

- Group 2
Presentation




● OVERVIEW

○ Fast Hack/Focus
Group

○ Our Idea

○ Participatory
Design

○ Results and
reaction



Increasing the rate at which students select healthy and sustainable food options, on or off campus; and with either prepared or raw ingredients

● FAST HACK

○ OUR AIMS

- Determine the food situation on Campus
- Feedback on our ideas

OUR FINDINGS

- Apathy
- Knowledge
- Insular
- Cost
- Lack of Cooking Skills
- Time is precious

● FOCUS GROUP

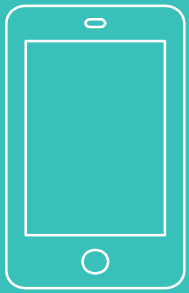
○ MAIN ISSUES

- Poor Promotion
 - Participants couldn't name sustainable food initiatives
 - Promoted through interpersonal connections

● FOCUS GROUP

○ MAIN ISSUES

- Poor Promotion
 - Participants couldn't name sustainable food initiatives
 - Promoted through interpersonal connections
- Students have priorities
 - Environment low on the list
- Sustainable choices costly



FoodHub

A service designed to tell students where and when to find cheap and sustainable food options

FoodHub

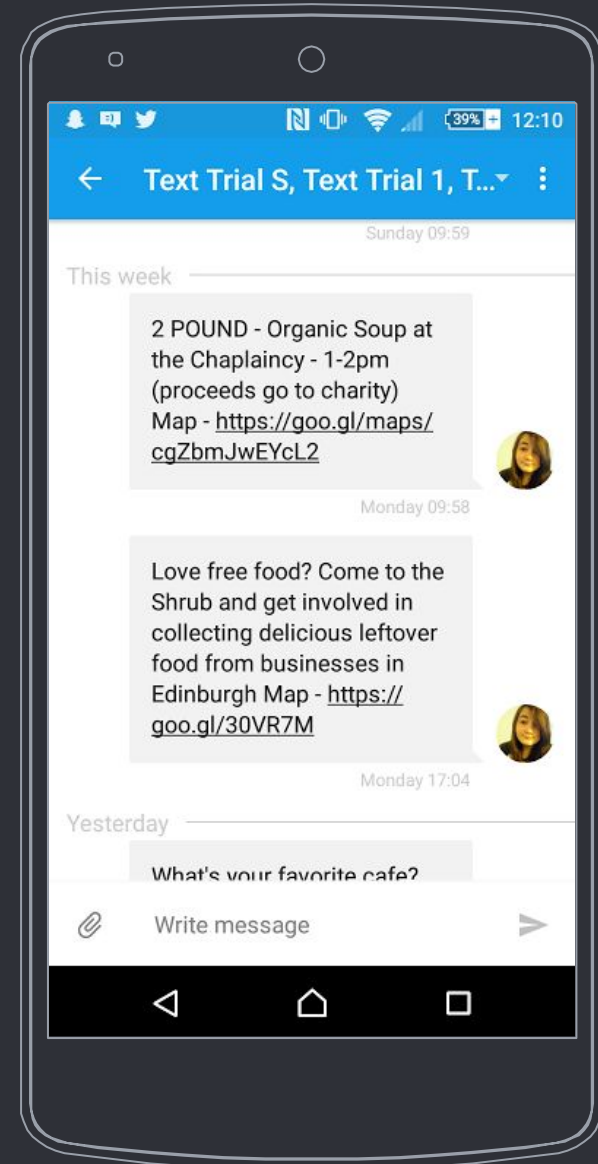
Things to consider

- What form should it take?
 - Facebook, app, text etc.
- Active vs. Passive information
 - Time consuming
 - Invasive
- Centralisation
- Emphasis
 - Sustainability
 - Low Cost

PARTICIPATORY DESIGN

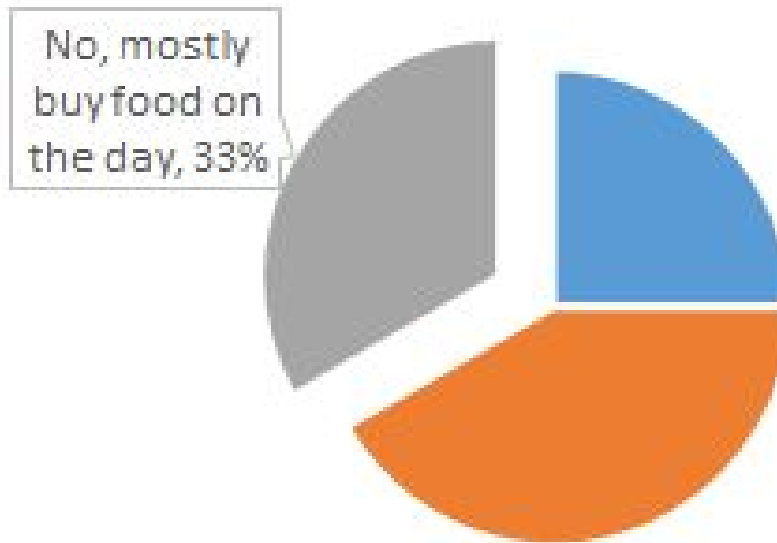
Three Steps in our Participatory Design:

- Survey
 - Text Trial
 - Feedback
- Filled in by participant independently
 - One-on-one sessions with participants



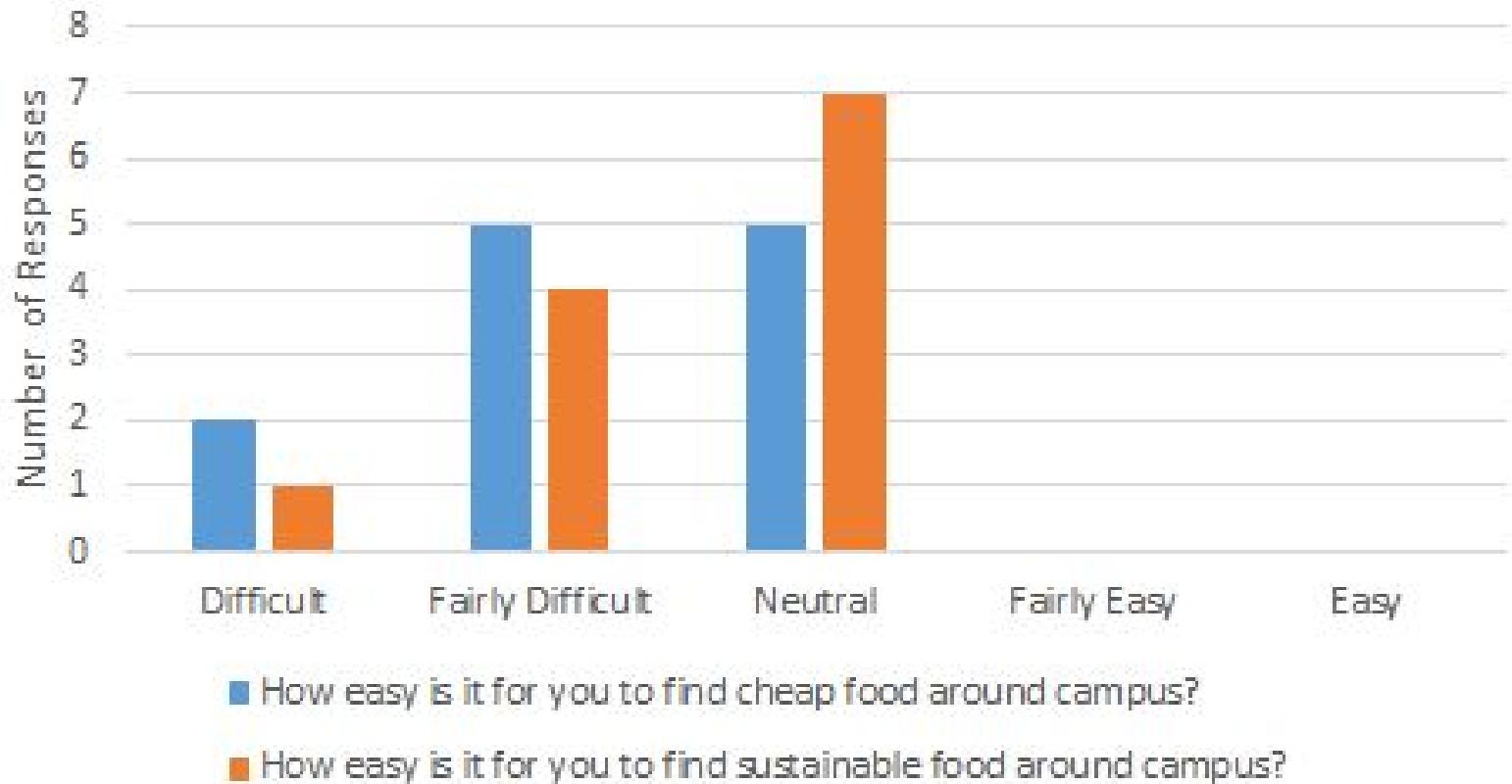
INITIAL SURVEY

Do you plan your meals in advance?

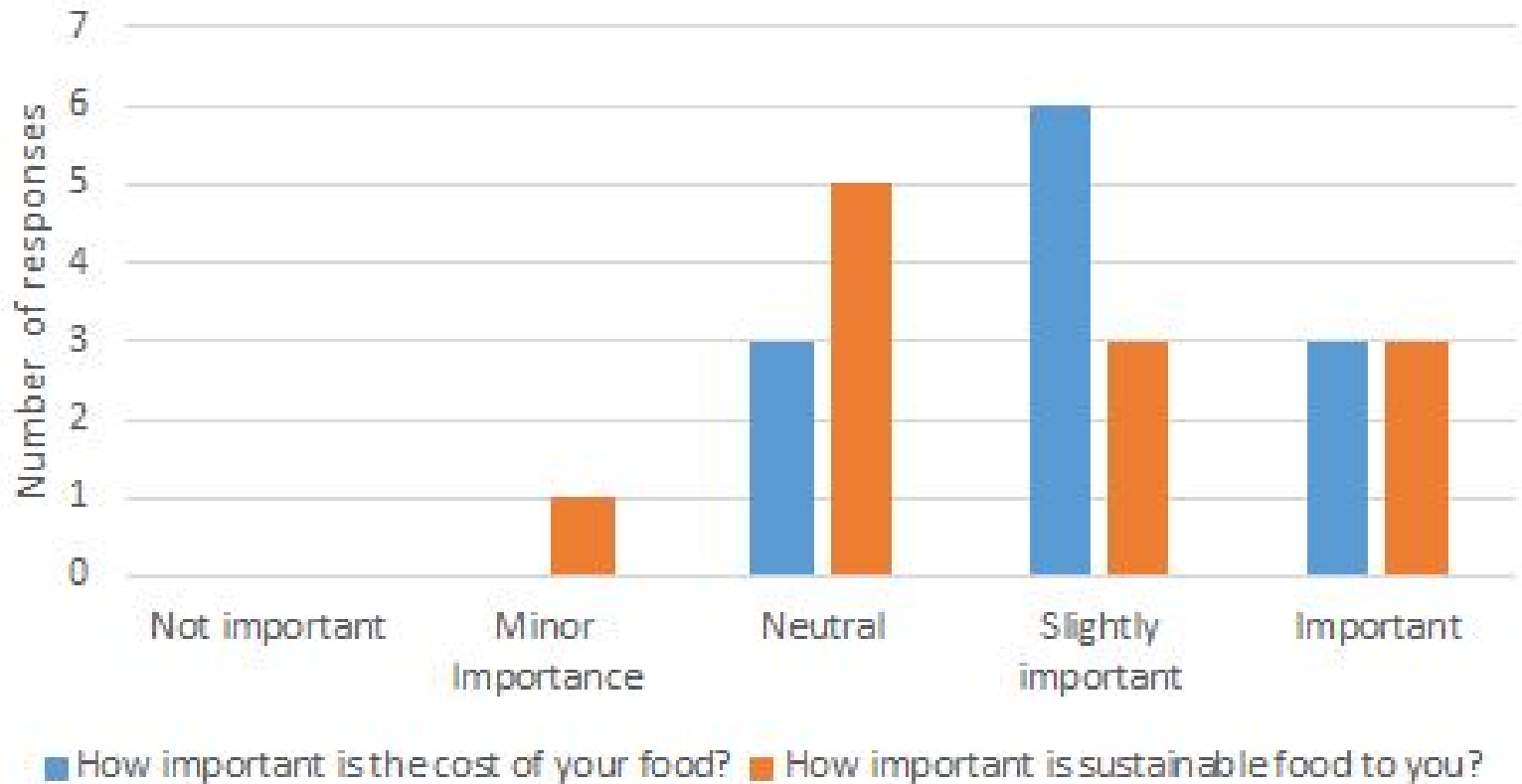


- Cook a big meal and freeze it to use over multiple days
- Cook my lunch the night/morning before
- No, mostly buy food on the day

Situation on Campus



Stakeholder Priorities



- Results

● Text Trial Results

○ What worked?

37% attended 1 or more events and all said they would attend again

100% would recommend to friends

91% thought it provided a cost effective alternative

63% said they would seek out events/initiatives independently



I can see this being useful for us and places like us being able to communicate these things - New Leaf Co-op

“

Sounds like an interesting initiative. I don't think there's anything like it at the moment. - Slurp Soups

We have to keep finding ways, such as FoodHub, to help individuals connect with the Food System - Foodsharing Trustee



● Shortcomings

○ **What didn't work**

14 Notifications sent - 1-2 responses

Not useful for Kings

100% No change in attitude towards sustainable food options

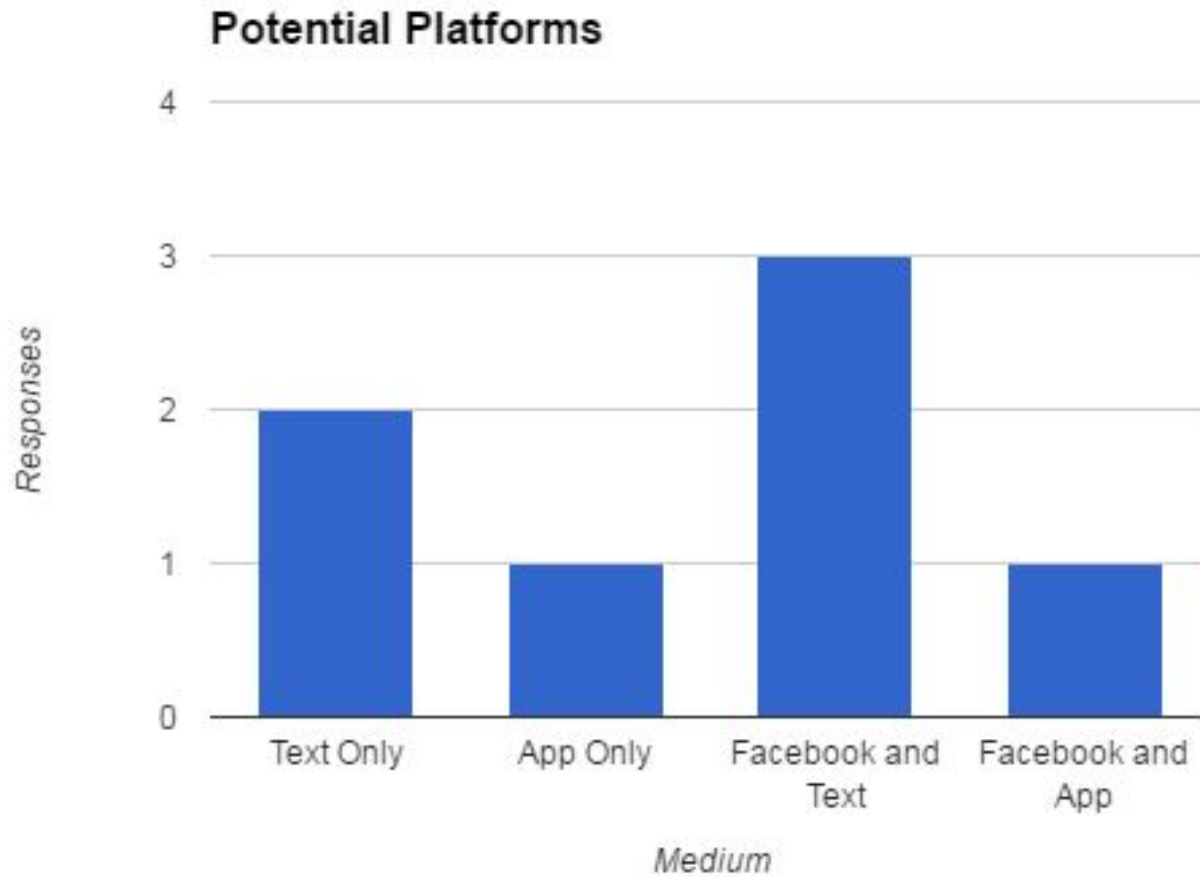
Why?

People have lives and schedules

Number of already aware individuals in our data

Timescale

Potential Platforms



WHERE TO GO FROM HERE

Running for a month

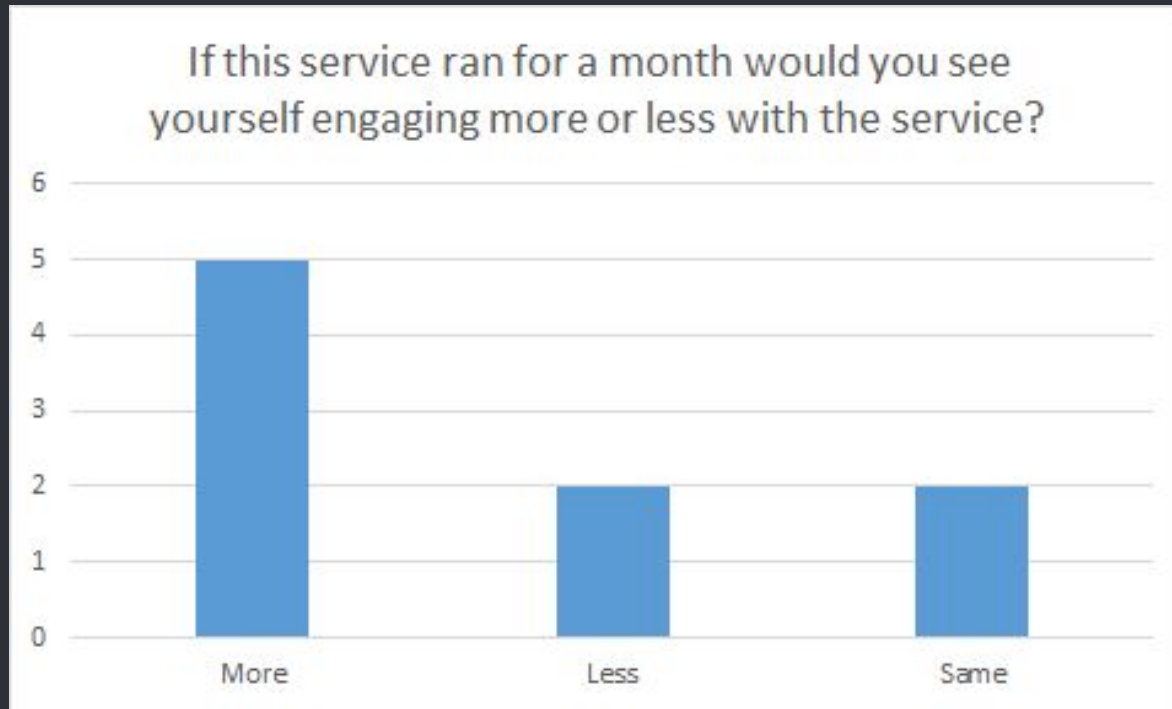
Month-long program to see if attitudes change

Features

Add more features, including a wider range of activities/events, personalization, feedback system, map integration, calendar, etc.

Promoting/Sharing

Spread awareness by creating social media accounts, advertising around campus, and promotion at other sustainability clubs' meetings





Thank you!