

# Eco-Friendly Grocery Application

## 1. Group Members

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## 2. Who are the key direct stakeholders for your application? Why?

- **Health-conscious smart phone application-users** are key direct stakeholders because our app focuses on providing consumers with information about sustainable, organic, and eco-friendly food options. Those who are conscious of the quality of the food they put in their body and the money they put in their wallet would be very interested in this app.
- **Grocers are key direct stakeholders** because they are using the application to let app users know that their grocery store sells “eco-friendly” produce.
- **Farmers** are considered key direct stakeholders because they are the ones who grow and supply the produce or organic foods that are being marketed in the app.

## 3. Who are the key indirect stakeholders for your application? Why?

- **Restaurants** can be considered as an indirect stakeholder due to awareness of sustainable foods that the app may raise in consumers. Restaurants may be questioned by their customers as to where their food comes from. Depending on their answer, customers may choose to leave the restaurant or continue to eat there. This will affect the restaurant’s profits.
- **Health care companies, hospitals, health insurance companies** are indirect stakeholders because if people start eating quality, sustainable foods, their health will most likely improve and health care companies and hospitals may see a decrease in patients coming in with illnesses.
- **Pesticide companies** would be an indirect stakeholder because the farmers who wish to grow their crops without pesticides will no longer purchase from the pesticide companies. These companies will see decreases in profits unless they come up with eco-friendly alternatives.

**4. What are the principal harms and benefits that you anticipate? Who might be harmed and who might benefit, from the different stakeholder groups?**

Harm	Benefit
<ul style="list-style-type: none"> <li>• Economically, <b>health-conscious consumers</b> may not be able to afford it. Their wallets may suffer, especially in this economy.</li> <li>• <b>Grocery stores</b> may lose sales if they do not carry sustainable products, depending on the demand.</li> <li>• <b>Pesticide companies</b> may lose profits due to farmers choosing more organic routes in growing their crops.</li> <li>• <b>Restaurants</b> could lose business if consumers decide to buy more of their own foods and eat meals at home. They may also lose sales if they decide to buy from <b>inorganic farmers</b> and word gets to their health-conscious consumers.</li> <li>• An increase in demand for organic foods may put pressure on <b>local farmers</b> to produce more crops at a faster rate, ultimately leading to the use of pesticides and growth enhancers that defeat the whole purpose of our app.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Local farmers</b> will benefit profusely from the increase in profits. Therefore, encouraging this practice.</li> <li>• <b>Consumers</b> will benefit from the healthier and higher quality produce.</li> <li>• <b>Shoppers</b> will become more conscious of their grocery choices, resulting in a more sustainable community.</li> <li>• <b>Grocery stores</b> that carry many sustainable products may benefit with an increase in profit. Restaurants that serve organic and sustainable produce may also see a rise in profits.</li> <li>• <b>Consumers</b> will be able to save money while still buying quality food. They may also save gas by seeing where the food can be bought, as opposed to driving to multiple places to find what they're looking for.</li> <li>• Since the app would allow <b>users</b> to find grocery stores near their current location, it could potentially allow people to emit less gas emissions into the air.</li> <li>• An increase in knowledge about sustainability and the benefits of supporting <b>local farmers</b>.</li> <li>• <b>Pesticide companies</b> may try to find more eco-friendly alternatives to kill pests, leading to a more sustainable farming and gardening community.</li> </ul>

## 5. What are the important values that are implicated by your application (from your initial conceptual investigation)? Why?

### Awareness

- Customers who already purchase eco-friendly produce will save money and time. Perspective consumers will find it is easier to find sustainable foods.
- Restaurants that do not provide healthy options might face a decline in customers. They might also be forced to begin purchasing eco-friendly groceries to incorporate in their dishes, depending on the demand, and gain knowledge on sustainable foods.

### Competitive pricing

- Family owned grocery stores and chain grocery stores both. Since pricing will be updated frequently, grocers will need to find a way to stay up-to-date with the latest information on their competitors.

### Sustainability

- Natural products give people more ways to live everyday with more health-conscious and eco-friendly options. This application would serve environmental, social, and economic benefits. It would support long-term maintenance of the earth and the practice of local farming.

### Environmental responsibility

- Customers may feel responsible for taking care of their environment for future generations and therefore care about where their foods came from. This would allow them to make change by encouraging a process that serves the environment well.

### Lifestyle choice

- People are provided with many options that suit their lifestyle. Several lifestyle choices can affect people's risk for developing a disease.
- Consumers want to take care of their family and feed them nutritional and quality foods, which was a lifestyle that they choose to lead.

### Convenience/proximity

- This application could save users time because it would indicate the closest location to purchase their groceries. The time that they save could be spent elsewhere and therefore increase efficiency and productivity in their lives.

### Informative (informed decision-making)

- Users will have easy access to information that affects their health. They could be encouraged to make healthier choices by weighing the costs and benefits from eating eco-friendly foods.

## Financial savings

- This is a key factor next to local and sustainable for this application. Users would save a substantial amount of money over time if they knew what items are on sale and where they could purchase them.

## 6. What are key value tensions among the values you identified? Why?

### Sustainability & Environmental Responsibility vs. Financial Savings

- Sustainable foods are of course more environmentally friendly, and many shoppers feel responsible for the environment, but the cost of these foods hold them back from buying as much sustainable produce as they could if they had more money.

### Convenience/proximity vs. Sustainability

- People who live closer to a grocery store (rather than a farmer's market venue or an organic grocery store that sells sustainable foods) would rather go to the closer grocery store, even if it means they have to sacrifice not buying sustainable foods.
- Purchasing environmentally friendly produce, or produce in general would require users to cook versus purchasing more convenient items like frozen dinners
- Convenience and sustainability are often trade-offs of each other.

### Informative vs. Sustainability

- People who are not informed about sustainable foods will have no desire to buy locally sourced foods. Perhaps if people were more educated on this subject, they will make more of an effort to buy sustainable foods. Something to consider here would be to provide little fun facts and tidbits about sustainable, local foods in our app, and include profiles/biographies of CSAs (community supported agriculture), and local organic farms. This may make the user feel more connected to the farmers and create a closer relationship with them; it can create a sense of comfort and security, since they know who the people are that are growing their vegetables and fruits.