



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

Frozen

- Dairy, Pastries, Factory-prepared

- Vegetables, Meat, Poultry, Fish

- Dairy

- Milk

- Meat, Poultry, Fish (Fresh)

Baked Goods

- Fresh or day-old bread and/or bagels

- Muffins, Pastries, cookies

Fresh Produce

- Whole

- Chopped

Prepackaged Foods

- Perishables

- Non-perishable

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 over her local bakery, Hugo Rolls. As a recent patisserie school grad, baker Rachel opted to play it slow 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.



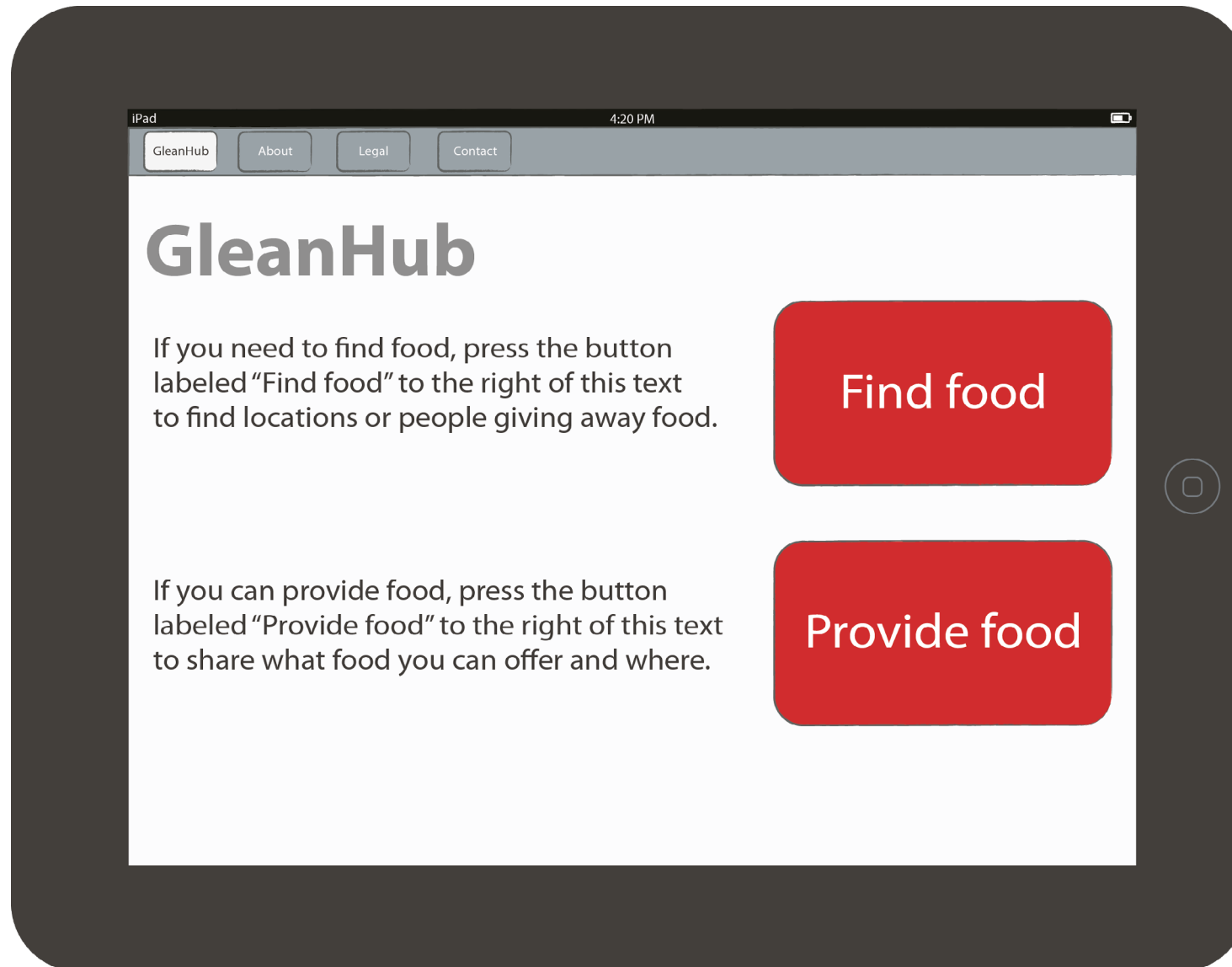
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Low Fidelity Prototype

Baker Rachel providing bagles

1. Clicks 'Provide food' button



Baker Rachel providing bagles

2. Signs in with her GleanHub account

The screenshot shows an iPad displaying the GleanHub 'Provide Food' form. The status bar at the top indicates 'iPad' and '4:20 PM'. The navigation bar includes links for 'GleanHub', 'About', 'Legal', and 'Contact'. The main heading is 'Provide Food'. The form is divided into two columns. The left column, titled 'Information', contains fields for 'Who are you?:' (with radio buttons for Restaurant, Farm, and Individual), 'Name:', 'Phone Number:', 'Food Type:' (a dropdown menu currently set to 'All'), 'Offer:', and 'Amount:'. The right column contains fields for 'Available Time:' (with a 'Month' dropdown), 'From' (a dropdown), 'Address:', 'Location:', and 'Additional Notes:'. A 'SIGN IN' button is located at the top right of the form. A modal dialog box is open over the 'SIGN IN' button, containing fields for 'Account' and 'Password', a 'SIGN IN' button, and a 'Connect with other organizations' button. At the bottom right 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
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 image shows a tablet displaying a web application interface for 'GleanHub'. The top navigation bar includes links for 'GleanHub', 'About', 'Legal', and 'Contact'. The main heading is 'Provide Food', with a 'SIGN OUT' button in the top right corner. The form is divided into two main sections: 'Information' and 'Available Time'.

Information Section:

- Who are you?:** Radio buttons for 'Restaurant' (selected), 'Farm', and 'Individual'.
- Name:** Text input field containing 'Hugo Rolls'.
- Phone Number:** Text input field containing '832-677-7180'.
- Food Type:** Dropdown menu with 'Baked Goods' selected.
- Offer:** Text input field containing 'Bagles and rolls'.
- Amount:** Text input field containing 'About 8 per day'.

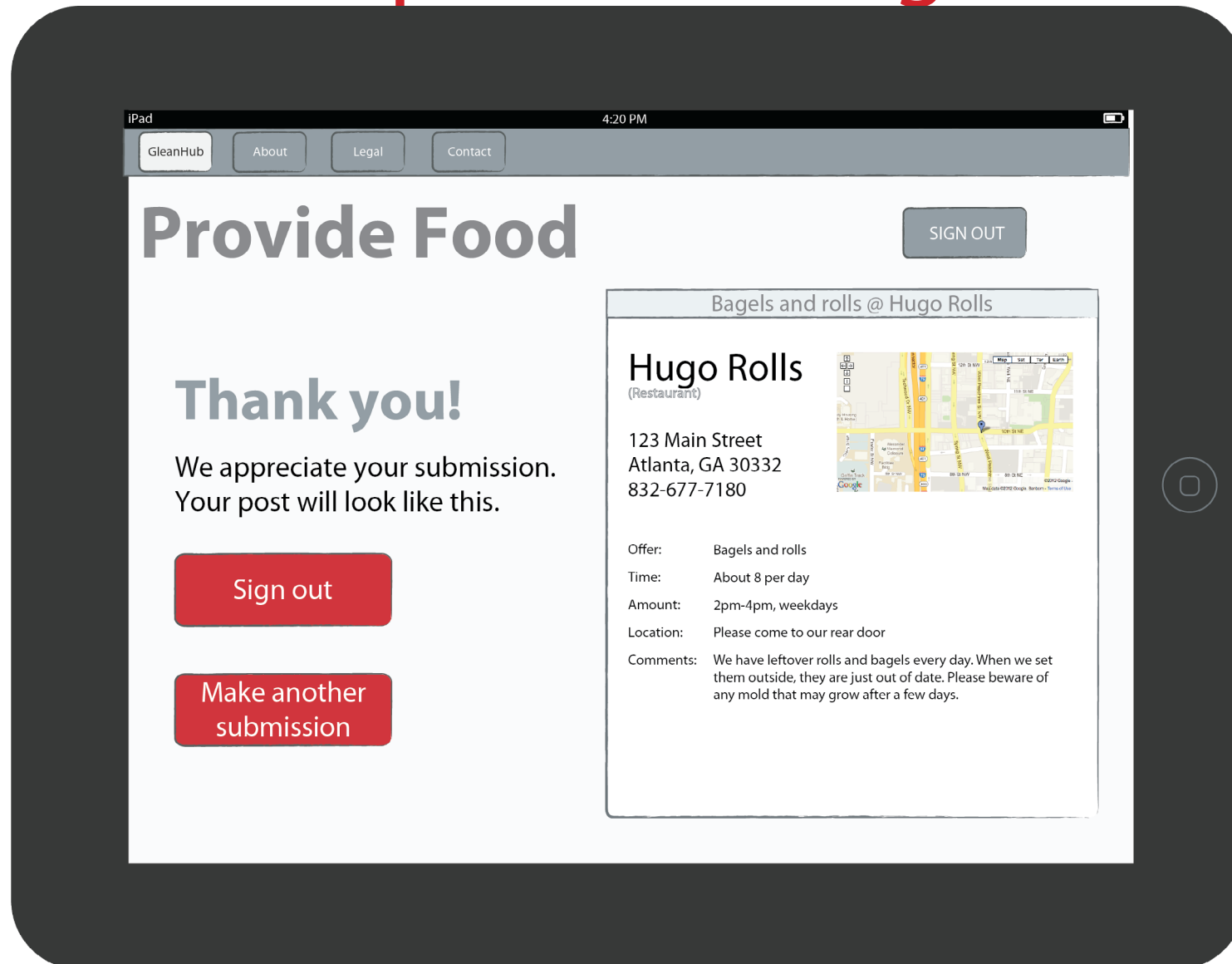
Available Time Section:

- Available Time:** Fields for 'Month', 'Date', and 'Year' (all dropdown menus).
- From** and **To** (dropdown menus) and a checked **Recurring** checkbox.
- Address:** Text input field containing '123 Main Street, Atlanta, GA 30332'.
- Location:** Text input field containing 'Please come to our rear door'.
- Additional Notes:** Text input field containing 'Please beware of any mold that'.

At the bottom right of the form are two buttons: 'RESET' and 'SUBMIT'.

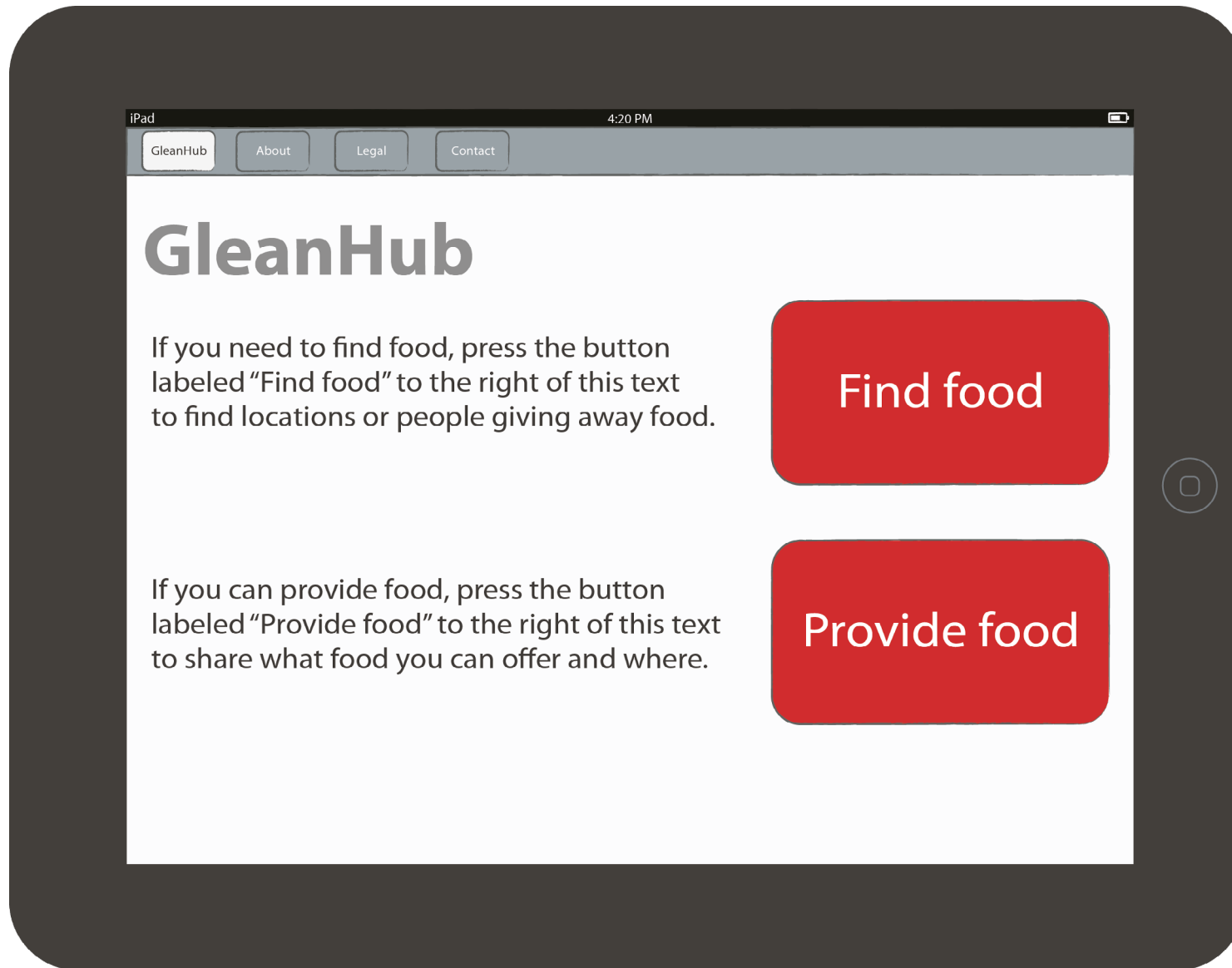
Baker Rachel providing bagles

4. Submits the post and sings out



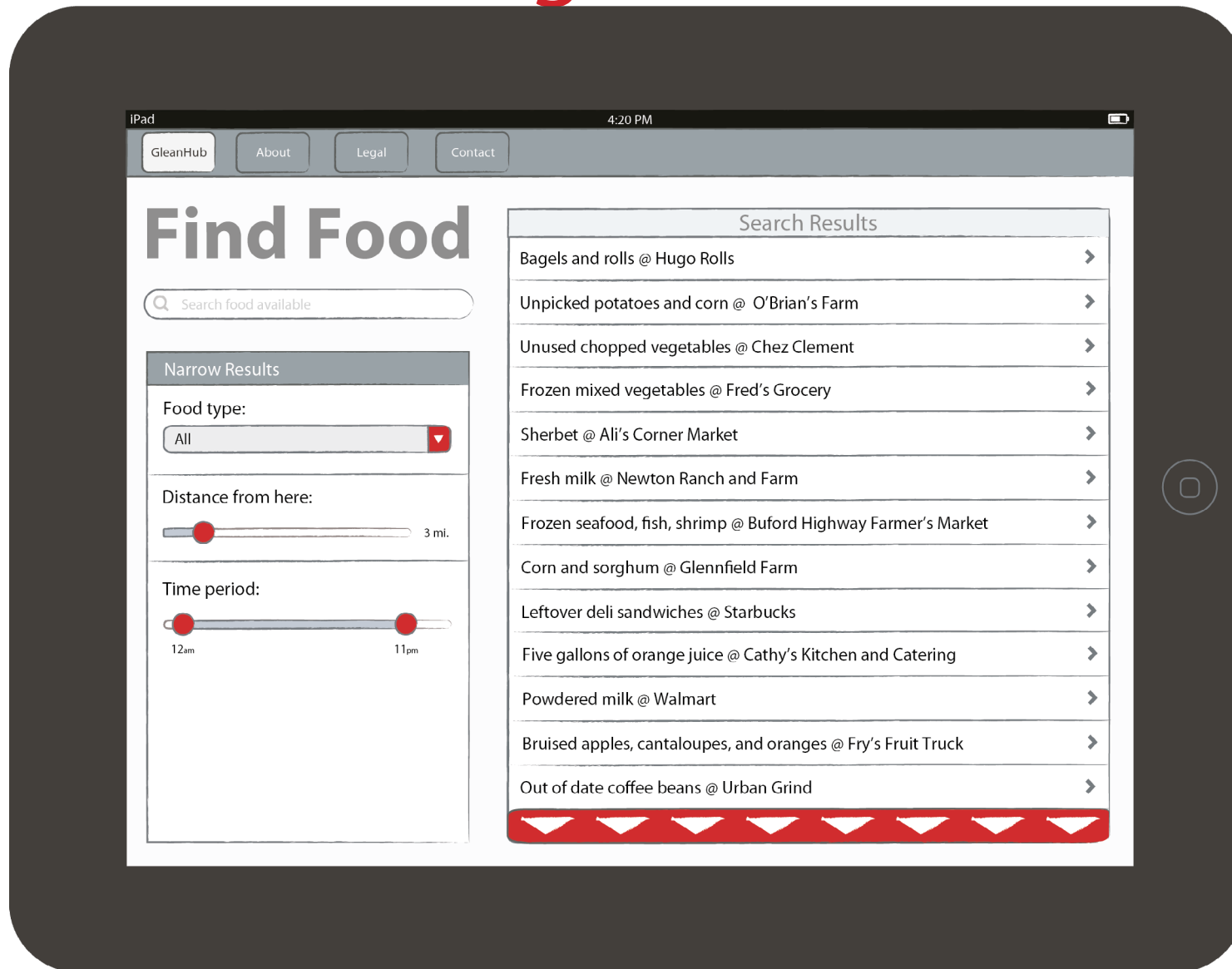
Student Jim finding bagles

1. Clicks 'Find food' button



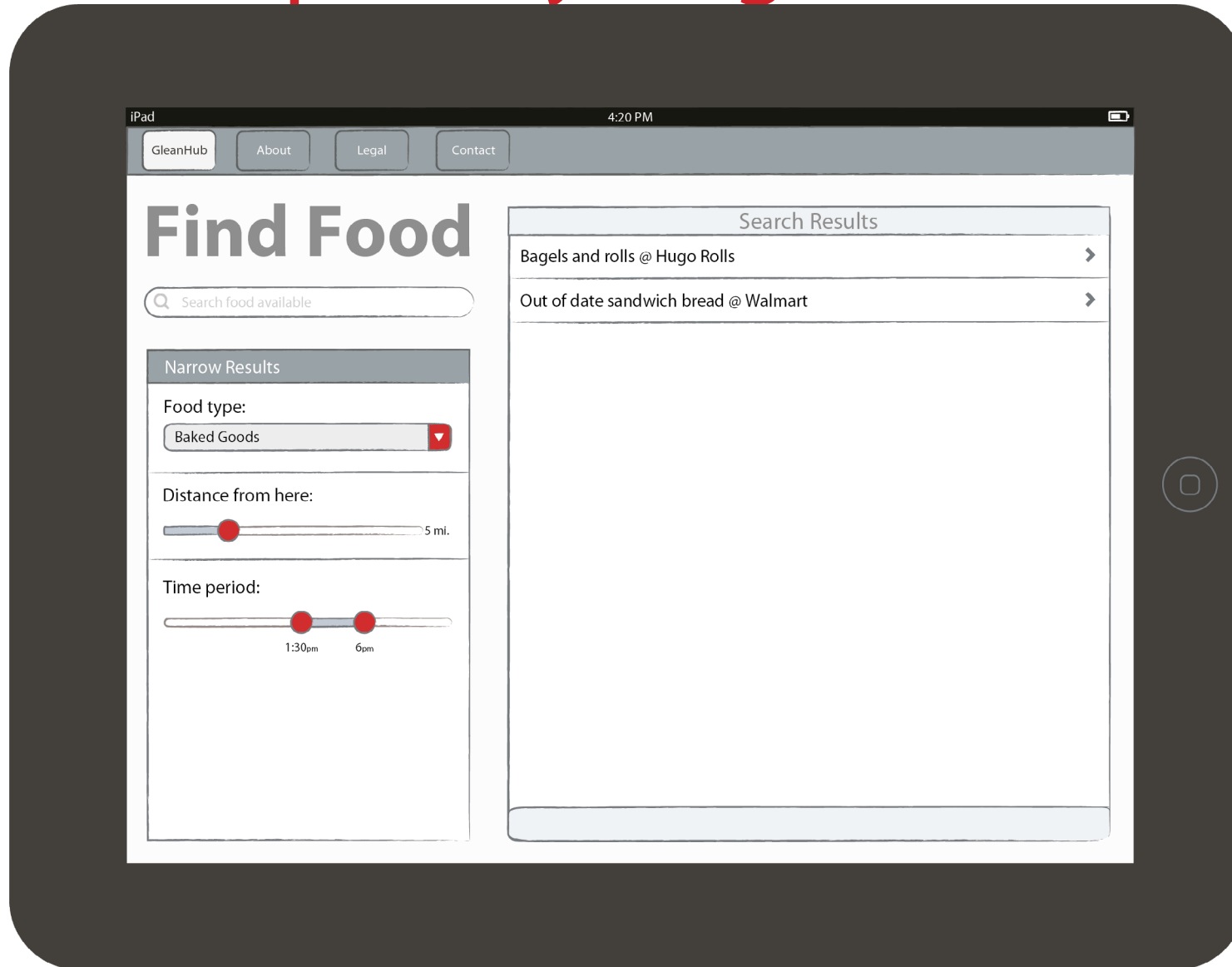
Student Jim finding bagles

2. Chooses 'Baked goods'



Student Jim finding bagles

3. Clicks the post by Hugo Rolls



Student Jim finding bagles

4. Reads the post and prints the direction

