



憨豆苗
BEANOR

PSSD 2014
Mr.Bean Farm

Tutors / Gong miaosen , Zhang Li , Francesca Valsecchi



TEAM MEMBERS



LI HUAN



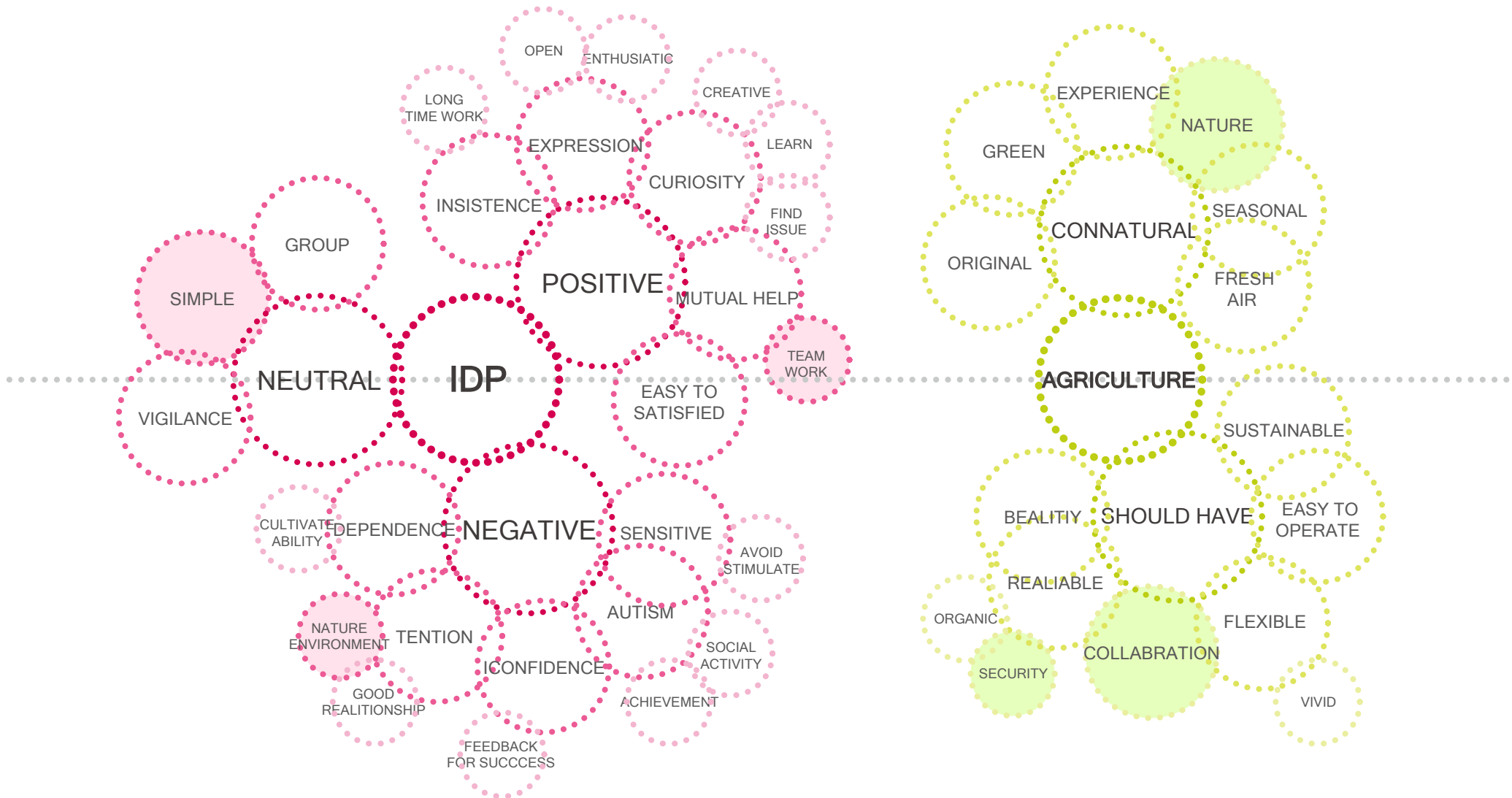
WANG JUNXIANG



BI FEIFANG



BACKGROUND





FIELD RESEARCH

TARGET: IDP & people around them

PLACE: Shelter & IDP' home



TARGET: Residents

PLACE: Community (which shelter locate)





DESIGN BRIEF

BEANOR enables IDP (Intellectual disabled people) to plant organic sprouts indoor and contact with nature. These activities would bring them a new lifestyle, and they can increase incomes through selling organic sprouts to residential communities nearby. As the project be ongoing, Beanor will improve integration of nearby community.
OR)

“憨豆苗”项目赋予智障人士能力，使他们能够在庇护所内种植可十日内收获的芽苗菜，这项活动不但能让他们亲近自然，改善枯燥乏味的生活，还能通过将芽苗菜出售给社区居民而获取一定的收入，并形成了完整的商业模式。“憨豆苗”可增进社区融合，逐渐消除健全人对智障人士的歧视。



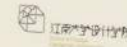
憨豆苗
BEANOR

憨豆苗，我們一起成長！

舉辦活動引入庇護所
让大家感受播种和收获带来的乐趣
播种育苗成长，一起分享收获成果吧！

活动地点：“凤山·太湖社区公益服务团”

活动时间：2014年4月25日





SERVICE VALUE

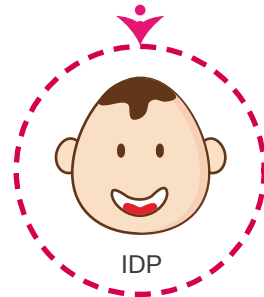
IMPROVE LIFE QUALITY



IMPROVE INCOMES

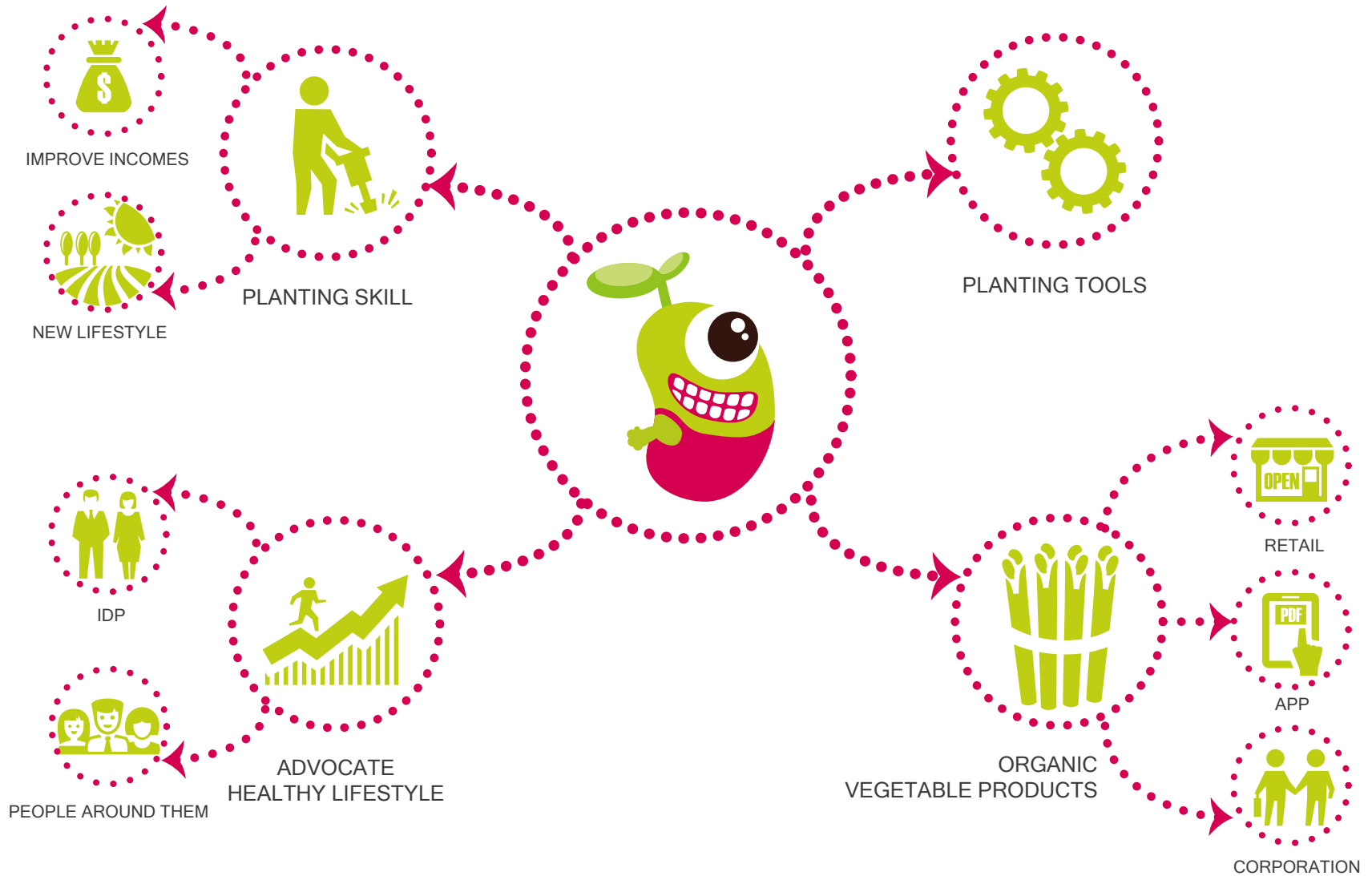


PROVIDE ORGANIC VEGETABLES



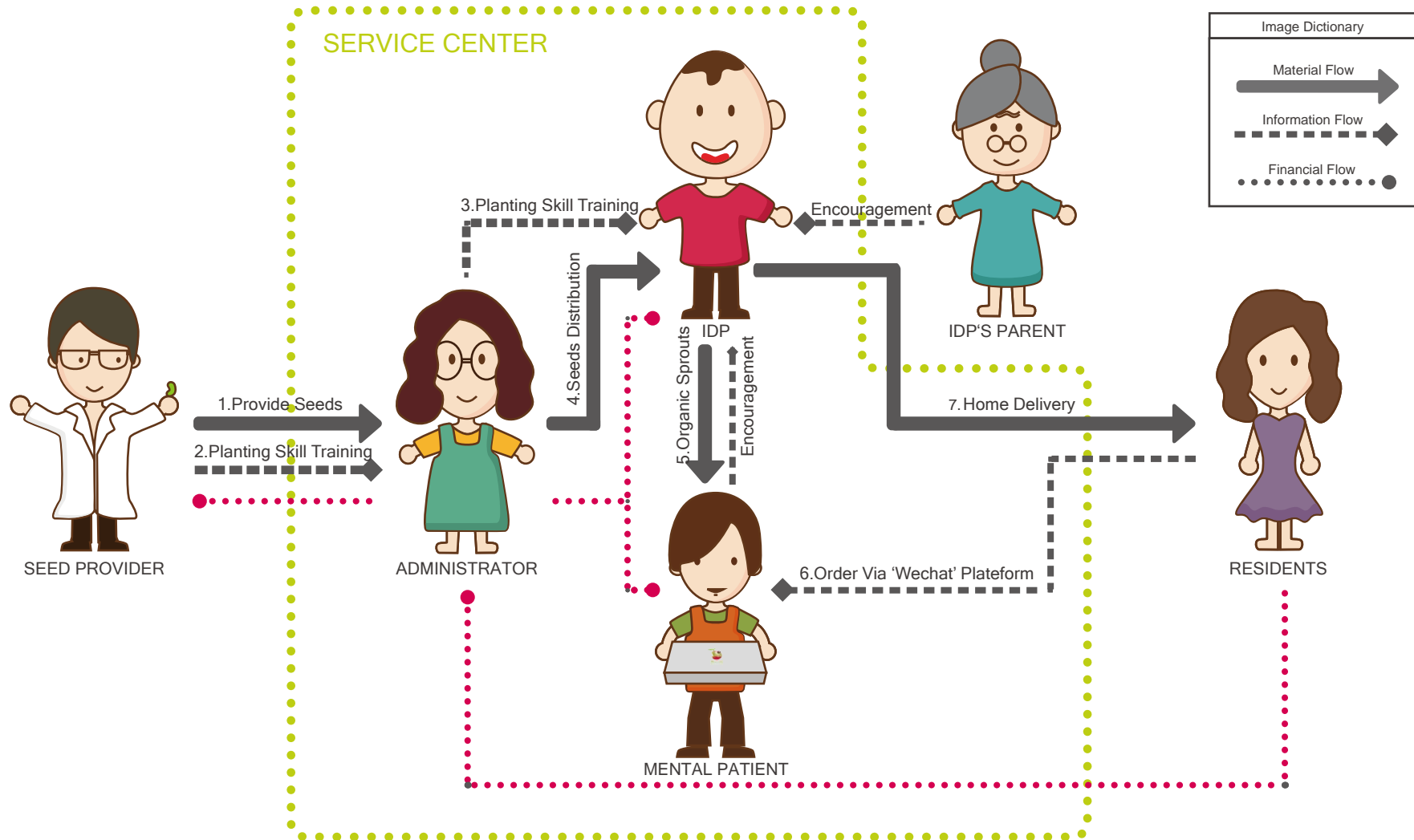


OFFERING MAP



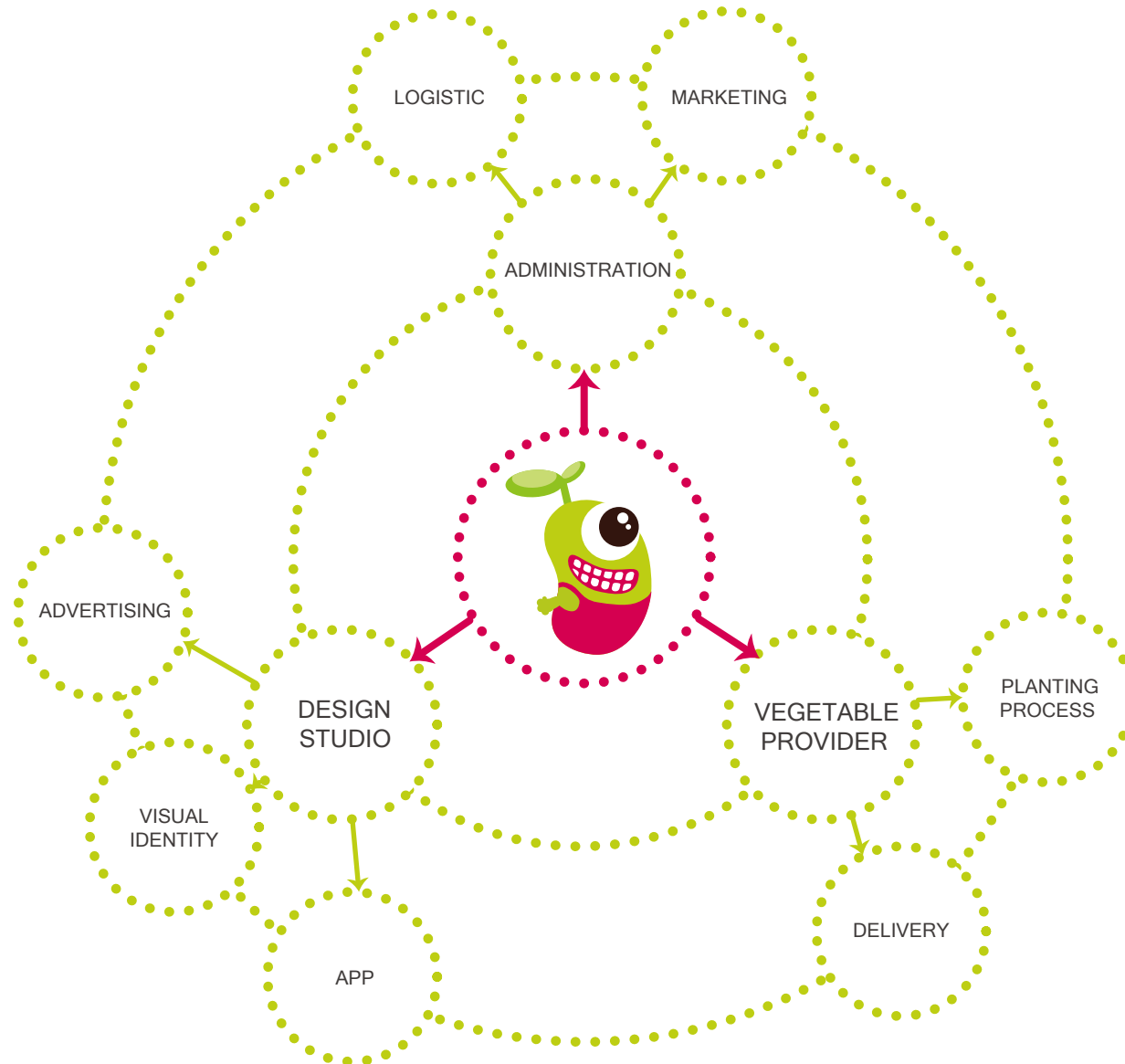


SYSTEM MAP





COMPANY ORGANIZATION





BUSINESS MODEL

KEY PARTNER



- ORGANIC FARM



- WECHAT

KEY ACTIVITIES

- ORGANIC FARMING
- PLATFORM MAINTENANCE
- DOOR-TO-DOOR DELIVERY

KEY RESOURCES

- INTELLECTUAL DISABILITIES
- STABLE COMPOSITION
- PLANTING TECHNOLOGY
- THE ONLINE PLATFORM

VALUE PROPOSITION



- TO PROVIDE CUSTOMERS WITH ORGANIC NUTRITION SPROUTS

CUSTOMER RELATIONSHIPS

- O2O
- CULTIVATION PROCEDURAL TRANSPARENCY

CHANNELS

- PROMOTION THROUGH WECHAT
- OFFLINE PROMOTION
- DOOR-TO-DOOR DELIVERY

CUSTOMER SEGMENTS



- RESIDENTS FROM COMMUNITY NEARBY



- THE HOTEL NEARBY

COST STRUCTURE



- RAW MATERIAL



- PLATFORM MAINTENANCE OPERATIONS



- PROMOTION

REVENUE STREAMS



- SELL SPROUT



STORYBOARD

1



1. There are IDPs, mental patients, administrators working together in the shelter.

2



2. The IDPs' work with low profits is boring and tedious. (Assembling toothpaste cover with cap)

3



3. Every thing changed when they join in 'Beanor', they are doing more interesting work now.

4



4. Ten days after sowing, the beans grow into sprouts,

5



5. Residents can order the sprouts via subscribed Beanor page of Wechat.

6

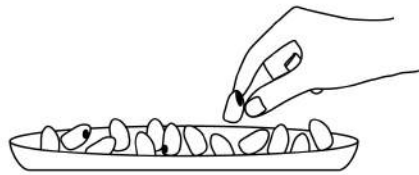


6. IDPs will deliver the sprouts to the residents.

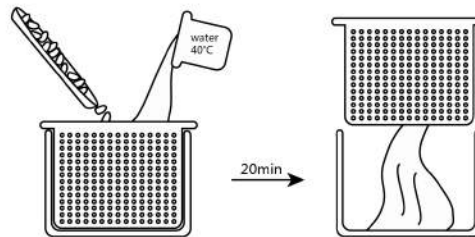


TOUCHPOINT PLANTING PROCESS

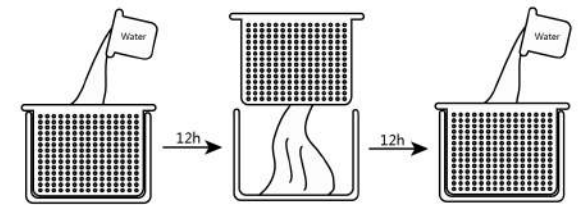
STEP 1. Pick up



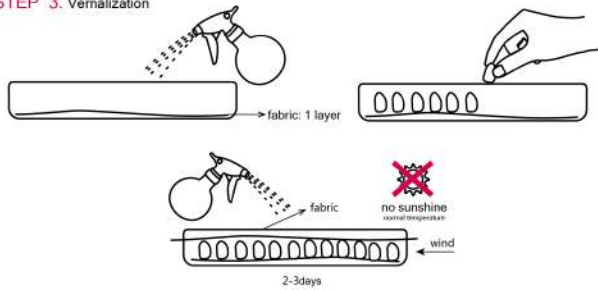
STEP 2-1. Soak (40°C)



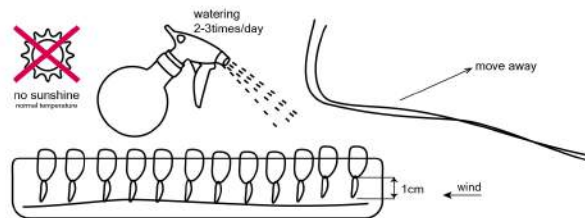
STEP 2-2. Soak (change normal temperature water)



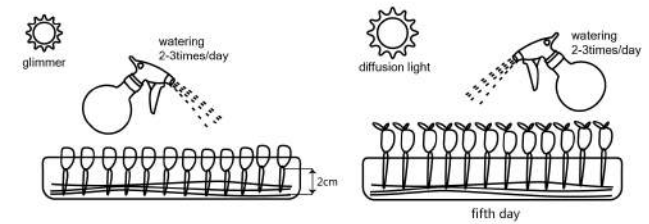
STEP 3. Vernalization



STEP 4-1. Planting (no sunshine)



STEP 4-2. Planting (under sunshine)





TOUCHPOINT PLANTING TOOLS



FILTER BOWL

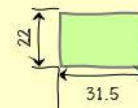
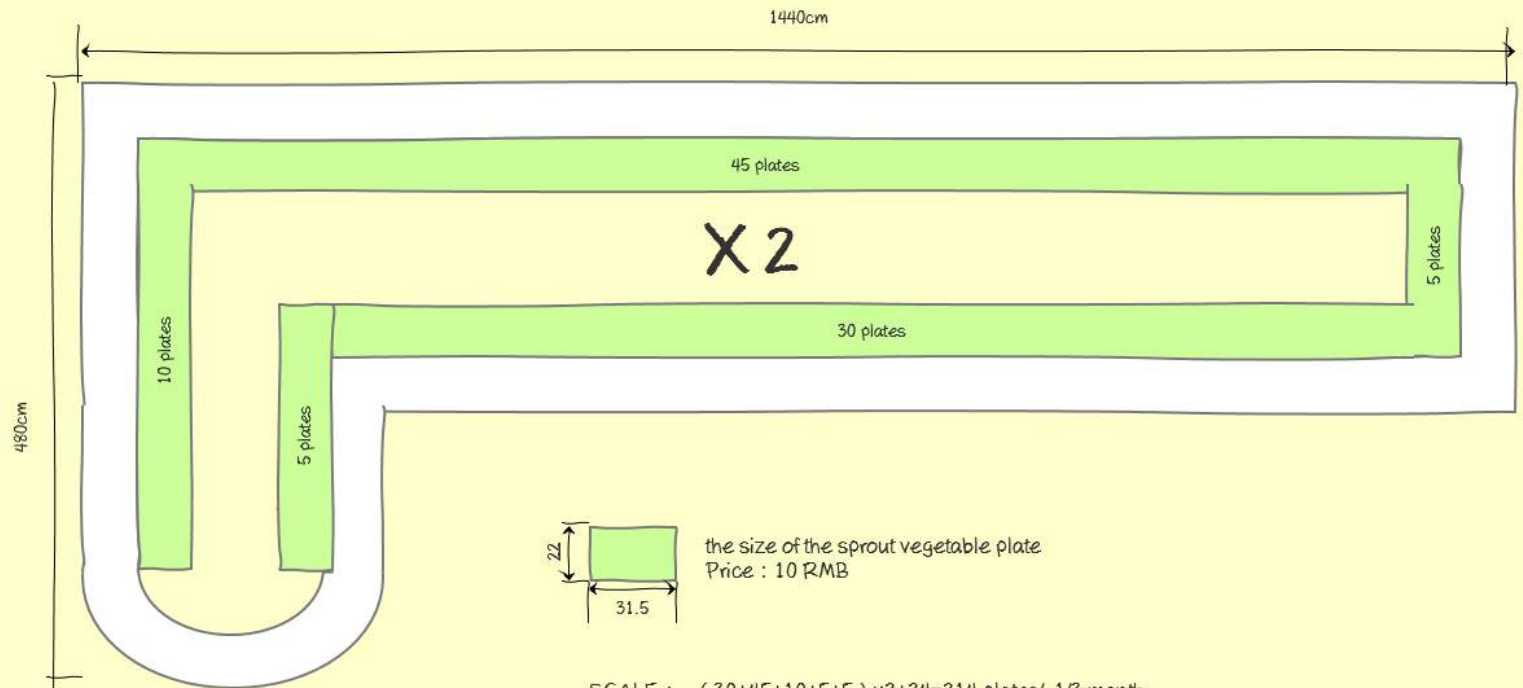
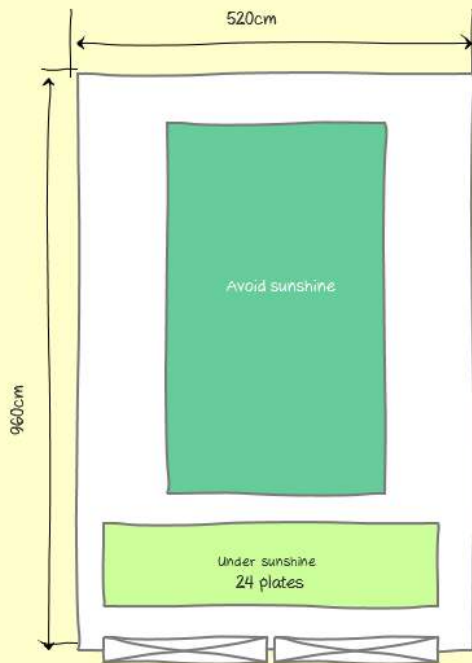


PLANTING PLATE



TOUCHPOINT PLANTING SPACE

Planting Space



the size of the sprout vegetable plate
Price : 10 RMB

SCALE : $(30+45+10+5+5) \times 2 + 24 = 214$ plates/ 1/3 month

$214 \times 3 = 642$ plates/month

$642 \times 10 \text{ RMB} = 6420$ RMB/month

$6420 / 20 = 321$ RMB/person, month



TOUCHPOINT VISUAL IDENTITY



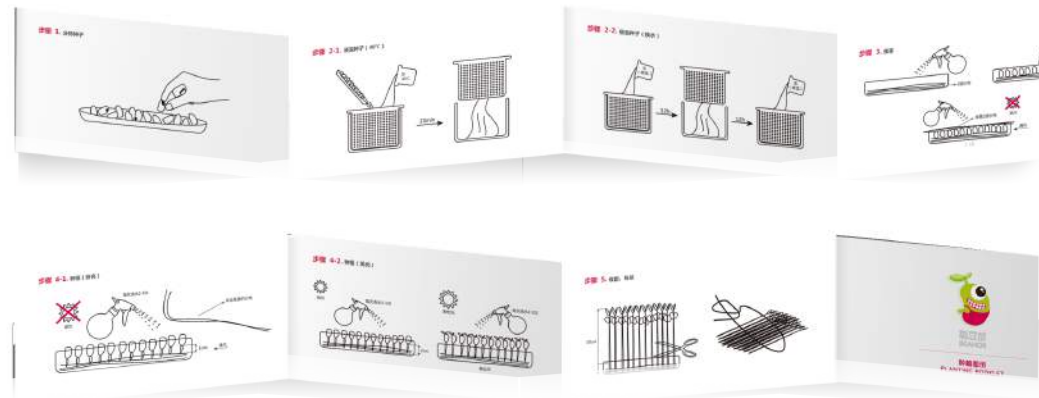
PRODUCT



LABEL



STICKERS



PLANTING PROCESS FOLDOUT

THE END
THANK YOU



合作机构：无锡市民政局
无锡市太湖街道残疾人服务中心
可益会 CoDe Social Lab
JU DESIS Lab