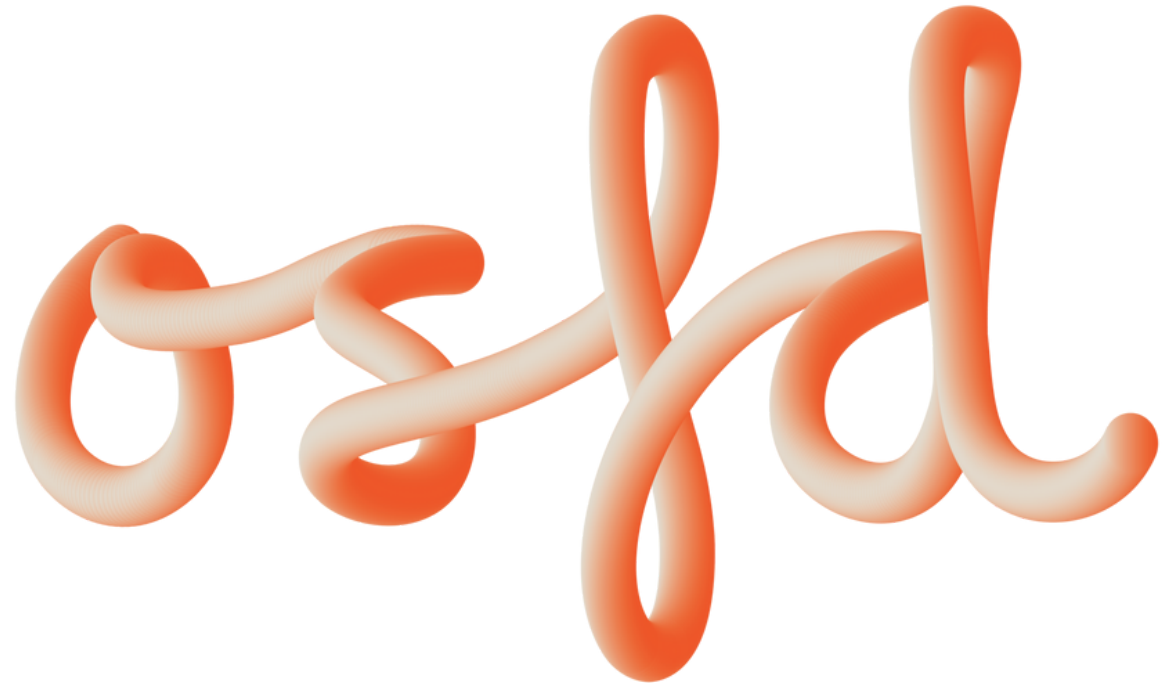




X



X



RESEARCH OVERVIEW





What is mouneh?

Preserving foods

Mouneh is the practice of preserving food through various techniques (drying, pickling...etc.). This was common – even necessary – in the olden days due to the different seasons we had.

Preserving heritage in a jar

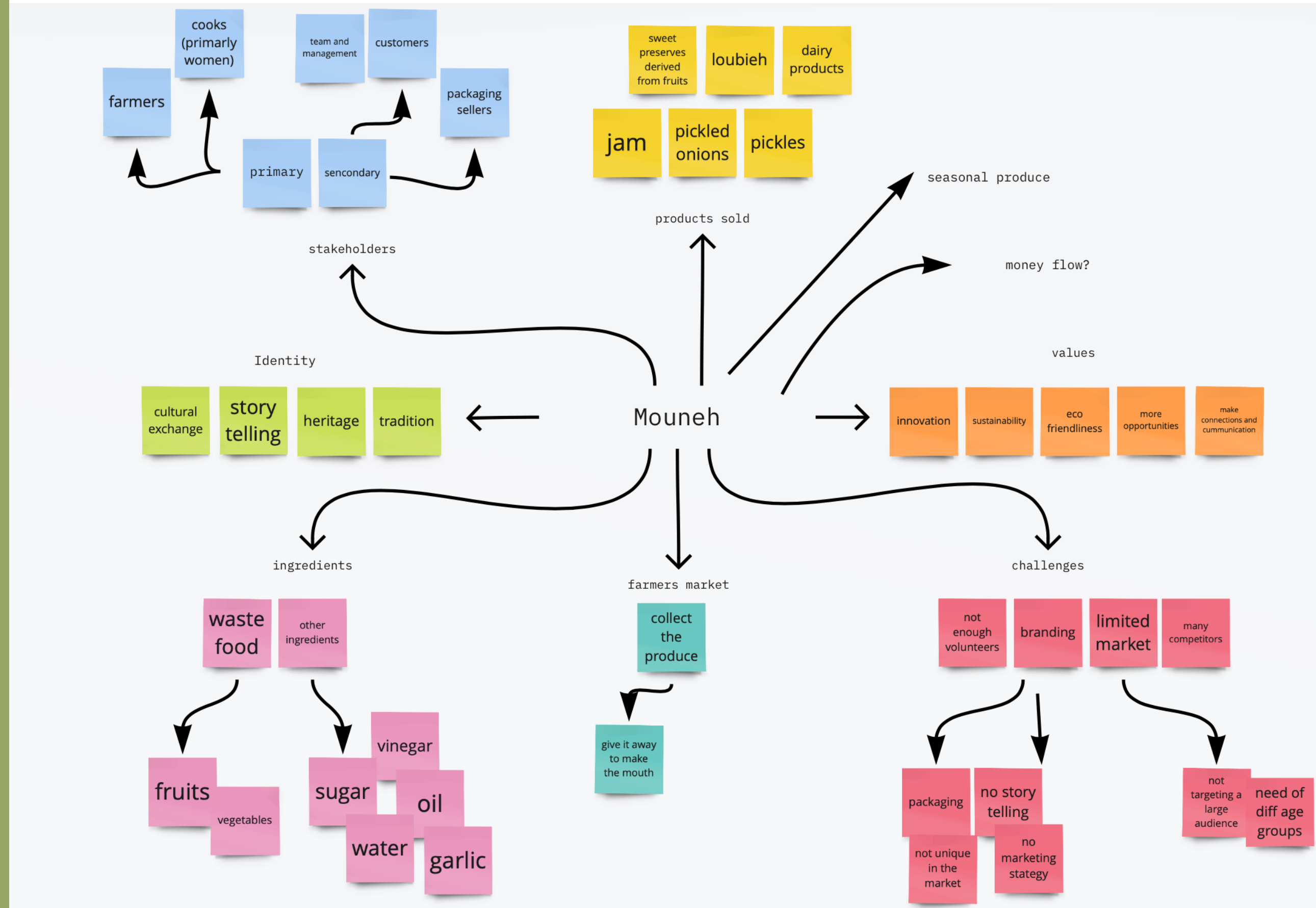
Mouneh is an old food tradition. In Lebanon, Mouneh holds a central position in our diet but also in our hearts: it's all about celebrating traditions and preserve nature's goodness in a jar.

Facing reality

The reality for many of us is that we no longer enjoy such a strong connection to our culinary roots. As much as we might wish the contrary, the beauty and simplicity of home-preserved pantry items—the mouneh —taken for granted during our childhood, often seems a lifetime away.

SYSTEM MAP

Through this system map, we got to know more about the mouneh industry and pin point the main problems nation station are facing to try and solve them.



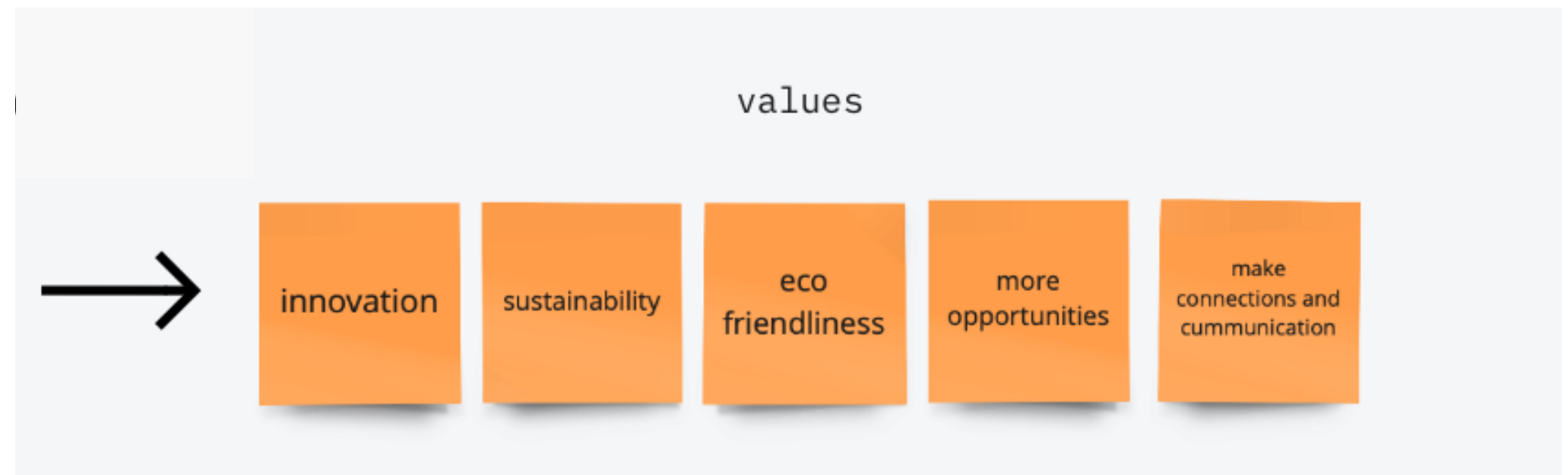
CURRENT MAP

Through this current map, we got to know more about the mouneh industry and pin point the main problems nation station are facing to try and solve them.



CURRENT MAP

Through this current map, we got to know more about the mouneh industry and pin point the main problems nation station are facing to try and solve them.

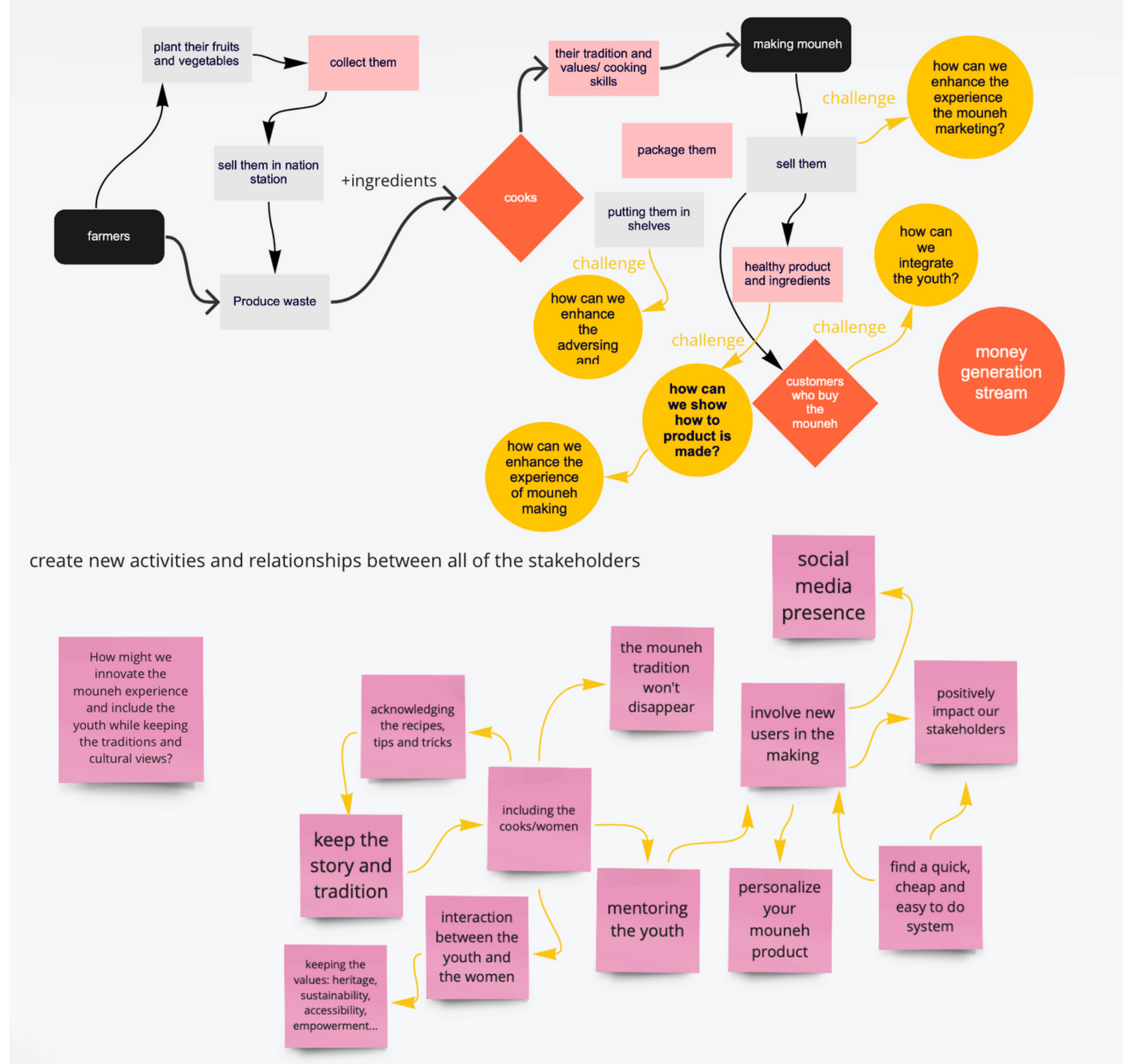


Design question/challenge

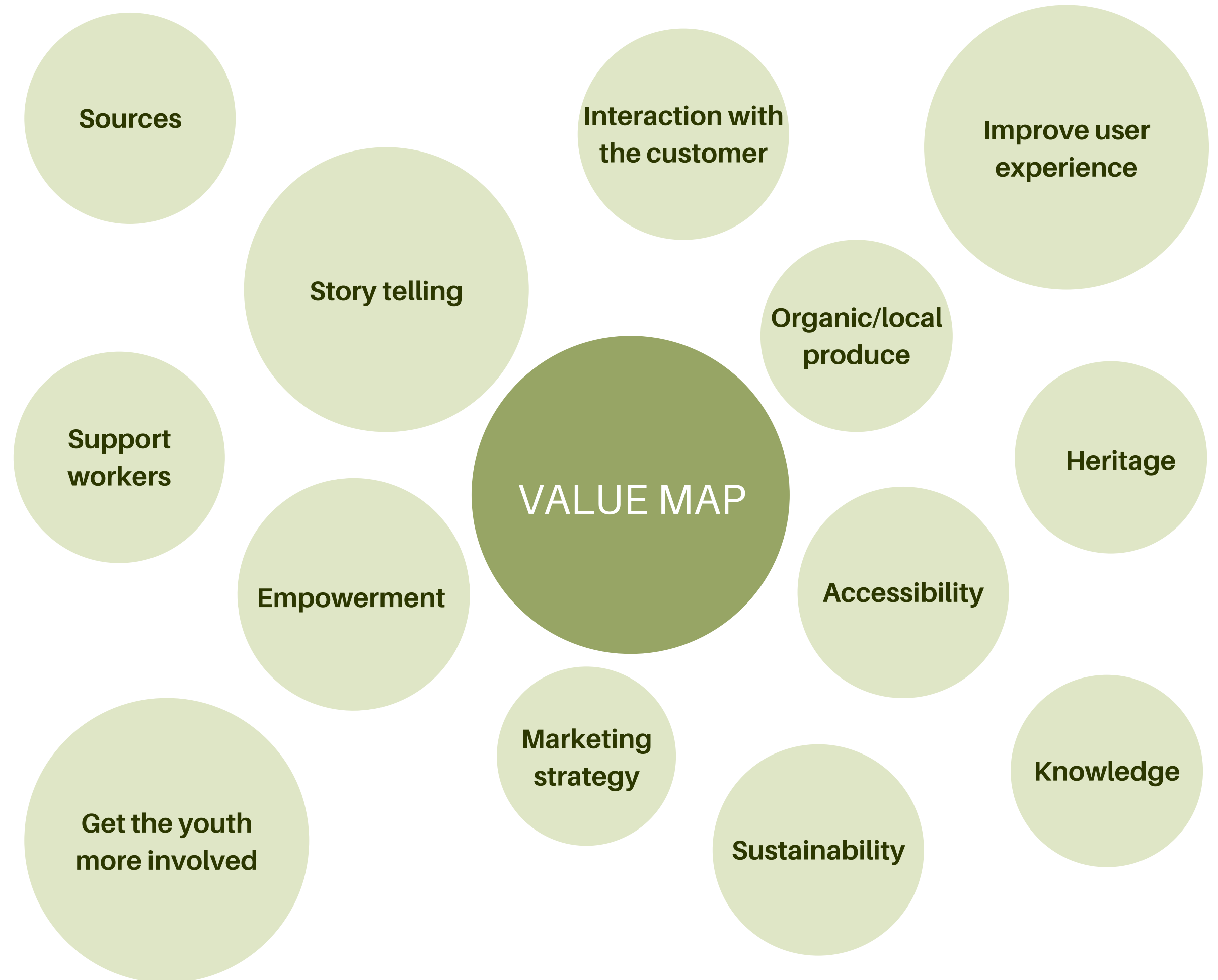
**HOW MIGHT WE INNOVATE THE
MOUNEH EXPERIENCE AND
INCLUDE THE YOUTH WHILE
KEEPING THE TRADITIONS AND
CULTURAL VIEWS?**

Future Map

This future map captures the opportunities for value innovation while highlighting the important relationships and activities



Value proposition



TRIP TO NATION STATION



PRODUCT PRESENTATION



PICKLING STARTER KIT

CONNECT WITH YOUR CULTURE AND TRADITIONS

BRIEF:

This pickling kit is the **easiest** and **fastest** way to start getting into your mounéh journey. It contains all of the ingredients that are exactly measured to reduce waste and make the process easier.

This kit has the goal to introduce the youth to mounéh, while establishing a connexion with the women of nation station





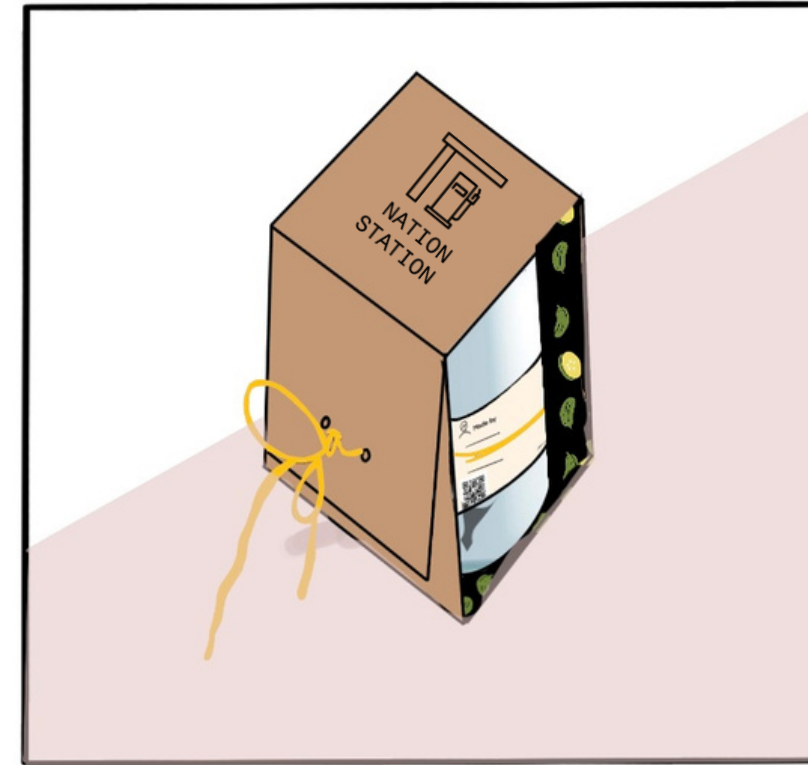
STORYBOARD



Alert in nation station's Instagram account



The display of the kit is visible at the entry



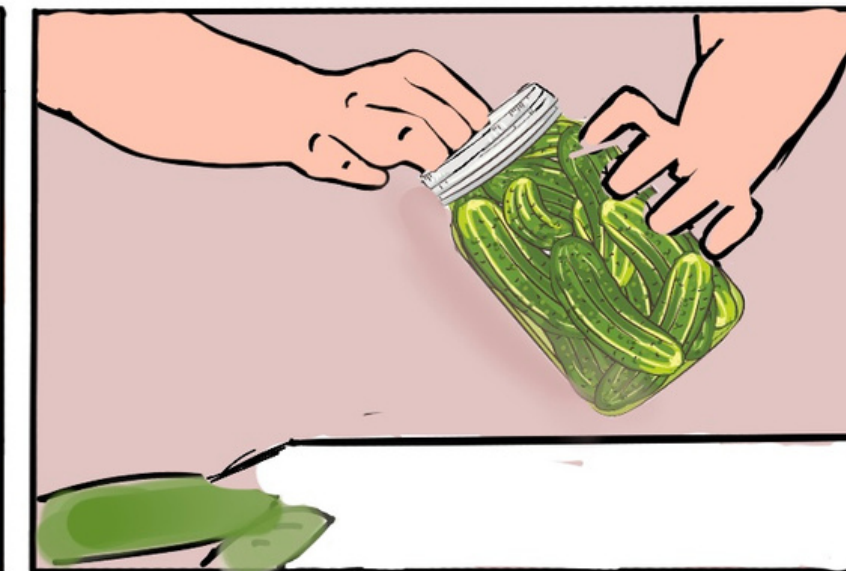
Customers buying the kit



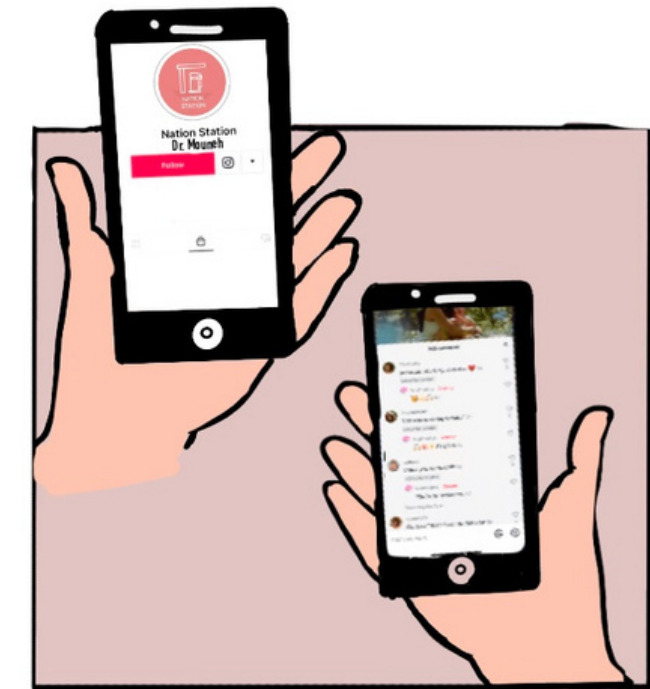
Scanning the QR code after unboxing the packaging



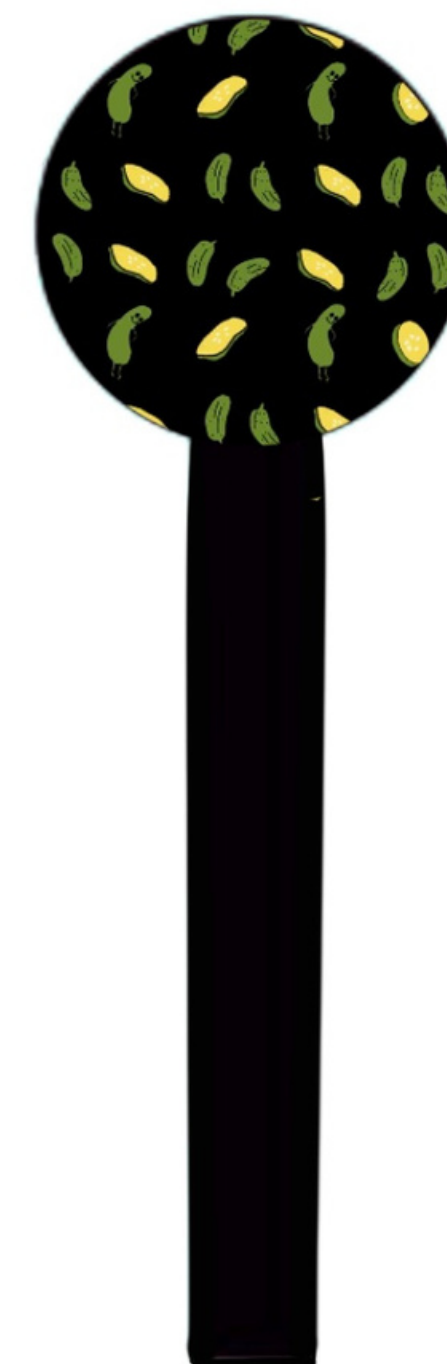
Then watching the video



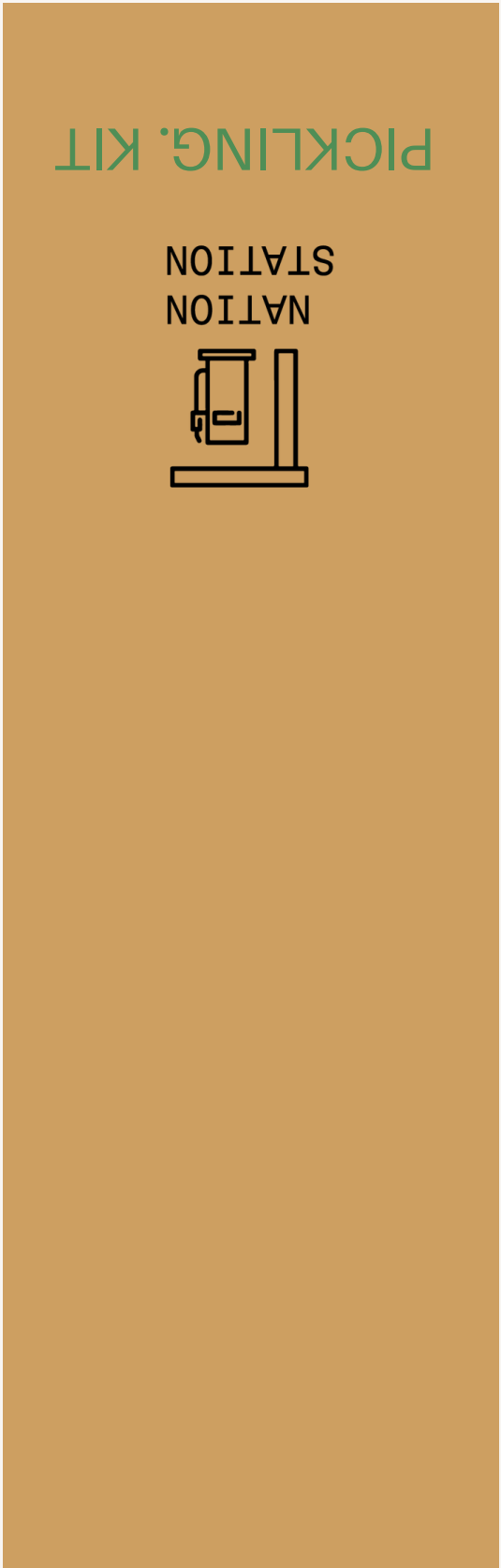
The process of making pickled mouneh



Following their tiktok account and sharing their experience in the comments



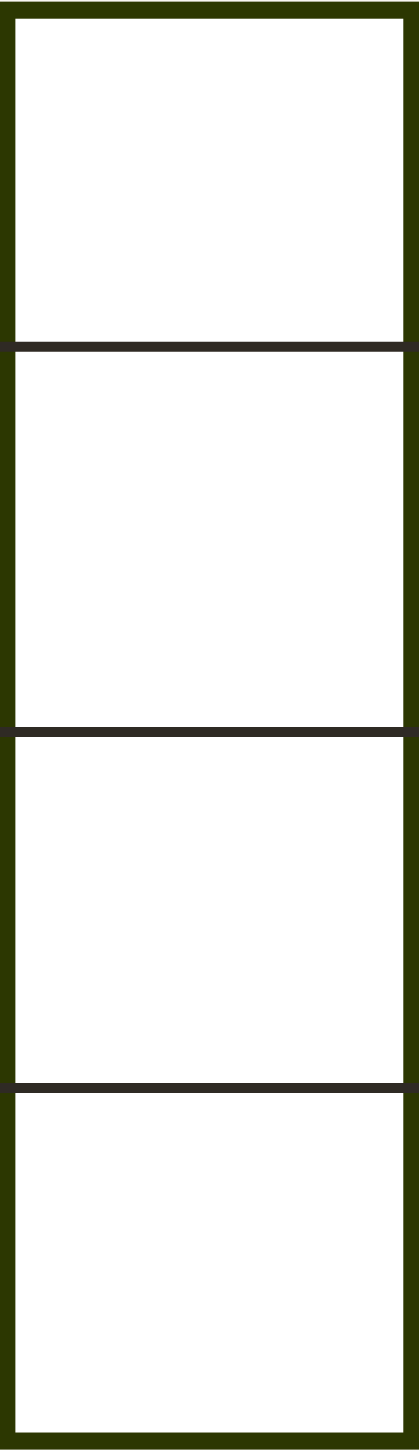
Packaging



OUTSIDE



INSIDE



The packaging is made of kraft paper which is an eco-friendly and sustainable material.



HOW TO CONNECT WITH OUR WOMEN

03

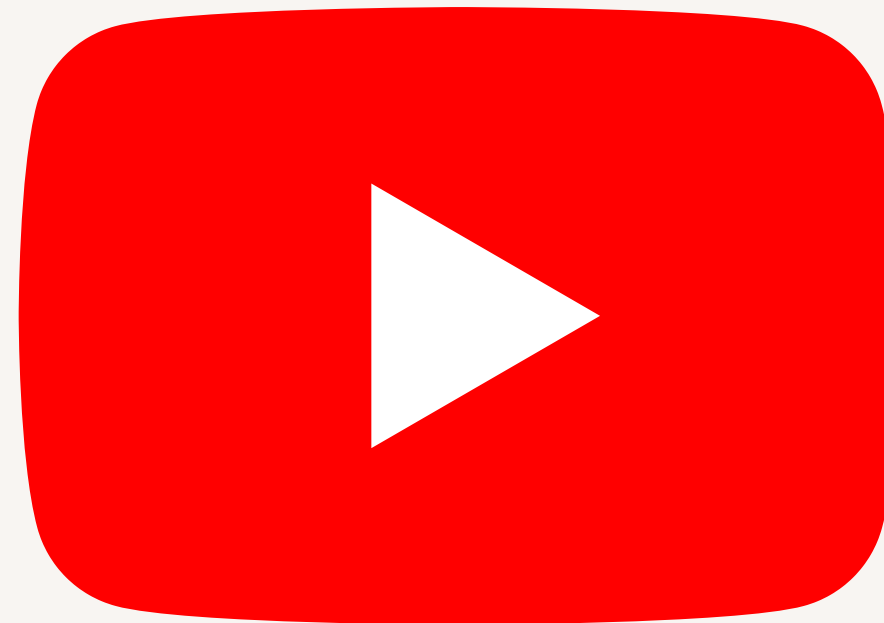
Scan the label





**NATION
STATION**

**GET TO THE
KNOW OUR
WOMEN MORE**



**GO STRAIGHT
TO THE
TUTORIALS**



**ADVICE/TIPS
AND TRICKS
FROM OUR
WOMEN**

tutorials and advice

