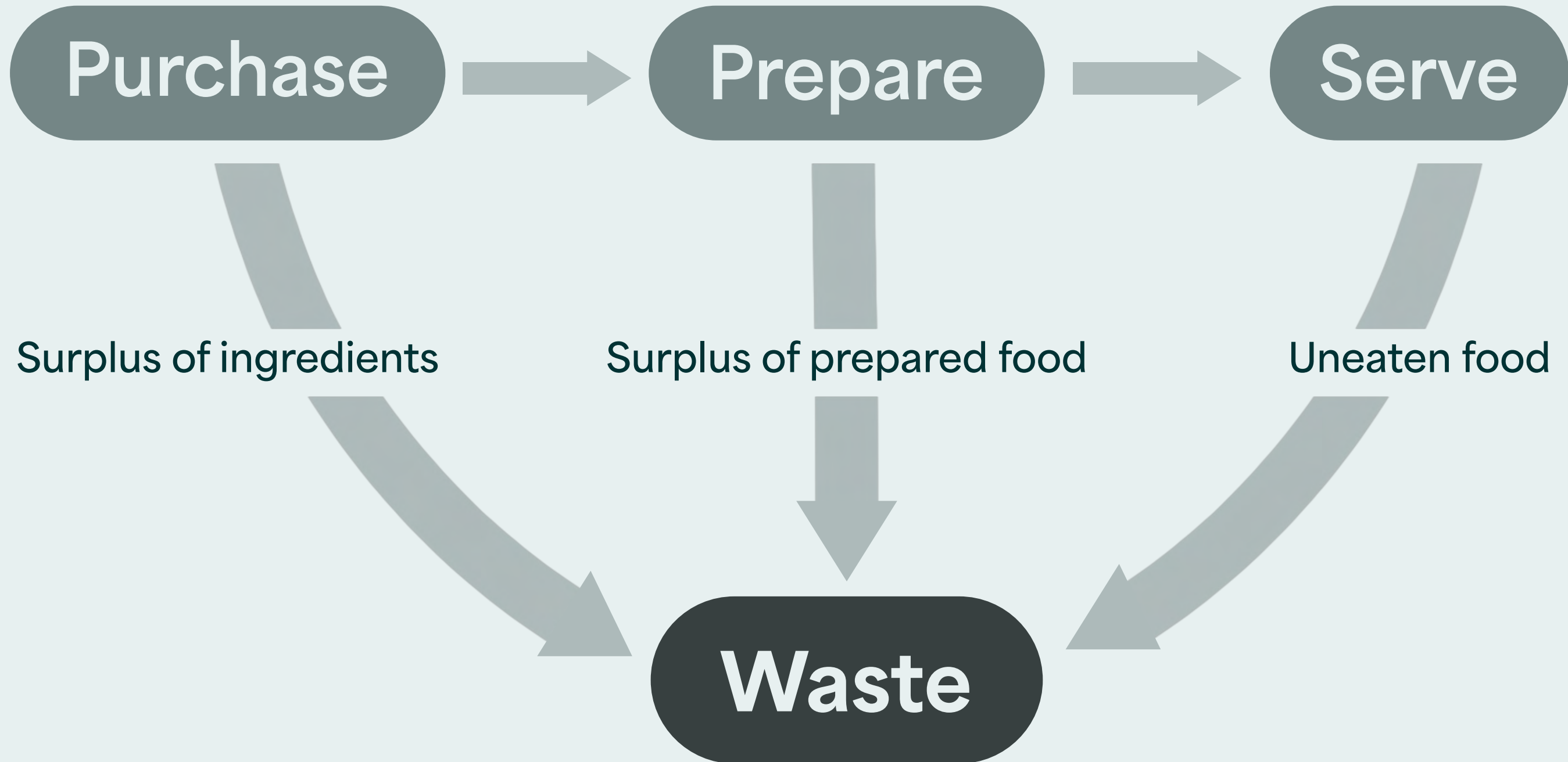




Rubbermaid

Restaurant waste management.
Giving the trash can a voice.

Food waste = Financial waste



The Interview

What are you currently doing to avoid food waste?

“...keep data sheets that predict how much food we will need every day...”

Is there an area of waste that needs to be severely addressed?

“...food waste from dishes served to guests seems to be very unpredictable...”

How could you use help?

“...recognizing waste trends from consumers and adjusting our habits...”

If given the opportunity to save money by decreasing waste would you?

“YES”

Restaurant Statistics

On average, **1/2 pound** of food is wasted per meal in restaurants

On average, diners leave **17%** of their meals uneaten and **55%** of edible leftovers are left at the restaurant

US restaurants generate an estimated **22 billion pounds** of food waste each year



Meet Bree

...psst...she's my boss!

Inventory Manager at Bakersfield Tacos!

Needs:

- ...predicting/finding waste trends
- ...more accurate financial data
- ...tracking surplus of ingredients
- ...keep track of food uneaten by guests
- ...decreasing food (financial) waste!



How might we...

...give food waste feedback that mitigates financial spending?

...organize data more efficiently and clearly?

...create the habit of tracking customer waste?

...recognize waste trends in uneaten food?

...assess consumer eating habits and preference?

The Root



System Performances

1. Identify waste

2. Determine amount of waste

3. Organize food waste data

4. Deliver clear data and feedback

Ideation

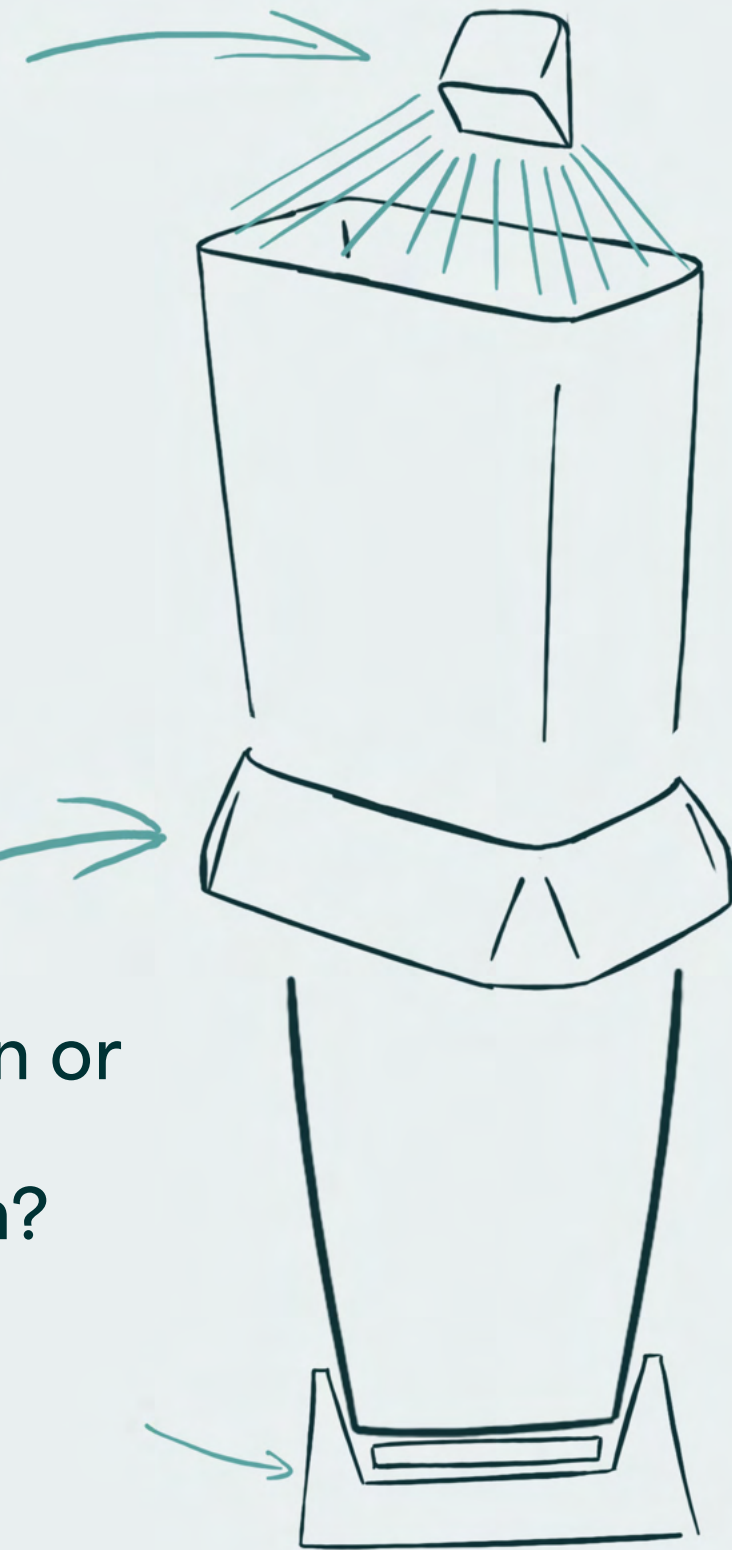
Identify waste

Measure waste

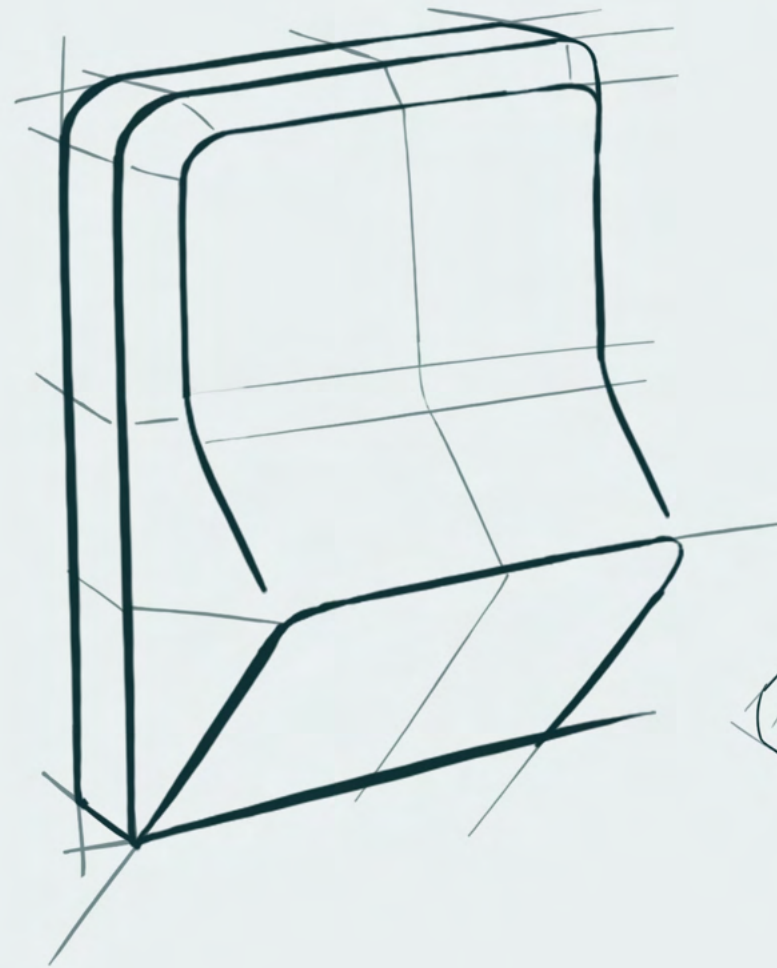
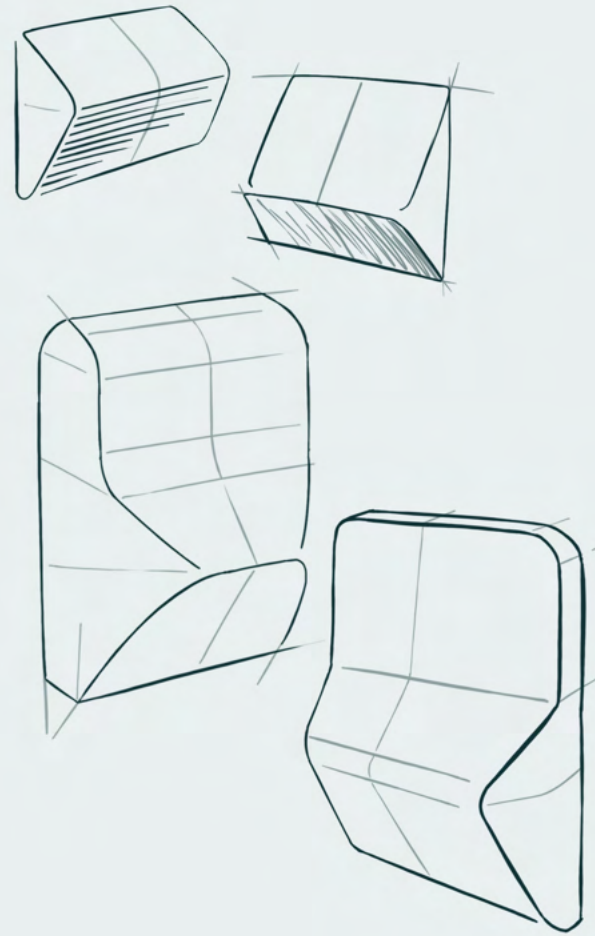
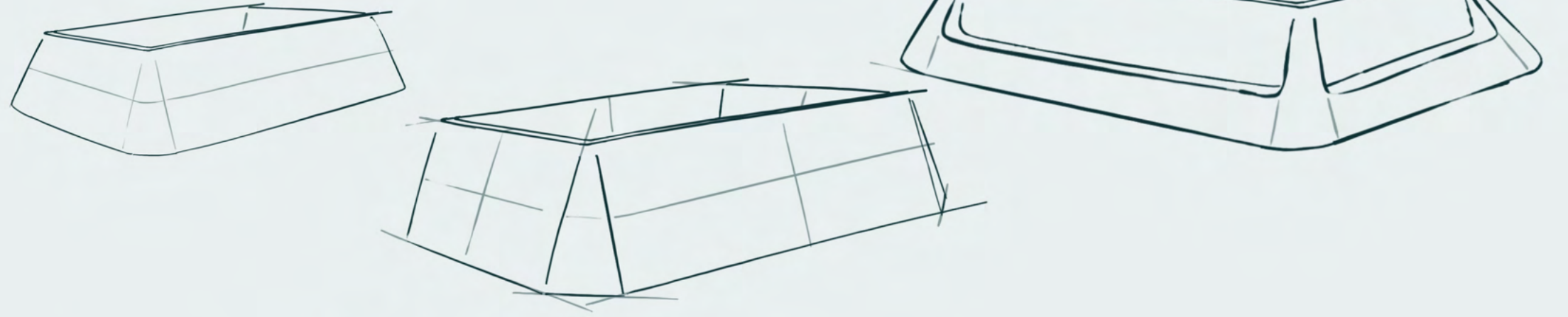


Sensor that takes pictures of waste

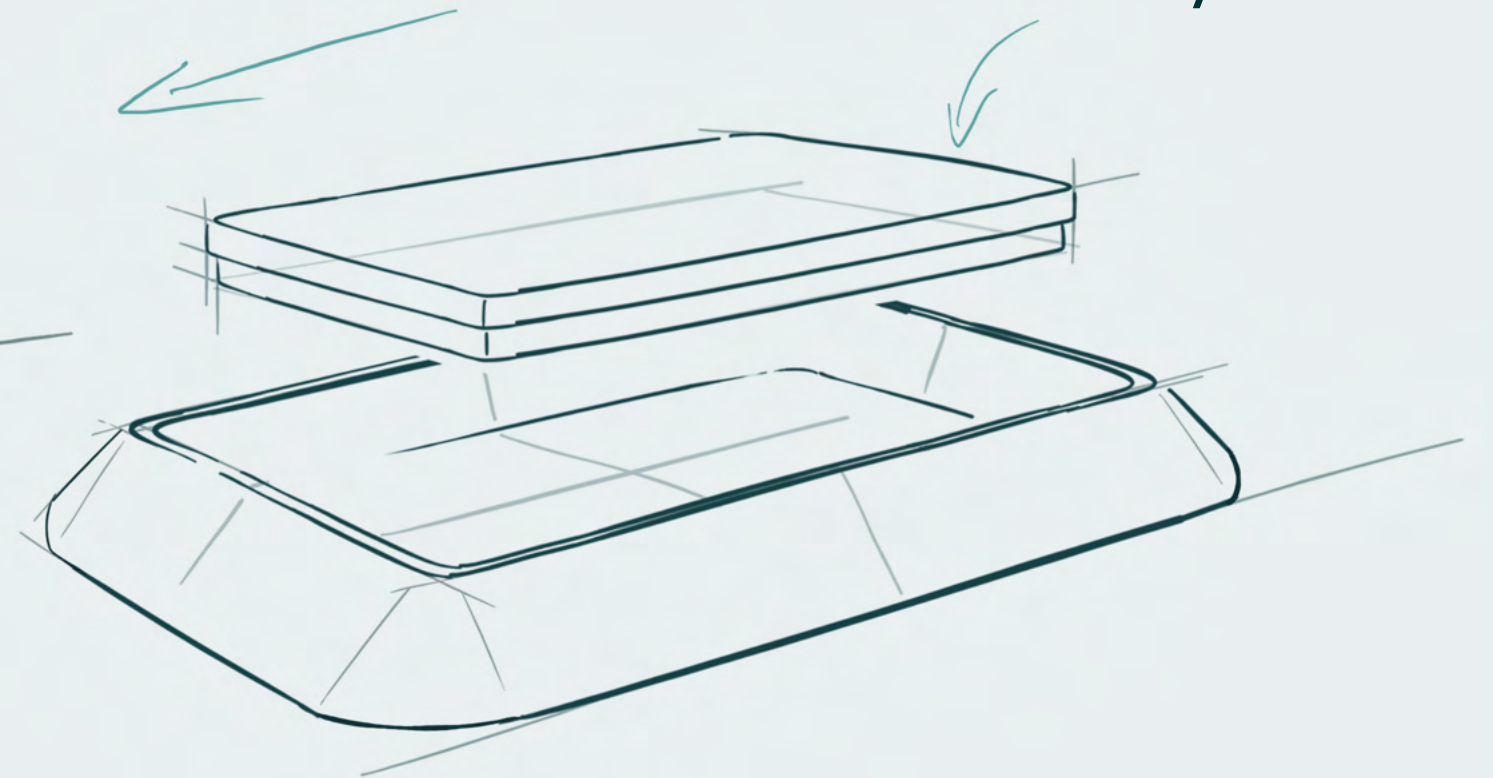
Scale either in or outside of bin?



Refinement



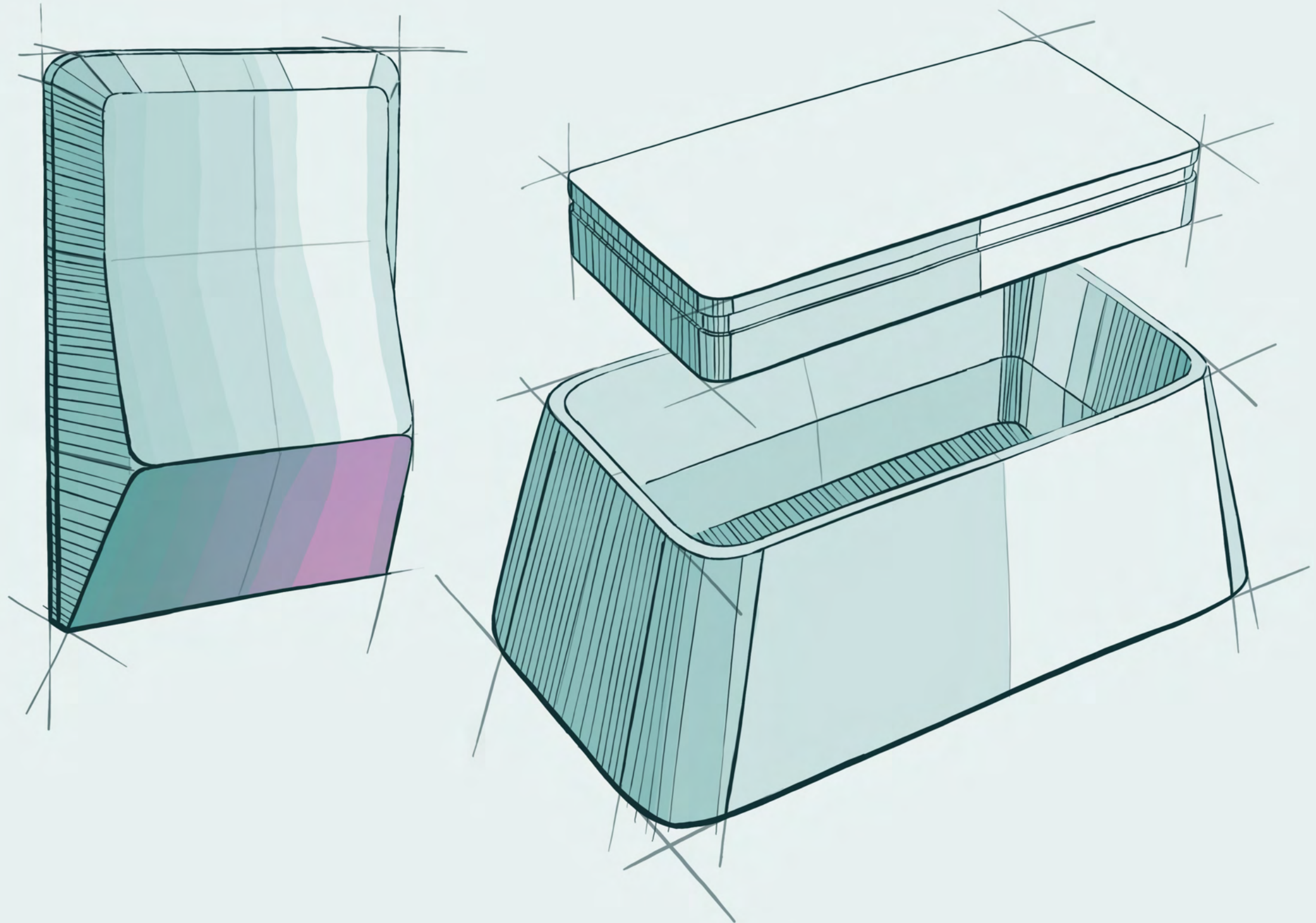
Sensor and scale system



Identify and Weigh

The camera determines what new waste was added to the bin using technology from the WECO "TomatoTek"

The scale measures the amount wasted



AI Support

Computer algorithm

analyzes the data

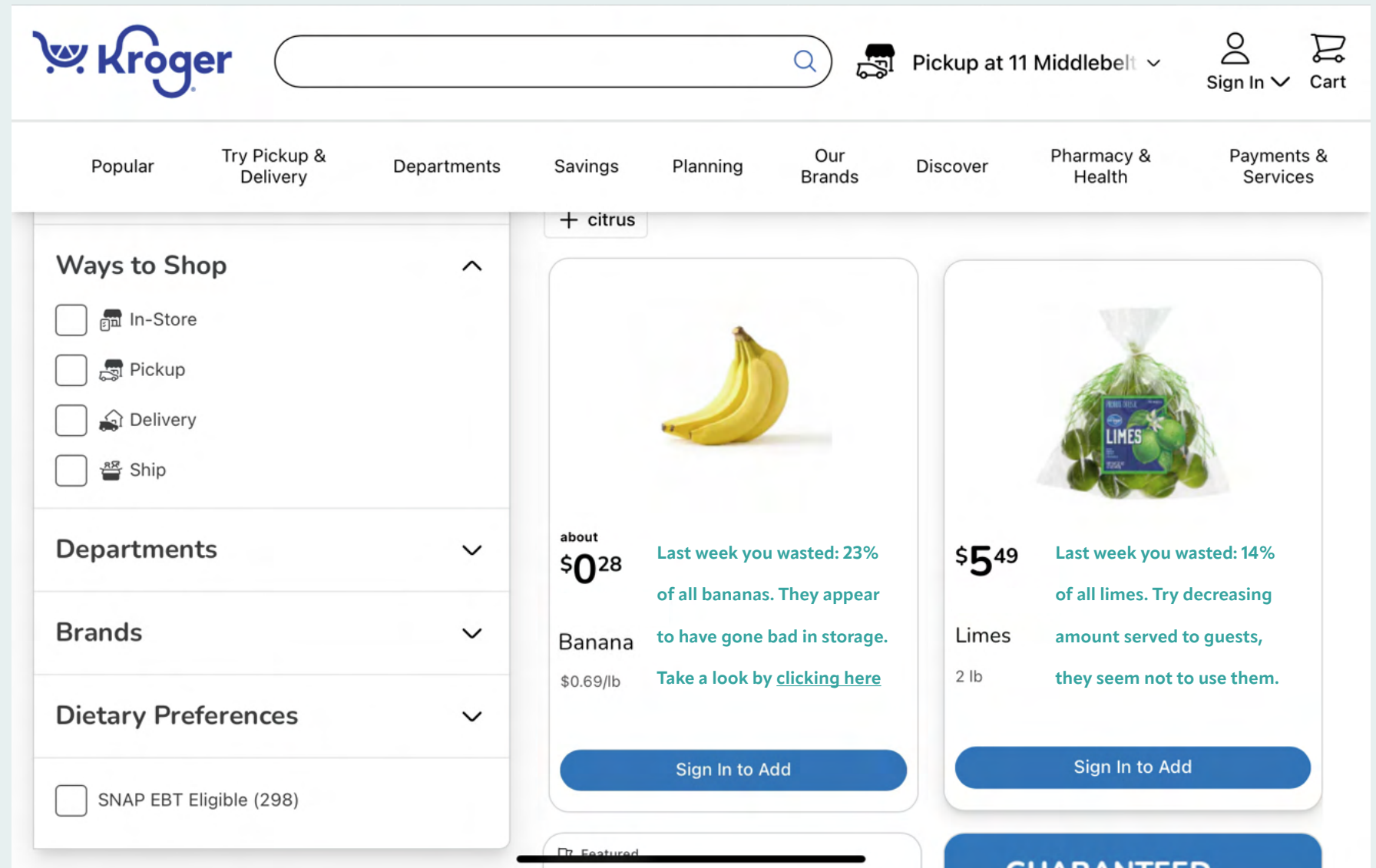
Passes data on to a UX/UI

application that updates

Inventory Managers while

ordering ingredients with

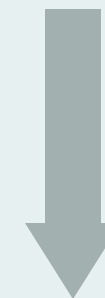
financial waste data trends



Why Rubbermaid?

Popular industrial container brand

Potential to improve brand image by
pioneering a new product category of
"conscious waste management"



product designed around the Rubbermaid Slim Jim

 Rubbermaid

