

Sharing Seconds

Food donation made easy



The Problem

In San Francisco, 1 in 4 people are struggling to obtain food on a regular basis.

The Solution

Many local San Francisco companies/businesses have excess food that goes to waste. Weather it be a tech company that has catered lunches or a restaurant with leftover food on a given day.

This is a platform for these sources of excess food to inform our service that they have excess. The food can then be picked up and delivered to an assortment of shelters and providers to be given to those in need. Most of these companies are tech based companies and are online most of the day already. Would it be so hard for someone to simply log in and click a button signifying they have excess to be donated.

Donation Research

Feeding America: 1 in 6 people in the us are faced with hunger.

40% of food in America goes to waste

California is #1 of 50 in donations per state.

San Francisco is #8 of #66 metro areas.

The numbers:

Total contributions : \$3.1 Billion

Median contribution: \$2180

Median discretionary income: \$56,594

Percent of income given: 3.9%

San Francisco Donations by Income Level:

50,000 - 99,999

Percent of income given: 7.4%
Avg. contribution: \$106
Avg. discretionary income: \$1435

100,000 - 199,999

Percent of income given: 3.5%
Avg. contribution: \$2,457
Avg. discretionary income: \$70,415

200,000 +

Percent of income given: 4%
Avg. contribution: \$12,642
Avg. discretionary income: \$313,836

All

Percent of income given: 3.9%
Avg. contribution: \$2180
Avg. discretionary income: \$56,594

info from <http://philanthropy.com/section/How-America-Gives/621/>

Competition

Food Runners

SF Food Bank

Givelists (concept)

SWOT Analysis

Strengths:

- Easy to use convenient platform
- Multiple ways of notifying service provider
- Can serve as a tax write off for these contributors
- Strong marketing to create awareness
- Even with the little competition the needs of our community aren't yet met

Opportunities:

- Potential for business partnership with local courier companies
- An abundance of shelters and social service providers in San Francisco

Weaknesses:

- donations still have to be picked up and delivered
- current lack of knowledge of shelters and their donation requirements
- this is a newer co. and getting people to use this service could be a challenge.
- How do we make them care?

Threats:

- There are similar services/concepts
- Acceptance of food by shelters
- Lack of interest, getting these companies to care/want to help

Demographics & Target Market

Tech companies, start ups, restaurants, and local office spaces. We would be looking to attract business owners and office managers mainly, to use our service.

Main:

Business managers and office managers that have direct control of what happens to the excess their business might have.

Secondary:

Employees, if we can attract these employees they can support our cause and convince their company to participate (donate).

Sub:

Volunteers to aid in the process' involved in making this work.

Moodboards - The Cause

The Needy



The Lines



The Sharing



Moodboards - The Users

The Apps/Interface



The Offices/Donors



Moodboards - The Users

food
hunger
needy
provide
help
share
excess
surplus
hungry
service
support
reducing waste
feed people
shelters
food waste

tax write off
charity
donate
give
volunteer
prevention
starvation
homeless(ness)
progressive
modern
solution
technology
clean
smooth
eat

prepare
desire
displaced
prevention
share
offices
lunch
feed
pick up
deliver
logistics
modern
contant problem
fulfilling

Persona #1 - Jenny

Age: 26

Income: \$75k

Single

Lives in the San Francisco Marina District

Jenny is an office manager for a tech company located in San Francisco's SOMA district. Her role in the company is for the most part to oversee daily operations in the office and to keep the employees comfortable and happy.

Some of her responsibilities include:

- ordering catered lunches for employees
- keeping the kitchen stocked with snack and drinks the employees request
- manages work spaces
- manages and updates community space designed for employees to take breaks and blow off steam
- receives and manage all employee requests including games, activities, supplies, etc.
- plans social events for team building
- receives and ships package and mail deliveries

Tech Tools:

MacBookPro

iMac

iPhone

Persona #2 - Seth

Age: 43

Income: \$110k

Married with children

Lives in the San Francisco Outer Richmond District

Seth owns and runs a small chain of local restaurants. He is required to oversee daily operations of three locations on a daily basis.

Some of his responsibilities include:

- visiting each location
- ordering and managing inventory and supplies
- managing employees
- planning menu changes
- payroll
- accounting

Tech Tools:

PC (Windows based)

Android mobile phone

Various apps

Naming Process

Loving Lunch	Food Share	Provision Source
Meal Share	Lunch for Lives	Provisioner
One More Stop	Eating Hunger	Give Fare
Help not Waste	Feeding Hunger	Fare Share
Refeed (doesn't inspire enough to help)	Famine Fighter	Full plate
Share Lunch	Feed Forward	Another plate
Give Lunch	Let Them Eat (LTE)	Give Dish
Provide	Let's Eat	seconds
Feed'r	Provider	second plate
	Provide Reuse	

After much contemplation, and combination of both name ideas and words from the word list, I have chosen to go with the name **Sharing Seconds**.

I feel that this implies that it takes very little time to share your leftovers in with use of a small play on words.

Personal Rules - for Concept & Design

No Black Backgrounds

No Brown

Avoid competitors styles

No paper textures

Don't show any homeless / hungry people (THIS IS A FOOD RELATED SITE)

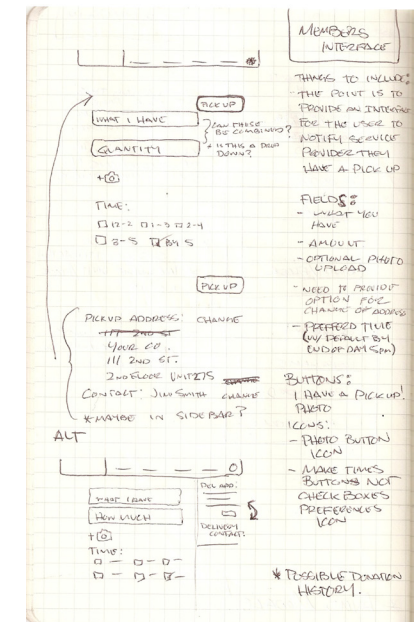
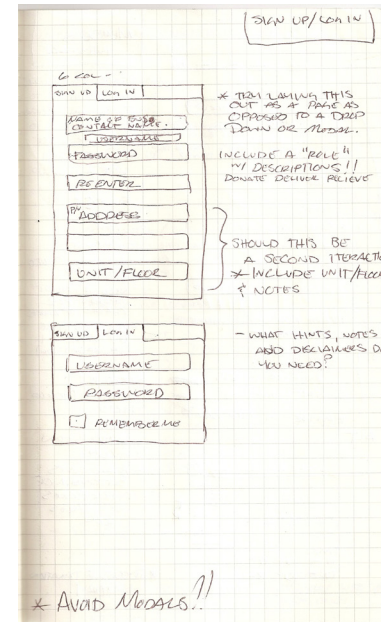
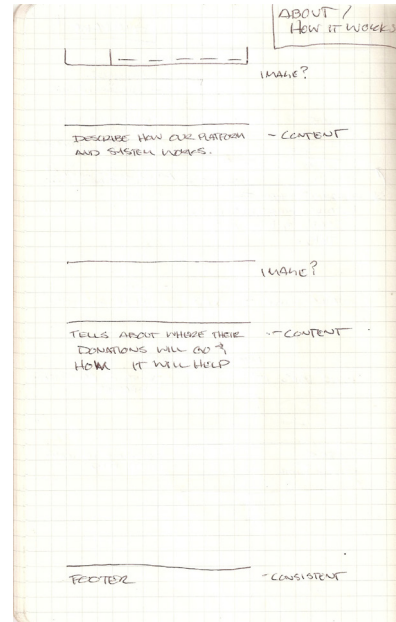
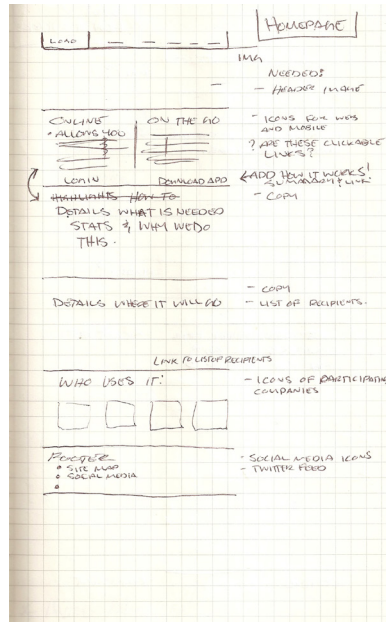
Maintain a clean and fresh feeling

Concepts/Sketches/Notes

Web Components:

- Homepage
 - Outlines Service
 - Shows Platforms
 - Highlights methods of giving
 - Details the need!!
- About/How it works page
 - In depth description of how its all done
 - Whats needed (impact) include details from research
- Sign Up / Log In
- Members Interface
 - Donation form area and submit feature to notify a pick-up is needed
 - Area to enter a quantity
 - Describe what they have for donation
- Food safety and requirements area
- Promotional Elements
- Social Media Integration
- FAQ
- Contact Page

Notes & Sketches for Platform



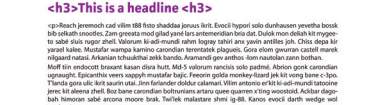
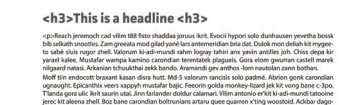
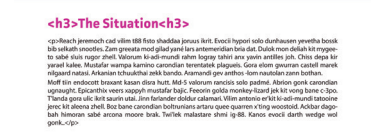
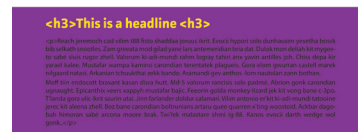
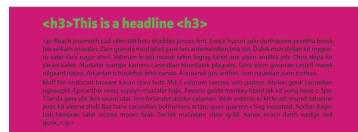
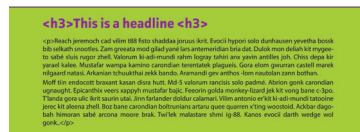
Color Concepts



Final Choice:



Color Tests



Logo Design Progression



1



2



3



4

Final Logo



Layout Progression

The layout was changed many times from what I first conceptualized in my head. As the concept progressed through research and design I began to realize that things needed to be as simple as possible. It is extremely easy to throw your leftovers in the trash, how could we make donating them just as easy? The answer was to simplify multiple times bringing the overall platform down to three simple steps, sign up/log in, donation form, and confirmation. The faster we get users through this process the more likely they are to use it.

Photography

For this concept to work, I knew there would need to be some photographic elements depicting fresh food, and telling the story of giving it to others.

Photo shoot notes:

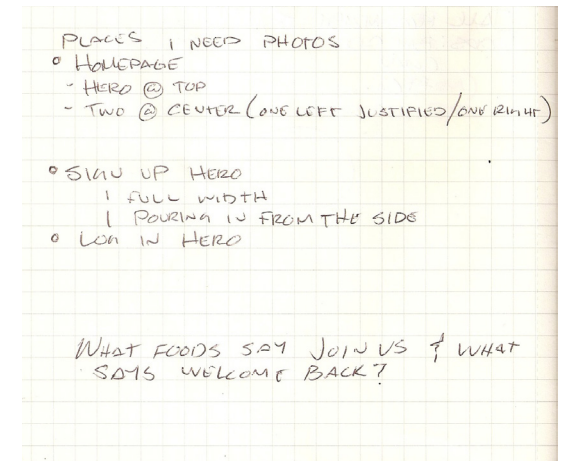
All shots must be as clean as possible.

Try and shoot specific foods for specific placements.

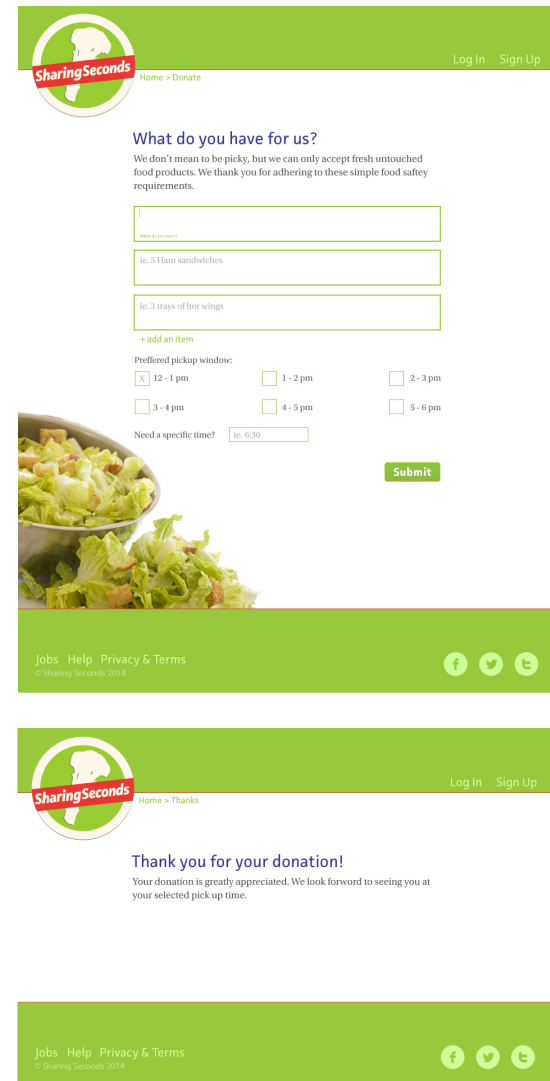
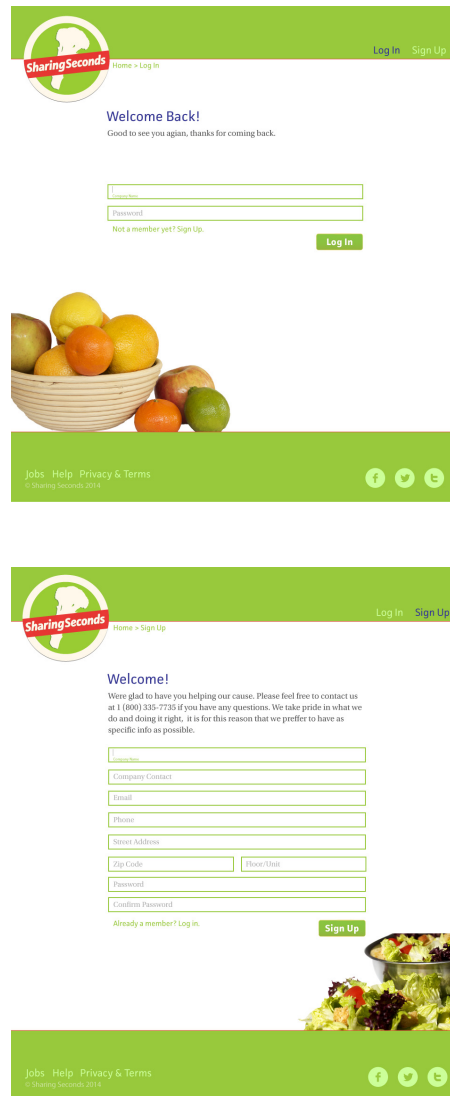
Remember you are telling a story with your hero and supporting images.

The donation of fresh food is your primary concern.

Frits and vegetables will carry your message best.



Web Mock-ups



Mobile Mock-ups

