



Summarise your idea using our 'fill in the blanks' template below and a visual which reflects your project.



MY INNOVATION IS CALLED Street Shop

MY NAME / TEAM NAME IS Sarah Latus

I / WE GO TO SCHOOL AT Otumoetai College

MY / OUR BIG IDEA IS A proposed business tool for supermarkets to ensure that everyone is guaranteed a weekly grocery delivery.

AND IT HELPS Every household, as well as supermarket staff and delivery drivers.

BY SOLVING THE PROBLEM OF Social mixing, panic buying and pollution levels.

INNOVATION NAME
Street Shop





THE PROBLEM

Communicate the problem you are trying to solve, how big it is, who it affects and why it matters.

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Identifying the Problem I am Trying to Solve/Why it Matters:

Covid-19 has clearly caused a lot of stress for hundreds of thousands of people around the world. After being aware that New Zealand was moving to stage four, the number of people stocking up on groceries was excessive. I was standing in a line that wrapped around the building of the supermarket, only to walk in and see many of the aisles empty due to stress and panic buying actions. The obvious solution to combat these ridiculously long lines would be to online shop, however, I realised that was not so simple. Thousands of New Zealanders have switched to online food shopping since this virus broke out, meaning, it is virtually impossible to try and book a delivery time, because each slot always seems to be taken. To stop a virus from spreading, people need to isolate themselves, and these supermarket lines only increase the chance of spreading the virus. We do not want New Zealand to be in lockdown for longer than necessary. For that reason, I believe the lack of online grocery shopping delivery times is an issue. It affects households as someone is going to a public place, increasing the chances of getting the virus. But, it also affects supermarket staff and delivery drivers as they are struggling to keep up with the demands of online shoppers, as well as the thousands of people visiting the stores each day.

Evidence/Research:

I have researched this issue in a variety of ways, to prove how large of an issue this is.

- From researching information online, I have found that many people have also expressed their concerns. A recent stuff.com article states, 'The big supermarket chains do offer solutions - click-and-collects, along with home-delivery. I've tried and failed with both - lord knows what time you have to be up to book an available slot.' Alongside that, Countdown commented, "We have no options and no slots."
- The nzherald declared that since the coronavirus outbreak, the sales of rice are up 69% and canned vegetables up 62% compared to the previous year. Panic buying is occurring, and supermarket lines are long.
- I emailed surveys to 20 people to get opinions from a range of others on the topic (see additional/attached info)
- Also, I interviewed a couple of people over the phone to get a further look into the public's eyes. (see attached info)



**YOUR
RESEARCH**

Communicate who your innovation is for, what they need, who you spoke to when carrying out your research and what technology or science you might use to make your innovation work.

The Initial Innovation/Idea: A business tool for supermarkets

My initial idea is to have a set time each week where every house on the street has their groceries delivered. They will complete their order/shop online using the current technology, and then their groceries will be delivered at the same time each week, with all of the other households down the street. This will mean that one truck can deliver the shopping for everyone down the street, and each house will be able to get groceries delivered - reducing interaction.

Research:

I conducted research using various techniques to see what people thought of my idea and to see what could be done to improve it.

- First, I did some online research. Dr Joshua Petrie states, “It’s best to order food online. I have heard there are wait times, but if you can use that option, it would definitely be better than going out.” Further, the CDC comments, “there is a very low risk of the coronavirus spreading through packaging,” meaning online shopping is the most effective way to keep people safe.
- Then, I sent surveys to my target market. My target market is anyone who buys groceries, meaning it consists of a variety of ages. I ensured that I surveyed a range of age groups within my target market. 95% of the people surveyed said if they could online shop, they would. This assured me that there is a need for my idea. See the additional information for the rest of the survey results.
- Additionally, I interviewed two people to get a better understanding of what they thought of my idea, and to see if anything could be done to improve it. The main things I took away from the interviews were that some people do not know how to order food online, do not have the devices to do so, or live rurally, which were flaws in the initial design. I considered these in the developing of my innovation (see sketches), and made sure this was not an issue in my final design.
- Finally, I decided to go and observe the lines of some of the different supermarkets to see if things had settled down later into the lockdown. Throughout the lockdown, I found there to always be queues of people waiting to get inside, with people often being closer than two metres apart. I saw only two houses down my street getting groceries delivered, suggesting that everyone else was having to go to the supermarket because they were unable to get their food delivered.



INNOVATION NAME

Instep Programme
Priority 1

WOODS
BRAND INNOVATION

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Explain your final idea, how it works and how it solves a problem.

Sustainability:

Throughout the process, I was always think about how to make my idea as sustainable as possible, and I believe that my final design portrays this. I think it is an improvement on what currently exists for the following reasons:

- It positively impacts the environment as only one truck is coming to deliver food per street or neighbourhood. Currently, trucks are travelling all around Tauranga, with many trucks visiting the same street each day. Alongside that, hundreds of cars are on the road driving to supermarkets to get essential food. By having one truck per street, carbon emissions would significantly decrease, improving New Zealand’s air quality.
- It also has a positive impact on people/communities as it ensures that everyone will have food delivered to them, meaning people do not need to panic buy as they can be sure that they will be able to have food delivered each week.
- Alongside that, it also helps supermarkets maintain steady profits as people would be able to shop normally, (instead of panic buying and then not shopping for weeks.)

Final Design:

My final design is ‘Street Shop.’ Street Shop is a business tool that would be purchased by supermarkets in order to keep people safe during the Covid-19 outbreak. My business tool is where online grocery shopping orders are delivered to the entire neighbourhood at a specific time each week, ensuring that everyone can have groceries delivered, as opposed to going to the supermarket and increasing the risk of spreading Covid-19. People can submit their online shop at any time in the week, so that it works for everyone and no one misses out. There will also be a phone service for those who are not confident with or do not have access to smart technology. They can ring the supermarket staff to submit their shopping list instead of using the online shopping tool. Street Shop would use mapping technology to determine the areas with more elderly, and ensure that they have more staff members taking calls when taking the shopping lists from these neighbourhoods. This way, it caters for everyone. For those who live rurally, there would be an organised meeting place in their area where everyone would come and collect their food, so that they do not have to travel to supermarkets but could still have groceries delivered near their house. Street Shop has many positive outcomes, such as minimising the interaction between people. Alongside that, it helps people stop panic buying, being stressed about grocery shopping, and reduces carbon emissions.

