Adrian, Alaa, Anabel, Beth

The wicked Problem of Food Sustainabilty

The Wicked problem of food sustainability | Agenda

Slides	Section	Lead
1-5	Overview of project	Beth Alaa
6-9	User Research ● Summary of insights	Alaa Anabel
	● Problem statement	Anabel
10-12	Concept Solution	Adrian
13	Summary and next steps	Beth

Brief

What do we mean by food sustainability?
Sustainably grown food that is healthy and safe. We read about the unsustainable model of the organic and local food supply chain, and the impact on consumers, producers and suppliers.
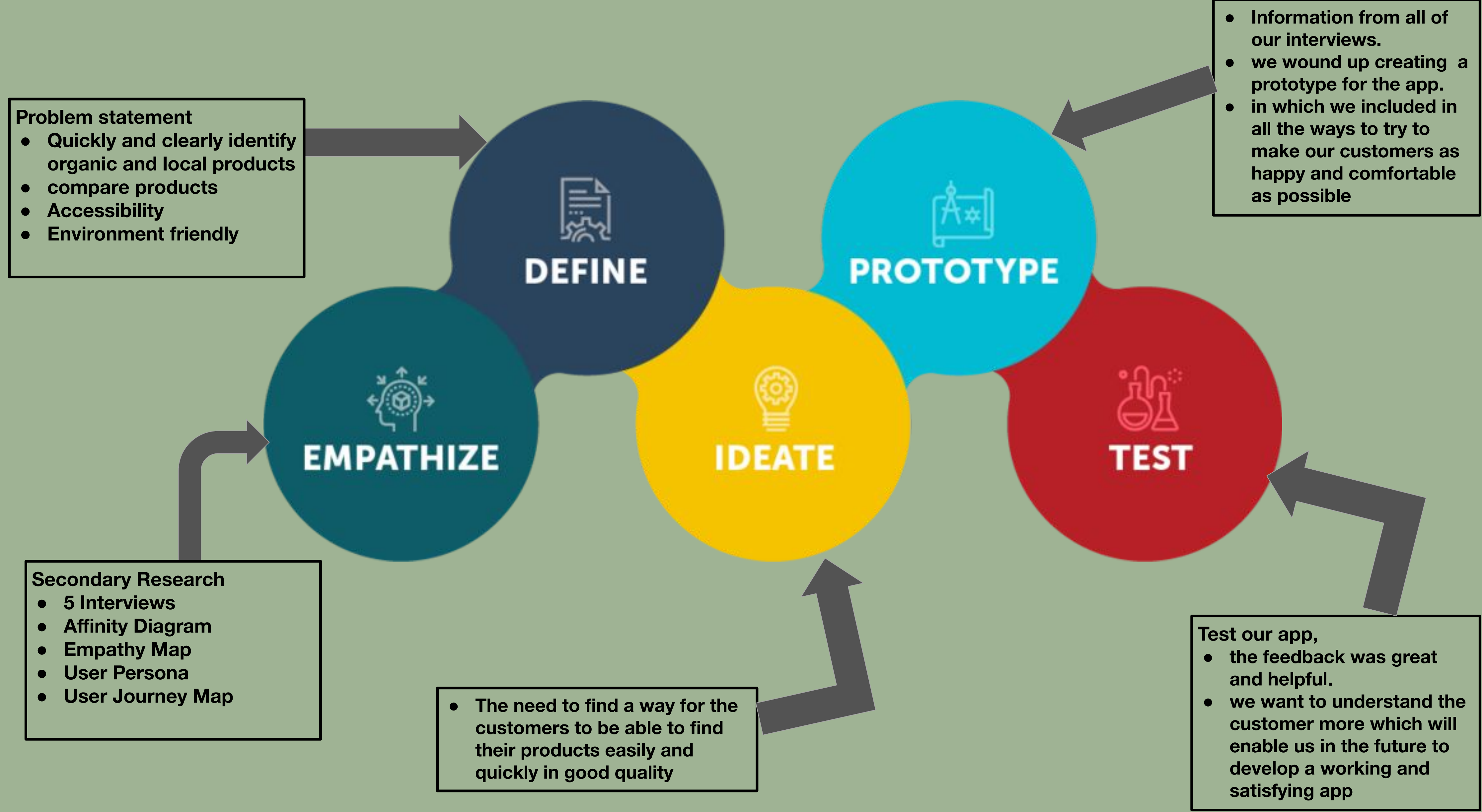
Through our research we focussed on consumers and identified that buying organic and local food wasn't easy. This led us to exploring the main barriers facing consumers when trying to shop more sustainably. Later we dive more into the problem.
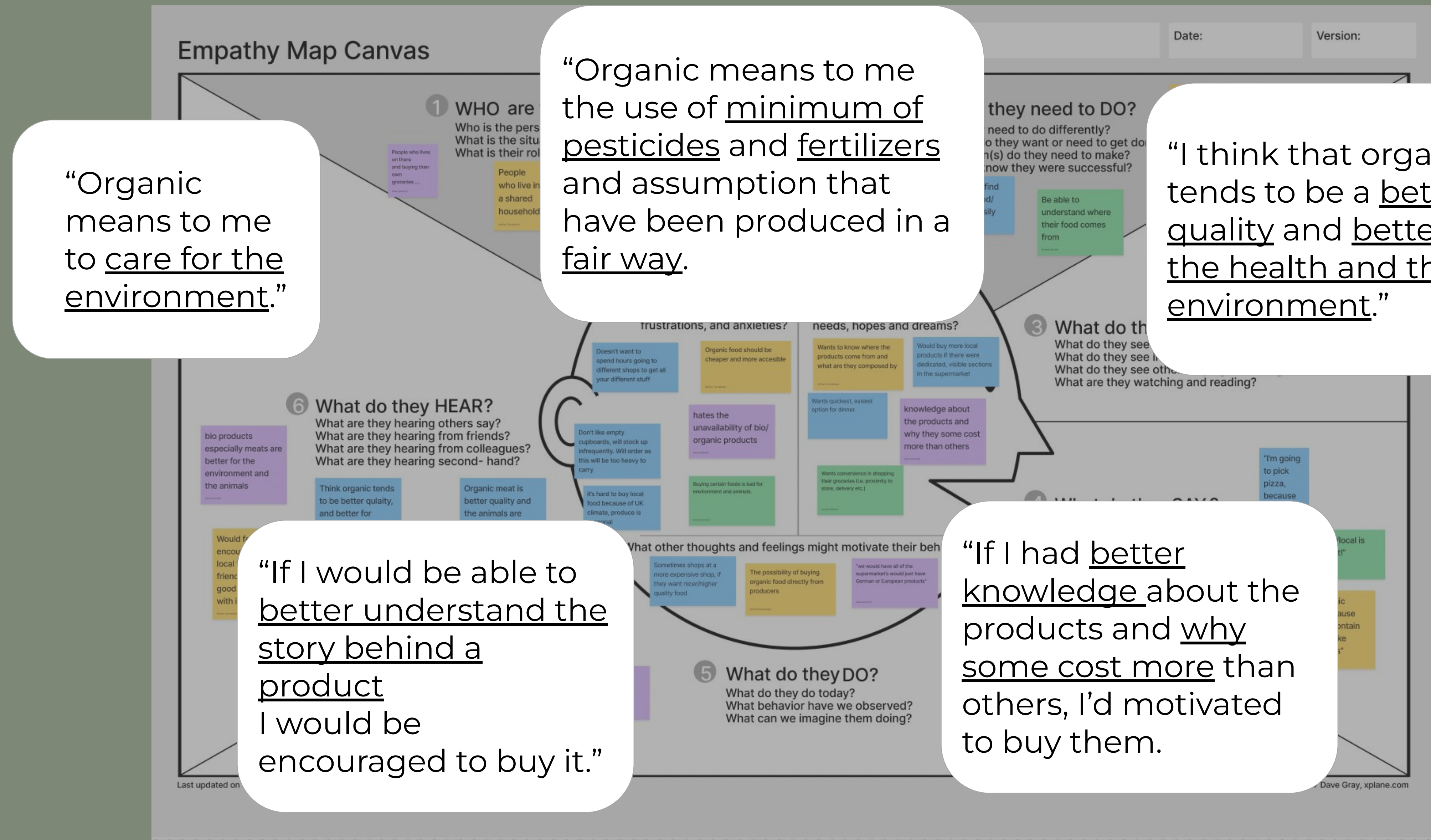
Goals

1. To understand the barriers facing our users in terms of shopping more sustainable (grocery)

2. To look for opportunities to solve the biggest pain points

3. To develop a solution concept (both digital and non-digital) that would enable our users to shop more sustainably

The Wicked problem of food sustainability | Overview

Problem statement
- **Quickly and clearly identify organic and local products**
- **compare products**
- **Accessibility**
- **Environment friendly**

Secondary Research
- **5 Interviews**
- **Affinity Diagram**
- **Empathy Map**
- **User Persona**
- **User Journey Map**

- **The need to find a way for the customers to be able to find their products easily and quickly in good quality**

- Information from all of our interviews.
- we wound up creating a prototype for the app.
- in which we included in all the ways to try to make our customers as happy and comfortable as possible

Test our app,
- the feedback was great and helpful.
- we want to understand the customer more which will enable us in the future to develop a working and satisfying app

EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

Aware Alex

*"Buying local and organic food is **important** but it's **not** always **easy** to **compare** products to **make the right choices**."*

Profile:
- 28 y/o
- lives in flatshare in Berlin
- works in Tech industry
- sporty, social, and ambitious

Goals:
- Easily find organic and local products in a supermarket
- Compare products (i.e. origin, price, ingredients, quality)
- Make better eco-friendly product choices

Motivations
- Tries to cook healthy and fresh at home
- Organic means better and healthier
- Environmentally aware

Bio

Alex has been enjoying Berlin city life since moving here in 2018, he has been working in the tech industry for 3yrs. Despite his demanding job, he tries to cook fresh and healthy meals for himself at home after work.

Outside of work, he spends the majority of his time doing sports or seeing friends. Sebastian is worried about climate change and would like to play his part in the environmental crisis by buying local and organic food.

"Buying local and organic food is important to me but due to lacking or ambivalent information in the supermarket it is difficult to make the best environmentally friendly and affordable choices."

Interests

Sports

Environment

Health

Social

Psychology

Smart · Social · Conscious

Age: 28

Occupation: Junior Product Manager

Family: Single

Location: Berlin, Germany

Living Type: Flatshare

Archetype: Aware Alex

Goals · Needs

- Alex wants do grocery shopping regularly and efficiently. He's on a weekly budget as he has medium income.

- He wants to know more about the origin and composition of what is in his shopping cart to make better decision for himself and the planet.

- He is aware of the impact of food on the environment and tries to buy local and organic food wherever he can but it's not always easy to find high quality food at an affordable price.

Frustations

- Doesn't want to spend hours going to different shops to get all his groceries.

- He sometimes doesn't understand price differences between organic/non-organic/local

- Finds it difficult to compare products in terms of origin and organic status in the supermarket - labelling and product placement aren't helpful.

Motivations · Interests

- Prefers to cook fresh and healthy meals at home

- When choosing food to buy, he needs assurance of food quality/organic/origin

- He checks supermarket labels when he can to compare products.

- He has awareness of environmental issues and animal treatment in the food industry, this influences his food choices.

- Organic means to him sustainable production with the smallest to zero use of chemicals

- Associates organic and fresh with high quality and being healthier

The Wicked problem of food sustainability | User Journey Map

Main Pain Points:

- **Uncertainity whether to trust labels**
- **Difficulty to compare product information**
- **No clear explanation for prices**

Alex's afterwork shopping journey 🥑

Persona & Scenario

Goal
- Fresh and affordable food
- Easy way to compare products and product information

Alex usually grocery shops after finishing work. He does eats ready meals regularly but is trying to be more healthy. As well as making healthier food choices, he wants to make better choices for the planet and has heard buying local and organic are more environmentally friendly. When he has a bit of time in the evenings, he tries to cook from scratch.

Motivations

Alex's an enviromentalist and his love and care for animals motivates his choice of products, he runs a healthy lifestyle so he prefers knowing exactly what he's consuming. for him organic means zero to none chemicals and that's what he seeks in products

Stages

Stage 1: Planning		Decision Point	Stage 2: Shopping			Decision Point	Stage 3: Check-out

Actions

Trigger Moment	Thinking of which food to buy	Chooses supermarket	Enters supermarket	Goes to fruits and vegetable section	Compare and contrast options (information gathering)	Decides what to put in the basket	Pays for groceries at counter

Thoughts

"I need food for cooking at home."	"What do I want for food?" "I want to cook healthy tonight"	"Where do I get fresh and affordable food?"	"What do I see here and where do I find the ingredients that I'm looking for, that match my criteria of healthy and eco-friendly?"	"What different food options are available?"	"What does it cost?" "Why is it so expensive?" "What is organic?" "Where does it come from?" "What does this label mean?" "Is that a trustworthy label?"	"Can I afford this?" "Do I see value in this?" "Does it look fresh?"	"Could I have made a better decision?"

Mood

Positive / Negative

Hungry, tired	Thoughtful	Wondering	Curious	Searching	Confused, impatient	Unsure	Doubting

Pain Points

	• Doesn't know where to go • Uncertainty about what food will be available	• It's not obvious where the local and organic products are located		• Uncertainty whether to trust labels • Difficult to find the information to be able to compare products and make the best eco-friendly and affordable choices	• No clear explanation for price differences between similar products

Opportunities

• How might we help Alex to find the store with the biggest offer of organic and local products at an affordable price?	• How might we help Alex to easily understand where to find local and organic products in the supermarket?	• How might we help Alex to better understand and compare the information to make better environmentally friendly and affordable choices?

How might we...

help Alex to **quickly and easily understand where to find local and organic products** in the supermarket?

help Alex to better **understand and compare the information to make better** and environmentally friendly and affordable **choices**

Problem Statement:

Working professionals that want to make their grocery shop more environmentally friendly **need to find a way to** easily identify organic and local products in a supermarket and be able to compare products based on price, composition, origin and production **because** it's difficult to find the product information in a supermarket and compare products to make informed, eco-conscious choices.

Most of the people are occupied and have limited time either **long working** day or even **a mother** who dedicates much time to take care of her home and children so they prefer to do everything quickly. At the same time they would absolutely love to know much details about every product's content. Therefore we directed our solution to provide our customers with an App **"Cue-comparison"** tool to be a source of all the details and allow the comparison with other local and organic products

We started **by brainstorming** many different ideas, with many different perspectives. Some of them were pretty interesting but after crazy 8's, we were able to unite our ideas into one and chose the good out of every idea and we were able to come up with this **App**.

we settled on this solution of a **QR code** because it made the most sense and was the easiest solution which helps the customer make their life easier, by just scanning and getting all the information they need.
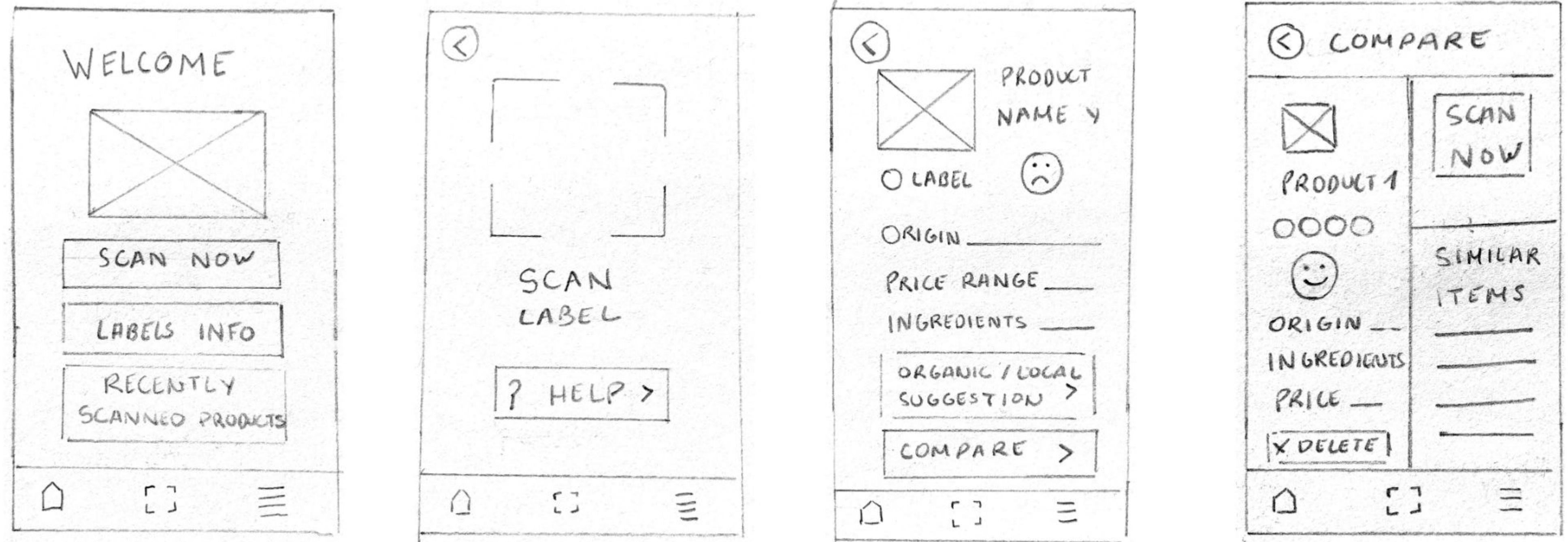
Non digital solution: Labels
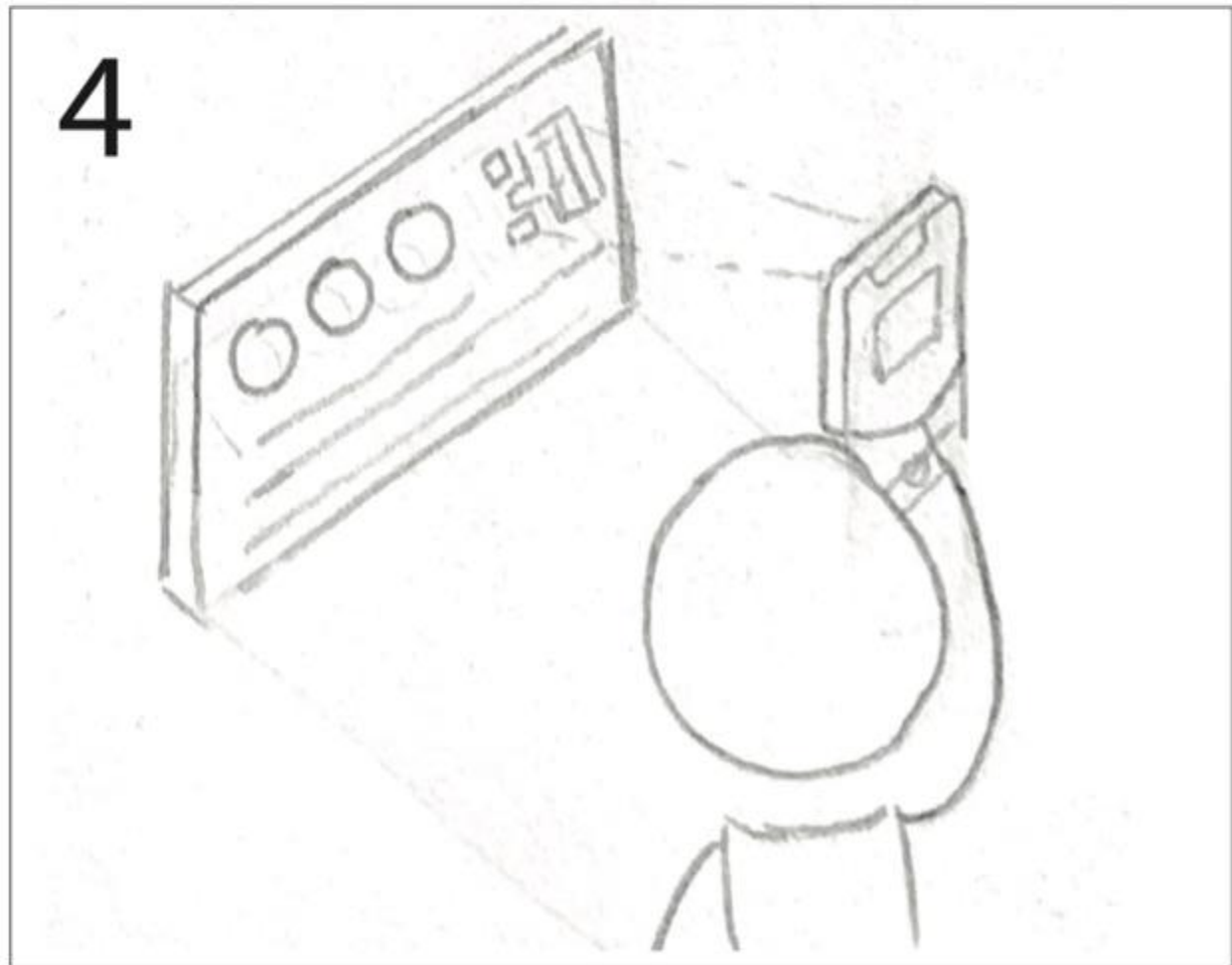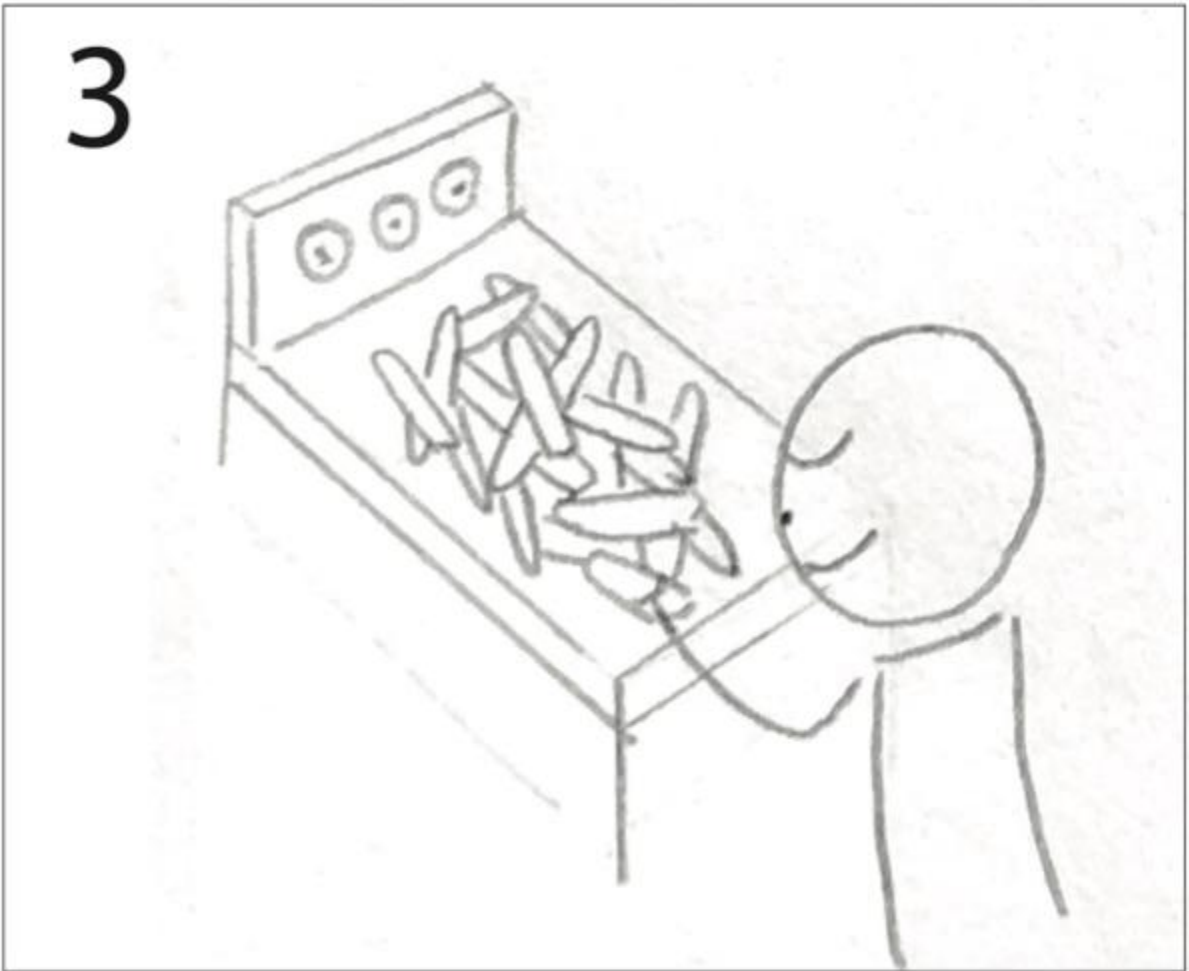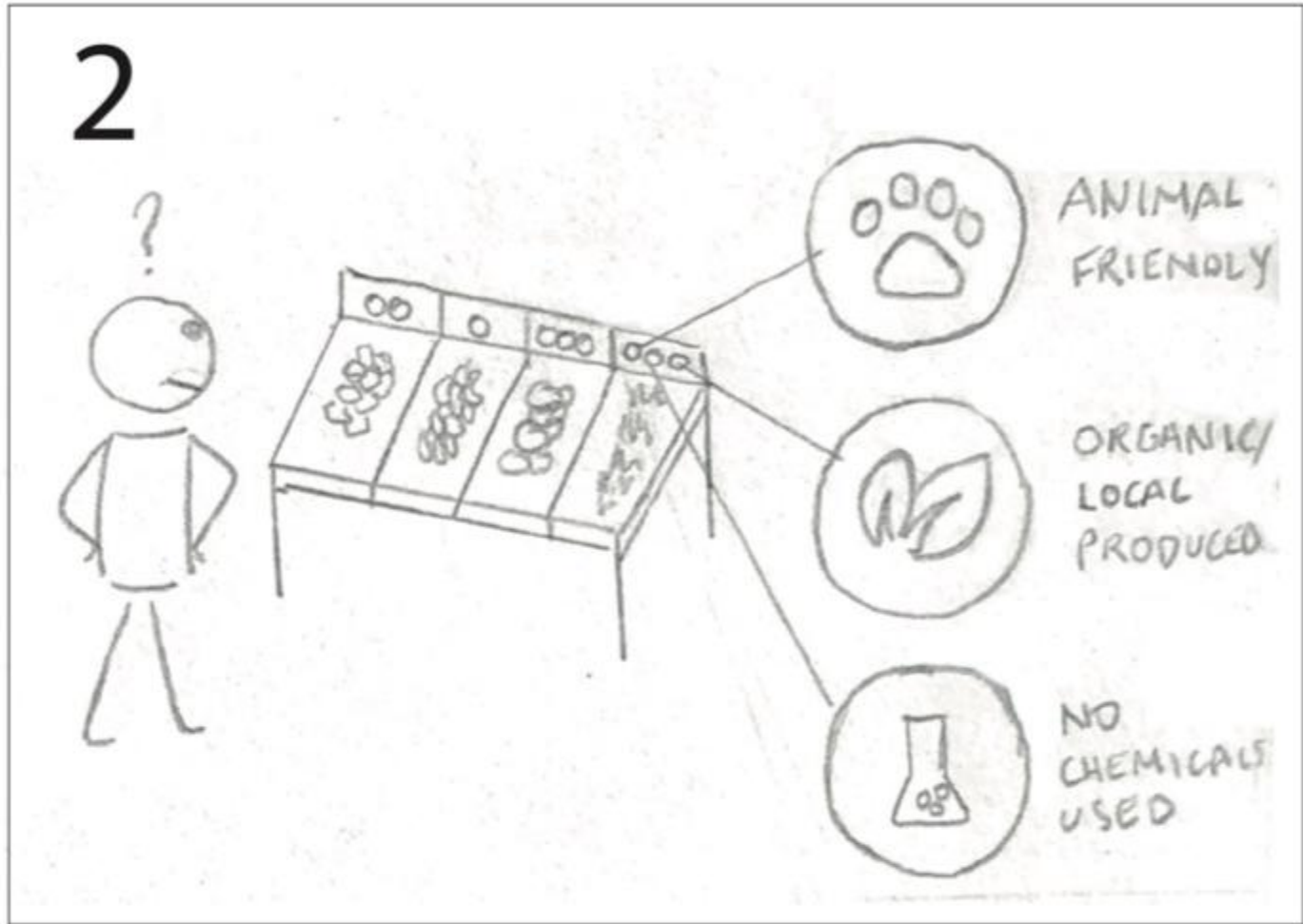
Digital Solution: App

Digital Solution: App Cu-comparison

Features:

- Quickly scan of products

- Detailed information about products

- Comparison option

Testing feedback

- Uncertainty about labels and faces

- No clear use of help button in the scan tab

- Ingredients -> not useful in some cases

From A - Cucumber…

- Using 'Alex' as our persona we could focus on the **biggest pain point** 'Difficult to compare food and understand the best choices for the environment'

- We tested a concept, **'Cu-comparison',** a food comparison tool that can help you make kinder choices for the planet

Key learnings

- **Insights** from our user research were invaluable but we had to remember these of and adjust!

- We **changed the User journey** after realising that we were going after too many problems! we also reflected this in our User persona

- **Don't become attached** to ideas! be open to failing fast and improving

Next Steps

- ❏ We'll take on board the concept testing feedback, make iterations

- ❏ Test, reiterate, test until we get it right!

- ❏ Higher fidelity wireframing

- ❏ Usability testing with a prototype

- ❏ Work with developers

Thanks for listening…