



Final Project Report

Foodbank Meals Via Y Waste App

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Industry partner foreword

This project has provided a valuable opportunity to further develop an app that can contribute to closing a current gap in the food rescue chain - capturing end-of-trading-day food surplus from food service and redistributing it to people in need. This has been an unaddressed opportunity to date due to the logistical barriers facing traditional food rescue organisations in servicing this type of business. Working with RMIT to improve the existing Y Waste app gave the research team access to the most up-to-date thinking in functionality and user experience. In addition, the design studio provided diverse and creative approaches to marketing the app and encouraging user adoption.

Sarah Pennell

General Manager – Business, Foodbank Australia

Executive Summary

The Foodbank Meals via Y Waste Project (Phase 1) researched the potential for a decentralised system which provides ready-made meals to Australia's food insecure population. This project's research team collaborated with Food Bank Australia to evaluate, refine, and prototype design solutions to help integrate a mobile app tool to connect meals from quick service restaurants (QSRs) to food insecure people. Utilising an existing platform, Y Waste app, this project managed potential food waste from QSR establishments and assist food insecure people in Australia.

The project was conducted over 18 months from October 2019, concluding in February 2021. Commencing with an immersive research trip to Sydney, the researchers were able to experience first-hand the app working and talk to a variety of stakeholders to hear their experiences of the service. During 2020, the process of evaluating, refining and prototyping design solutions was brought into the classroom, by running 2 multidisciplinary design studios lead by the researchers. The first focused on the user experience of the app, the second business recruitment, engagement, and adoption of the service. Both studios developed a range of design assets and recommendations to improve the app and the service. These were presented to the directors of Food Bank Australia and Y Waste for feedback and implementation.

At the project's conclusion a second phase of this project commenced in 2021, which builds on studio outputs generated from this first phase (UX design, UI design and marketing campaign recommendations). These recommendations will be implemented in 2021 with NSW as pilot location.

Objectives

The objective of this project were to evaluate, refine and prototype design solutions to help integrate an existing mobile app tool (Y Waste) to connect meals from quick service restaurants to food insecure people.

Results

The project delivered comprehensive evaluation and design prototype recommendations for the app and service through the delivery and outcomes of two design studios. Each of the outcomes from the design studios were presented back to the key stakeholders in design recommendation reports. A summary of these results are as follows:

Studio 1: User Experience Focus

The outcomes from this studio included a review of the features and content of the current app, including suggestions such as dark mode, badge and rating systems, variety of payment options, receipt functions, language options, informative animations, and social media sharing. User experience evaluation was also conducted which produced the following considerations: error correction, search filtering, dietary requirements, offline capabilities, and accessing user codes. Finally, a style guide was produced which includes logo developing, colour palette, iconography, language and tone, vendor branding and marketing material guidelines.

Studio 2: Business Recruitment, Engagement and Adoption

The outcomes from this studio included new illustration styles and characters, social media strategies, web development and tools, external communication strategies and physical marketing, and additional media suggestions for engagement and outreach.

Next steps

The UX and UI design recommendations (Studio 1 outcomes) will be adopted and applied in the new iteration of Y Waste app.

The engagement and adoption recommendations (Studio 2 outcomes) will be used to inform the second phase of this project in NSW as the pilot test location, in the view of expanding nationally (Phase 2).

Project milestones

Milestone 1	Phase 1: Foodbank – Y Waste App Review and WIL preliminary work	Preparation for the upcoming studios and review of the 2019 pilot. Prior to commencement of this review, an ethics application will be submitted to the RMIT University College of Design and Social Context Human Ethics Advisory Network.	Achieved
Milestone 2	Phase 2: Foodbank – Y Waste App Studio 1	The first cross disciplinary studio will focus on core offerings of the app. This will involve persona analysis, recipient education, app adoption and reviewing the user experience of the app.	Achieved
Milestone 3	Phase 3: Foodbank – Y Waste App Studio 1 Review and Studio 2	The focus for the second half of the project will be on business recruitment and charity engagement. Similar to the Phase 1, there will be a continued RMIT researcher focused time and teaching time. The RMIT researcher time will build on the work completed in Sem 1 2020, develop it to an implementation ready level. This will include website, video tutorial series, promotional collateral materials.	Achieved

Project impacts

Through evaluating the pilot program in Sydney and the current app product, substantial improvements were designed ready for implementation into both the program and the product. By providing these recommendations for improvements a prototype framework was developed for a successful nationwide roll out of this service offering. The potential impact for this service offering could be substantial with over 80,000 quick service restaurants across Australia addressing the 3 out of 5 Australians who currently experience food insecurity (Hunger Report 2020, Foodbank Australia).

IP

The IP generated by the project through the teaching studios has been granted by the students for use by Food Bank through their collaboration with Y Waste. The CRC is also able to use student work as examples of project outcomes. The students are allowed to use examples of their outcomes in portfolios and self-promotional media, while acknowledging the support from Foodbank, Y Waste and the CRC. Foodbank and Y Waste are asked to acknowledge the contribution of RMIT Design students in the development of this service offering.

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1. INTRODUCTION

The Food Bank Meals via Y Waste App Project explores the potential for a decentralised system which provides ready-made meals to Australia's food insecure population. The project's research team collaborates with Food Bank Australia to evaluate, refine, and prototype design solutions to help integrate a mobile app tool (Y Waste) to connect meals from quick service restaurants (QSRs) to food insecure people.

This project was commissioned by Food Bank and the Fight Food Waste Cooperative Research Centre (CRC), and conducted over 18 months from October 2019, concluding in February 2021. Led by Dr Juliette Anich from Industrial Design, and Dr Li Ping Thong from Digital Media, and assisted by Emma Gerard (sessional lecturer and research assistant), this project is an exciting example of a cross disciplinary design project embedded with industry.

Commencing with an immersive research trip to Sydney, the researchers were able to experience the app working first-hand and talk to a variety of stakeholders to hear their experiences of the service. Guided by Sarah Pennel (CEO, Foodbank Australia) and Ian Price (Director, Y Waste), the researchers were able to gain valuable insights into the pilot service offering of the app and the opportunities for an effective evaluation of it.

During 2020 the process of evaluating, refining and prototyping design solutions was brought into the classroom, by running 2 multi-disciplinary design studios lead by the researchers. Each studio was made up of 20 students, 10 from industrial design and 10 from digital media. Each studio was led by the research team. The first studio focused on the user experience/ interface (UX/UI) of the app (the product), the second on business recruitment, engagement, and adoption of the service (the program). During the teaching period, Sarah and Ian were invited to brief the students and provide feedback and guidance on the design development. Both studios developed a range of design assets and recommendations to improve the app and the service. These were presented to the Directors of Food Bank Australia and Y Waste for feedback and implementation.

At the conclusion of this project, the design recommendations were presented and accepted by the industry partners. This has set up the product and the program to commence Phase 2 of the project which builds upon these outcomes and pilot the program for national roll out.

A research paper has been drafted documenting the process and focusing on the unique learning and teaching environment for this high social impact project. This will amplify the approach taken to this project and record its developments.

1.1 Background

Food Insecurity: A growing problem

Food insecurity in Australia impacts one in six adults, or 17% of the population, which has a strong increasing growth trend year-on-year (Foodbank Hunger Report, 2021). Interestingly, food insecurity is not restricted to vulnerable groups including homeless and unemployed people. The diverse demographic reach of food insecurity extends across genders, age, geography and living circumstance including families. Food relief services are available, with 62% of food insecure Australians accessing food relief in 2021. However, there is still a large percentage of people not accessing services and getting the support they need. The Foodbank Hunger Report (2021) identifies social stigma and lack of accessibility are the largest barriers to getting the assistance they need.

Food Waste: Reduce food waste by half

In 2017, the Australian Government announced a national target to cut food waste by half by 2030. (Aust Govt 2017 National Food Strategy) in alignment with the requirements of the United Nations Sustainable Development Goal Target 12.3 (SDG 12.3). The cost of food waste to the Australian economy is \$36.6 billion annually (FIAL, 2021).

One of the key areas identified by the National Food Waste Strategy Feasibility Study (2021) is the potential for reuse of food waste, which includes donation of safe, surplus food to food rescue and relief organisations.

Opportunity: From Abundance to Need

Quick Service Restaurants (QSR) are prepared food selling outlets with minimal table service, sometimes referred to as fast food cuisine outlets. In Australia, 32% of the household food budget is spent on fast food and eating out (Sacks & Robinson, 2018). Despite the high demand, 40% of the food prepared for QSRs is wasted (EPA NSW, 2017). Due to the disbursed nature of the locations of QSRs, this end of day food is very difficult for traditional food rescue organisations to collect and distribute.

There is an opportunity to take food from a place of abundance and transfer it to a place of need. This solution needs to be de-centralised and overcome some of the social stigma identified as a reason why assistance isn't sought out (Foodbank Hunger Report, 2021).

There are 80,000 food outlets in Australia. If 10% of these ultimately participate in this program offering four meals each day, then 20,000 meals will be provided per day to vulnerable Australians. To put this in perspective, this would increase Foodbank's reach by 11%.

1.2 Research Aim

The two goals of the research project were:

- the review of the user experience (UX) and user interactions (UI) design of Y Waste and the development of recommended improvements; and,
- the crafting of marketing campaign strategies and associated materials to promote and encourage subsequent nationwide rollout of the app.

Both goals served as cornerstones in the planning and delivery of the studios.

2. METHODOLOGY

This project combined real world problem solving, industry stakeholders, multidisciplinary teaching, and action research. To accommodate this, a multi methodological approach was taken which included user centred design principles (applied to a work integrated learning approach), and action research within the studio teaching environment (Gaziulusoy, I et al 2016; IDEO 2015). This combination of methodologies with a multi-disciplinary student group allowed to innovative outcomes to be developed to make meaningful contributions to improve this project.

2.1 User Centred Design (UCD)

User Centred Design (UCD) is an approach to design which is based on an extensive understanding of the users, tasks and environments that surround the designed artefact (IDEO, 2015). By developing this understanding, the designed object is sensitive and accommodating to the needs of the user making it a thoughtful and useful artefact.

UCD was used within this project as an overarching approach to the research and design work. It was implemented from the beginning of the project through an immersive research trip to Sydney, guided by Sarah Pennel (CEO, Foodbank Australia) and Ian Price (Director, Y Waste) in December 2019. Through this trip the researchers were able to gain valuable insights into the pilot service offering of the app and the opportunities for an effective evaluation of it. The experience from this trip and insights it generated then set the tone and approach for the Studios during 2020, supported with user case studies and guidance from the industry partners.

2.2 Work Integrated Learning (WIL)

Work Integrated Learning (WIL) is a pedagogical approach that builds students' capacity in professional and disciplinary skills by applying theoretical knowledge to real-world problems, or experiencing real-world work settings (Smith et al, 2014). It draws upon Kolb's theory of experiential learning (Kolb, 1984), in which students attain positive learning outcomes from applying acquired knowledge into action (Therese and Knight, 2019). It offers students the opportunity to work with industry, acquiring authentic learning experience in exchange for academic credit. Anchored by principles of preparation, reflection, feedback and mentoring from industry partners, WIL presents innovative learning opportunities via students' engagement in real-world projects. (Jackson, 2018).

Kay et al (2019) investigated contemporary trends of WIL design and implementation which increases graduate employability via industry engagement and exposure to workplace experience. Five emerging WIL models were identified as increasingly common within the higher education sector: Micro placements; online projects or placements; hackathon competitions and events; incubator and start-ups; and consulting. Each WIL model is different - aligned with varying degrees of stakeholder engagement and involvement, differentiation of WIL design elements/approaches, with different levels of involvement of co-design-based partners (industry/community/students).

Of key relevance to this study is Kay et al.'s (2019) WIL model on online projects. This form of WIL transcends beyond confines of traditional classroom setting, whereby students work on industry projects virtually via digital platforms and technologies. Kay et al. (2019) identified several features for the Online Projects WIL model, such as community engagement, deep partnership with host organisations, multi-disciplinary engagement, flexibility in duration/location/space, coach/mentor elements, geographically dispersed, co-designed with industry, community, and students.

The studios for this project were held in 2020 and all teaching was move to online to accommodate the COVID-19 related lockdowns. Initially this impacted the planned project approach, however supported by Kay et al.'s (2019) model, the research team were able to adopt the WIL model and still deliver the project. The benefits of conducting studios online enabled deep participation from the industry partners, as they were able to easily 'zoom' into the classroom, and the reorientation of the approach also expanded the skill sets of participants to embrace digital collaboration tools including Miro and Figma.

2.3 Action Research

A key objective of the WIL pedagogy is to ensure students develop core skills to work effectively within the nature of the contemporary design sector. To achieve this, an action research methodology was the first step undertaken to ensure that the design was driven by the needs and interests of the industry partners, rather than best practice theory alone. This was layered with a sustainability approach to address the broader CRC goals and provide meaningful context to the student's scholarship (Gaziulusoy, I. 2016).

As coined by Kurt Lewin (Koshy V, 2005), Action Research is participative and collaborative, including the following qualities:

- It is undertaken by individuals with a common purpose.
- It is situation-based and context specific.
- It develops reflection based on interpretations made by the participants.
- Knowledge is created through action and at the point of application.
- It can involve problem solving, if the solution to the problem leads to the improvement of practice.
- Findings will emerge as action develops, but these are not conclusive or absolute.

Action Research methodology was implemented through both studios, including through related objectives, structure, and tasks, offering the industry partner an equal degree of authority and input into the design, well more than a standard consultative approach. This approach ensured that the WIL pedagogy accurately incorporated evidenced needs and interests of contemporary clients, ensuring that all subsequent activities would maximise the value to students.

2.4 Studio Approach and Teaching

The aim of the research was to review the current digital service offering provided by the Y Waste app and provide design developments to make it more user friendly, which included the operating system of the app and the physical system that the service provided.

The researchers designed two studios to be run over the calendar year of 2020 which would enable students and industry partners to work together in phased reviews, revisions, design, and implementation of user experience (UX), user interface (UI), user testing and campaign strategies, in line with Foodbank/Y Waste's goals of reaching nationwide adoption.

The two studios followed a standard 12-week semester timeline, with 6 teacher-directed hours and 12 learner-directed hours per week. While these studios were initially run through face-to-face delivery, the advent of the COVID-19 pandemic and subsequent lockdowns of Melbourne forced a quick and improvised restructuring of the course for online delivery. This had substantial impacts on the initial course planning, complicating collaboration, inducing a heavier reliance on lecture slides and resources, and making sustained engagement highly challenging. However, these changes did not affect the deployment of the WIL pedagogy, as the hypothesised benefits would still be evident in this new context relative to conventional approaches.

The design of the studios allowed for an active combination of a wide variety of divergent skillsets, maximising the studio's collective capacity to achieve effective results.

The industry partners gained access to highly specialised design skills.

Students were provided a real-world product to test their skills upon, providing a sense of purpose and a practical demonstration of how their academic skills would operate in professional practice. The research team achieved substantial improvements to academic outcomes and student satisfaction, as well as ensuring that their students would be better prepared to secure employment and promote best practice theory following graduation.

At the conclusion of each design studio, key recommendations and design assets were compiled into a report (see appendix A) and presented to the industry stakeholders and the CRC. The process of compiling these reports allowed the researchers to reflect on and evaluate project development and progress at key times, throughout the course of the project

3. RESULTS

Industry partners, Foodbank and Y Waste, were impressed with the quality of the design work conducted by the students over the duration of the studios. This was communicated to the students in the end of semester presentations, in response to the recommendations report compiled with the outcomes from the studio (see Appendix A) and in the adoption of key recommendations in the redevelopment of the app.

3.1 Studio 1: User Experience Focus, Completed in June 2020

The outcomes from this studio included comprehensive user research and an in-depth review of the Y Waste app UX design, UI design, and functionalities/features. Working alongside RMIT lecturers, Foodbank and Y Waste, students conducted UX/UI design analysis on the app and provided subsequent recommendations on improved design and features that could increase overall usability, aesthetics, and intuitive user experience when using Y Waste app. This included suggestions such as dark mode, badge and rating systems, variety of payment options, receipt functions, language options, informative animations, and social media sharing. User experience evaluation was also conducted which produced the following considerations: error correction, search filtering, dietary requirements, offline capabilities, and accessing user codes. Finally, a style guide was produced which includes logo developing, colour palette, iconography, language and tone, vendor branding and marketing material guidelines, to be used in national roll out tasks.

Taking on board ongoing feedback from RMIT, Foodbank and Y Waste staff, students worked throughout the semester to develop high-fidelity interactive prototypes using Adobe XD, that suitably demonstrated the recommended improvements for Y Waste app. A recommendation report was also developed to include the best of the outcomes developed by the studio and circulated to the industry stakeholders for review and implementation. Student works from this studio were submitted to the RMIT Adobe XD Awards, which is a high-profile annual university-wide competition supported by Adobe specifically for students that use the XD design program to prototype their work. The student group “Workingonnit” from this studio won this award (Best Overall category) for 2020.

To summarise the studio work and to profile it publicly, a website (<https://designforallrmit.wordpress.com/>) was developed, which included the development process of all student groups throughout the semester and the entailing outputs. Students also offered deep reflections on the course and how the studio provided a meaningful learning experience.

3.2 Studio 2: Business Recruitment, Engagement and Adoption, Completed in November 2020

Outcomes from this studio included targeted marketing, PR campaign strategies and the development of associated collateral across a wide array of digital media platforms for a national rollout of the Y Waste app. Students sought highly useful market insights from Foodbank and Y waste, prior to approaching stakeholders such as councils, merchants, charities for further feedback. This feedback informed the design considerations as students worked together to craft campaign strategies for intended outcomes to increase uptake of merchants and charities for signing up to Y Waste.

The range of campaign strategies developed, which leveraged existing and new platforms, included social media campaigns, council newsletters, Foodbank's network, and community walk. Students also designed and developed the collateral material of their proposed campaigns across a wide array of formats, which included new illustration styles, characters, social media strategies, web tools (such as a food waste calculator), external communication strategies, physical marketing, and additional media suggestions for engagement and outreach.

A recommendation report was developed to include the best outcomes developed by the studio and circulated to the industry stakeholders for further review and implementation (see appendix B). Phase 2 will incorporate some of these recommendations as part of a marketing campaign strategy for NSW, prior to nationwide implementation. In line with Studio 1, the design development and subsequent outputs and student reflections were also summarised and profiled publicly in a website (<https://designforallrmit.wordpress.com/>).

4.IMPACT

This project focused on the CRC's 'Food Waste Reduction' area of impact. By evaluating the pilot and current app offering, and by providing recommendations for improvements (with particular focus on UX and UI), a prototype framework was developed for a successful nationwide roll out of this service offering. This included a recruitment mechanism for more QSRs. The potential impact for this service offering could be substantial with over 80,000 quick service restaurants across Australia addressing the 3 out of 5 Australians who currently experience food insecurity (Hunger Report 2020, Foodbank Australia).

To assist in the proposed roll out, this project has been awarded a Phase 2 by the CRC. Selected outputs and recommended that were developed from Phase 2 will be rolled out and monitored in Phase 2. Working alongside key stakeholders (councils, ROCs, charities, merchants, etc.), a marketing campaign and associated collateral assets will be generated and implemented in NSW as pilot test-location for Phase 2 of this project, in the view of expanding this across Australia for nationwide adoption of Y Waste app. The strategies and campaign materials will be informed by Phase 1 student generated studio outputs and recommendations.

5. CONCLUSION

This project has been highly rewarding experience for the researchers, students, and stakeholders. The value of working on real life problems for researchers and students could not be under emphasised. Further to that, working on a project that could have such outstanding social impacts to improve vulnerable people, and environmental impact reduction, is really motivating and grounding for the design work that is deployed at RMIT.

Working with high profile stakeholders such as Foodbank has also provided the research team the 'street cred' to engage students in a nationwide organisation with its associated impacts. The unique collaboration between student, researcher and industry has been highly informative and insightful. There has been so much learning and so much value created out of a relatively simple and short project.

Going forward, the research team looks forward to Phase 2 of this project, a step closer to a national roll out of the service offering.

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APPENDICES

Appendix A
Studio 1 Recommendations

Appendix B
Studio 2 Recommendations

RMIT + Foodbank + YWaste

Summary Document

Studio: Design for One, Design for All

Semester 2, 2020

The redesign and development of the YWaste App and products was developed in conjunction with Foodbank Australia and RMIT Industrial Design and Digital Media students in 2020

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Project Overview

Design for All

Design for all explores social problems and practices social innovation to create meaningful solutions to our project partners.

Based at RMIT University, Melbourne Australia, this initiative provides multidisciplinary student studio based partnerships to organisations that want to explore new ways to deliver socially accountable solutions.

In 2020, Design for All partnered with Food Bank Australia and Y Waste to evaluate and produce viable improvements to the current offering of the Y Waste app in order to reduce the number of food insecure people in Australia.

In semester 2, 2020, students engaged with service design tools, evaluation strategies, prototyping and a variety of interactive communication tools through multidisciplinary teams in order to explore

potential design interventions to address the limitations of the current Y Waste marketing products and user training materials. This document is a brief summation of those projects.

The studio outcomes were presented to the Directors of Y Waste and Food Bank. Design solutions developed will be incorporated into the Y Waste app and suite of products to improve the usability for food insecure people and reduce the amount of food going to waste.

This studio ran in Semester 1 and 2, 2020, at RMIT in Melbourne, Victoria.

Teams

IMOP

Oliver Stulajter
Isaac Doblin
Patrick Hibbert
Maheshwari Iyer

As a team, we decided to focus on improving the Y Waste app from the charity point of view. We focused on the creation of a toolkit to assist charities in informing their users about Y Waste and how to use it. The toolkit consists of a printed booklet for charity workers, posters for charity centers and a pair of informative videos. These components are intended to both educate and engage with potential users but also the charity center staff/volunteers who will be helping users to understand and use Y Waste as a valuable service.

JAMMIN

Jad Kabbara
Nicole Lawrence
Aidan McInnes
Xinqing Liu

Through the research of Ywaste, we found that 30% of all food purchased for stock in outlets ends up in the bin. Nearly all of this food is perfectly edible and is only being thrown away because it hasn't sold. Therefore, we are both targeting merchants and charity users but mainly focused on merchants' side as their lack of awareness, information about Ywaste and no spare participation time.

SCRAPS

Ray Chang
Taejin Kim
Sunny Lee
Kevin Dinh

#Lasthoureats. Our campaign aims to expand the brand identity of Y waste, reaching out to further networks facilitating merchant on-boarding as well as supporting the users of the Y Waste app from the charity perspective. Our campaign is comprised of four main components:

Brand Extension: podcast.
Physical Campaign: network leveraging through local councils.
Digital Campaign: merchant onboarding materials & online brand presence. Charity Toolkit: tutorial video & brochure.

NYCJ

Nick Beaumont
Yeju Lee
Clay Zhou
Greg Park

Our goals of this project were:

On-board more merchants (including one major chain) in the Melbourne metropolitan area

Raising awareness about the problem of food waste in general and the role of Y-Waste in combating it

Increase awareness among charity recipients on what Y-Waste is, why they should use it and how to use the app.

ZDHC

Zequan Hu
Dylan Pham
Haofu Cui
Chris Bouras

YwouldntU? A simple question with a more obvious answer. Our campaign is focused on spreading the Ywaste idea in a logic-based scenario. The very question answers itself in a way that shows that it is illogical to not get the app. Called common sense for that reason, it doesn't make sense to get the same item for a higher price. Our campaign focuses on showcasing how effortless it is to start talking about food waste, how implementing Ywaste will improve businesses in a variety of ways as well as benefit people suffering from societal issues.

J-SINN

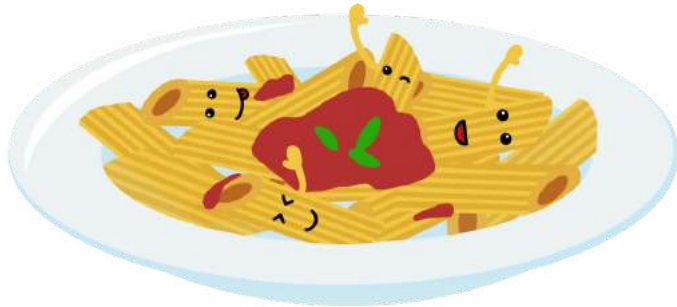
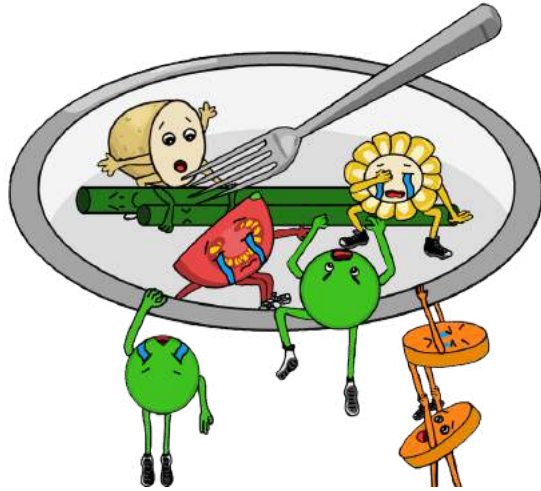
Jiajun Tan
Scott Gamble
Isaia Mouratidis
Nathan Gambi
Nicolas Hardy

The goals for this campaign are primarily to engage each user of the platform and expand its presence. In doing so, food waste can be reduced, hopefully on a global scale, charity users can afford a meal at the end of the day, and merchants can pursue their altruistic purpose.

The goal intended is to target merchants and users from the small scale to the large scale, allowing market saturation to take over from the ground up.

Illustration Styles & Characters

Team JAMMIN



We illustrated our first cartoon which showed the food on the plate to be thrown away and we gave the food an expression to leverage the emotional psychology of the issue.

Team J-SINN

Posts

Grassroots



Merchants



Food stats



Spotlight



Style guide

Colour palette



Typography

- HEADING 1** Eds Market Slant
- HEADING 2** Comic Sans MS
- HEADING 3** SansSerifBldFLF

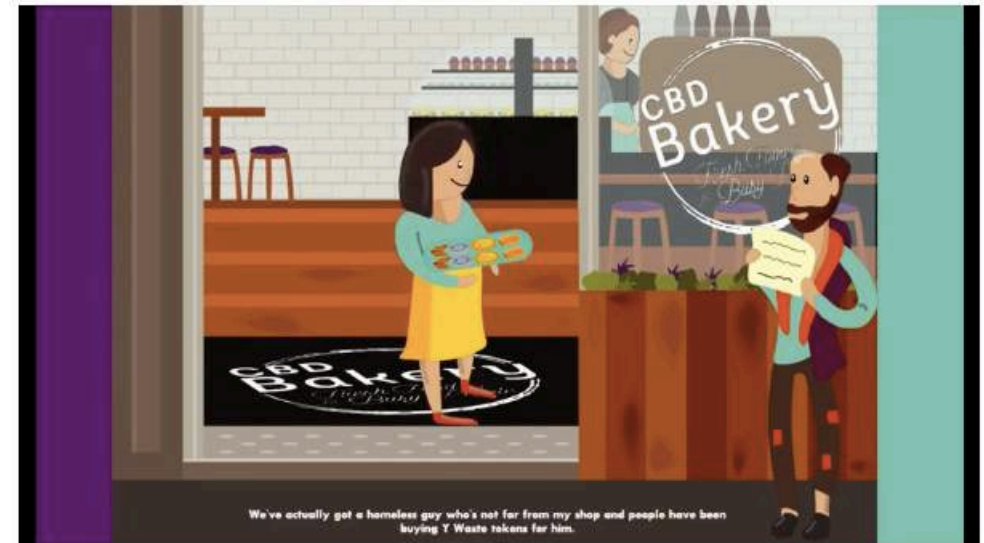
The illustrative style was inspired by various illustrations and graphical styles. The illustrative style was an integral part of our branding. It is such an effective, efficient and economical way of creating a professional brand.

Team J-SINN



The subject matter is only limited to the imagination of the graphic designer as oppose to a photographer's limitations. Furthermore, it is far less time consuming to produce these illustrations then it is to set up professional photos and then edit them.

Team J-SINN



This video was made with the Adobe After Effects program. The illustrations were completed in illustrator to keep it consistent with the other illustrations within the campaign. It has a relatable and light feel.

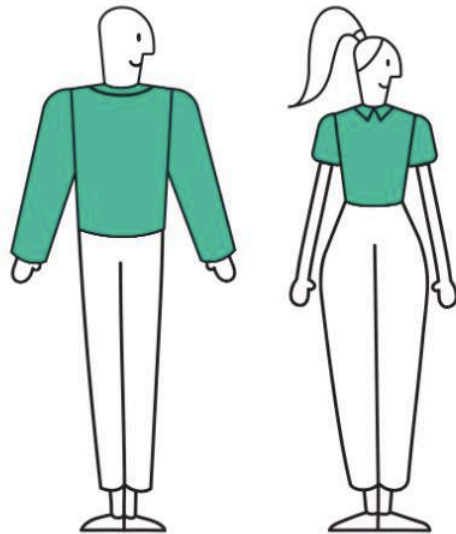


To highlight the message of food waste in balance with Y Waste's core belief of offering unsold fresh restaurant food, the podcast cover art depicts colourful illustrations of different half eaten food. Placed behind the food illustration layer, bubbles and some rippling shapes are added to augment the rhythmic appeal of the cover art and bring out a sense of dynamic movement.



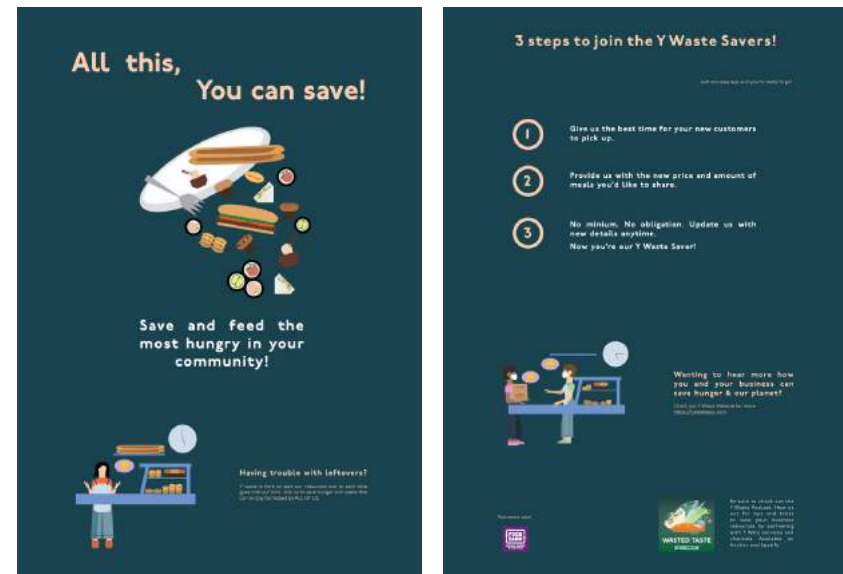
A new a fresh illustrative style was designed to draw the eye of the viewer. It follows on-trend illustrative styling and use of colour.

Team NYCJ



When designing the character, we focused on making them simple, friendly, and approachable for the users and the charity recipients to feel comfortable when being guided through Y-Waste.

Team SCRAPS

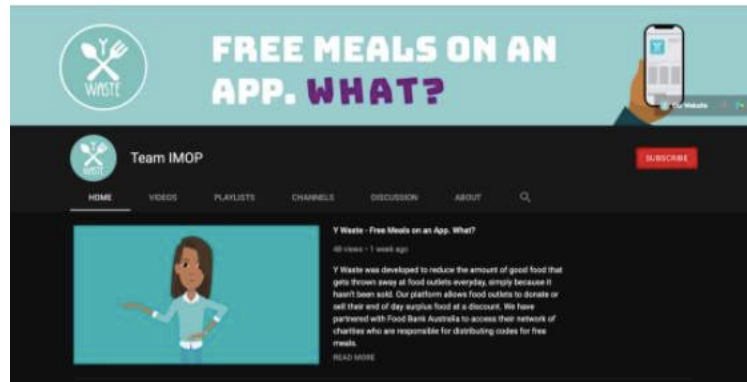


In the direct contact with Lisa Coffa, a Senior Waste Officer at the Yarra Council, Victoria, we received a positive feedback and support for our campaign, including these images. By sharing the Y Waste motives and services, Lisa was happy to promote Y Waste in their upcoming new waste program.

Social Media Strategies

Team IMOP

Click images to link to Youtube videos



The video is animated in the style of a one-shot, acting as a seamless, real-time depiction of the customer journey. As the video is centred on the 'action', the video caters to a wide array of accessibility and language needs and can be clearly understood without audio. This also enables it to be screened in venues, such as charity centres. The fast pace and visual style invites people to engage and participate.

Team JAMMIN



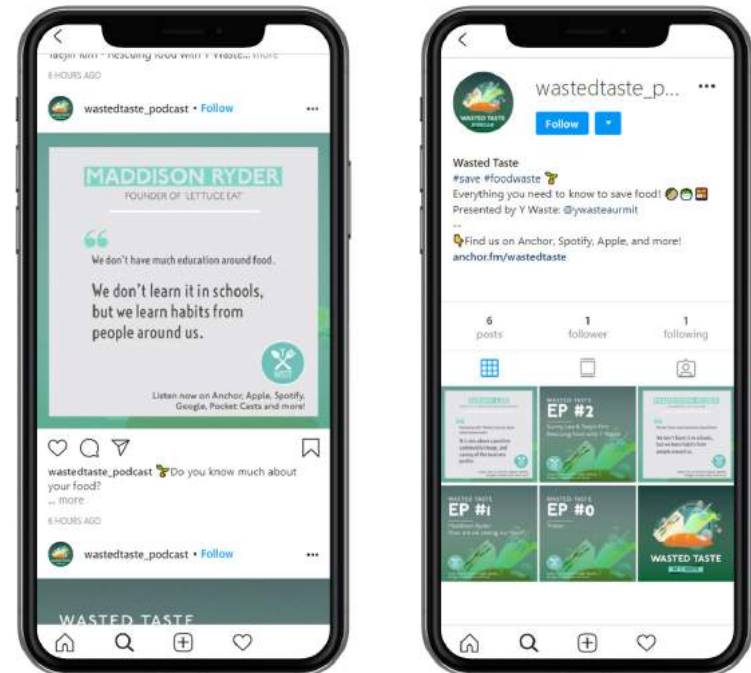
We created a set of Instagram and Facebook posts for YWaste and Foodbank with keeping the consistent style and colour, advertising the content of call for volunteers to participate in walk for waste in a simple and clear way that we would provide to councils if they agree to promote the position. We believe that the dissemination through the social media can better achieve the effect of advertising and let more people volunteer to participate in campaign.

Team SCRAPS



Increasing the online brand exposure of Y Waste, a series of visuals are created. Existing platforms of Instagram, Facebook and the Y Waste webpage are to be utilised to display the outcomes.

Team SCRAPS



To showcase our newly designed visuals, an Instagram page is demonstrated above.

Team ZDHC

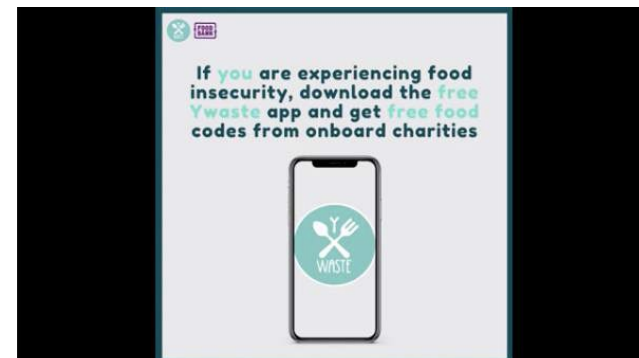
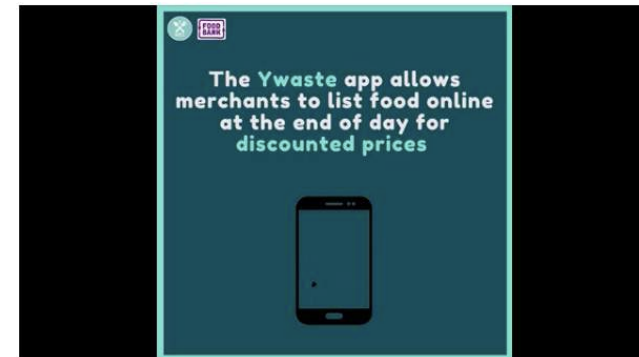
Click image to link to Youtube videos



Videos providing information on merchants, information regarding the Ywaste app as a whole, and videos visualising data provided by Foodbank are all fast and effective media tools that are an integral part of helping spread the YwouldntU campaign, simultaneously Ywaste and Foodbank too.

Team ZDHC

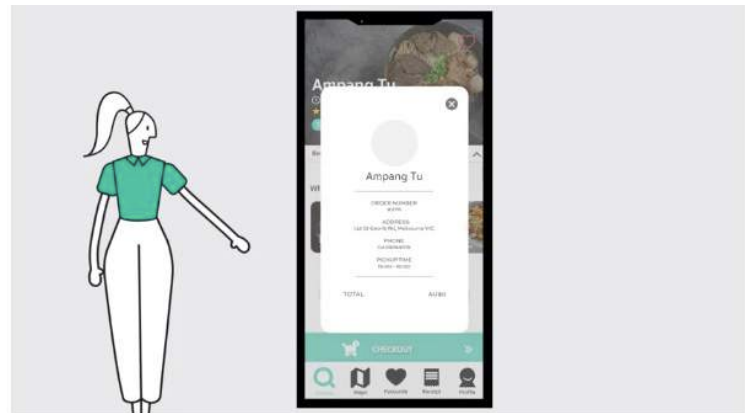
Click images to link to Youtube videos



YwouldntU is our campaign hashtag partly promoted through videos tailored towards targeted audiences. Posts on private Facebook groups, posts on the accounts of social media influencers and other platforms will be sure to reach a substantial quantity and range of audiences.

Team NYCJ

Click images to link to Youtube videos



The main focus for our video was to get the information across to the user of how to use the application with the Foodbank code, and we wanted to keep the video from being a boring infographic by adding a character and various movements of the phone screen, so that the use can easily follow the steps whilst preventing it from looking boring.

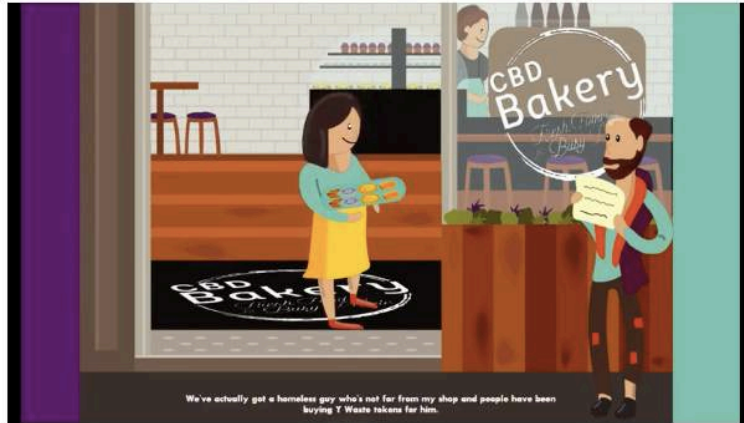
Team J-SINN



A simple how-to/ step-by-step guide series. Covering merchant, Charity user and general user. These guides are intended to be uploaded to social media accounts for easy of access and to double up as marketing tools.

Team J-SINN

Click images to link to Youtube videos



Instagram

10 illustrated posts
18 story highlights

18-34y/o's make up 56% of all Australian accounts

89% said Instagram is the most important platform for influencers

Brand sharable content

Carousel posts perform better than both images and videos

Attractive illustration with information on following image

Facebook

11 illustrated posts

Consistent use across ages

Community driven

Cross-platform posts do not reduce engagement

Twitter

10 illustrated posts

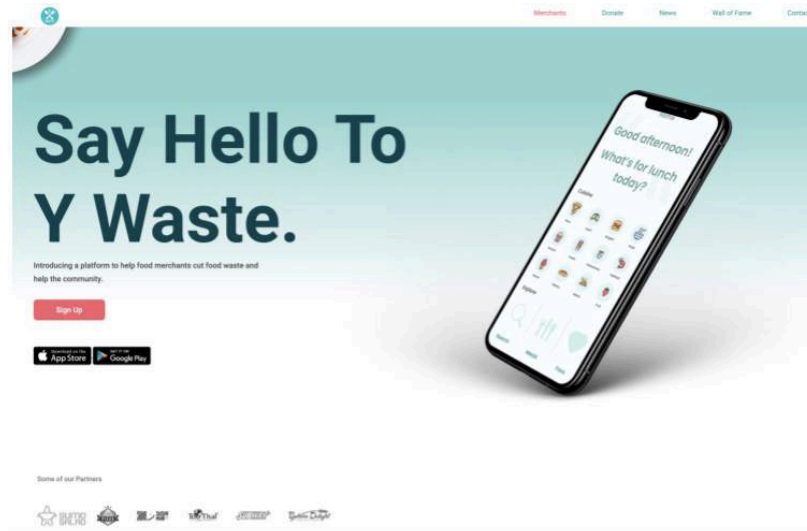
75% check the site daily to get their news

Industry leaders voice their concerns to drive change

These videos were made with the Adobe After Effects program. The illustrations were completed in illustrator to keep it consistent with the other illustrations within the campaign. There are three showcase videos of social media strategies and one youtube video for merchants/users.

Originally we were worried about the audio, however, due to Bernie having such a cheerful voice it makes it feel like a phone call from a good friend. This adds character to the video.

Web Development & Tools



Inspiration for the landing page was taken from clean, modern single page websites. A simple colour palette, use of negative space and rounded corners were also ideas adapted for the design.



We also designed an email in the same style as the landing page. This would act as a marketing tool to funnel users to the merchant landing page. The design follows an inverted pyramid design to draw the user in and highlights the call to action (this asset also appears in the following section: External Comms Strategies & Physical Marketing).

Team JAMMIN



In order to achieve our goal of creating a more streamlined merchant signup experience, we needed an all-in-one landing page that a merchant would be linked to from our physical advertising material. This website needed to cover everything we couldn't fit on the box, as well as direct the merchant to Ywaste's signup section.

Team SCRAPS



Themed around the topics of reducing food waste and fixing food insecurity, this podcast is fundamentally aimed to educate its listeners, as well as promoting Y Waste through stories from existing Y Waste merchant partners. This podcast is primarily directed for the merchants to listen to while they are at work.



The main podcast website is hosted on Anchor.fm, which provides an easy management of all podcast episodes and comes with a clean look. The podcast is also linked and automatically distributed to a selection of platforms, including Spotify, Apple Podcast, Google Podcast, Pocket Casts, Breaker, and RadioRepublic.

How to build a podcast episode?

- 1 Decide on the theme of the episode.**

The episode theme could range from anything related to food waste or food security to the promotion of Y Waste. The topic should also spark interest for the listener, and up to date with the current media trend.
- 2 Find a suitable guest speaker. (Optional)**

After the episode theme is decided, guest speaker(s) may be invited to join the show (or the theme is decided upon the guest). The guest speaker can be a Y Waste partner merchant, or simply anyone who has a great story to tell. Listeners may also volunteer themselves to join through email contacts.
- 3 Record the session.**

The episode should be kept to between 10 to 30 minutes. Recordings can be performed with the computer or phone devices, preferably equipped with a microphone for better sound quality. Online recordings can be done through **Squadcast** or other recording platforms that allow multiple-track downloads.
- 4 Edit the session.**

Raw recordings should be downloaded as WAV files. Intro, outro and the segue/jingles/ background musics should be added as appropriate, via editing software such as **Audacity** or **Adobe Audition**. Any background noise or stutters can be edited out to ensure a smooth flow in the episodes.
- 5 Export and distribute the file.**

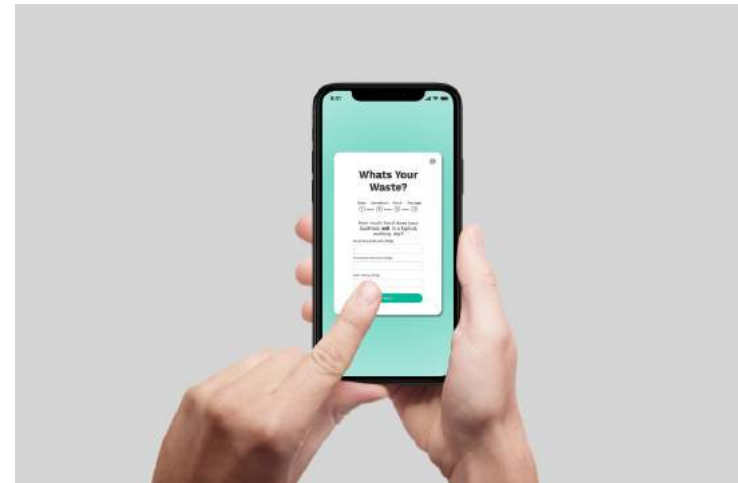
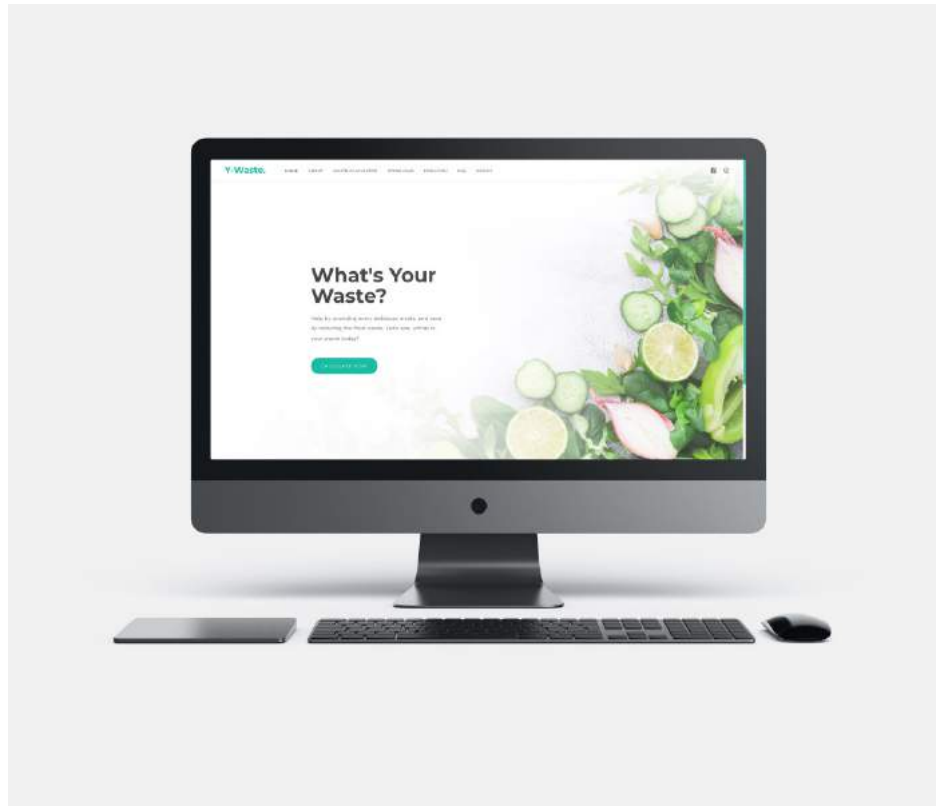
The edited file should be exported as MP4 and distributed to **Anchor**, which then automatically distribute the episode to all linked platforms (Spotify, Apple Podcast, Google Podcast, Pocket Casts, Breaker, RadioRepublic). Add in an attractive title and description to engage the listeners.
- 6 Promote the new episode and upload regularly.**

With the new episode update, all related social media need to promote the episode concurrently. This ensures that listeners are receive constant news feeds and build a stable audience group.



To assist the Y Waste team in engaging with the ongoing production of the podcast, a comprehensive podcast guide is created. The guide lists out steps from brainstorming the episode contents to the actual distribution of the episode, but also allows a large space of flexibility if any changes are to be made to the process.

Team NYCJ



We created a “food waste calculator” on our updated Y-waste website, which contains fields and sliders where merchants can enter their daily/weekly/monthly wastage, and yearly totals will be generated with informative breakdowns about the impact and costs associated with food waste. We hope to help merchants be aware of food waste issue by using our calculator.

External Comms Strategies & Physical Marketing

Team IMOP



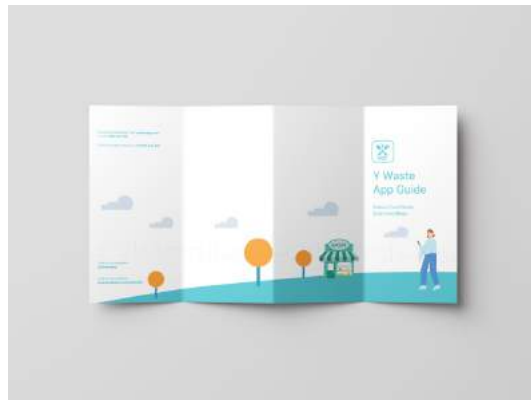
We designed an email in the same style as our landing page. This would act as a marketing tool to funnel users to the merchant landing page. The design follows an inverted pyramid design to draw the user in and highlights the call to action.

Team ZDHC



A major issue concerning Ywaste was the fact that people had varying levels of skill when it comes to technology. Our plan is to showcase the fundamentals of ywaste via the use of easy to spread pamphlets. In this they show a step by step tutorial to use ywaste. It is designed in a way it can also be printed in black and white and sent through email. As a charity YwouldntU?

Team SCRAPS

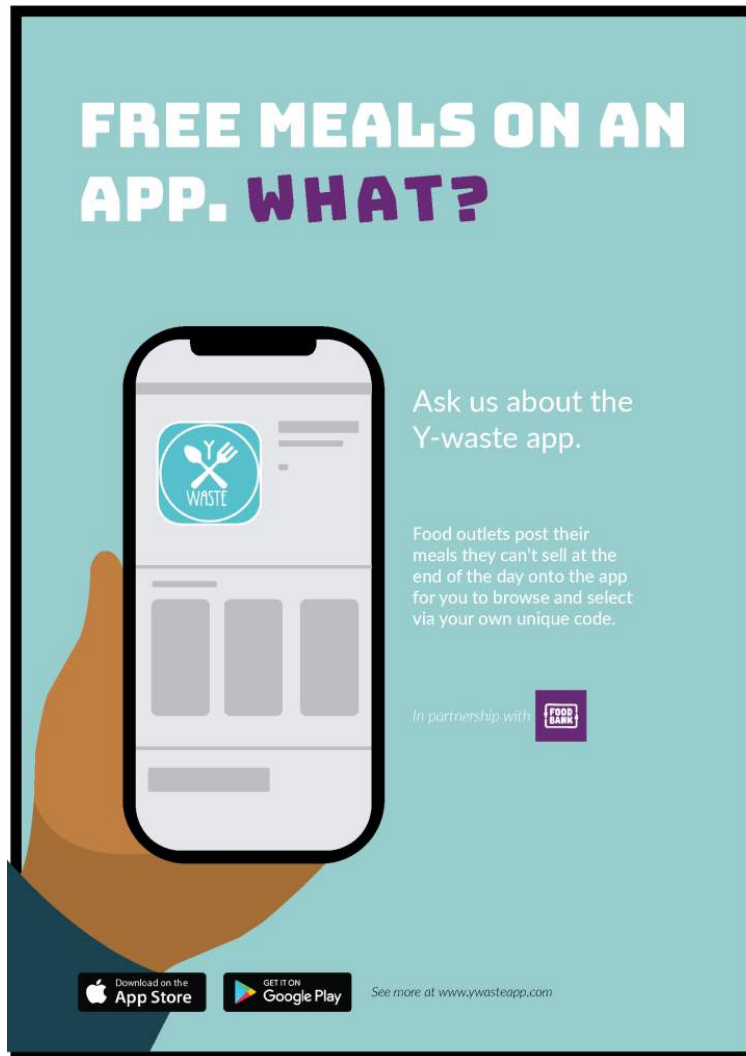


To support the charity users, we have designed a brochure specifically targeted for the all types of audience. The main purpose of the brochure is to inform users on how to use the app and provide them resources on downloading the app. In addition, we have included a story on the brochure to create empathy with the audience, as it would be beneficial for the readers to relate to and understand the meaning of food insecurity.

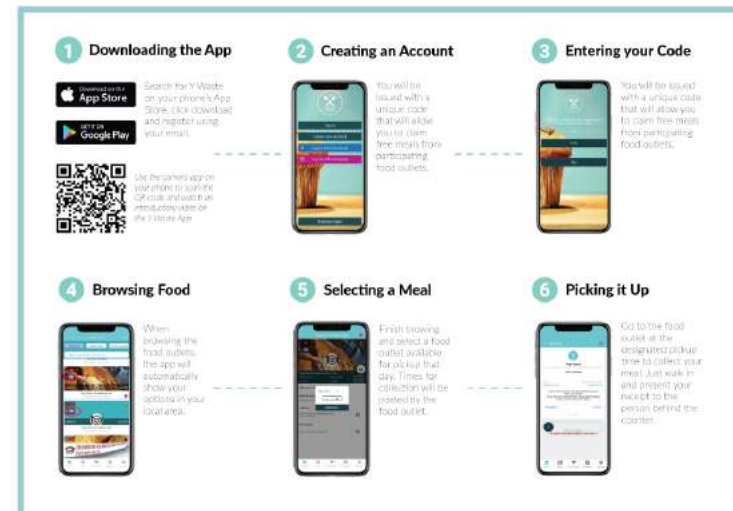
Team IMOP



We decided to create the booklet to be a downloadable pdf document that can be emailed to charities. It was really important that the booklet should be accessible to everybody. Using large clear print text, allowing easy location of information, was the next aspect we looked at. This resulted in the design leading to illustration with text appearing as a supporting component.



The large A1 Poster we developed is intended to be displayed in charity centers and be a focal point where users can directly see it and be attracted to the Y Waste service. Many iterations of the poster were developed before a final was decided upon.



The flyer was developed as another string to our bow for the toolkit. The A-5 format is perfect for users to tuck into their back pocket or stuff into their handbag and features a simple breakdown of the Y Waste app. The breakdown outlines the steps from downloading the app, collecting and inserting the unique code and then claiming and picking up a selected meal.

Team JAMMIN



A branded cardboard box that holds a small number of compostable garbage bags to contextualise the act of merchant throwing away food. Also, to emphasise the issue of food waste while showing Y waste as an alternative.

The box is branded with one of our cartoons as well as a simple slogan, so as to maintain visual consistency with the rest of our material. On the back side of the box is a QR code which links merchants to the signup section of the Y waste website. It's designed to be small enough to hold in one hand.

Team ZDHC



What will we do?

In order to help this initiative, we need to promote the ywaste app to retail and service owners all over Australia to ensure that they start implementing this system. By doing so they can save money and reduce losses whilst also help with the food waste issue in Aus.

[View Case Study](#)

What will you do?

As your core customer base will often be restaurant owners or food businesses, promoting this system to their potential links will have the most effective result in the implementation of this app. From this we will reward you by marketing you into our partnership program.

[Click to Proceed](#)



Benefits

By joining us you can get your company promoted through social media and through the #Ywouldn'tU campaign page.

[View all joining help text](#)

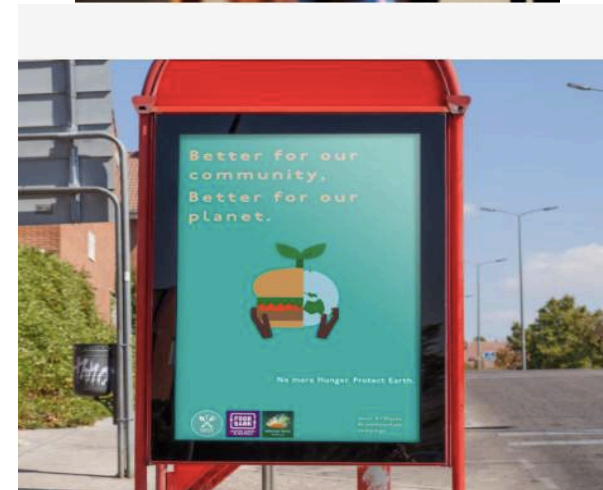
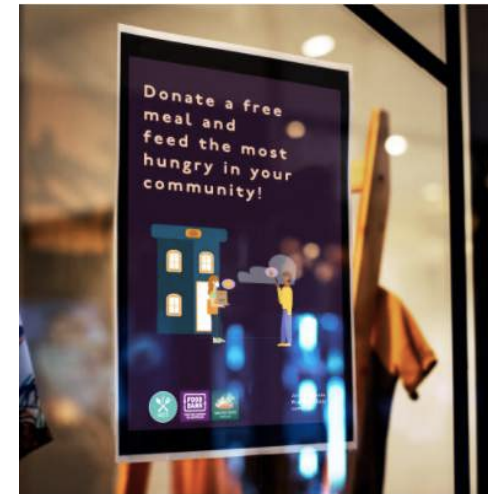
This proposal email explains the system to the wholesaler via the use of clear dot points and easy to understand flow diagrams, furthermore it shows examples of the incentives motivating them to collaborate with Ywaste. To validate if these promotional emails work, we include a click tracer and reward the wholesaler accordingly. This ensures that they have an incentive to stay.

Team JAMMIN



Alongside our Walk for Waste campaign we created some user friendly guides for Charity recipients. This covered the basics of signing up for email, using the app, even how to scan a QR code. We used the style guide provided to us and a combination of clear steps and icons to help create this resource. We will be providing this in both digital and print ready formats.

Team SCRAPS



To engage with the merchant network, our team decided to approach local councils and provide them with a series of visual materials to help promote Y Waste. Here are some poster examples.

Many thanks go out to the CRC, Y Waste, Food Bank, RMIT staff and RMIT students, for their contributions to the project 'Design for All' in semester 2, 2020.

Stakeholder Contributions: Ian Price, Sarah Pennell, and Karli Verghese
Project management: Juliette Anich
Lecturers: Juliette Anich, Li Ping Thong, and Emma Gerard
Students: RMIT Digital Media and RMIT Industrial Design
Report Design: Emma Gerard

IP attribution: At RMIT students retain the IP for the work they produce. In the case of patenting, acknowledgement needs to be made to the particular lecturers at RMIT but financial benefits are waived. Within the Design for All studio the financial benefit of the IP for students has been waived, however the attribution is still required. To attribute the work correctly (such as on websites or print materials), a line of text including credit to 'RMIT Design Students' is required. This agreement also allows the student to claim the work in their future portfolios etc.



RMIT

+ Y-WASTE

+ FOOD BANK

DESIGN FOR ALL

The redesign and development of the Y Waste App was developed in conjunction with Food Bank Australia and RMIT Industrial Design and Digital Media students in 2020

Overview

Design for All explores social problems and practices social innovation to create meaningful solutions to our project partners. Based at RMIT University, Melbourne Australia, this initiative provides multidisciplinary student studio based partnerships to organisations that want to explore new ways to deliver socially accountable solutions.

In 2020, Design for All has partnered with Food Bank Australia and Y Waste to evaluate and produce viable improvements to the current offering of the Y Waste app in order to reduce the number of food insecure people in Australia.

Students will engage with service design tools, evaluation strategies, app prototyping and a variety of interactive communication tools through multidisciplinary teams in order to explore potential design interventions to address the limitations of the current Y Waste app.

The studio outcomes will be presented to the Directors of Y Waste and Food Bank. Design solutions developed will be incorporated into the Y Waste app to improve the usability for food insecure people and reduce the amount of food going to waste.

This studio will run in Semester 1 and 2 at RMIT in Melbourne, Victoria.

Contents

Features & Content

UX Considerations

Style Guide

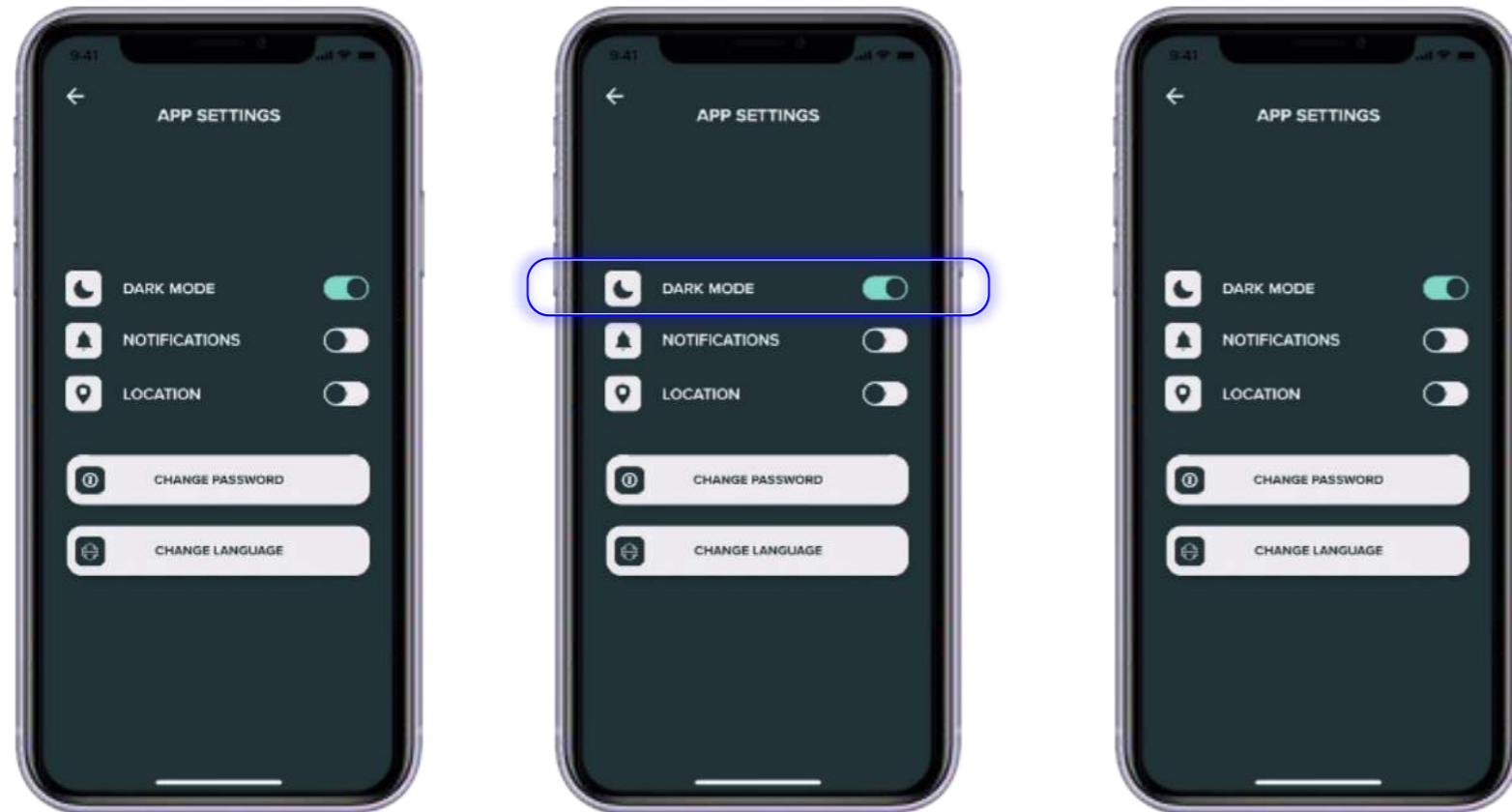
App Walk-through

Student Groups

Features + Content

Dark Mode

1



Dark mode provides an alternate screen viewing mode; which will save power on user's devices, reduce flicker problems, is less prone to triggering phobias in user groups, shows less defective dark pixels in devices/monitors, and is easier to use in dimly lit environments.

Groups

Z-WASTE

Badge System

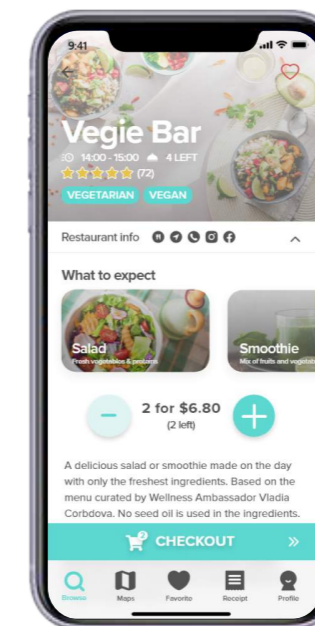
2



The reward system allows customers to collect badges and be associated with a level of membership.

Rating System

3



The inclusion of a vendor and customer rating feature, allows for an easy feedback loop. In addition, it can guide prospective customer's food orders.

Groups

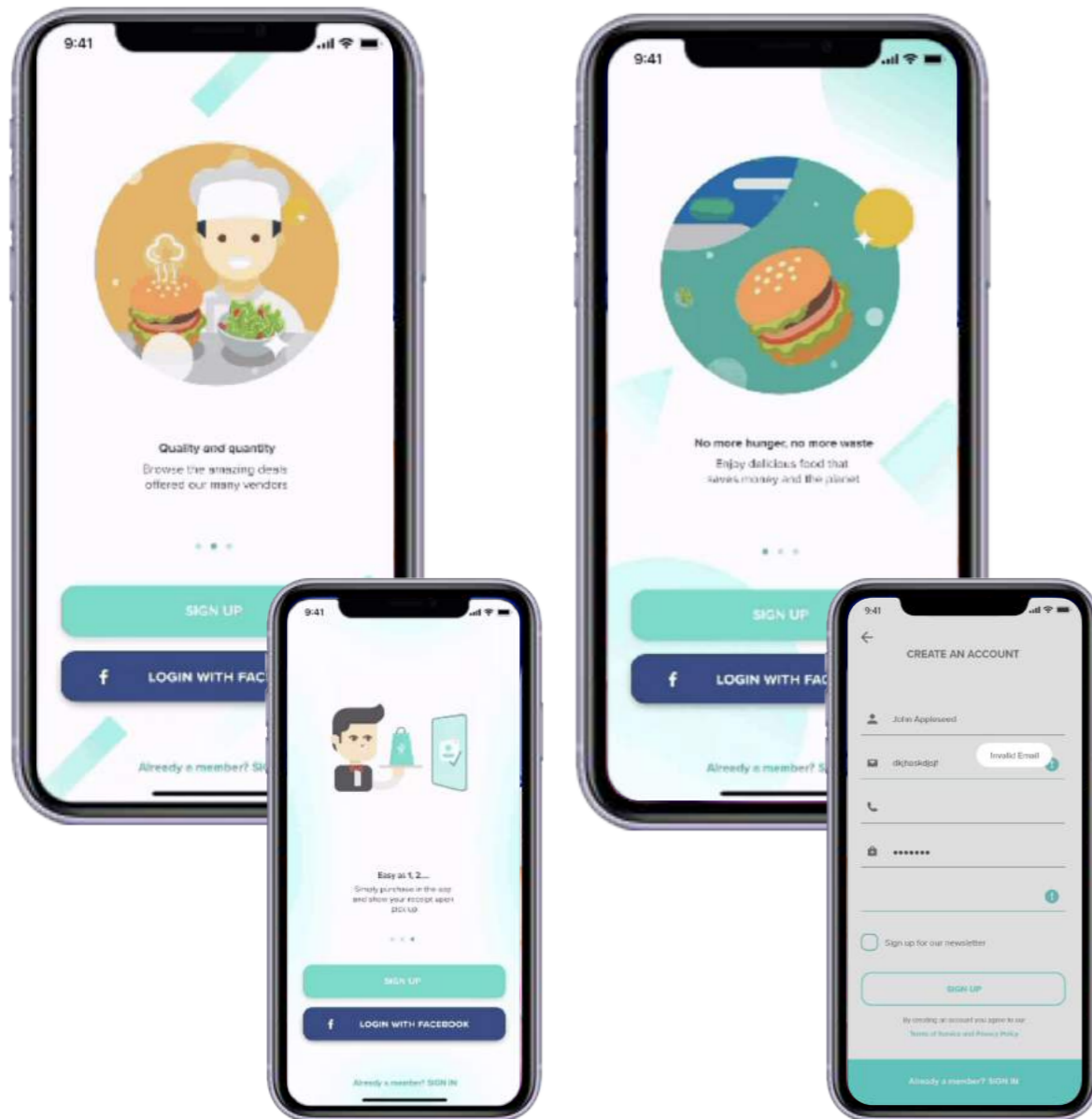
Z-WASTE

Informative Animations

4

To improve the users understanding of the app functionality, 'How-to' instructions need to be presented in a clear and stimulating fashion. Students have proposed using a short animation.

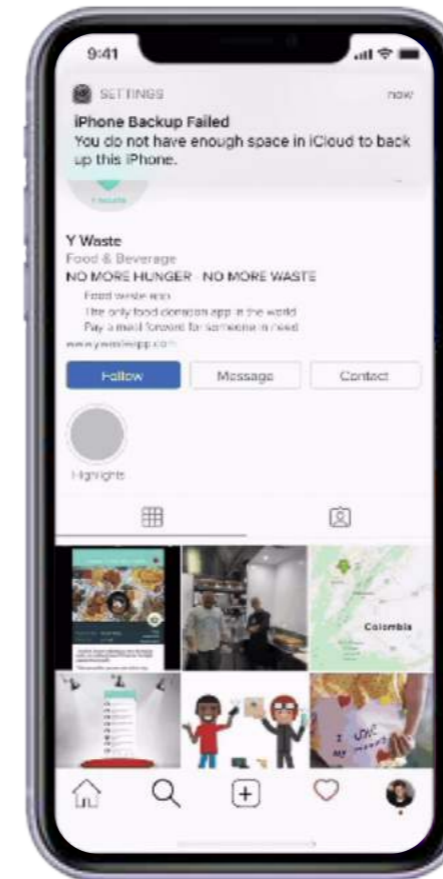
The animation could be shown the first two times the app is opened, and be found in the FAQ and Help sections for easy reference.



Groups

Social Media Sharing

5



The social media sharing function, allows customers to post about:

- 1) How many meals they have saved
- 2) How many "brave meals" they have purchased
- 3) Their impact on Victoria's food insecurity

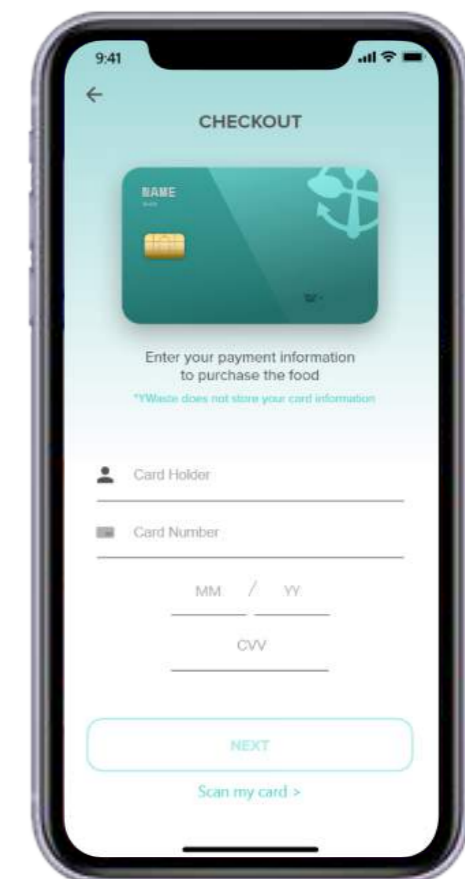
This function doubles as a marketing function for the service. Having users choose to share their positive and genuine experiences with the service increases Y-Waste's reach in the community.

Groups

Z-WASTE

Payment options

6



Industry standards recommend that payment need only take 3 steps to complete. To achieve this, students suggested multiple payment avenues:

- 1) Utilising apple's "Wallet" function
- 2) Check out with PayPal
- 3) Saving payment options during the onboarding process

Any fears users may have with these payment options could be quelled in an instructional intro video or in the training phase offered through charities both formally and informally.

Groups

Z-WASTE

Receipts

7



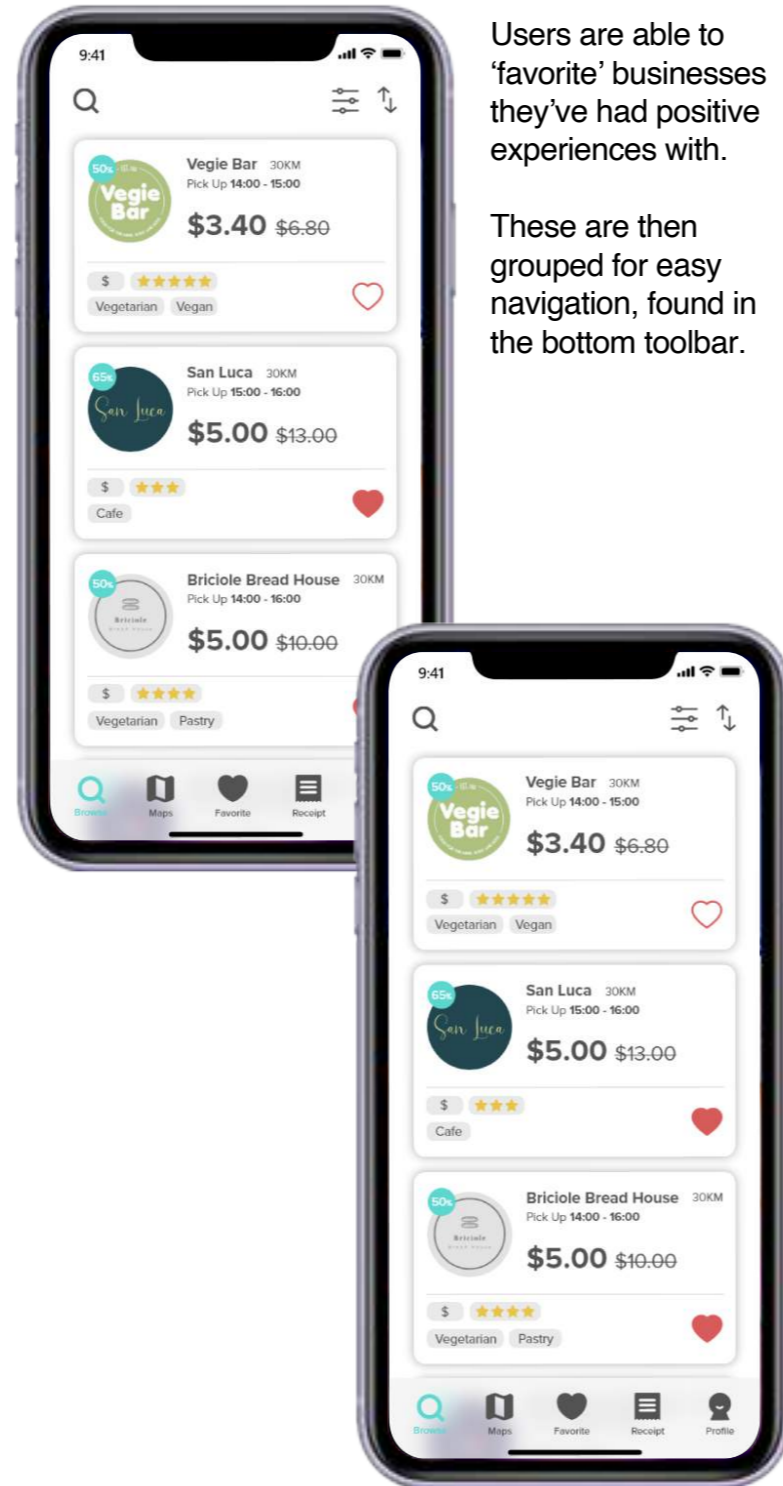
The inclusion of the in-app receipt feature.

Groups

Z-WASTE

Favorites

8



Users are able to 'favorite' businesses they've had positive experiences with.

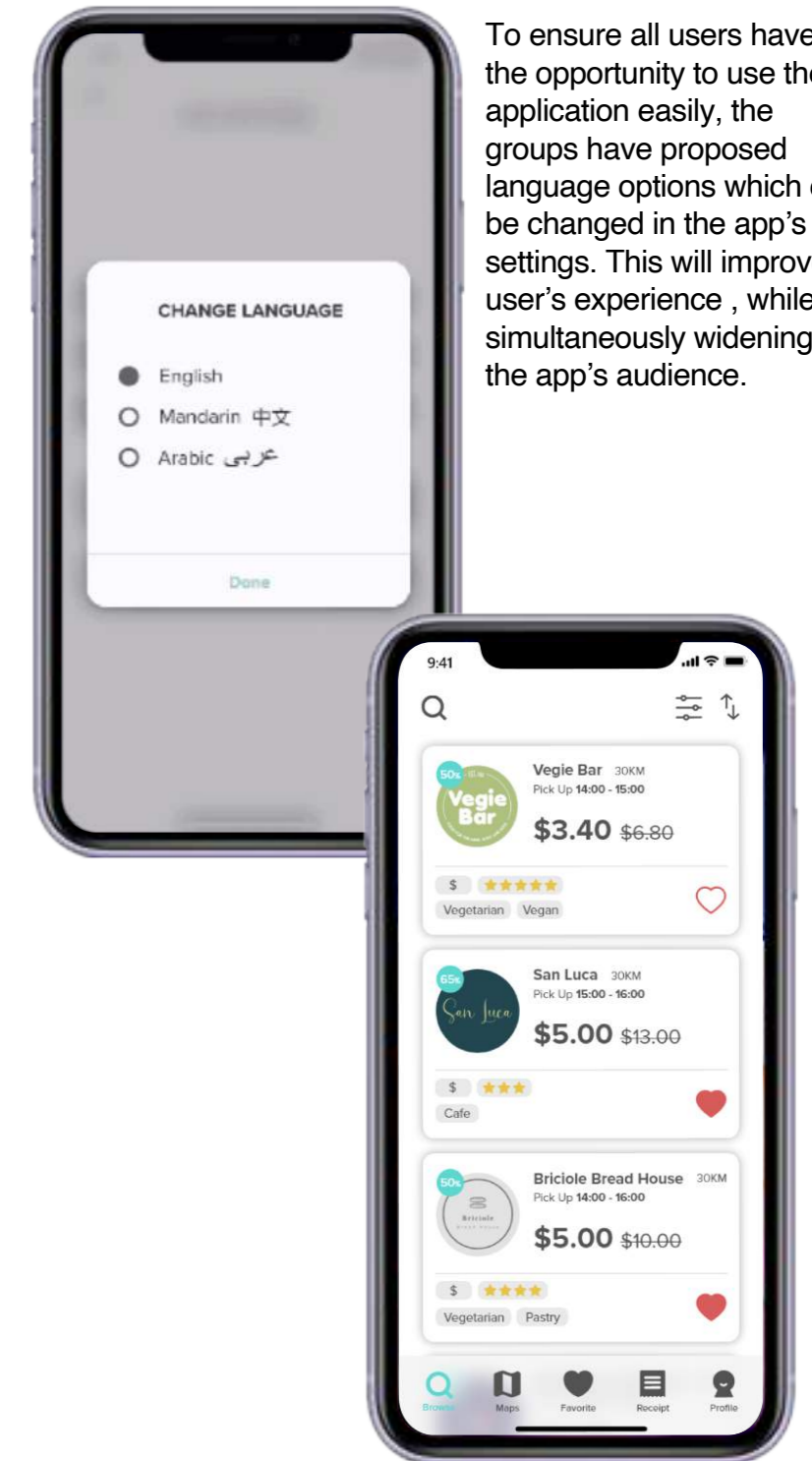
These are then grouped for easy navigation, found in the bottom toolbar.

Groups

Z-WASTE

Language Options

9



To ensure all users have the opportunity to use the application easily, the groups have proposed language options which can be changed in the app's settings. This will improve user's experience, while simultaneously widening the app's audience.

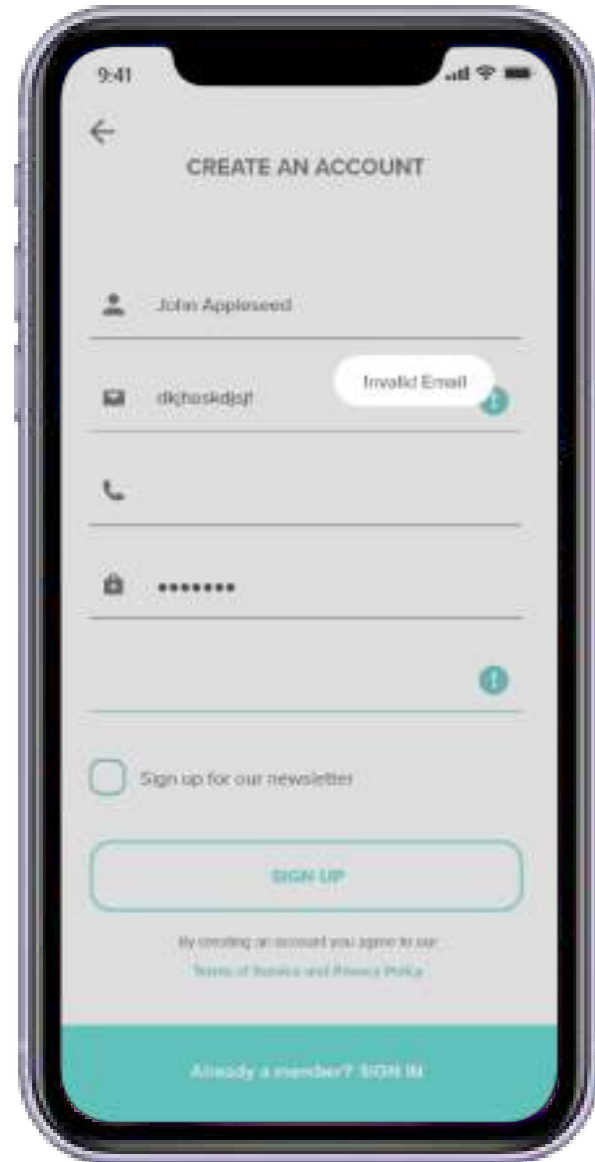
Groups

Z-WASTE

UX Considerations

Error Correction

1



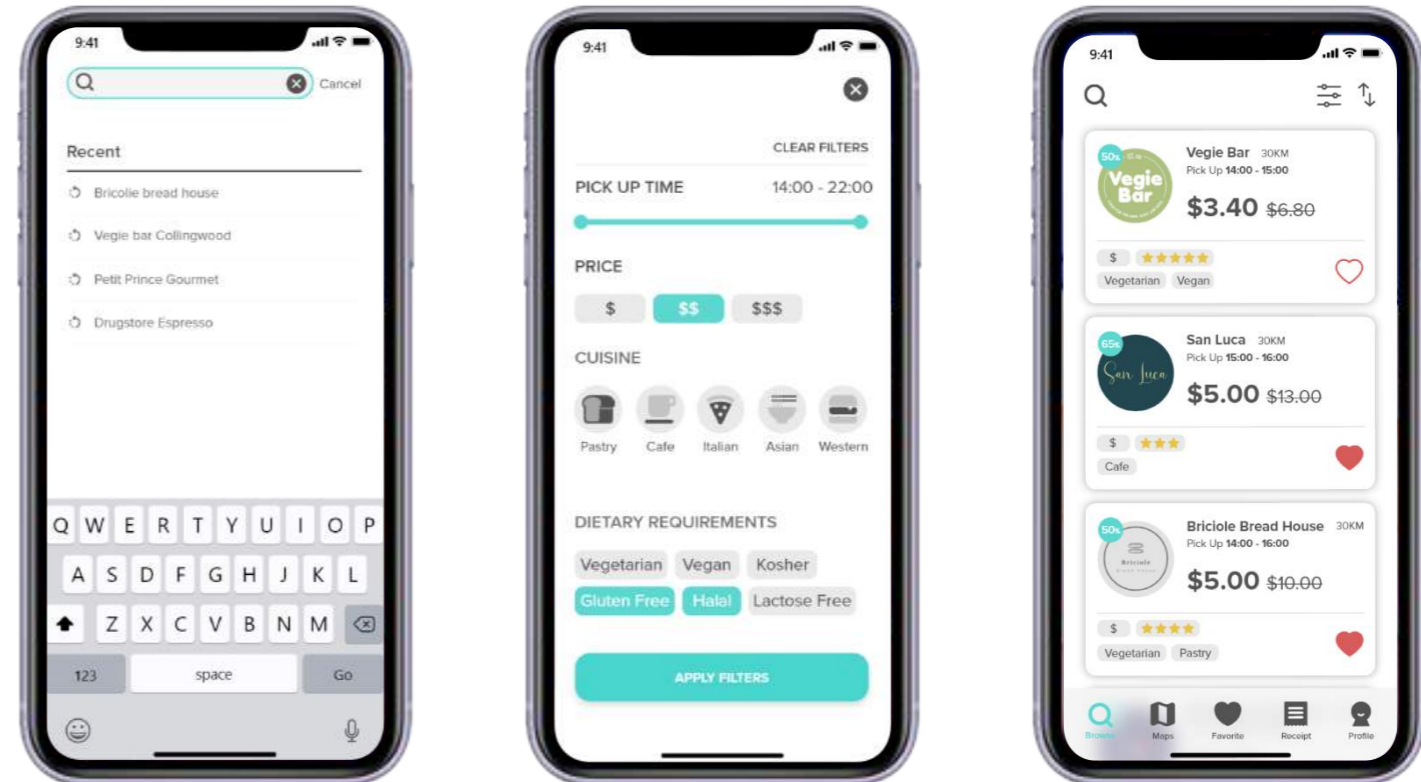
Using a pop up window, errors could be highlighted, guiding the user experience in an efficient manner.

Groups

Z-WASTE

Search Filtering

2



Users prefer to search for meal options using a variety of filters.

Filter options:

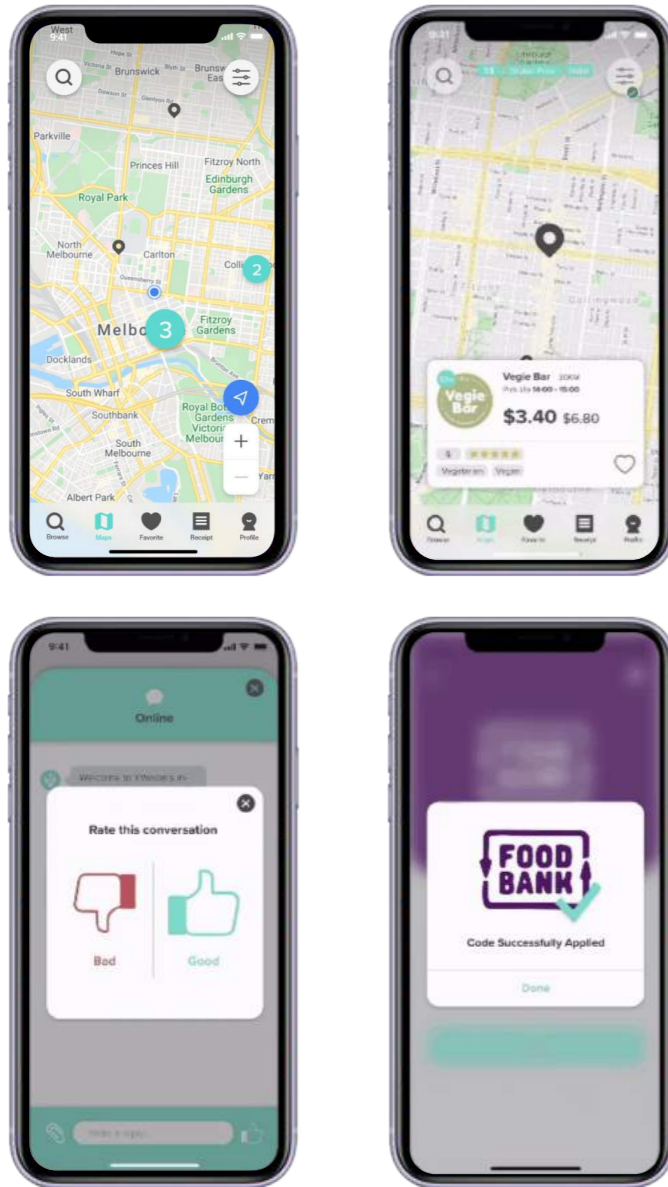
- 1) Search for a type of cuisine, meal or item
- 2) Pick up time
- 3) Price: \$ - \$\$ - \$\$\$
- 4) Dietary requirements

Groups

Z-WASTE

Pop up windows

3



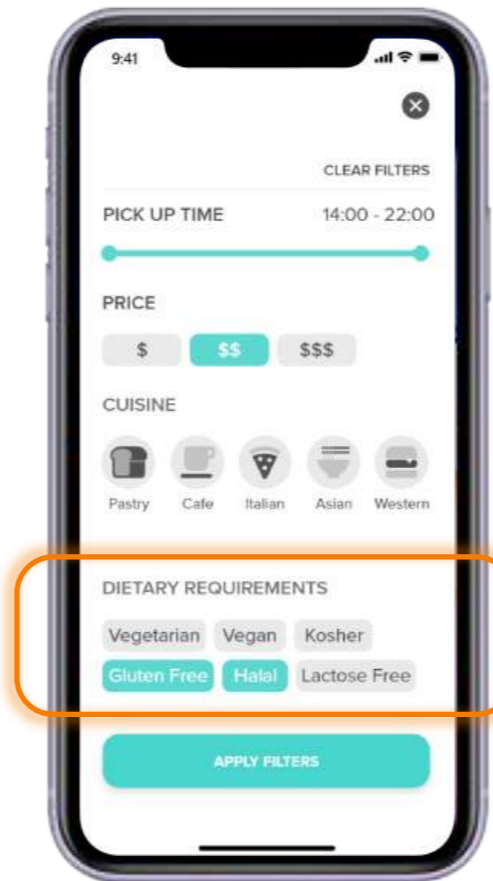
The use of pop-up windows ensure vital information relating to the user's service are acknowledged, without cluttering the user interface.

Groups

Z-WASTE

Dietary Requirements

4



Individuals with dietary requirements and allergies often experience anxiety when ordering food through third party applications, as they are concerned that their requests could be overlooked.

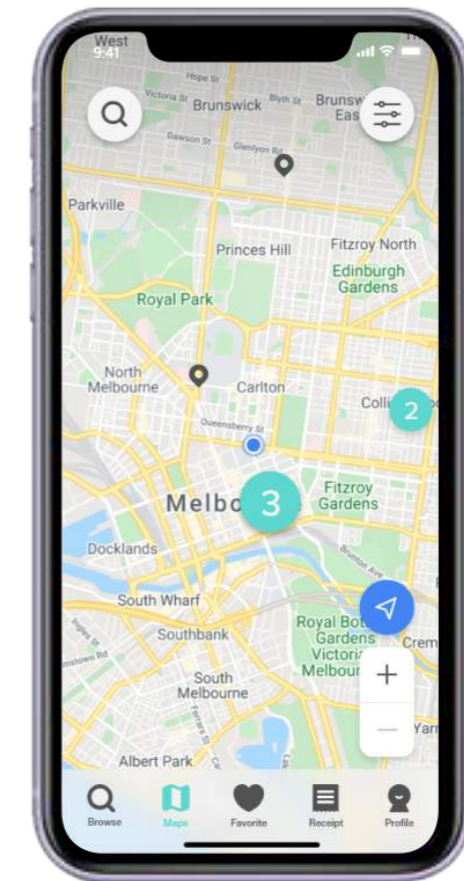
The Y-Waste app could tackle this issue by linking dietary requirements to the user's customer profile, ensuring their options are always tailored to their need.

Groups

Z-WASTE

Offline Capabilities

5



Including offline capabilities in the app widens the service reach and helps to ensure those who are facing food insecurity, who also may not have access to wifi, will not go without.

Groups

Z-WASTE

Website service

6



Partnering the application with a website is also another mechanism to widen the service's reach. With not all Australian's having access to a mobile, users could place orders through a webpage.

To maintain consistency between app and website, they will both be built from the same information, style and features.

Groups

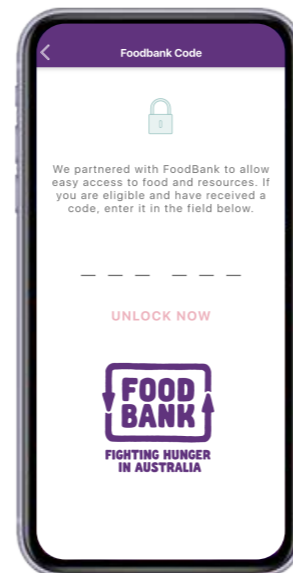
Z-WASTE

Accessing User Code

7

Suggestions for acquiring the code include:

- 1) Provided with a code from a social media marketing post
- 2) Input code from physical flyer
- 3) Have a code distributed to you through third party organisations



Promotional flyers are an avenue which can raise awareness of Y-Waste's service and it's overall mission to tackle food insecurity.

Groups

Z-WASTE

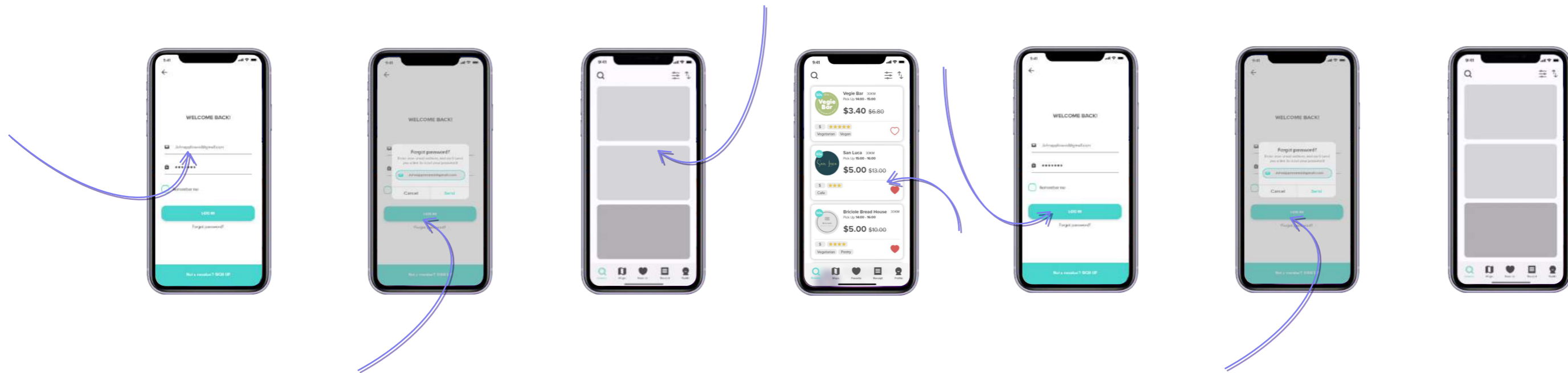
General UX considerations

- 1) Work through error correction all the way through- it allows it to be forgiving and easy to back track
- 2) Search filtering - cuisines, distance, price, etc
- 3) Pop up windows to replace page redirections
- 4) Link allergy and dietary requirements to user profiles
- 5) Offline capabilities
- 6) Potential for a website based service
- 7) Focus on accessibility
- 8) Foodbank code - 'where to get it' info
- 9) FAQ
- 10) Checkout process (not exceeding 3 steps)
- 11) Reduce excess steps wherever possible
- 12) Friendly content writing

Style guide

Page to Page animations

1

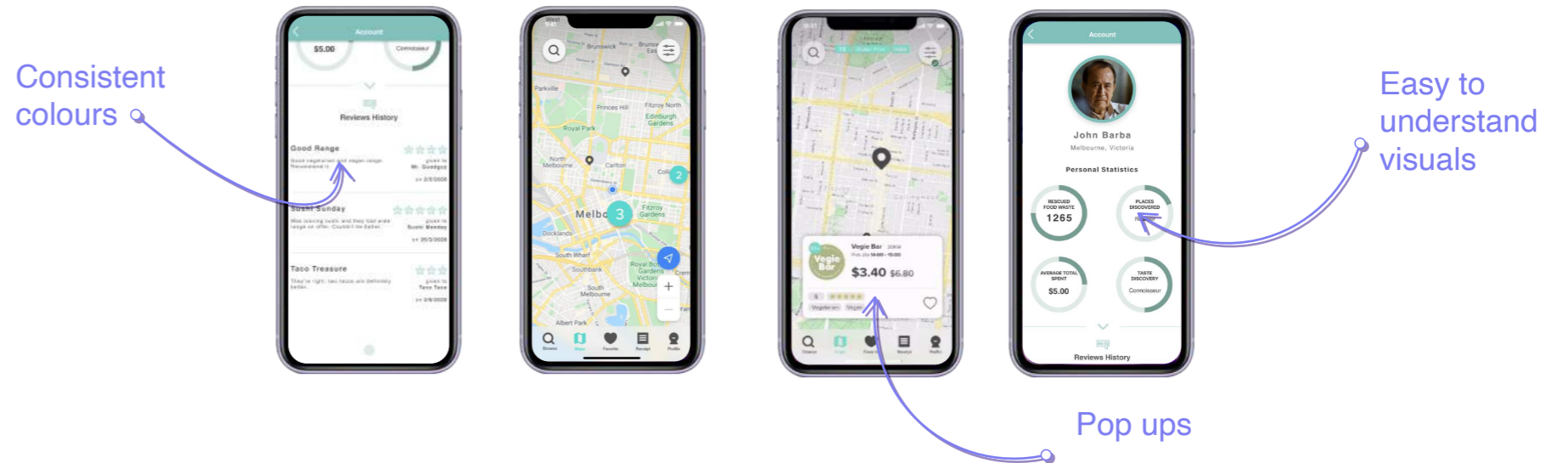


Minimalism - Clean look and feel

2

To cater to the wide variety of users who will engage with this application, it is paramount to utilise a clear, concise and minimalist UX design, creating a smooth interaction between user and app with no room for misunderstanding or ambiguity. The UX proposed is built from known colour associations (green for yes, red for no) to ensure clarity for all users.

Additionally, the user interface incorporates familiar page layouts, features and movement, making it easy to use from the get-go.



Reduced Colour Palette

3

The general theme is centred around calmness, appetite and joy.



Unique Iconography

4

It is important to maintain consistency in the chosen visual elements, in order to maintain a cohesive user experience.



Language + Tone

5

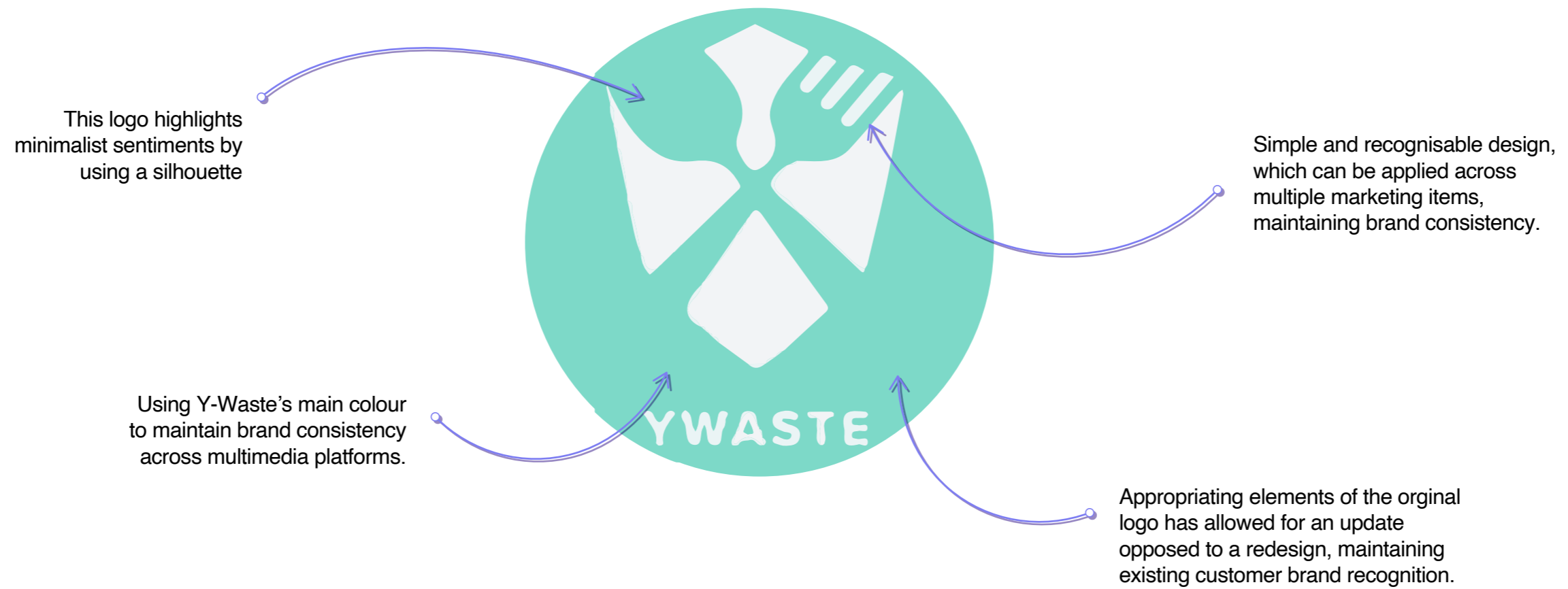
It is proposed to include a small, medium and large when offering “magic portions”, based on portion sizing and weight. Customers facing food insecurity need to be made aware of the portion sizes they will be receiving, to manage expectations.

Text is to be used sparingly, consolidating any universal information on selected pages rather than distributing it across all. Currently, text was used to affirm what was visually communicated.






Logo Update

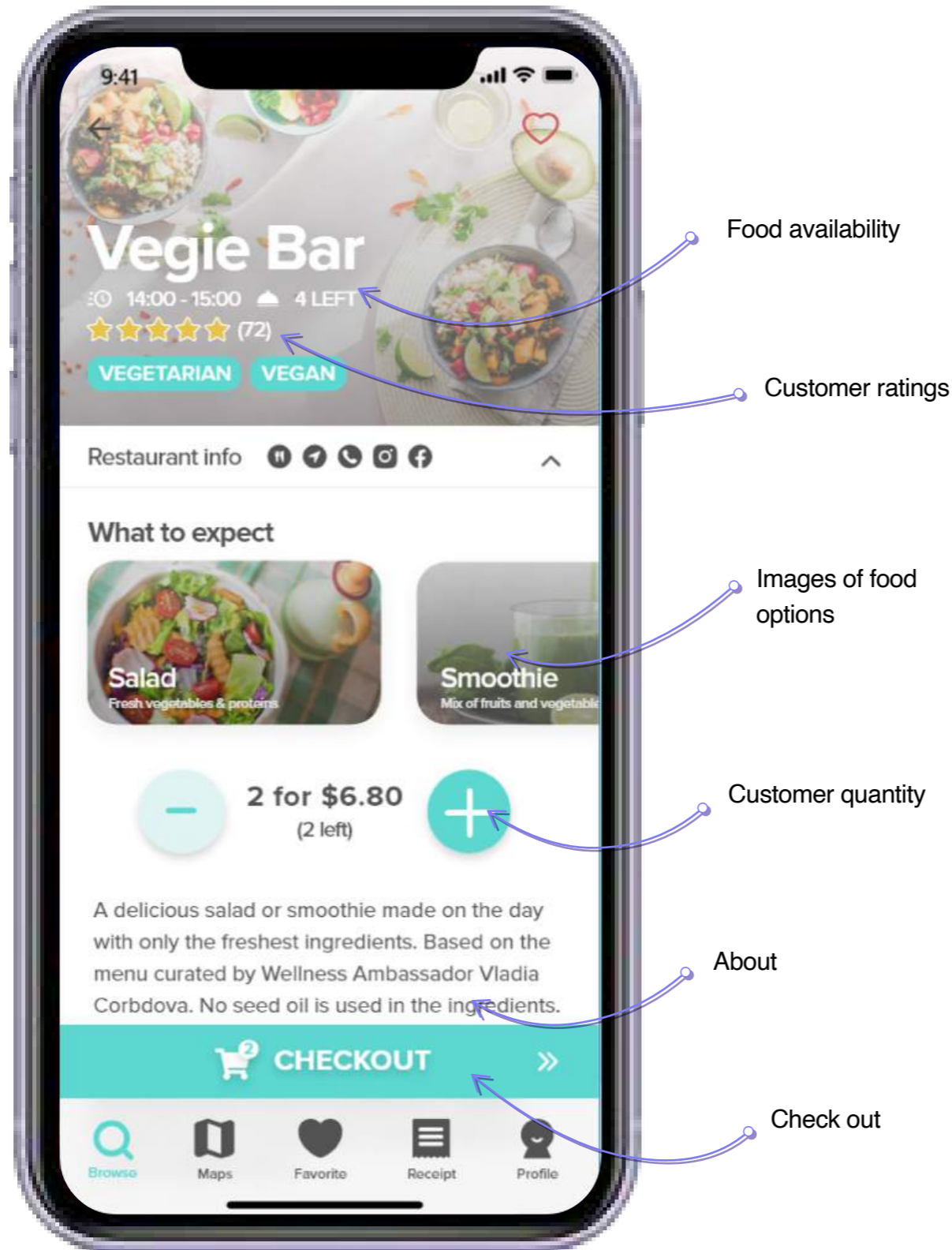
6



App Typography

7

	Where	Spacing	Size	Where	Spacing	Size
	<i>Headings</i> Sukhumvit Set - Bold	-4	17pt	Buttons	-4	16pt
	<i>Main Body Text</i> Sukhumvit Set - Medium	-4	15pt	In-Text links	-4	15pt
	<i>Fine Print Text</i> Sukhumvit Set - Light	-6	14pt	Action Bar	-6	10pt



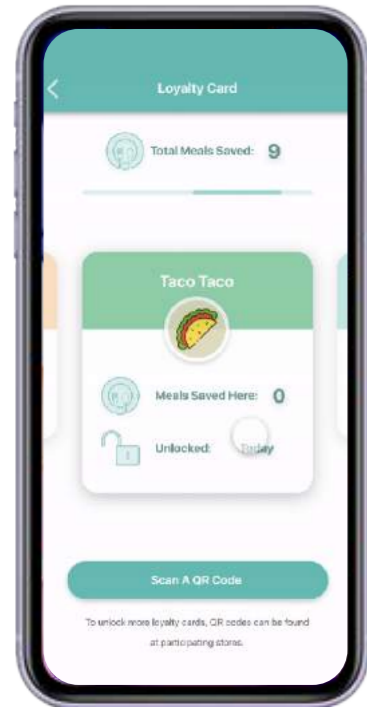
Maintaining visual consistency across the application is key to a fluid user experience.

To ensure customer expectations reflect the product they will be receiving, it is imperative for all vendors to include images taken from the same angle and quality. The link below can be distributed to vendors.

<https://www.youtube.com/watch?v=qCVFdePilo>

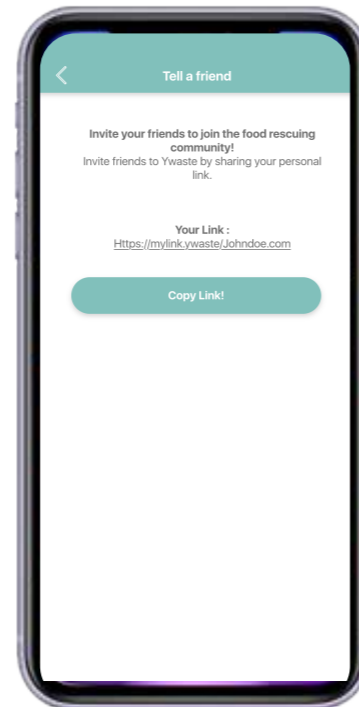
In app loyalty card feature

The inclusion of a loyalty card is to incentivise new users downloading and creating an account within the app.



Tear off vouchers

Promotional flyers are an avenue which can raise awareness to Y-Waste's service and their overall mission to tackle food insecurity.



Vendor and customer flyer update

FOOD BANK
FIGHTING HUNGER IN AUSTRALIA

HELPING YOU HELP OTHERS

Together, Foodbank and YWaste have created an easy way for you to donate your end-of-day surplus meals to people doing it tough.

- 1** A food merchant has perfectly good food that wasn't sold that day. They want to donate it to someone in need. They post it on YWaste.
- 2** A charity knows of someone in need of food assistance. That person is provided with a special code to use in YWaste.
- 3** They download YWaste and register using their special code, enabling them to see and claim donated meals available in their area.
- 4** The person goes to the outlet within a time specified by the merchant and collects their meal by showing the receipt on their phone.

For more information, register your interest at foodbank.org.au/y-waste

YOUR FOODBANK CODE IS

This internet code enables you to receive the daily free meals* for as long as you are entitled. It is unique to you and only has to be entered once.

SCAN THE QR CODE TO DOWNLOAD THE YWASTE APP

Available on the **Google Play** and **App Store**

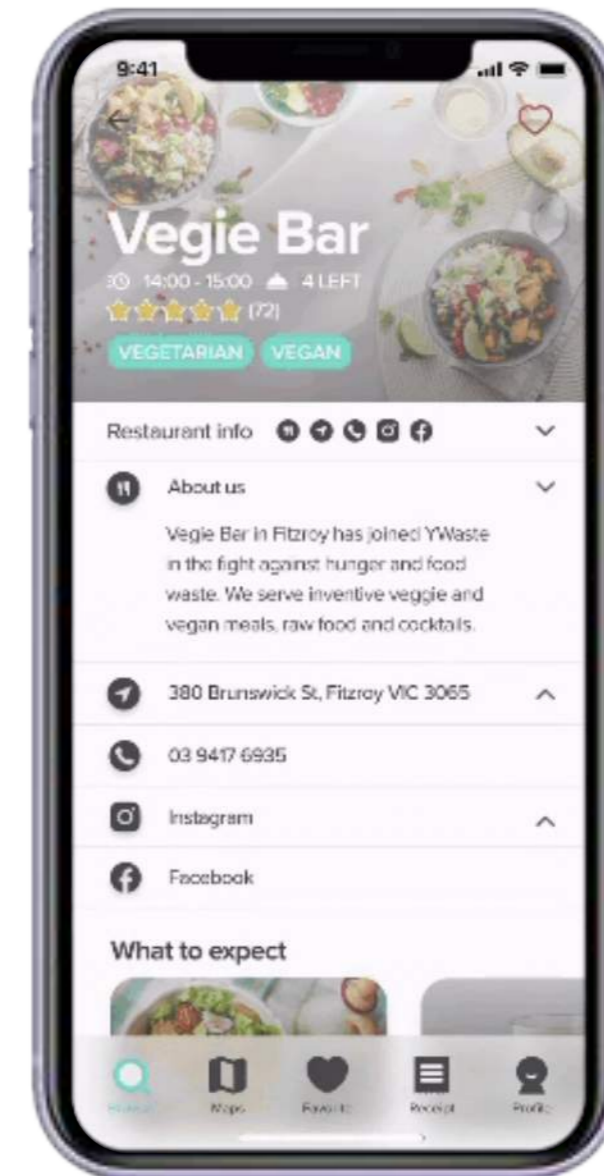
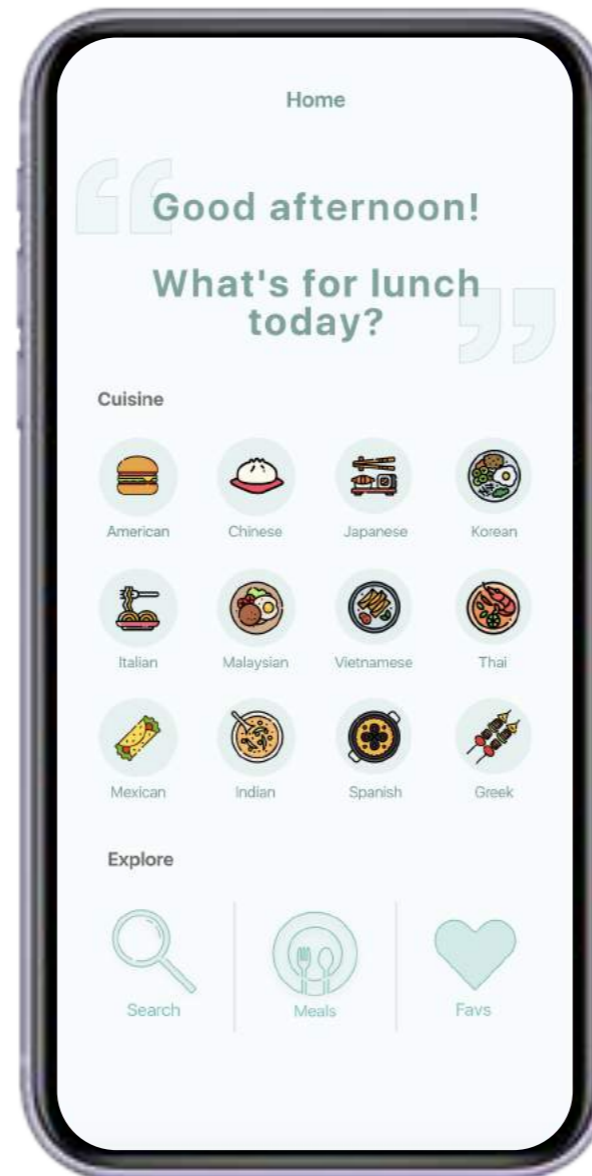
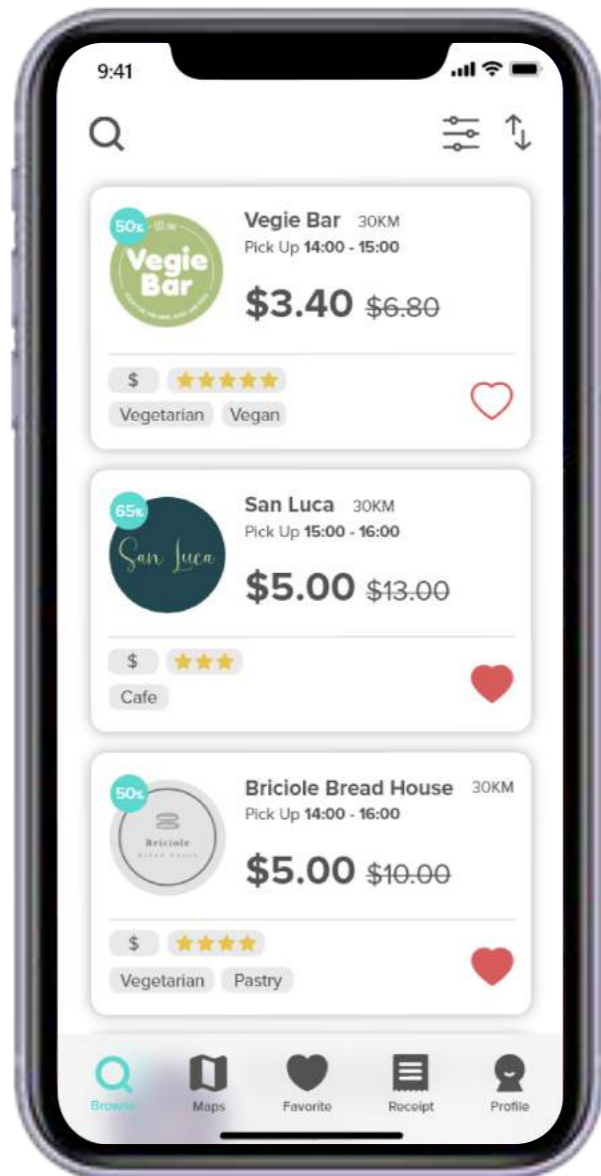
FOODBANK MEALS USER GUIDE

Access free meals from the YWaste app using your Foodbank code with a few simple steps!

FOOD BANK
FIGHTING HUNGER IN AUSTRALIA

YWASTE

App Walk through



1) Reducing main navigation buttons to four icons. Suggestion: home, impact, favourites, receipts

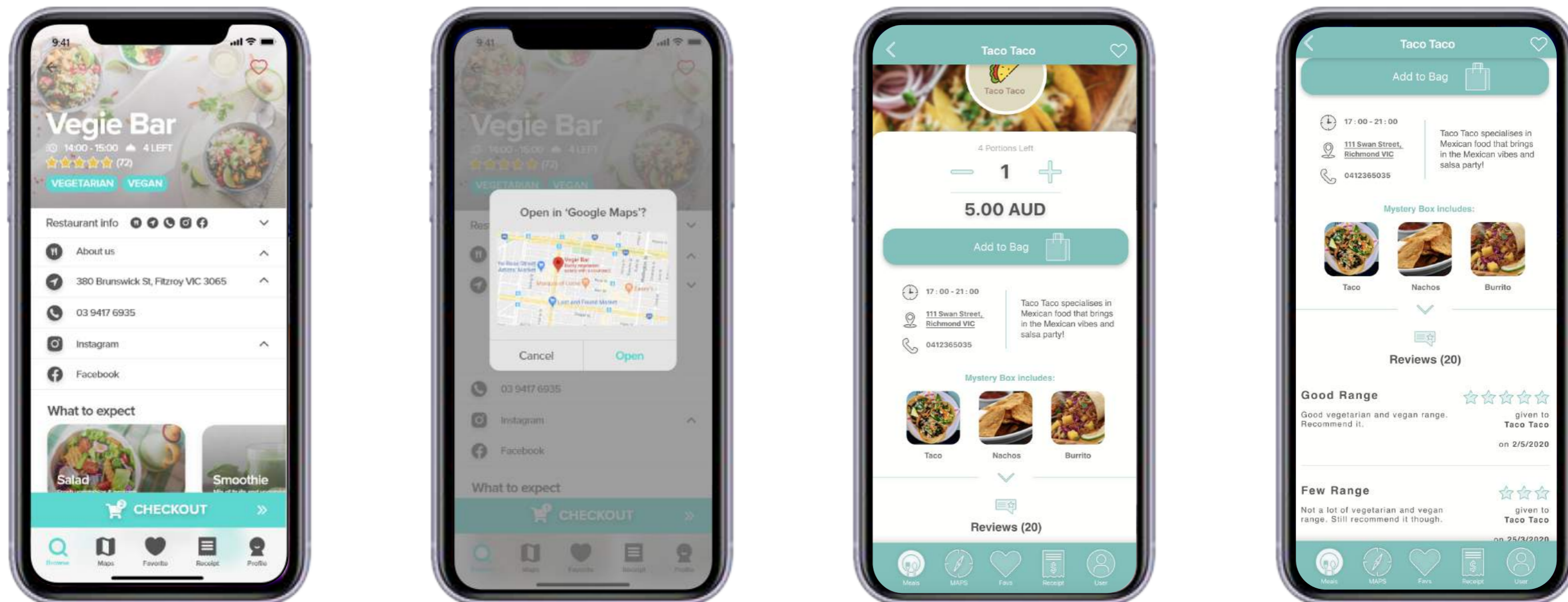
2) Making the 'find restaurant/food page' the homepage.

3) Option to sort restaurants by location, popularity and price.

4) Use of hamburger icon on the menu page comprising: app settings, profile, sponsor details, follow us, Foodbank code, pay it forward and help options. (Moving features such as wall of fame and social network options there also)

Individual vendor pages

2

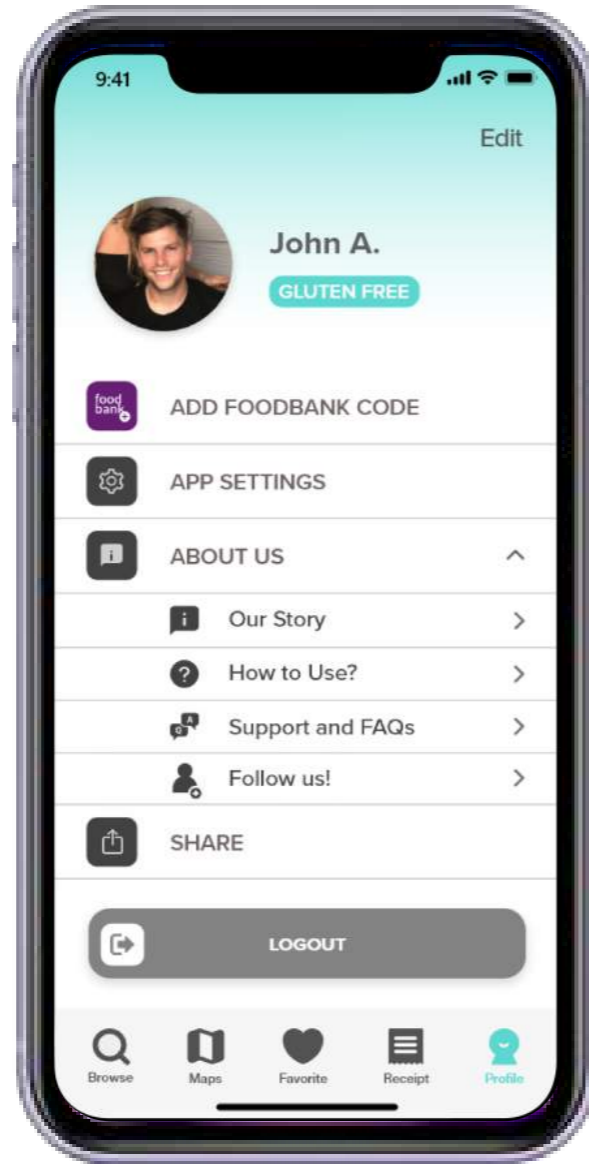
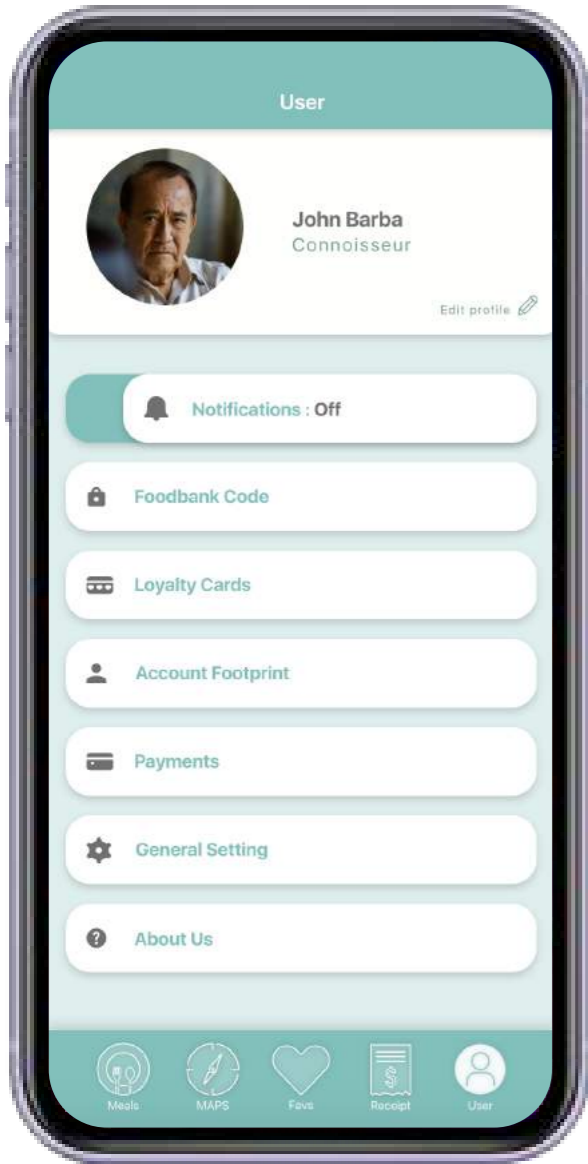


- 1) Ensure the 'find restaurant/food page' includes photos of the food, so that users can know what type of food is on offer before clicking to find out more/order.
- 2) Reduce size of advertisement to be same as vendor tile or slightly smaller
- 3) Include a more detailed description of the potential products users will receive, photo of potential items could be an option for vendors to upload. Specify conventional amounts and sizes. These specifications could be generic such as; small/medium/large, main meal, kids meal. Or more specific; 16", 250g, 10oz, footlong.

Settings

3

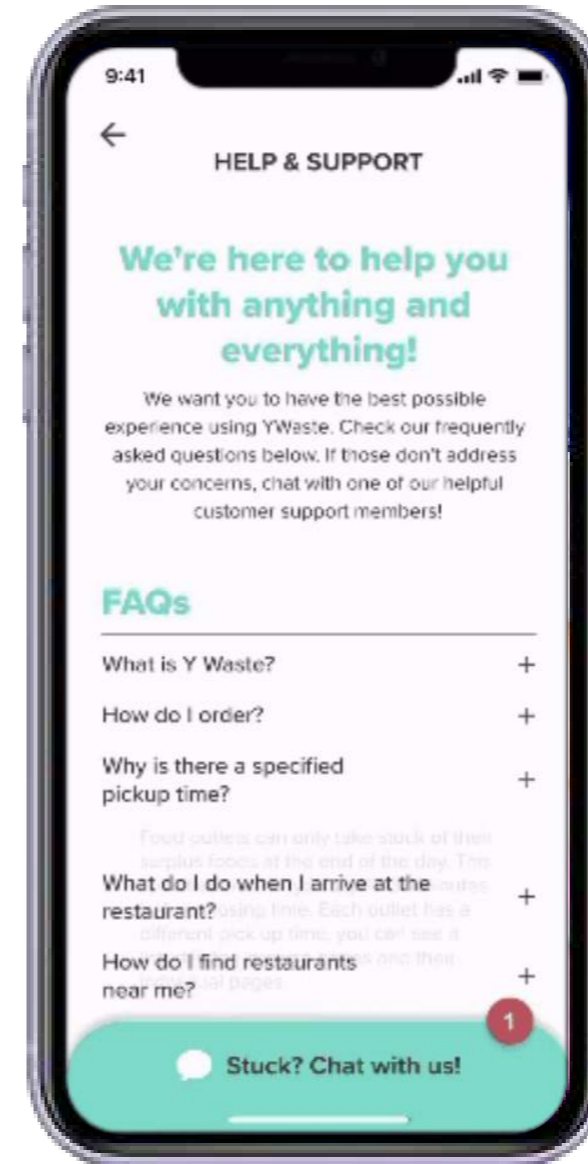
User settings



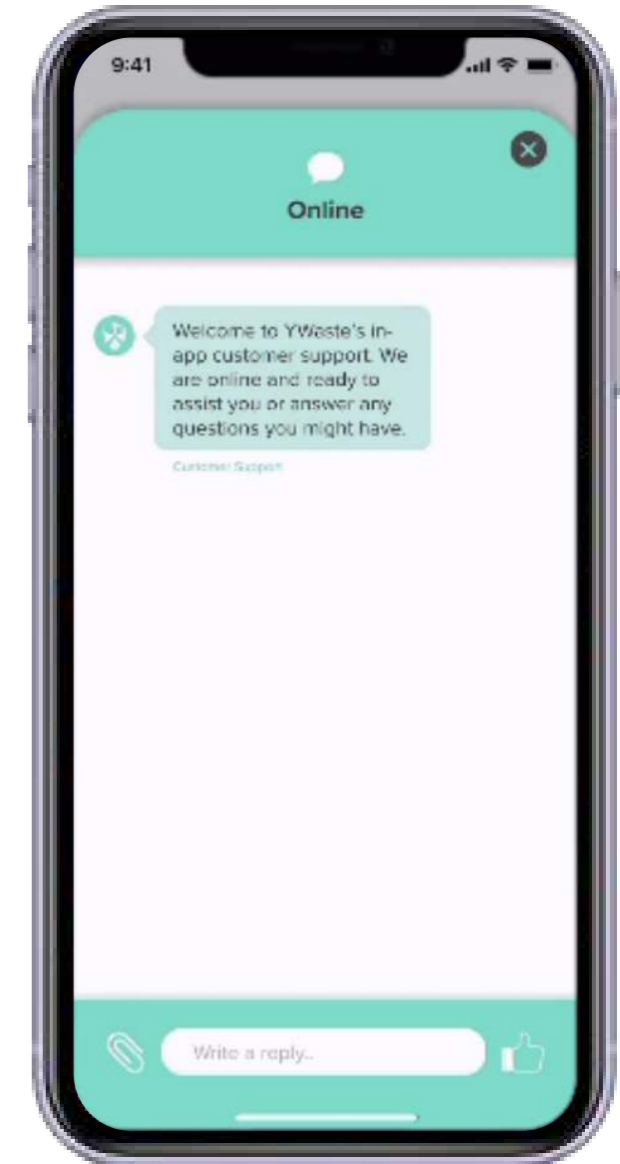
Application Support

4

FAQ support

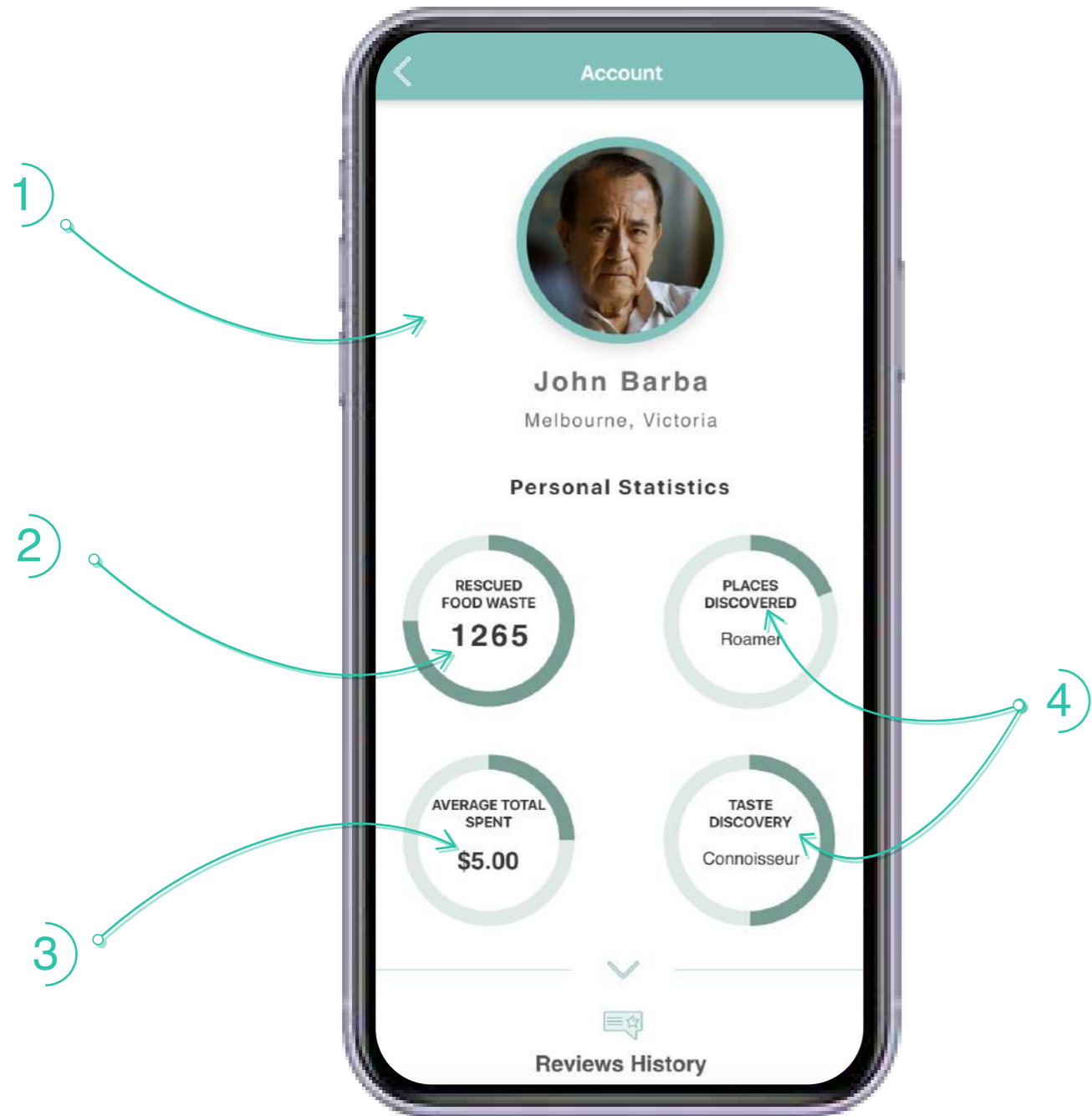


ChatBot to assist with customer enquiries

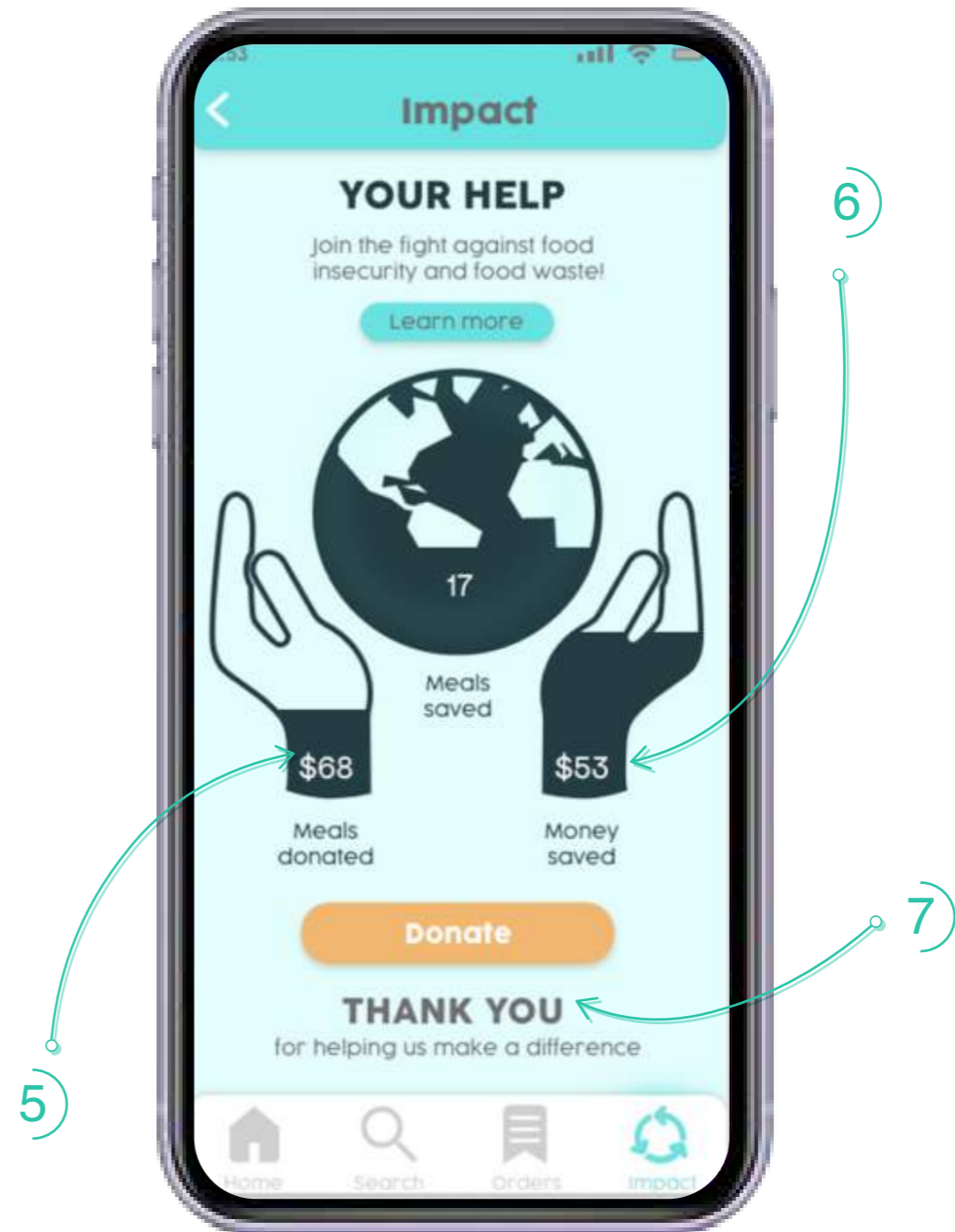


Vendor Branding

5



- 1) User
- 2) User's rescued food statistics
- 3) Amount of money spent in the app
- 4) Type of user
- 5) Money saved using the app, opposed to standard costs on other meal delivery apps
- 6) Amount of pay it forward meals
- 7) Feature to provide a meal for an anonymous user



The groups

KALC

Louis, Caroline, Xander and Kayleigh

Prominently, Users endure a multitude of disadvantages, the most common being financial difficulty which often lies a distrust with online profiles. Creating fictional primary user personas allowed us to constantly measure our ideas alongside something other than our own perspective. One of the key findings from our research as well as insight from Ian, was the distrust and lack of security users felt. Storing personal details, such as addresses credit cards, and the speculation that it may counter other government benefits, were all deterrents when on boarding users. Journey maps proved useful when mitigating in app experience however also identified frustrations which occurred at the point of food collection. Issues such as inconsistent food quality and portions sizes were difficult to solve in the app itself. Extracting information from app store reviews along personal experience, allowed us to pin point the key downfalls within the user experience.

Working on it

Shanna, Khoi, Dyan and Jack

Upon initial research, we found that three common demographics affected by food insecurity are women, Indigenous Australians and migrants/refugees (in addition to children, who are typically dependents of these groups)[1]. We analysed this data by finding possible shared experiences between these groups; we wanted to pinpoint how Y-Waste could better cater to their common needs. One of the key similarities is economic insecurity, which comes with its own set of challenges (eg. living in outer suburbs, access to transport, consistent internet and current technology). There were also more personal struggles like language literacy and feelings of shame.

Z-Waste

Andrea, Caleb, Naz and Yee.

During our research phase, we decided to cater our app for the older generation as we thought they would need the most help on using technology. Through our research, we discovered that most people receiving food relief are between 40-64 years of age. We used various analysis methods to depict who our users are, their needs and wants so that we could understand what to change to suit our chosen target market. We wanted everyone to be able to use the app, trying to eliminate the technological barrier with the older generations.

Many thanks go out to the CRC, Y Waste, Food Bank, RMIT staff and RMIT students, for their contributions to the project 'Design for All' in semester 1, 2020.

Stakeholder Contributions: Ian Price, Sarah Pennell, and Karli Verghese

Project management: Juliette Anich

Lecturers: Juliette Anich, Li Ping Thong, and Emma Gerard

Students: RMIT Digital Media and RMIT Industrial Design

Report Design: Bria Versace



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