

Sustainability Innovation

How To Make People Accept "ugly Food" ?

Jiaying He, Nanjing Foreign Language School

YuChuan Xue, Nanjing Foreign Language School

Yanqi FENG, Nanjing Foreign Language School

Yingtong Zhou, Nanjing Foreign Language School

Jiayin Feng, Nanjing Foreign Language School

JINGYANG PENG, Nanjing Foreign Language School

Yu Dai, Nanjing Foreign Language School

Summary

 [Summary](#)

Identify the Challenges

 [Identify the challenges](#)

Identify a Root Cause

 [Identify a root cause](#)

 [Questionnaire about "Ugly Food"](#)

Generate Solutions

 [Generate solutions](#)

Identify the Criteria

 [Identify the criteria](#)

Evaluate the Solutions

 [Explanation](#)

 [Evaluate the solutions](#)

Make an Action Plan

 [Make an action plan](#)

Prototype and Test

| Prototype Design

See our prototype at <https://www.sxl.cn/s/sites/11995691/edit/design/>.

If you need to log in, here's the accountant and password:

Ac:13305177219

Pa:1234567890nfls

 [Prototype design](#)

| Feedbacks learnt from users

 [Feedbacks learnt from users](#)

| Improvement for next iteration

 [Improvement for next iteration](#)

Team Credits

 [Team credits](#)

Judge Comments

" Review Comments:

You have done a great job identifying an important and impactful problem, and considering a variety of challenges local and global. The root cause analysis however was not very clear. I would have liked to see how you narrowed down on consumer awareness (lack of) being the biggest challenge/hurdle to acceptance of ugly food, particularly since your survey results indicate that 56% of your survey respondents said they consider ugly food to be delicious. It would be good to develop and explain your team's thinking better when you take this forward. Good solutioning, however, I would have liked to see additional solutions being evaluated. With the website, will consumers who are passive/uninterested read those? Are there other, more creative ways to educate them? Perhaps through videos, cartoons or even cooking kits with recipes? Could you consider partnering with a government or NGO to develop standards for ugly food and build trust among consumers?

While I would have liked to see more solutions evaluated, the criteria used to evaluate your solutions are good. I particularly appreciate how you tested your prototype with an audience and found positive results - keep collecting feedback and iterating your solutions!

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