

DRENCH!

SCENARIO:



USER NEEDS:

Needs of the user are listed below. They have been sourced from primary and secondary research:

- Users crave convenience.
- Needs to be intuitive so it is easy to adapt to.
- Needs to be a practical & realistic solution.
- Needs to be time efficient to fit in with consumers hectic lifestyles.
- Users want to reduce waste.
- They want to save money.
- Don't want to forget what food they have.

INSIGHTS:

1. Consumers are frustrated by waste and don't see an easy way to avoid it.

Questionnaires, interviews and shadowing indicated that consumers get annoyed when they waste food. It is evident that a lot of waste is caused by people forgetting what they have. People used the words frustrated, angry, annoyed and wasteful to describe how they feel when they have to throw away food.

2. All types of food are wasted however vegetables are most commonly discarded.

A survey implemented by Which! discovered that 80% of the people questioned have thrown away spoiled food at least once in the last 6 months. It also found that fruit and vegetables are the most likely items to go bad in the fridge. Interviews and conversations confirmed this "vegetables and salad never seem to stay fresh and good for long - they always go soggy and brown."

3. Behaviour change might not be easy; people are set in their ways and don't put a lot of thought into fridge use.

When stakeholders were asked whether they would adapt behaviour for better results the response was positive but stakeholders thought it might be a hard change. One response was "I subconsciously place food in specific areas so would have to re-teach myself the new places to put them which may take a while." While another was "I wouldn't like changing how I do it as I am very fixed in my ways - it's part of a routine. But I would try to adapt and get used to it."

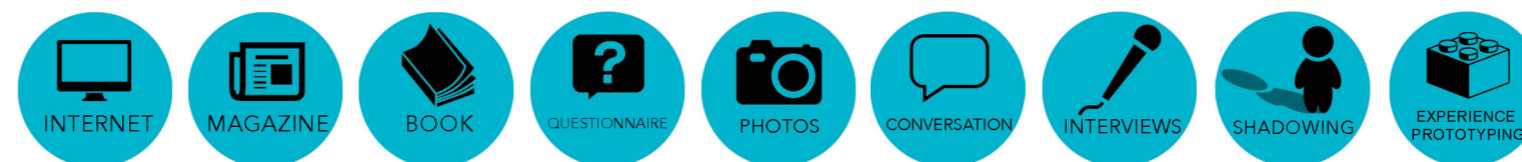
4. Vegetables are wasted because they lose moisture when stored.

Vegetables and salad need to maintain their moisture otherwise they will wilt and stay fresh for less time. Vegetable drawers are designed to trap moisture within them to ensure freshness however they typically aren't very efficient. (Which magazine, Oct 2012.)

PROPOSITION:

To reduce the quantity of food waste from the fridge.

- Essential that it is easy for users to adapt to and won't require constant monitoring.
- The solution will focus on reducing vegetable and salad waste.
- The product will work in conjunction with an application that will remind the user what food they have and when they need to eat it by.



CONTEXT:

Every year in the UK we produce **30 million tonnes** of household waste. Approximately **7.8 million tonnes of this is food waste**. Sustainable designers.net. 2004.

7.2 million tonnes of edible food and drink is thrown away annually. Each month the average family throws away **£50 of good food**. FSA 'Your Fridge is Your Friend Campaign.' 2012.

To prolong the life of food and to consequently reduce levels of waste it is advisable to **store it correctly** in the fridge; meaning at the **correct temperature and in the optimum location**. Which magazine. Oct 2012.

OPPORTUNITY:

Within this area there is the opportunity to reduce the amount of household waste by changing behavior of the user and introducing a product that makes the fridge more efficient. People are becoming more aware of sustainability issues and are beginning to instigate change.

If successful this will benefit both the user and the environment; the user will lose less money and not as much waste will be created.