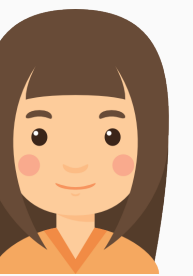


Margaret is 25 years old and lives in Brooklyn. She prefers cooking at home. She wants to reduce her food wastage.



	PLANNING	SHOPPING	STORAGE	CONSUMPTION
Stages	<ul style="list-style-type: none"> Checks available food items in the fridge Roughly gets an idea of what she will like to eat next week Prepares a list on an app or paper 	<ul style="list-style-type: none"> Goes to the nearby grocery store to buy groceries for the week Aisle by aisle looking for items on the list which she has written in the list 	<ul style="list-style-type: none"> Randomly stores items in the fridge, the cabinets and pantry 	<ul style="list-style-type: none"> Usually eats her dinner at home Prefers to eat out for lunch
Emotions	<p>"Excited to buy groceries, although writing down the stuff to buy is tedious"</p> <p>"Determination to buy the right items this time"</p> <p>"Excitement to buy items"</p>	<p>"Disappointment when unable to find an item"</p> <p>"Opss, I am again buying more than what I need"</p> <p>"I am tired now"</p>	<p>"I don't have enough time to store the items properly"</p> <p>"Let's put everything in the fridge"</p>	<p>"Oh I forgot to buy cheese"</p> <p>"It's hard to follow a recipe"</p> <p>"Aaah! I forgot to eat bananas, I have to throw them"</p>
Pain Points	<ul style="list-style-type: none"> Making and maintaining a list is hard- even with mobile applications Making sure that we are adding only those item that are needed is hard 	<ul style="list-style-type: none"> In a grocery store, following a list is difficult Most the time ends up buying more than needed 	<ul style="list-style-type: none"> It is hard to plan and store items right after buying groceries People usually don't know how they can store food items for long term. 	<ul style="list-style-type: none"> Mostly people put food items like fruits and vegetables in the fridge and forget about using them Ends up cooking more than you need Don't have enough time to find ways to avoid food wastage
Opportunities	<ul style="list-style-type: none"> Provide a smart way to maintaing grocery lists which can be reused again. Suggest a grocery list based on a person's diet plans or meal plans Tips for the meal plan and how to maintain the list 	<ul style="list-style-type: none"> Before payments, comparing the list with the grocery stores/online store through an app to make sure that there is no extra item 	<ul style="list-style-type: none"> Application that has been used to maintain the list can also suggest where the items should be stored Tips on storing the food 	<ul style="list-style-type: none"> Suggest a recipe based on leftovers or available items Connect with other incase you can share the food inorder to avoid wastage Ask users to make pledges so that they are motivated to not to waste food