

CREATE YOUR OWN EXPERIENCE MAP!

Describe your idea with one concise sentence.

Implement clay-based food preservation storage facilities in the public markets of Addis Ababa to help vendors preserve leftover produce.

Draw and describe the ideal user

Title **Tigist / The User**

Name: **Tigist**

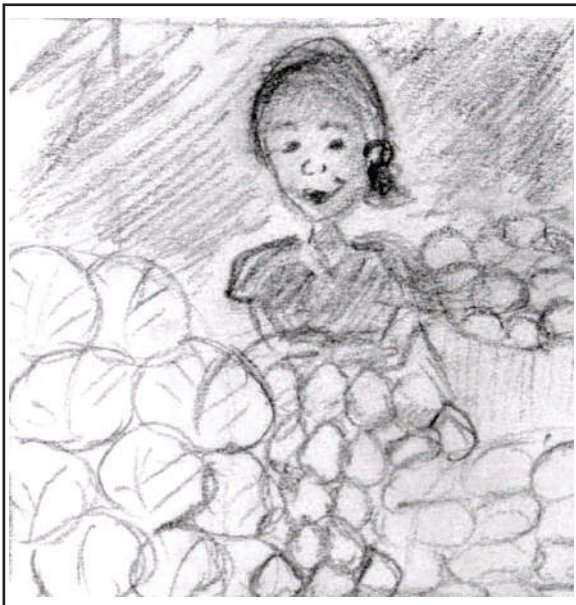
Age: **20-30**

Profession: **Vendor at kasainchis district gult (market)**

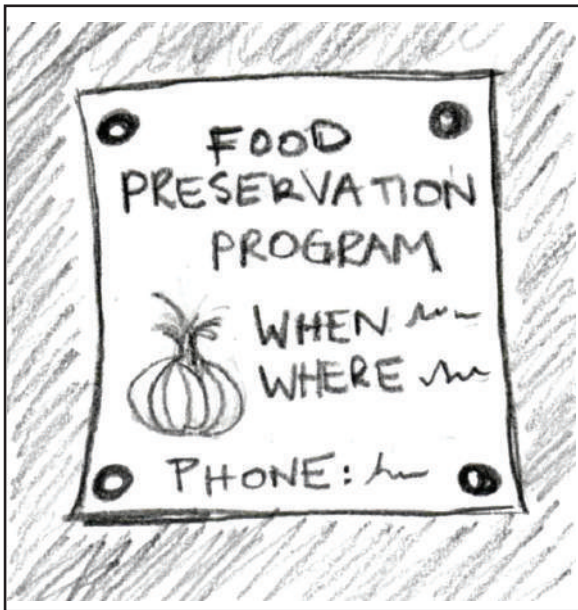
Any Other Key characteristics: **happy to work with other vendors to improve their market**

Concisely describe what is happening

Tigist has been selling produce in from her market stall for over five years and every day she is finding that her profits are being affected by the rising prices from her wholesalers. Also, because there is nowhere to store her leftover produce, she is throwing it away at the of the end of the day and buys new produce from the wholesalers each morning to sell at her market stall.



Title **AWARENESS #1**



Concisely describe what is happening

One day at work, Tigist learns about the food preservation program from a series of flyers posted in the market. She also learns that the market has a dedicated representative if she has any questions or wishes to learn more.

Title **AWARENESS #2 +
COMMUNITY ENGAGEMENT**

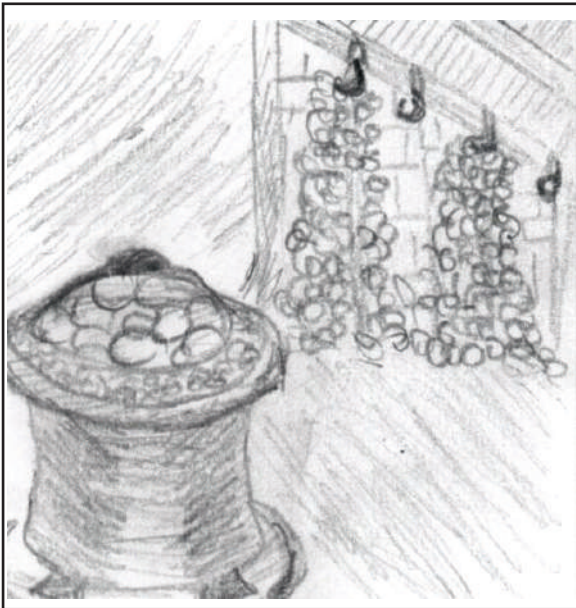


Concisely describe what is happening

Program staff members maintain an ongoing outreach and research program where they visit different markets 1-2 times a week.

During these site visits, staff interview vendors to keep up to date what is happening in the markets and survey different subjects (electricity, water, growth of market etc.)

Title **WORKSHOPS**

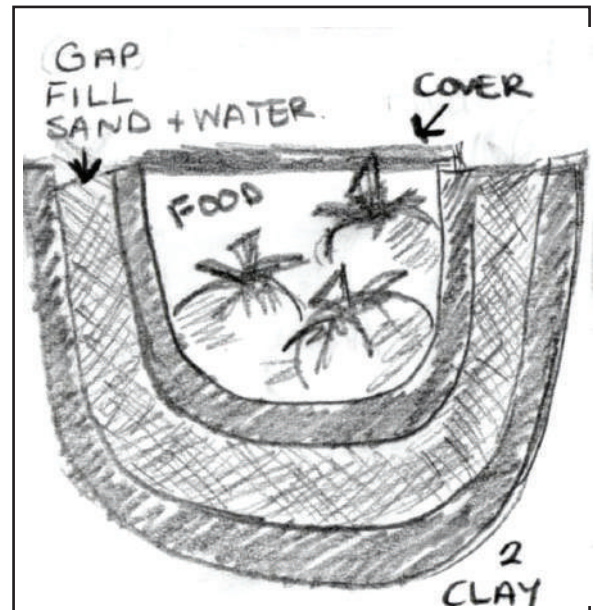


Concisely describe what is happening

Tigist attends one of the weekly workshops at her market to learn more about the program. She learns there are 2 programs she can join

1. Tigist can receive a food preservation unit made from clay (several scales available)
2. Tigist can join the weekly education workshops where she will learn about food drying techniques and how it can be insoporated into their business.

Title **INDIVIDUAL STORAGE**



Concisely describe what is happening

Tigist decides to participate in the individual program where she receives the small food storage unit built from clay.

Here she can put certain produce that can be stored for minimum 1-2 days.

Title **GULIT PAVILION**



Concisely describe what is happening

Also, Tigists decides to take part of the community level program where she and other vendors in her market share a pavilion scaled structure that can support more diverse produce.

Title **LEFT-OVERS**



Concisely describe what is happening

Tigist takes the produce from her storage units and she has two options.

1. sell the produce
2. donate the food to the community

both options help lower food waste. Tigist tells other market vendors to join the program.