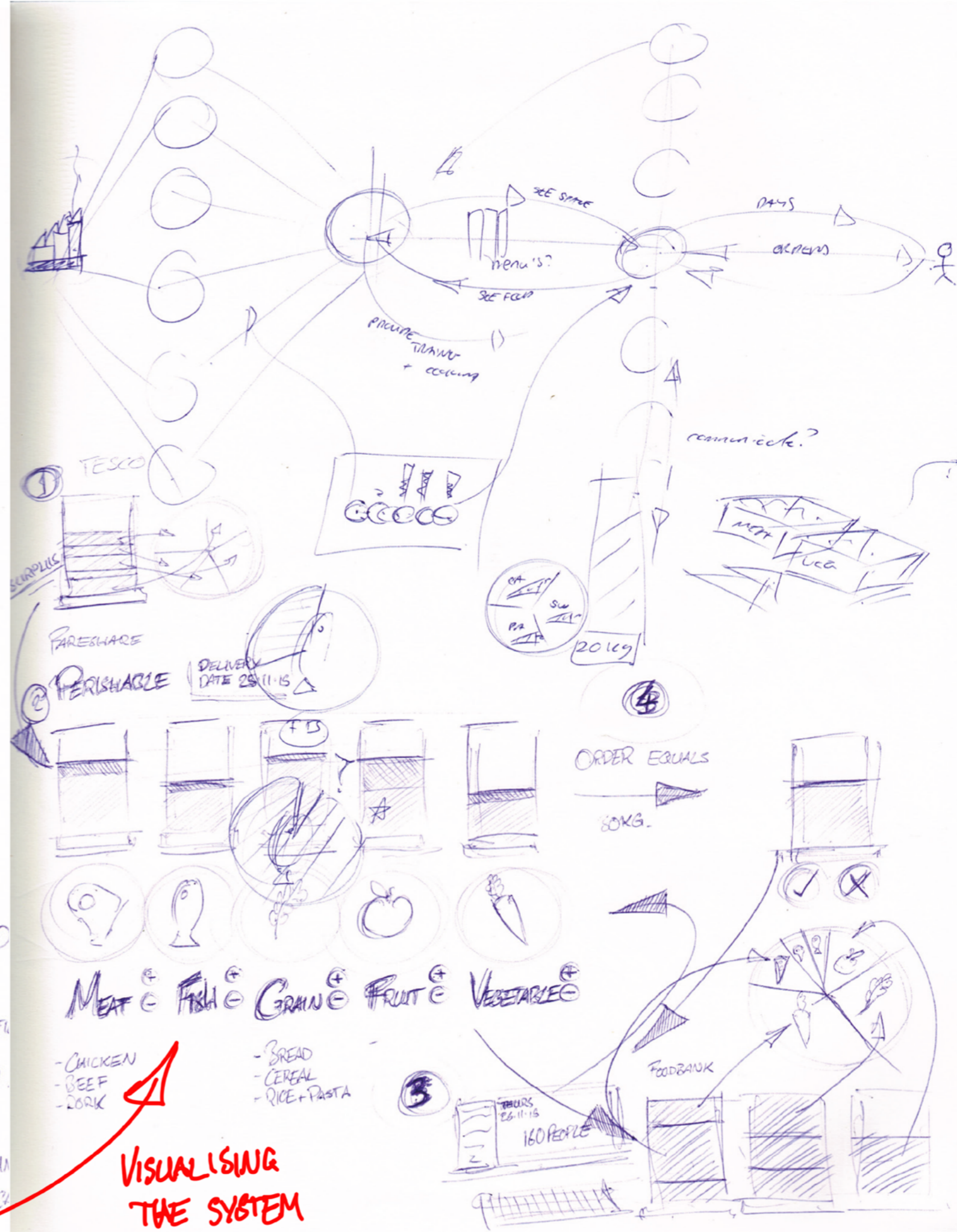
USING SIMPLE FOOD GROUPS
MEAT, FISH, FRUIT, VEG ETC.
WITH MATCHING BARCODE + GLOBALLY RECOGNISED SYMBOL

TOO MANY DIFFERENT TYPES + BRANDS OF FOOD.

CAN ALL COMMUNICATE + DISTRIBUTE SURPLUS FOOD EFFICIENTLY!

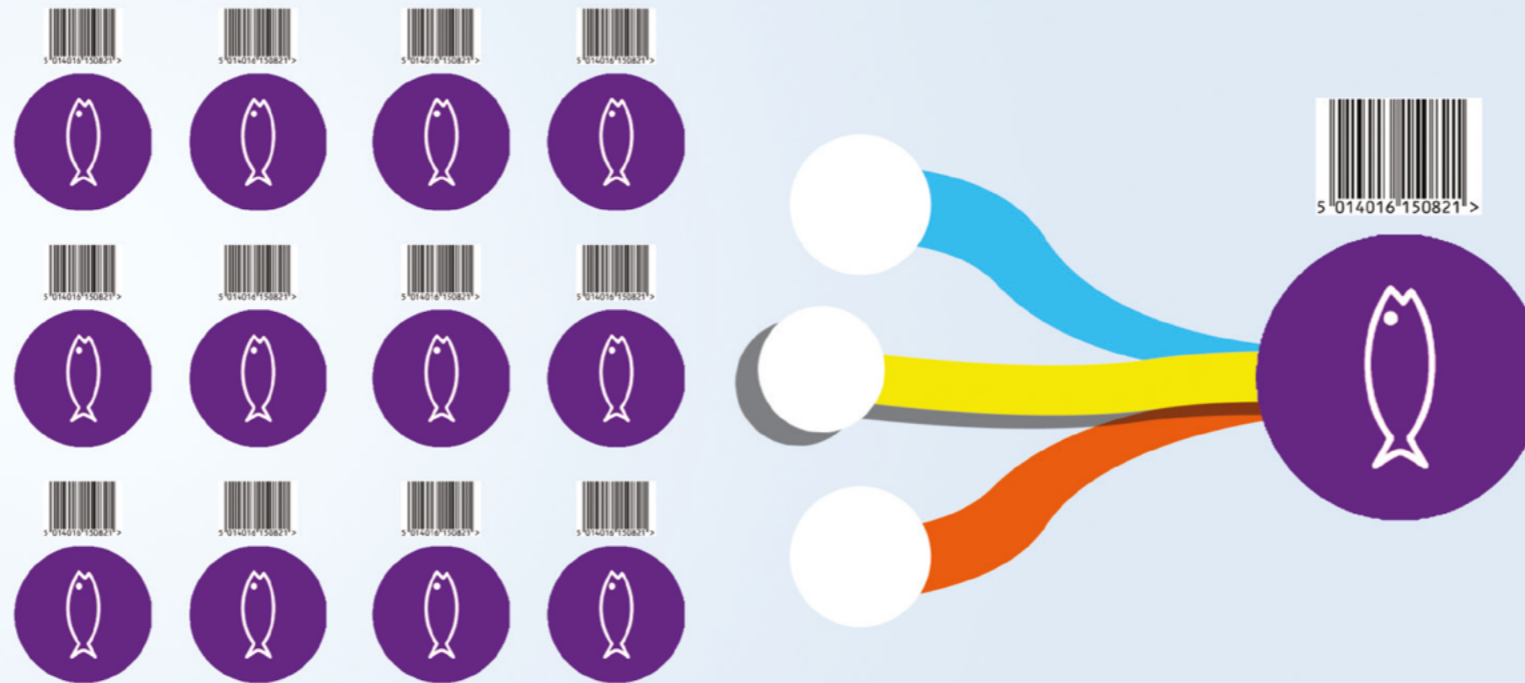
BUILDING THE FOUNDATION FOR THE SYSTEM.

- GLOBAL PROBLEM
- GLOBALLY RECOGNISED
- MANY COMPANIES, CHARITIES + ORGANISATIONS
- ONE UNIFIED SYSTEM.
- TO CREATE ONE COHESIVE + EFFICIENT UNIFIED SYSTEM THROUGH CLEAR COMMUNICATION



VISUALISING THE SYSTEM

CONCEPT DEVELOPMENT



SCANNING SYSTEM?

GENERATING FOOD GROUPS

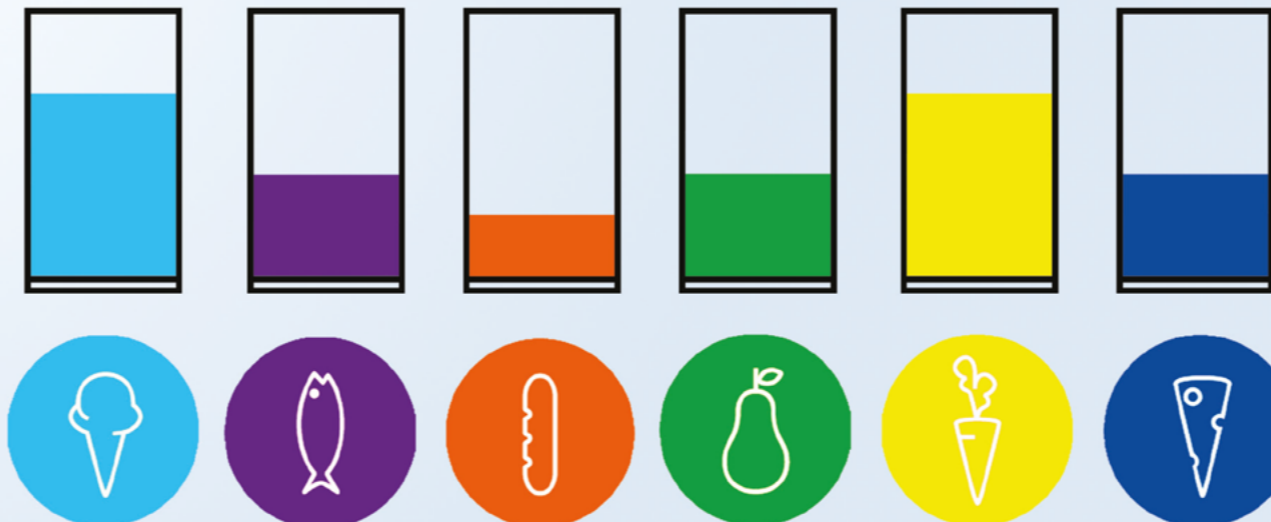


TOO FEW GROUPS
- WILL ENCOUNTER TOO MANY OVERLAPS.



SYSTEM EXAMPLE

TESCO SURPLUS UPLOAD



FOOD IS STORED ON PALLETS

STOCK CONTROL

CONCEPT DEVELOPMENT

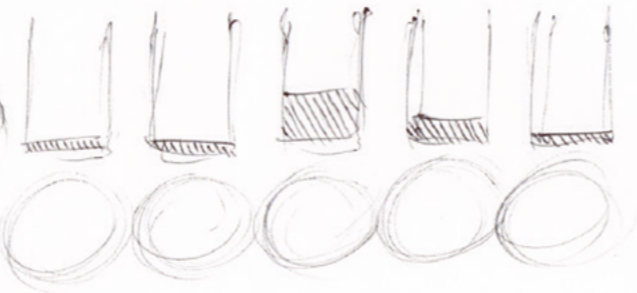
FARESHARE
REDISTRIBUTION

EG.
TUESDAY ROUTE

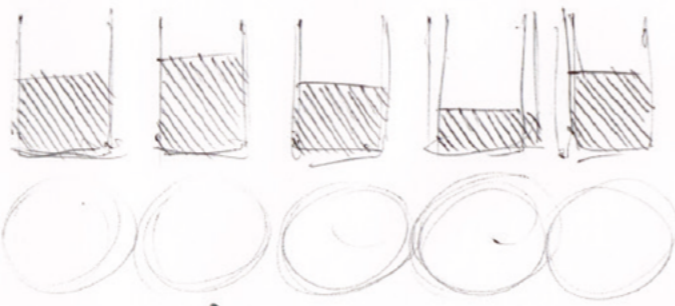
SORT: AMOUNT - PEOPLE
HIGH TO LOW.

CHARITY NO. *****

LOW STOCK



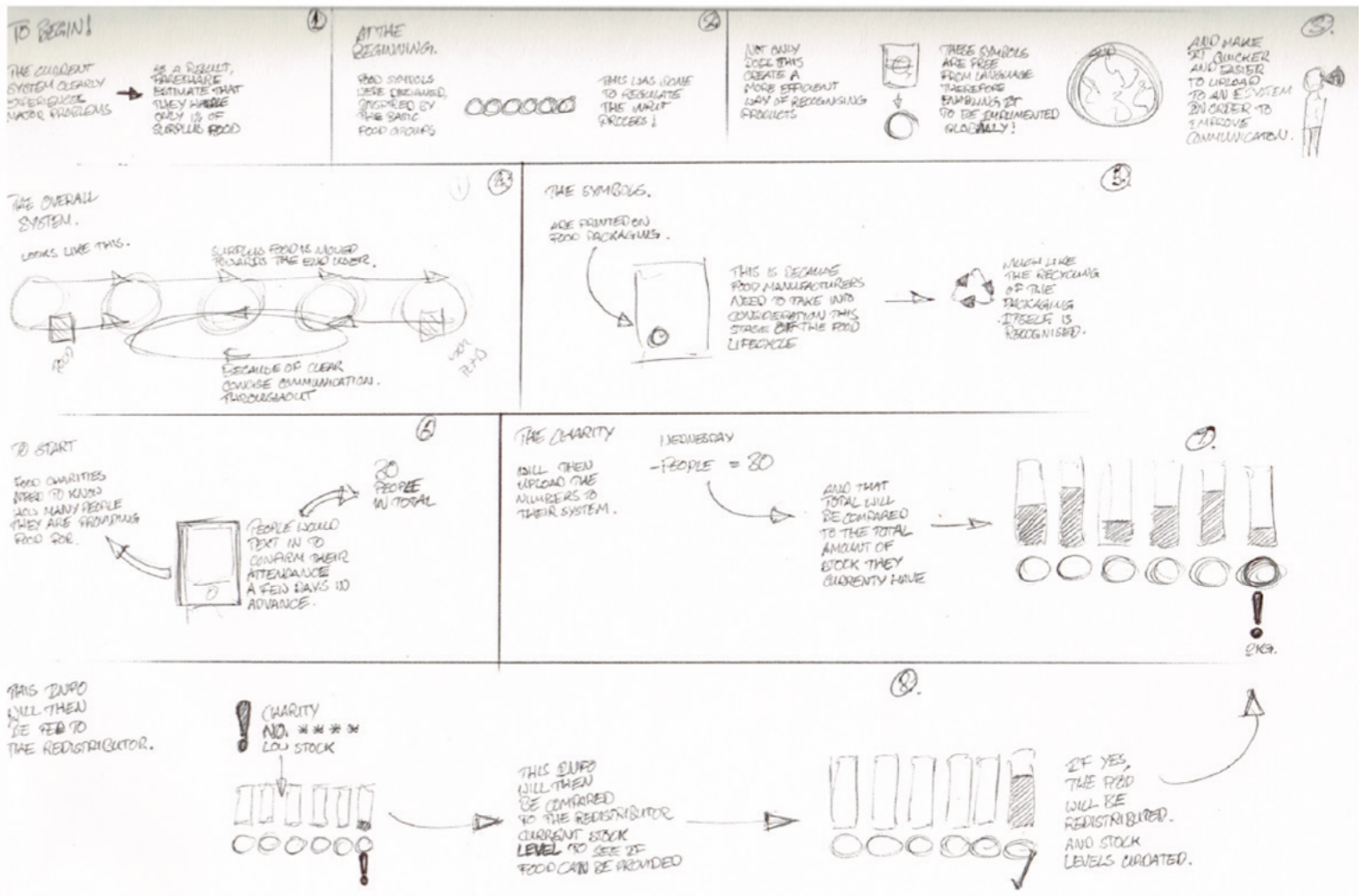
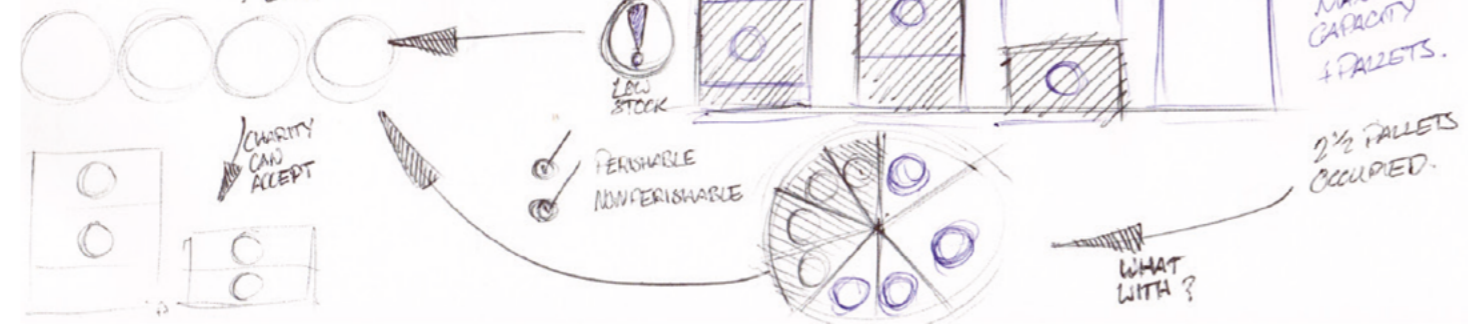
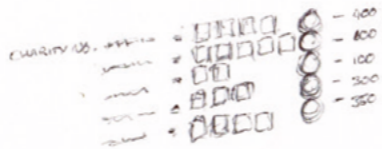
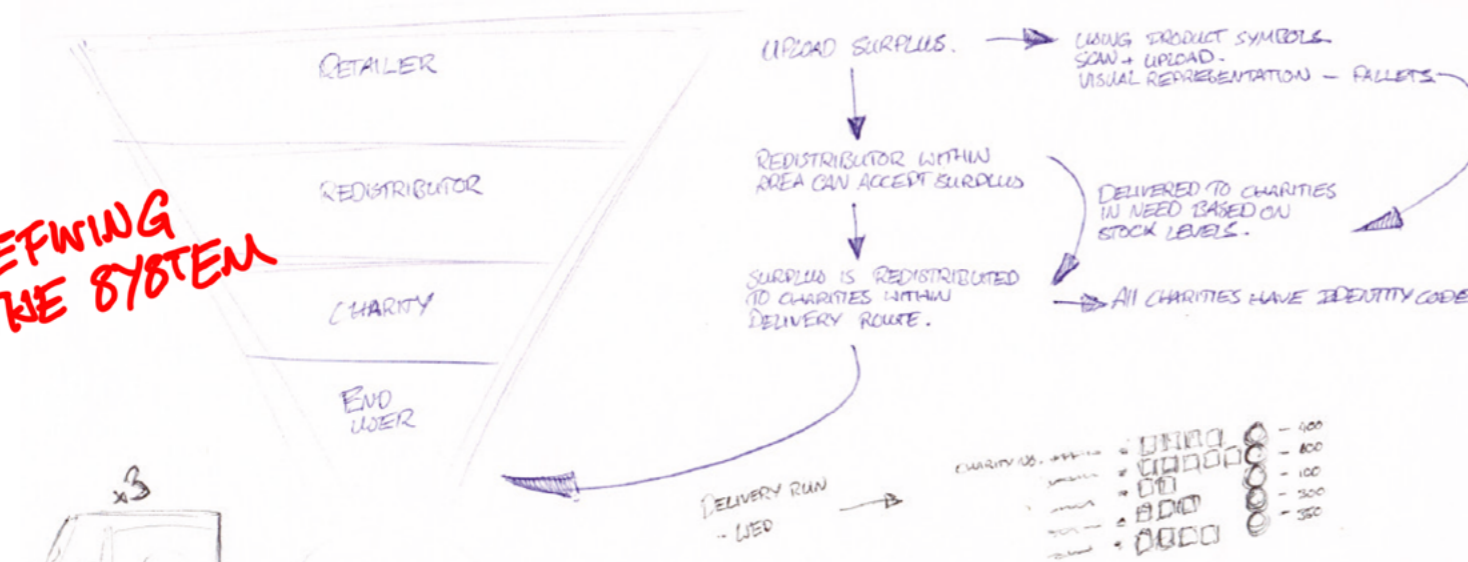
CHARITY NO. *****



FARESHARE CAN THEN CONTACT THE CHARITY

SURPLUS HIERARCHY

REFINING THE SYSTEM



FOOD WASTE + FOOD POVERTY } GLOBAL PROBLEMS.

LOCALLY RECOGNISED SYSTEM.

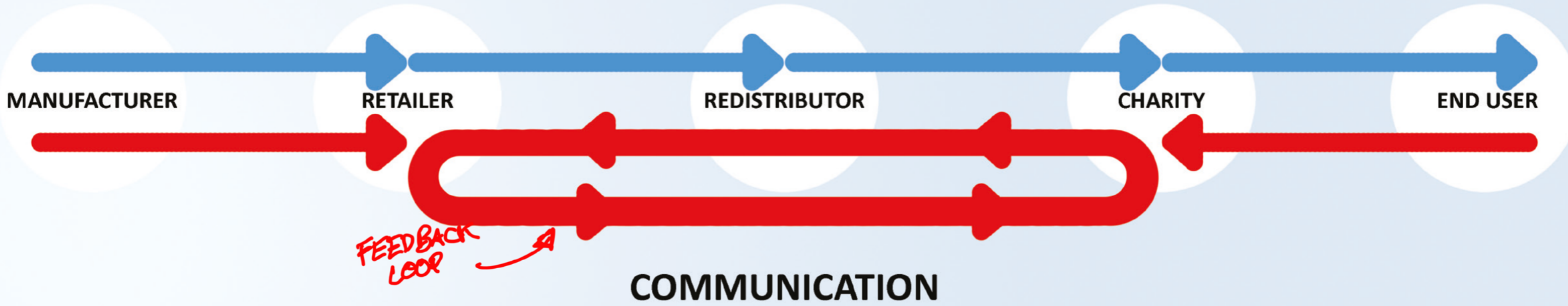
MANY CHARITIES + ORGANISATIONS } SIMILAR GOALS -> ALL USING THE SAME LIMITED RESOURCES.

NOW UNIFIED THROUGH ONE UNIFIED SYSTEM.

TO CREATE ONE COHESIVE + EFFICIENT UNIT THROUGH CLEAR COMMUNICATIONS TO TACKLE FOOD WASTE + FOOD POVERTY.

CONCEPT REFINEMENT

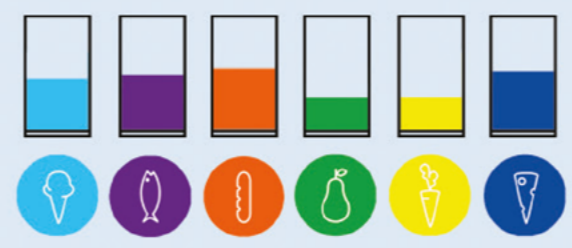
SURPLUS FOOD



BREAD, CEREAL, RICE & PASTA

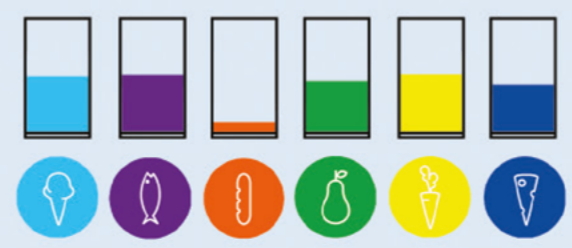


CHARITY NO. - 0123



19 PEOPLE

CHARITY NO. - 4567



30 PEOPLE

!

CHARITY NO. - 8910



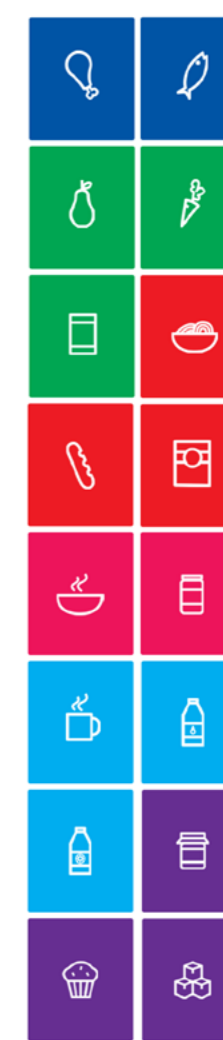
22 PEOPLE

CANNOT VISUALISE STOCK LEVELS IN VOLUME - MUST BE IN WEIGHT (KG)

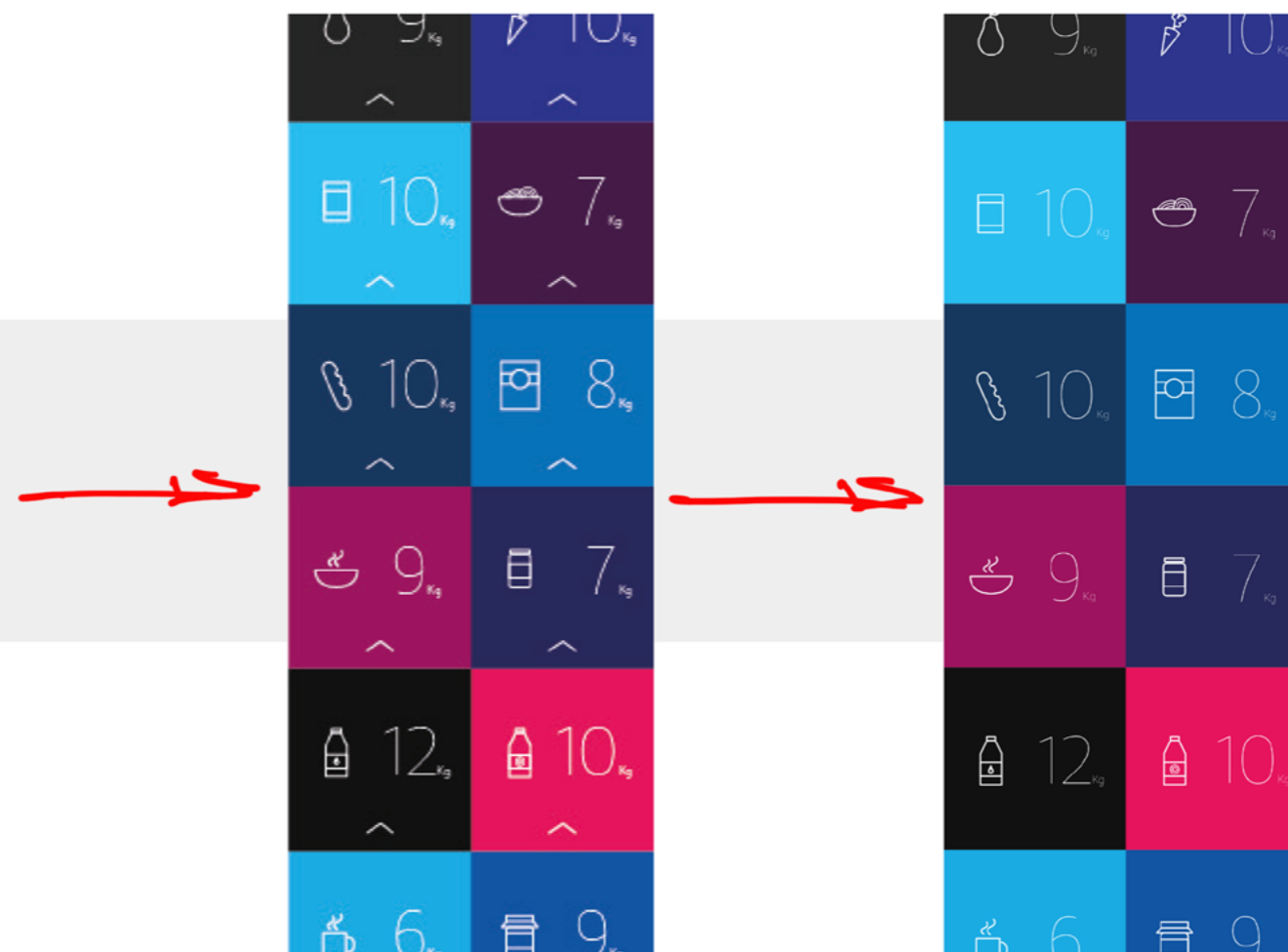
FOOD CATEGORIES

- Milk (UHT or powdered)
- Sugar (500g)
- Fruit juice (carton)
- Soup
- Pasta sauces
- Sponge pudding (tinned)
- Tomatoes (tinned)
- Cereals
- Rice pudding (tinned)
- Tea bags/instant coffee
- Instant mash potato
- Rice/pasta
- Tinned meat/fish
- Tinned vegetables
- Tinned fruit
- Jam
- Biscuits or snack bar

FOOD BANK SHOPPING LIST



COLOURS NOT SOPHISTICATED



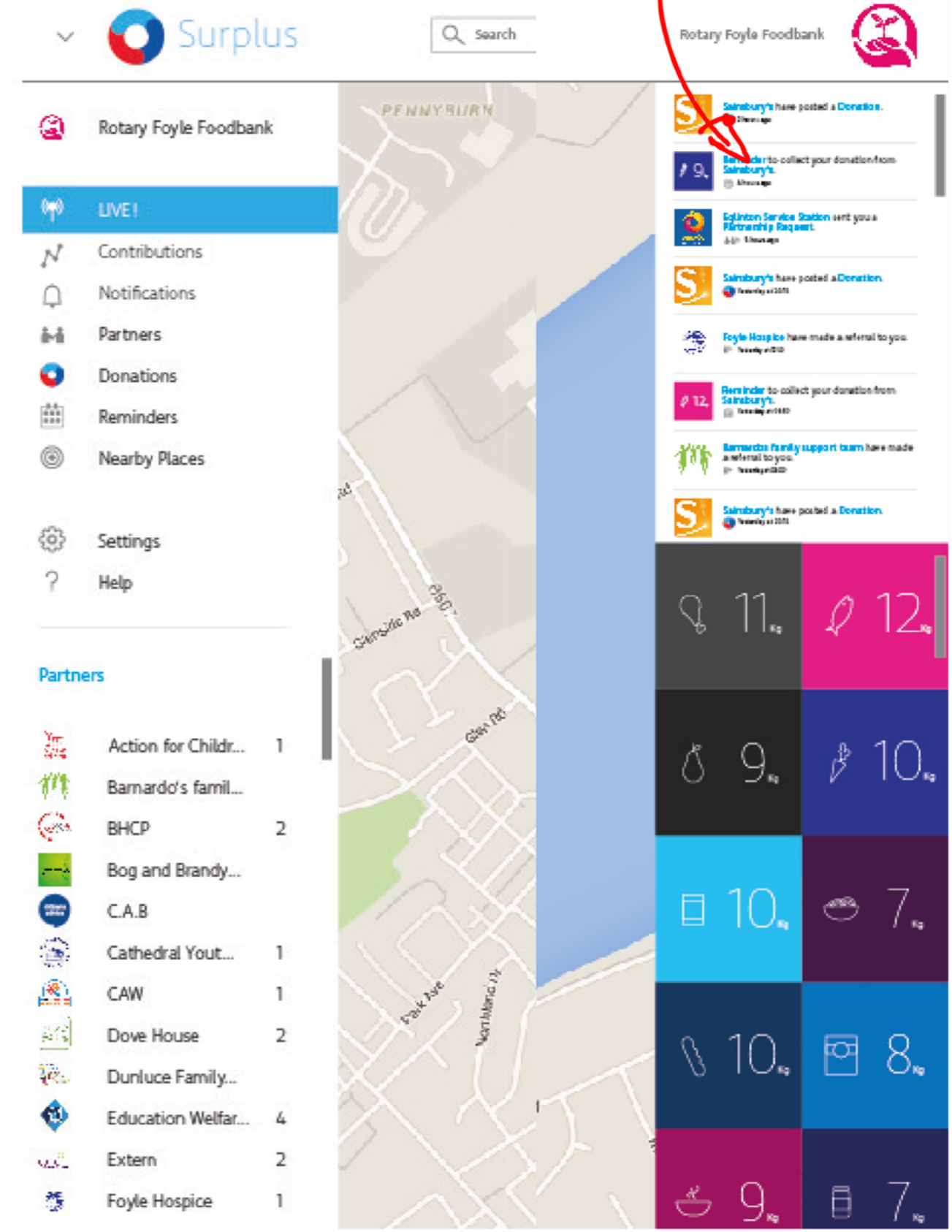
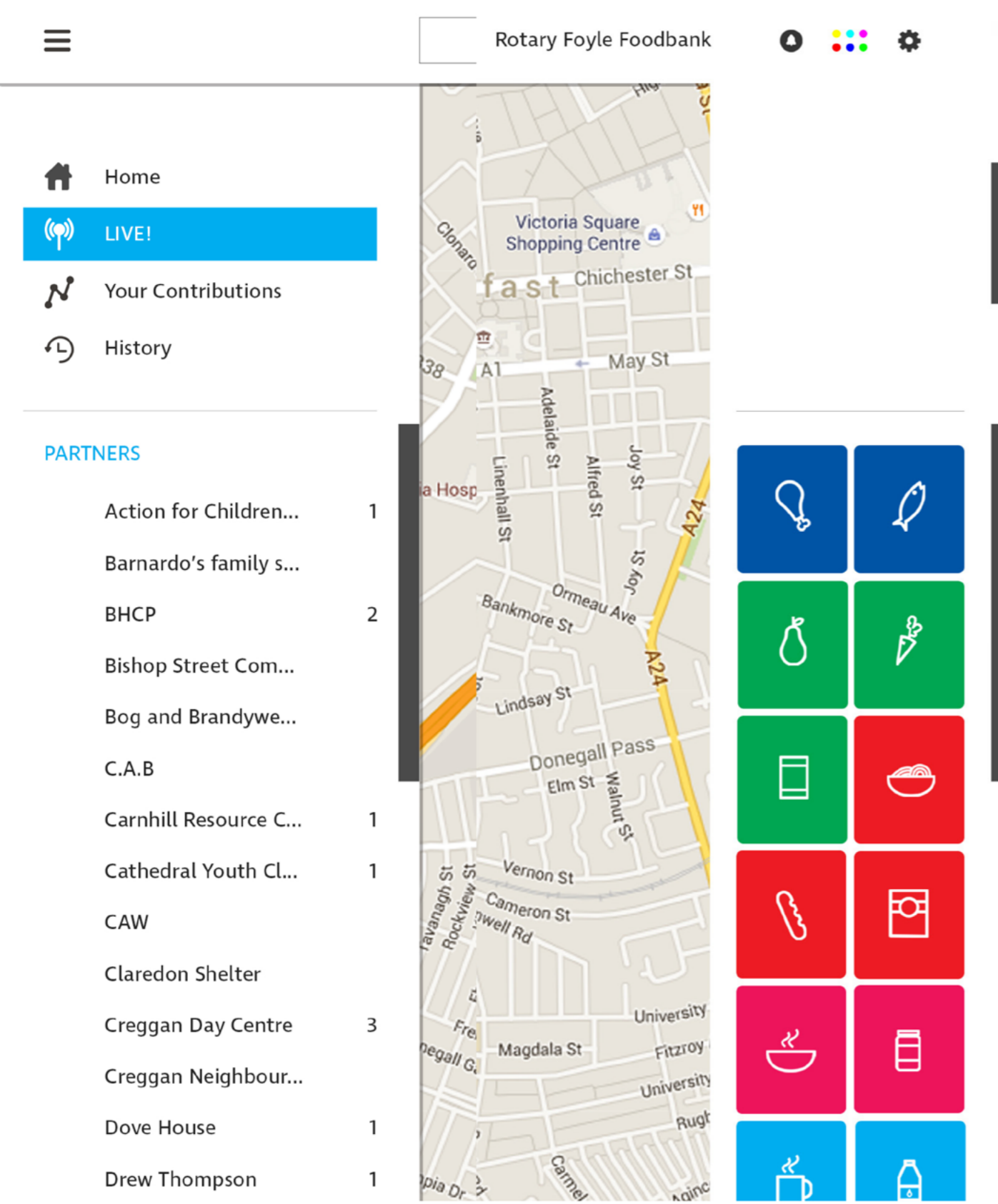
ADD STOCK LEVELS

FINAL DESIGN

DESKTOP REFINEMENT

NOTIFICATIONS

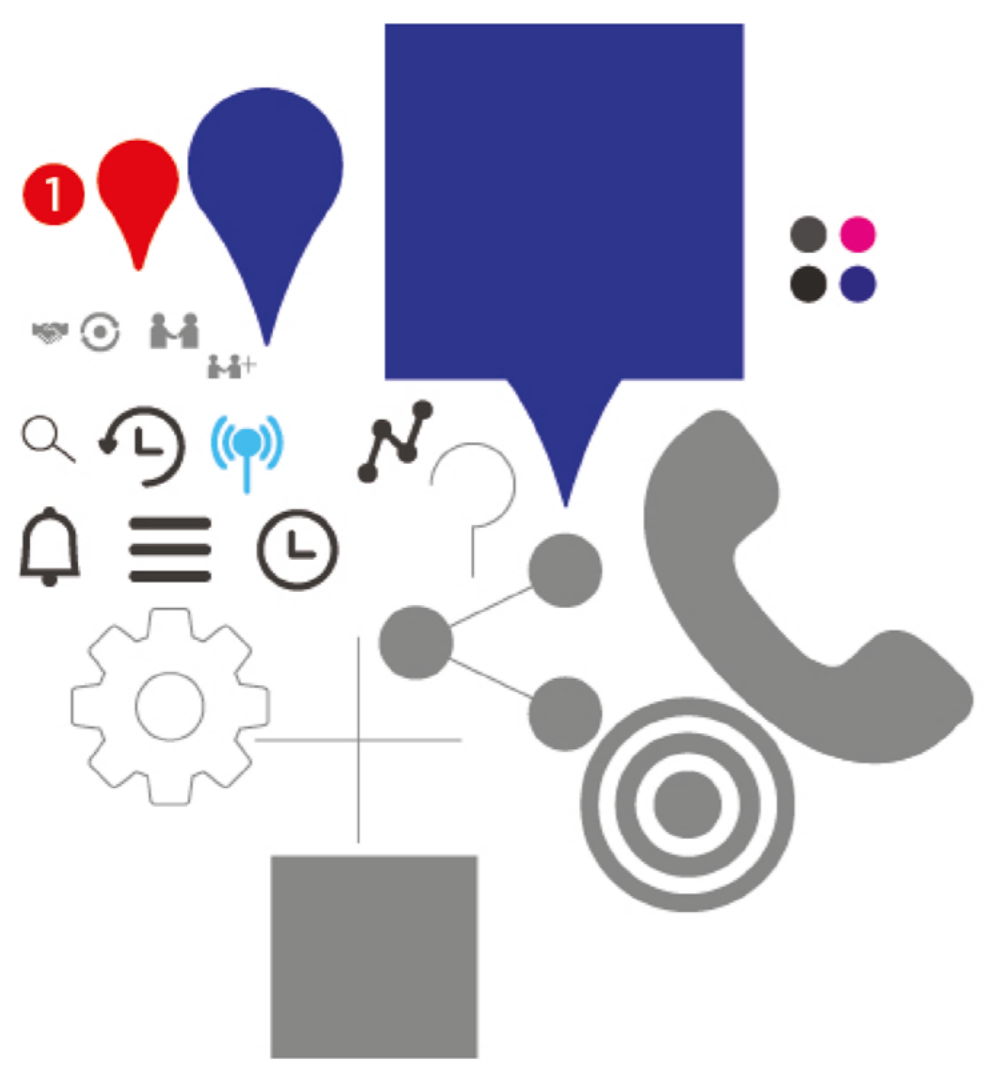
**REFINED
ICONS +
LOGO
DESIGN**



ICON + LOGO DESIGN

LOGO MUST REMAIN RECOGNISABLE WHEN ON A SMALL SMART DEVICE

→ SIMPLE.



MUST MAINTAIN CONSISTENCY



THREE MAJOR STAKEHOLDERS