

CREATE YOUR OWN EXPERIENCE MAP!

Describe your idea with one concise sentence.

"Natural fruit iced" is a Cooperative dedicated to process and trade frozen balls of cantaloupes and watermelons from small produce farmers of Región Lagunera in Mexico. This cooperative contribute to reduce fruit waste for small farmers

Draw and describe the ideal user

Title

Name: José García

Age: 47

Profession: farmer

Any Other Key characteristics:

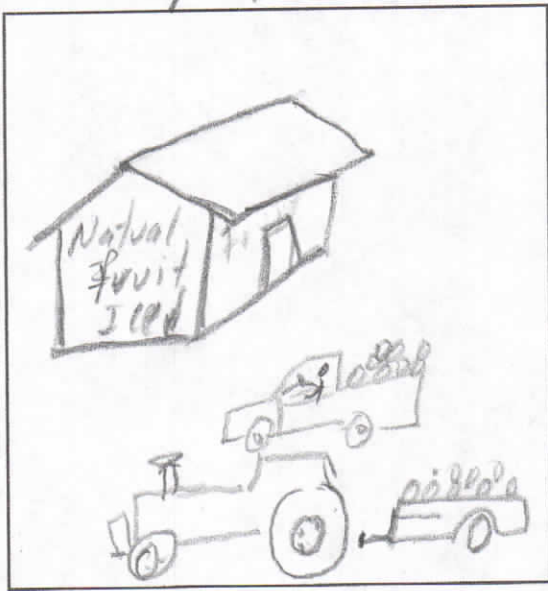
Cantaloupes and watermelon producer

Concisely describe what is happening

Each year José García has to throw away about 15% of cantaloupes and watermelons because of little damages that affect quality



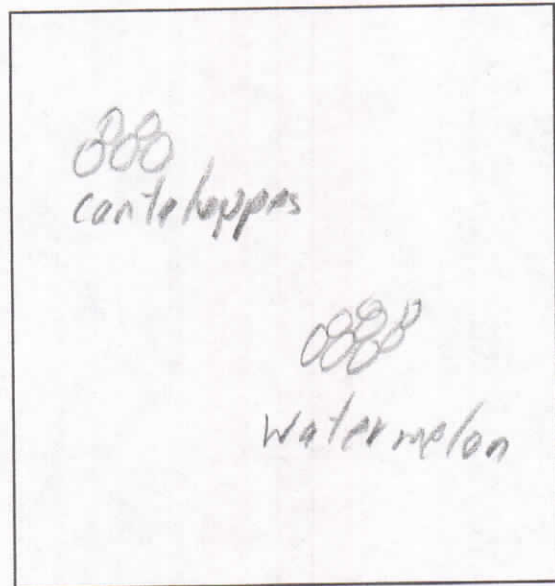
Title Natural fruit seed cooperative.



Concisely describe what is happening

One day Jose knows of a new fruit processor plant that is getting all the low quality fruits of small farmers just like him

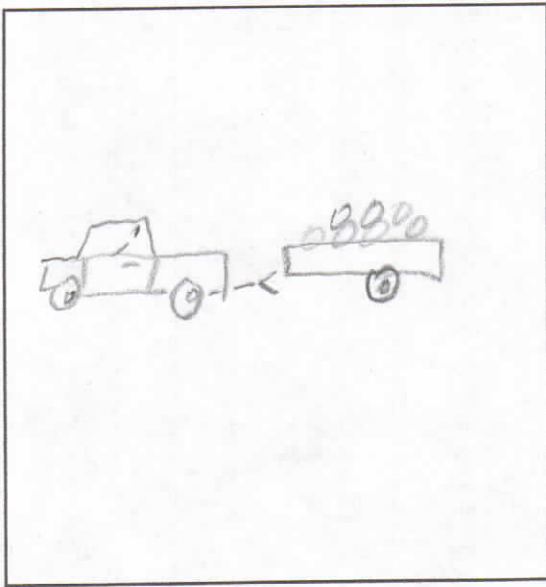
Title Fruit ice balls



Concisely describe what is happening

He goes to this plant and found out that they use the good quality and healthy part of fruit to make little balls that are frozen with liquid nitrogen, then are packed and ready to be sale

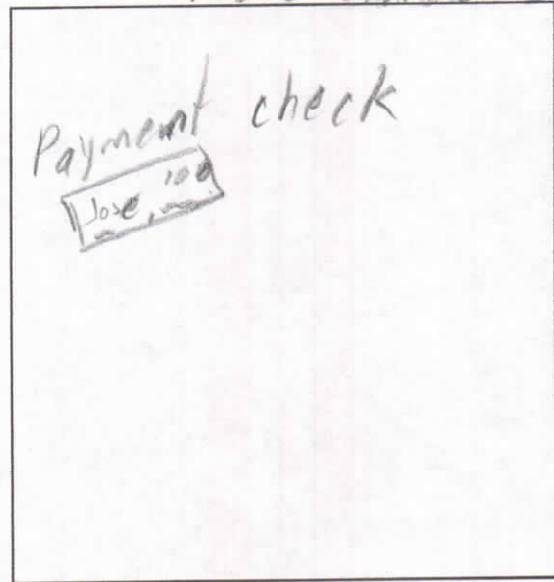
Title Reducing fruit waste



Concisely describe what is happening

José take the low quality fruit of cantaloupes to the processor plant

Title Reducing waste Vs. getting more sales



Concisely describe what is happening

José get a payment check from a product that usually leave in his farm, without any profit