



Project - 1

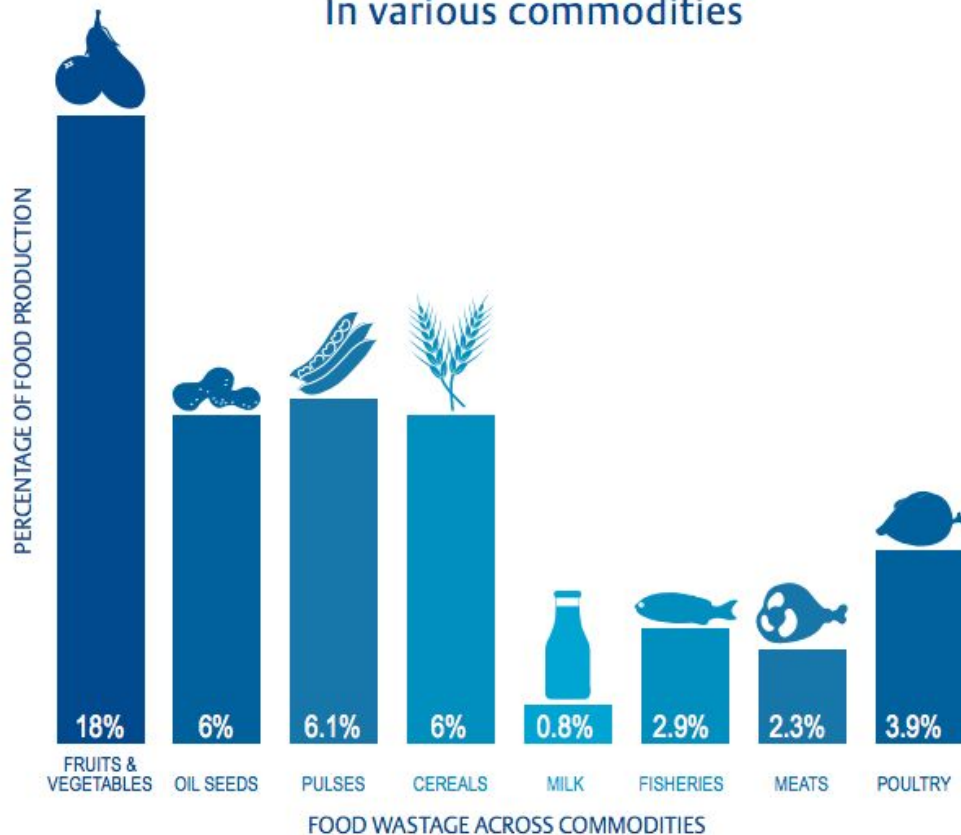
Store It

A one stop destination to solve all your storage problems

Sneha Deepika Dantuluri



Annual cumulative wastage percentage In various commodities

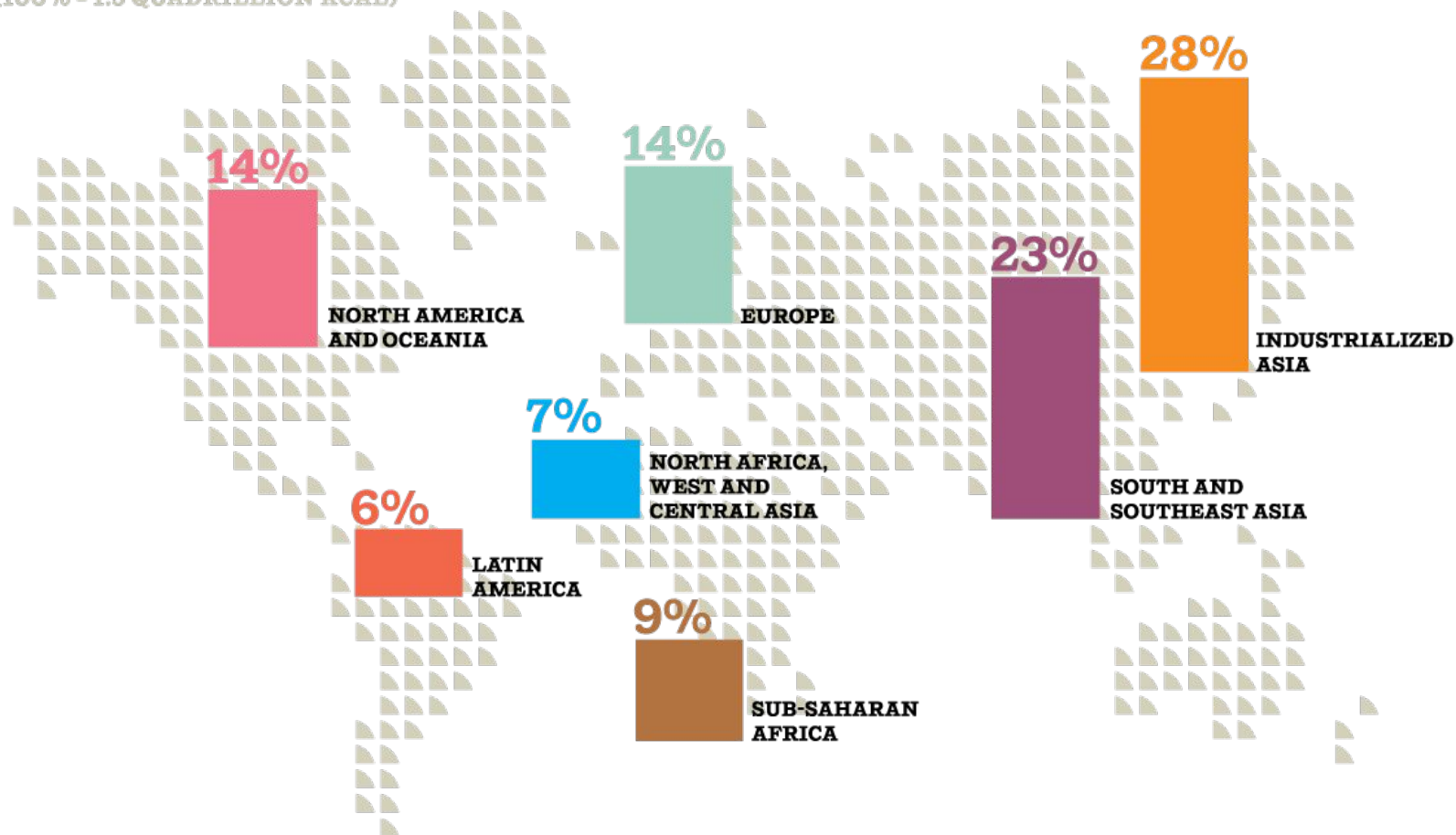


Source : Central Institute of Post Harvest Engineering and Technology (CIPHET), Ludhiana

“40% (i.e 1.3 million tons)
of the total food
produced gets
wasted annually.”

TOTAL SHARE OF GLOBAL FOOD LOSS AND WASTE, 2009

(100% = 1.5 QUADRILLION KCAL)



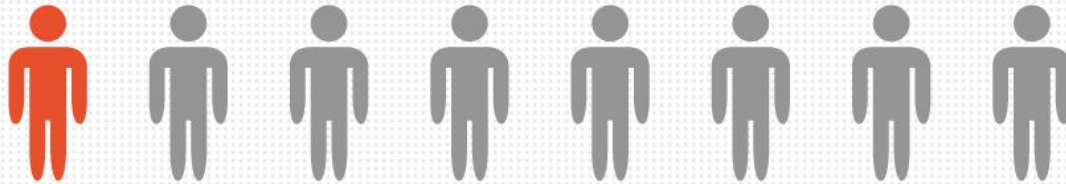
“ Main reason behind this is inappropriate supply chain management and lack of basic facility to store the foods(also awareness of the storage space) . As per a survey by IIM Kolkata, only 10% foods get cold storage facility in India.”





What if the wastage of food can be minimized by creating awareness of available storage spaces for the farmers.

ONE IN EIGHT PEOPLE GOES TO SLEEP HUNGRY EVERY DAY



1/8

In doing so..

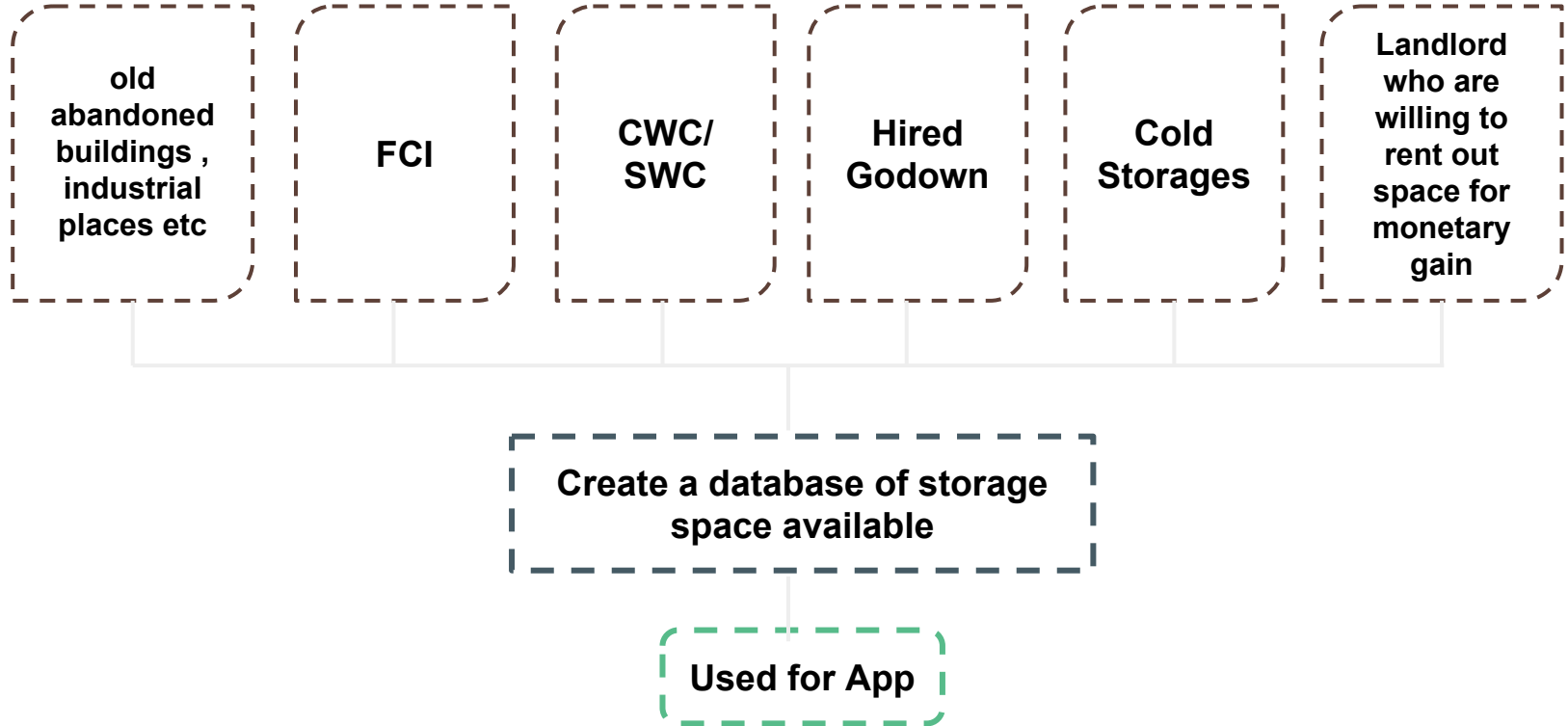
“It would at least
lessen suffering of
one single person”

What is STORE IT...??

Its an application designed to create awareness and knowledge of the surrounding storage spaces, which will aid the farmers in storing the produce in proper conditions without any damage done.

Data from various government resources , old abandoned infrastructure and landlords willing to rent out space for monetary gains will be mapped together to create a database of storage spaces available around .

Data Crunching..



Who is it for??



Name: Ramu

Age: 35

Occupation: Agriculture

Technology usage: beginner

Leisure time: Socializes with the community.



Name: Suresh

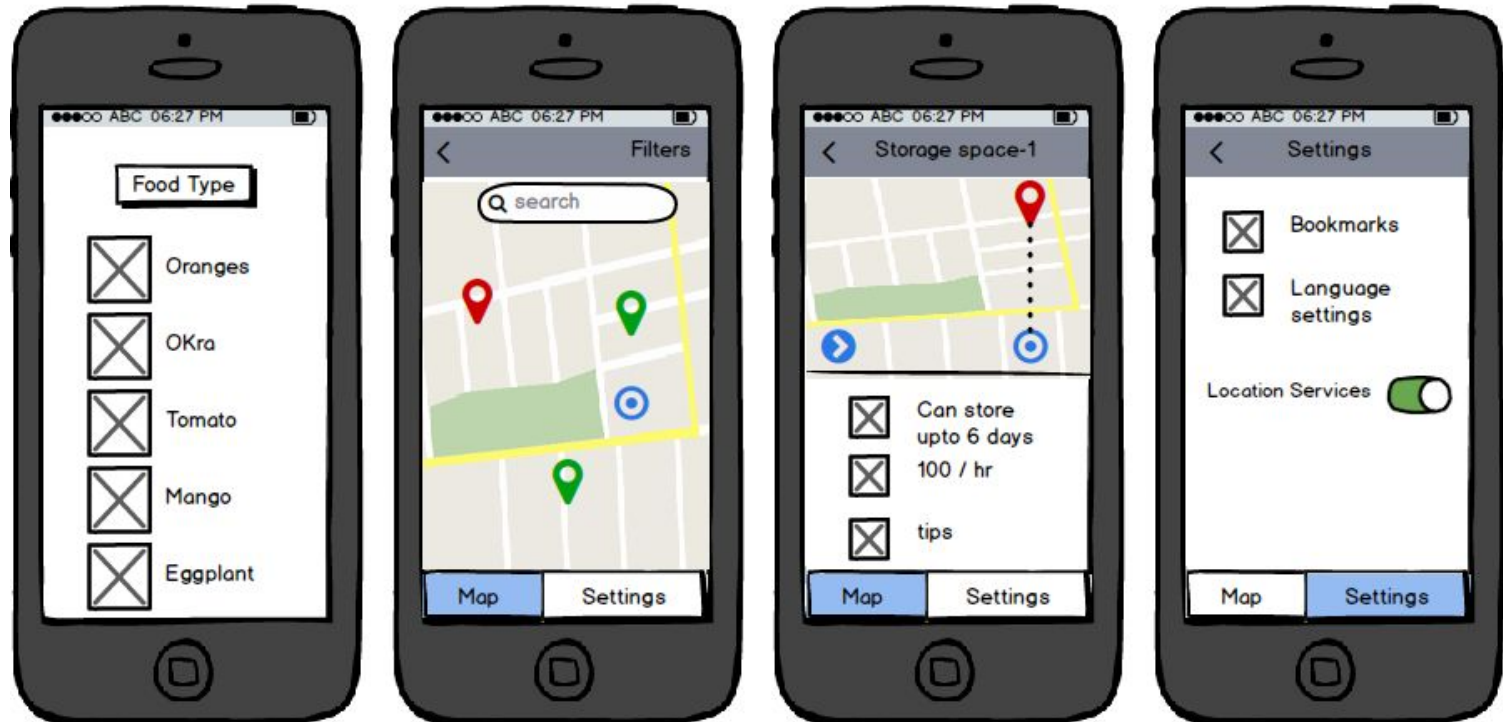
Age: 45

Occupation: Retired employee of gram panchayat.

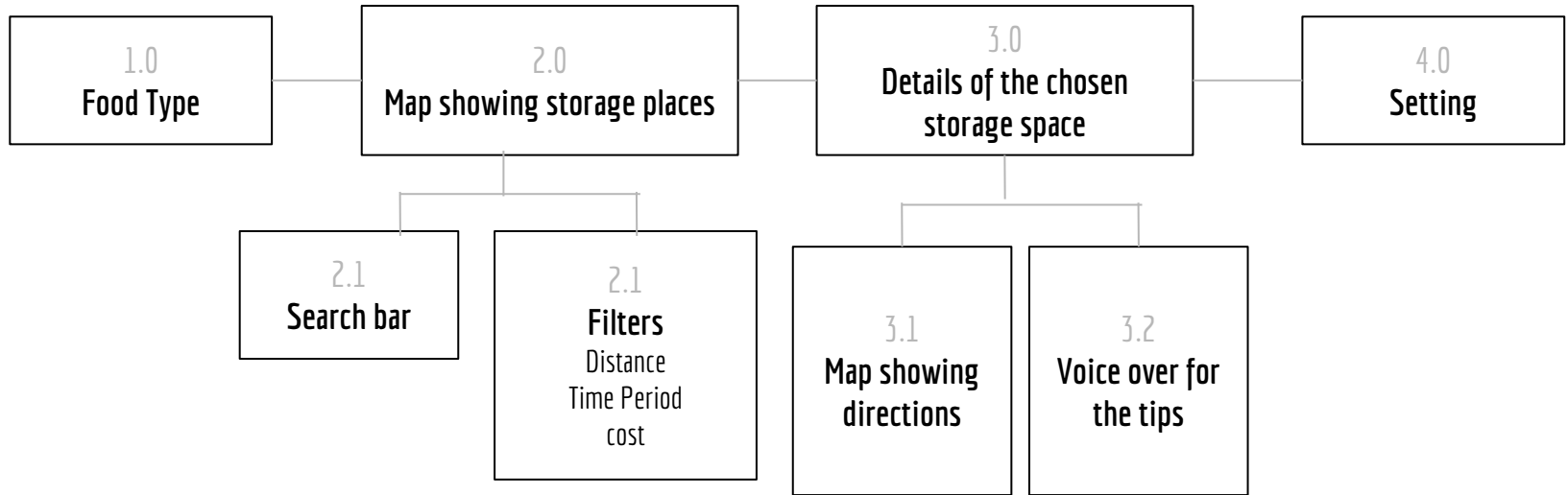
Technology usage: beginner

Leisure time: socializes and tries finding opportunities to new way to gain monetary profits

Wireframes of the app



App Map



Feedback from user testing

1. Confused whether the squares were icons or checkboxes. If it were a multiple choice a confirmation button is missing.
2. The maps need a search bar
3. Differentiate type of crop storage with icons or different colors.
4. Use icons in the tab bar.

Wireframes (Before user testing)



App Map

