

# INTENTIONAL INNOVATION CHARGE BY SODEXO

To support the US Marine Corps, we developed a smartphone app that puts easy-to-understand, menu and nutritional information in every Marine's pocket.



## Phase 1 Collect Data and Output

**Nutrition is essential to readiness.** To equip Marines to make healthier eating choices, we didn't start with technology. We began by making sure we understood the Marines.

Our research confirmed that Marines (like most young people) access new information mostly via their phones. So it made sense to build an app.

**Working with the USMC, we developed detailed requirements** for the app that reflect the mission, dining logistics, budgets, and security.

## Phase 2 Design, deliver, and test

**Feeding Marines is a complex mission.** Beyond providing nutritional information, the Charge app needed to facilitate that mission.

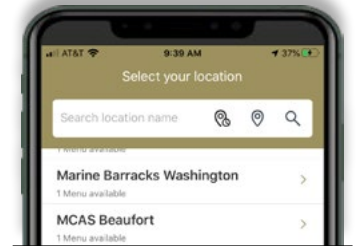
So we included features that enable Marines to find mess halls, see hours of operation, and preview their menu choices. The Charge app puts Fuel to Fight® nutritional information for each item at Marines' fingertips, quickly guiding them to good food options.

**After thoroughly testing the Charge app,** we rolled it out to all 48 USMC mess halls.

## Phase 3 Operate, manage, assess, and adapt

**The app makes it easy for Marines to provide immediate feedback on their dining experiences.** Data is anonymous but is geo- and time-tagged so it can be used to facilitate menu design, marketing, event planning, and continuous improvement.

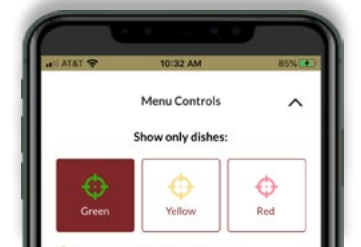
Find mess halls



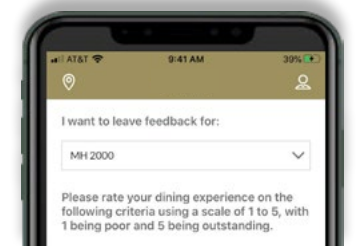
Preview menu options



Make healthy choices



Provide feedback



See how Sodexo can innovate for you:

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