



AdvaFood

Sustainable Lifestyle and Food App

Brief

Client

Our client, Olam International, is one of the largest global agribusiness companies.

Task

Drive sustainable lifestyle by building awareness and adoption of Adva – sustainable lifestyle app.

Background

Adva means “ripple” in Hebrew - big changes starts small. Adva is a lifestyle app that enables users to track, reduce and offset their carbon impact in small yet impactful ways. Going beyond a carbon footprint calculator, Adva is equipped to capture behavioural insights to personalize a carbon reduction plan for users. Users can build a virtual planet and witness their daily activities influence it in real time.

The app is in an early stage. It uses manual data entry for footprint calculation and has limited features. The development team is looking for ideas to simplify the use of app and make it more engaging to drive adoption and actionability.

Pain Points



Manual data collection results in sub-optimal user experience



Lack of gamification results in low adoption and engagement of users



Limited selection of extrinsic rewards resulting in low motivation for users



Limited ecosystem partnerships results in low utility of sustainability rewards

Executive Summary

Situation

Our client wants to raise the awareness level of sustainable lifestyle. So, how does an app help its users live a sustainable life?

Recommendation

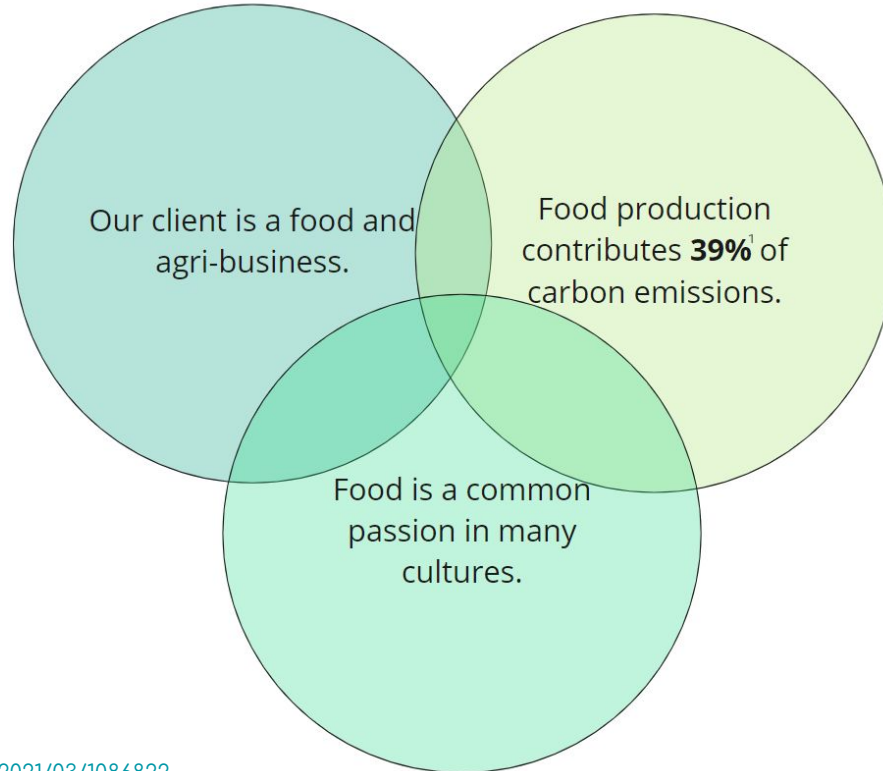
AdvaFood is an API of Adva which focuses on improving food and lifestyle sustainability.

1. [The Mindful Market](#) - A surplus food trading community.
2. [ShopWithU](#) - The sustainable grocery shopping companion.
3. [AdvaFood Journal](#) - Information central for sustainable food and lifestyle choices.

Impact

1. Increase weekly active users.
2. Increase retention rate.

Why Food?



1. UN - <https://news.un.org/en/story/2021/03/1086822>

What We Heard From Our Users

Not aware that food choices contribute significantly to carbon emissions

The desire to live sustainably

The desire to see the tangible impact of sustainable food choices

Motivated by knowledge, reminders and accountability

"Not sure about the sources of carbon from my life"

Timothy Ong

"Ok to sacrifice a bit for the environment"

Sharifah Nadia

"Ice caps melting and polar bears dying"

Rek Teo

"Easier to do if someone is doing with you"

Weishan

How might we help drive Adva's
users towards living a
sustainable lifestyle?

Meet Charles Kyen



Aged 30

Accountant

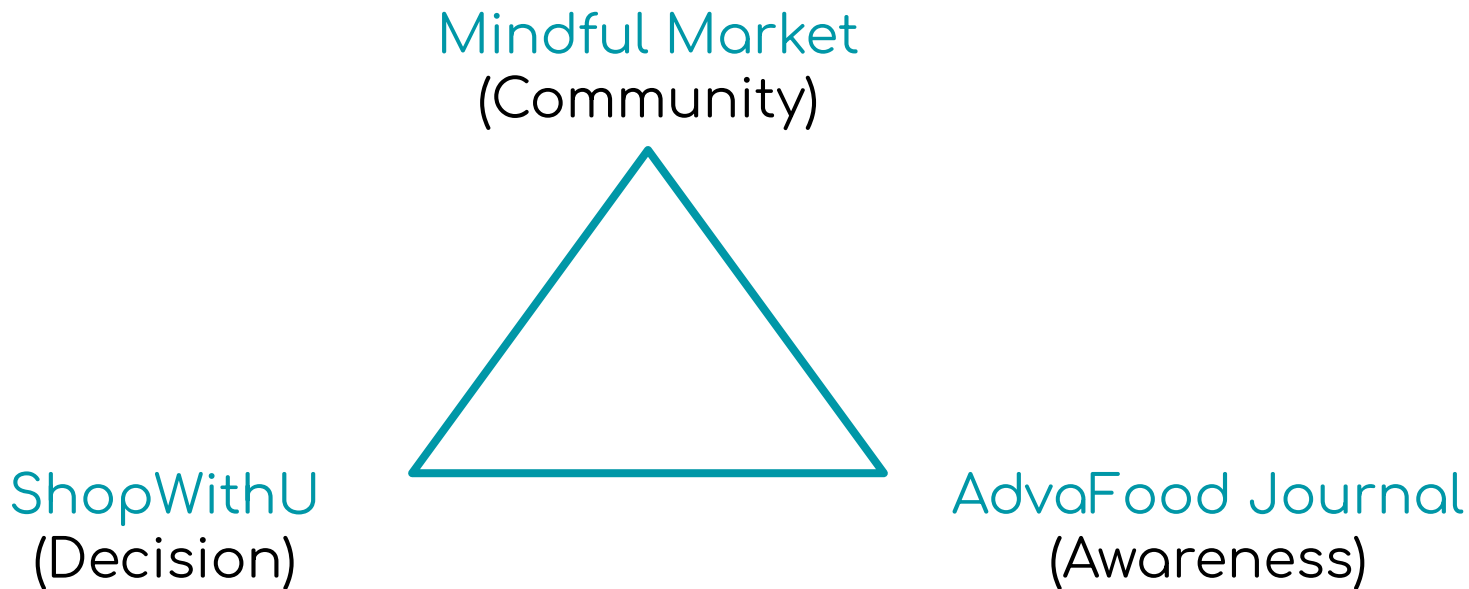
Single

Tech Savvy

Cyclist, foodie and Social Media junkie

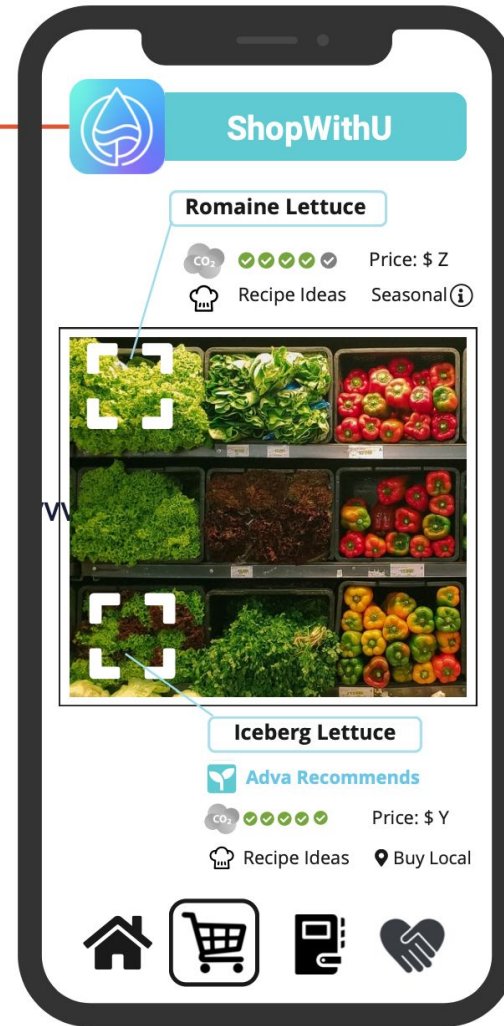
AdvaFood

AdvaFood is an API of the Adva core app focused on improving adoption of a sustainable food lifestyle.



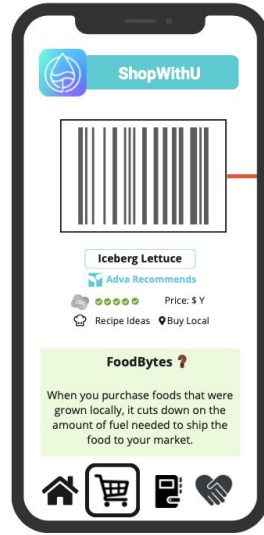
Charles is at the supermarket for his weekly grocery shopping.

He scans the items and AdvaFood provides information on food sustainability to aid in his decision-making process.

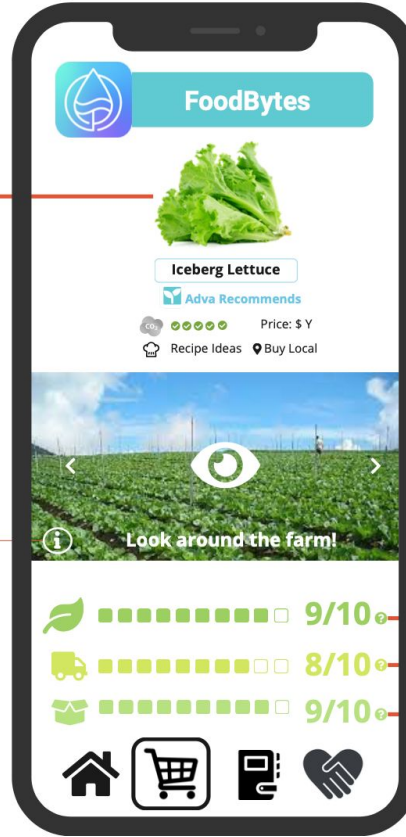


Charles wants to find out more about the product.

He then scans the barcode of the item.



Grown locally, Lim Pte Ltd farm has been growing fresh Iceberg Lettuce since 1990. The farm use sustainable technologies such as solar power and composting to reduce carbon foot print.



Farming

Lim Pte Ltd generates 60% of it's power from solar energy and creates 30% of fertilizer used through composting.



Transportation

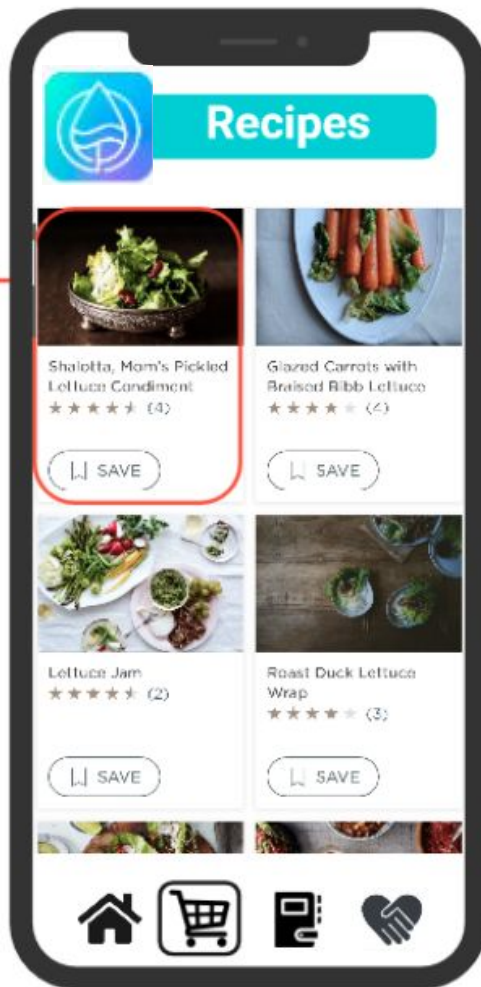
Lim Pte Ltd uses a dedicated standard logistics network to bring its product from farm to stores.



Packaging

Lim Pte Ltd sources packaging for vegetables using recycled bio-degradable plastic.

The **Recipes** feature encourages Charles to make sustainable choices.

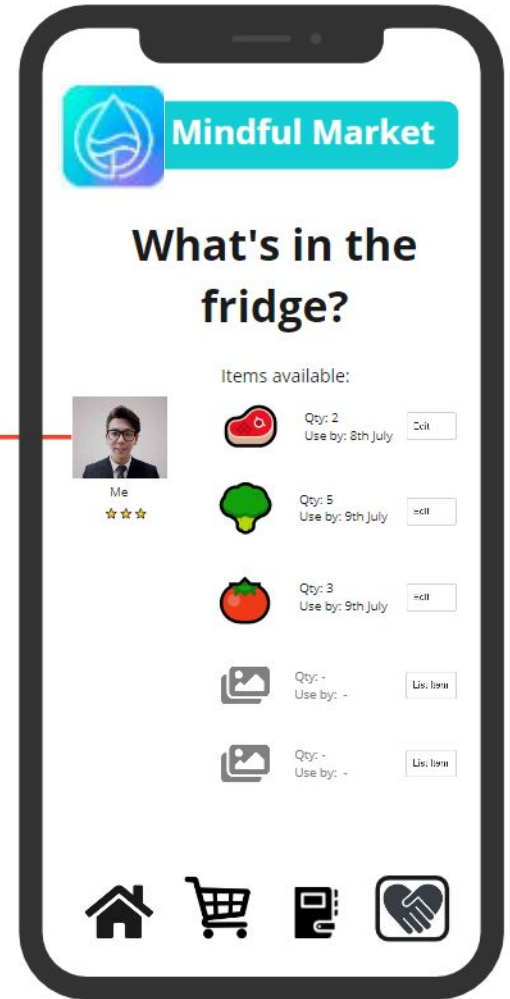
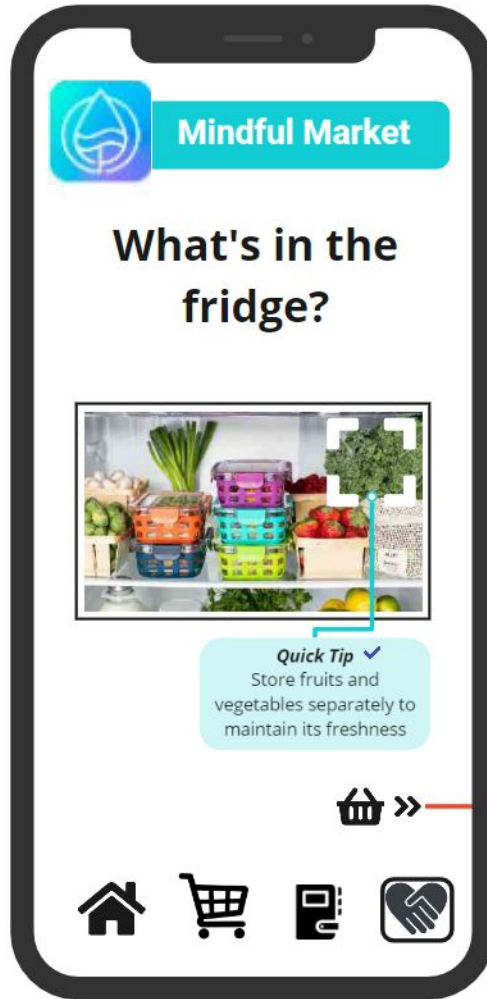


The AdvaFood Journal has the latest articles and trends on food sustainability that Charles can access whenever he needs.



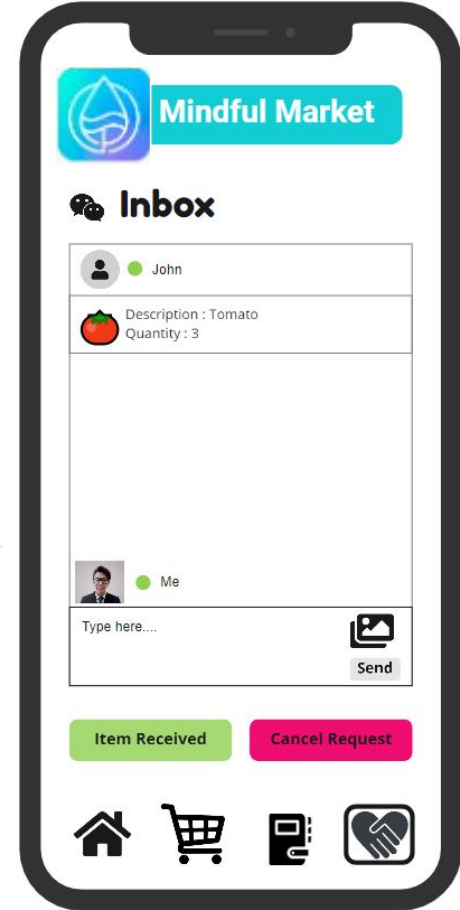
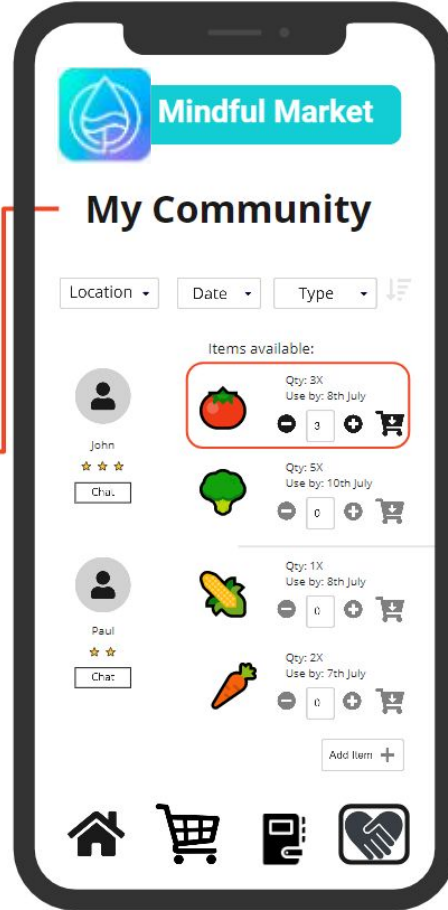
Charles scans an image of his fridge.

AdvaFood provides him with proper food storage pointers and helps him list out excess food items in his fridge.

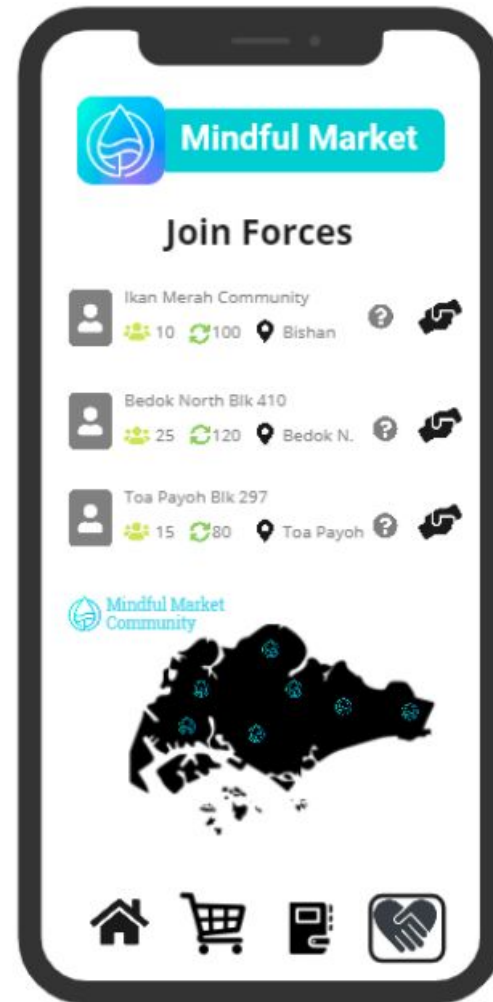


Charles lists the details of his excess food items to the Mindful Market platform.

He starts a chat with his community to look for a food trade.



Charles can also join forces with **other communities** in other parts of Singapore for food trading.



Concept Summary

What is the big idea?

To improve adoption of a sustainable lifestyle through fostering community, reducing food waste and food carbon footprint.

Who is it for?

Young professionals interested in adopting a sustainable lifestyle with the least effort possible.

Why might it fail?

1. Lack of participating partners.
2. Unable to engage consistently in real time and retain the user base.

How will we know that it's working?

1. Increase number of users.
2. Increase retention rate.

Delivery Road Map

Concept

Phase 1
(2 Weeks)

Prototype testing and validation with 20 users.

Development and Integration

Phase 2
(15 Weeks)

Build AdvaFood API in 3 weeks.

4 weeks testing of standalone API with 20 users.

4 weeks testing of standalone API with 50 users.

4 weeks testing of standalone API with 100 users.

Launching & Deployment

Phase 3
(12 Weeks)

Add AdvaFood API to Adva core app.

4 weeks testing of API with 50 users

4 weeks testing of API with 100 users

4 weeks testing of API with 200 users

Full Roll Out

Phase 4
(12 Weeks)

New Marketing push with \$5 grocery vouchers for the first 1,000 downloads to encourage new users.

Pop-up notifications to nudge users of Adva app to use AdvaFood API.

Establish the strategy for improved organic search visibility and installs, conversion optimization.

Localize website, social media marketing strategy and user acquisition strategy.



Thank You