

HEALTHY FOOD IN A BOX

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DESIGN PREMISE

An increasing number of individuals in the United States are eating processed food more often, preparing food in the home less often, and leading less healthier lives as a direct result

(1) *Pandora's Lunchbox: How Processed Food Took Over the American Meal*, Melanie Warner, 2013
(2) Energy Information Administration, 1993 - 2005, Residential Energy Consumption Surveys

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400,000/year

“Obesity currently results in an estimated 400,000 deaths annually and costs the United States nearly \$122.9 billion.”

The Endocrine Society and the Hormone Foundation. A Handbook on Obesity in America. Chevy Chase, MD: The Endocrine Society and the Hormone Foundation, 2004

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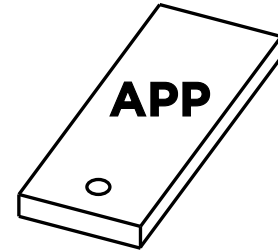


"1/3 of premature deaths in the U.S. each year are attributable to poor nutrition and physical inactivity."

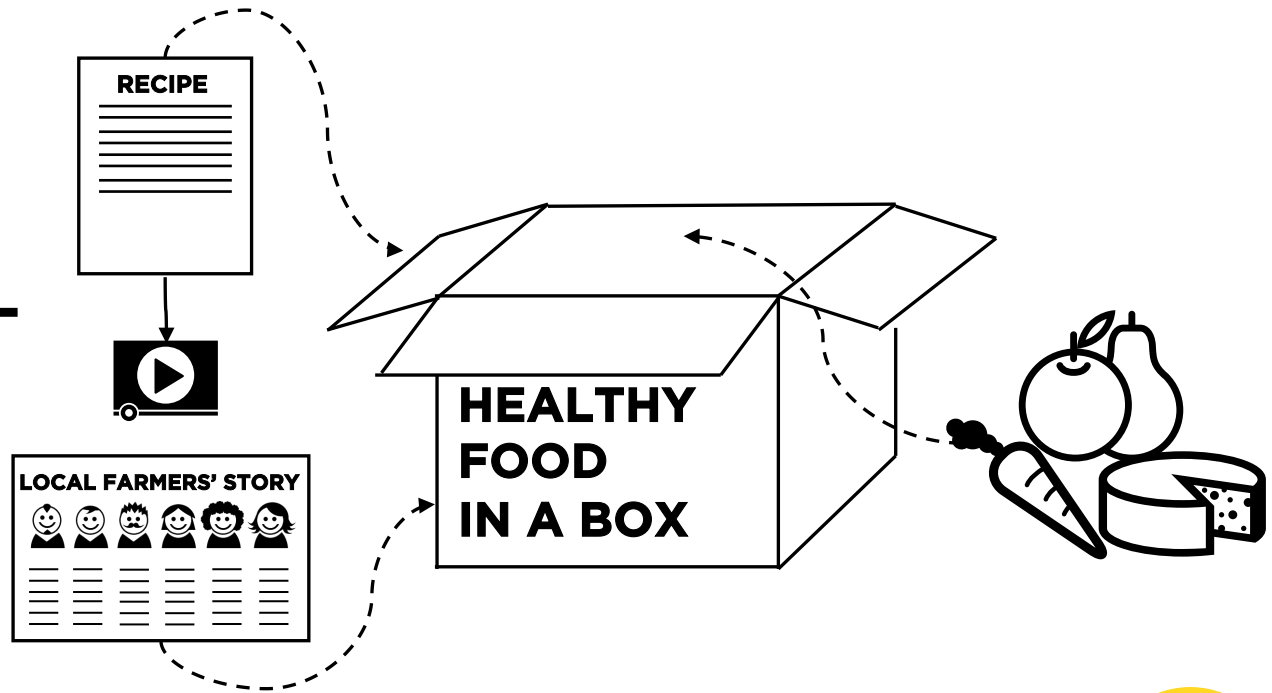
DESIGN PROPOSAL



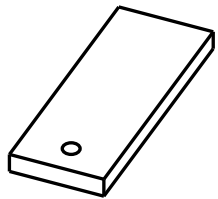
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DESIGN PROPOSAL



HOW IT WORKS



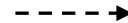
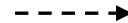
**PUSH
NOTIFICATION
TRIGGERED
ORDER**



**DISTRIBUTORS
DISPATCH
ORDER**



**SAME-DAY
DELIVERY**



**FAMILY
PREPARES
DINNER
TOGETHER**



POINTS OF DIFFERENTIATION



TIME

BEFORE

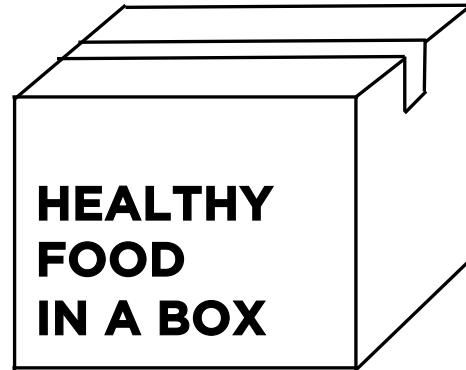
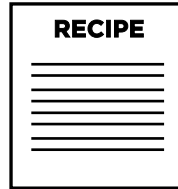


BUY IN THE SUPERMARKET → LEARN → COOK

AFTER



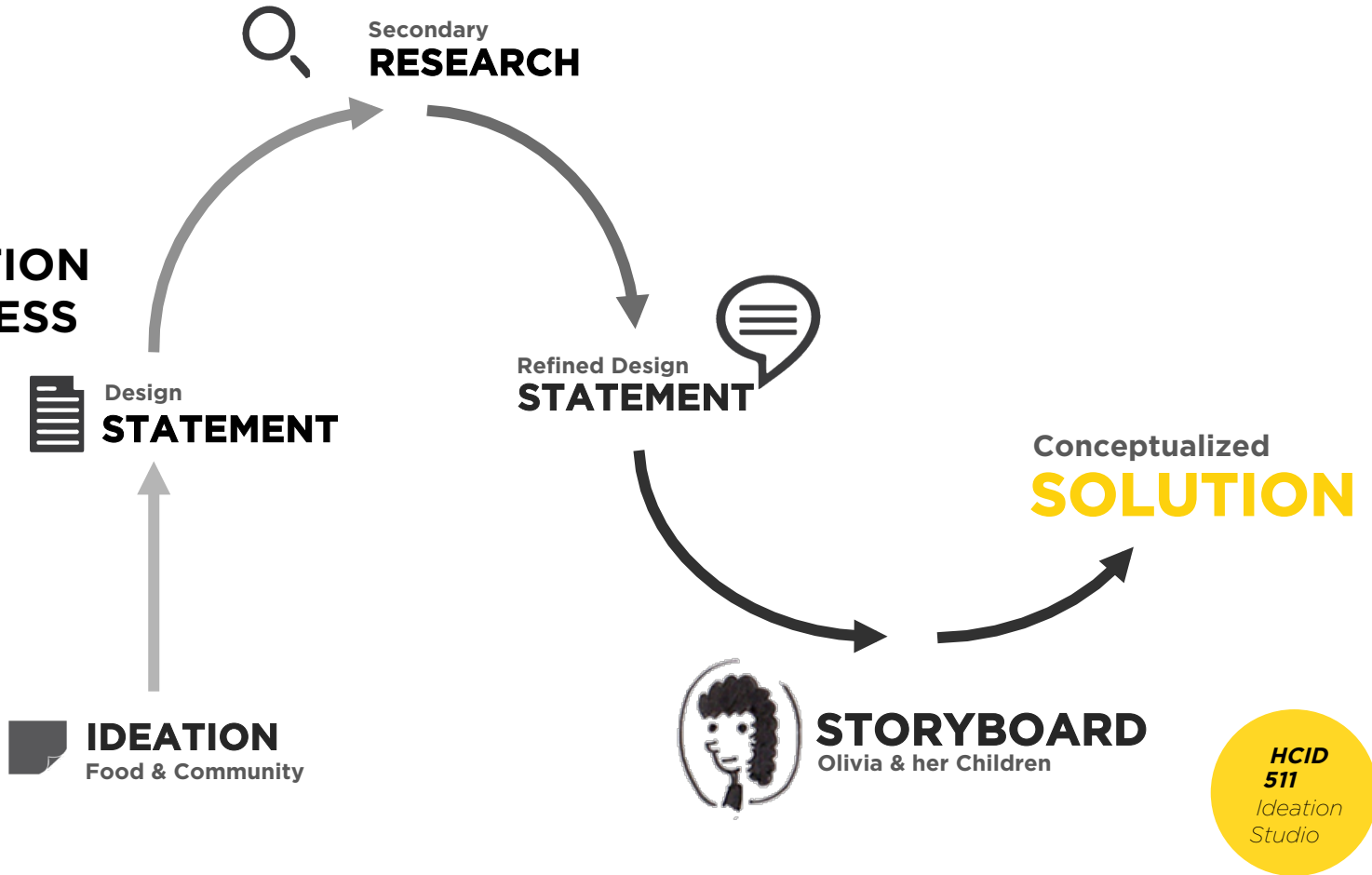
ORDER → COOK



PERSONALIZED RECIPE RECOMMENDATION



IDEATION PROCESS



IDEATION
Food & Community

Secondary
RESEARCH

Refined Design
STATEMENT

Conceptualized
SOLUTION



STORYBOARD
Olivia & her Children

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NEXT STEPS

Market Research

Ascertain stakeholder interest and identify market gap

Contextual Inquiry

Observe target consumers' purchasing behavior and eating habits

Investigate Current Distribution Model

Understand better the process and the cost structure of the existing distribution systems

Prototype Product Distribution Process

Create prototypes of the food box and mobile application and simulate the distribution process



POTENTIAL RISKS & MITIGATION STRATEGIES

Risk 1

High costs associated with logistics of on-demand delivery

Incentivize shipping multiple recipes at once

Leverage economies of scale by encouraging neighbor sign-ups

Incentivize off-peak ordering

Risk 2

Accumulated costs of unused produce

Use predictive forecasting to improve purchasing techniques

Utilize just-in-time (JIT) delivery system

Target regional coastal markets in urban centers



COMPETITION & DEFENSIBILITY

<i>Competition</i>	<i>Characteristics</i>	<i>Our Advantage</i>
Produce box delivery <i>ex. Community Supported Agriculture</i>	Produce-centric Limited shipments	Recipe-centric Shipping flexibility
Direct grocery delivery <i>ex. Amazon Fresh, Google Shopping Express</i>	Difficult list generation Difficult to scale size	Automatic recipe lists Automatic family adjustment
Frozen meal delivery <i>ex. Family Chef, Schwans</i>	Frozen and processed Low quality ingredients	Fresh and healthy High quality produce
Traditional grocery shopping <i>ex. Safeway, QFC, Whole Foods</i>	Time-consuming Not suited to recipe discovery	Time saving shipments Easy recipe sorting & discovery



THANKS

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