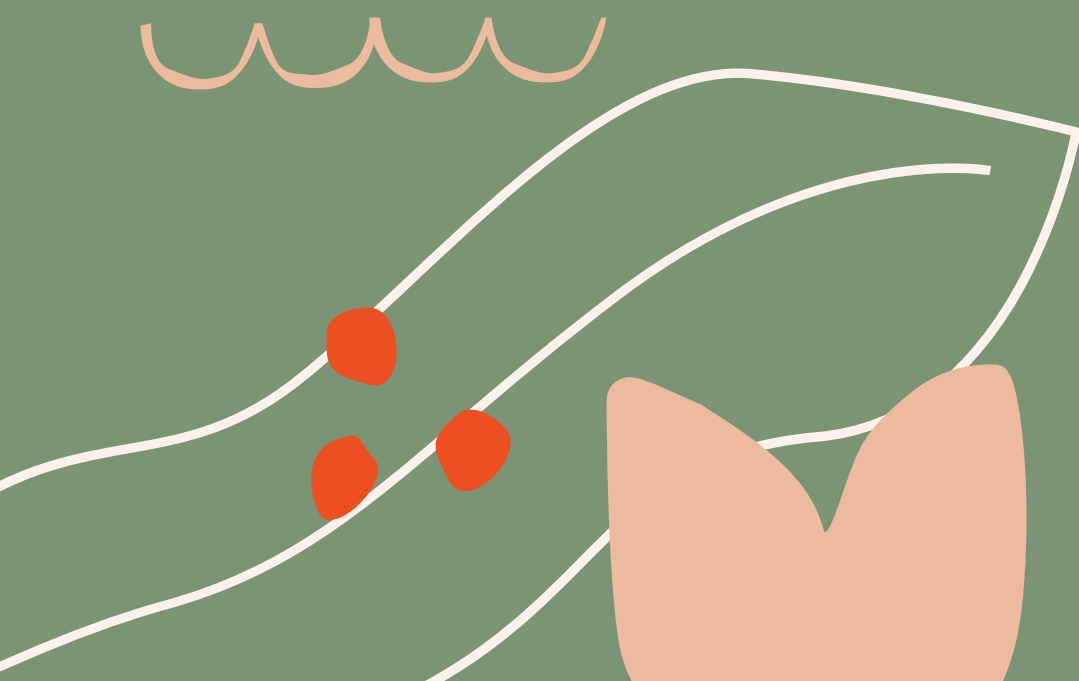
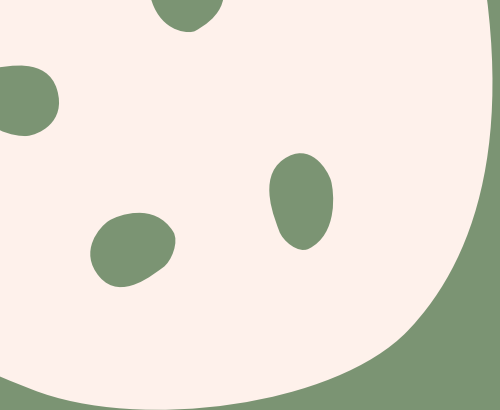


UP & DOWN DESIGN IDEAS

By Team 17 - The Ninja Turtles



Persona

- Parents of university student
- Middle Aged (40-60 year)



The parents know that their students could not be feeding health and fresh. They want to be sure that, their children are eating healthy.

They are sending packages at intervals to their children who are studying far away.

Students mostly study in north and parents are mostly living in south. Therefore, they would like to sent the variety of vegetables, fruits and jar of olive oil, jam and sauces.

In the research that we made in the scoop of Gifting Happiness concept, we have found out that; the thing that makes Italians most happy is sharing their favorite foods.

IDEA 1

Parents sending the package that contains ingredients of their recipes. And they also shoot a video of how they make that certain food. The student access to that application via 'link' or a 'QR code'. And started to cook with watching their parents. This allows bonding, pass down tradition, preparing students to be adults.

Some students who study abroad, may not tell their parents that they crave certain foods because they may be emotional. This way they can reach certain recipes.

The app should be 40+ friendly. Every middle aged people have different technological knowledge and also their eyes are detecting contrast in higher level. (Color and UI Design)



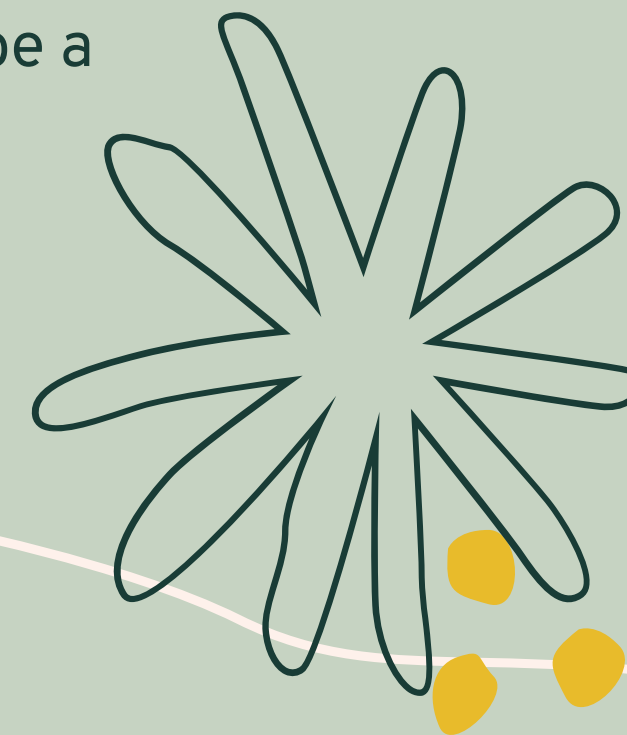
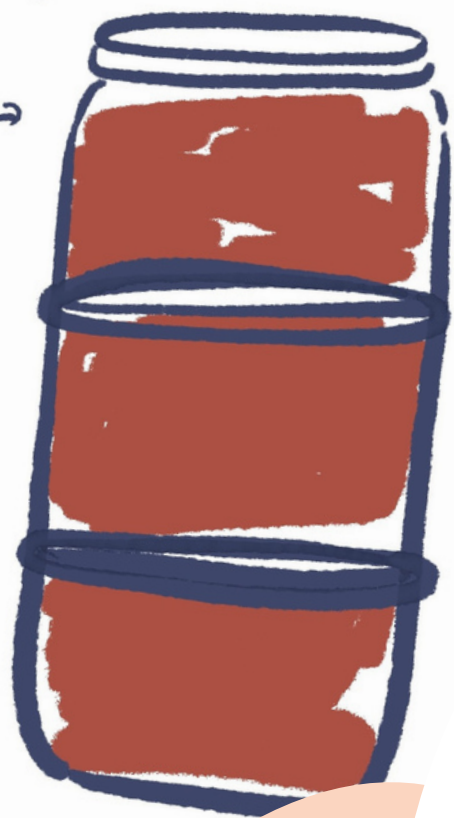
IDEA 2

When parents send packages to their children, they often aim to put on big jars or different little jars. We aim to make a jar that opens in levels.

For example in the first opening you open the 1/3 of the jar and there are still two more levels that will not be spoiled due to contact with air. Some leftover ingredients spoil and turn into trash because students do not cook often. This product is supposed to make your ingredients last longer (more than two weeks).

The other way to eliminate this problem could be a concept (basically) like a stacked-lunchbox but apply that design in a jar

Something
like
this →



IDEA 3

This idea aims to prevent leakage of jars(bottles) that contains oil. Its aim is to eliminate air ventilation, so that there is no space for oil to leak.

Three types of food-grade rubber:
Neoprene, EPDM, Nitrile.
(Safe with food contact, non-toxic, non-allergenic)



STYLE #1197 NEOPRENE - White Food Grade / FDA Compliant - FDA Compliant Neoprene demonstrates good abrasive qualities and resistance to oils and greases. Excellent resistance to ozone breakdown. Non-toxic, non-allergenic materials. Long life, repeated temperature cycling. Non-marking.

Color: White **Temp Range:** +180°F / To +82°C **Finish:** Smooth **Duro:** 60 Shore A±5

See other [Food Grade rubbers](#), including [EPDM](#) and [Nitrile \(Buna-N\)](#)

BUY NEOPRENE FOOD GRADE WHITE SHEET				
Thickness	Width	Durometer	\$ Per Foot	LINEAR FOOT x 48" WIDTH
1/16"	48"	60 (±5)	\$14.65	No of Feet: <input type="text" value="1"/> <input type="button" value="Buy"/>
1/8"	48"	60 (±5)	\$29.34	No of Feet: <input type="text" value="1"/> <input type="button" value="Buy"/>
3/16"	48"	60 (±5)	\$43.99	No of Feet: <input type="text" value="1"/> <input type="button" value="Buy"/>
1/4"	48"	60 (±5)	\$58.61	No of Feet: <input type="text" value="1"/> <input type="button" value="Buy"/>

STYLE #1195 NITRILE - White Food Grade / FDA Compliant - Nitrile rubber (Butadiene Acrylonitrile (NBR)) is recommended in all phases of food processing and manufacturing of pharmaceuticals and cosmetics. Excellent oil resistance and temperature range. Non-toxic, non-allergenic materials. Long life, repeated temperature cycling. Non-marking.

Color: White **Temp Range:** -25°F to +220°F / -32°C to +104°C **Finish:** Smooth **Duro:** 60 Shore A ±5

BUY NITRILE FOOD GRADE WHITE SHEET				
Thickness	Width	Durometer	\$ Per Foot	LINEAR FOOT x 48" WIDTH
1/16"	48"	60 (±5)	\$20.56	No of Feet: <input type="text" value="1"/> <input type="button" value="Buy"/>
1/8"	48"	60 (±5)	\$41.38	No of Feet: <input type="text" value="1"/> <input type="button" value="Buy"/>
3/16"	48"	60 (±5)	\$61.91	No of Feet: <input type="text" value="1"/> <input type="button" value="Buy"/>
1/4"	48"	60 (±5)	\$82.70	No of Feet: <input type="text" value="1"/> <input type="button" value="Buy"/>
3/8"	48"	60 (±5)	\$106.56	No of Feet: <input type="text" value="1"/> <input type="button" value="Buy"/>
1/2"	48"	60 (±5)	\$165.36	No of Feet: <input type="text" value="1"/> <input type="button" value="Buy"/>

STYLE #1189 EPDM - White Food Grade / FDA Compliant - FDA compliant EPDM provides very good abrasion resistance and is resistant to oily and greasy food products. Described for repeated food contact. very good abrasion resistance. Excellent temperature cycle performance. Non-toxic, non-allergenic materials.

Color: White **Temp Range:** -40°F to +230°F / -40°C to +110°C **Finish:** Smooth **Duro:** 60 Shore A ±5

STYLE #1189 EPDM FOOD GRADE WHITE SHEET				
Thickness	Width	Durometer	\$ Per Foot	LINEAR FOOT x 48" WIDTH
1/16"	48"	60 (±5)	\$23.53	No of Feet: <input type="text" value="1"/> <input type="button" value="Buy"/>
1/8"	48"	60 (±5)	\$47.06	No of Feet: <input type="text" value="1"/> <input type="button" value="Buy"/>
3/16"	48"	60 (±5)	\$70.59	No of Feet: <input type="text" value="1"/> <input type="button" value="Buy"/>
1/4"	48"	60 (±5)	\$94.12	No of Feet: <input type="text" value="1"/> <input type="button" value="Buy"/>

Neoprene: Most economical, very reliable on the job performance.





Which one is your
favorite?

