

Garnering Interest in Local, Sustainable Food

Team #1

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Predispositions

Most people are social



<http://www.flickr.com/photos/beavis/2425374221/sizes/l/>

Predispositions

There is **culture** around **food**



<http://www.flickr.com/photos/meeshelle/2078402383/sizes/l/>

Predispositions | Research | Insights | Concept | Prototype | Strategies

Predispositions

People have different tastes



<http://www.flickr.com/photos/osakajon/73926951/sizes/o/>

Predispositions

No one is **born** a **cook**



<http://www.flickr.com/photos/osakajon/73926951/sizes/o/>

Predispositions | Research | Insights | Concept | Prototype | Strategies

Research

From interviewing IU Slow Food members:

IU Slow Food **members** are sources of **knowledge & experience**

Research

From interviewing IU Slow Food members:

IU Slow food members are **willing to share**

Research

From interviewing IU Slow Food members:

There are students out there who
know that local food is better

Research

From interviewing IU Slow Food members and people at the Bloomington Farmers' Market:

It is hard to be local if you **cannot cook**

Research

From focus group with IU Sustainability Task Force:

Change **one** person, change
many around him/her

Insights

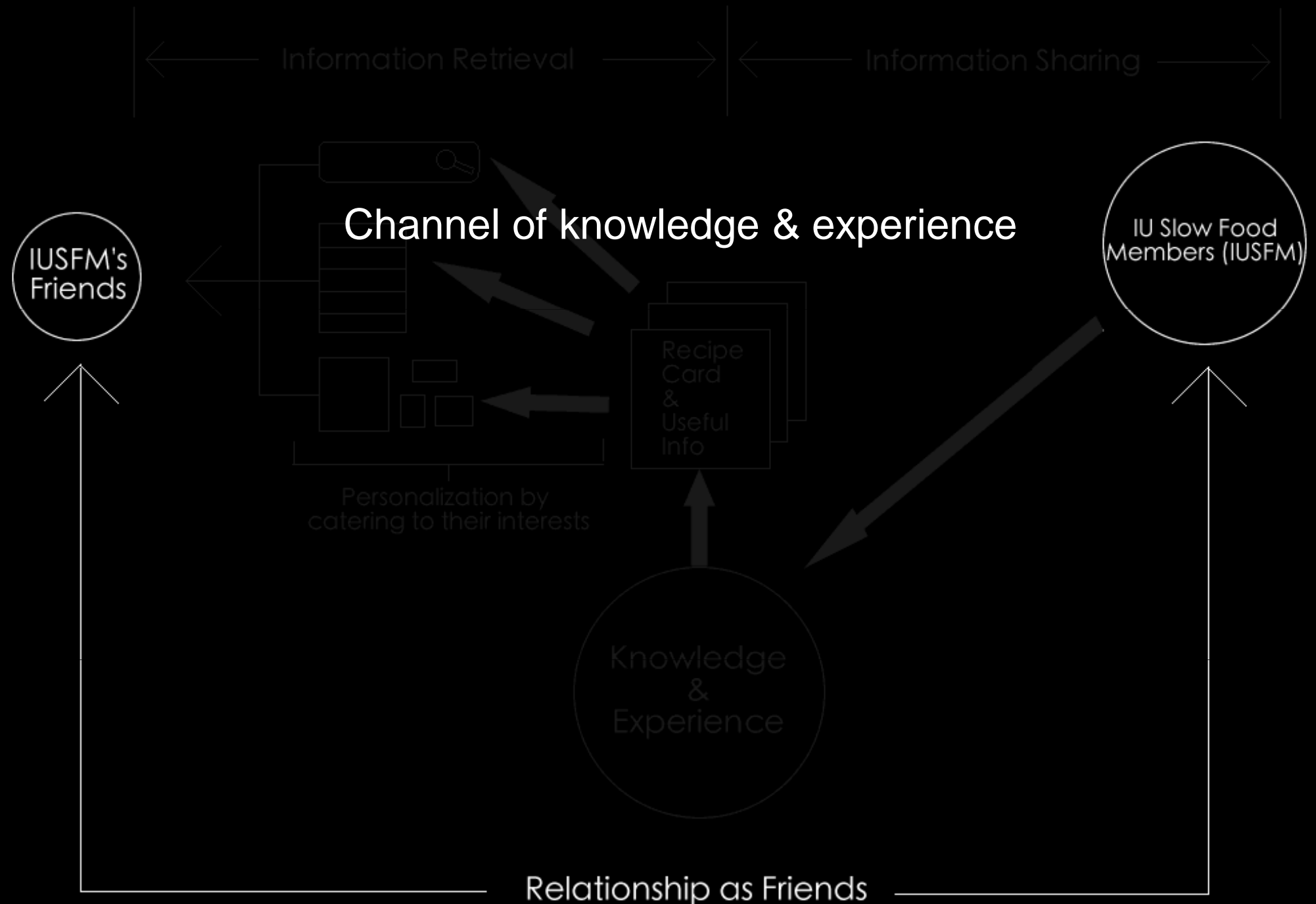
If we can make it **easier** to access cooking knowledge, we can help people to go local

Insights

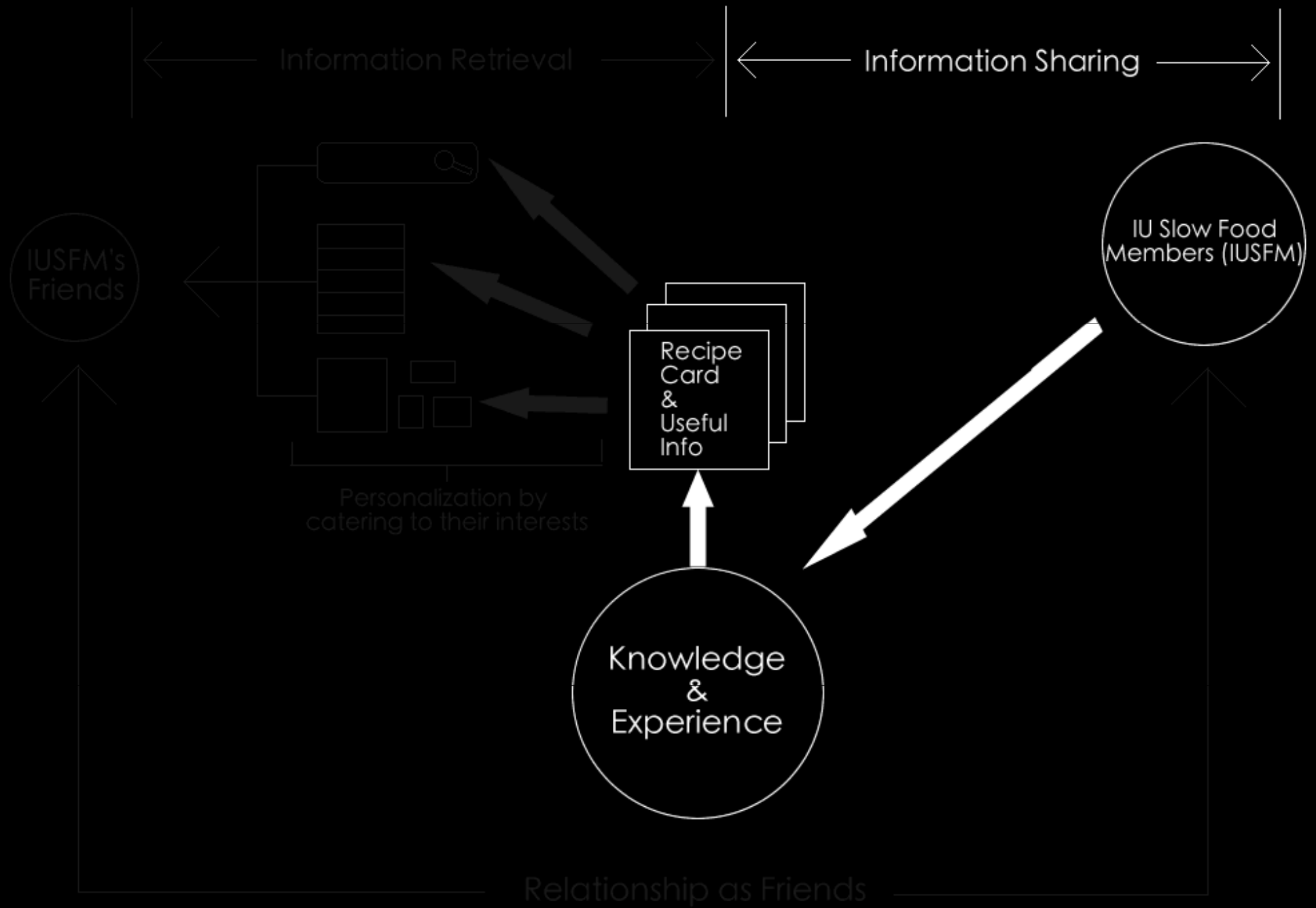
If we **cater** to people's **interests**,
they will be **more likely** to learn
about local food

Insights

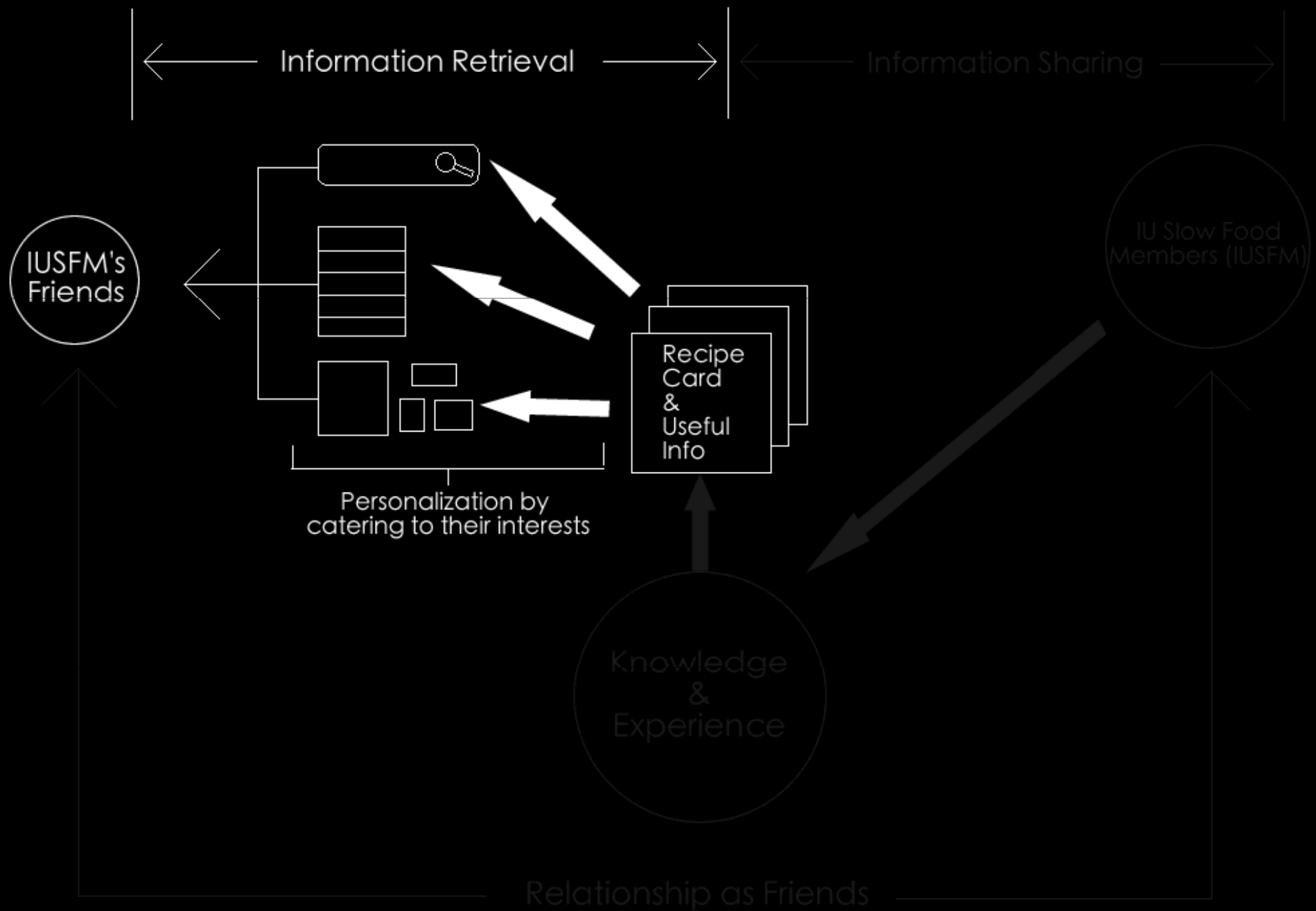
If we can utilize **friendship**,
people may be **more open** to
using local food



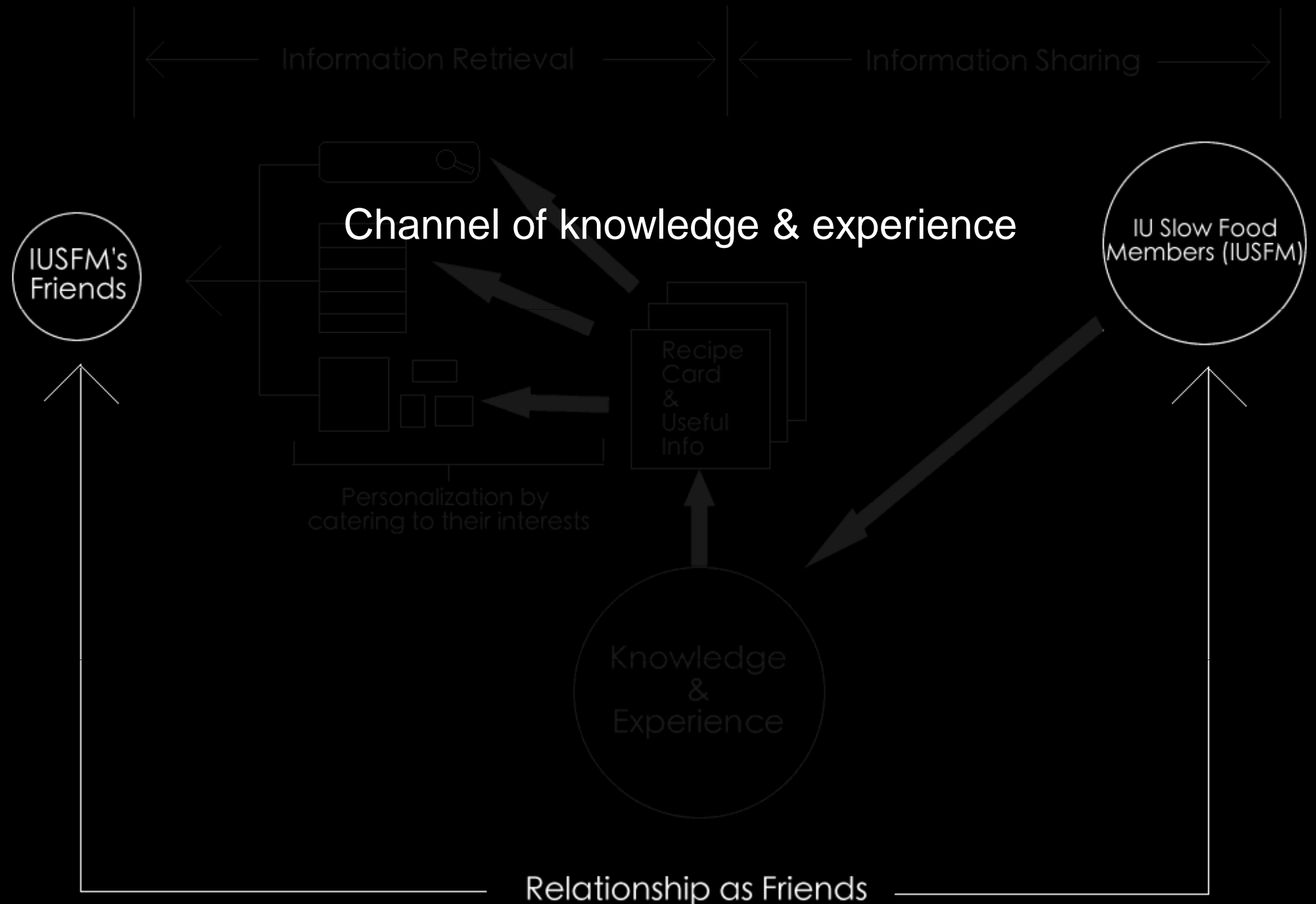
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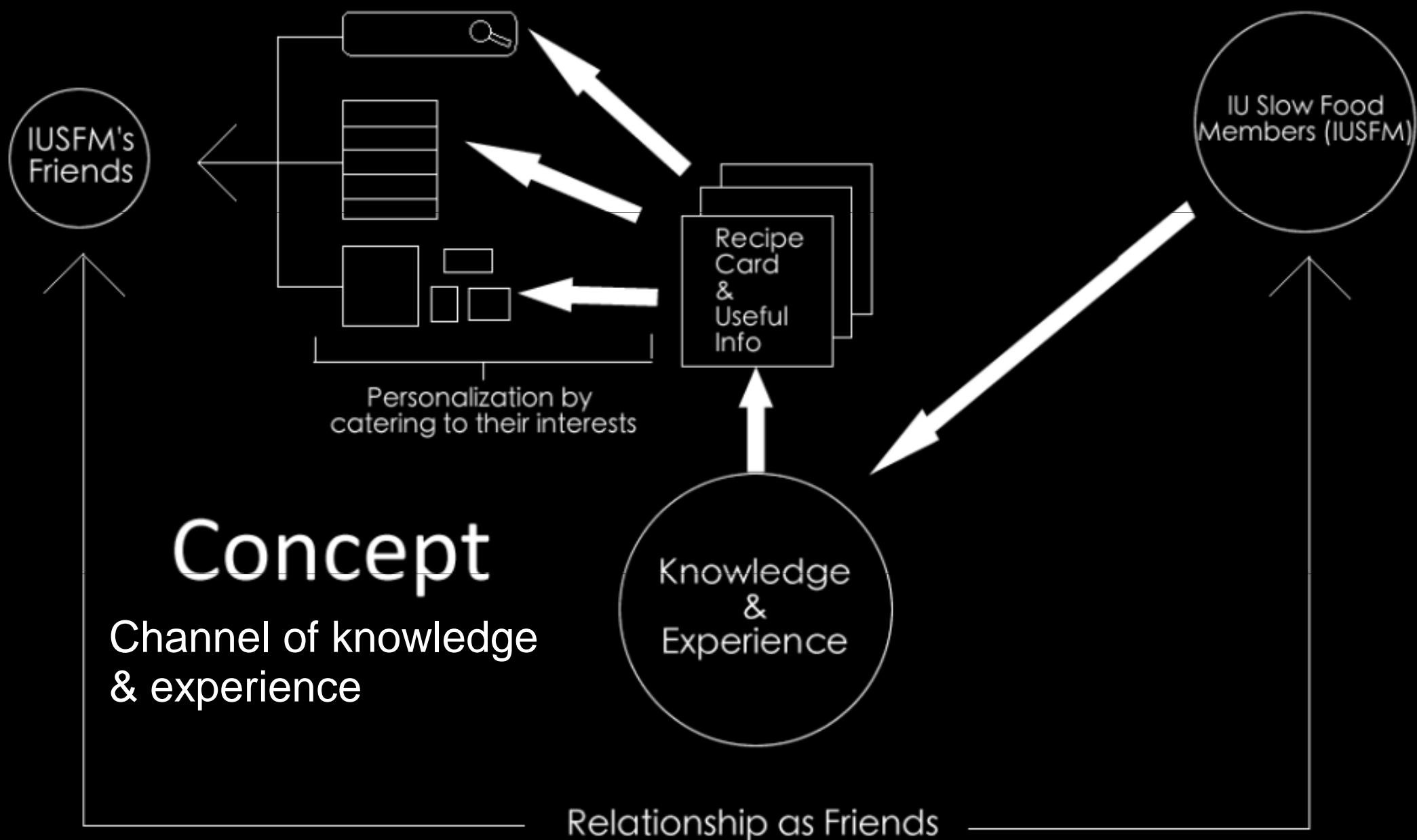
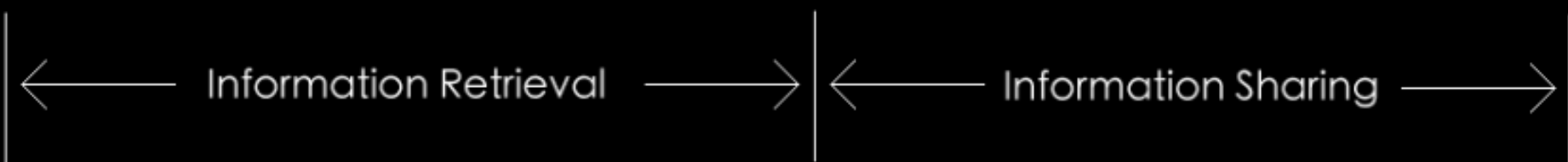
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Predispositions | Research | Insights | Concept | Prototype | Strategies

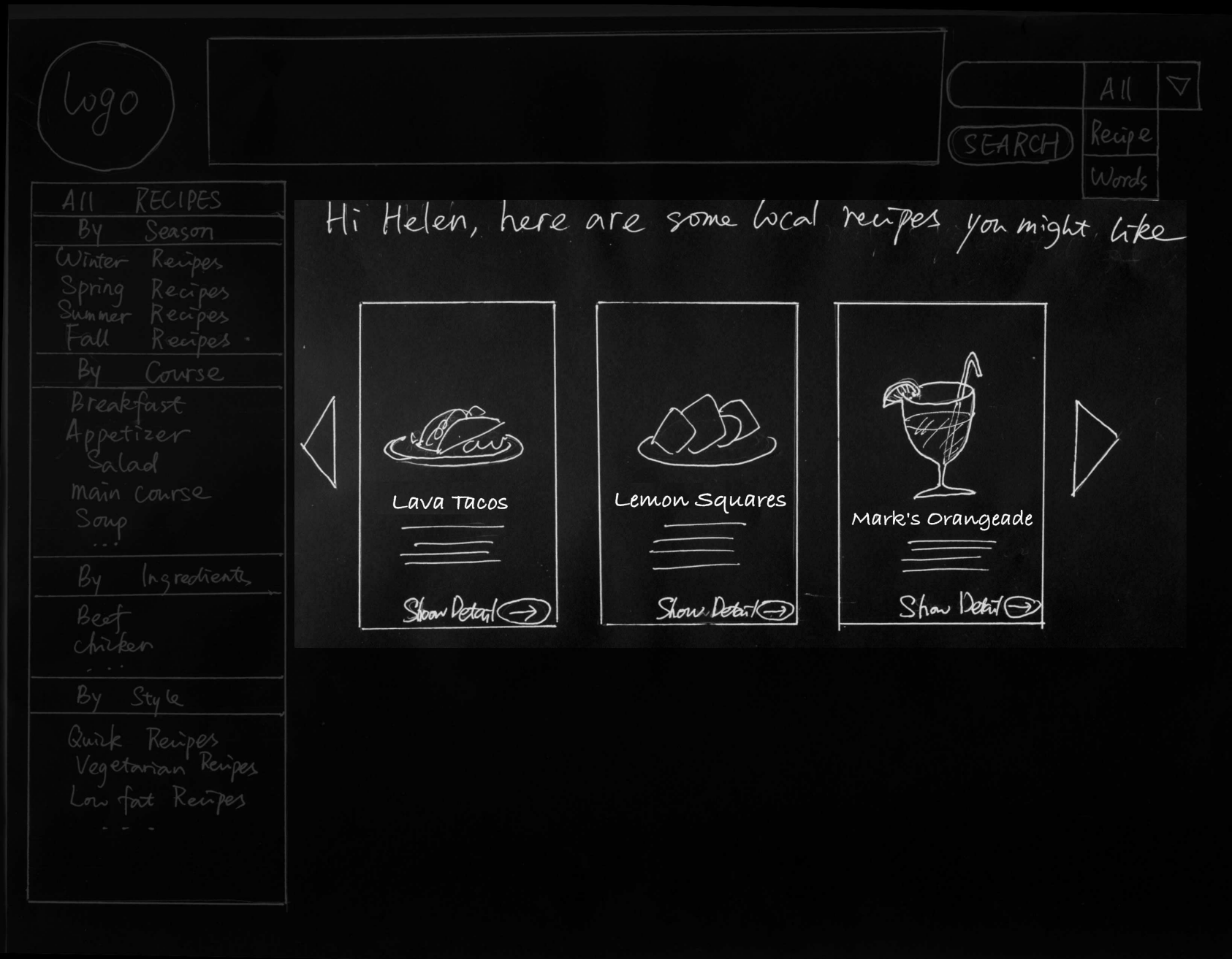


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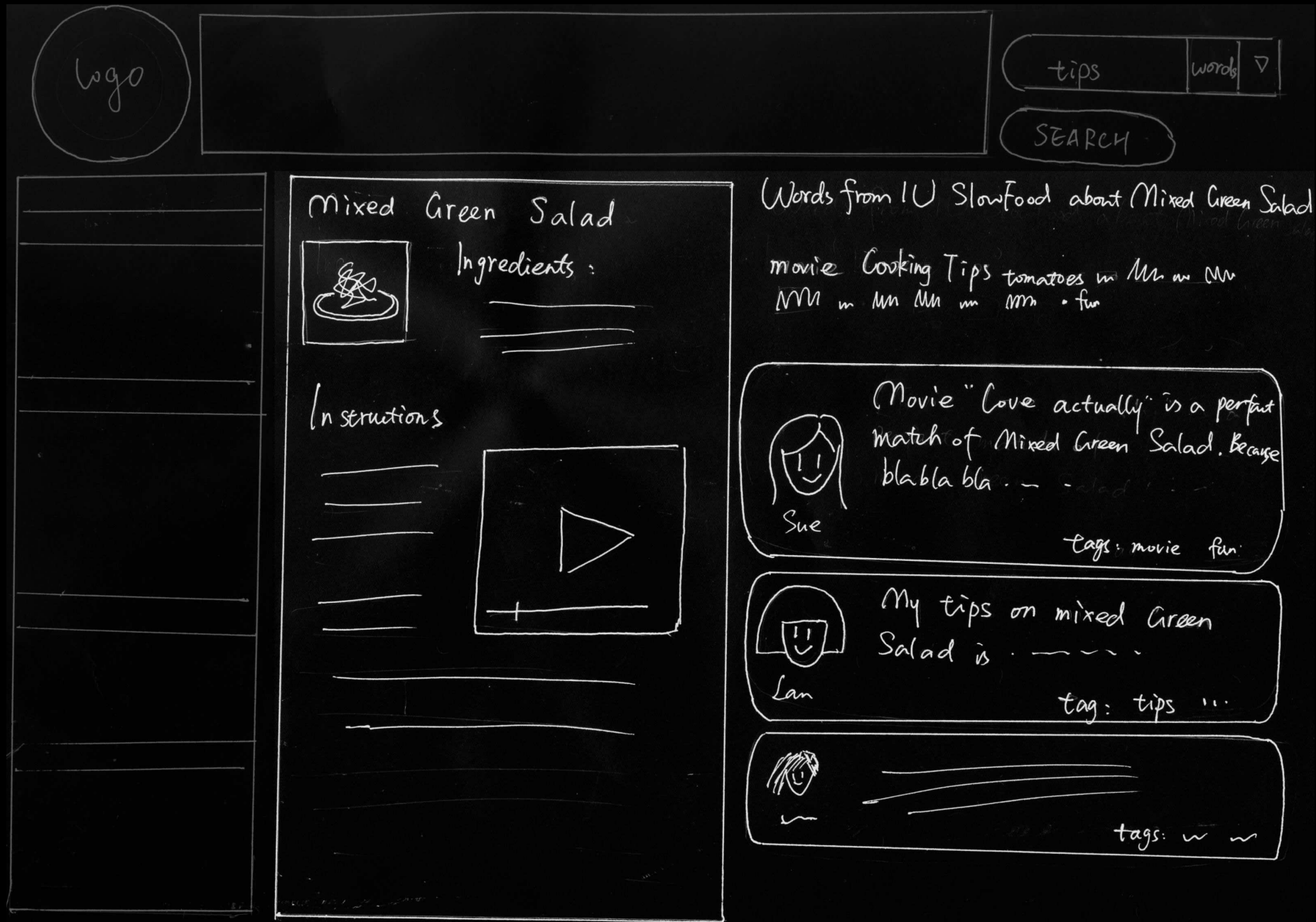
Prototype



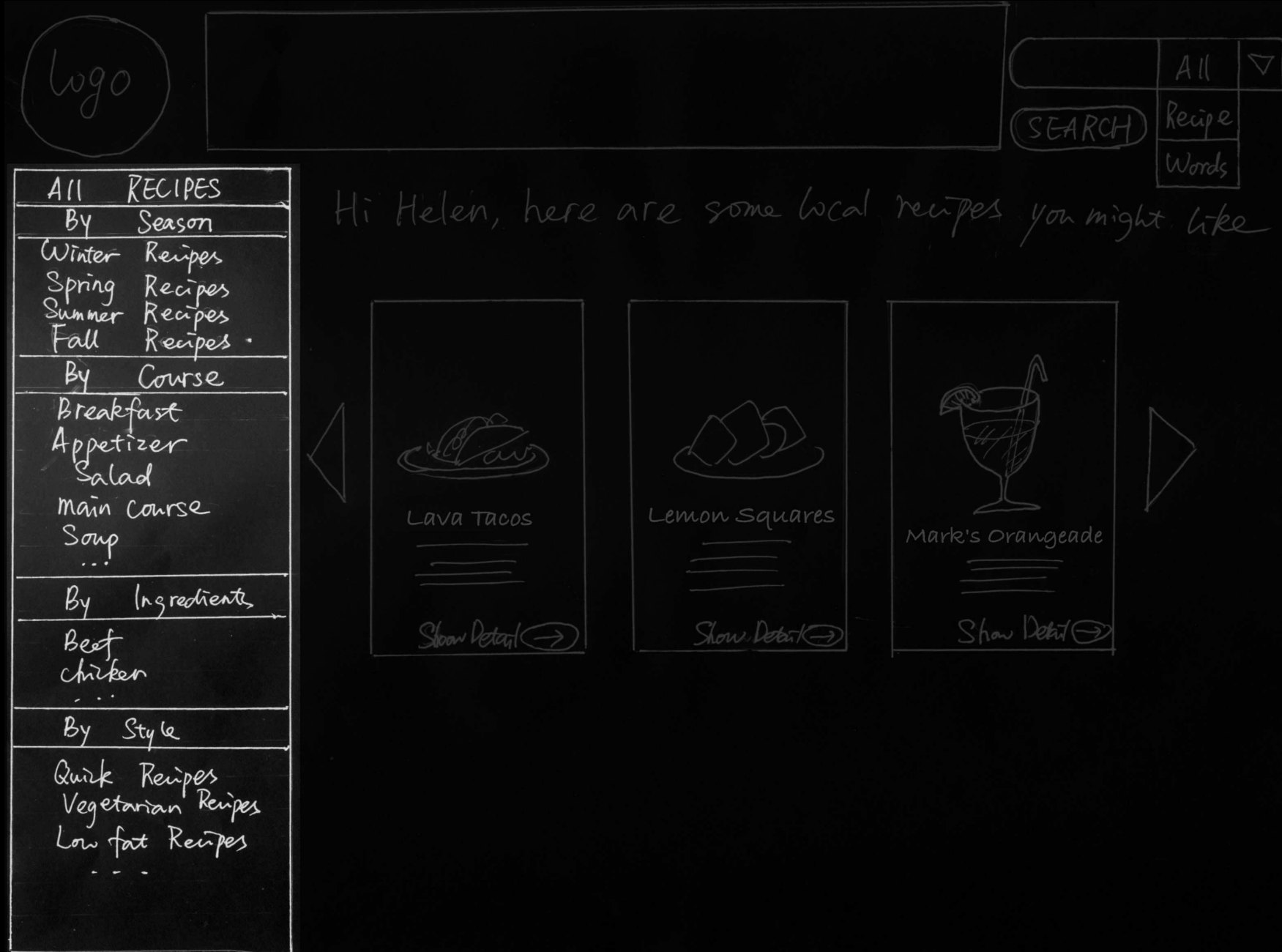
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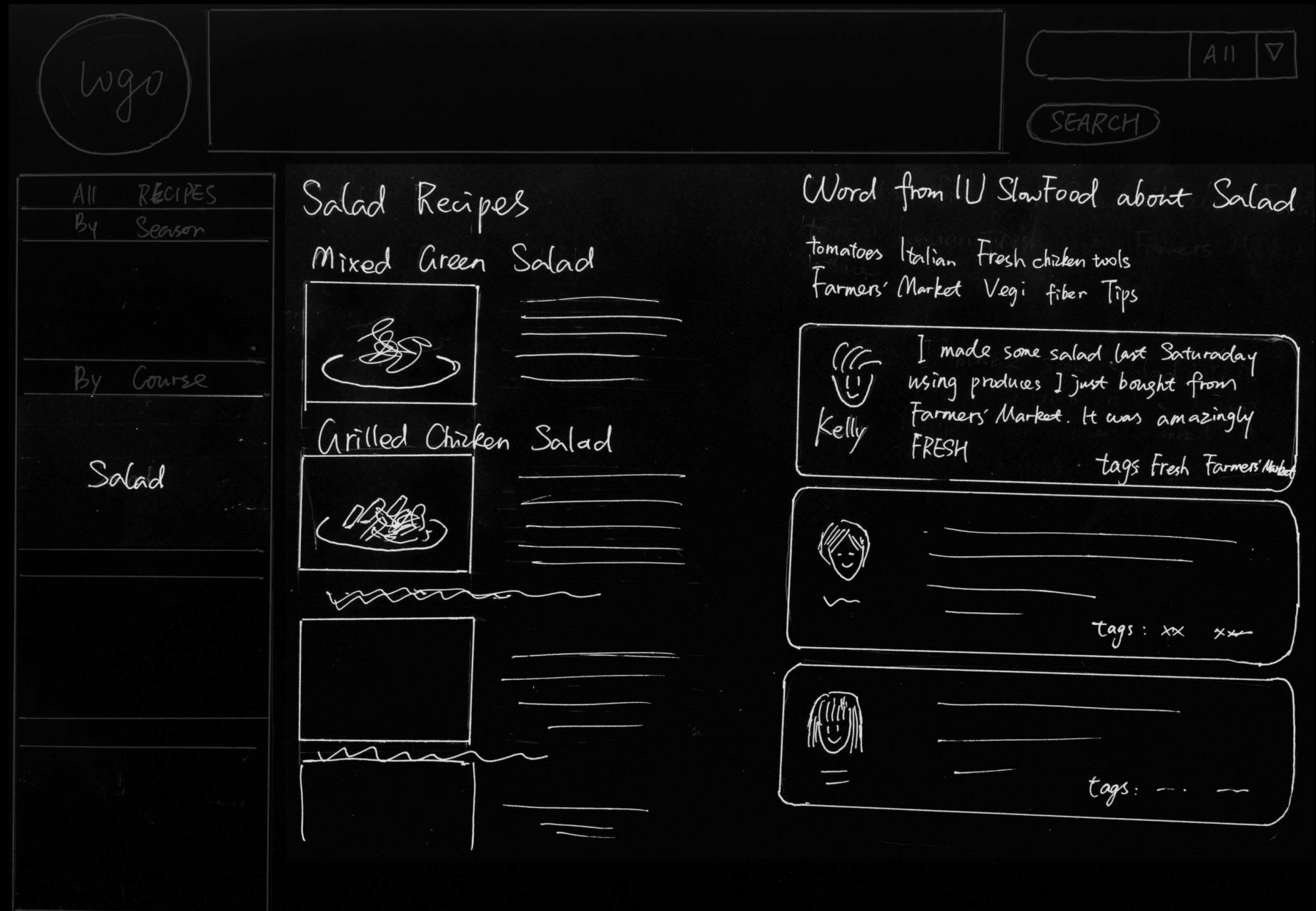
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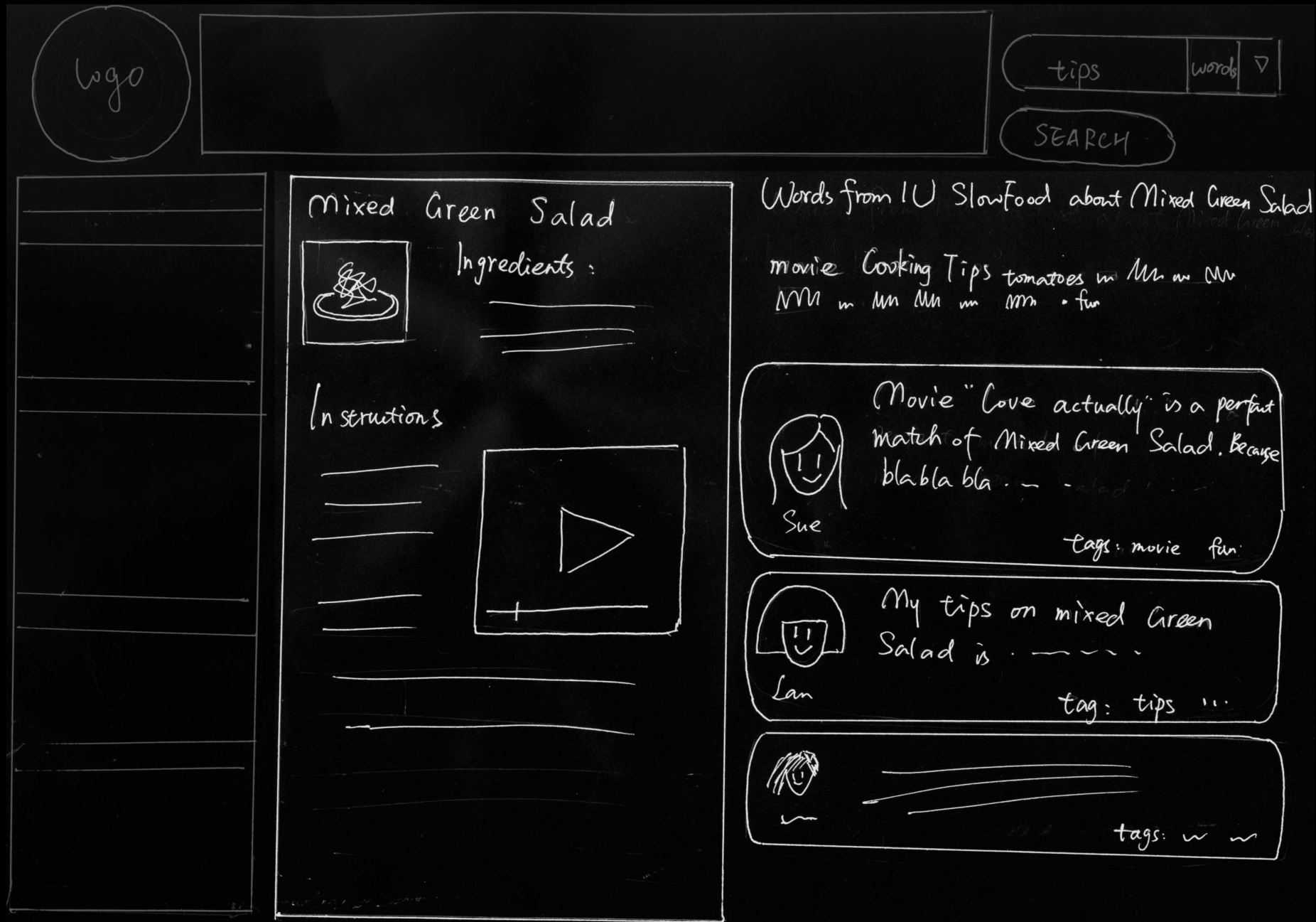
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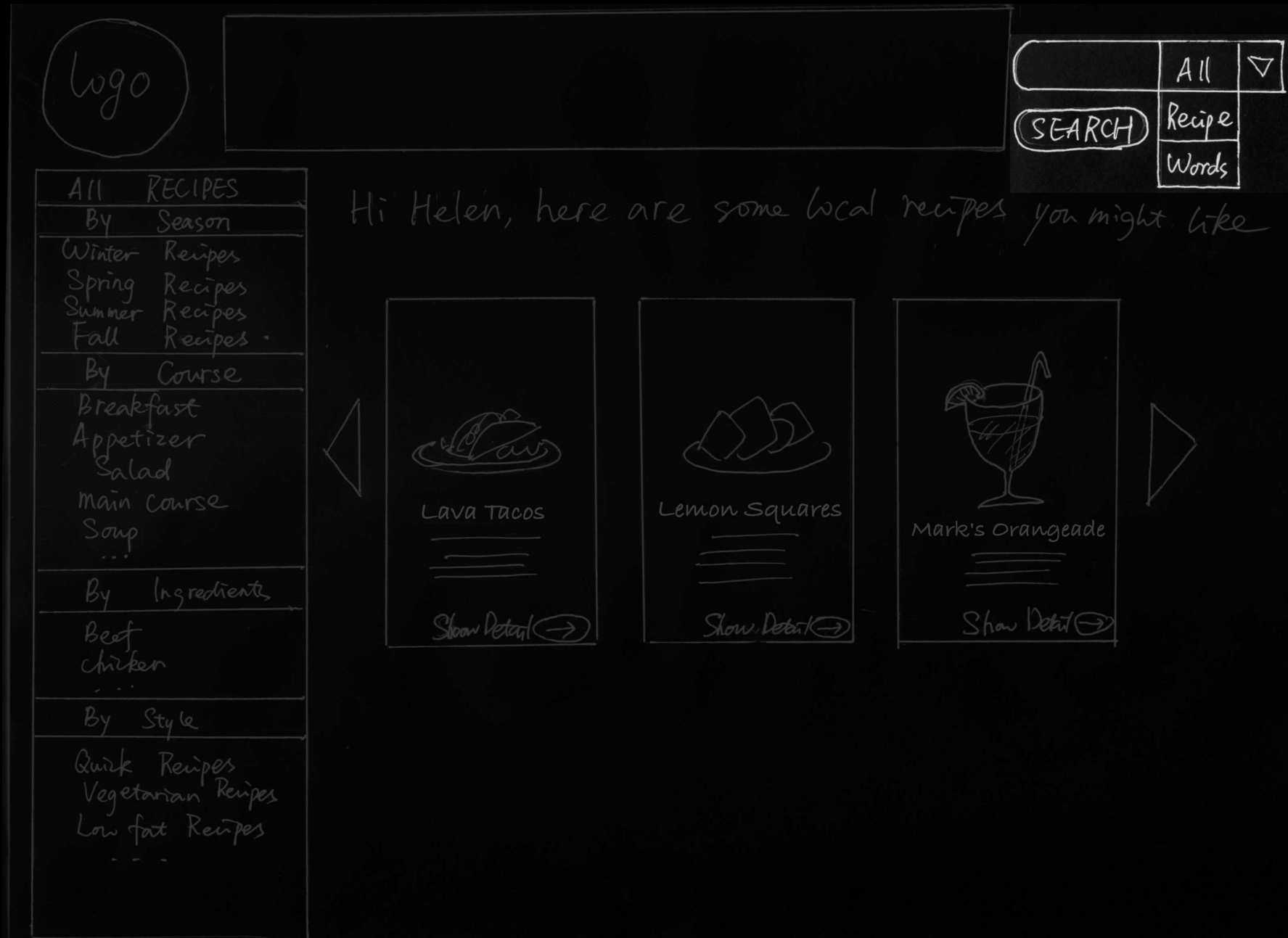
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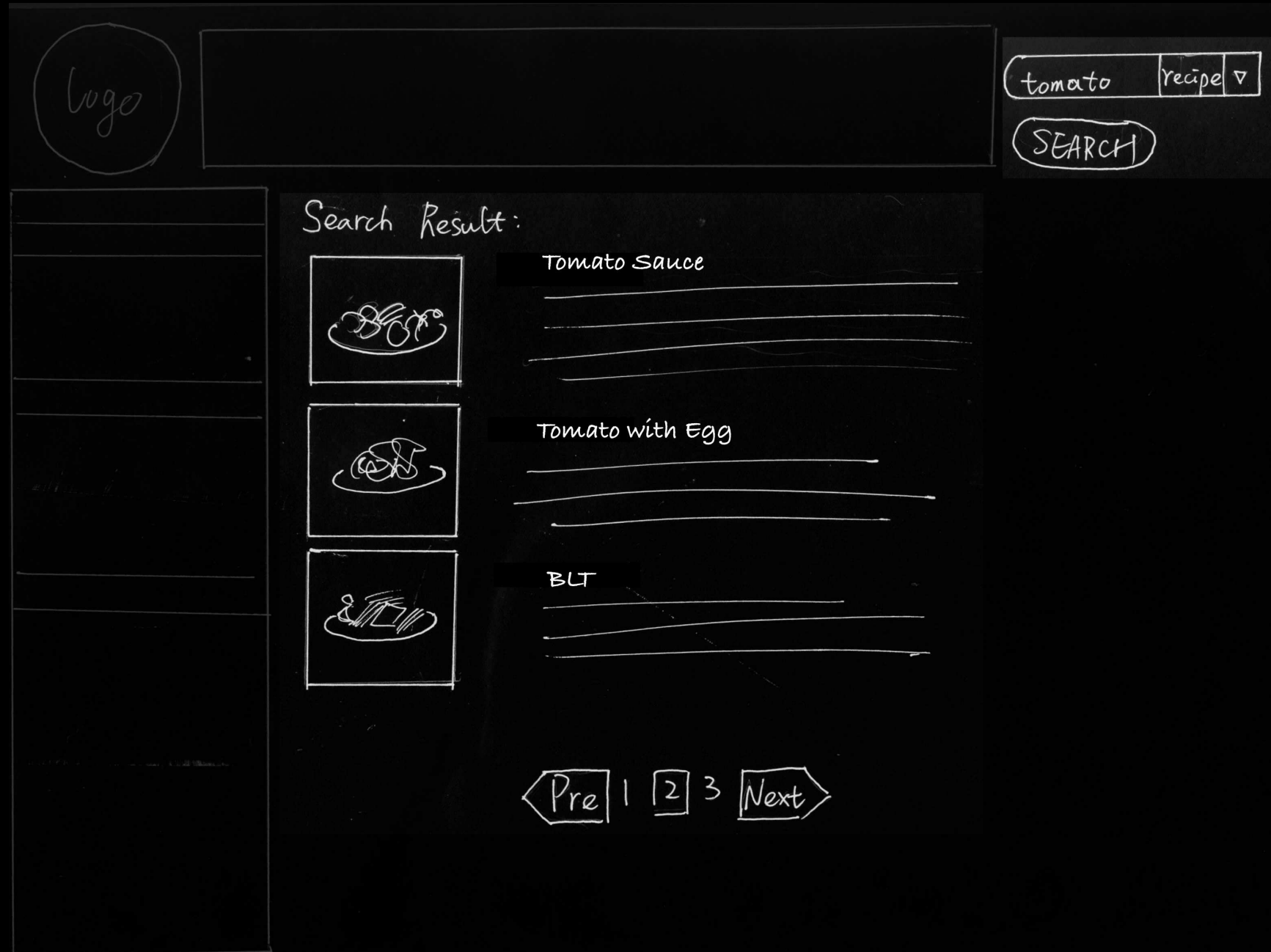
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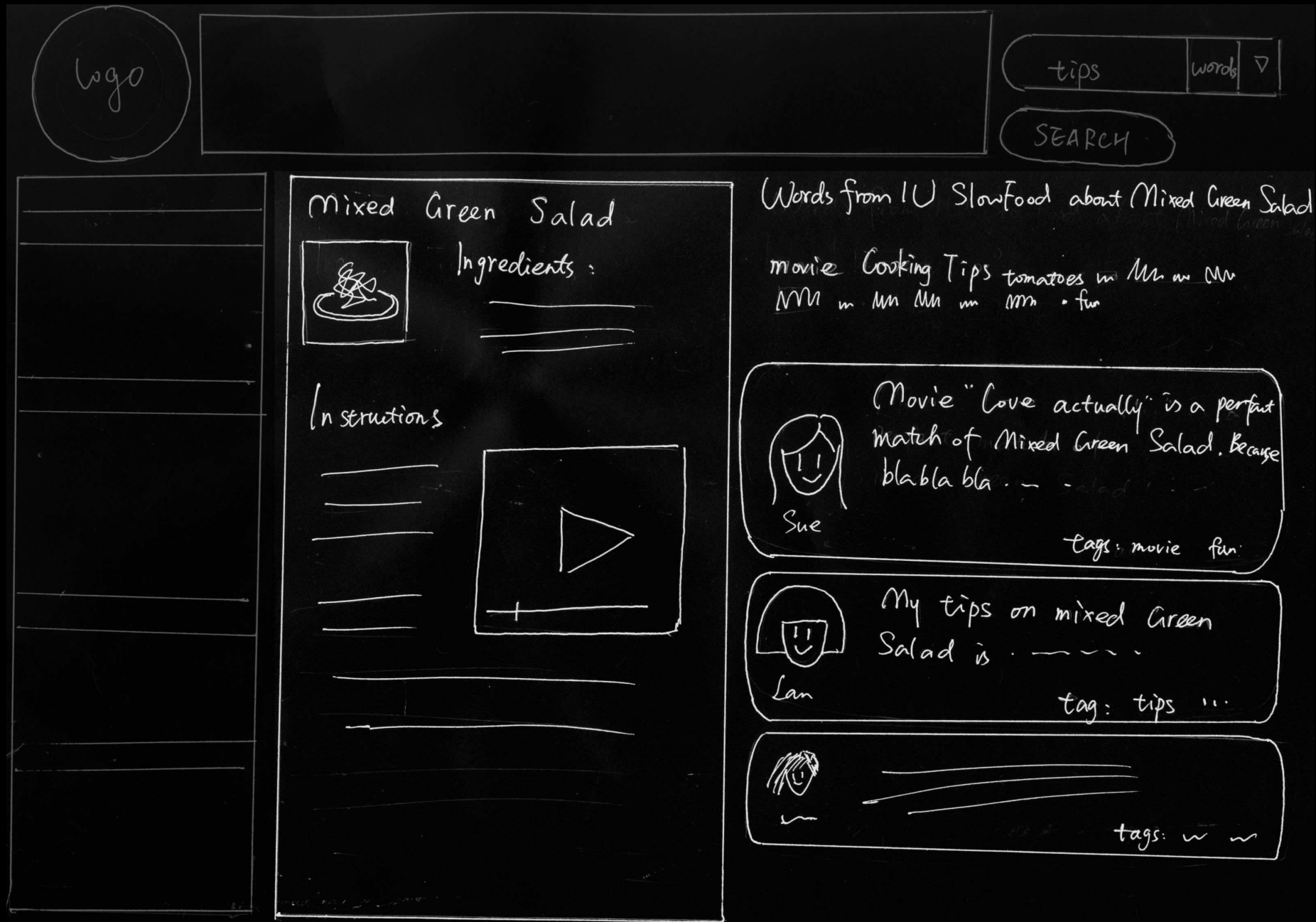
Prototype



Prototype



Prototype



Strategies

Enterprise Level

Technology Level

Social Value

Thank You!

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Future Considerations

User Profiles

Logging In

IU Slow Food Maintenance