OrderPal

Mindful Food Consumption:
Enhancing consumer engagement to reduce food delivery waste

Barrier & goal

The current primary obstacle in addressing food delivery waste is that consumers are not aware of the disparity between their actual food intake and the portions provided by restaurants. Additionally, there is often an inaccurate estimation of taste preferences, leading to wastage. Therefore, the design goal is to make consumers feel confident, inspired, and encouraged to order takeaway that suits their portion sizes and taste preferences.

Consumer behavior change

Consumers express their preferences to OrderPal, and it provides personalized recommendations and reasons based on learned user habits. Through such interactive dialogues, consumers gradually establish a connection, trust, and reliance on OrderPal's recommendations. Consequently, they choose meals that best suit their preferences, leading to a reduction in food waste.

Scenarios and stakeholders

Food delivery platforms, with the assistance of OrderPal, help consumers choose suitable meals more quickly and accurately. In the course of dialogues, OrderPal can also effectively communicate government anti-food waste policies to consumers. Whether it's a weekday or weekend, and regardless of whether the user is a health seeker, taste seeker, hungry eater, or everyday diner, OrderPal's strength as an AI assistant lies in its ability to intelligently align with consumers' needs. It prompts consumers to consider the impact of choosing appropriate portion sizes and taste preferences on reducing food waste.

Technology

To provide an AI assistant, it requires large AI models with information filtering and chat dialogue capabilities, such as ChatGPT. By asking questions or engaging in conversation with the AI, users can receive more suitable recommendations. OrderPal learns about users' ordering habits and generates reports to help users make more conscious decisions about ordering takeaway with appropriate portion sizes and flavors in the future.
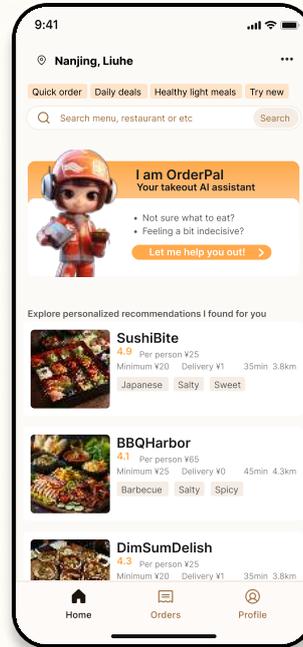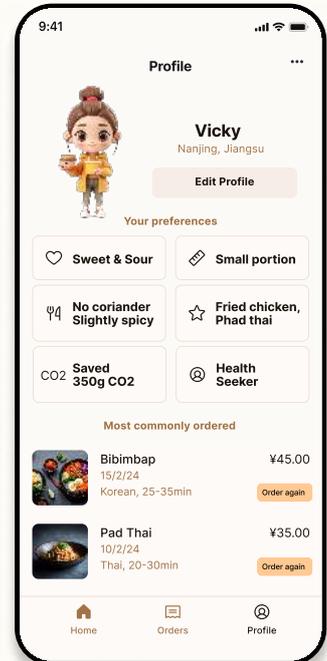

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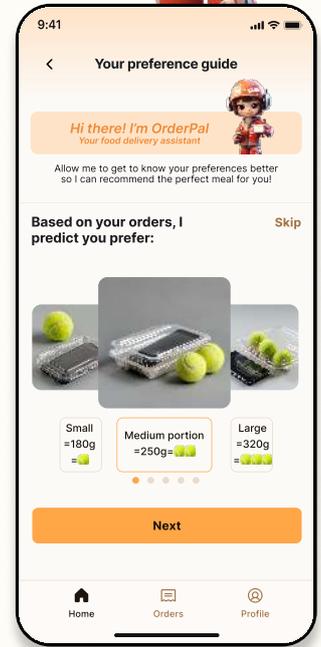
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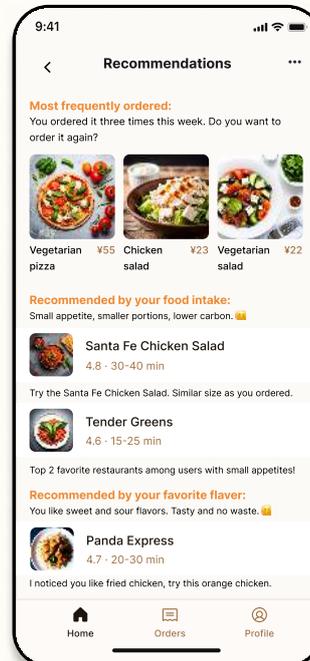
Recommendation

Profile

Shiyue Jiang
5336058
Designing for Mindful Food Consumption
29th February 2024

Committee:
Rick Schifferstein-Chair
Xueqing Miao-Mentor

Faculty of Industrial Design Engineering

Delft University of Technology