

Good Pistachios

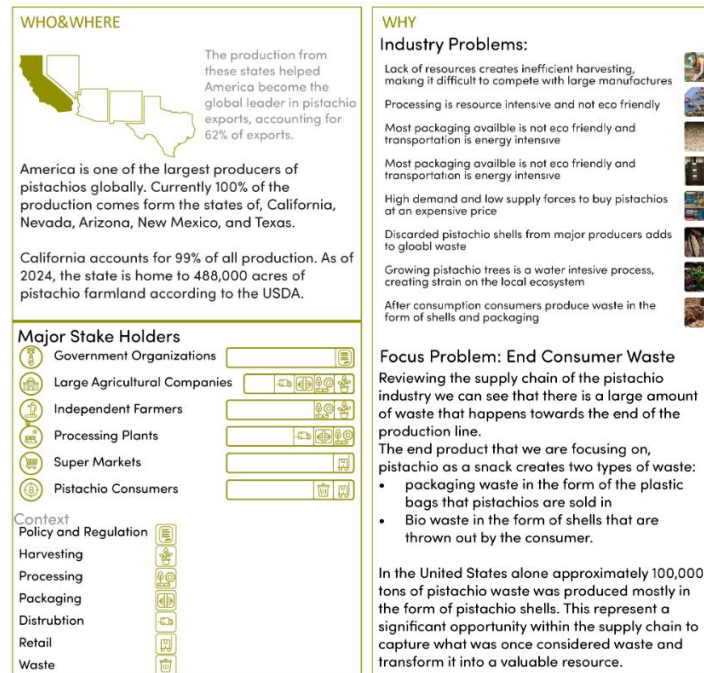


Project Brief

The goal for this project was to design a sustainable design intervention meant to address waste within a food system. The focus of this project is on the pistachio food system within the United States of America.

Research

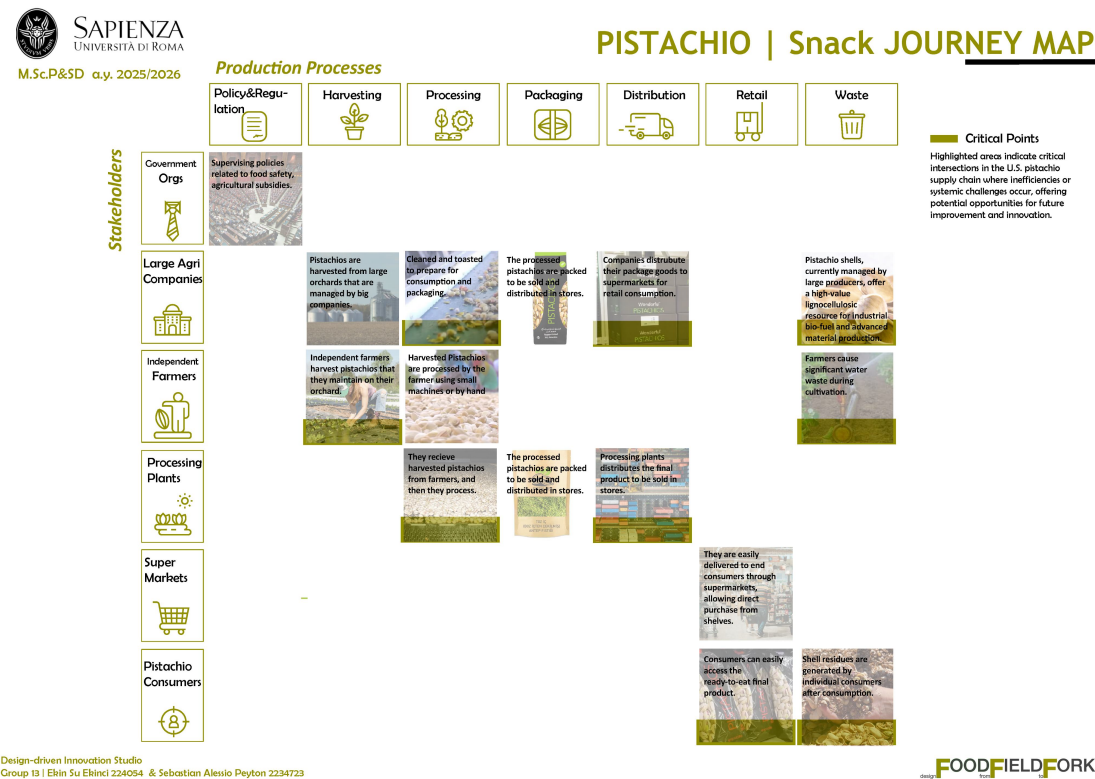
Problem definition



The first step of the process was to better understand what problems were present within the supply chain of pistachio farming within the United States. Our initial research led us to understand that a point of focus would be the end consumer waste that is produced from the consumption of pistachios

Research

Journey Map



The journey map outlines critical points where a design intervention could be introduced to reduce waste within the pistachio supply chain

Research

Persona

Target Users

The target users for Good Pistachios are consumers between the ages of 25-34, 35-44, 45-54, and 55-64. The target users are more environmental conscious than the average consumer, and are willing to pay a higher price for a product that reduces their environmental impact.

Personas



Marta (28):

Marta wants to Reduce her personal waste footprint without major lifestyle disruption, and is interested in snack brands that align with her values without a big price jump.

She likes that Good Pistachios offers QR-code-guided shell return system. It feels tangible and trackable, unlike vague eco-labels.



Alessandro (41):

Alessandro wants Support brands with real systemic impact, not just recyclable packaging as well as Model environmentally responsible consumption for his children.

He likes Good Pistachios offers a resealable shell pouch, it turns disposal into a small family ritual.



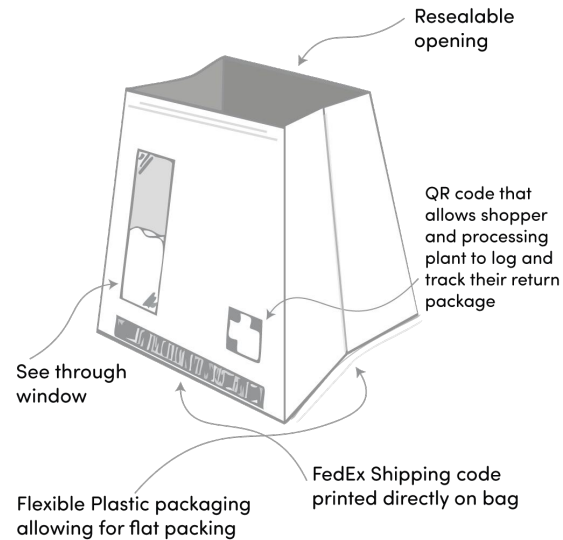
Giovanna (58):

Giovanna wants to find products with clear, non-gimmicky sustainability claims she can trust. She prefers simplicity and clear instructions, not digital-first solutions she has to learn.

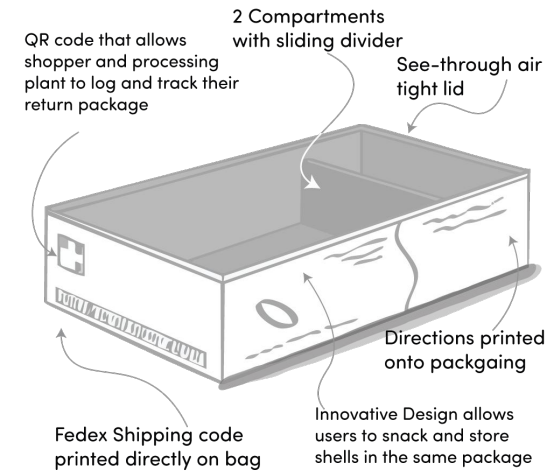
She likes that Good Pistachios offers a packaging first solution where the digital component is optional.

Once we understood the supply chain we also studied the main customers of pistachios in America, to the left are personas that are created based on snack pistachio consumer data

Design



Design Concept



Our team decided that we would have the most impact on pistachio waste by creating a consumer facing design intervention. we began designing different packaging solutions that address how a consumer can mitigate the waste that is created from snack pistachios

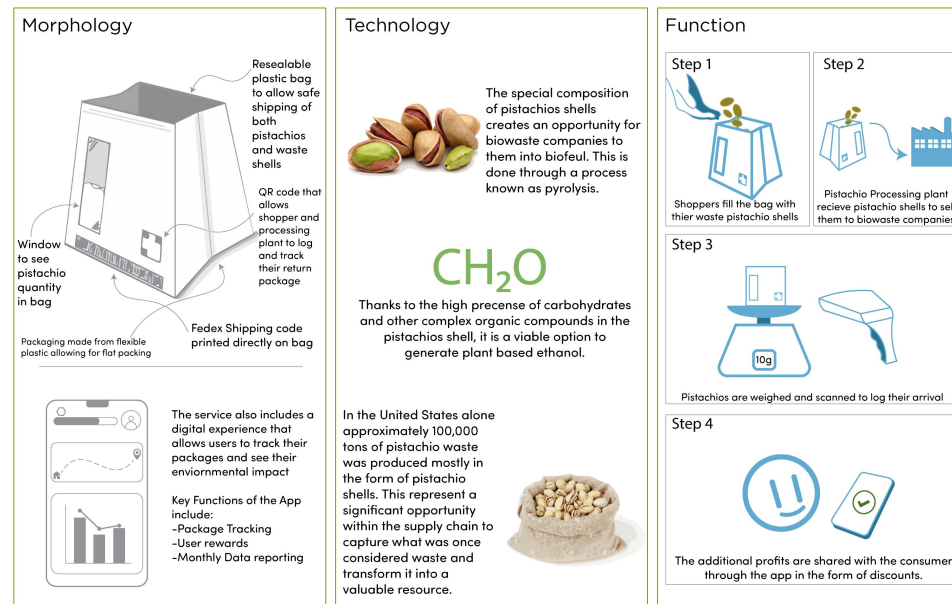
Design

Design Concept



SAPIENZA
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Concept Sheet



design FOODFIELD FORK from

Above is a concept sheet that explains how the final design can help address the waste that is generated from snack pistachio products

Design

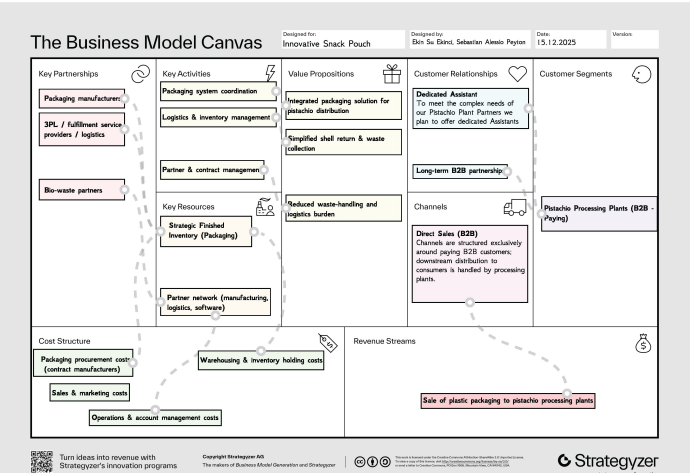
Design Concept

Along with design 3D renders of the packaging were created to communicate the design of packaging



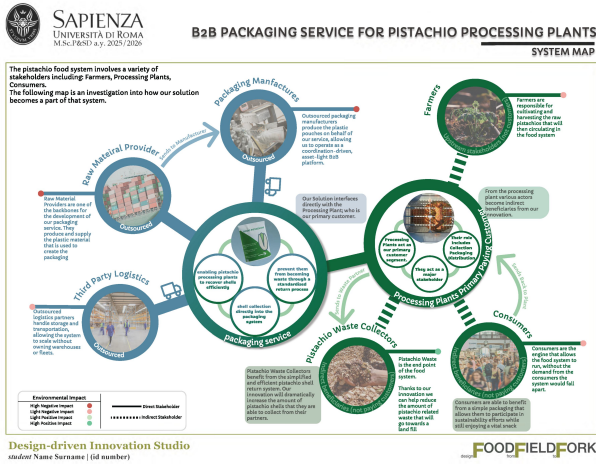
Business Plan

Business Model



Competitive Analysis

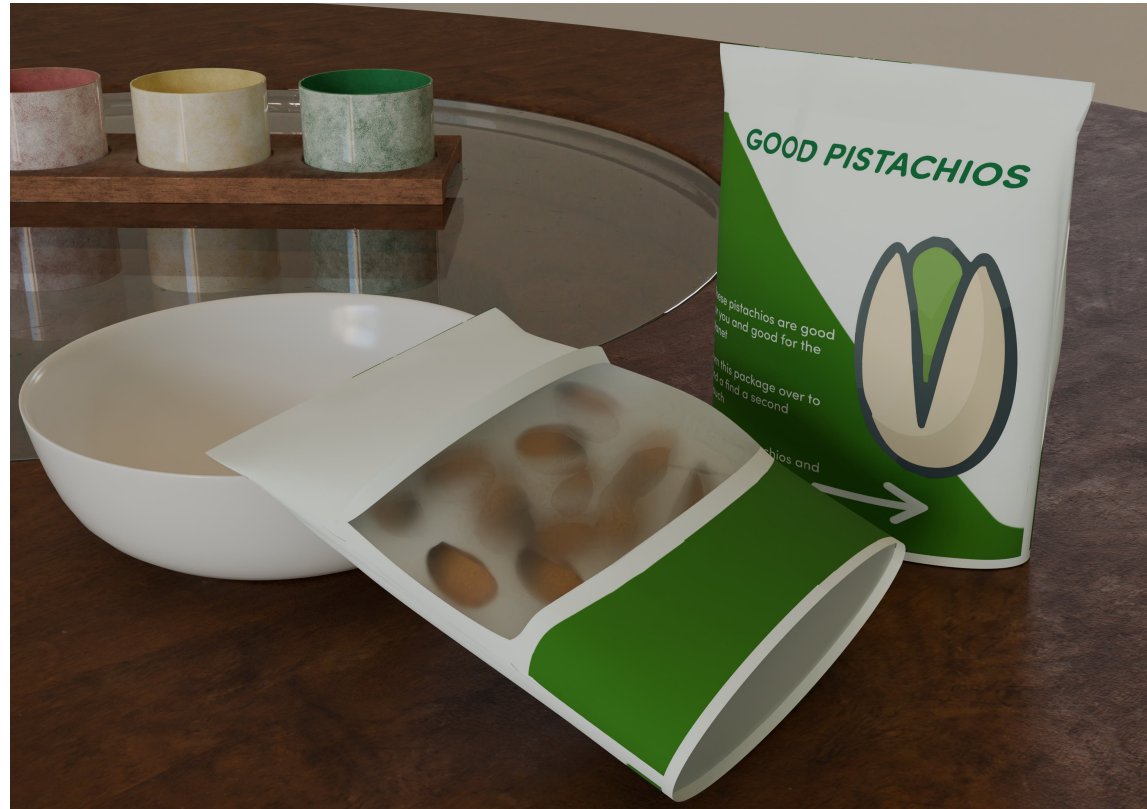
Wonderful® PISTACHIOS	Verde Dorato	GOOD PISTACHIOS
Wonderful Pistachios is the largest producer of pistachio snack in America. They both grow and process their own pistachios given them vertical control of all their supply chain.	Verde Dorato is a premium pistachio vender that prides itself on their sustainability and wellness offering. Their premium pistachios are sustainable farmed and packaged.	Good Pistachios is the proposed design intervention. Attempting to bridge between widely available pistachios and environmental messaging.
Affordable Price	Affordable Price	Affordable Price
Pistachio Recycling	Pistachio Recycling	Pistachio Recycling
Environmental Messaging	Environmental Messaging	Environmental Messaging
Wide Availability	Wide Availability	Wide Availability
Focused Target Market	Focused Target Market	Focused Target Market
Strengths	Strengths	Strengths
Weaknesses	Weaknesses	Weaknesses



As part of the project to understand how our proposal would affect the existing pistachio snack industry a business model was created. That business model was synthesized through the graphics above.

Outcome

Validation



The proposal was presented to sustainable business experts and design professionals. The idea garnered some interest but must be further refined.
