
4'S A CROWD

MANAGING SURPLUS AND WASTE
IN THE FOOD INDUSTRY

4'S A CROWD

TEAM

ADAM



HAILEY



ALEX



VICTORIA



INITIAL POV

- The Business Manager
 - Francisco
 - We were amazed to realize how much surplus supplies is ordered so that they can provide adequate customer service and handle variability in demand
 - It would be game changing to provide Francisco and other business managers with the means to either predict or better react to variability in demand

INITIAL POV

- The Consumer
 - Tracey
 - We were amazed to realize that many people dislike the standard mall shopping experiences in favor of the more low commitment, low stress, game like opportunities of thrift outlets
 - It would be game changing to reframe the retail industry in terms of crowd power, empowering shoppers and consumers to engage in a dynamic marketplace

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Alicia
Associate Director,
Project WeHOPE

**Nonprofit shelter,
homeless support**

3 meals/day, 55 people

**Insight: Reliant on
donations, receive single
food-items, creative
meals**

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Jennifer
Manager,
Trader Joes

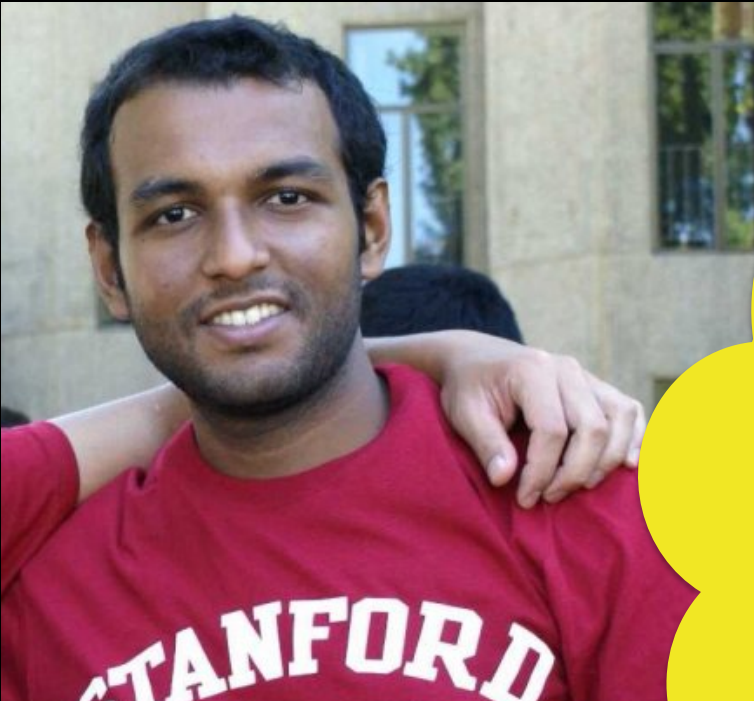
Donates to 3 community partners

\$500+ /day surplus

Employee relationships are extremely high priority to her

Surprising: Food was thrown away before new management

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Elliot
Stanford Senior
Semi-Pro Poker Dude

College student, likes to eat out

Uses friend recs & Yelp

**“Usually go somewhere I’ve
already been”**

Food near Stanford is 😊 but \$

**Insight: Hunts for HH and
promos**

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Misty
VP Operations,
Oren's Hummus

Demand is consistent

Surprise: FoodRunner picks up extra food and brings to shelters

Surprise: "We have very little waste"

Insight: "Coupons make you seem desperate"

REVISED POV

- The Business Manager
 - We were amazed to realize **how hard it is to predict demand, to avoid surplus and waste, and to handle staff relations** (particularly firing).
 - It would be game changing **to provide business managers with better ways to predict or handle the variability of demand** thereby reducing waste.



REVISED POV

- The Consumer
 - We were amazed to realize **how consistently consumers returned to the same businesses and how much price affected their decisions.**
 - It would be game changing to offer consumers **recommendations for new restaurants and shops along with promotions and discounts to incentivize them to eat out and shop more frequently and try new places.**

HOW MIGHT WE...

- (1) Give consumers a way to engage with waste in the retail/restaurant industries?
- (2) Allow managers in the food industry to influence demand?
- (3) Make the process of choosing a place to eat out at less stressful & more fun?

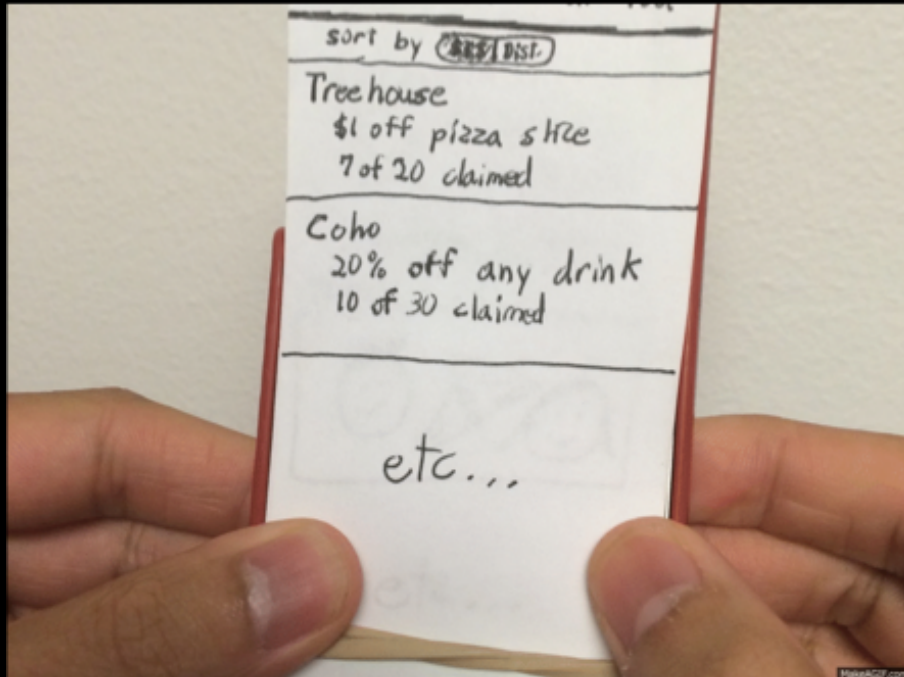
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PROTOTYPE 1

Flash Happy Hours at nontraditional times/ flash sales
& instant coupons



PROTOTYPE 1

+ Interface was straightforward

+ Desirable to get cheap food

- Annoying to see deals disappear

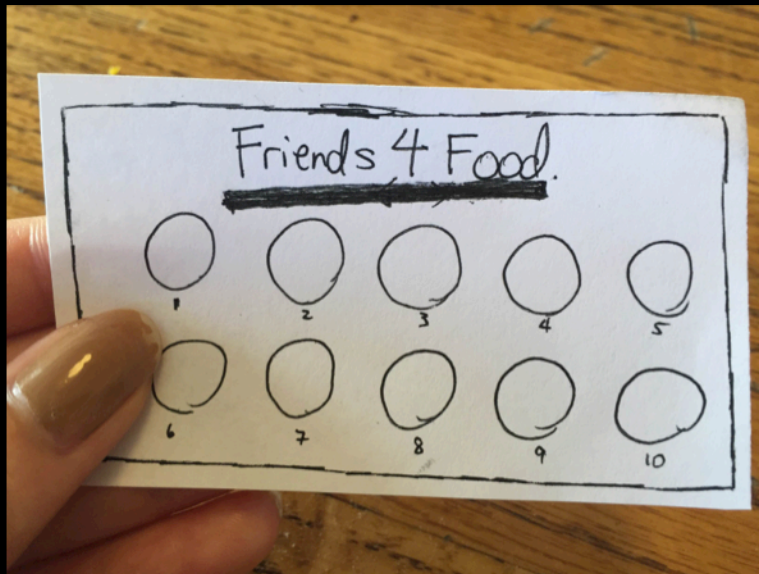
?! Number of people who claimed coupon didn't work



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PROTOTYPE 2

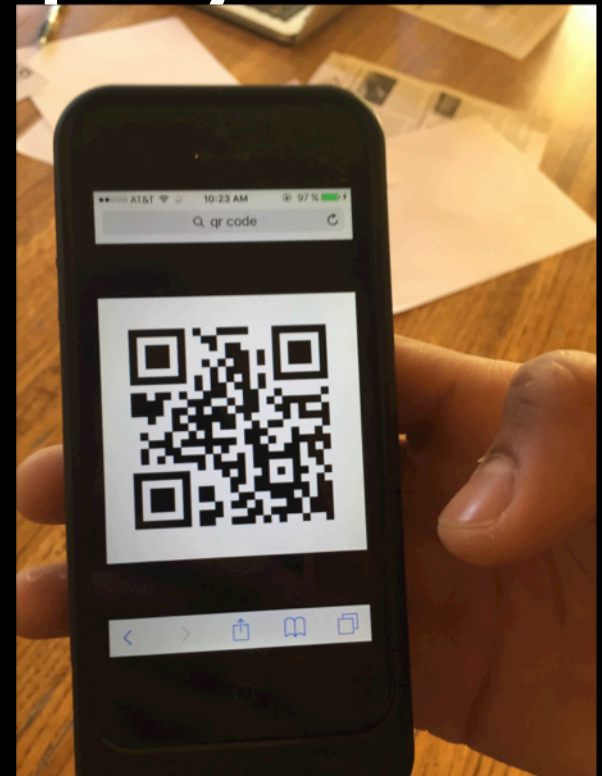
Reward system based on the number of people you bring to a favorite restaurant



PROTOTYPE 2

PIVOT TO DIGITAL: Physical card is cheap, easy to lose

- + Easy to pull up & familiar
- + Discrete to use
- Requires business & consumer side buy-in
- ? ! Users forgot to use



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PROTOTYPE 3

Personalized short-list of restaurants based on profiles of people in the group



PROTOTYPE 3

- + Navigated prototype easily
- + Pre-planned events & dates with friends
- + Focused on personal food preferences
- More control: wants both private and public groups
- ? ! : Ability to be a leader in a crowd, creating new private groups with friends

NEXT STEPS...

FLASH HAPPY HOURS

Waste reduction, redistribution of surplus

**Most positive response from both consumer
and business side**

Interesting gamification directions

