

CONTEXT

Most of people prefer to buy food in supermarkets nowadays, but buying food in supermarket doesn't mean they have a healthier life. Hence, both bringing people's attention on the local food and understanding the importance of local food are necessary.

There are plenty of reasons for customers to buy local food, such as high quality, fresh and transported short distance. Dundee Farmers' Market opens only once a month, which means people have limited opportunities to understand the farmers and their produce. Besides, not every farmer choose to sell food in Farmers' Market and the price of local food is not cheaper than supermarkets'.

However, it is necessary for customers to eat healthier and for farmers to make more money to have a better life. Furthermore, customers have no better user experience in supermarket in fact, the stuffs in supermarket probably will not care about the needs of customers, and it is hard to find a way to communicate between customers and food.



PROBLEM:

- The local food shop is in the countryside and far away from the city, people know less about them.
- The local food has less advertisements than the food in supermarket.
- The price is not cheap enough to attract customers to buy local food.

OPPORTUNITY:

- To build a website for customers to buy local food online, and connect the relationships between farmers and customers.
- To build some programs based on technical facilities for customers to get information more easily.

LOCAL FOOD

STRENGTH:

- Local food has high quality and nutrition, which are benefit for customers' health.
- Local food is fresher than the food in supermarket.
- Local farmers use less chemicals and local food transports short distance, which have less pollution to our environment.
- Farmers can offer better service than the staffs in supermarket.

NEED:

- To awake people's attention about eating health.
- To hold some markets to compete with supermarkets.
- To change the way of selling, making customers can buy local food more often and more convenience.

METHODS

READING:

- Trying to find the needs of local food system.
- Learning some solutions which have done before.
- Get some evidences to support our ideas.
- Learning the ways of communication.

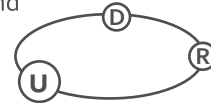
INTERVIEW:

HOW?

List our stakeholders and create questionnaire.

WHY?

We discussed deeply in some specific problems with stakeholders. Then write down some key points and take recorder to review. Keep contacting with the and tell them our progress and get feedback to improve our ideas.



MINDMAPING:

Mapping the relationship of the stakeholders and list their points to find more information.



TIMELINE

9

10

11

BRAINSTORMING:

Write down some key words, then think more ideas and areas about those key words.

- problems
- tools
- business models
- benefits
- stakeholders
- service
- plans



ANALYSING:

We had several discussions about the people of buying local food are **young parents** and **older people**. What they need are high quality food and an opportunity to communicate with others.

It is necessary to offer more chances for farmers to sell their produces in public.

PROTOTYPING:

- To build a mobile shop and go around the city for farmers to sell local food.
- Farmers can sell their products everyday.
- people can buy food by walking short distance and needn't drive a car.
- achieve more communication among customers, farmers and food.
- Helping customers choose food more easily.

IDEAS

A MOBILE SHOP

Put the local food in the bus, some vegetables are not need packagings any more.

Farmers sell their produces directly.

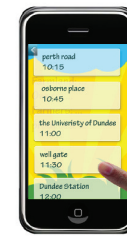
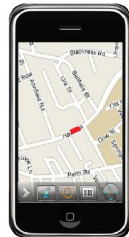
- Stay in some proprietary stations which are near the residential area.
- Customers can get information such as the location and the timetable of the bus by using a program which is based on smart phones.
- A network for customers to share information and feelings.
- There are some programmes and functions in the bus for children to play and learn cooking, which can attract children and their parents to buy food.

- Sell food in public everyday
- Let people know more about local food.
- Customers can oder food online which can save time.
- There are more communications between sellers and buyers, which give customeres better experience.

**THE GREEN
BUSTLE**

GO AROUND THE CITY

**SELL LOCAL
FOOD**



REFLECTIONS

founding problems

Do some research about food, and try to find some problems about sustainability.

At the beginning, I have no idea about the sustainable food research, so I went to the supermarket trying to get some information. I found some packagings can be changed more reasonable for customers to use.

After I shared the results with my group, I found that the view of the whole food service system is more important than only focus on some details. Furthermore, improving the system and people's behavior are more useful than changing the way of packaging.

on the way

We have a lot of information, and there were many respects should be paid attention on.

Though there are many problems about the food sustainable system, we need to focus on a specific situation. My group chose local food, so all the research ought to be around our core.

Researching only about the kinds local food is not enough, we need to notice every area which has connection with local food, such as the farmers' life, the economic system, and customers' needs.

at last

We came up with an interesting idea to explain our research and our plan in the future.

From the feedback of our stakeholders, the idea of mobile shop seems to be a good plan to help farmers selling local food. However, that is not enough to build a food service system. Hence, we try to explore more advantages of the mobile shop, add more functions to attract customers, and improve the communication. Moreover, we created an animation to show how the program move, and we held a workshop for children to teach them the benefits of local food.