

Team 6 – S-Bundle

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Your work focused on food system logistics, and your final idea was focusing on more efficient food delivery services with pooled deliveries (by area, time) and overall improvements to online services (community, recipes). You progressed nicely from the initial thoughts of last mile impact to feasible solution for their mitigation.

Overall, in your final concept you managed to find a way to not only improve the efficiency of deliveries, but also potentially increasing community integrity by facilitating interaction among the neighbourhood. Implementation-wise your design idea was also relatively compatible in regard to the existing logistics system.

From the beginning, you had nice touch to presentations and quite clear communication, and you managed to gather attention with a suitable amount of humour. Nina Elomaa from S-group enjoyed your idea also, and promised to take it forward in their organisation. In general, it felt that there were several under-utilised opportunities still in their logistics and distribution services, and your idea relates surely to one of those. Seems also that as a group you managed rather well, although some members were able to contribute less to the case work.

You also had very good reporting of the work, and the report stands out as a comprehensive package. Overall, your work progressed fluently from the challenge towards an idea that was well refined and reported at the end.

1. Initial ideation and research (30%): 4
 2. Final design concept (30%): 4,5
 3. Communication & reporting (40%): 5-
- = Overall: 4,5