

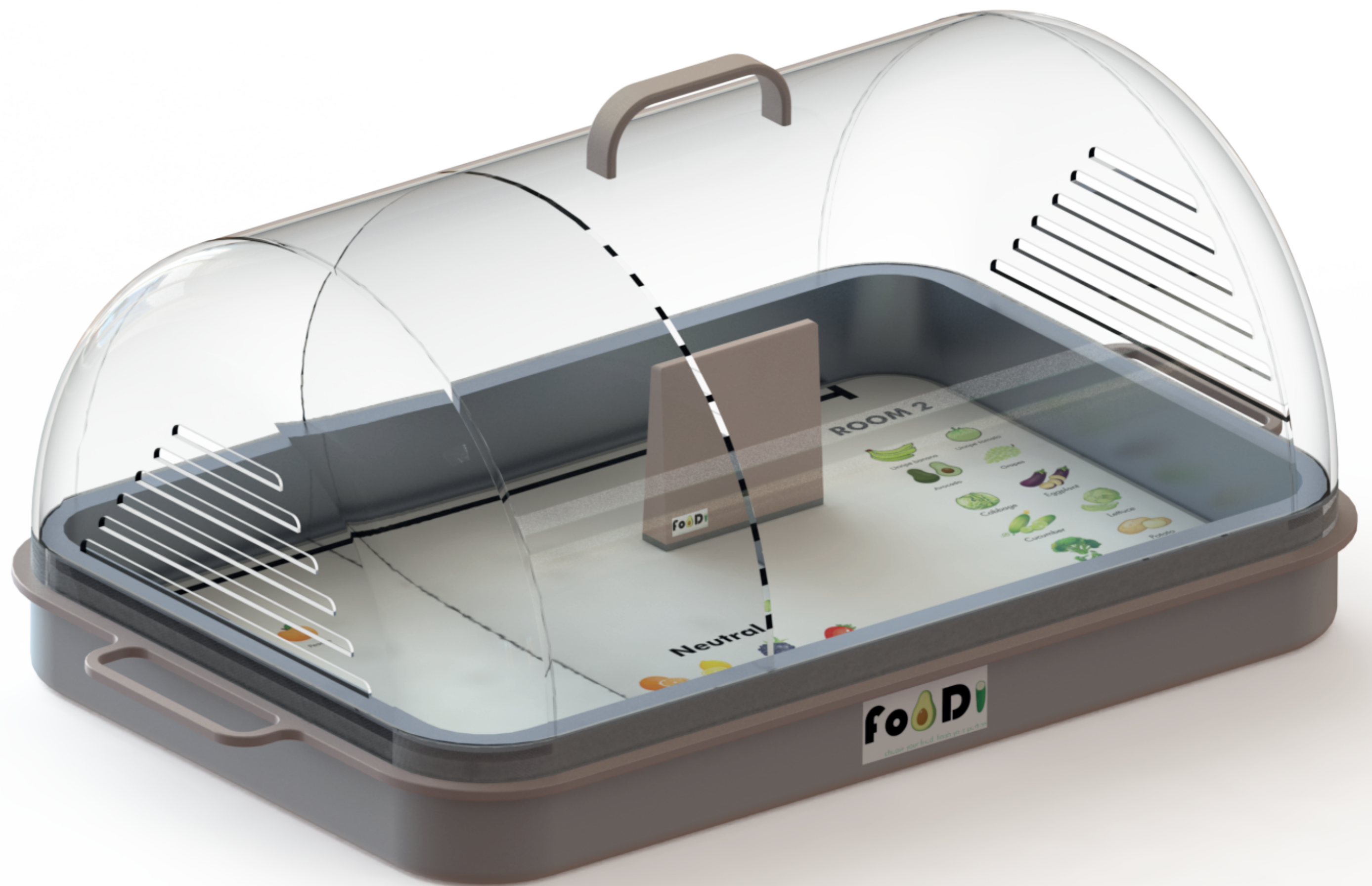
foODi

choose your food, finish your portion

FAO reported that one-third of all food produced for human consumption is thrown away. In the Netherlands, approximately 2 million tons of food waste are produced annually, of which **households as the highest contributor share 37%**.

The user research concluded that **forgotten food due to low visibility, laziness to check the fridge regularly, and a messy food storage arrangement are prominent reasons people discard food**. People have tried to tackle those issues by displaying fruits and a few vegetables in a bowl or putting them on the kitchen counter. However, sometimes some food is still hidden at the bottom of the bowl and gets rotten before being consumed.

foODi gives the solution by **providing a place that enhances the visibility of the stored food**.



foODi is storage to **display fruits and partly used vegetables** usually hidden and forgotten in the fridge. This product **encourages the user to eat the stored food in a daily portion and reuse the ingredient leftovers** as soon as possible.

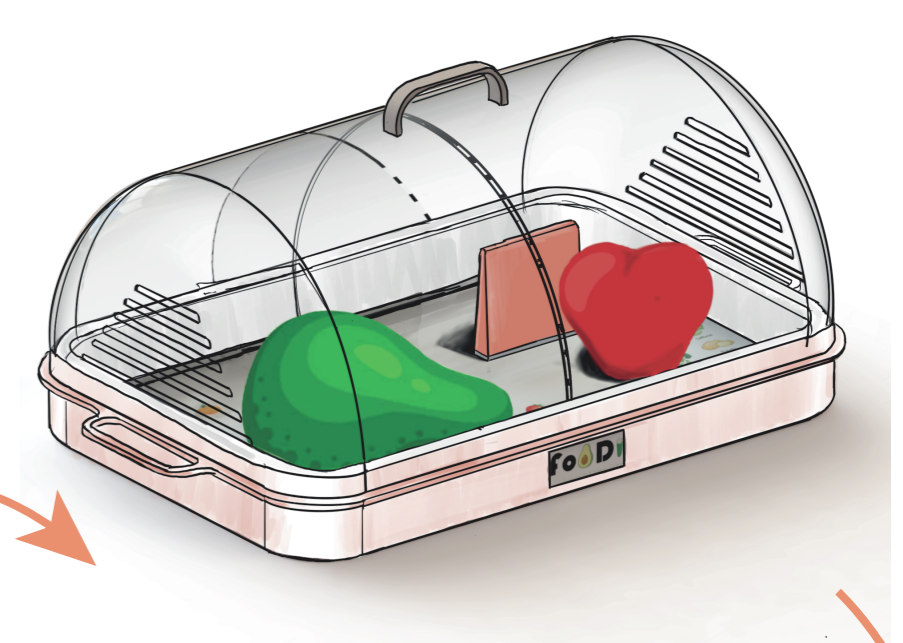
foODi-User Journey



The user buys groceries



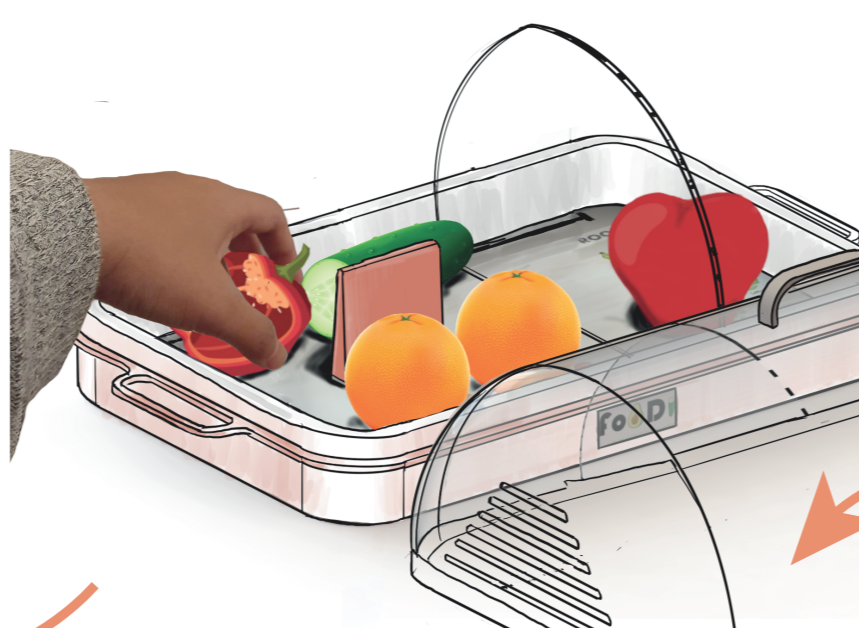
Store the fruits and vegetables in the fridge



Put an apple and avocado in the foODi for today



The next day, consumes the oranges for lunch and the apple for dinner. Half-cut cucumber and paprika are reused to cook a soup.



After cooking, half paprika and half cucumber leftover are kept in foODi and a few fruits are refilled



During dinner, uses the avocado to make a salad



In the afternoon, grab the apple for a snack

Fauza Karomatul Masyhuroh
Design an Intervention to Support Food
Waste Prevention at Home
28 October 2021
Integrated Product Design

Committee: Ir. H. Kuipers
MSc. Goss, H


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