

16 INTERVIEWS DISCOVERED THAT CONSUMERS WANT TO BE MORE AWARE OF WHERE THEIR FOOD IS COMING FROM



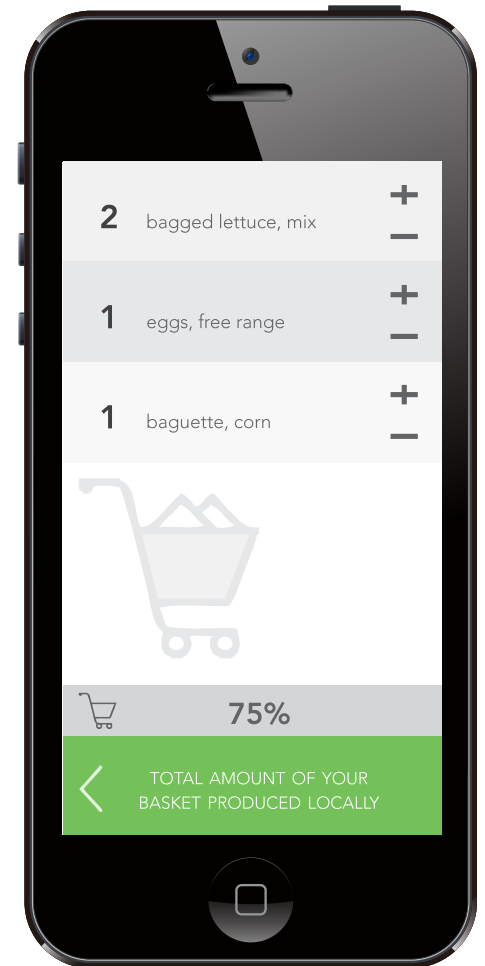
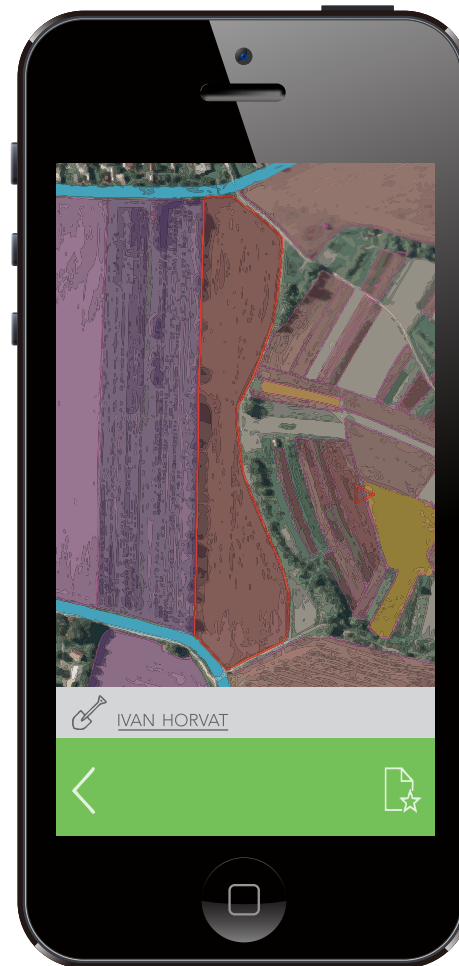
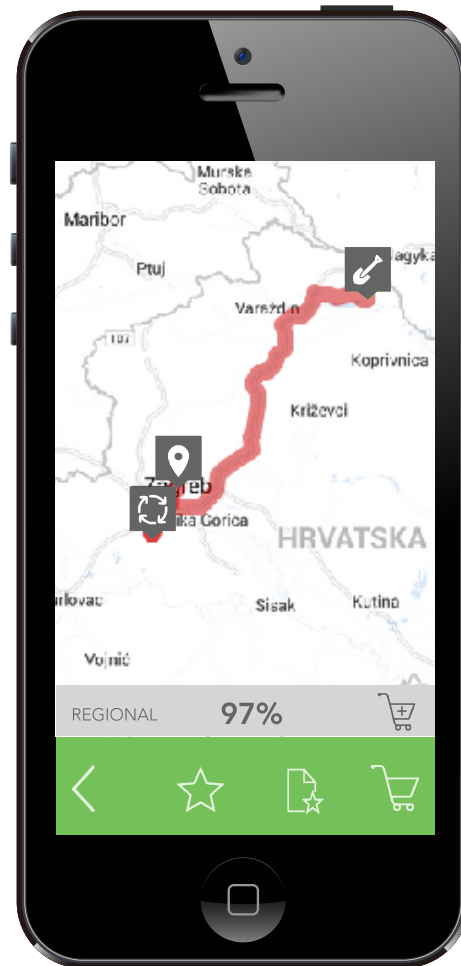
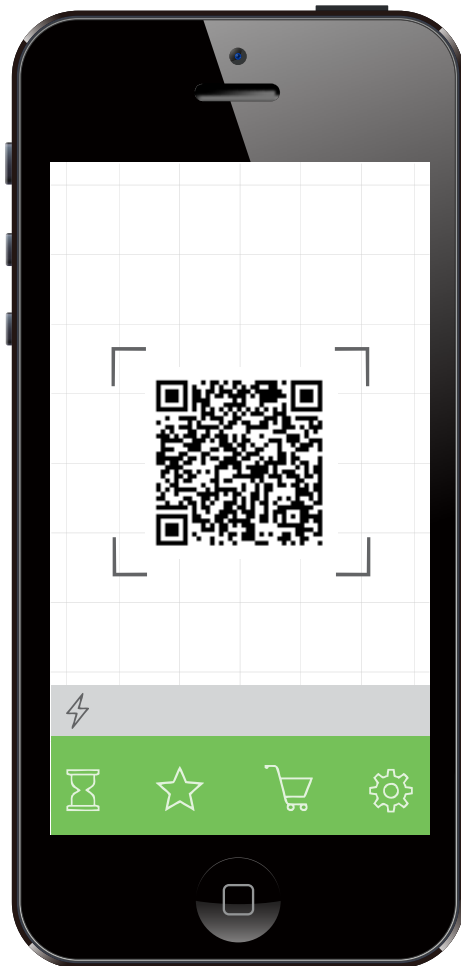
16 Croatian consumers were interviewed in order to identify what their expectations, needs and wants from the food they buy are.

They were asked to tell a story of the last time that they were at the supermarket and prompted with the question 'why' to discover latent motives

Aside from responses highlighting some necessary attributes like 'fresh', 'organic', and 'quality', at least one third are frustrated because they cannot know for sure where their food is coming from.

Half of the respondents want to be more conscious of the food that they choose to purchase but don't have the time to invest.

A PROPOSAL FOR AN APP THAT WOULD ENABLE CONSUMERS
TO DISCOVER THE ORIGIN OF THE FOOD THEY PURCHASE



USER ANALYSIS OF 4 DIFFERENT USER GROUPS: WANTS, NEEDS, EXPECTATIONS AND ROLES



growers

more value for their produce
technical, legal and financial support
stable income
growing fruit and vegetables

WANTS

NEEDS

EXPECTATIONS

ROLES

opportunities to develop their brands
legal and financial support
more value for their produce
processing and packing fresh foods



processors



retail

revenue growth
legal and consumer support
good market position
providing consumers with produce

WANTS

NEEDS

EXPECTATIONS

ROLES

transparent produce
knowing their food
greater cost of transparent products
purchasing traceable products



consumers

THIS BLUEPRINT MAP SHOWS THE JOURNEY OF A BAGGED SALAD AND WHERE CHANGES COULD BE MADE



STORYTELLING HELPED TO UNDERSTAND A COMPLEX SYSTEM



1

Farmer gives transporter documents – instead of just a number he gives him crates with barcode stickers on them (including all lot and ARKOD information)



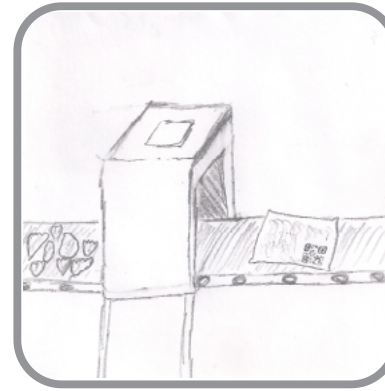
2

Transporter gives the documents to the processor – crates are being put into the first cold storage. Lettuce will be processed by the principle FIFO- first in first out. Processor has certificates and standards in place, like HACCP. He makes sure he doesn't break the cold chain



3

The device scans the barcode on the crates, production manager is generating a QR-code containing information about the growers and the packing process



4

The device prints a QR-code on the bagged salad which is now readable by the app



5

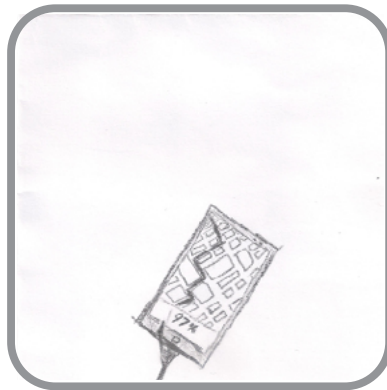
Transporter brings new products to the supermarket (cold storage), from there they're transported to local supermarkets

STORYTELLING HELPED TO UNDERSTAND A COMPLEX SYSTEM



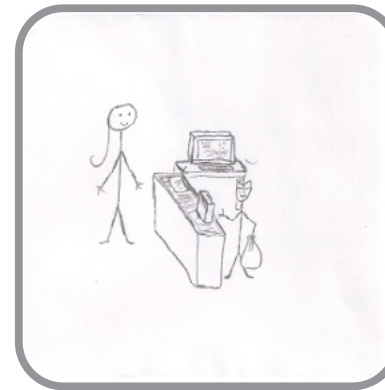
6

The supermarket can label these products and use the opportunity to promote the consumption of regional foods and therefore themselves as a community shop. Consumers can now scan the QR-code to discover the origin and journey of their food



7

The app shows the percentage of ingredients that were produced locally and information about the producers and the processor including the exact origin and the production practices used



8

The customer takes her products to the check-out counter, feeling good about the products she has chosen to purchase. She is confident about the comprehensive information she was quickly and easily provided



9

This system encourages consumers to buy more regional foods and connect with their food more meaningfully

THE MAP SHOWS WHICH STAKEHOLDER GROUPS ARE IMPORTANT IN THE PROJECT DEVELOPMENT



The stakeholders map shows stakeholders pertinent to the design system and affords a wider perspective.

Core stakeholders, those with immediate importance are displayed closer to the centre, and secondary stakeholders are displayed towards the outer edge of the circle in order of relevance.

The map will be expected to change through time and with the development of the project.

The stakeholders map shown is the result of multiple iterations that began from almost the beginning of the project.

EU	European Union
DG AGRI	Directorate-General for Agriculture and Rural Development
EESC	European Economic and Social Committee
CAA	Croatian Agricultural Agency
CCA	Croatian Chamber of Agriculture
CCE	Croatian Chamber of Economy
CFA	Croatian Food Agency
MENP	Ministry of Environmental and Nature Protection