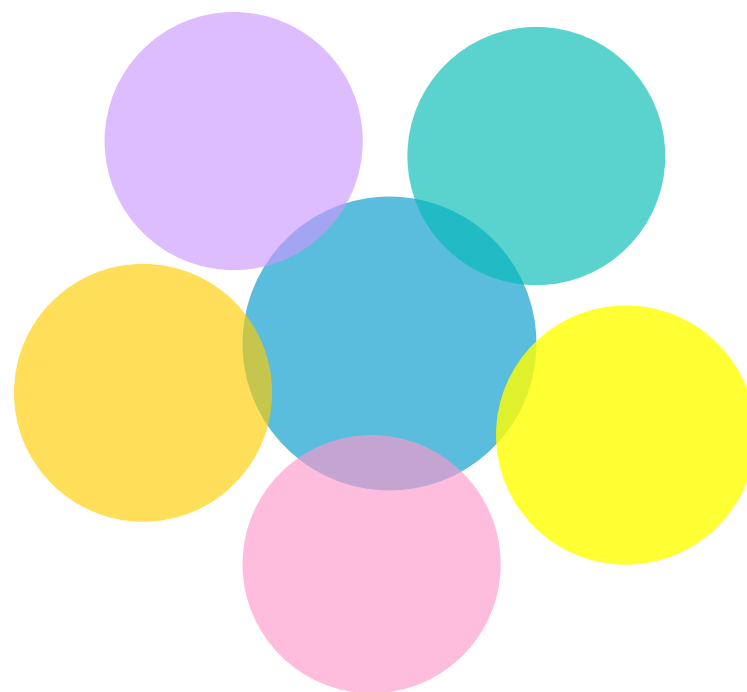




Teacher: Dr.Miaosen Gong



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- 手艺人:** 愿意分享, 愿意教周围的人做自己擅长的小吃  
别人称赞自己的手艺时会很开心  
有一些人很有手艺的人希望有自己的美食小店
- 吃客:** 认为家庭中做出来的食物会更加健康  
很愿意吃到家庭中健康又美味的食物  
愿意帮助自己的邻居实现美食梦想, 并且很乐意自己信任的邻居们在社区开美食店
- 社区居民:** 很愿意在节假日参加一些好玩社区活动增进与社区邻居的交流  
觉得分享美食的活动很有意思。
- 社区居委会:** 居委会会每月定期在社区举办活动, 活动以服务社区居民为目的, 并且有些社区举办过百家宴活动来促进社区邻里交流。
- 劳动社会保障局:** 劳动社会保障局会有对创业的鼓励措施, 在创业项目大体成型以后会有 元的资金补助和一定的创业指导。





# PSSD-feed the planet

<p style="text-align: right;">洞察卡片-6</p>  <p>Time: 2014 3 18 Location: Jiang nan university Topic: thy way to share the skill about food</p> <p><b>Process:</b> By cooking to reduce pressure . Make the cake as a gift to send people other people . Enjoy eating their own very happy . Have their own coffee shop dream Will do share their food on the siteThe method of making online Learning dessert</p> <p><b>Problem:</b> the relationship with people in community Enjoy the food with her friends</p>	<p style="text-align: right;">洞察卡片-5</p>  <p>Time: 2014 3 18 Location: Si Tang Street Topic: vendor</p> <p><b>Process:</b> Miss Li is a college student in the morning and make street food in the night.She think street food can earn money more easier than her major.And she has some new idea about her dicer.</p> <p><b>Problem:</b> the enough fund to open a perfect store the difference of the snack she sells</p>	<p style="text-align: right;">洞察卡片-2</p>  <p>Time: 2014 3 18 Location: Si Tang Street Topic: vendor</p> <p><b>Process:</b> Mr Zhang who 's sideline is dicer.He hired a student help to sell the drink.He think the business related to weather and position . He want to change the way to sell his drink.</p> <p><b>Problem:</b> the location which he choosed the promotion of his store</p>	<p style="text-align: right;">洞察卡片-4</p>  <p>Time: 2014 3 18 Location: Tian E community Topic: concern on the health of food</p> <p><b>Process:</b> Often using the Internet,know a little about the community residents . Pay attention to health and food quality Who is willing to spend time and money on the villagePeople set up shop provide a certain amount of financial support-Hope to have the detailed project before financingThe solution.</p> <p><b>Problem:</b> the safe and health of snack a few about snack he trusts</p>	<p style="text-align: right;">洞察卡片-1</p>  <p>Time: 2014 3 18 Location: Tian E community Topic: thy way to share the skill about food</p> <p><b>Process:</b> She has much time . Enjoy cooking process. When other people eat her snack ,she is very happy and Willing to share with others so as to support a dream to neighbors</p> <p><b>Problem:</b> the few vactivity in community about snack</p>
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## PSSD-feed the planet

### Base information:

Type: cook      Name: ZhangDaxi  
Age: 45      Adress: Taoyuan community  
Profession: Housewife

**Background:** Miss Wang has lived in Taoyuan community for five years, but she knows little about her neighbors. She is yearning for the enjoyable relationship in the community. She is good at cooking and she likes to share them with her friends and family.

**Motivation:** Let more people taste her cooking and get a sense of achievement.  
Get more friends from her community  
Open a food store near her home

**Target:** Know more friends in her community  
Open a food store in her community

**Frustration:** There is little chance for her to get in touch with her neighbors.  
Money and customer problems exist if she opens a food store.

### Base information:

Type: Eater      Name: Lily  
Age: 28      Address: The community of Lihu  
Profession: OL

**Background:** Lily is a foodie. She lives in the Lihu community for many years but knows little about her neighbors. She loves life but she is always busy at her work. She is not good at cooking and she wants to learn very much.

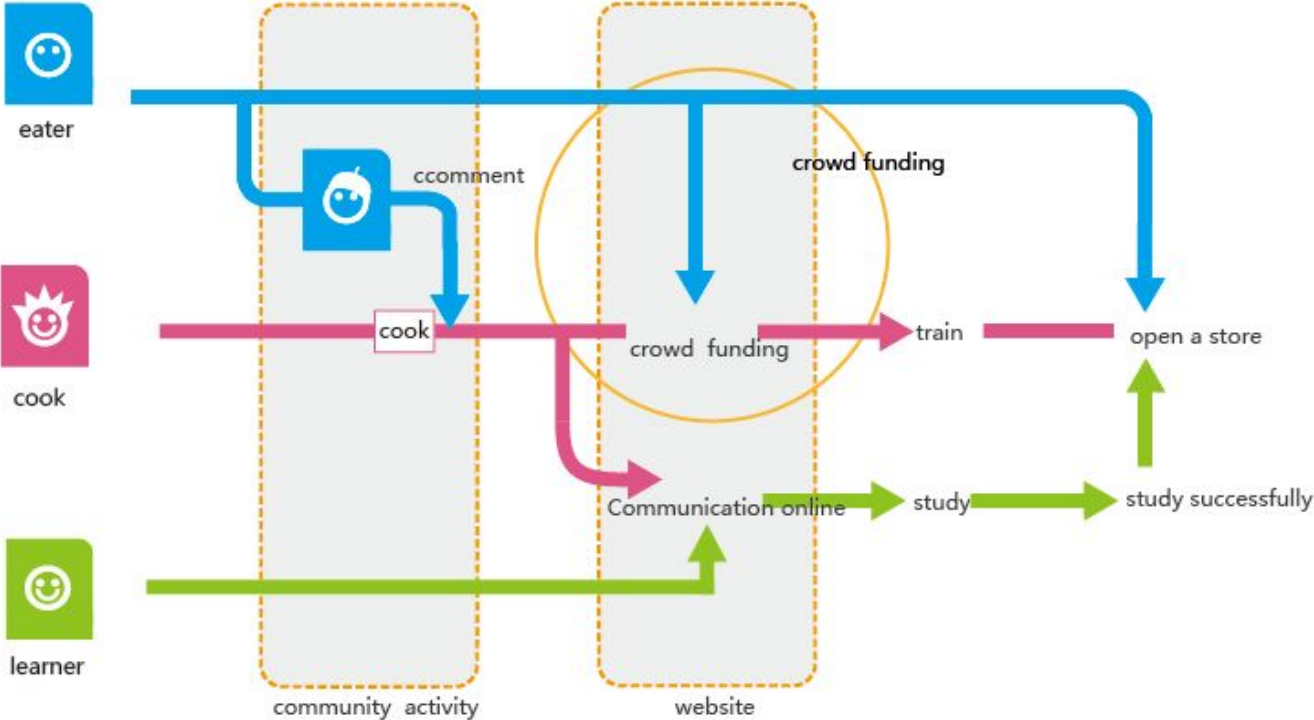
**Motivation:** Eat delicious dishes  
Get more friends from her community  
Attend interesting activities in the weekend

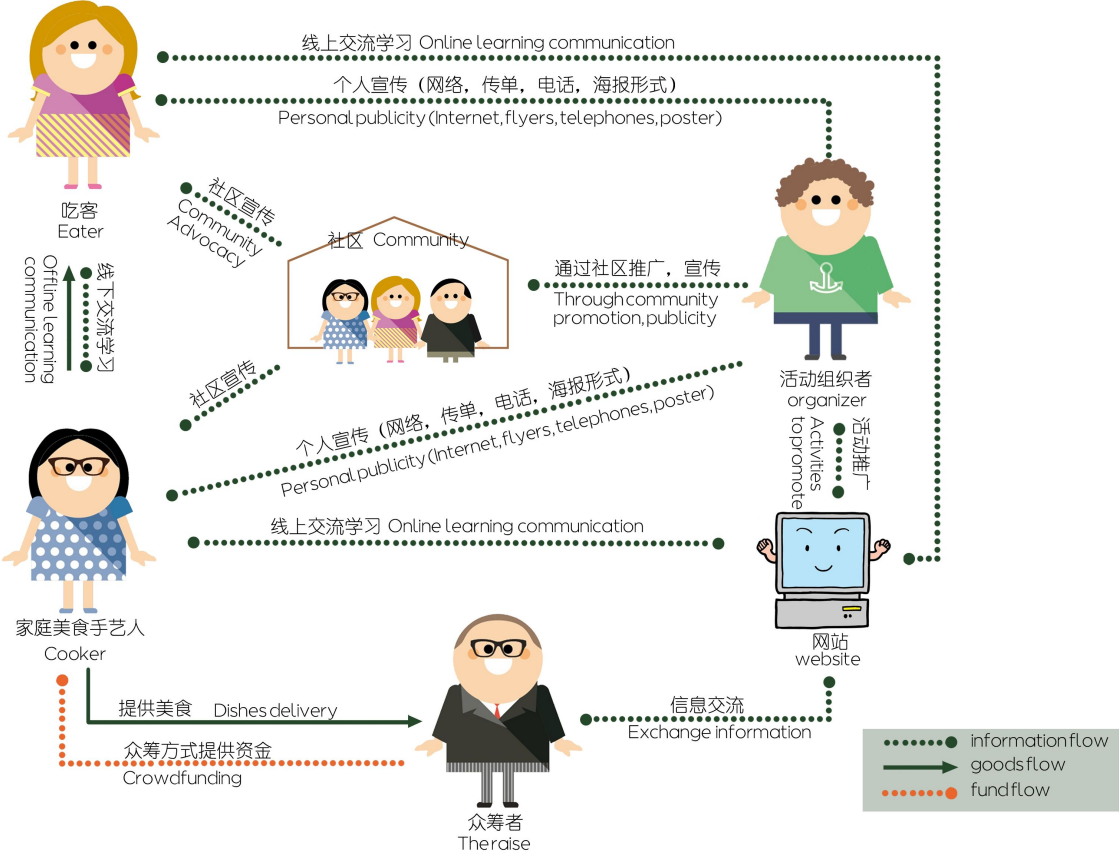
**Target:** Know more friends in her community  
Learn how to cook well

**Frustration:** There is little chance for her to get in touch with her neighbors.  
She doesn't have a good channel to learn cooking

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Through community publicity column publicity, let eater, food learner and cook who have a chance to meet together.



Food share will be held officially, and every cook is introducing his food, for everyone's Suggestions and communication.



Through introducing the cook food and eating, then to evaluate each food.



Through the introduction, selection process, choose the selected evaluation of better food.



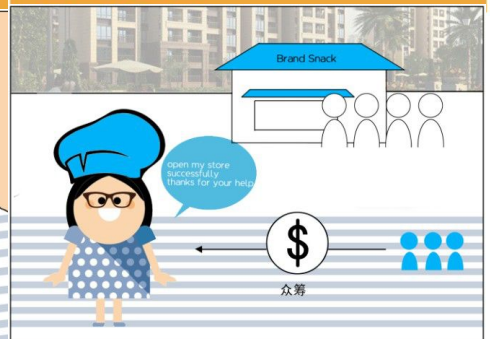
By making the food network, each eater, learners, cook can be on the Internet in Learning, communication, communication.



Through contacts online, they can communicate face to face and learn, make mutual progress offline.

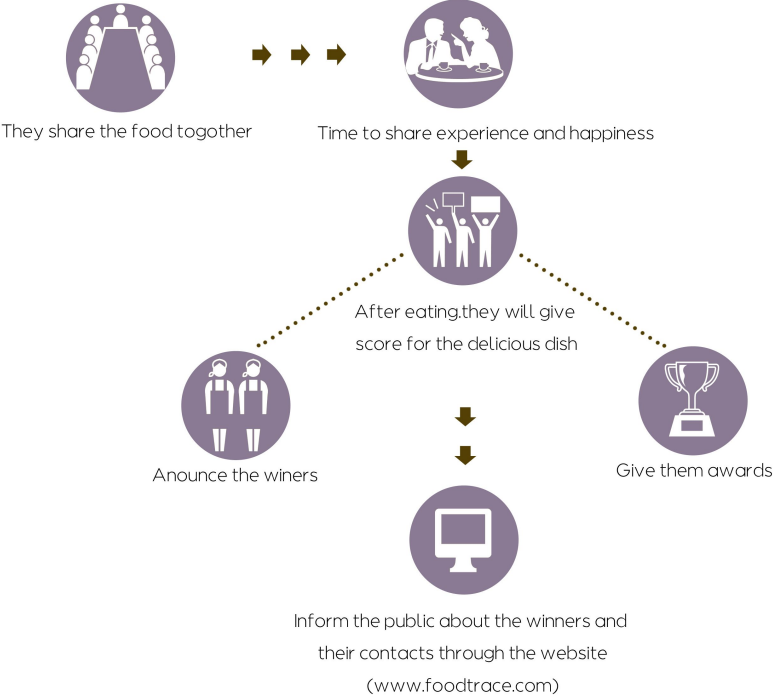


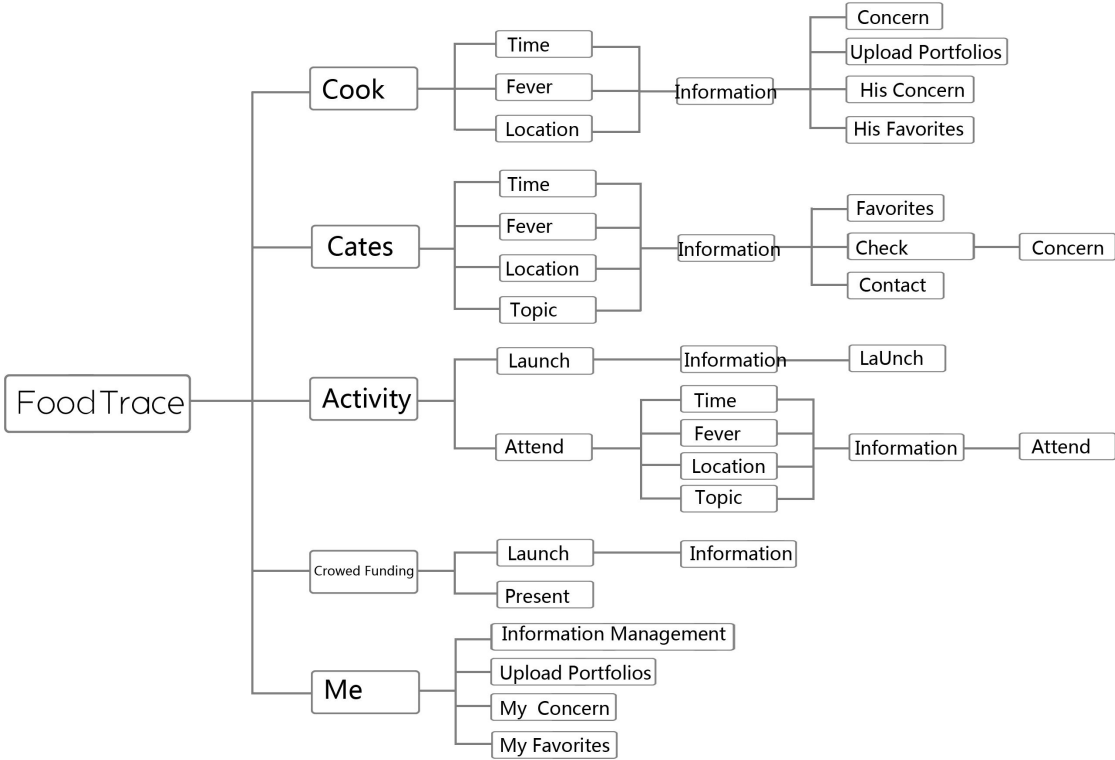
Because their food is popular, cook can open a store and realizes own dream, and let more people know their own skills.



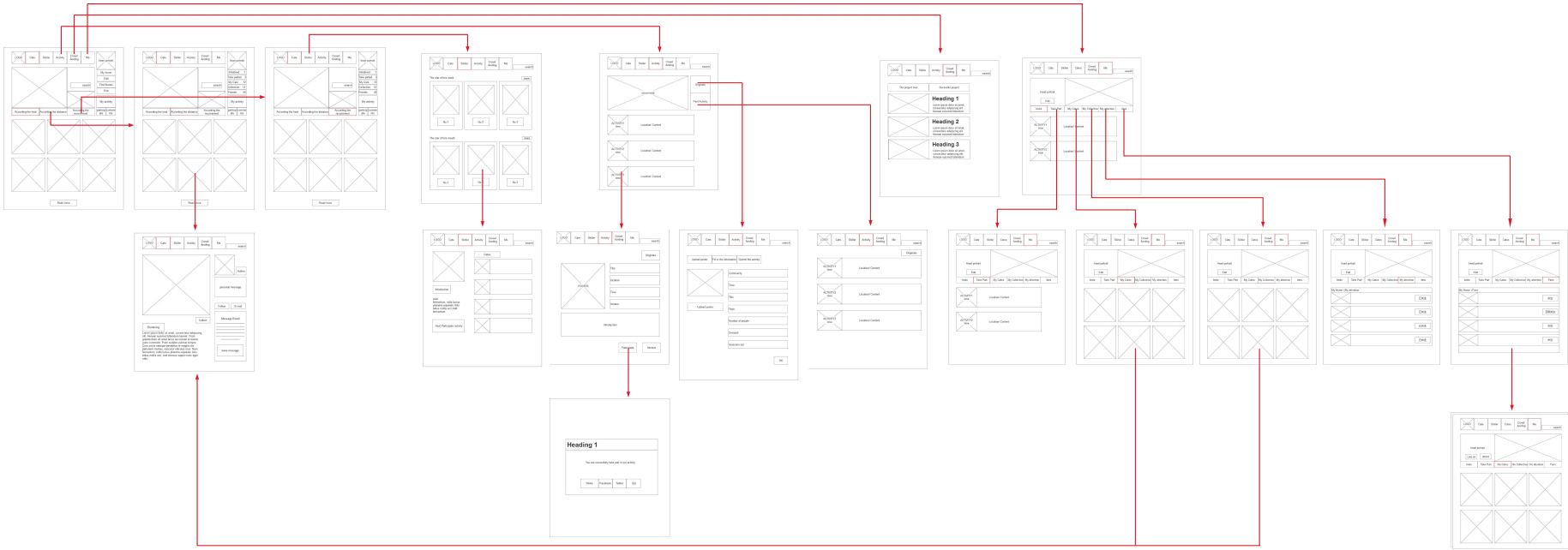
Through crowd funding, cook raises enough money, and open his own store.

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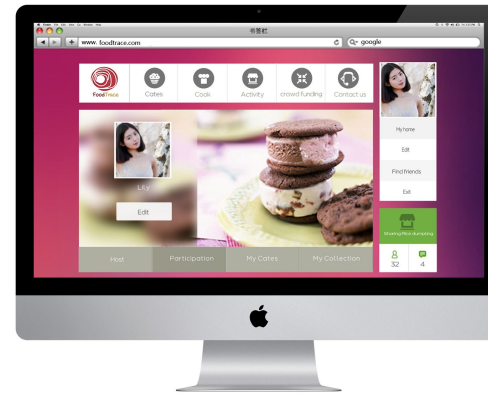
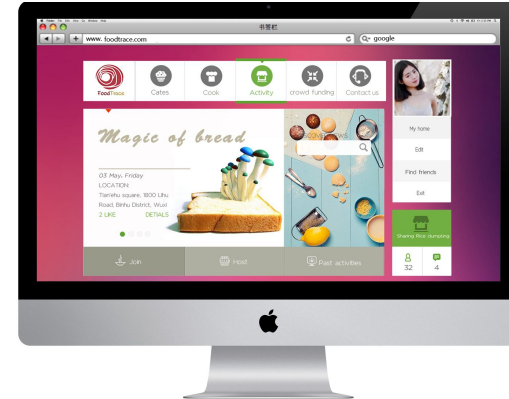
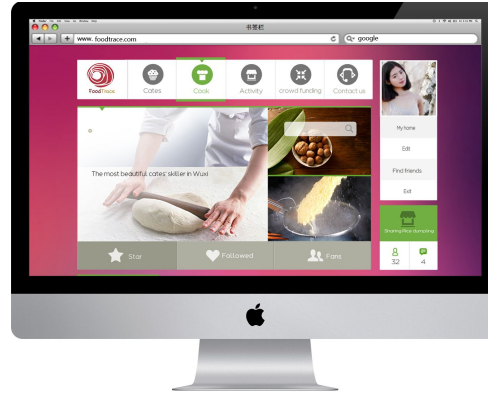




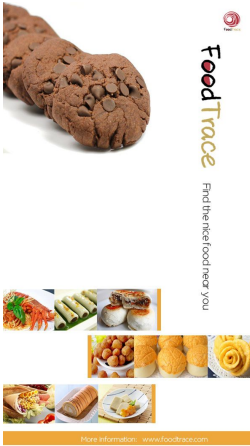




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**Recommend Card**

Recommends:

	Fair	Medium	Good	Excellent
Color	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smell	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your advice:

More information: [www.foodtrace.com](http://www.foodtrace.com)

Name:

Process:

Contact:

More information: [www.foodtrace.com](http://www.foodtrace.com)

Sharing family food in Tian' e community

**Open a way to share family food**

Activity detail: Time: May 21th, 2014  
 Location: Tian' e community  
 More information: [www.foodtrace.com](http://www.foodtrace.com)

If you are a cook, don't be afraid to show your skills, we provide you with publicity channels.  
 If you are a eater, say your request loudly, we provide you with more and better choices.  
 If you are a learner, put forward your request, we will find the most suitable mentor for you.



Thank you