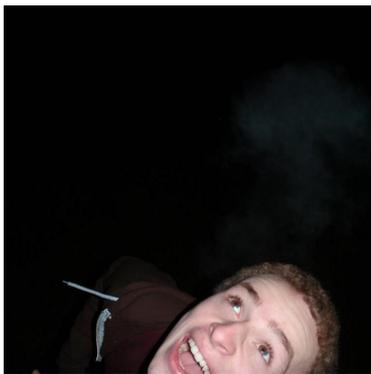


fridgit 

THE TEAM



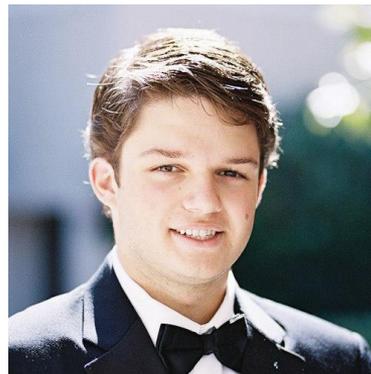
Nick Holden

Fridge Enthusiast



Brian Hoang

Security Guard



Colin Miller

Developer



Francis Nguyen

Product Manager



A STORY



THE PROBLEM

Americans waste 25% of their food.

- Letting a slice of bread spoil is equivalent to letting a water tap run for five minutes.
- Annually, this waste costs a consumer around \$1,350 - \$2,275.
- Environmental implications in the form of runoff, CO₂ emissions.



Contextual Inquiries

Overview & Results

PROCESS

- 2 Interviews at Participant's Home, 1 at a Cafe
- Participants guided us through fridges & pantries
- Describing their thoughts behind each food item
- Questions on: grocery stores, food storage, cooking, eating, throwing away food, food inventory



RESULTS & THEMES

Shopping Planning

- Participants had general ideas, but rarely created lists
- Shopped when **convenient**, so didn't check home inventory

Cooking & Eating

- Participants claimed they cooked a lot
- Often chose recipes based off of currently unspoiled food
- Trouble with **food in bulk** and **leftovers**

Forgetting Food Inventory

- Often just forgot about food - **leftovers** were often forgotten



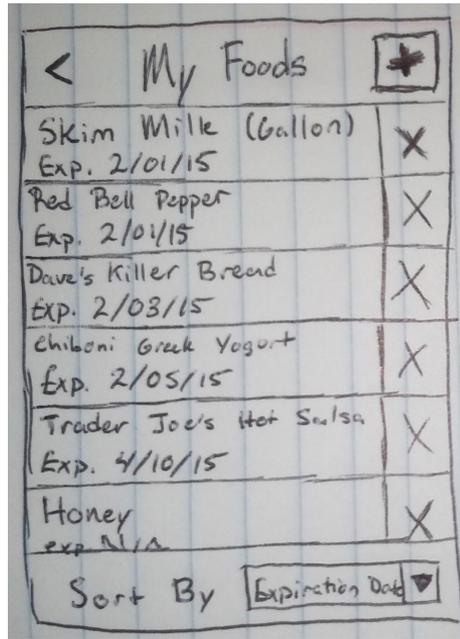
TASKS

1. Caring about the issue of food waste
2. Checking their food inventory
3. Easily adding and removing food from inventory
4. Deciding what to eat based on when food spoils
5. Determining if food has gone bad or not
6. Deciding what and how much food to buy

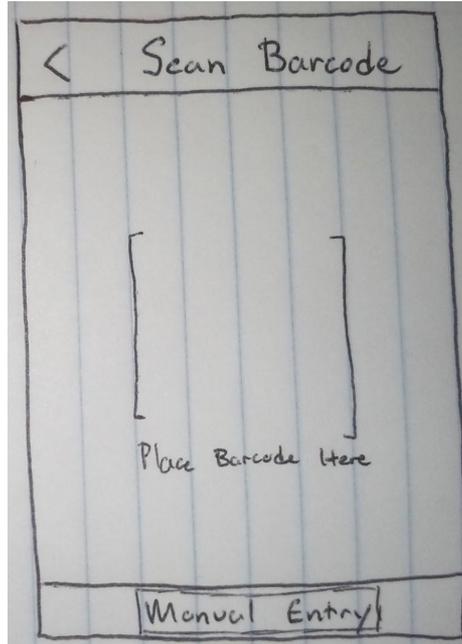


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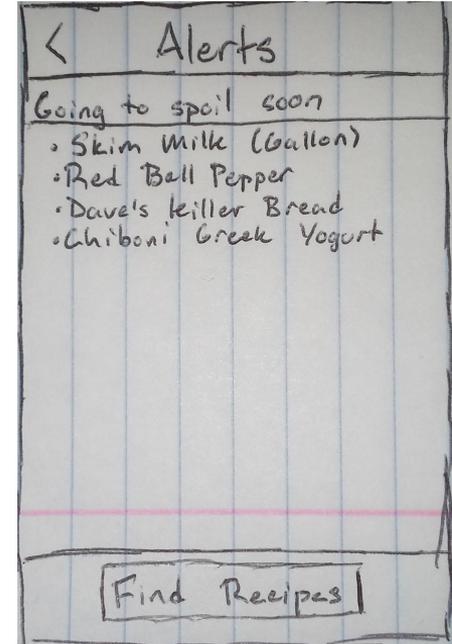
#1



Task 2
Food inventory



Task 3
Barcode scanner

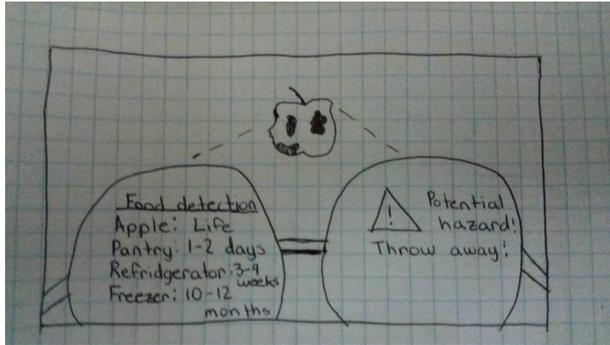


Tasks 4 & 5
Preemptive spoilage alerts
Suggested recipes

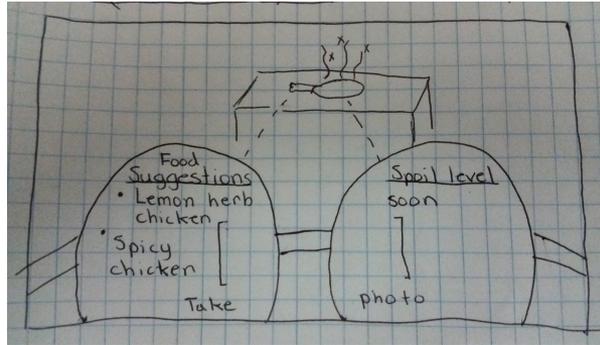


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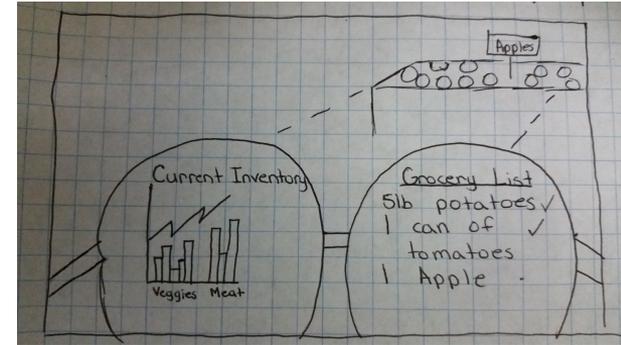
#2



Task 5
Spoilage indications



Task 4
Recipe suggestions

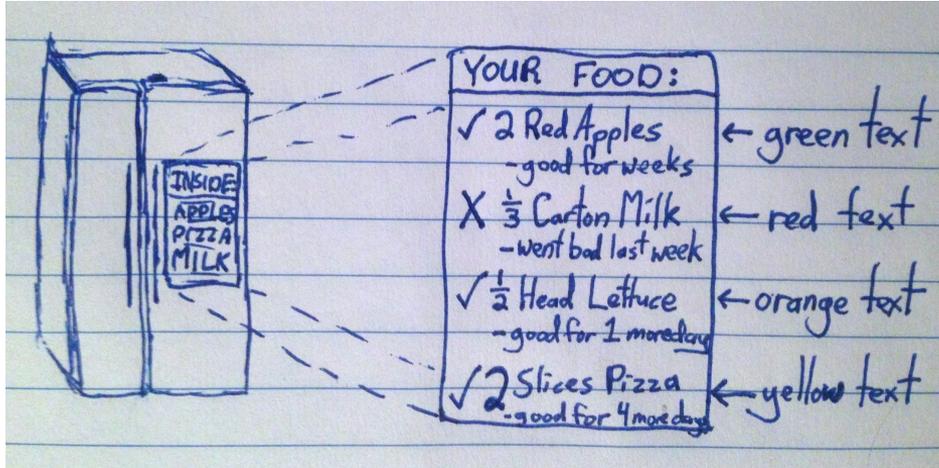


Task 6
Shopping suggestions



DESIGN SKETCHES:

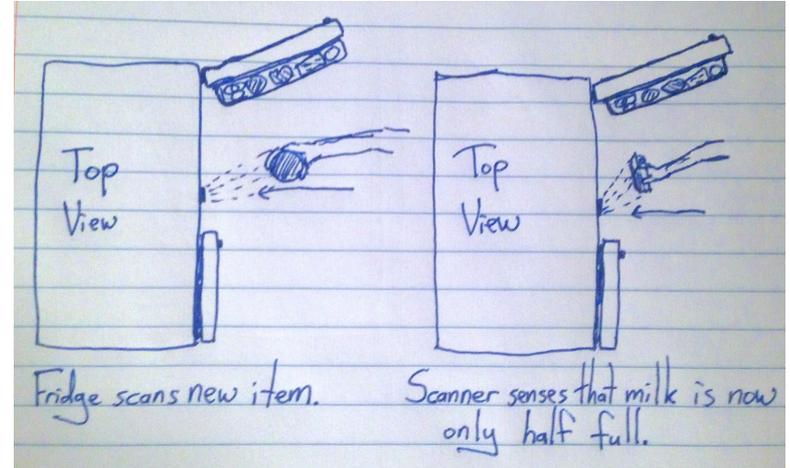
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Tasks 2 & 5

Food inventory

Spoilage indications



Task 3

Sensor automatically updates inventory



Selected Design

fridgit

We chose the smart fridge because of its close tie-in with food spoilage. The refrigerator is where most food spoilage occurs, and the contents of someone's fridge is essentially their food inventory.

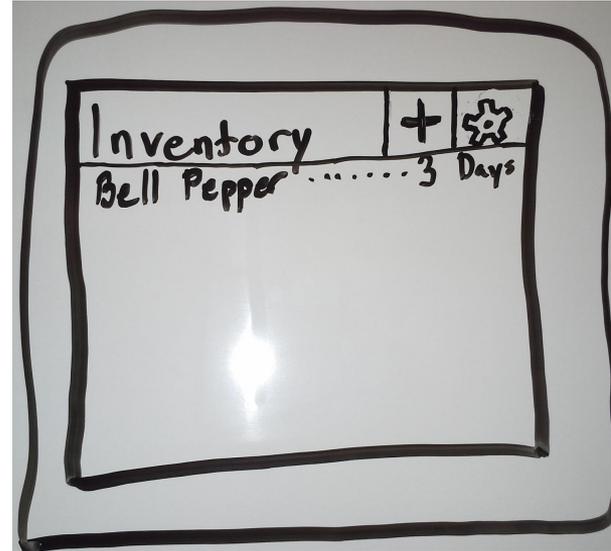


SCENARIOS:

#1



Bob just got home from grocery shopping.

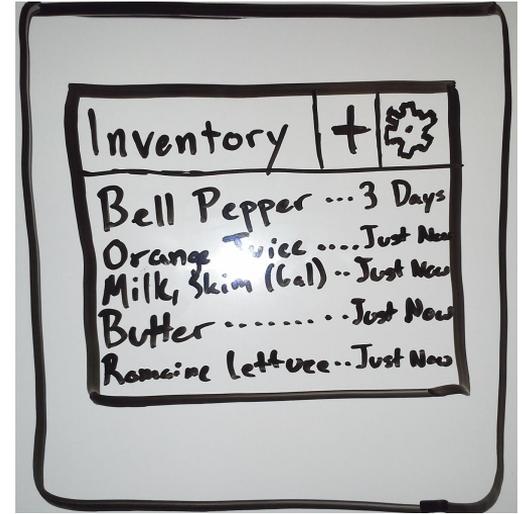
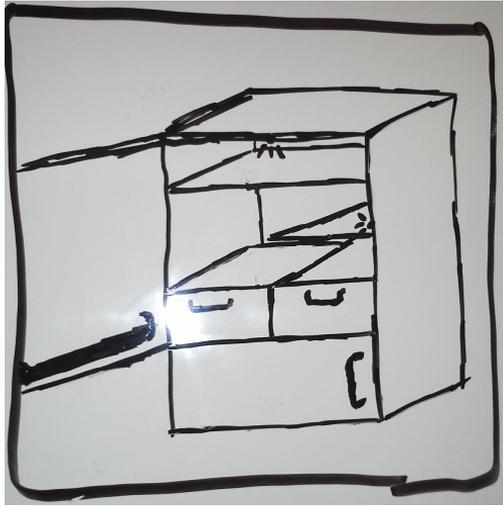


His Fridgit lets him know what food he currently has.



SCENARIOS:

#1



As Bob puts away his groceries, sensors on the top and side of Fridgit capture his purchases

Fridgit has recorded all of Bob's items



SCENARIOS:

#2



Lauren hungry at home.



She checks the food inventory on her Fridgit.

Item	Days
1 1/2 Milk	2 Days
Strawberries	5 Days
2 Apples	4 Days
Tortillas	7 Days
Cheddar Cheese	6 Days

Fridgit tells her how old her food items are.



SCENARIOS:

#2



Her strawberries will go bad soon!



Because of this, she decides to eat them.



Lauren's happy, and the berries won't go bad!



SUMMARY

- **Contextual Inquiries** provided insight into users' meal planning & forgetfulness of current food inventory
- **Task analysis** allowed us to narrow our focus
- **Design sketches** helped open us up to unconventional possibilities



Thanks!
Questions?