



**connecting people through food**

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## Presentation Overview

- Final Concept
  - Research
  - Process
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# Final Concept

< solving for food waste >



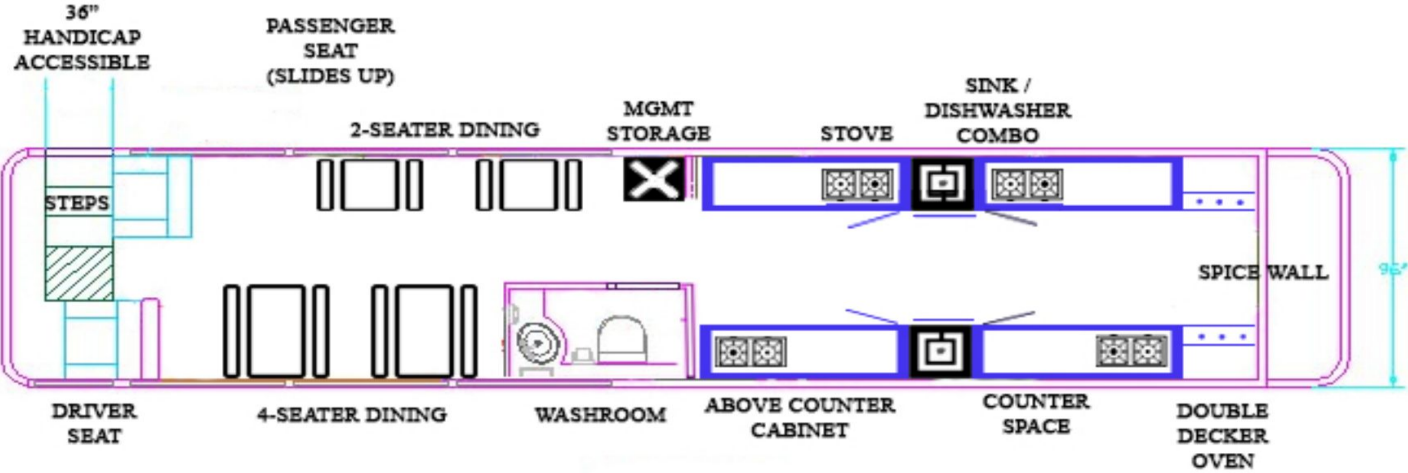
connecting people through food



- ★ The online platform opens showing the User location as a glowing blue dot  and the **kin·fare** mobile kitchen location represented  on a Google map of the surrounding area.
- ★ User taps the mobile kitchen of choice: nearby their office or en route to their home.
- ★ 1st time User is taken through meal preferences, which are saved for future visits.
- ★ The following page prompts User to choose their cook/dine time, up to an hour out, and the gender preferences of their cooking partner.
- ★ Completing the evening, the User can:
  - Save the meal recipe to My Cookbook
  - Be provided with a shopping list for the recipe
  - Opt to reconnect with their cooking partner for another **kin·fare** experience

SOLVING FOR FOOD WASTE IN URBAN CENTERS BY  
CONNECTING 2-4 PEOPLE  
THROUGH AN ONLINE PLATFORM,  
TO MEET-UP IN THEIR SHARED COMMUNITY,  
COOKING A MEAL AND EATING TOGETHER,  
IN THE SAFETY & COMFORT OF THE  
KIN·FARE MOBILE KITCHEN.

# kin·fare Mobile Kitchen



SCALE: 1/4"-1'-0"

# Kin•fare Mood Board



# Hard Choices: Project Name

I want to make a case for the name kin-fare.

Mark says that all our design decisions need to be bulletproof, which means that we need to back everything up with reasoning and supporting evidence. I would say that the same holds true for the name of our project—it is a design decision in itself, and needs the same rigorous attention and rationalizing applied to it. As such, we need to justify why we chose the name we did, and I believe that we have very compelling reasons to use the name kin-fare.

First, the two words that make up kin-fare have significant meaning and relevance to our service. Nicco described it well when he said that our service *brings people together*. He hit upon the word "connection" while we were brainstorming, and that really struck a note with us. We soon landed on "kin": family, friends, or someone or something of the same kind. Indeed, the word encompasses community, camaraderie, and connection—all things we want our service to embody and encourage. We want to be with and bond with people who care about the same things we do: cooking, health, taking care of yourself, mindfulness, personal responsibility, self-reliance, personal development, relationships, minimizing waste (food & otherwise), treating the Earth better.

We're mostly on the same page about "fare", but I want to dig into the meaning a little more. It means a) food, obviously, and b) something offered to the public for entertainment/enjoyment/consumption (e.g., literary fare). Fare also is a verb, meaning c) to experience good/bad luck or treatment ("their final design project fared well with Mark"), d) to travel, and e) to eat.

When we combine kin and fare into "kin-fare," as if they were one word/phrase, we get concepts like:

- family, friendship & food
- meals made with love and care, offered up to people you care about
- mobile communities
- mobile food (the cooking and eating thereof)
- people's lives and wellbeings are intertwined and bound up together

And to elaborate on that last idea:

- If we do well, if we succeed, it will be because we did it together and success has happened for each and every one of us; otherwise, none of us has truly achieved success
- "My humanity is bound up in yours, for we can only be human together." --Archbishop Desmond Tutu, Nobel Peace Prize Winner
- "[I]f you have come because your liberation is bound up with mine, then let us work together." --Lilla Watson, artist, activist and academic

Also note that the aesthetic style of "kin-fare" is intentional and meaningful: It is written in lowercase, with a dot in between the two words, just like you would find for a word in a dictionary.

"kin-fare: people connected by food"

(Alternate tagline/subtitles(?): "bringing people together through food" or "people connected through food".)

Indeed, the full name, "kin-fare," describes what are our two main objectives: connecting with people, and food (cooking).

Table Fare, on the other hand, does not have these sorts of connotations. To be clear, the name doesn't necessarily need to have this meaning. More importantly, though, at least in the current context, it has a less relevant meaning: food at the table.

It could be argued that there exists another relevant meaning, and that would be: Customers pay a fare to rent a table (wherein you'd have to also make the argument that "table" convey that sentiment over the ones described about kin-fare). But prioritizing the fact that you are paying a fee to use the service seems uninspired and unappealing. The name is about meeting people or learning to cook. At best, we can toss back in the meaning of food as fare, but we're still left with something pretty bland.

Earlier, Nicco argued in favor of the word "table," saying that it's where people come together to eat. That is true, but lots of things happen at tables, not just eating: surgeries, meetings, etc. "Table" on its own, therefore, doesn't necessarily imply any sense of togetherness or community.

"Table Fare" could mean any number of things related to food, including a delivery service, or another meal kit service. It could be argued that having a generic, broad name would be more flexible, but because I think kin-fare also flexible enough to handle future developments.

Slightly aside, I want to note that there is no justification for writing "Table Fare" with any symbol in the middle (e.g., Table/Fare, table-fare). Quite simply, "fare" = "table fare." So, such, you don't get any added meaning by taking the two phrases uniquely. Whereas, "kin-fare" does not mean simply "kin," and neither of which means, on their own, "fare."

Therefore, the only justified and aesthetically pleasing names are:

- Table Fare
- table fare
- tablefare

Another major issue is that there is already another food app/website, out in the wild, which is too close for comfort to Table Fare. That app/business is Open Table.

The full name,  
*kin·fare*,  
describes our two  
main objectives:  
bringing people  
together, and  
(cooking) food.



## kin·fare Design Criteria

- **Customizable**
  - Mobile
  - Portion size
- **Accessible price point** ~\$18/meal
- **Healthy** Non-processed, organic ingredients; vegetarian options
- **Social Component** Cook with a friend, new or old
- **Time-efficient** Socializing while cooking & eating, leftovers possible
- **Educational** Users learn how to cook

## Future Pathways

- Expand the variety of meal preferences
- Meal kits
- Brick and mortar cooking classes
- In-store QR code recipe generator
- Compost catch
- Building community
- Cook five meals and get one with a partner free!
- Pop-up kitchens in smaller cities such as Portland, ME and Burlington, VT

# Research

## Starting Point: How to preserve food & lesson food waste?

- Urban composting
- Portions sold by grocery store
- Consumer goods & services
- What is my thought process in the grocery store?
- What do I do when I come home with groceries?
- Good intentions to cook & eat well, but no follow through

## Initial Problem Statement

Urban dwellers with active lifestyles want a better way to manage food waste.

## Secondary Research

- Existing solutions
  - Practical tips for reducing food waste
  - Zero-waste system
  - Food subscription services & meal kits (e.g., Blue Apron, Hello Fresh)
  - Cooking classes (\$75+/class)
  - Reusable food storage products
- Trends
  - Health & wellness
  - Eco-awareness



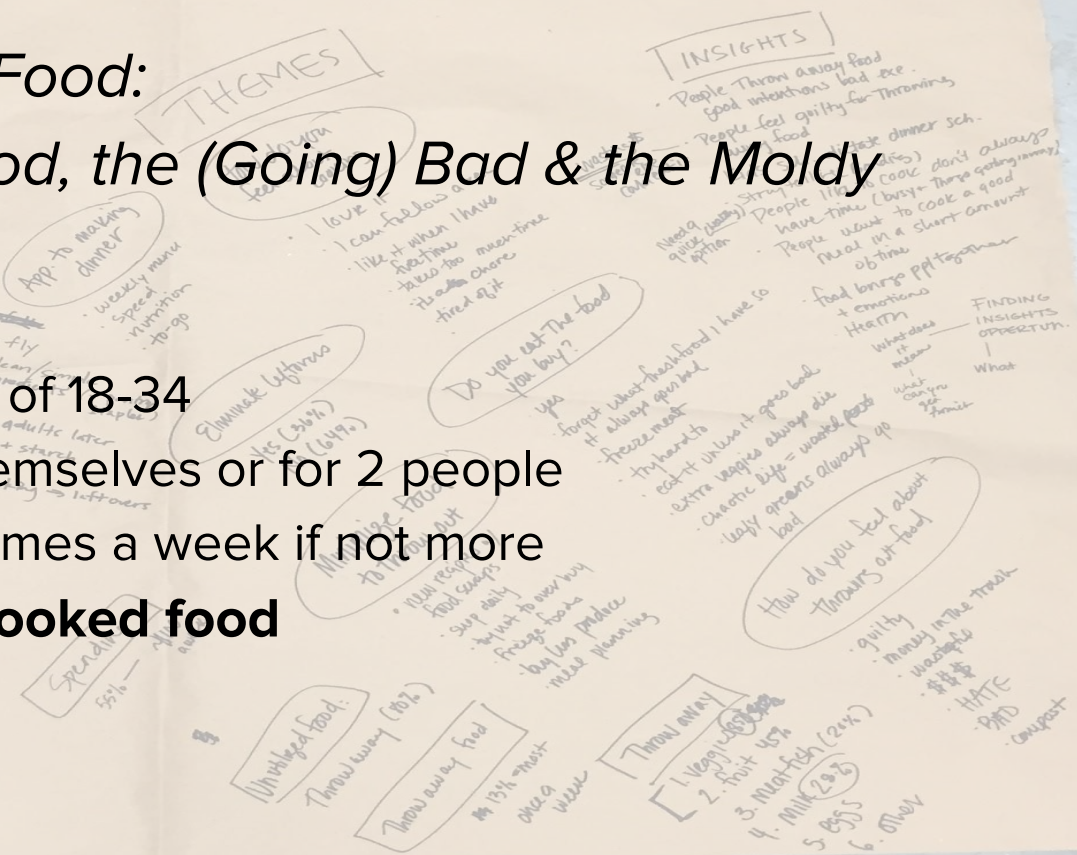
# Primary Research

- Interviews
- Survey: *How You Do Food:*

## *An Inquiry Into the Good, the (Going) Bad & the Moldy*

- 58 responses
- 73% female
- 61% between the ages of 18-34
- 72% shop for either themselves or for 2 people
- 81% cook at least 3-4 times a week if not more
- **67% throw away uncooked food**

- \* Working toward *minimal waste*
- Buying in bulk
- Sourcing locally
- Uncertainty in when food goes bad
- Supermarkets = waste
- Buy little, shop often
- Childhood family value: clean your plate
- Loving leftovers
- Disgust at food waste in the US
- Listen to your body re: satisfaction
- Simple, clean, fresh ingredients
- Interested in food subscription service
- DIY stock from scraps
- Freeze steams & soups



## Primary Research Pull Quotes

*I wish I had more people, more friends to eat with.*

I feel best when I eat clean.

Way too tired to think up a meal and cook it.

**[Guilt]**

I always forget what fresh food I have in the fridge, and it ends up going bad.

**Dinner time is family time.**

I LOVE the weekends when I travel to my family. We cook a big meal together, and my heart just feels *whole*.



## Persona: Meet Caitlin

- Mid-twenties to late-thirties
- Urban dweller
- Bustling lifestyle
- Not much time to cook & eat (30 min - 1 hr)
- Spends ~\$100/week on food
- Enjoys eating with jovial friends, eager to meet new people in Boston



## Refined Problem Statement

~~Urban dwellers with active lifestyles want & need a better way to manage food waste.~~

Urban dwellers with bustling lifestyles want a social, cost-effective way to expand their cooking repertoires and reduce food waste.

# Process

## Concept Generation: The Final Five

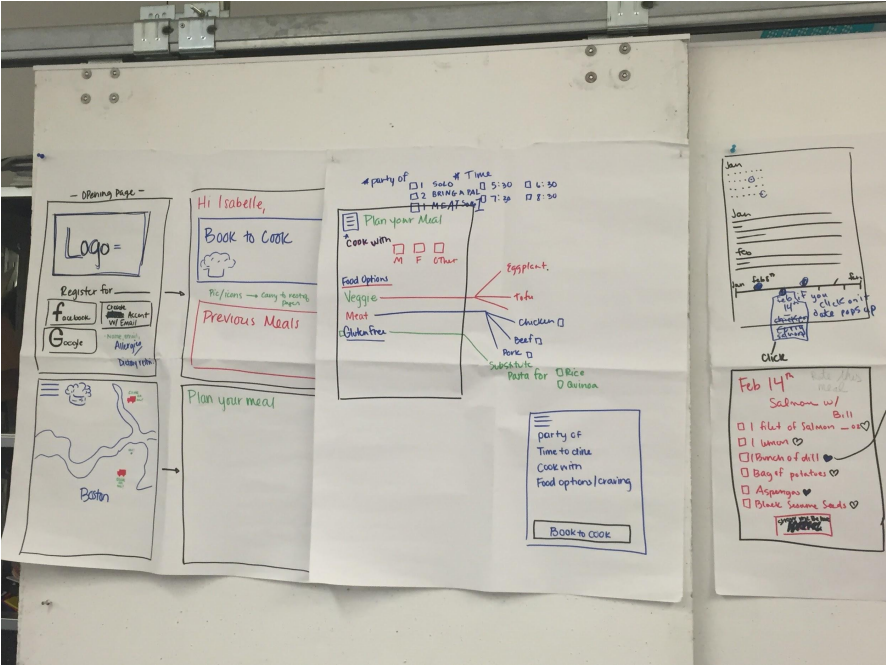
- QR code receipt scanner & recipe app
- Mobile kitchen
- Makerspace-esque, community kitchen
- Single-portion meal kit + compost
- Kitchen in grocery store

# Concept Development





# Prototyping



Thank you for joining the  
**kin•fare** presentation!

We invite you to take a recipe home.