



kitsch.

HANDOVER DOCUMENT

This document is intended as a supplementary document to the [landing page](#) and serves as a handover document with recommendations for handling and continuing the project. It is addressed to digitalswitzerland and the stakeholders involved so far and serves as a connecting point to the workshop in November.

1 Review and current status

The jointly identified areas of action - measurability in households, food waste awareness app, national campaign and support for expiry dates - developed in the workshop in November 2021, were then questioned again and researched in detail.

It turned out that a lot of activities, tools and approaches in the identified areas of action already exist on the market. Against this background, we did not want to develop something that already existed, but rather link existing tools and user groups. Therefore, the function of helping consumers meet expiry dates came back into our focus.

To combat food waste, the students envision a solution that offers fully automated tracking from planning, purchasing and storage to waste and provides relevant added value to the consumers at the various stages (see landing page). The vision and functions were tested in stakeholder interviews to get their feedback and to further sharpen the idea.

2 Next Steps - Proof of Concept

Through the further follow-up interviews that were conducted, we could see that a proof of concept is the next logical step in the project. Therefore, we aligned our digital artefact accordingly.

Early adopters: Landing page & marketing

That's why the student group has created a landing page that describes the problem of food waste, outlines the vision and explains the different functions of the product. Potential early adopters can then sign up to be kept in the information loop and have the possibility to give feedback regarding the functions. It should also serve to establish an initial problem/solution fit with potential consumers, which is why the core functions were additionally presented. To attract consumers to the landing page, the landing page could be promoted on channels such as social media, supermarket websites, online shops or retail magazines.

Critical success factors could be determined by the number of visitors on the landing page or the number of people that signed up or gave feedback to the vision and functions. The landing page could also generate a more precise overview of the target group and help find out which functions offer this group the most significant added value.

Further development

To achieve the goal and the vision, many development steps are needed. Based on the feedback on the landing page, it is found out whether the vision is purposeful and well accepted and which functions would need to be prioritised. This is because not everything can be implemented immediately and should be developed in MVPs in iteration steps.

After the first functional MVP is in place, a user test and market demand test must be carried out. Only this will provide clear information on whether and how to proceed with the project.

The student group assumes that the alert function of expired products offers the greatest added value and will emerge as the most important feature and should therefore be implemented first. That's why the further description and implementation recommendations are based on this alert function.

Consumers are made aware that their products are expiring at home in their cupboard or fridge by linking the products they buy to a loyalty card (ex. Supercard or Cumulus).

As a first function extension, the reminder about the expiry date could be set individually by the users. This means that the users decide when and how often they are informed about expiring products. In addition, it should be possible for users to manage their products in the digital tool. For example, they could change the expiry date of products that have been opened or removed when consumed. As long as there is no automation or automatic comparison via a camera in the fridge or cupboard, the users should be incentivised to edit the products themselves digitally. The next step in the development could be automatic matching with the household inventory when the user goes shopping with passabene (Coop) or subitoGO (Migros). Here, the users scan the products in the shop themselves (not at the checkout) and could be informed that they still have the product at home and are asked whether they really need the additional new product.

But of course, if the user feedback points in a different direction like a smart bin or camera in the fridge, the MVP development needs to focus on these functions and further steps need to be adapted.



LET'S GO!

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