

# Project Timeline - End Of Waste

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## October - December: *Introduction of Project, Brainstorming, Begin Formulations*

- 10/12 - Project Start
- 10/25 - IDEO Session with Charlotte and Lauren
- 11/11 - First Urban Remedy Visit & Tour
- 11/17 - @endofwaste
  - The project will be documented via social media platforms (Instagram), led by Jenna.
  - Projected milestone: 100 Instagram Followers
  - 50 Followers achieved on 11/20
- 11/21 - Initial survey draft completed (Lucas)
- 12/2 - 6 concept ideas narrowed down (All)
- 12/10 - Online survey sent
  - This survey will establish the needs of overall consumer in the market place with respect to organic, fresh, grab and go food. Formation of the Survey will be lead by Lucas and it will include a demographic portion to ensure we are not accounting noise in the data. The survey will be sent to all members of the FST department, and to the general public (Jenna will send it out).

## January - February: *Formulations, Begin Sensory Testings, Refinement and Selection*

- 1/6 - Refined 6 formulas
  - Formulas will be made by smaller groups of EOW team to continue group thought process and work. Maddison will be overseeing formulation of recipes and be a resource to the group.
- 1/13 - RMI Board Presentation
  - This event will showcase the mission and plans for the project and End of Waste team as well as an introduction to the students. Tiffanie will be leading the planning for the presentation and creating a story to inform about End Of Waste.
- 1/25 - Sensory- 6 Products

- Brandon will be leading sensory for the 6 products that have been formulated. The sensory will help determine which 3 of the 6 products would be successful in the market and allow for market research to adjust formulation for selected 3 products.
- 2/10 - 3 Product Selection
  - 3 Final products will be selected based on sensory evaluations.

**March - June: *More Sensory Testings, Final Products***

- 3/5 - Sensory- 3 Products
  - More sensory testing will be performed on the finalized three products for refinement.
- 4/20 - Product Completion
  - The final three products are completed and ready to showcase.
- 5/13 - Waste Expo (New Orleans)
  - Tentative food waste conference to communicate the project outcomes.
- 6/2 - Project Completion
  - Product completion and presentation of final results.