

# Mealmind

The screenshot displays the MealMind dashboard with a navigation bar at the top containing: Trang chủ, Nguyên liệu dư, Đồ ăn thừa, Gọi ý AI, and Báo cáo. The main content area is divided into several sections:

- Nguyên liệu dư hôm nay:** Shows 10kg remaining, a 20% decrease from the previous week, and a line graph. Includes a 'Xem báo cáo' link.
- Thức ăn thừa hôm nay:** Shows 15kg remaining, a 25% decrease from the previous week, and a line graph. Includes a 'Xem báo cáo' link.
- Inventory Alerts:** A list of items with 'Bỏ qua' and 'Điều chỉnh' buttons:
  - Nguyên liệu: Rau muống (Warning icon): Nguyên liệu này đã bị dư 3kg, bạn hãy điều chỉnh lại số lượng nhập hàng nhé!
  - Táo sẽ hết hạn vào 30/9/2025 (Warning icon): Gọi ý cho khách hàng sử dụng những món có sử dụng táo nhé!
  - Nguyên liệu: Thịt bò (Warning icon): Nguyên liệu này đã bị dư 2kg, bạn hãy điều chỉnh lại số lượng nhập hàng nhé!

Báo cáo số liệu  
thức ăn thừa

Chat bot cùng AI

Cùng MealMind giảm  
lượng rác thải nhé!

Tính đến ngày 21/9, Nhà hàng đã giảm  
thiếu 20% rác thải thực phẩm tháng này.  
Để quản lý tốt hơn, bạn có thể:

- Báo cáo số lượng rác thải >
- Xem bảng chi tiết thịt bò >
- Cập nhật trạng thái đồ ăn >

Gợi ý MealMind dành cho bạn

- Lượng thức ăn thừa giảm?
- Lượng nguyên liệu dư giảm?





**Have you ever gone to a restaurant, ordered too many dishes, but couldn't finish them and had to leave the leftovers behind?**

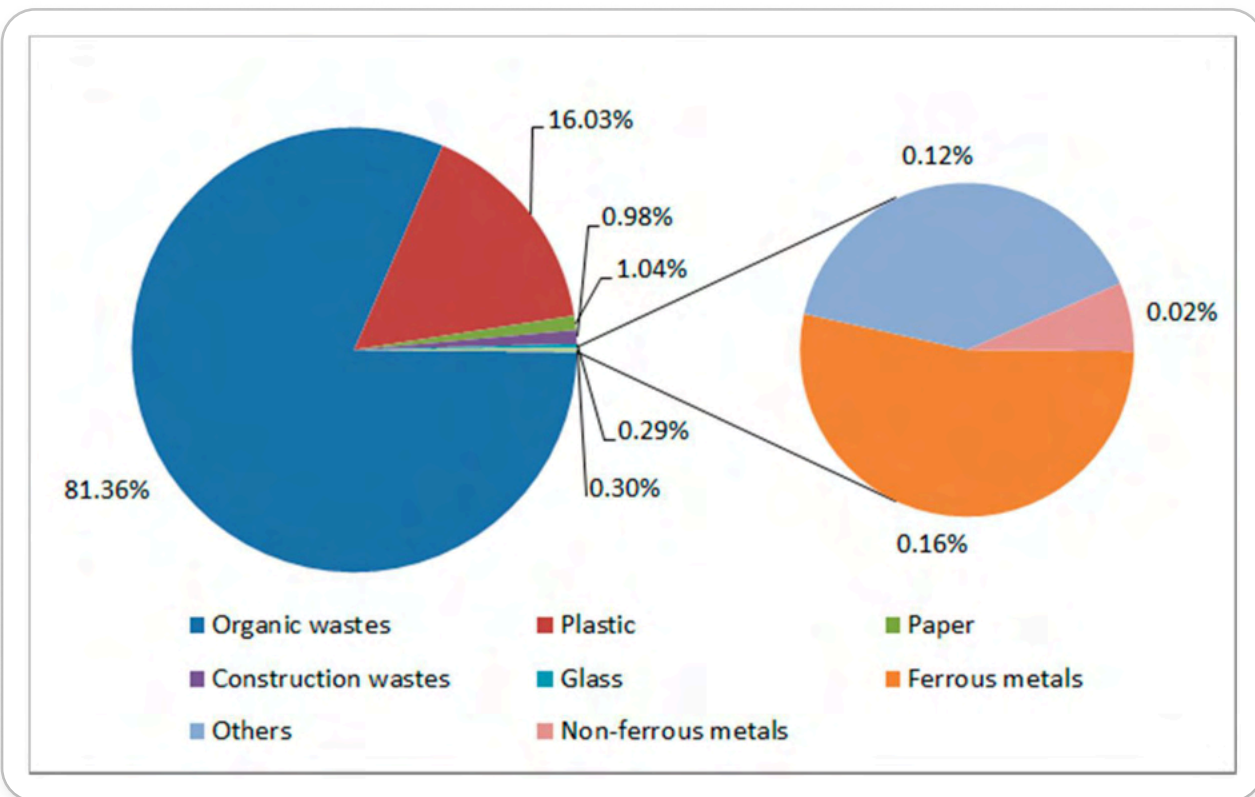
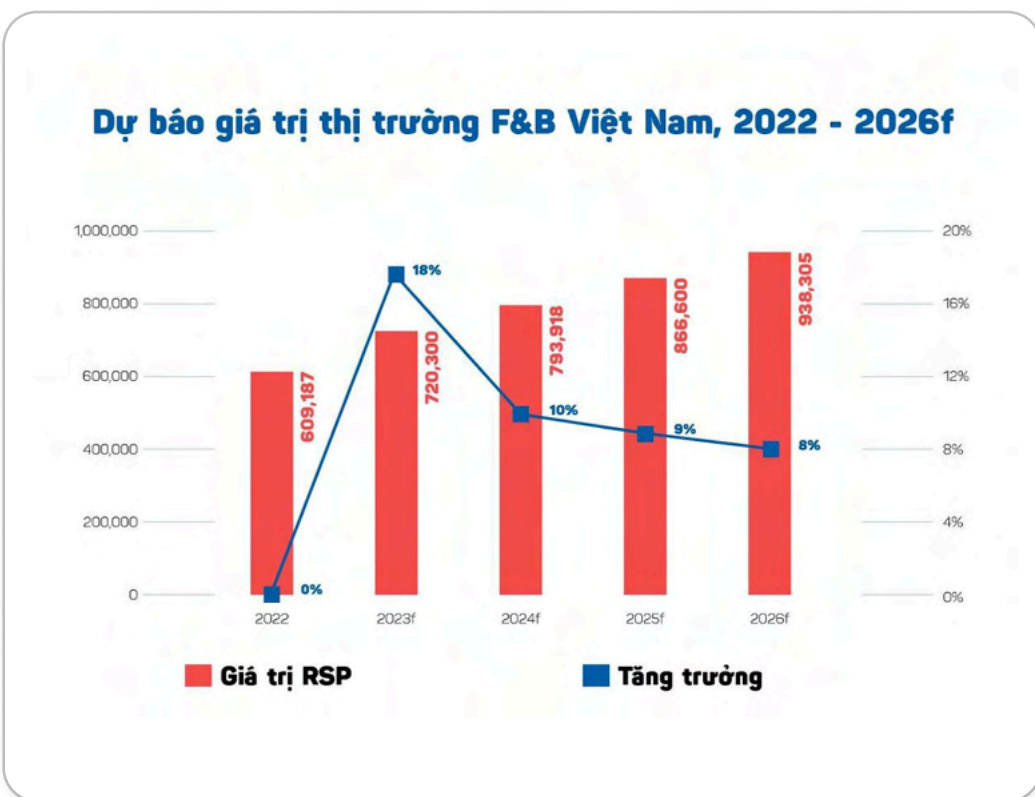
**YES**

**NO**

# MARKET ANALYSIS



during consumption causes 36% of the greenhouse gas emitted from food [2]. UNEP [3] also shows that only the amount of food waste during consumption comprises up to 931 million tons in 2019 [1]. In downstream food waste, up to 61% of food waste comes from households, 26% from food businesses like restaurants and food stalls, and 13% from retail stores like supermarkets and grocery stores [3]. In other words, household food waste comprises 11% of the total annual food production [3].



NGUỒN: UNEP TỔNG HỢP

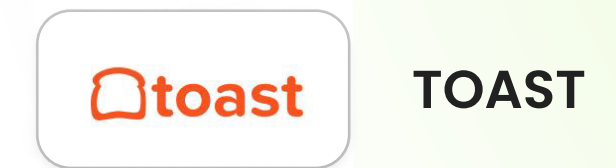
## Our Findings

- Vietnam ranks **3rd globally** in food waste (2021).
- The country wastes **15–20% of total food production (~USD 1.77 billions annually)**.
- Food service sector (restaurants, stalls, eateries) accounts for **26% of waste**; households 61%, retail 13%.
- There are about **540,000 food service businesses** nationwide.
- Vietnam's F&B market is projected to reach **USD 35–40 billions** in 2024, showing rapid growth.

Every year, **nearly 540,000 restaurants** in Vietnam generate about **1.9 million tons of food waste** - accounting for more than **1/4 of the country's total food waste**. This is mainly due to inefficient supply management, which leads to overstocking, spoiled food, and an increasing burden on the environment.



# COMPETITOR ANALYSIS



## Strength

- **Reporting & analysis capability:** Shows why waste happens, which ingredients are wasted the most, when it occurs, and at which branch → helps identify the root cause.
- **Clear menu engineering:** helps restaurant owners know which dishes to keep, remove, or adjust in order to maximize profits.

- Strong practicality, reducing waste by 30–50%.
- Goes beyond recording data to explain why waste happens (reason, timing, food type) → easier to address.

- Inventory and cost management with fluctuation tracking.
- POS integration for seamless sales and stock data tracking.

## Weakness

- Cannot forecast ingredient needs based on sales data and trends.

- Does not address ordering → tracks surplus but cannot forecast purchasing needs.
- Requires extra hardware (scales, scanners) and manual input → increases cost and complexity.
- Relies on staff input, with no POS or inventory system integration.

- Focuses mainly on data analysis, with limited capability in demand forecasting.

## Our Findings

- **Automation + AI:** uses sales and inventory data to generate forecasts.
- **Predictive ordering:** goes beyond past reporting to provide future recommendations → prevents waste from the start.
- **Menu engineering:** analyzes top-selling vs. slow-selling dishes to identify potential waste risks.

# USER PERSONAS



Nguyen Bao Minh

Age	38
Job	Restaurant owner
Address	TP HCM

## Bio

As a restaurant owner, my daily work involves managing the entire operation—from staff and customer service to finance, ordering, and inventory control. I am particularly concerned about reducing food waste and always look for solutions to optimize ingredient usage, while also showing responsibility toward the environment and society.

## Motivations

- **Reduce food waste** to help protect the environment.
- Build a “green” restaurant image that is friendly and **socially responsible**.
- Balance business profitability with **sustainable development**.

## Goals

- **Optimize ingredient management** to minimize daily food waste.
- Have a reporting system to **track ingredient usage and consumption**.
- Proactively **adjust ordering plans** to reduce waste and environmental impact.

## Frustrations

- Difficult to accurately track the amount of wasted ingredients each day.
- **Lack of supporting tools** leads to over-ordering, which increases food waste.

# EMPATHY MAP

## SAYS

- “I need a technology solution to **reduce food waste.**”
- “Customers are increasingly **concerned about sustainability and social responsibility.**”
- “If there were a system to track inventory and demand, the restaurant could reduce food waste.”

## THINKS

- Worried about the **increasing amount of food waste.**
- Considers **applying digital transformation and AI** to the ingredient ordering process.
- Wants to **build a green and modern restaurant image to gain competitive advantage.**



## DOES

- **Tracks daily dish consumption** and reports on ingredients purchased, used, and wasted.
- **Searches for digital solutions** (management software, AI systems, inventory control apps).
- **Interacts with customers and gathers feedback** to adjust the menu.

## FEELS

- **Pressured** when seeing food wasted without an effective way to control it.
- **Frustrated** when good food still has to be thrown away.
- **Hopeful** about finding methods to reduce waste and be more environmentally friendly.

# USER JOURNEY

Problem awareness

Inventory Management

Track Food Waste

Take Corrective Action

## TASK LIST

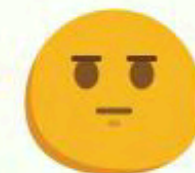
- The restaurant owner realizes there is a large amount of food waste after cooking and serving.
- Compare the cost of wasted food with profit.

- Manually check inventory.
- Place orders based on personal experience.

- Record leftover food quantity after each day (notebook, Excel).
- Try to identify the causes of waste.

- Reduce weekly orders based on intuition.
- Adjust menu, remind staff to minimize waste.

## EMOTIONS



## OPPORTUNITIES

- Create clear awareness of financial & environmental impact.
- Provide reference/benchmark data from the industry.

- Propose automated inventory management tools.
- Support demand forecasting based on historical data.

- Provide intuitive dashboards by day/week.
- Integrate analysis of causes and trends.

- System recommends actions based on data.
- Generate result reports (cost savings, % waste reduction).

# SOLUTION

USER JOB TO BE DONE

When I see **food being wasted** during preparation and serving, I want **a tool that can analyze the problem and provide solutions to minimize food waste, helping to protect the environment.**”

How might we help restaurants easily input ingredient and dish invoices without wasting time?

How might we enable the system to analyze inventory levels in order to minimize waste?

## HMW Framework

How might we forecast ingredient demand so restaurants can order just the right amount and avoid surplus?

How might we provide visual reports that help restaurant owners make timely decisions?

# PRODUCT OVERVIEW



MealMind is an application that **helps restaurants track and analyze food waste** generated during preparation and serving. By providing visual data and detailed reports, AI supports restaurant owners in understanding the root causes of waste, enabling them to **optimize ordering plans and inventory management**.

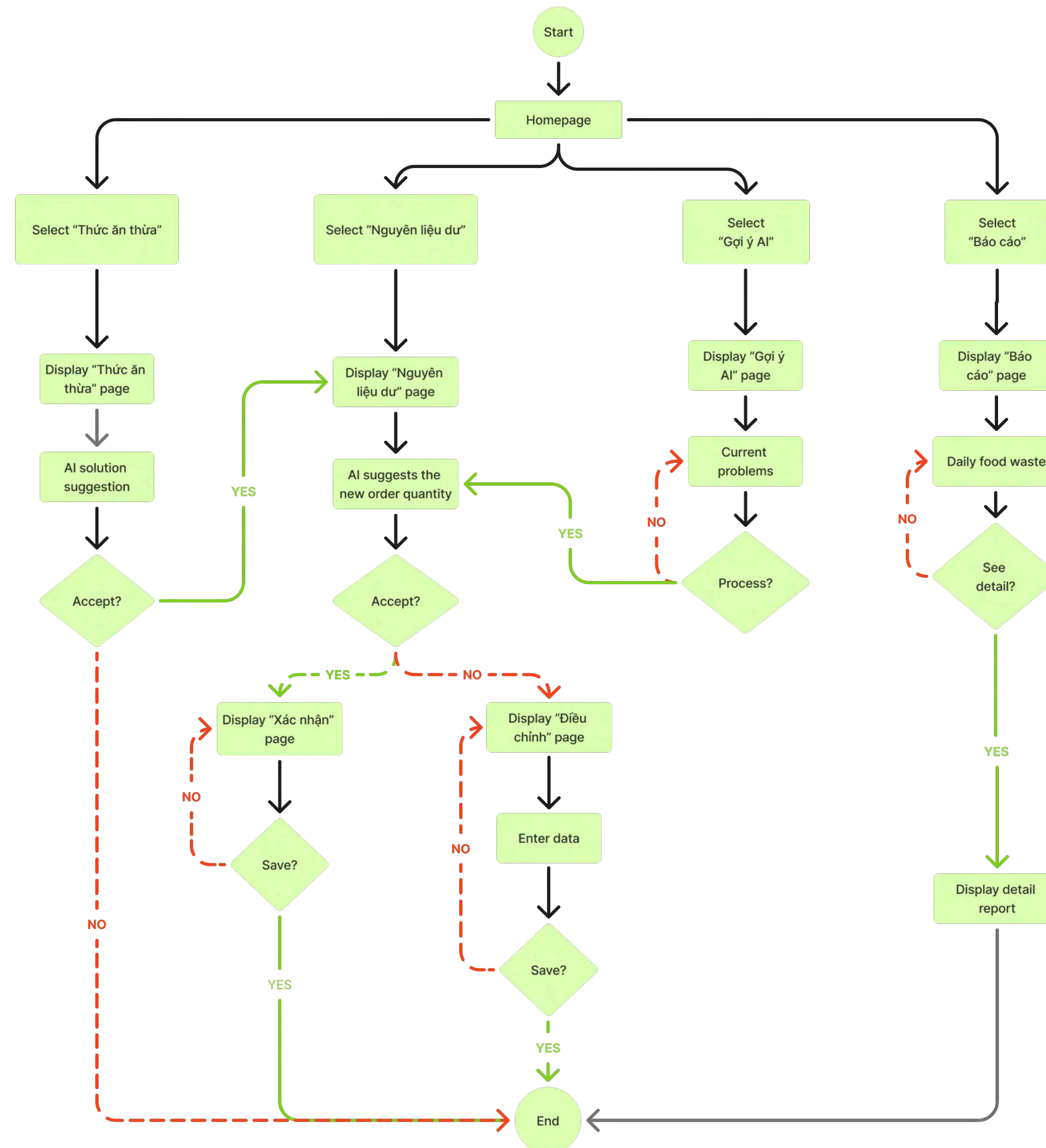
## Objectives

Track and analyze daily food waste.

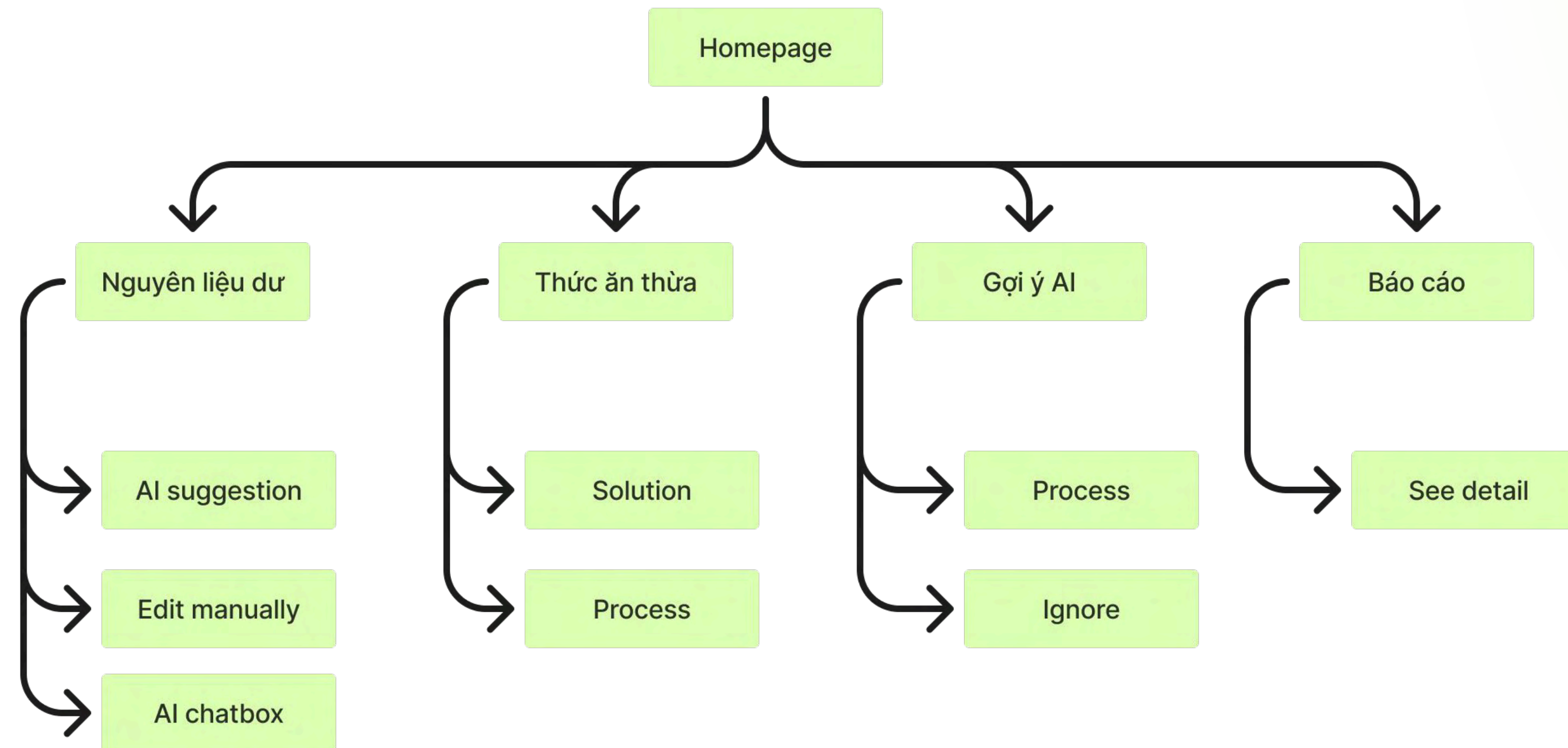
Provide reports and solution suggestions to optimize ordering.



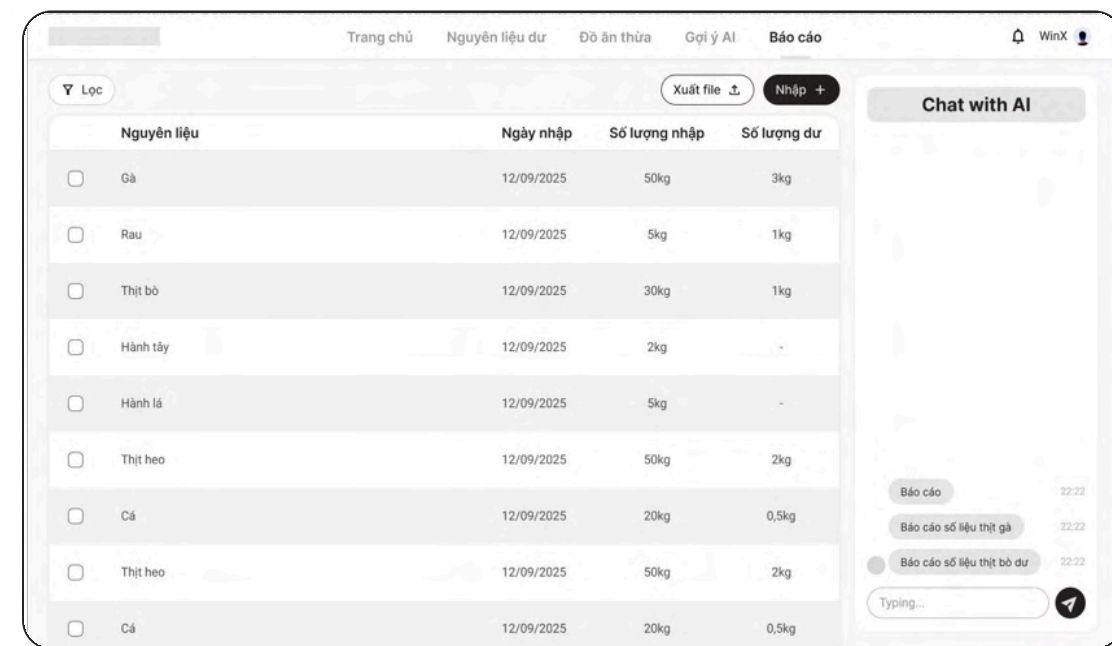
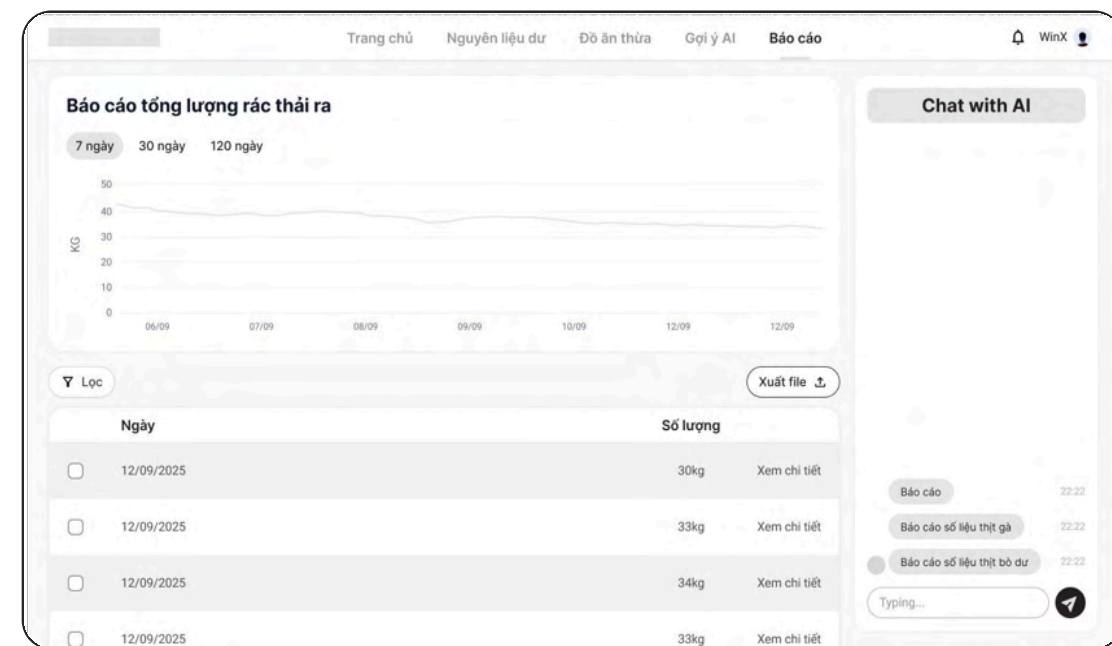
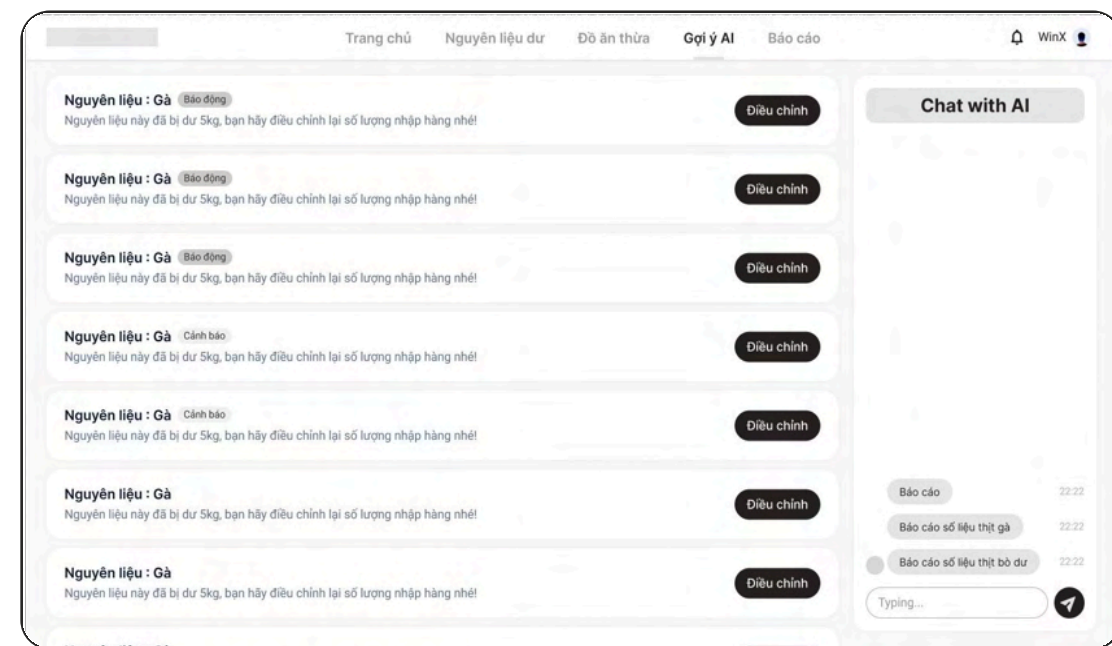
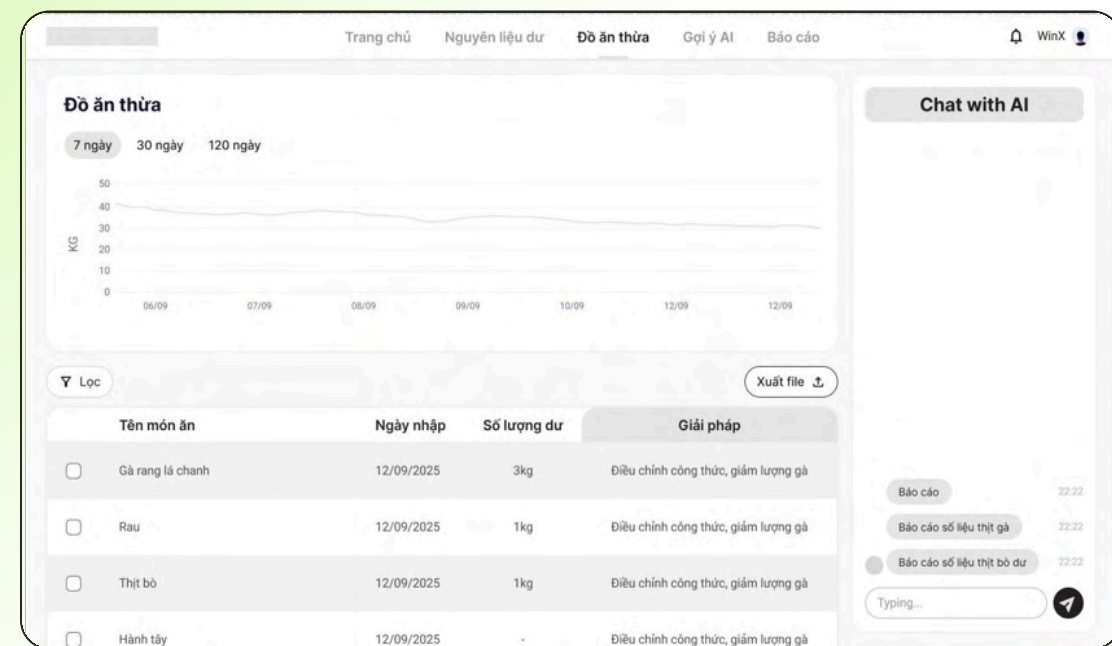
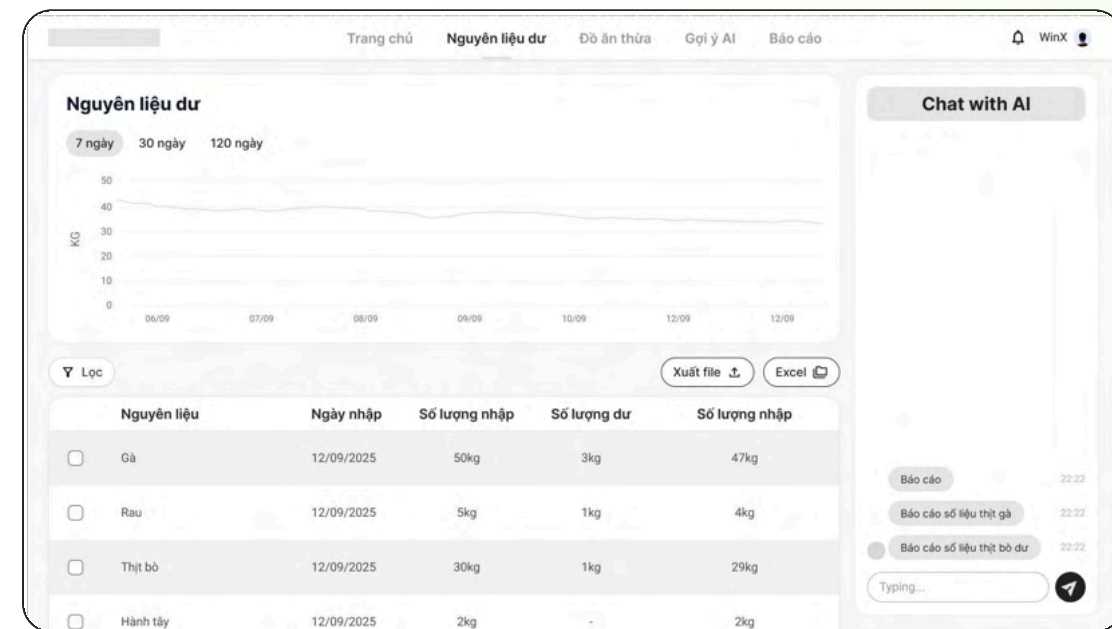
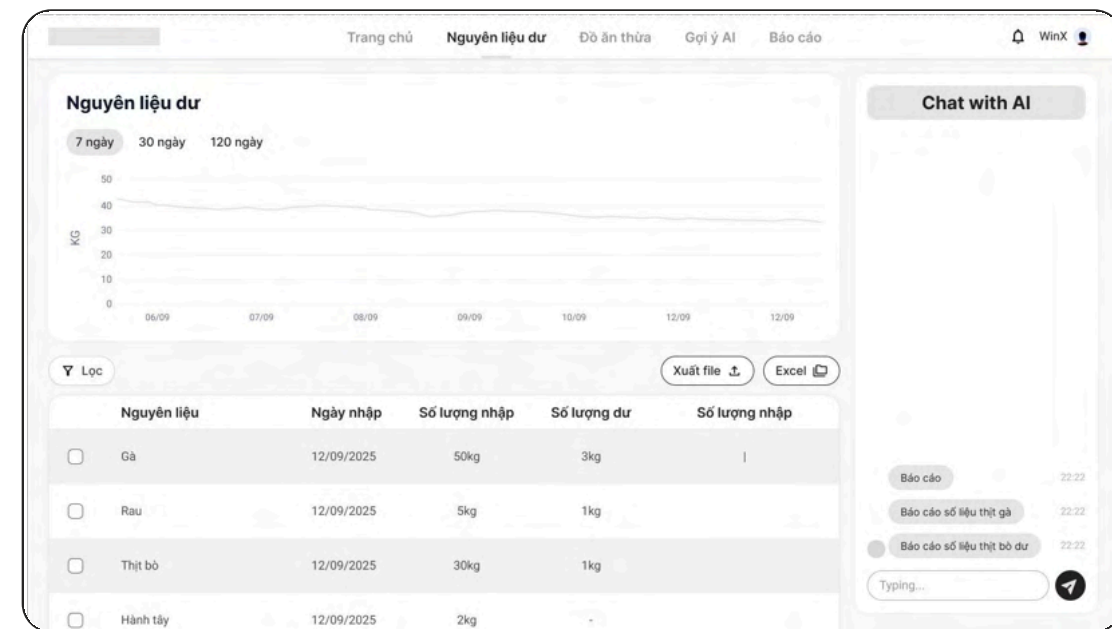
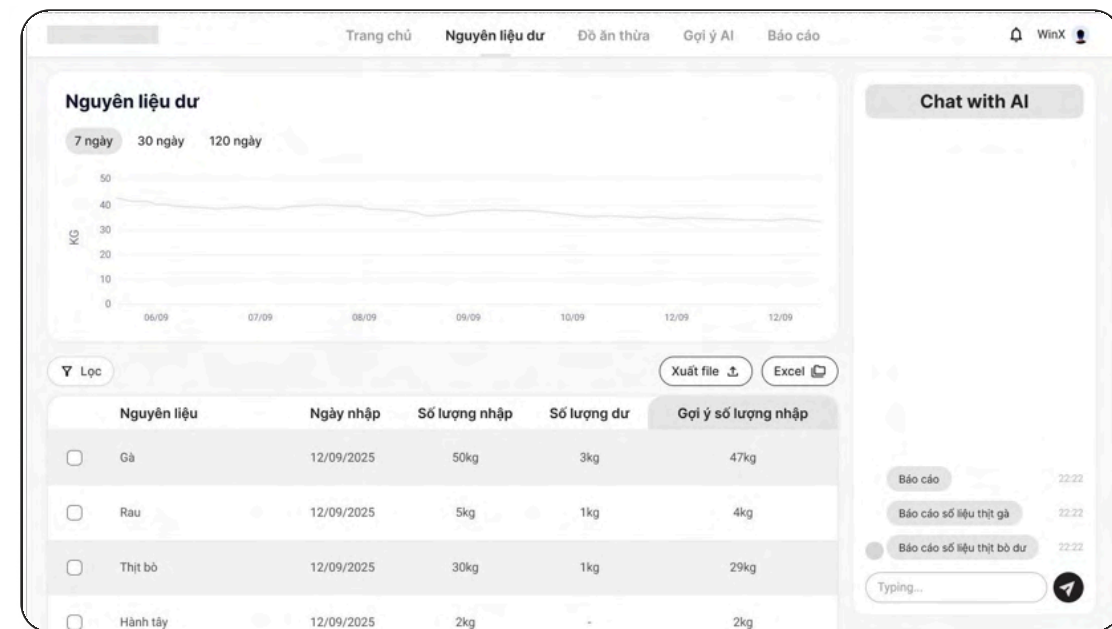
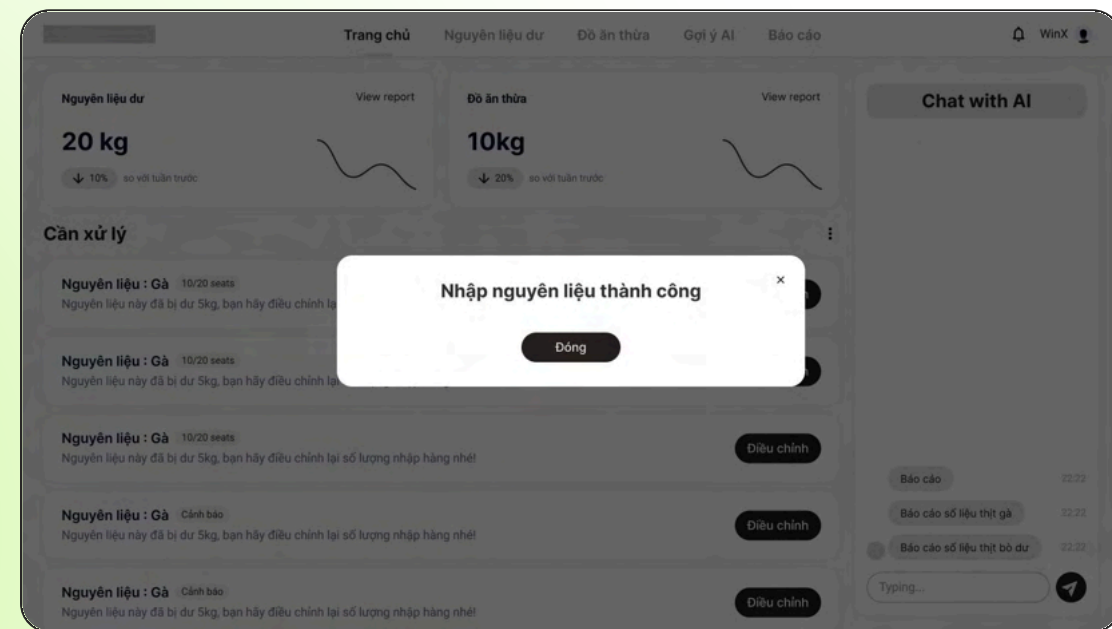
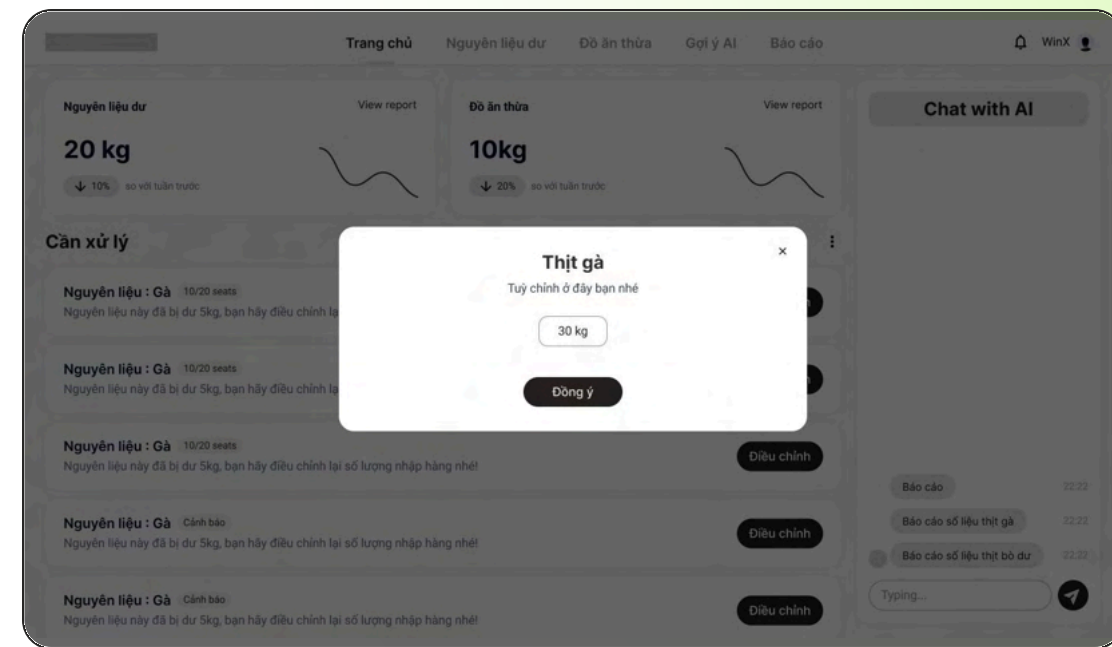
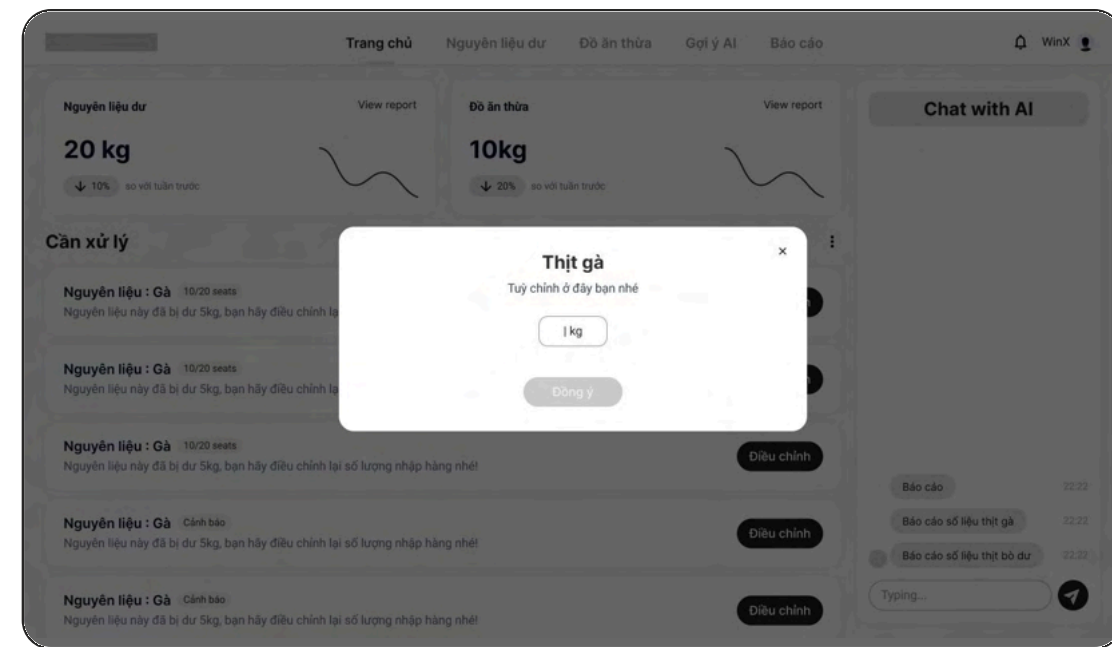
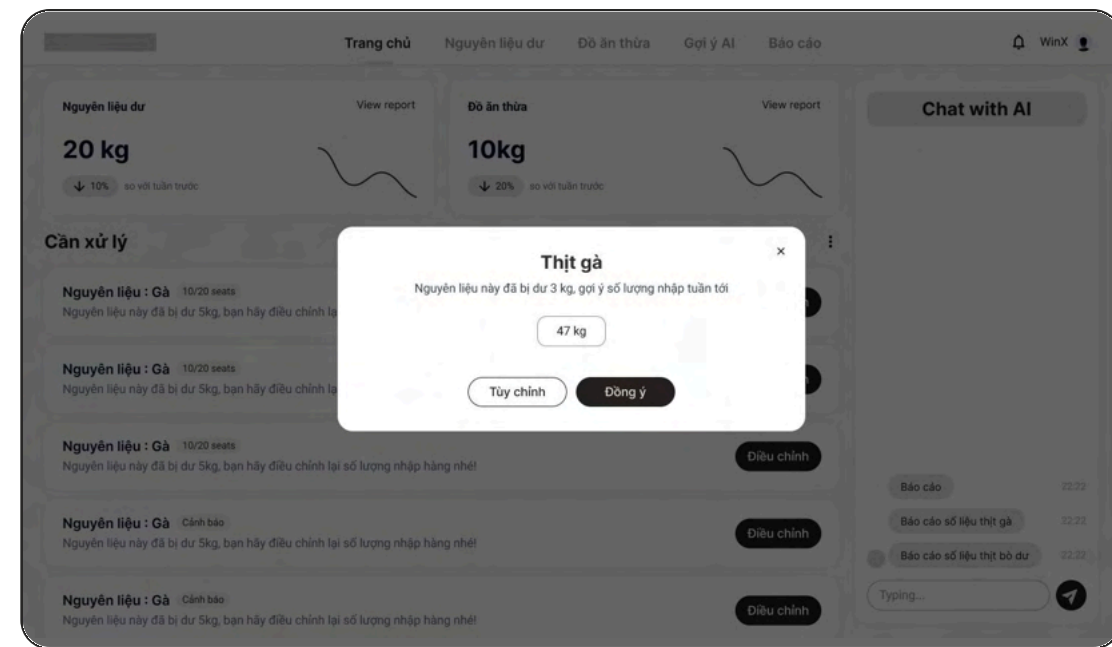
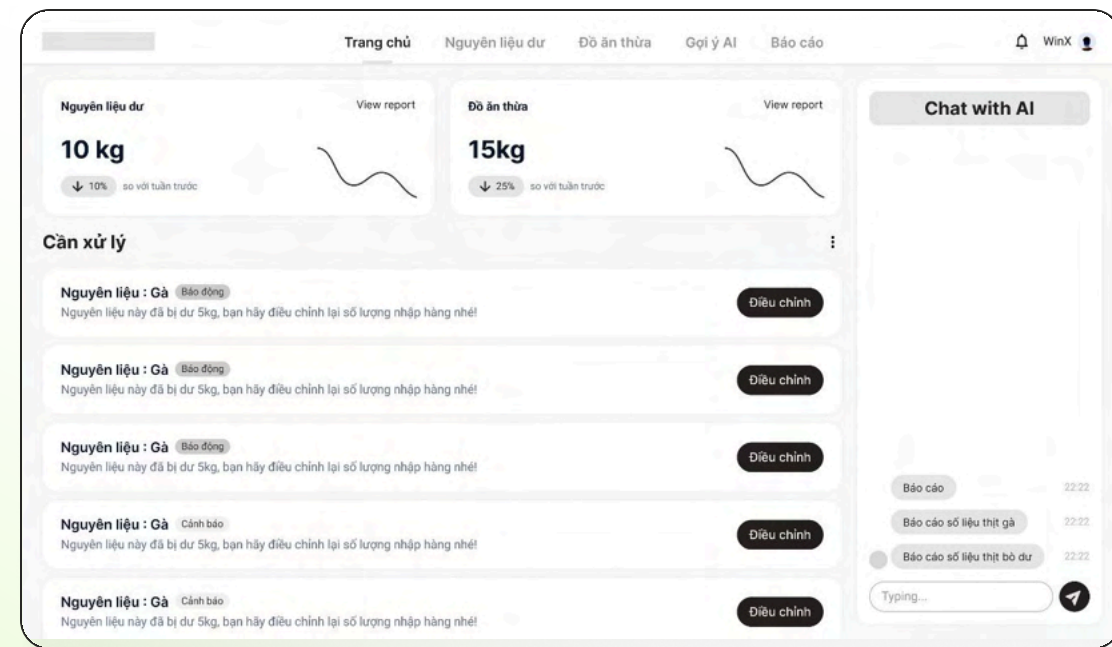
# USER FLOW



# INFORMATION ARCHITECTURE



# WIREFRAME

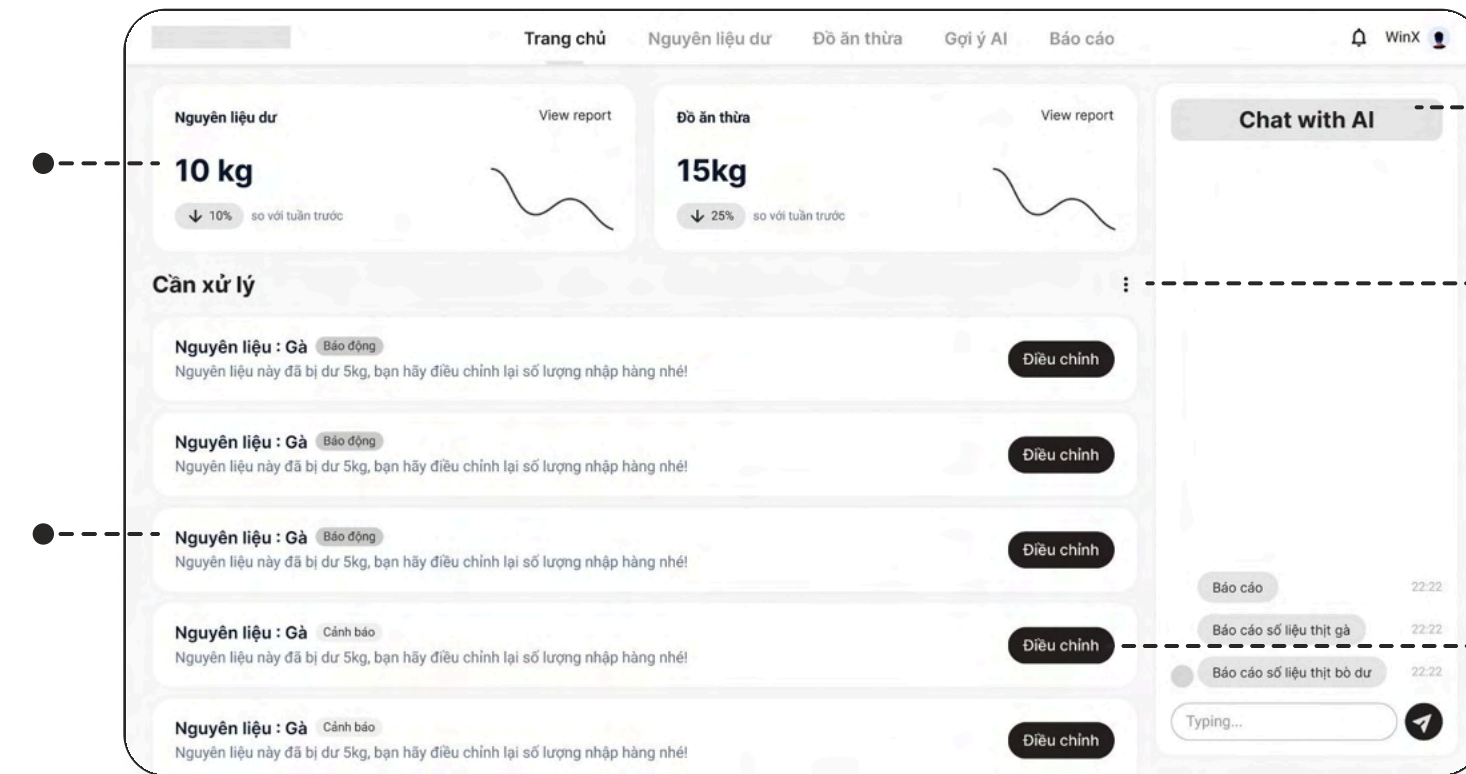


# ITERATION

Unclear comparison content  
 → **Causes confusion.**  
 Excessive empty space in the middle  
 → **Makes the layout feel disjointed.**

Important information isn't stand out  
 → **Users easily overlook it.**

## Before

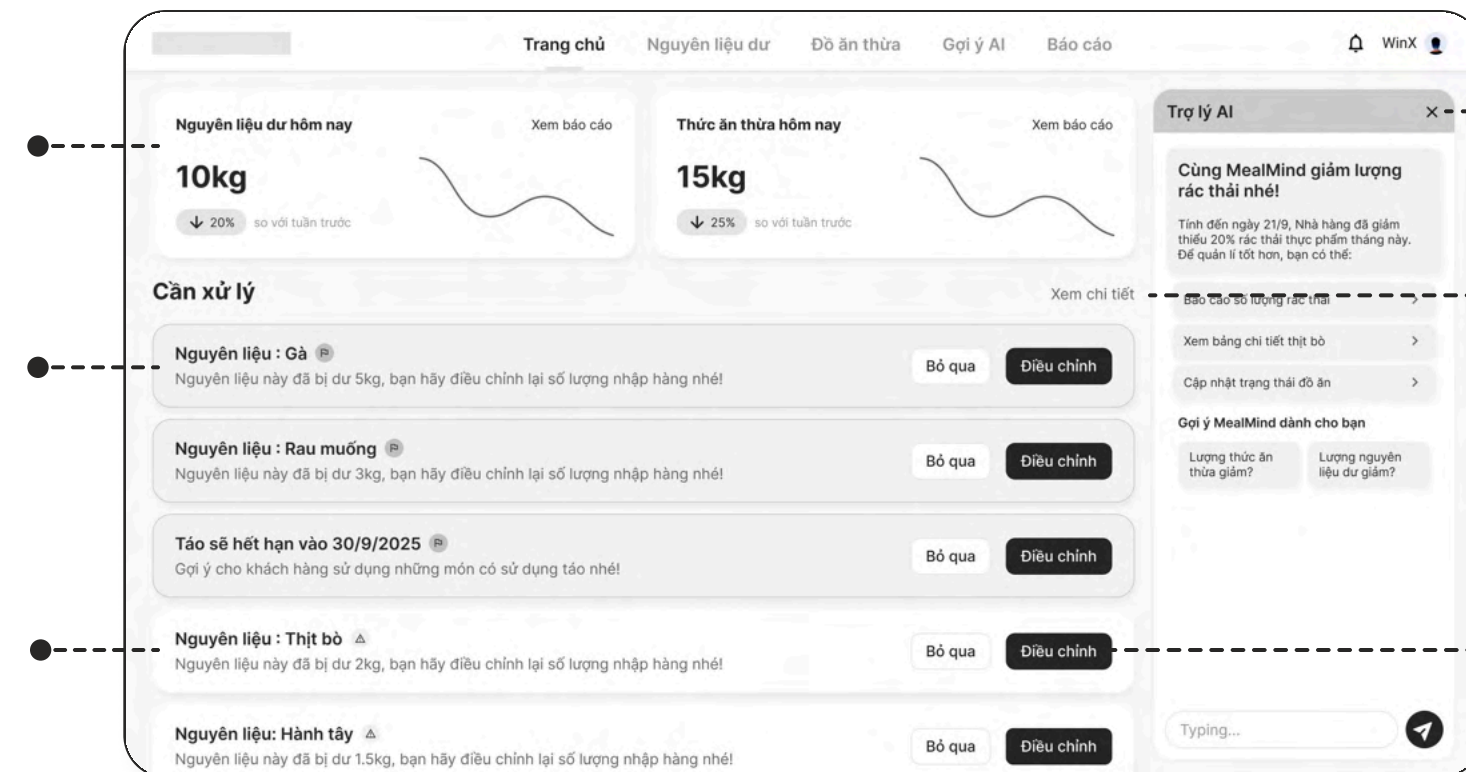


Didn't know where to start.  
 Unattractive interface

Unclear icon's meaning  
 → **Caused confusion.**

Corner radius on buttons and cards is different  
 → **Inconsistency**

## After



Adjusted the layout  
 Clear the comparison content

Changed card colors, added borders  
 → **Increased visual weight.**

Added icons  
 → **Scan information quicker, easier.**

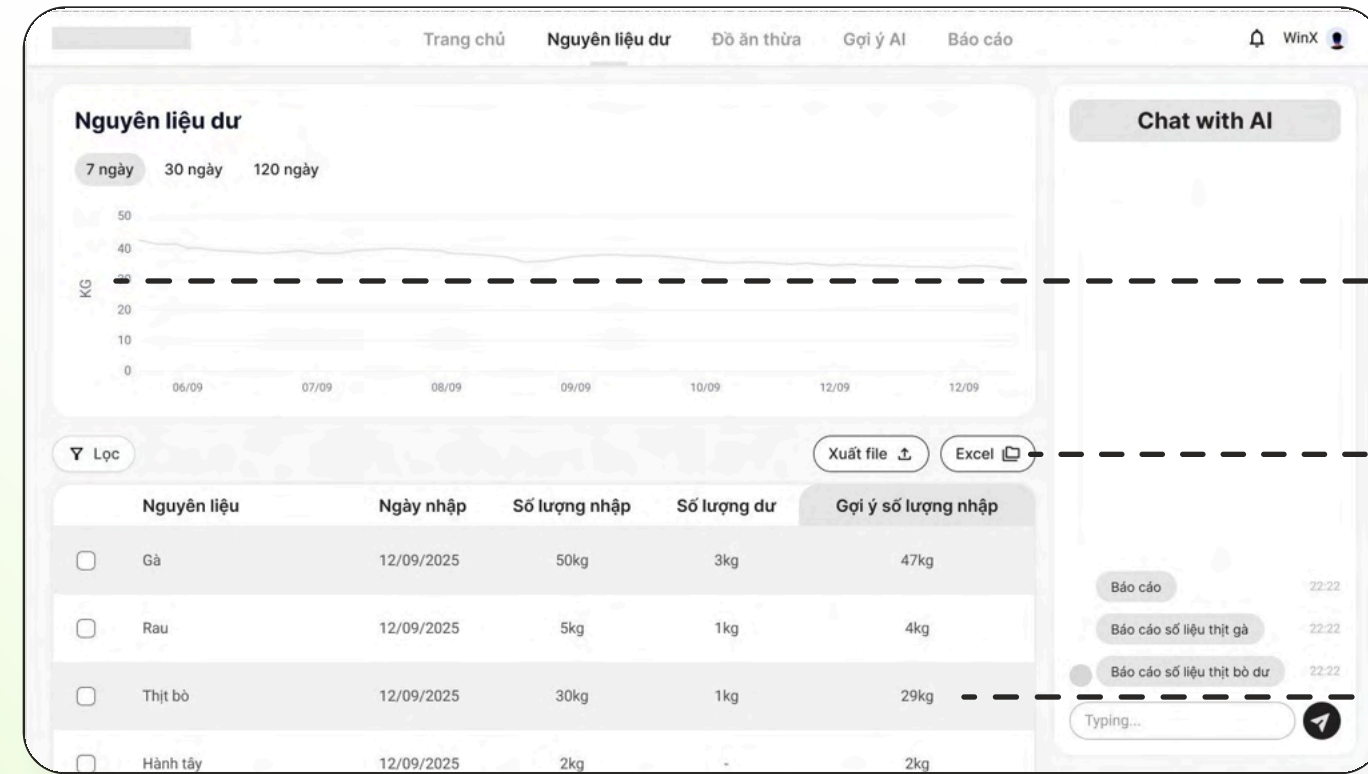
Added guidance  
 → **Easier to use and navigate quickly.**

Replaced icons with clear text labels  
 → **Easy to use**

Changed rounded corners to square corners  
 → **Consistent visual identity.**

# ITERATION

## Before

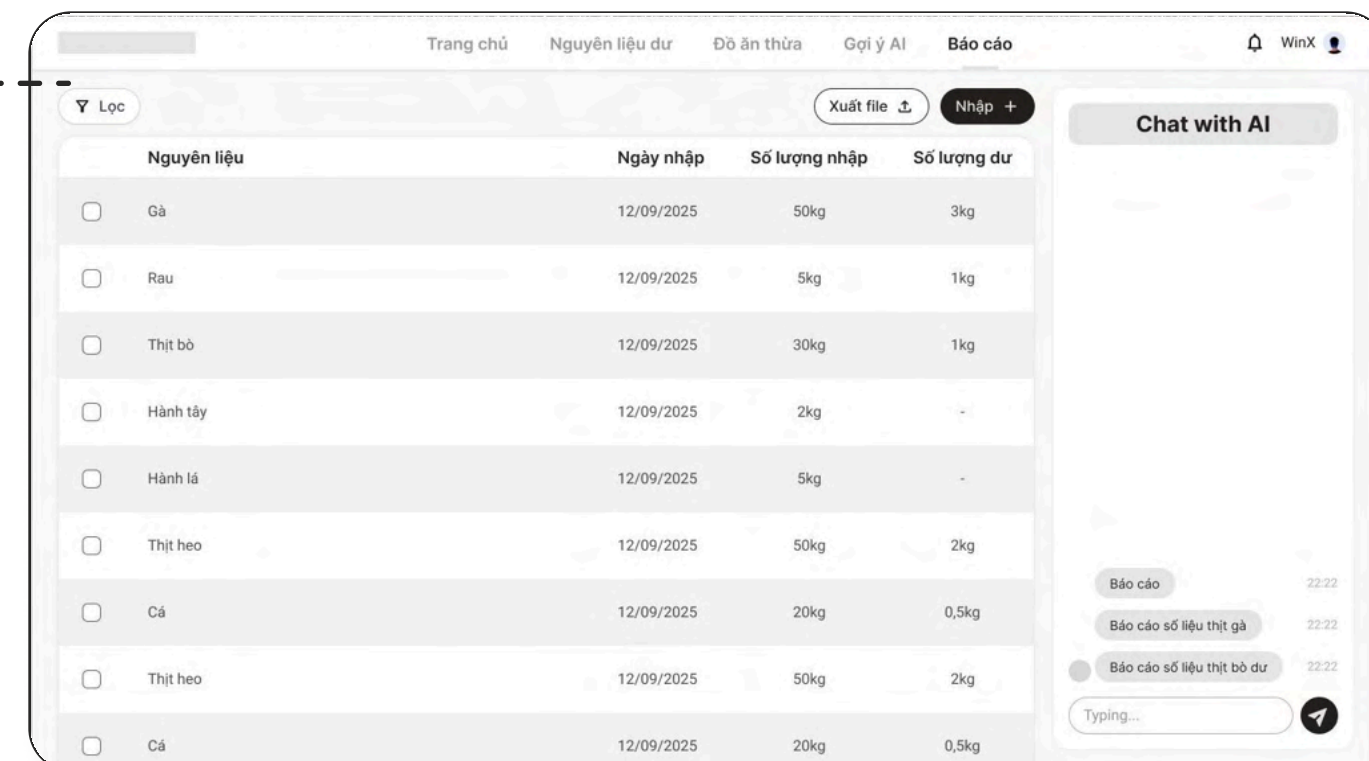


Misaligned measurement units  
→ Hard to scan data quickly.

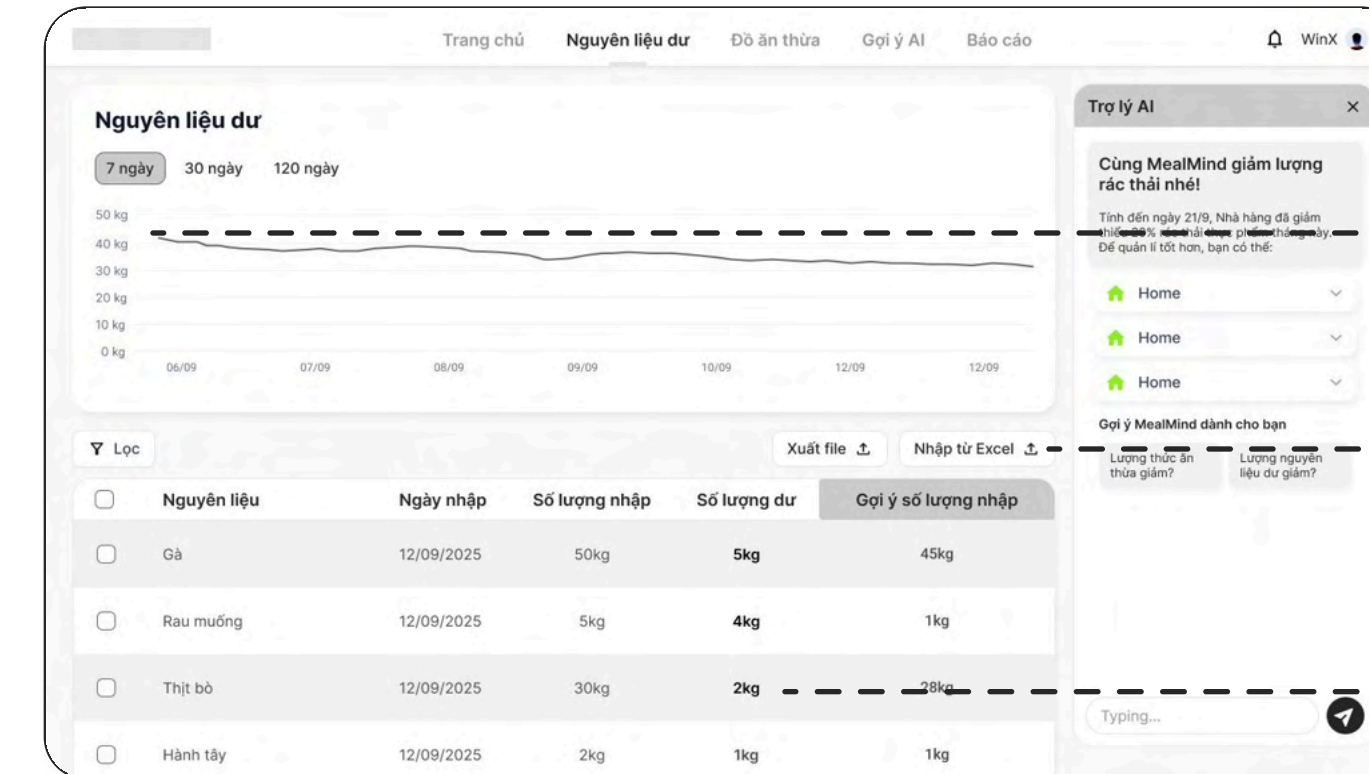
Unclear button label  
→ Caused confusion.

Too much data  
→ Unclear priorities.

Missing title  
⇒ Caused confusion



## After

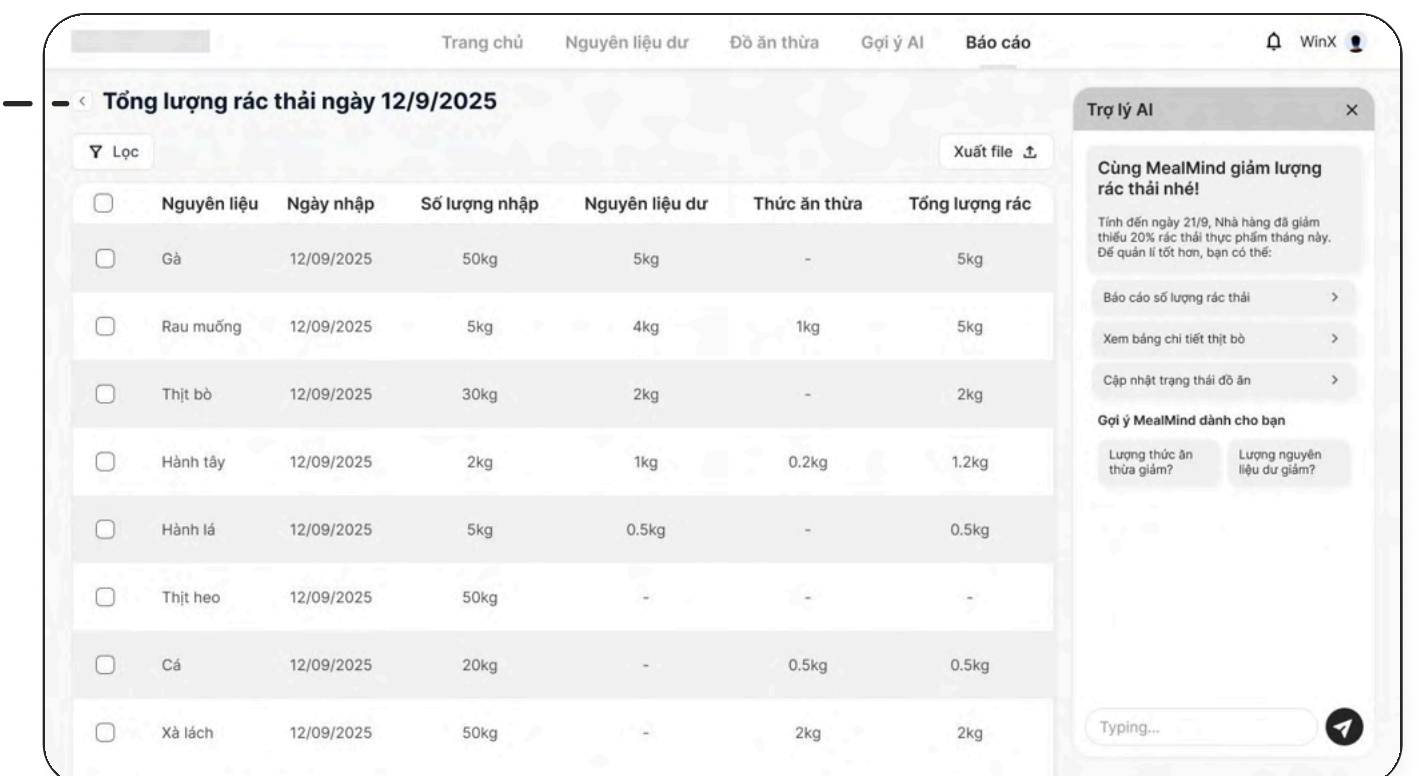


Adjust layout  
→ Easier to scan data

Clear button labels  
→ Smoother user actions.

Highlighted key data  
→ Draws attention and guides users.

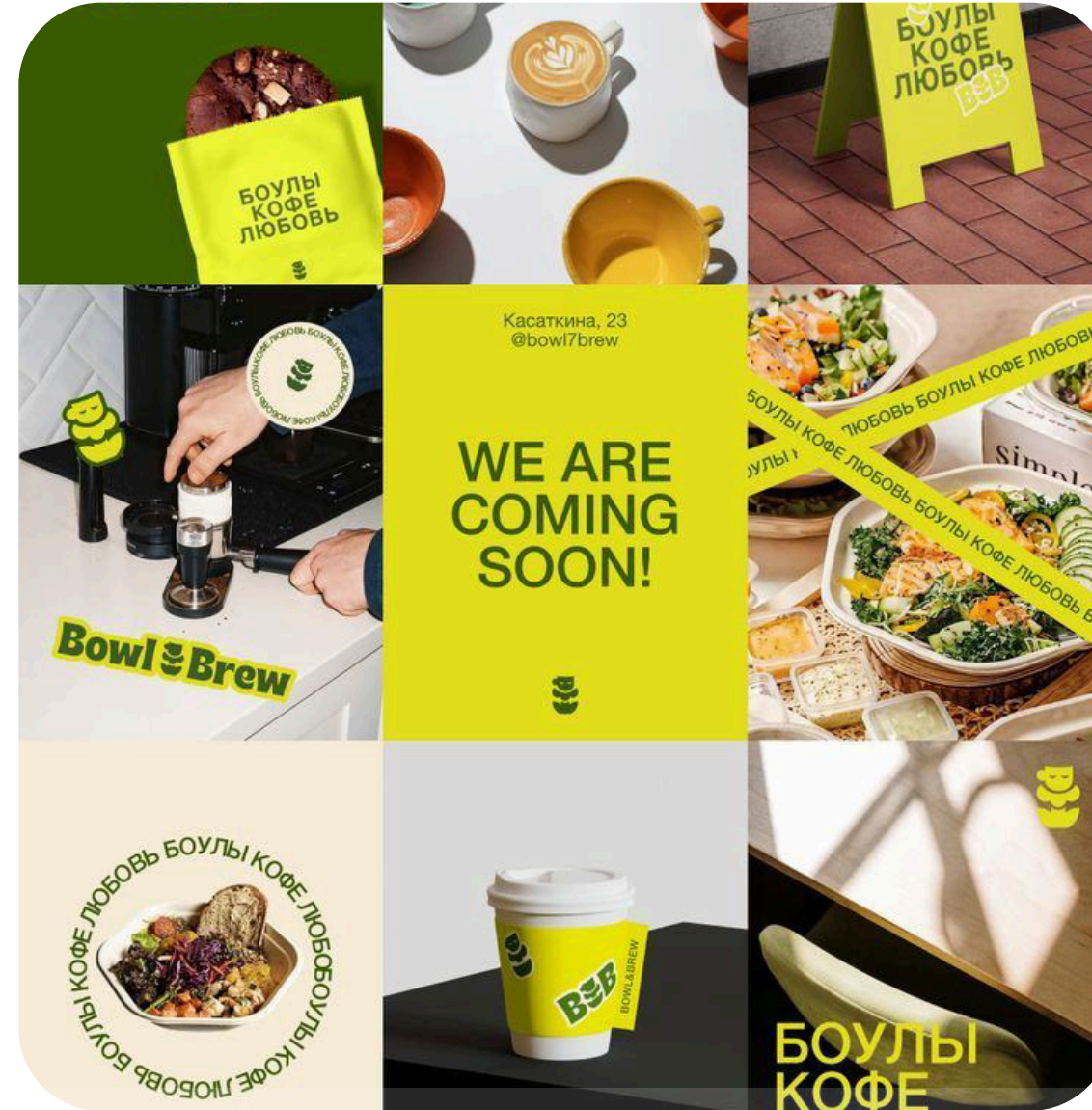
Add title and return button





# BRANDING

# Mealmind



## Inter

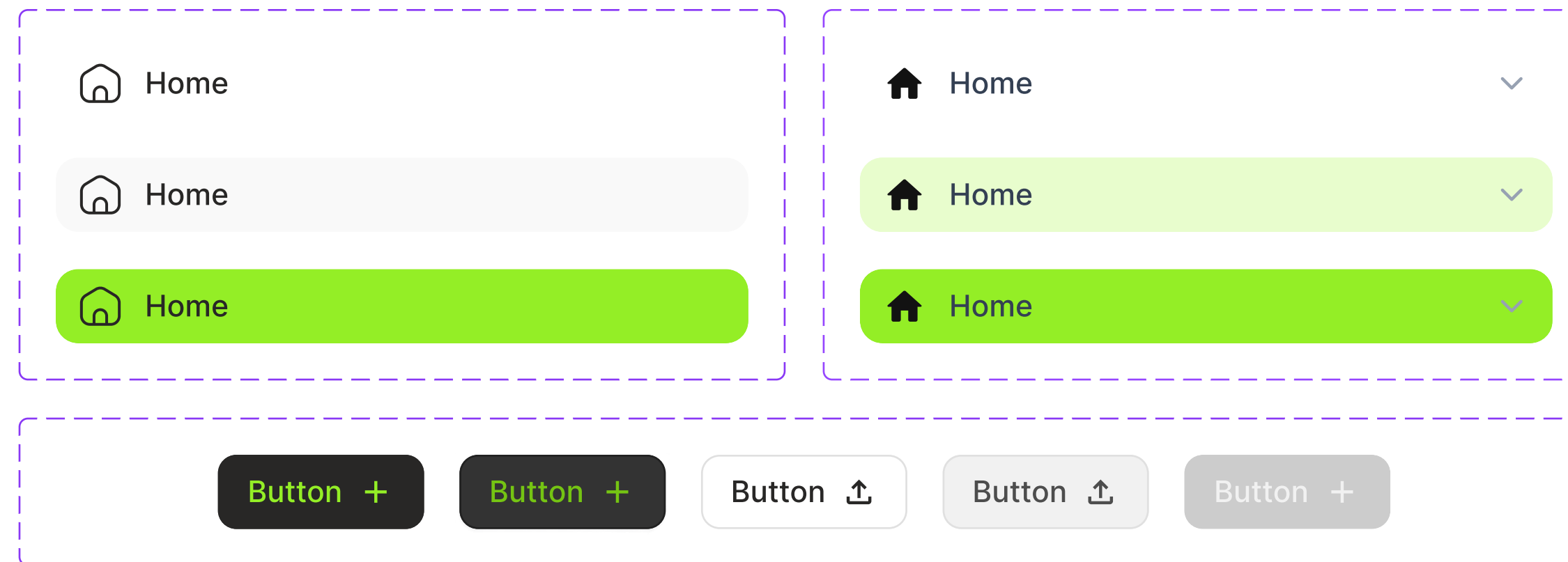
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# Aa

### Redefine Your Creativity

Unleash your imagination and transform ordinary ideas into extraordinary creations. Discover tools designed to inspire and innovate at every step of your journey. Dive into a world where creativity knows no bounds and possibilities are infinite. Recraft is your canvas, your toolkit, and your partner in reimagining the future. Redefine what it means to create—because your vision deserves to be seen

## Color



# GOING FORWARD

## Takeaways

This project opened my eyes to how big the food waste problem is in Vietnam and how design can play a role in tackling it. By looking at the market and competitors, I realized there's **a real gap for AI-powered solutions** that don't just track waste but actually help prevent it. Most importantly, I saw how small but thoughtful design changes like **clearer hierarchy, consistent visuals**, and better layout can make a product much easier to use and more trustworthy.

## What I learn:

In this project, I learned to frame problems clearly using methods like How Might We (HMW) and Jobs To Be Done (JTBD), because they made the design challenges a lot clearer and easier to tackle. I strengthened my understanding of UI best practices from **maintaining consistency in elements like spacing and border radius to using hierarchy, visual weight, and clear CTAs to guide users effectively**. Beyond interface design, I gained experience **thinking about business value** by balancing cost savings, sustainability, and market differentiation through AI-powered forecasting.