

1/2 **Agreekculture**

Design of a DIY kit and an app for people who use & consume Greek herbs to share their stories.

How it works

1. The user is downloads the Agreekculture app free on his smartphone.
 2. He signs up (with his facebook account optionally).
 3. He explores about the world of Greek herbs and their healthy opportunities.
 4. He orders his first herb online from his app.
 5. After 1 week he receives a package with a DIY kit (pot, soil, seeds, carton with basic info about the herb).
 6. He follows the instructions from the app and plants the herb.
 7. He adds the herb in his collection on the app.
 8. He gets reminders to water the plant and take care of it from time to time (optional).
 9. After 1 month the herb is growing and he shares his stories with the friends he makes on the app.
- The more active he is on the app (sharing photos/posts on social media) the more credits he gets so the Agreekculture will reward him with free products.



△ GREEK CULTURE

Solution

To begin with, we Greeks are currently dealing with a number of challenges, such as the financial problems & unemployment as well as individualization; in other words a growing distance between people caused by a difficult situation such as the Greek crisis. Nevertheless, I do believe that Greeks have a strong personality & drive and as our history has proven over the years, in challenging times motivated, ambitious and creative people can drive Greece forward! It's time for the new generation to act! There is currently a global health and wellness trend, which is evident across a wide range of FMCG industries, including packaged food and non-alcoholic drinks that continues to benefit from herbal/traditional health products. These products are seen as a safer and more natural way of treating minor illnesses. Due to its temperate climate and

exceptionally diverse flora and fauna, Greece is one of the richest countries in herbs in the entire

Future of Food & Beverages

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Creative's profile



Anna Maria Triantafyllidi PRO

Industrial Designer

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Creative's top 5 skills

Graphic Design, Illustration, Product Design, User Experience, Service Design