IMAGINE IOT
PROTOTYPE CHALLENGE

Intelligent food storage box
**Story**

**Summary**

The controller of a pharmaceutical company needs a solution to keep permanent overview on foods stored in his refrigerator and other food storage locations (like bread basket and fruit or vegetable boxes).

**Storyline**

As the controller is living an environmentally conscious life (buying high-quality, organic and regional food), he needs a tool which informs him on the condition of the foods and notifies him if something is going to spoil soon. For example, if an apple is getting brown on some places or a lasagna is already 3 days old and is getting bad, the controller gets notified which food(s) should be eaten next day. So he can take these foods along to work to eat them on the same day. That way the controller can reduce his/her food waste, contributes to environment prevention and save money.
Persona

Martin
Controller

I try to live environmentally conscious but I’m too busy to always keep overview on my stored foods at home so I often have to throw away food as they get spoiled.

About
- he is 30-years old with 5 years of experience as controller
- Martin is single ad living in a modern 2-room apartment
- drives a sports car
- he is a dynamic person with a tons of things to do
- he has very little time for himself but tries to do some sports in his free time (mostly jogging)
- he buys high-quality, organic and mostly regional food

Responsibilities
- Martin is responsible for the accounting operations of the company
- Martin guides financial decisions by establishing, monitoring and enforcing policies and procedures
- he protects assets by establishing, monitoring and enforcing internal controls
- he monitors and confirms financial conditions by conducting audits, providing information to external auditors

Main Goals
- Martin would like to reduce his food waste
- he would like to take more care about the environment
- he would like to save money by reducing the amount of spoiled food that has to be thrown away

Needs
- he needs a tool which remembers him on a daily basis which of the stored foods at which date has to be consumed

Pain Points
- he often forgets to look at the condition of the stored foods and after some time they get spoiled
- as an environmentally conscious person he regrets all the products he has to throw away
Point of View

As an environmentally conscious person, I need a way to be able to reduce my food waste, so that I can contribute to saving the environment and money.
## UX Journey

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>Martin goes to the organic grocery store after work as he wants to buy something for dinner</th>
<th>He is looking for yummy ingredients (or prepared food) But he is confused if he has some leftovers from the previous days</th>
<th>Nevertheless, he buys foods for dinner as he wants to go for sure that he can eat something for dinner</th>
<th>He arrives at home. Eats his freshly bought food and eats for dinner. He can’t eat up everything so he takes a food box and puts the rest into it and then in the fridge</th>
<th>Now he realizes the he had a lot of food rests in the refrigerator so it was unnecessary to buy food again</th>
<th>So he checks the rests and he realizes that the most of them are spoiled and he has to throw them away.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MINDSET</td>
<td>I’m hungry, I ate only a sandwich during the day. I have to buy something hearty and delicious for dinner</td>
<td>Should I buy pizza or different vegetables and prepare something by myself. Or do I have some rest in the fridge?</td>
<td>I’m really hesitating if I have some rest at home that I could eat. But just for sure, I buy something. Don’t want to gamble, I’m too hungry.</td>
<td>Hmm… that was yummy, but I’m full, can’t eat more. I put it in the fridge and eat it maybe tomorrow.</td>
<td>Oooh nooo! I do have some rests in the fridge after all. Damned. I shouldn’t have to buy anything. It happened again and the amount of the rest gets more and more.</td>
<td>Oh nooo again... 😞 Most of the old foods are already spoiled. I can’t eat them anymore. I have to throw them away (again).</td>
</tr>
<tr>
<td>FEELING</td>
<td>😊</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOUCH POINTS</td>
<td>Weekly offer flyer of the organic grocery store, shopping basket</td>
<td>POS tools like customer stopper or tastings, employees of the grocery store</td>
<td>Discounted products and discount vouchers, cashier, credit card, loyalty card</td>
<td>Baking oven, food box, fridge</td>
<td>Food boxes, fridge</td>
<td>Food boxes, fridge, bin</td>
</tr>
</tbody>
</table>
Prototype

Prototype screens for an IoT application to solve your PoV