



GleanHub

Connecting businesses and people
to provide food and prevent waste

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What is Gleaning?

Gleaning

The act of collecting leftover crops from farmers' fields after they have been commercially harvested or on fields where it is not economically profitable to harvest.

Food Rescue

The practice of safely retrieving edible food that would otherwise go to waste, and distributing it to those in need.





What is Gleaning?

Food Types

Prepared Foods

Sandwiches

Baked Goods

Fresh or day-old bread and/or bagels

Muffins, Pastries, cookies

Prepackaged Foods

Perishables

Non-perishable

Frozen

Dairy, Pastries, Factory-prepared
Vegetables, Meat, Poultry, Fish

Dairy

Milk

Meat, Poultry, Fish (Fresh)

Fresh Produce

Whole

Chopped

Beverages

Perishable

Non-Perishable



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Personas

Baker Rachel

Persona



Baker Rachel has lived in an Atlanta suburb her whole life, and fondly remembers her local bakery, Hugo Rolls. As a recent patisserie school grad, baker Rachel opted to play it slow and fresh out of the test kitchen and asked Hugo for a job as his apprentice, even if he can't pay as highly as her impressed instructors said she could be. As an easy-going person who frequently volunteered around the city in high school, she doesn't mind the lower pay as long as she's being helpful and learning. One of the first things she learns on the job is how much food goes unsold and then too stale to sell. Hugo told her that what they can't eat and give away to friends consciously he was to throw away. Rachel felt guilty about this, remembering the summer she spent with a few food banks and meeting several malnourished children. Since she started working a month ago, Rachel has eaten dozens of these slightly tough sweet rolls, but she feels like there should still be a better way to deal with extra food.

Student Jim

Persona



Since his mother walked out on the family a few years ago, Jim has been balancing high school with his part-time job as a mechanic, most often poorly. He uses two periods of his school day for work release, allowing him to make more money for his family. His dad works long shifts at the hospital and barely provides for Jim and his sister, with most meals having to cost less than a couple dollars to prevent them from having to use soup kitchens. On occasion, he's dumpster dived behind the grocery stores for just-expired food. He doesn't feel like it's too dirty, and they need the food. It's almost ironic to Jim that, living in a farm state like Alabama, fresh produce can cost so much and yet he sees so much produce left in the fields near his school as the remains wither and rot in the hot spring sun. He likes playing around with machines, and his goal for 2012 is to make money for buying a computer.



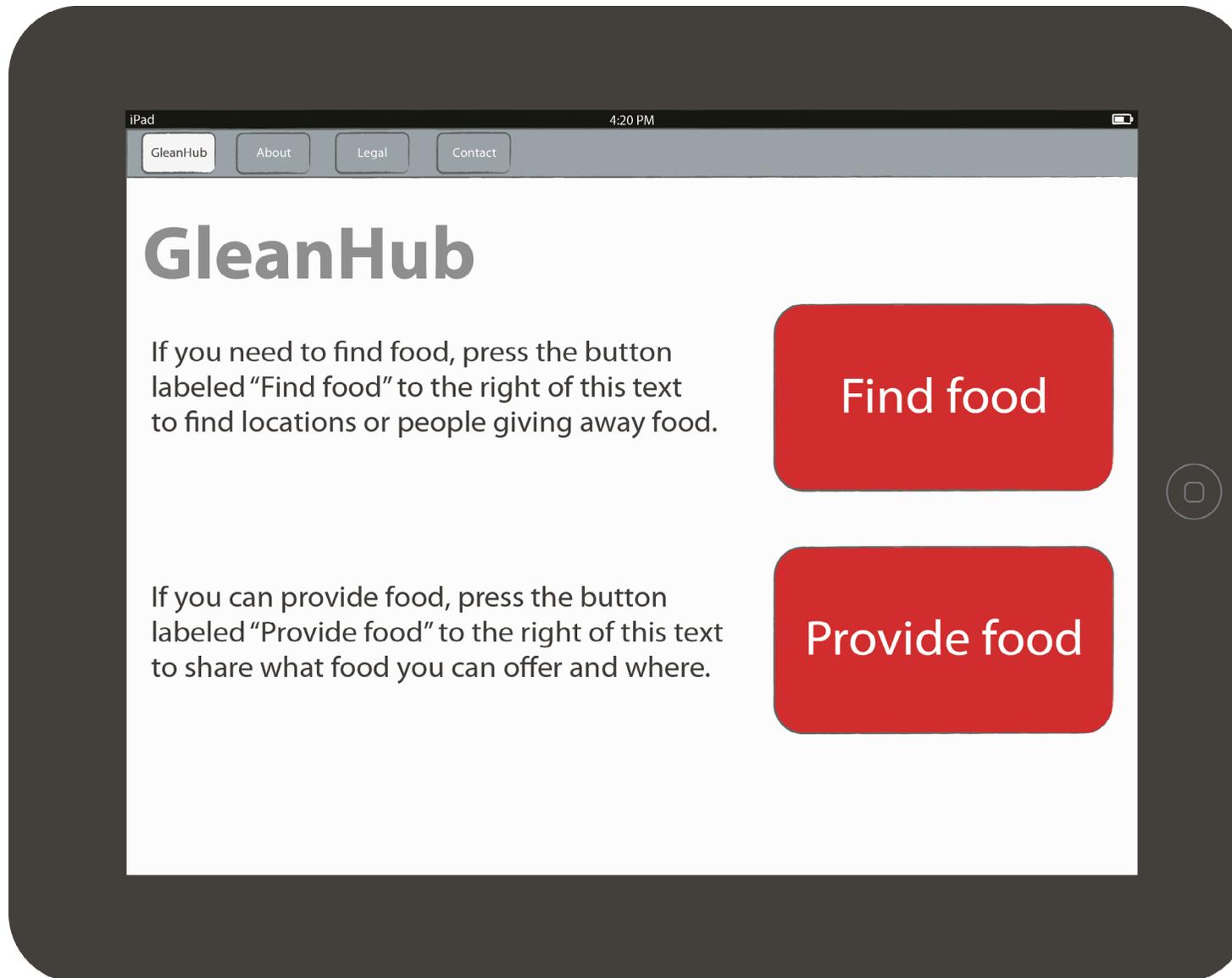
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Low Fidelity Prototype

Baker Rachel providing bagles

1. Clicks 'Provide food' button



Baker Rachel providing bagles

2. Signs in with her GleanHub account

The screenshot shows the GleanHub 'Provide Food' form on an iPad. The form is titled 'Provide Food' and has a navigation bar at the top with 'GleanHub', 'About', 'Legal', and 'Contact' buttons. The form is divided into two main sections: 'Information' and 'Available Time'. The 'Information' section includes fields for 'Who are you?' (Restaurant, Farm, Individual), 'Name', 'Phone Number', 'Food Type' (All), 'Offer', and 'Amount'. The 'Available Time' section includes fields for 'Month', 'From', 'Address', 'Location', and 'Additional Notes'. A 'SIGN IN' button is located at the top right of the form. A sign-in overlay is visible, showing 'Account' and 'Password' fields, a 'SIGN IN' button, and a 'Connect with other organizations' button. At the bottom of the form, there are 'RESET' and 'SUBMIT' buttons.

iPad 4:20 PM

GleanHub About Legal Contact

Provide Food

Information

Who are you?:
 Restaurant Farm Individual

Name:

Phone Number:

Food Type:
All

Offer:

Amount:

Available Time:

Month

From

Address:

Location:

Additional Notes:

SIGN IN

Account

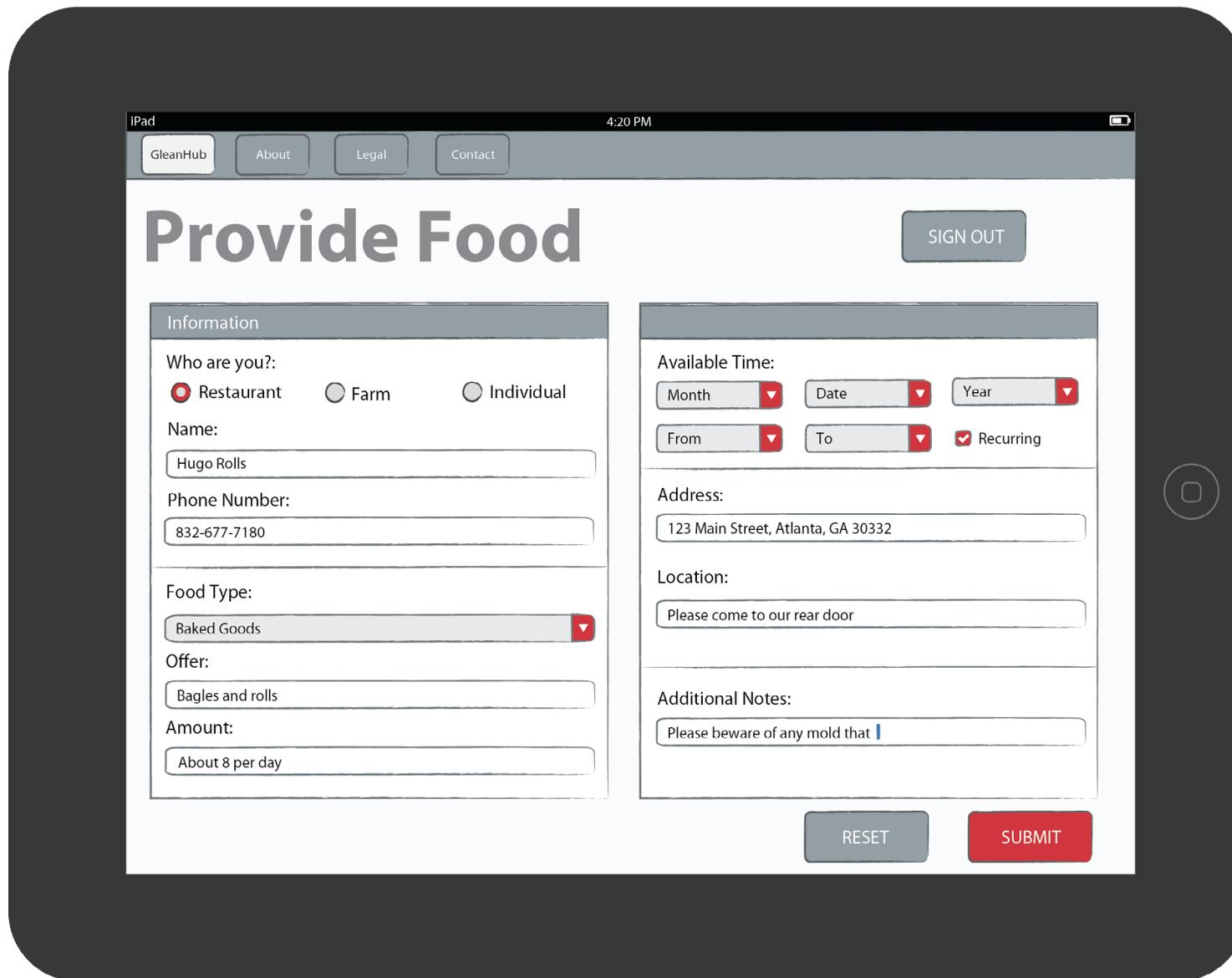
Password

SIGN IN Connect with other organizations

RESET **SUBMIT**

Baker Rachel providing bagles

3. Puts in information



The screenshot shows an iPad displaying a web form titled "Provide Food" on the GleanHub website. The form is divided into two main columns. The left column contains fields for "Information", "Who are you?" (with radio buttons for Restaurant, Farm, and Individual), "Name:" (text input: Hugo Rolls), "Phone Number:" (text input: 832-677-7180), "Food Type:" (dropdown menu: Baked Goods), "Offer:" (text input: Bagles and rolls), and "Amount:" (text input: About 8 per day). The right column contains fields for "Available Time:" (Month, Date, Year dropdowns; From, To dropdowns; Recurring checkbox), "Address:" (text input: 123 Main Street, Atlanta, GA 30332), "Location:" (text input: Please come to our rear door), and "Additional Notes:" (text input: Please beware of any mold that). At the top right of the form is a "SIGN OUT" button. At the bottom are "RESET" and "SUBMIT" buttons. The iPad status bar at the top shows "iPad", "4:20 PM", and a battery icon. The website navigation bar includes "GleanHub", "About", "Legal", and "Contact" buttons.

iPad 4:20 PM

GleanHub About Legal Contact

Provide Food

SIGN OUT

Information

Who are you?:
 Restaurant Farm Individual

Name:
Hugo Rolls

Phone Number:
832-677-7180

Food Type:
Baked Goods

Offer:
Bagles and rolls

Amount:
About 8 per day

Available Time:
Month Date Year
From To Recurring

Address:
123 Main Street, Atlanta, GA 30332

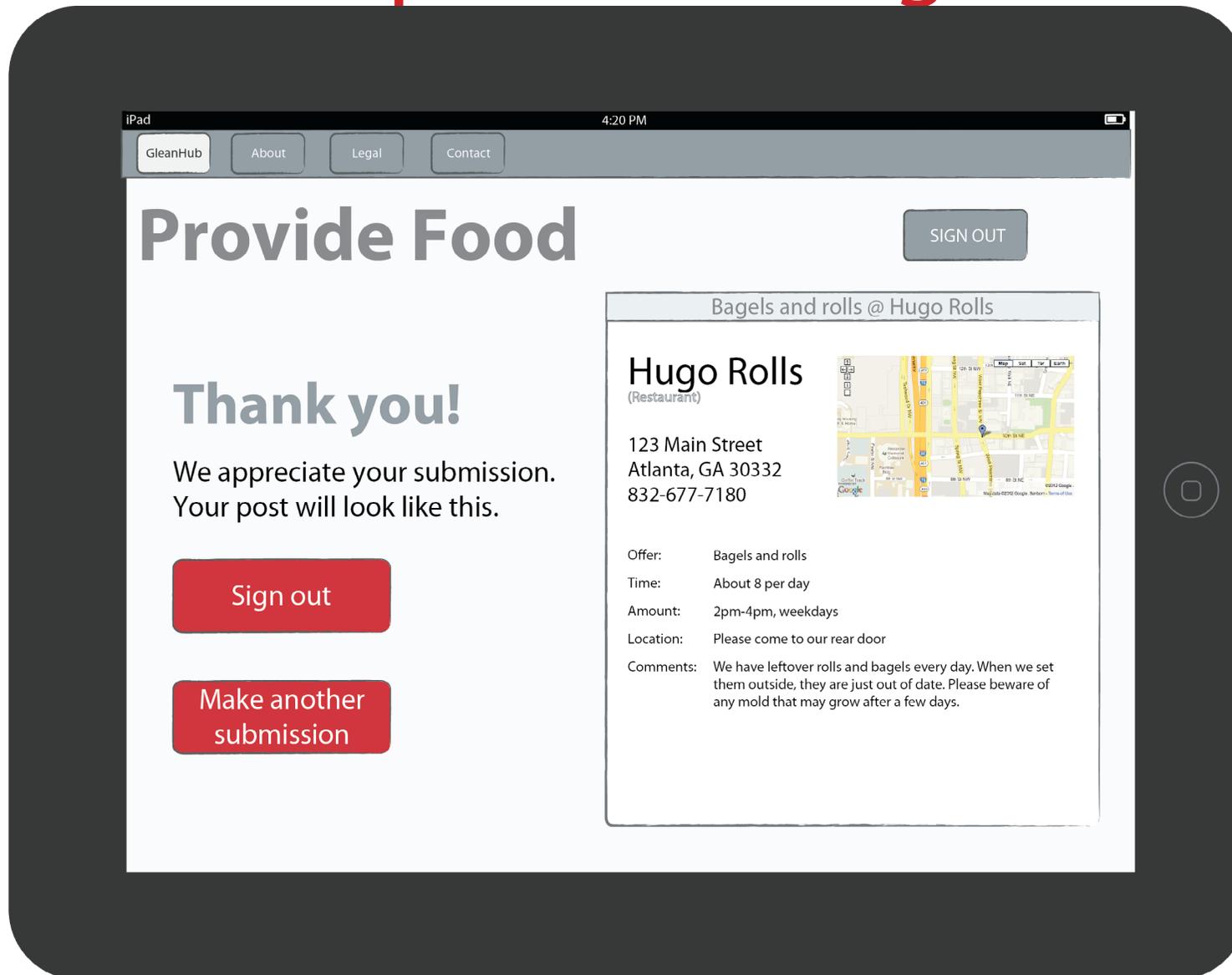
Location:
Please come to our rear door

Additional Notes:
Please beware of any mold that

RESET SUBMIT

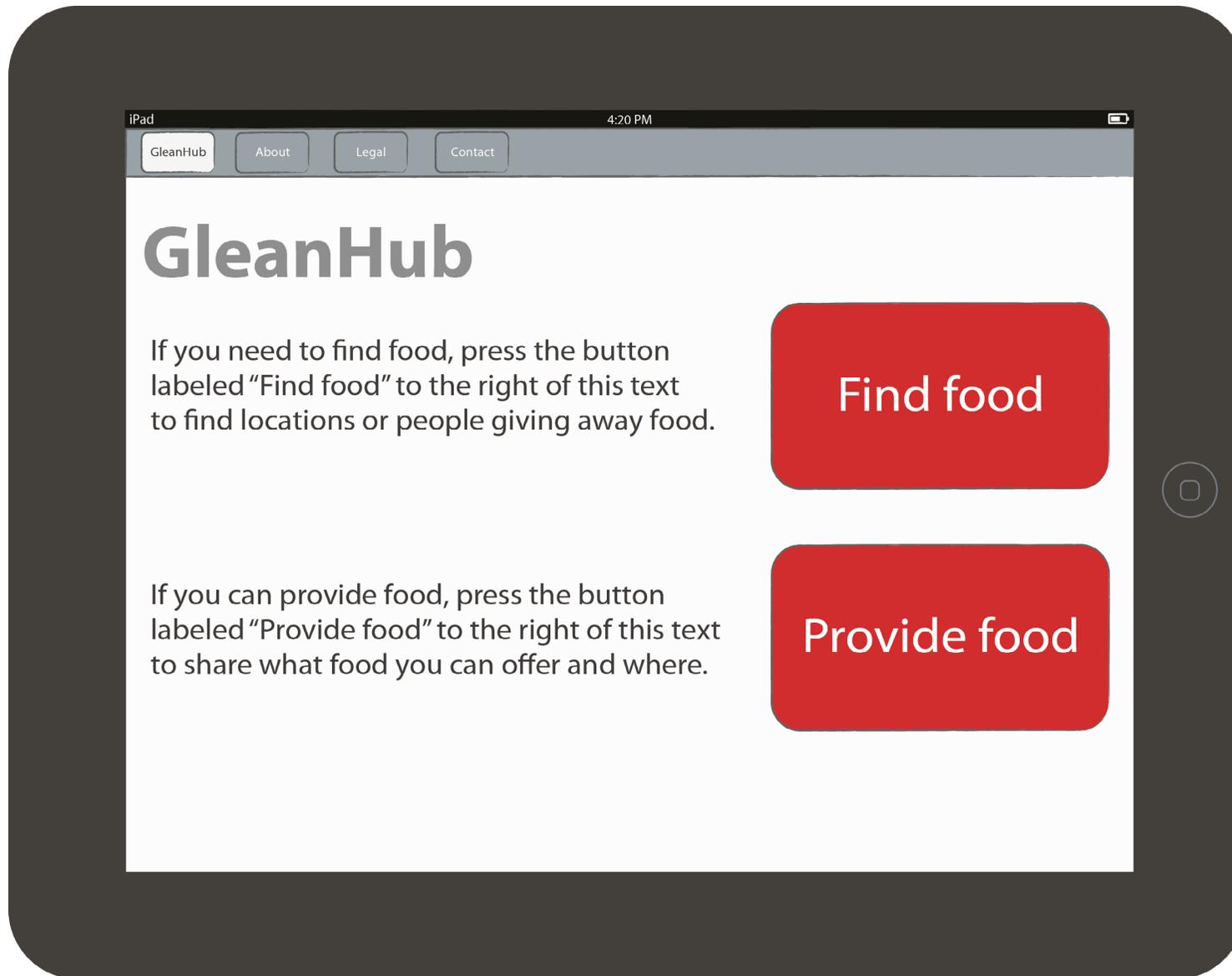
Baker Rachel providing bagles

4. Submits the post and sings out



Student Jim finding bagles

1. Clicks 'Find food' button



Student Jim finding bagles

2. Chooses 'Baked goods'

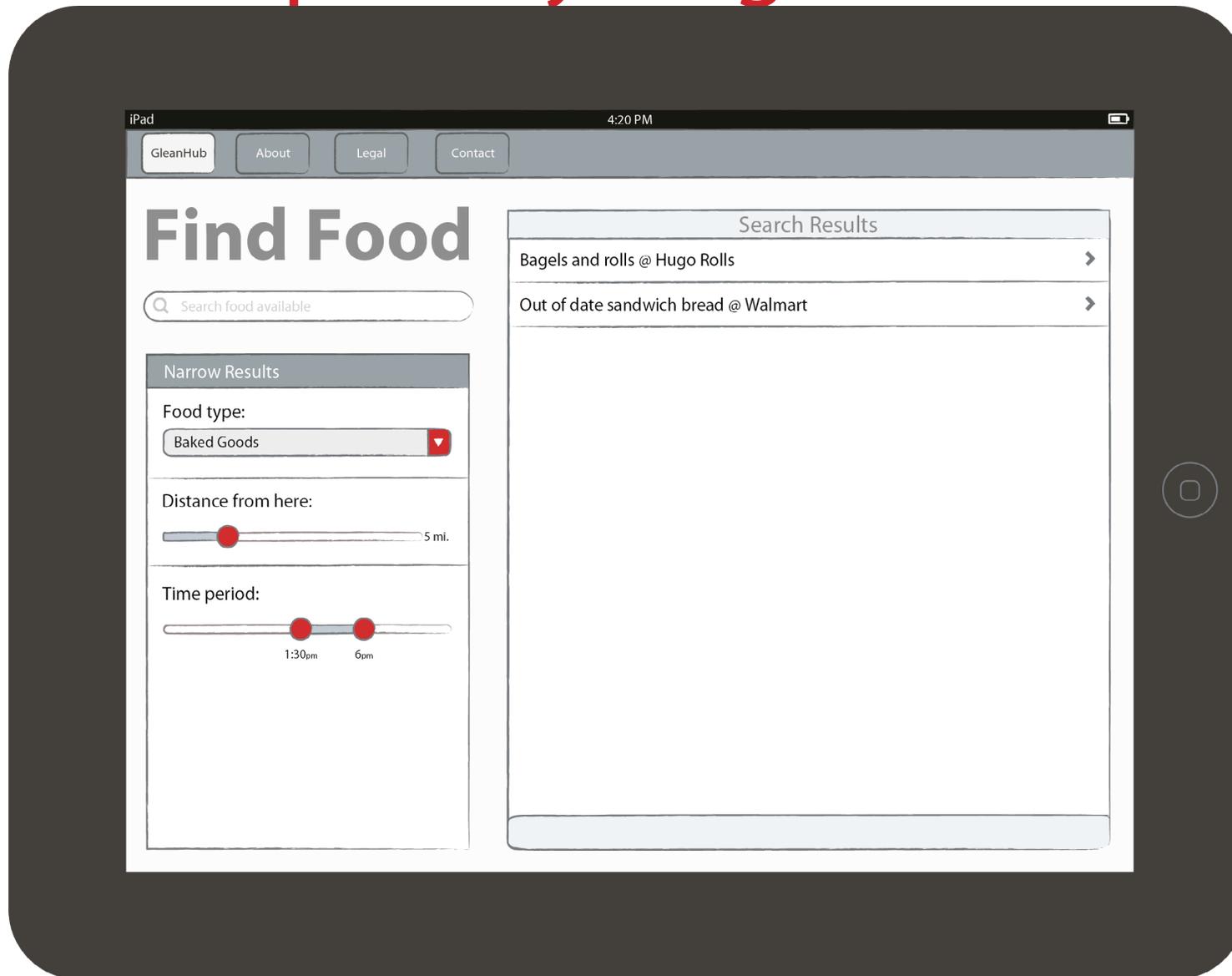
The screenshot shows the GleanHub 'Find Food' app interface on an iPad. The top navigation bar includes 'GleanHub', 'About', 'Legal', and 'Contact'. The main heading is 'Find Food'. Below the heading is a search bar with the placeholder text 'Search food available'. To the left of the search results is a 'Narrow Results' sidebar with three filter sections: 'Food type' (set to 'All'), 'Distance from here:' (set to 3 mi.), and 'Time period:' (set from 12am to 11pm). The search results are displayed in a list on the right, with each item having a right-pointing arrow to expand it. The items listed are:

- Bagels and rolls @ Hugo Rolls
- Unpicked potatoes and corn @ O'Brian's Farm
- Unused chopped vegetables @ Chez Clement
- Frozen mixed vegetables @ Fred's Grocery
- Sherbet @ Ali's Corner Market
- Fresh milk @ Newton Ranch and Farm
- Frozen seafood, fish, shrimp @ Buford Highway Farmer's Market
- Corn and sorghum @ Glennfield Farm
- Leftover deli sandwiches @ Starbucks
- Five gallons of orange juice @ Cathy's Kitchen and Catering
- Powdered milk @ Walmart
- Bruised apples, cantaloupes, and oranges @ Fry's Fruit Truck
- Out of date coffee beans @ Urban Grind

At the bottom of the results list, there is a red bar with white downward-pointing triangles, indicating that more results are available.

Student Jim finding bagles

3. Clicks the post by Hugo Rolls



Student Jim finding bagles

4. Reads the post and prints the direction

The screenshot shows an iPad interface for a food search application. At the top, the status bar displays 'iPad' and '4:20 PM'. Below the status bar is a navigation menu with 'GleanHub', 'About', 'Legal', and 'Contact'. The main heading is 'Find Food'. A search bar contains the text 'Search food available'. Underneath, a 'Narrow Results' section includes a 'Food type' dropdown menu set to 'Baked Goods', a 'Distance from here' slider set to 5 mi., and a 'Time period' slider set from 1:30pm to 6pm. The search results display a post for 'Hugo Rolls (Restaurant)' with the address '123 Main Street, Atlanta, GA 30332' and phone number '832-677-7180'. A map shows the location. The post details include: Offer: Bagels and rolls; Time: 2pm-4pm, weekdays; Amount: About 8 per day; Location: Please come to our rear door; Comments: We have leftover rolls and bagels every day. When we set them outside, they are just out of date. Please beware of any mold that may grow after a few days. At the bottom, there is a red banner with the text 'Print this page' and a QR code labeled 'Or scan this:'.