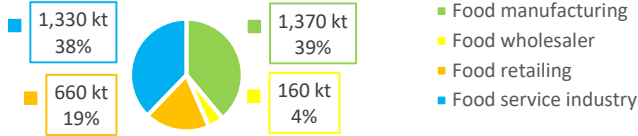# Reduce Food Loss via Marked down Food "Otsutomehin"
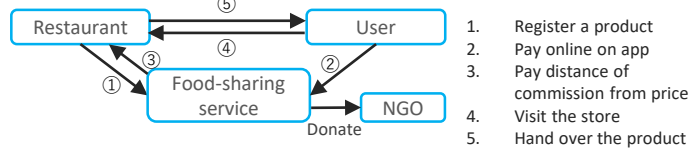
W201904 Kanazawa University Senior High School: Haruto Konishi

Introduction

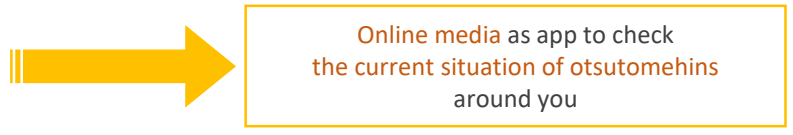Food waste from business in Japan in 2016: 3,520 kt

1,330 kt 38%
660 kt 19%
1,370 kt 39%
160 kt 4%

- ■ Food manufacturing
- ■ Food wholesaler
- ■ Food retailing
- ■ Food service industry

Example of food-sharing service in Japan (for food service industry)

Restaurant ⑤ User
③ ④
① Food-sharing service ②
Donate → NGO

1. Register a product
2. Pay online on app
3. Pay distance of commission from price
4. Visit the store
5. Hand over the product

Purpose and Proposal

- Make a different type of food-sharing service
- Reduce food loss in terms of food retailing
- Let customers of supermarkets know what otsutomehins are sold now whenever and wherever

Online media as app to check the current situation of otsutomehins around you

Details

10:45 Home

Otsumart Korinbo Store   3   4 12s
1
2
5
お買得品
メロンパン 44円
MELON PAN

4 remaining   6
7   8   9   10

Green's Food Musashi Store   5m

11   12   13   14

Image of the screen of the app (for illustrative purposes only)

Description

Post Content
1. User's icon
2. Store's icon
3. Store name
4. Posting time
5. Picture of product
6. Number of product
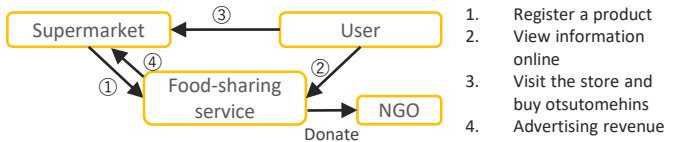7. Comment (private)
8. Bookmark
9. Like (fed back)
10. Share

Screen Transition
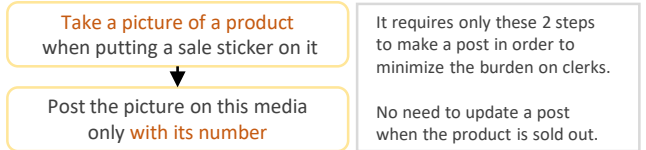11. Followees' timeline
12. Local timeline
13. Search
14. Notification

Procedure

System Chart

Supermarket ③ User
④ ①
Food-sharing service ②
Donate → NGO

1. Register a product
2. View information online
3. Visit the store and buy otsutomehins
4. Advertising revenue

Post (for stores) : Steps for Post

Take a picture of a product when putting a sale sticker on it
↓
Post the picture on this media only with its number

It requires only these 2 steps to make a post in order to minimize the burden on clerks.

No need to update a post when the product is sold out.

View (for users) : What Users Can Do

- View posts of their local stores on a timeline
- Follow a store to display its posts on another timeline
- Bookmark and like a post
- Search for a store
- Receive notification and advertisement

Users can view a post, but cannot pay for the food online in order not to make a double-booking.

They have to visit a store actually to buy an otsutomehin, which prompts them to buy other merchandise.

Conclusion

Features
The users can get the latest information of otsutomehin at a glance.
Thanks to the user interface, they can utilize this media easily in their spare time or side by side.
Implementing this media hardly interferes the business of the participating stores due to the additional workload.

Future Tasks
We still have to try to realize sold-out notification, such as by using POS system.
Additionally, we are considering adopting OCR to search for a post by product name or price range.

References

Graph in the Introduction from: http://www.maff.go.jp/j/shokusan/recycle/syoku_loss/161227_4.html
Pictures in posts in the Details from: https://ameblo.jp/7wpinkw1/entry-12277295758.html
https://ameblo.jp/popo4977/entry-12439754871.html
Comment icon in the Details: https://iconfinder.com/icons/1737374/
Thumbs up icon in the Details: https://iconfinder.com/icons/4634381/
Pin icon in the Details: https://iconfinder.com/icons/115718/