TOUCH IOT
WITH SAP LEONARDO
PROTOTYPE CHALLENGE

CONNECTED REFRIGERATOR
Are you familiar with expired food in your refrigerator?

Unfortunately this happens to quite a few people despite planning consumption of groceries and shopping those accordingly.

Connected refrigerators could decrease waste of quality groceries by offering soon expiring items to other households close by.

This would lead to less waste of resources and as another benefit to better social connections of people in one neighborhood who trade these goods.
Persona

ANNA
The Frequent Traveler

“Due to my business trips on short notice it is hard for me to plan my consumption of groceries accurately.”

About
- 45, single, 15 years of consulting experience.
- Being a person who travels frequently on short notice, a significant amount of food is expiring in my fridge
- Very mobile, moving from city to city for her job and to visit friends or family

Responsibilities
- I am responsible for customers across the country
- I feel responsible to support the community where I’m living in
- I feel responsible for our environment

Main Goals
- I like to keep my job despite travelling frequently on short notice
- I like to keep my geographically distributed circle of friends
- I want to support my neighborhood
- I want to live an environment friendly life as possible

Needs
- I need to reduce the amount of expiring food in my fridge

Pain Points
- I feel bad when I waste food
- I feel that I should support my community more
- I think my neighborhood needs more social relationships
Point of View

As a frequent traveler I need a way to reduce the amount of groceries, which expire in my fridge so that I waste less resources and live in a more environment friendly way.
**UX Journey**
Describe Actions, Mindset, Feelings and Touch points

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>MINDSET</th>
<th>FEELING</th>
<th>TOUCH POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Normal working day</td>
<td>- “I like my job”</td>
<td>😊</td>
<td>Connected refrigerator and its UI</td>
</tr>
<tr>
<td>- Call is coming in</td>
<td>- “Exciting, another face to face meeting with one of my favorite customers”</td>
<td>😊</td>
<td>Connected refrigerator and its UI</td>
</tr>
<tr>
<td>- Business trip is requested</td>
<td>- “Again, food would expire until I’ll be back from my trip”</td>
<td>😊</td>
<td>Connected refrigerator and its UI</td>
</tr>
<tr>
<td>- Get ready for business trip, e.g. packing suitcase</td>
<td>- “Hopefully somebody in our community can use this still fresh food and will pick it up before I leave”</td>
<td>😊</td>
<td>Connected refrigerator and its UI</td>
</tr>
<tr>
<td>- Prepare flat before leave, e.g. use app to offer soon expiring goods to community, app contacts households in community which could have demand according to their normal consumption patterns and preferences</td>
<td>- “Great, no food will expire during my absence”</td>
<td>😊</td>
<td>Connected refrigerator and its UI</td>
</tr>
<tr>
<td>- Neighbors and other community members respond to the offer of groceries via app</td>
<td>- “Nice to see Maria again. Haven’t seen her for a while!”</td>
<td>😊</td>
<td>Connected refrigerator and its UI</td>
</tr>
<tr>
<td>- People come around to pick up some free food and to have a small talk</td>
<td>- “It still feels good that I donated the food before I left home”</td>
<td>😊</td>
<td>Connected refrigerator and its UI</td>
</tr>
<tr>
<td>- Neighbors and other community members respond to the offer of groceries via app</td>
<td>- “It is good to know some people living in your neighborhood”</td>
<td>😊</td>
<td>Connected refrigerator and its UI</td>
</tr>
<tr>
<td>- People come around to pick up some free food and to have a small talk</td>
<td>- “We will see, when I have to leave on short notice next time.”</td>
<td>😊</td>
<td>Connected refrigerator and its UI</td>
</tr>
</tbody>
</table>
Anna's Fridge
Fridge-123-456-DE

Content

<table>
<thead>
<tr>
<th>Item</th>
<th>Expiring Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Milk 1.5%</td>
<td>26/07/2017</td>
<td>offer</td>
</tr>
<tr>
<td>Organic Milk 1.5%</td>
<td>05/08/2017</td>
<td>keep</td>
</tr>
<tr>
<td>Butter</td>
<td>26/07/2017</td>
<td>offer</td>
</tr>
<tr>
<td>Mixed Salad</td>
<td>29/07/2017</td>
<td>offer</td>
</tr>
<tr>
<td>Orange Juice</td>
<td>05/08/2017</td>
<td>keep</td>
</tr>
</tbody>
</table>

Items offered

- Cheddar Cheese
- Milk 3.5%
- Eggs (6 piece)
- Cheddar Cheese
- Eggs (10 piece)

Hello Anna,

thank you for your offer! Can I come around to pick up the organic milk later on, please?

Regards,

Maria

Hello Maria, yes of course. I almost expected that you could use it. See you later.