

Team 7 – Pass The Spoon

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In the beginning, it felt that you were still a bit wondering between topics (and of course, the area of food functions is very broad). However, after you found a good direction you progressed quickly and managed to create a very solid outcome. Your final idea was around an initiative where senior citizens share their food-related knowledge with younger people, including campaign, online platform, and workshops.

After finding direction, your work followed a thorough research and the design process was well utilised. Also according to your tutor, you had a good approach to navigate the broad theme. It is also noteworthy that you aimed to address the problem around food waste through the lens of bringing a mindset shift. Seems also that as a group you managed rather well, although some members were able to contribute a bit less to the case work.

In order to bring robust solutions, you had an elaborate brainstorming session and the process was well-documented. Overall, you also displayed a good choice of thinking tools and packaged the solution through catchy branding. You combined design thinking skills with entrepreneurial mindset by creating a thorough business plan and a timeline. However, it would've perhaps been nice for to specifically highlight the benchmarked solutions of elderly-youth interaction services that they learnt about in the Finnish context.

Your reporting was rather good with extensive contents and clear structure. It would've been great to have further insight to the concept from some other stakeholders than S-group, also. Due time constraints this was probably too difficult, but perhaps if you've found concise direction a bit quicker it could've been possible. Nevertheless, the final outcome feels as a rather comprehensive and inviting concept.

1. Initial ideation and research (30%): 3,5
 2. Final design concept (30%): 4,5
 3. Communication & reporting (40%): 4,5
- = Overall: 4,25