



eat, save, love:
ENGAGING HEROES IN
THE
FIGHT AGAINST FOOD

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WHAT PERCENTAGE OF
all food
GLOBALLY IS BEING 



WHAT PERCENTAGE OF
all food
GLOBALLY IS BEING WASTED?

20%

40%

60%



40% 

**OF ALL FOOD
IS BEING
WASTED**



40%
OF ALL FOOD
IS BEING
WASTED



Environmental

Food waste accounts for 10% of all human-caused greenhouse gas emissions worldwide



Social

828 million people are affected by hunger every day



Economic

Globally, the cost of food waste is about \$1.1 trillion dollars each year



“56% of people globally told the UNDP's Peoples' Climate Vote they were thinking about climate change regularly, i.e. daily or weekly.”

–According to Clean Energy Wire, www.cleanenergywire.org

“In a global survey from 2021 amongst people ages 16-25, nearly half said climate anxiety affects their daily functioning.”



–According to Harvard Medicine Magazine, <https://magazine.hms.harvard.edu>



**HOW CAN WE OVERCOME
despondence
AND GAIN AGENCY OVER
THIS PROBLEM?**



TOO GOOD TO GO IS THE WORLD'S LARGEST B2C MARKETPLACE FOR SURPLUS FOOD

Certified



This company meets the highest standards of social and environmental impact

Corporation

Saving food from going to waste in 19 countries





eat, save, love:
**ENGAGING HEROES IN
THE
FIGHT AGAINST FOOD**





NOT ALL
heroes
WEAR CAPES

SOME CARRY
paper bags



AGENDA

1. Who We Are
2. Two Design Cases
3. A Final Thought





who we are
TOO GOOD TO GO





OUR
MISSION

**INSPIRE AND
EMPOWER**
everyone
**TO FIGHT
FOOD WASTE**
together



OUR VISION

WE DREAM OF
A PLANET WITH
no food 
waste





BUY A SURPRISE BAG





COLLECT FOOD



UNPACK AND





AVOIDING FOOD WASTE IS A...

WIN

WIN

WIN



FOR PARTNERS
(BUSINESSES)

FOR PEOPLE
(CONSUMERS)

FOR PLANET



THE WORLD'S LARGEST B2C MARKETPLACE FOR SURPLUS FOOD

Some food from going to waste in 19 countries



Saving 4 meals every

GLOBAL

ACTIVE SAVING PARTNERS
+155,000

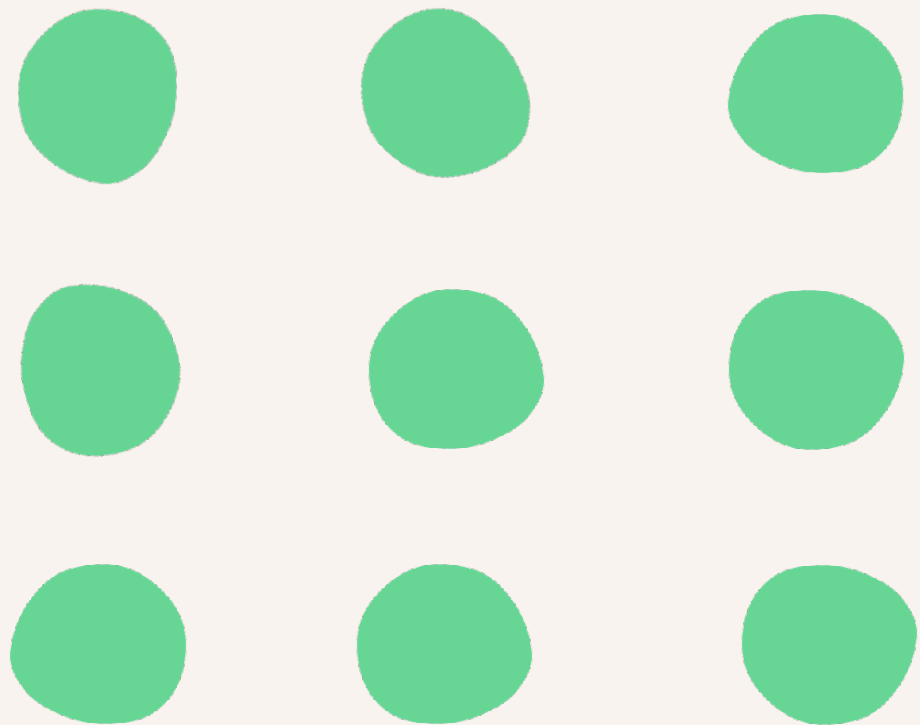
MEALS SAVED
+300,000,000

REGISTERED USERS
+100,000,000



PRODUCT TEAM STRICTLY PARTNER

9 teams



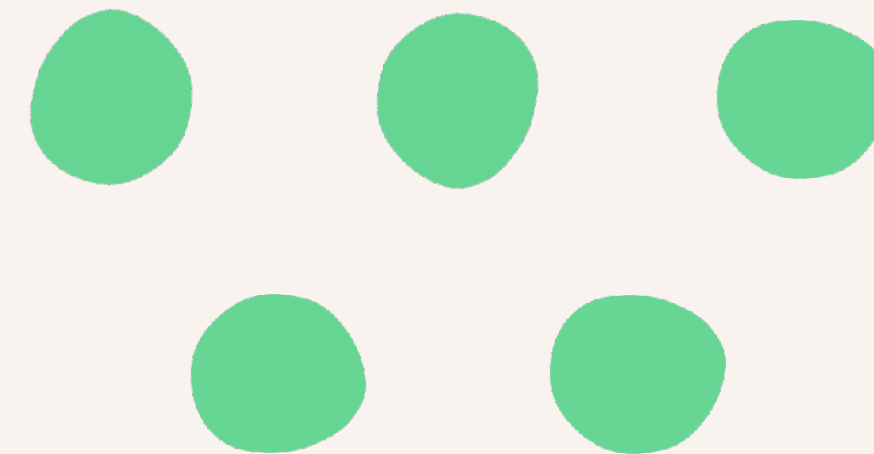
INTERNAL

2 teams



CONSUMER

5 teams





Engagement TEAM





design cases

IMPACT TRACKER & LOYALTY CARD



IMPACT TRACKER



Starbucks - Frederiksborgg...

Collect 15 October, 14.00-17.00

Collect in 6:56:34

CO2e
avoided

-

388
cups of coffee

Money
saved



2,531
DKK

Loyalty Card



Save 9 Surprise Bags, and the 10th is on us!





OVER 200,000 COPIES SOLD WORLDWIDE

'A must-read for everyone who cares
about driving customer engagement'

ERIC RIES, author of *The Lean Startup*

HOOKED



COMPLETELY
REVISED AND
UPDATED

How to Build
Habit-Forming Products

NIR EYAL

WITH RYAN HOOVER

THE HOOKED MODEL

By Nir Eyal

TRIGGER

Internal Trigger:
Emotions or desires

External Trigger:
Notifications or ads



THE HOOKED MODEL

By Nir Eyal

TRIGGER



ACTION



THE HOOKED MODEL

By Nir Eyal

TRIGGER



ACTION



VARIABLE
REWARD



THE HOOKED MODEL

By Nir Eyal

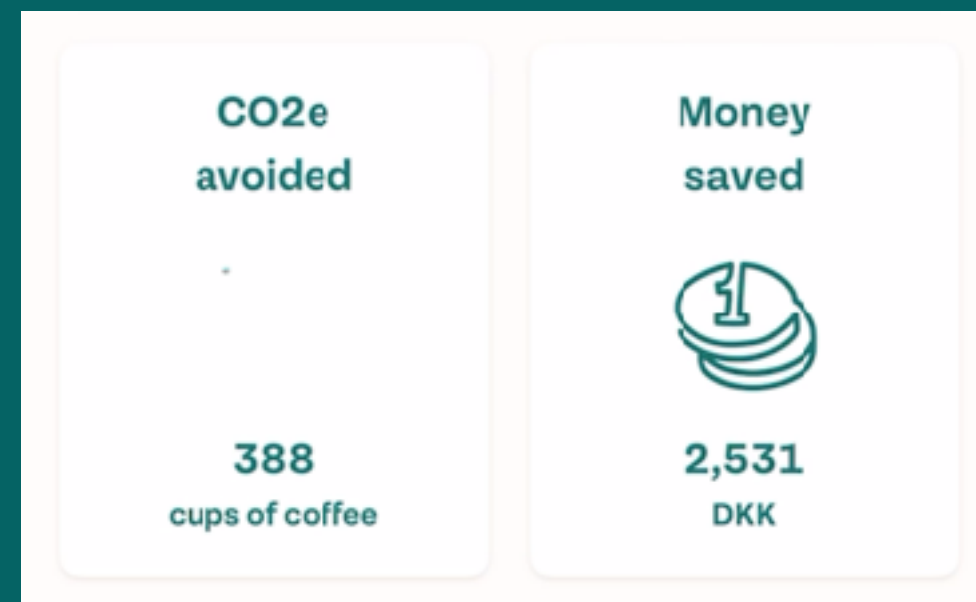
TRIGGER



ACTION



INVESTMENT



VARIABLE REWARD





IMPACT TRACKER



Starbucks - Frederiksborgg...

Collect 15 October, 14.00-17.00

Collect in 6:56:34

**CO2e
avoided**



10,608
phone charges

**Money
saved**



176
USD

Loyalty Card

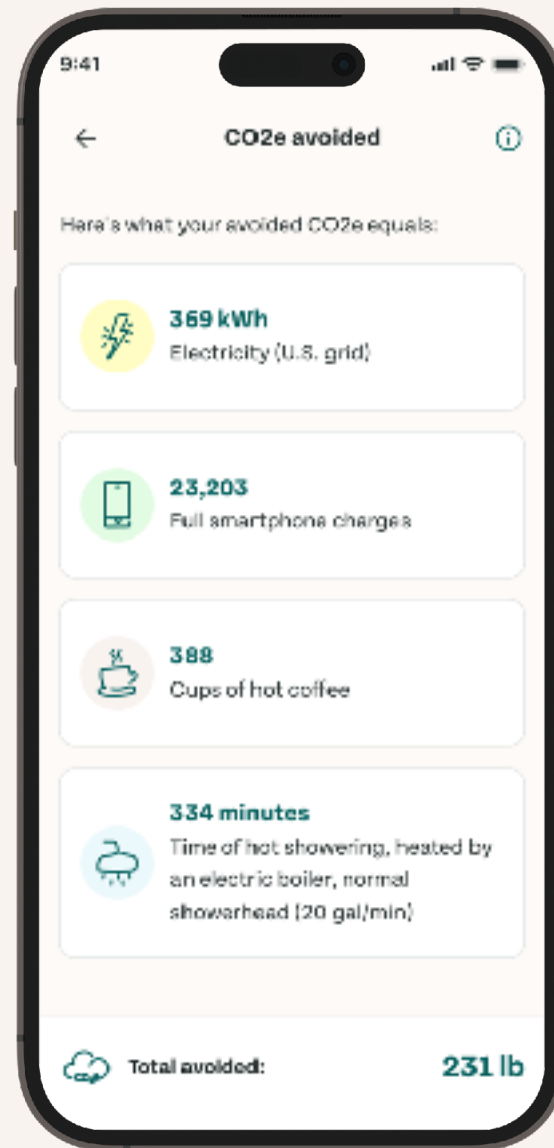


Save 9 Surprise Bags, and the 10th is on us!

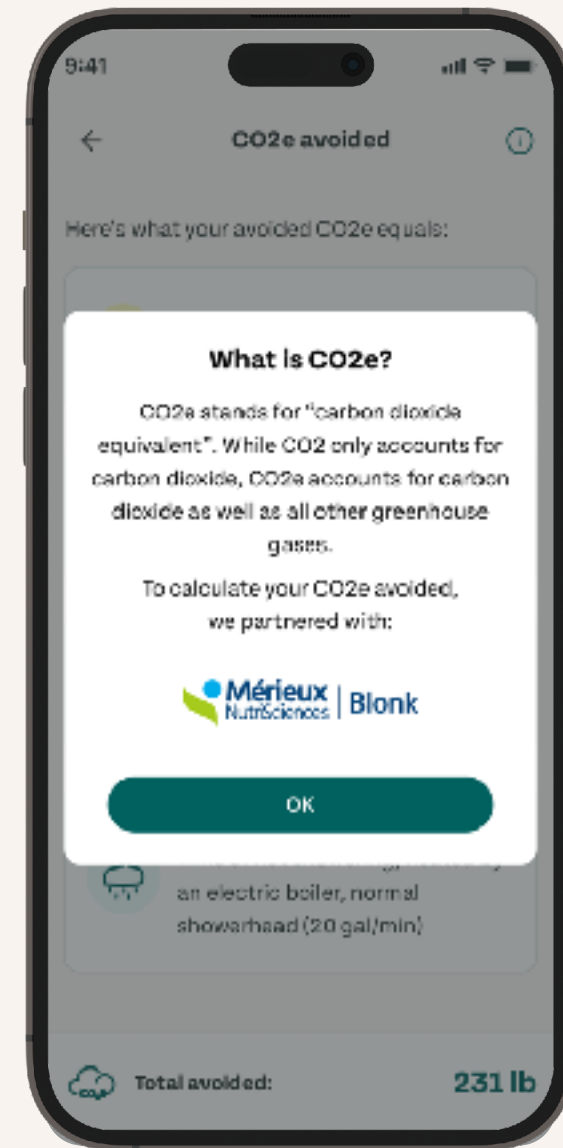




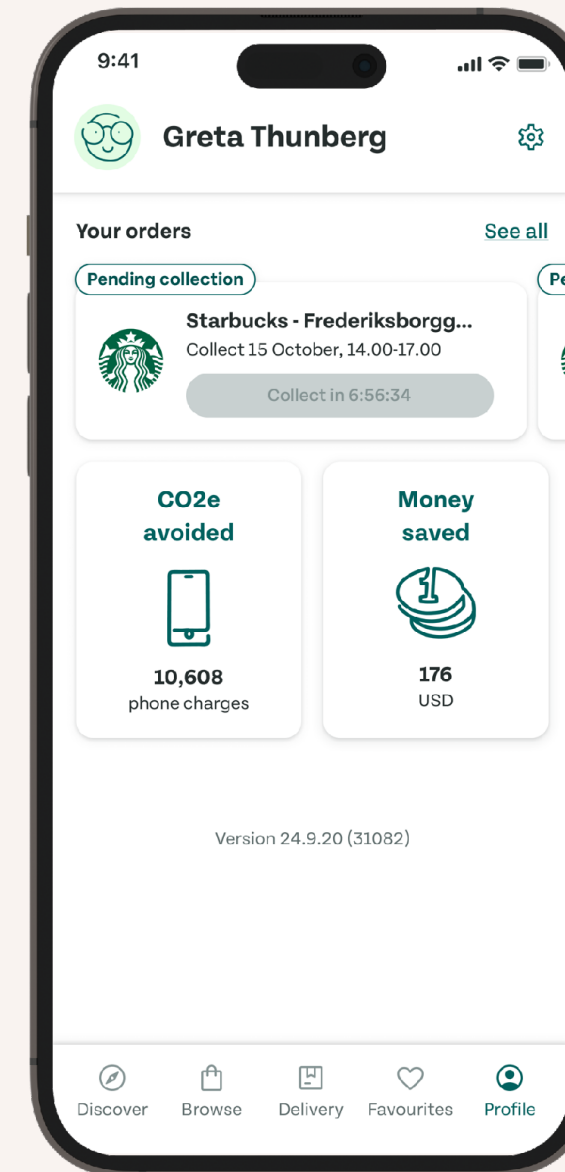
IMPACT TRACKER



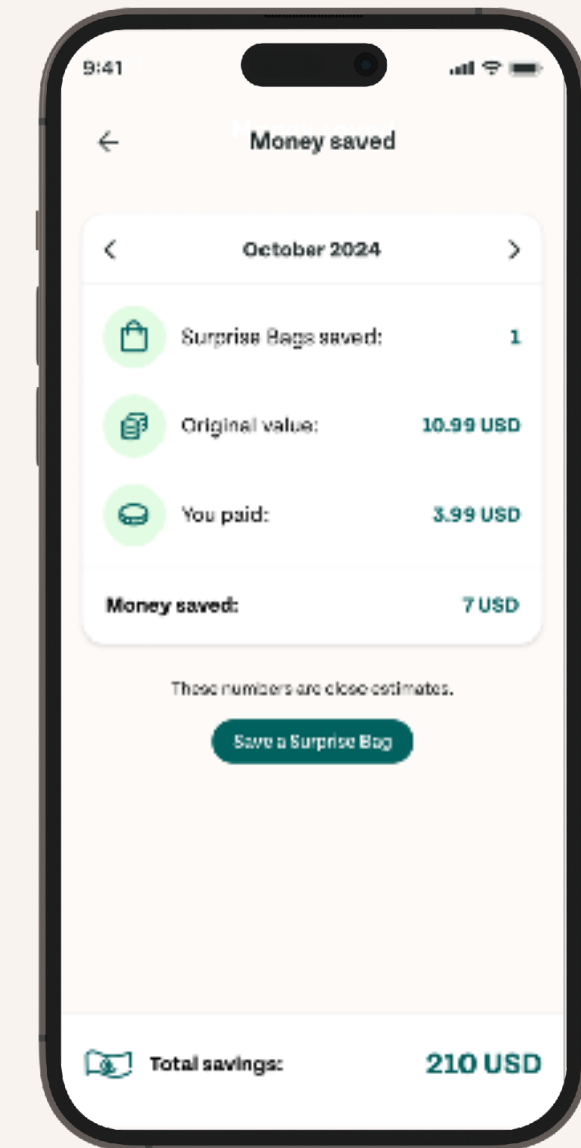
CO2e AVOIDED



WHAT IS CO2e?



IMPACT TRACKER

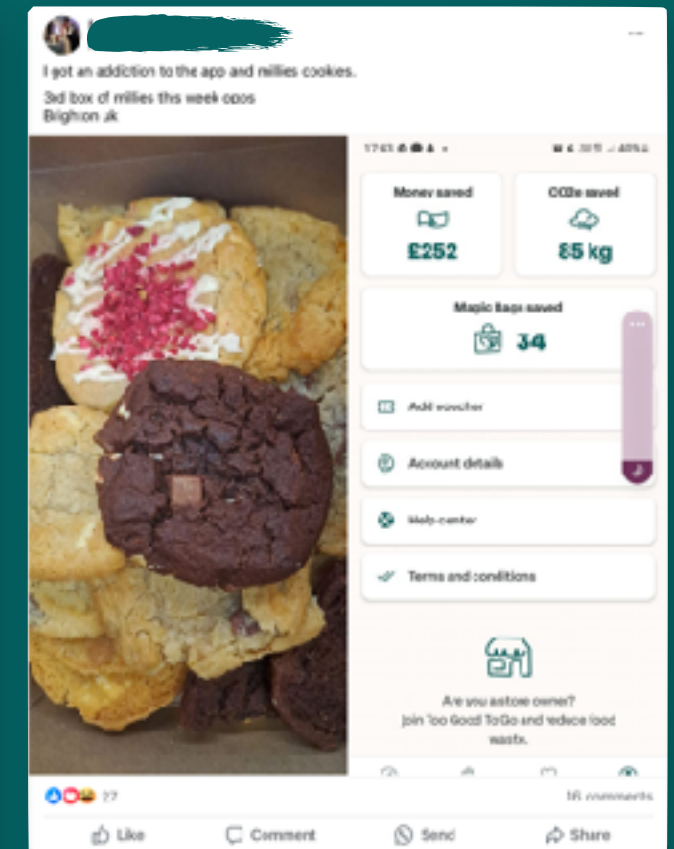
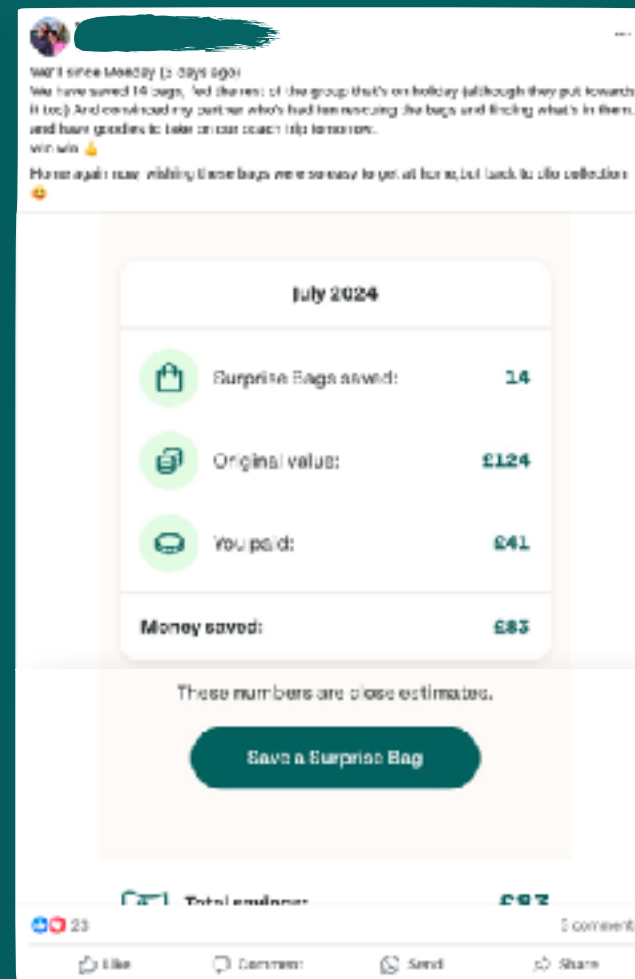
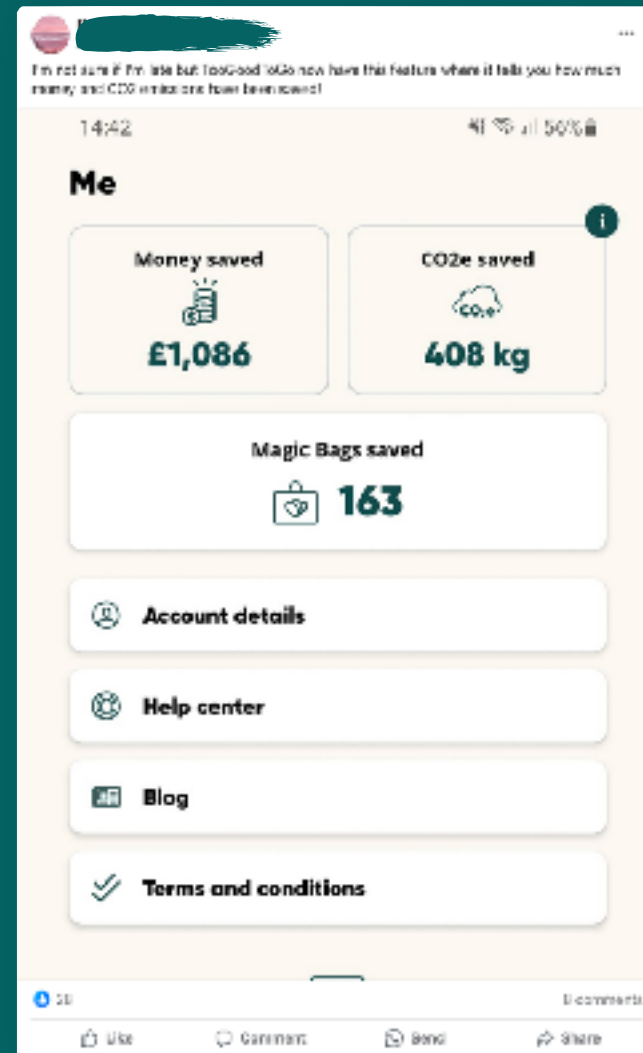
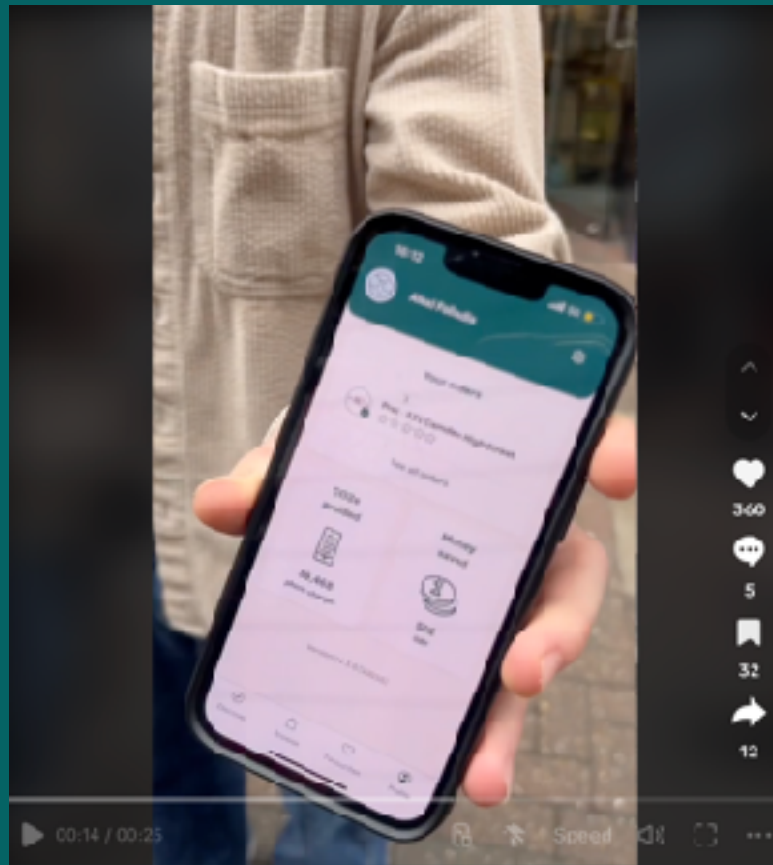


MONEY SAVED



WHAT APP-USERS THINK

Spoiler: they thought it was a “slay”



TIKTOK

FACEBOOK TOO GOOD TO GO FAN GROUP



**PURCHASE
MOTIVATION
INCREASE**



100%

Impact Tracker Case

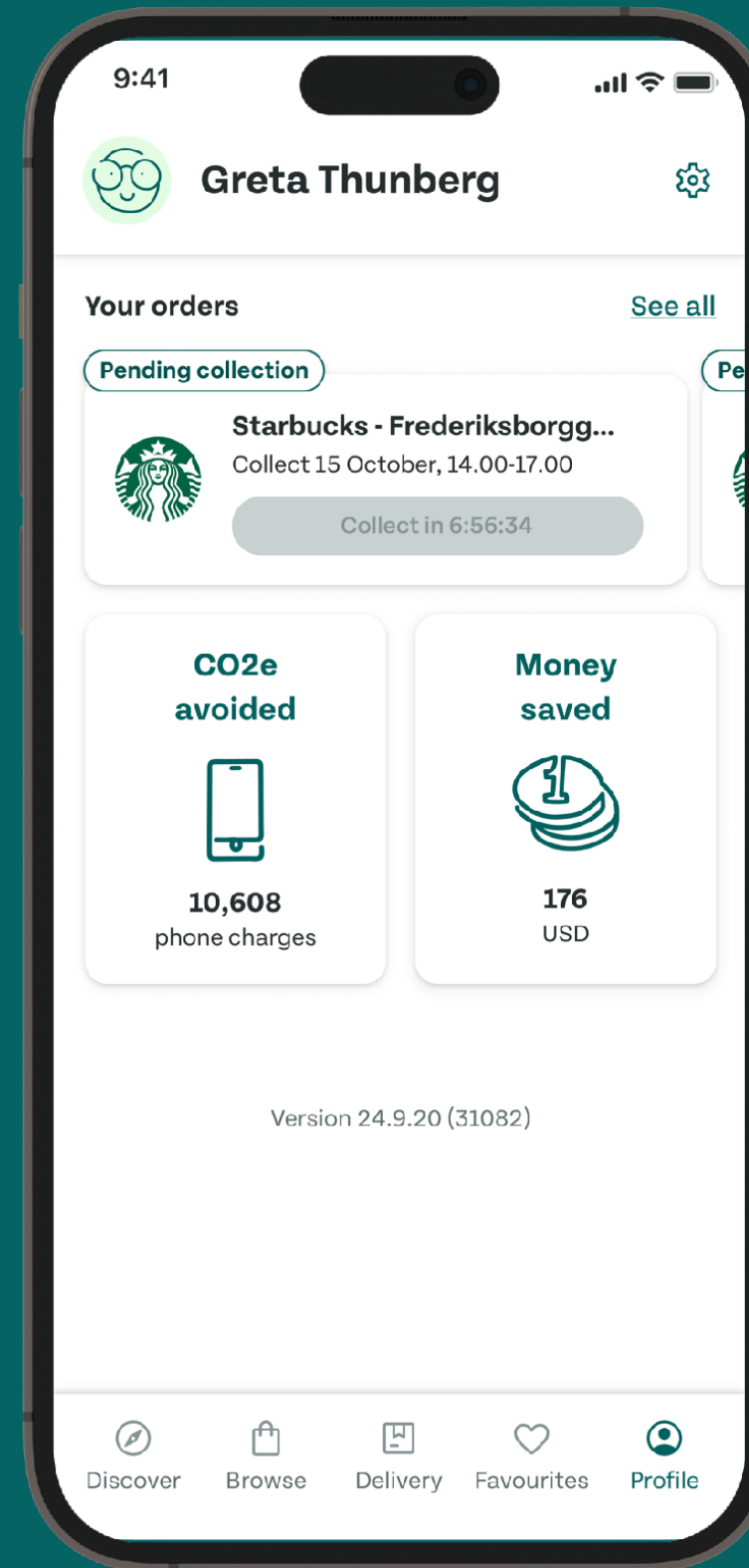
3 takeaways



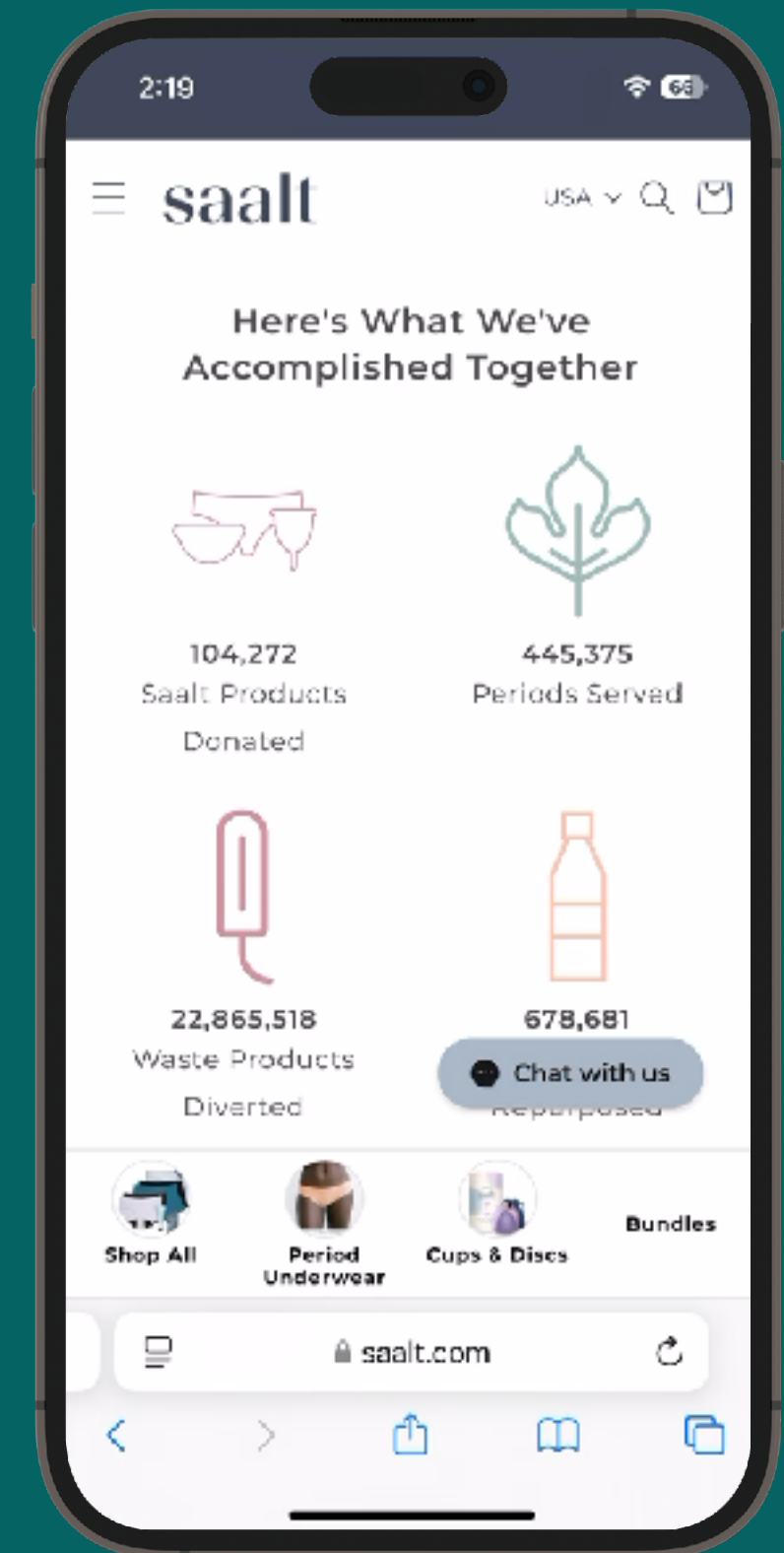
1. PRIORITIZE PERSONAL CONTRIBUTIONS



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TOO GOOD TO GO



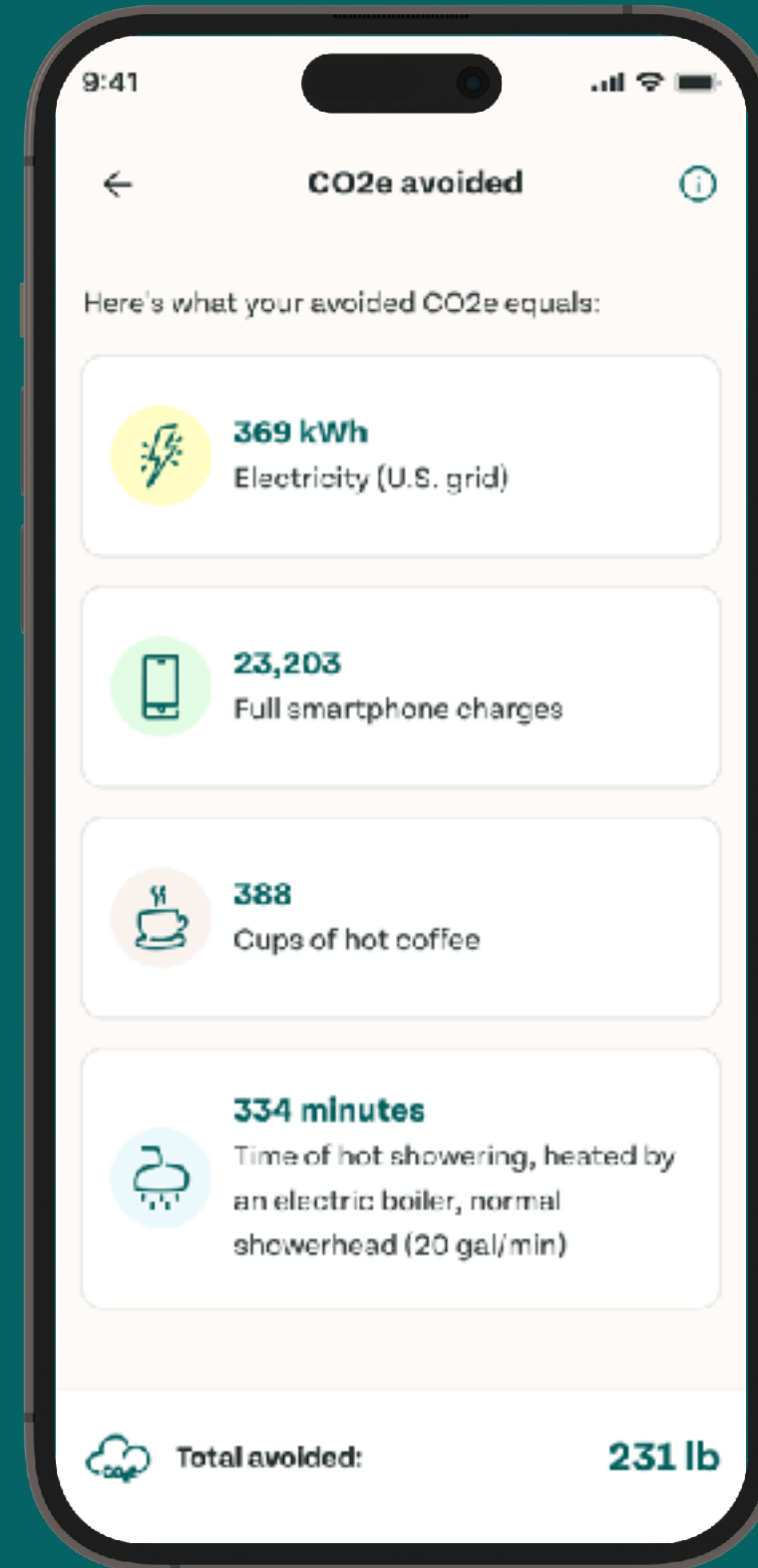
SAALT

2. MAKE ABSTRACT METRICS RELATABLE

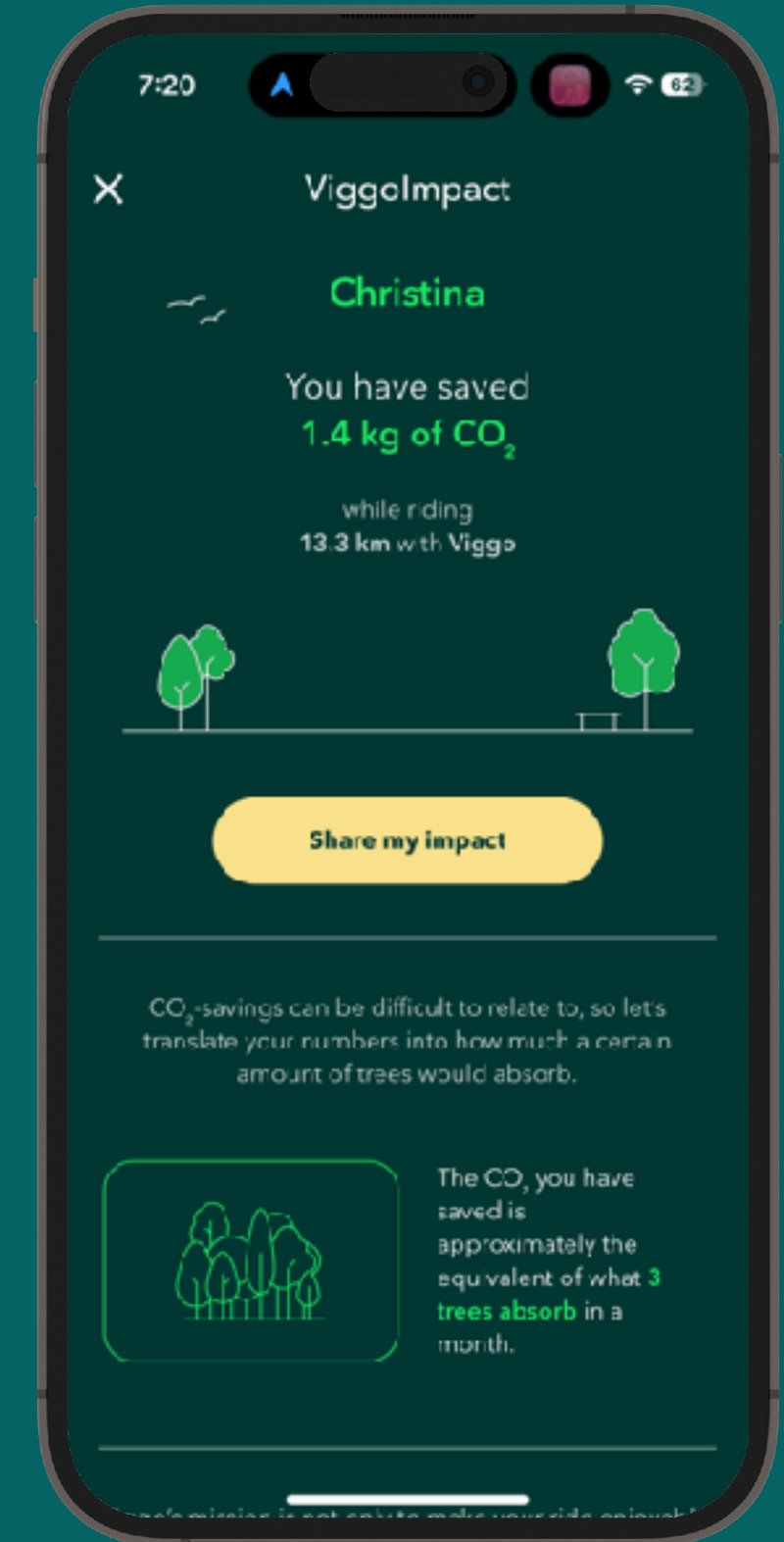


1. PRIORITIZE PERSONAL CONTRIBUTIONS

2. MAKE ABSTRACT METRICS RELATABLE



TOO GOOD TO GO



VIGGO



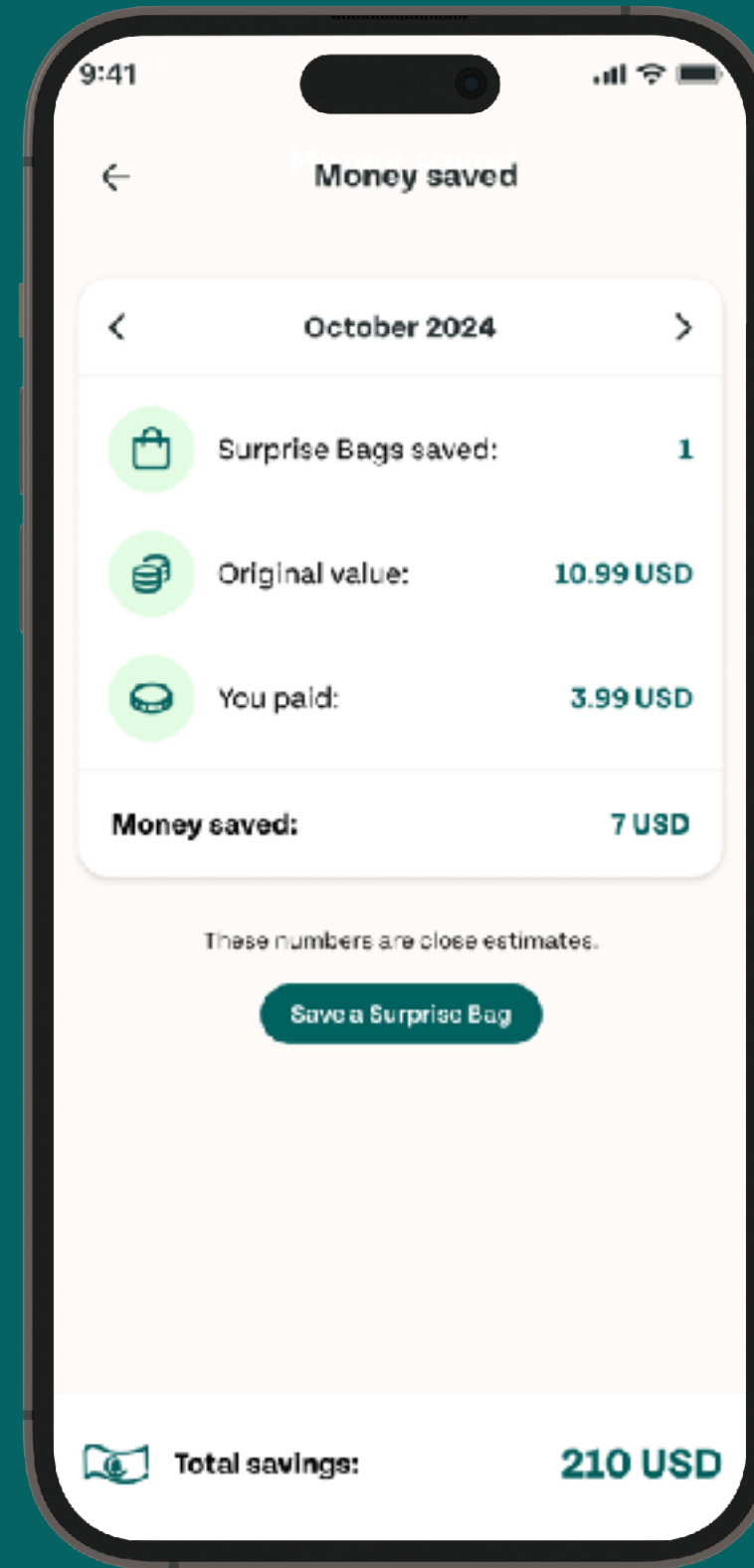
3. HIGHLIGHT THE CUMULATIVE IMPACT OF THE INDIVIDUAL



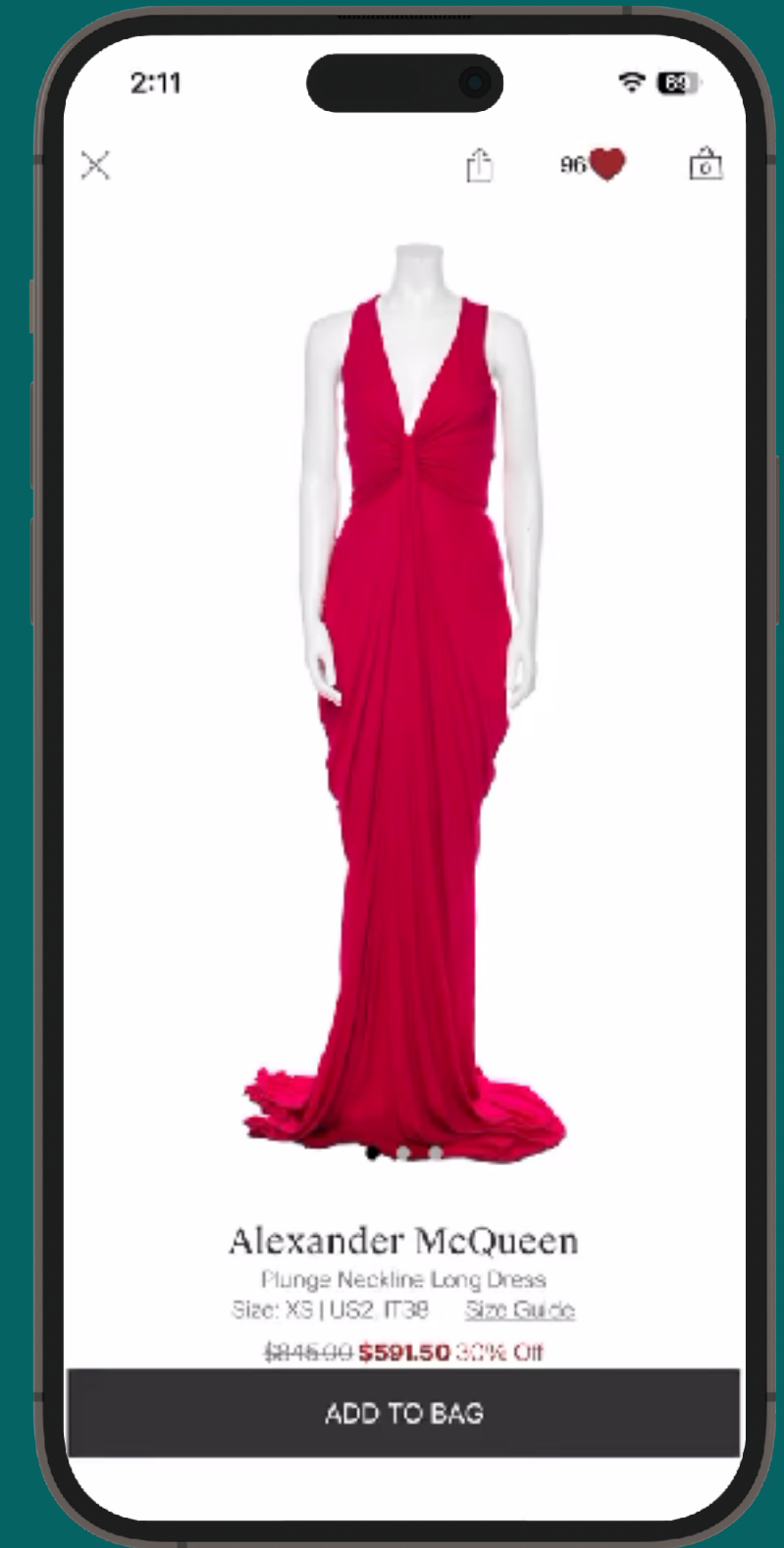
1. PRIORITIZE PERSONAL CONTRIBUTIONS

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TOO GOOD TO GO



THE REAL REAL

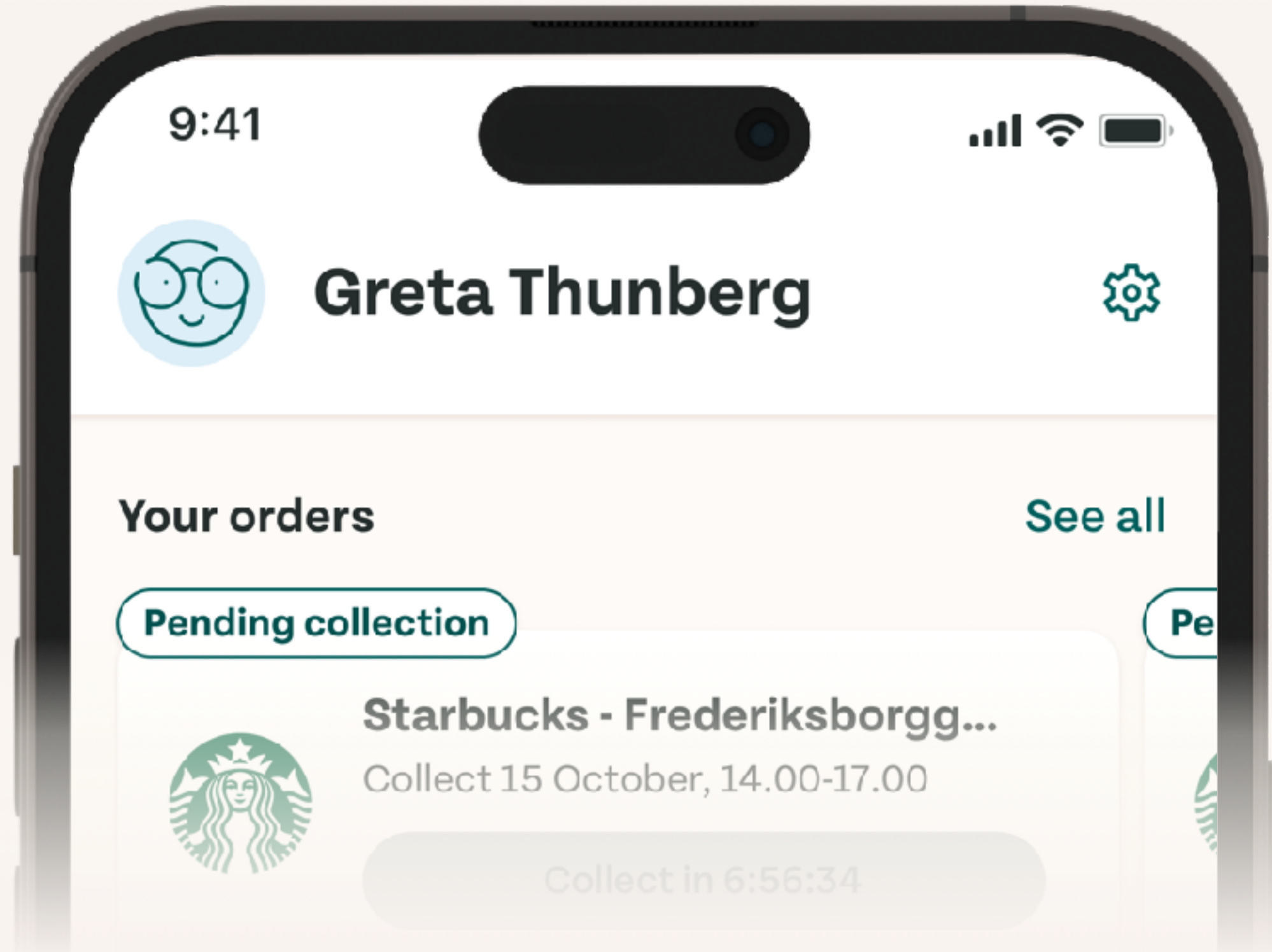
design cases



IMPACT TRACKER & LOYALTY CARD



LOYALTY CARD





IDEATION

Partner with Candy Crush and make a game for users to play daily

Be able to see what other friends have got in their magic bag in order to get inspired to buy more

A global app tracker screen (like electricity app) to see the impact of the app around the world

Chat and share info with friends

Neighbourhood communities for sharing food (too much TGTG in your bag?)

Host information from experts for things like:

- environmental talks and tips
- food saving tips
- global green movement tips

Magic Bags

Compete with a celebrity

Daily treasure hunt - publish a riddle on a daily basis - if you get the answer right in X days in a row you win something

Picture uploading

Loyalty Card

Receipies within app - Both some made from TGTG and from users

Stats based on country, city, neighborhood

Subscription service where users can receive regular deliveries of rescued food directly to their doorstep. Make it even easier for users to get it

Rewards program incentivizes users to continue using the app. Offer points or rewards for each purchase or action that a user takes. Allow users to redeem points for discount special offers, digital collectable Stamps

Browse through tips and tricks about food saving, eating in general

Holiday recipes and in general, how to do food around the holidays better (less waste, how to make food last, etc.)

To view some content that is new, like friends stats or magic bags or other dynamic content

Content Regularly updated engaging content

Blog articles written by customers

A way to badge or gamify the app and compare with other users

Info on why it's not good to throw food on artist paintings in museums as an act of protest - how to utilize that better

Food hero challenge on a global scale - with a leaderboards - eat only using TGTG for a whole year - check in daily and log in what you had and how you used TGTG for it

To attend a lottery to win a free bag

Starbucks odyssey The experience allows members to participate in a series of entertaining, interactive activities called 'Journeys'. Once a Journey is complete, members will earn collectible 'Journey Stamps' (NFTs) and Odyssey Points that will open access to new benefits and immersive coffee experiences that they cannot get elsewhere.

Magic Bag bingo/ lottery/ Tombola

Social allow users to share their experiences and connect with other users.

allow users to post pictures of the food they've rescued, share their favorite recipe, compete with friends, see who can rescue most food

Rating with pictures

Add the platform for stores to test 'experimental items' on users

Info and news from the latest forums on climate / food waste (UN, smaller groups, etc.)

Loyalty programme to earn point and get gifts, virtual money or free bag

your stats on what different type of MB you have saved (visual illustration)

Add a chat or messenger feature to the app, users to connect with each other

Give users the ability to create a profile and become a TGTG influencer where they share videos of what they've cooked up with the spoils of their MBs

ie. Buy a surprise bag of experimental products

A way for users to interact and compare for other users.

Ex. A way to compare stats

Interviews on the app with food waste/climate change experts

Enable a way for users to have meet up with other users where there can be a bag sharing option

ie. Given a general location where other users can meet you and purchase or for free take a portion of the bag or even share a meal with you

Local TGTG soup kitchens - organise using the app and the food available to get the local community together

Picture upload on item view

A virtual reality or augmented reality feature in the app that allows users to see what the food they're rescuing looks like before they purchase it

Recipe lookup and upload

Read about other TGTG users - how TGTG changed their life and helped their community

Like the added bonus question of, "Did you use this in your last TGTG MB?"

It's like LinkedIn as you found this job on LinkedIn

connect to your calorie tracker/food intake tracker

Polls or suggestions from customers - "How do you save food?"

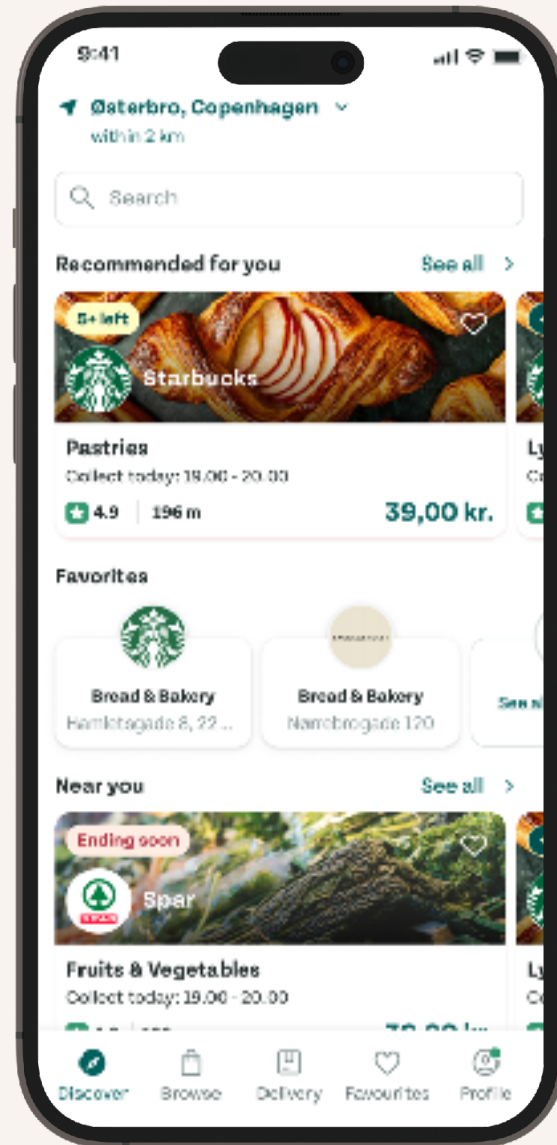
A way to share or advertise environmental impact projects around the world that users can join in on or sign up for

Gamify the app so that even if users aren't purchasing anything every day, they still crave to

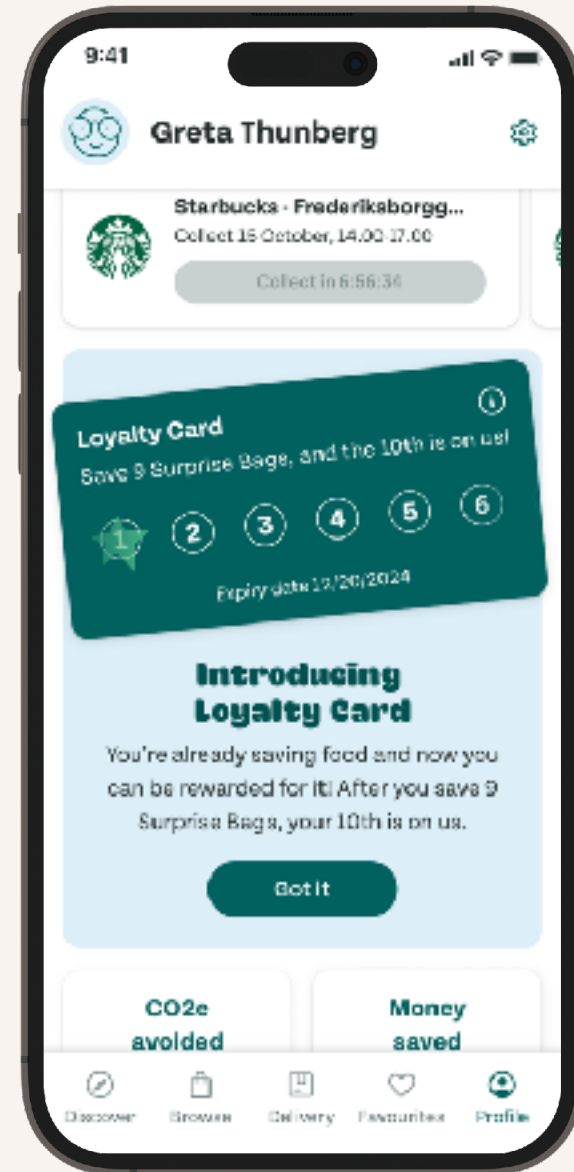
Enable a 'pen pal' availability where users can message other users around the world and connect to form



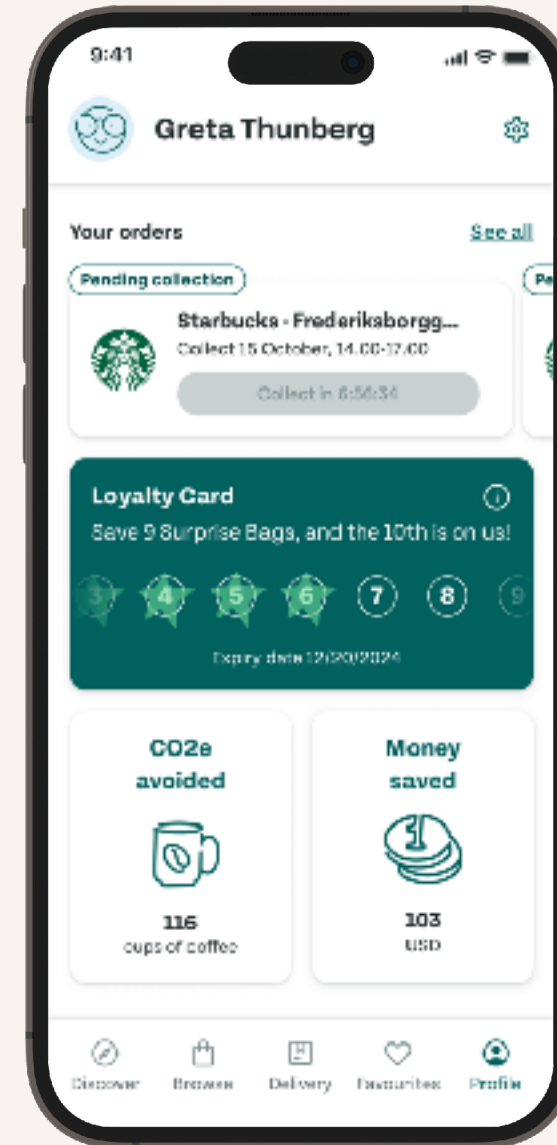
LOYALTY CARD



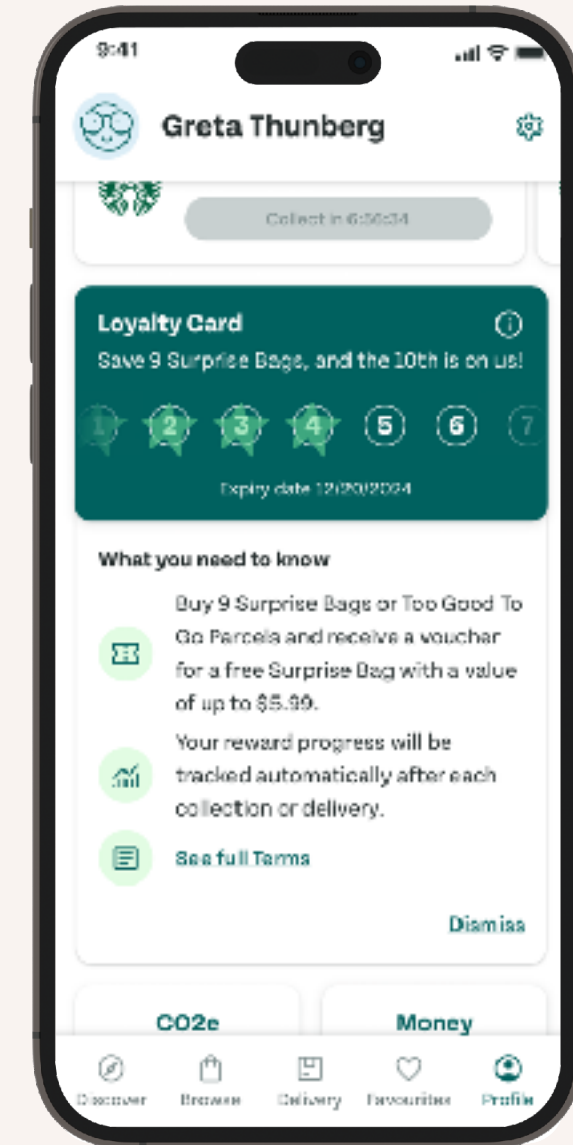
**BOTTOM NAV
BREADCRUMB**



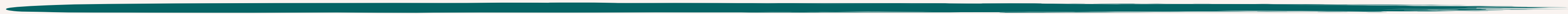
**FEATURE
ANNOUNCEMENT**



**LOYALTY
CARD**



**INFO
BUTTON**





FEATURE TESTING CONUNDRUM



FACEBOOK TOO GOOD TO GO
FAN GROUP

Loyalty Card Project

3 takeaways

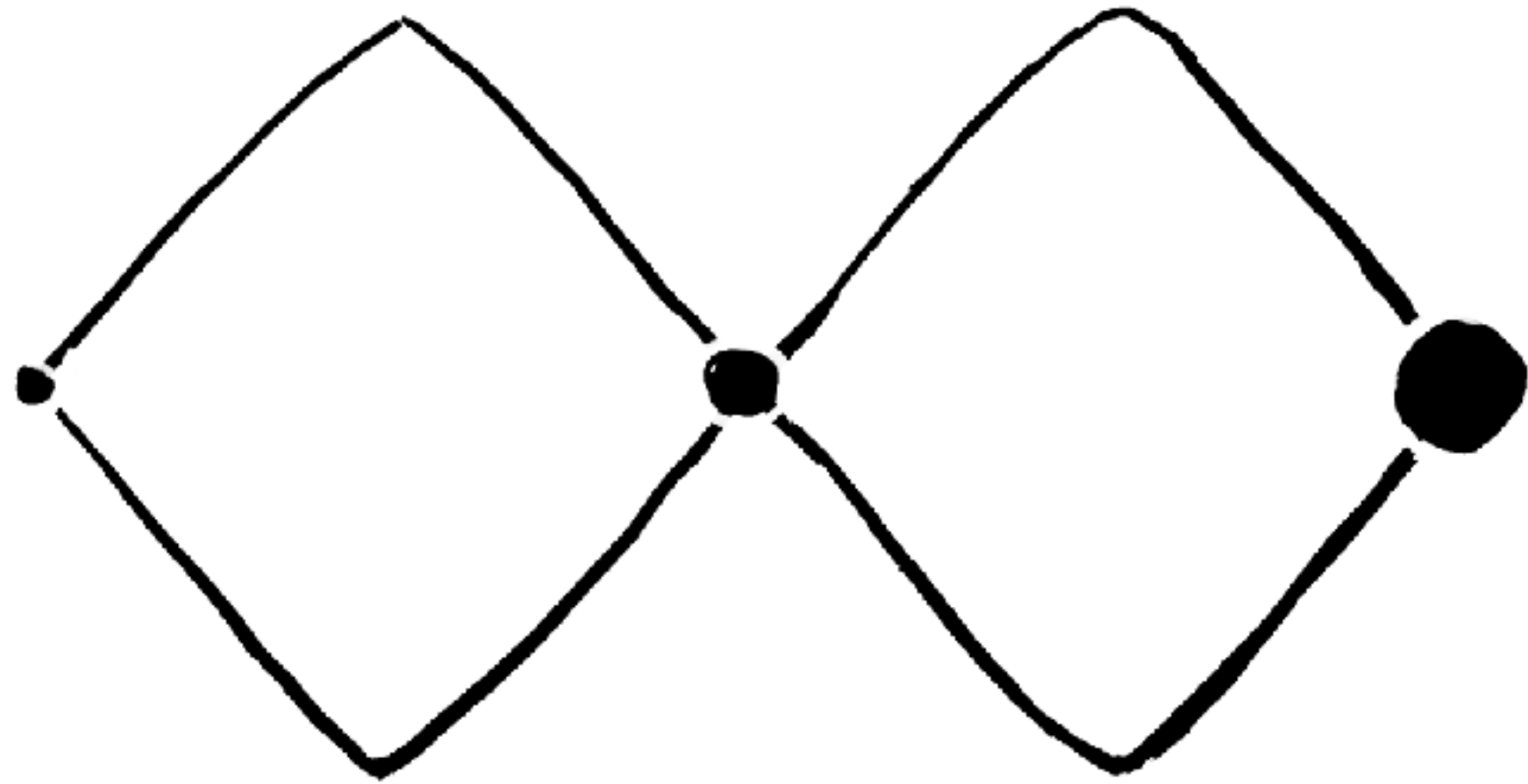




1. KEEP EXPERIMENTING WITH YOUR PROCESS

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DESIGN PROCESS



EXPECTATION

2. VISIBLE GOALS 

REALLY

ACCELERATE SUCCESS



1. KEEP EXPERIMENTING WITH YOUR PROCESS

2. VISIBLE GOALS *REALLY* ACCELERATE SUCCESS

Loyalty Card



Save 9 Surprise Bags, and the 10th is on us!



Expiry date 12/20/2024

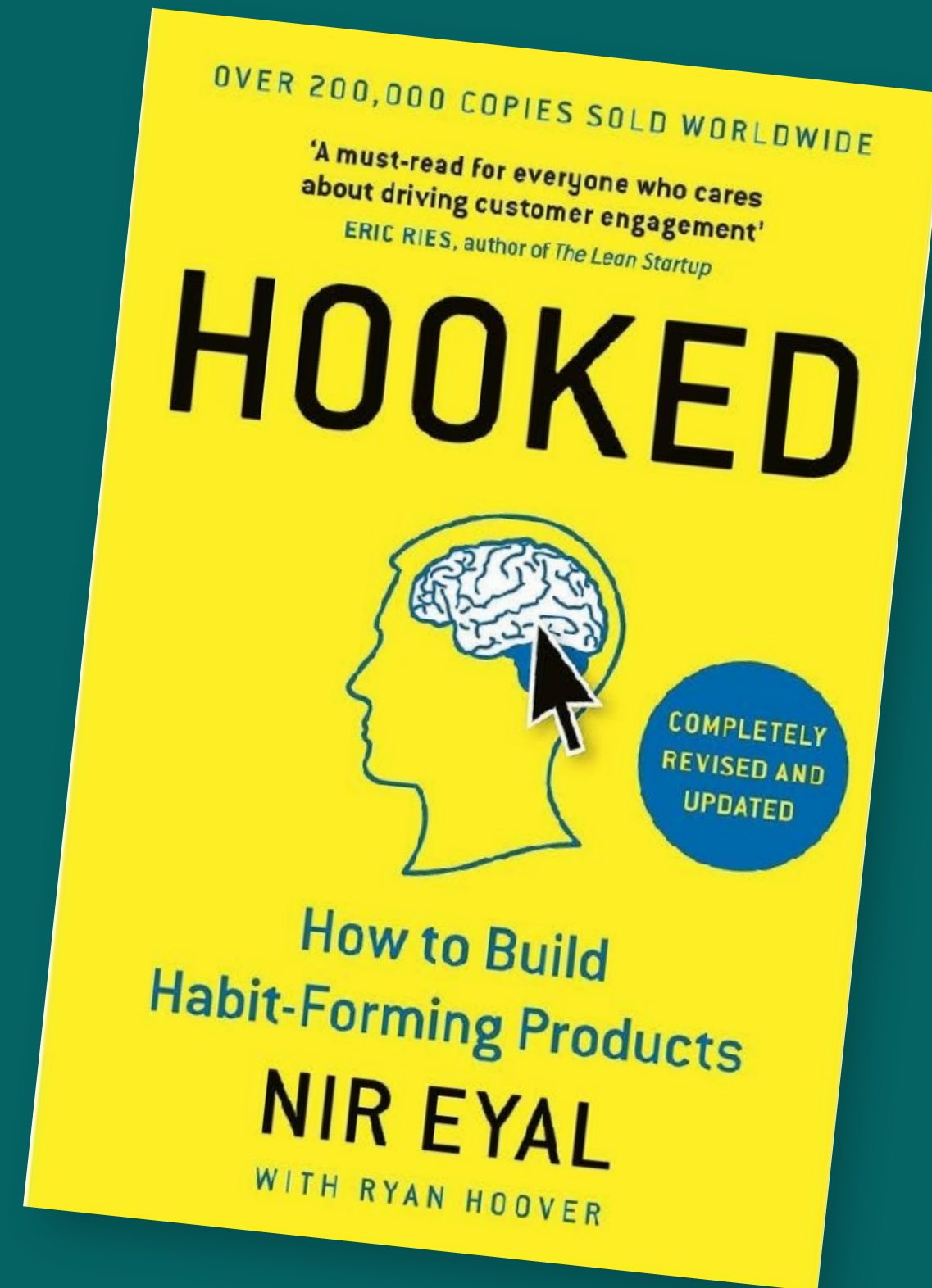


3. COMMERCIAL METHODS CAN BE USED FOR GOOD

1. KEEP EXPERIMENTING
WITH YOUR PROCESS

2. VISIBLE GOALS *REALLY*
ACCELERATE SUCCESS

3. COMMERCIAL METHODS
CAN BE USED FOR GOOD





a final thought



UNDERSTANDING THE IMPACT
OF YOUR
positive actions
LESSENS CLIMATE
RESPONDENCE





thank you



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