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Downsizing the Dump

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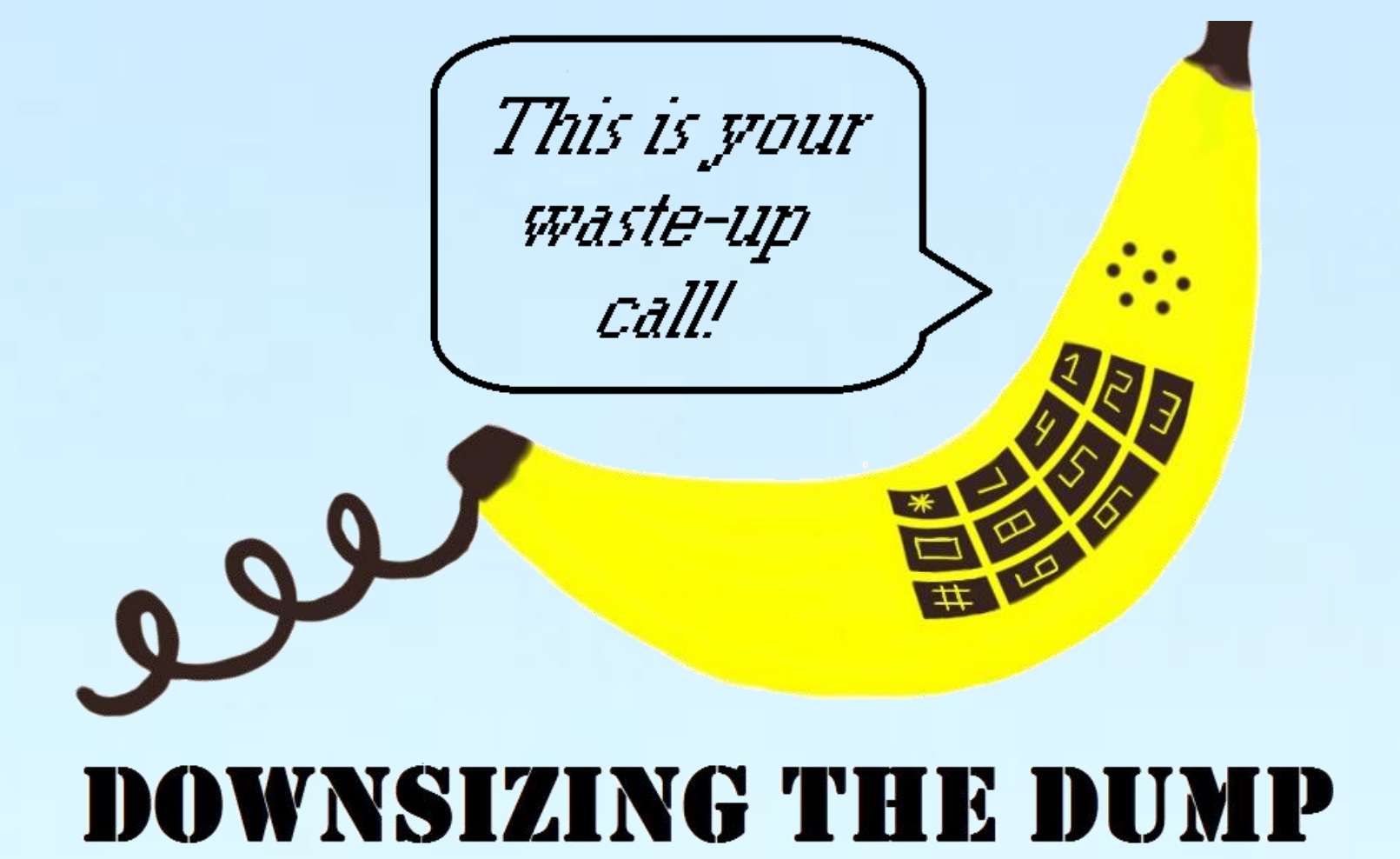
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Downsizing The Dump

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Problem

Thirty-four million tons of food are thrown away in the United States every year³. Wasted food that could be feeding the millions of hungry people worldwide is instead harming the environment.

Methods

- Researched food waste sources and consequences
- Conducted interviews
- Collected data from receipts and existing apps
- Designed app interface

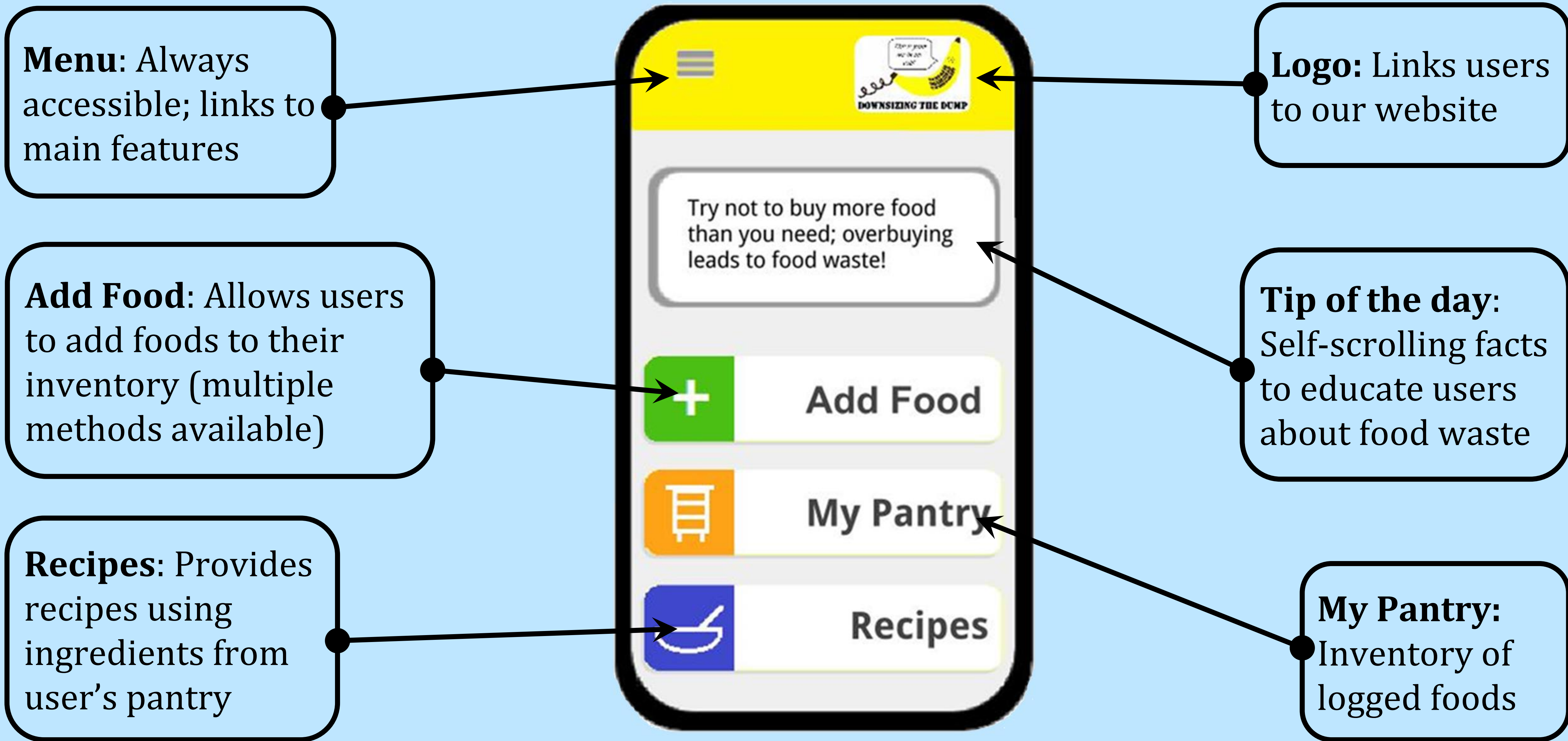
Conclusions from Data

- Neutral colors with bright statement color
- Buttons with rounded edges
- Sign-in feature
- Menu always accessible
- Sans serif font

Background

- Misconceptions about expiration date labels lead to wasteful behaviors¹.
- Decomposing food releases methane and carbon dioxide (greenhouse gases)⁴.
- When food goes uneaten, non-consumable resources are also wasted, including water, energy, money, and packaging materials⁵.
- When wealthy countries throw away edible food, that food is removed from the global market, unnecessarily increasing food prices internationally².

Solution: The App



Project Goal

Our goal was to design an app that could reduce consumer food waste by helping users keep track of the food they own, incorporate soon-to-expire food into meals, and reduce overbuying. The app would also educate users about food waste.

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