

TORVEHALLERNE FOODLAB

2017/ Service design

#service #Danis #foodmarketTorvehallerne #spacedesign #wayfinding

Co-owner: Shengfeng Gu



INTRODUCTION

Torvehallerne foodlab is a service design solution that helps this Copenhagen food market to gain new customers and enhance the brand image. It offers value to both customers and vendors by building connection and collaboration between sub-systems.

BACKGROUND

Torvehallerne - Food market in Copenhagen

Torvehallerne is Copenhagen's exclusive market where 60 stands sell everything from fresh fish and meat to gourmet chocolate and exotic spices, as well as small places where you can have a quick bite to eat. It focuses on quality and taste. The keywords are availability and diversity for everyone – from producer to consumer. With more than six million annual visitors Torvehallerne is a Copenhagen mainstay where locals and tourists meet, eat and shop.

Key Features

01 Convenient transportation

Torvehallerne is in the city center of Copenhagen and near the largest s-train station, also with buses, parking lot and metro nearby.

03 A mix of outdoor market and indoor food hall.

The two new glass-fronted halls are separated by a cobblestone square that hosts vegetable stands and outdoor tables

02 Retail theatre and showing behind-the-scenes activity

Multiple try-before-you-buy touchpoints and encouraging visitors to browse and compare stalls increases the sense of trust and transparency between visitors and merchant.

04 A co-ordinated approach has created a new destination

Traditional market aesthetics and the use of social space has enhanced the food shopping experience.



RESEARCH



01 Research

02 Immersion

03 Observation

04 Interview & Affinity diagram

05 Actors' Interdependencies

We reached to multiple sources(public media, book, etc.) of information about TH, where the history and the current state of TH were found. Moreover, We contacted with the stakeholders of TH for an overview of it.

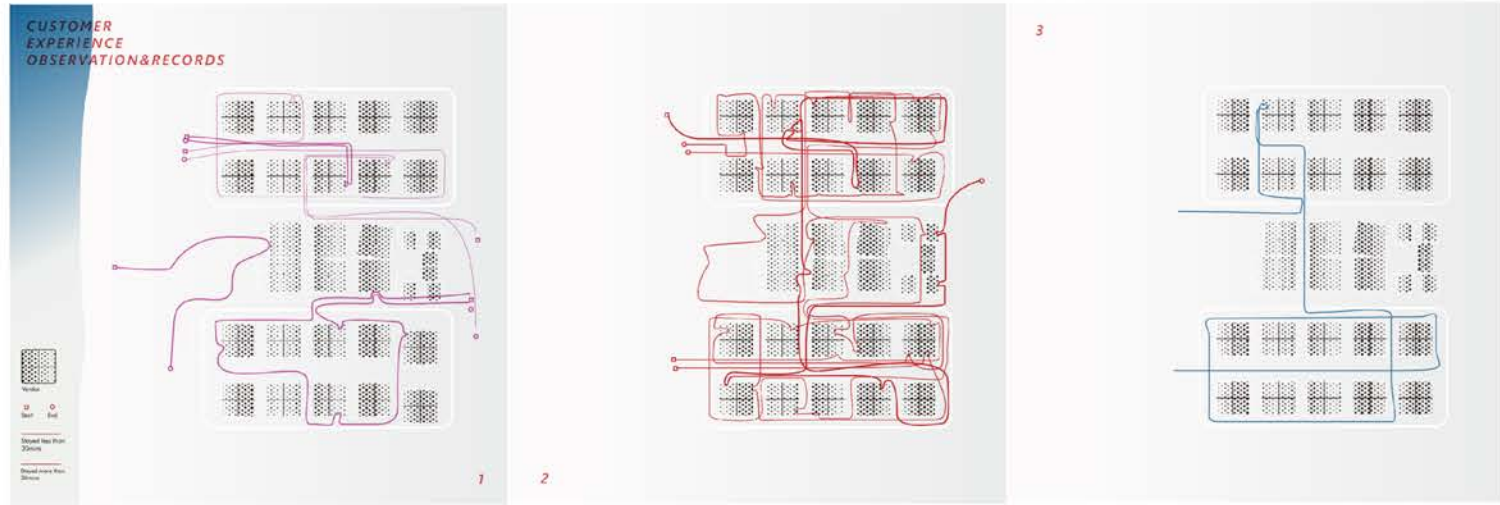
Having been to TH as a regular customer for several times, we outlined the accessible public transportation, parking and surrounding entertainment facilities. (including a garden and a fountain nearby). Inside TH, we have tried to simulate multiple circumstances carrying out certain tasks inducing dining, wandering and purchase ingredient with certain purposes.

We observed the customer traffic at TH at different times and recorded their path and time of wandering around. We discovered that nobody would stay at TH for more than 1 hour, and over 50% of the customers come with companions with nearly half bring kids with them.

Through interviews with vendors and customers, we discovered the immense differences among customers in consuming mentality, purposes and habits. While among the customers, Tourists contribute to an unignorable amount. We defined the customer segmentation in terms of their different needs. Based on the research results, we classified all the facts and data by relevance and have them visualized in an affinity diagram.

As actors (human actors and non-human actors) of the experience process at Torvehallerne were defined in the last phase, we found the interdependencies among all the actors and narrowed down our focus to "connection", which was the basis of the whole service system.

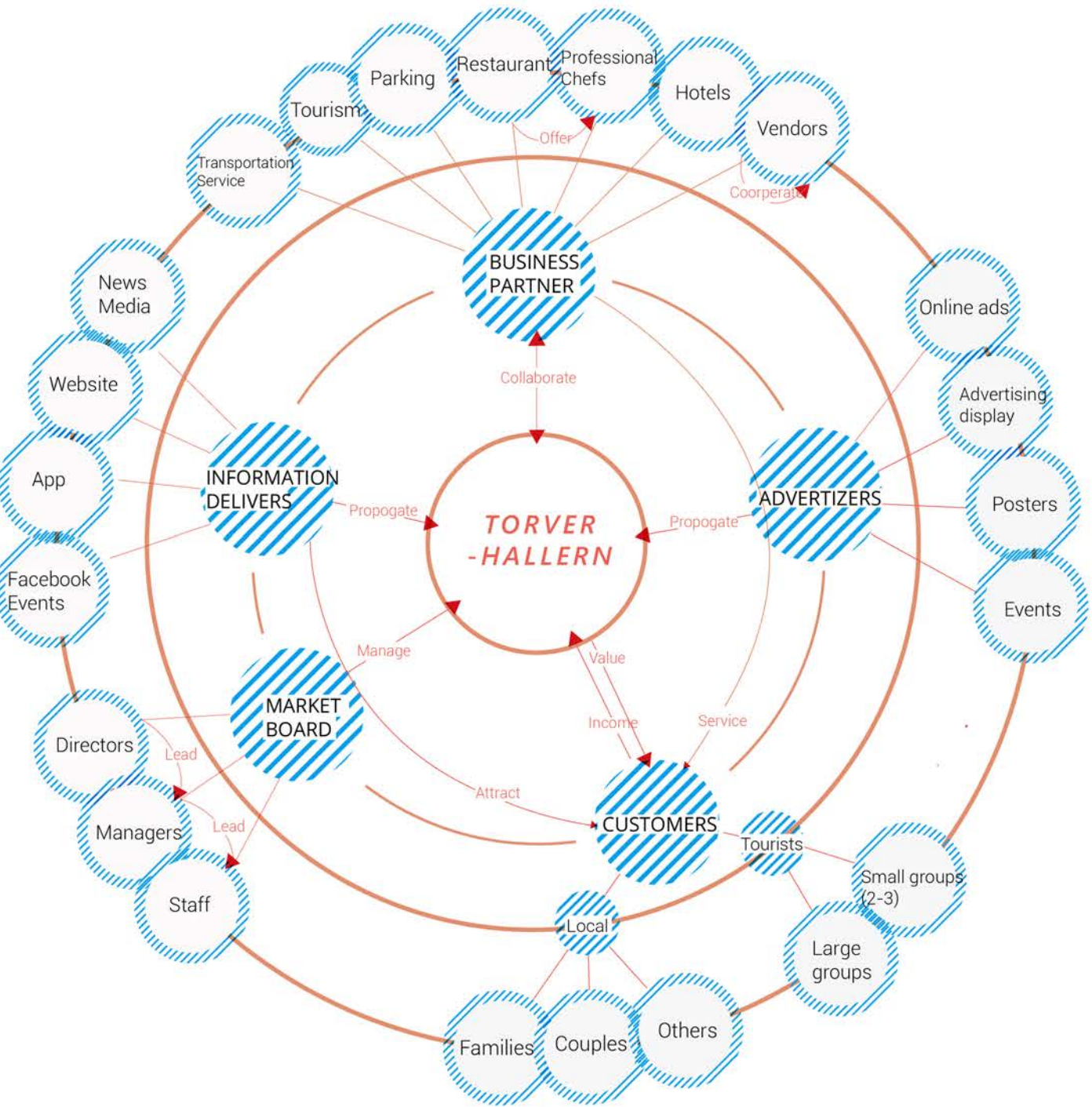
Research Synthesis - Users' route



According to the customer route map, we segmented customers mainly into three types:

- 01 Purposeful shopping
Rapidly approaches to vendors and finish the shopping
- 02 Shopping whiling wandering
Long-time decision making, without clear recognition of what they need, for example costing long time to affirm what to eat for dinner while idling about streets.
- 03 Clear shopping goal but unfamiliarshopping environment:
leading a waste of time while wandering to demand purposeful merchandises.

Research Synthesis - Stakeholders



OBSERVATIONS

01 "Too many alternatives mean no alternatives".
Because of shops on TH amount to more than 60,many customers cost long time to have a final decision while they hang out among them. Customers without clear shopping purposes enjoy this procession, but those with clear shopping goals gain no merits from the shopping procession, sometimes even leads to failure shopping because of the distasteful sentiment.

02 "It will cost long period of time to purchase food materials all at once."
Firstly, food materials are dispersed in varied shops; Secondly, demanding precise location of these shops is hard to ordinary customers.

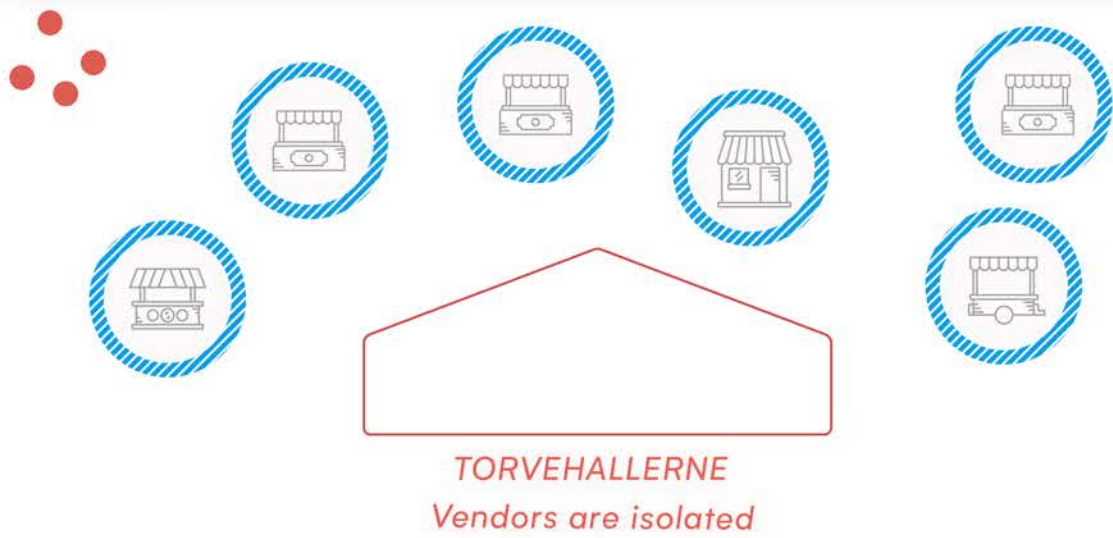
03 "I've rarely purchased those high-end fresh seafood because of my lack of cooking abilities."
People say they are willing to explore new things, but still they won't purchase unfamiliar food materials, since they feel it is troublesome to learn and experiment new cuisine.

04 There are more tourists than estimated.
Torvehallerne as the oldest and famous food market in Copenhagen, has become a must-go for tourists from overseas and nearby.

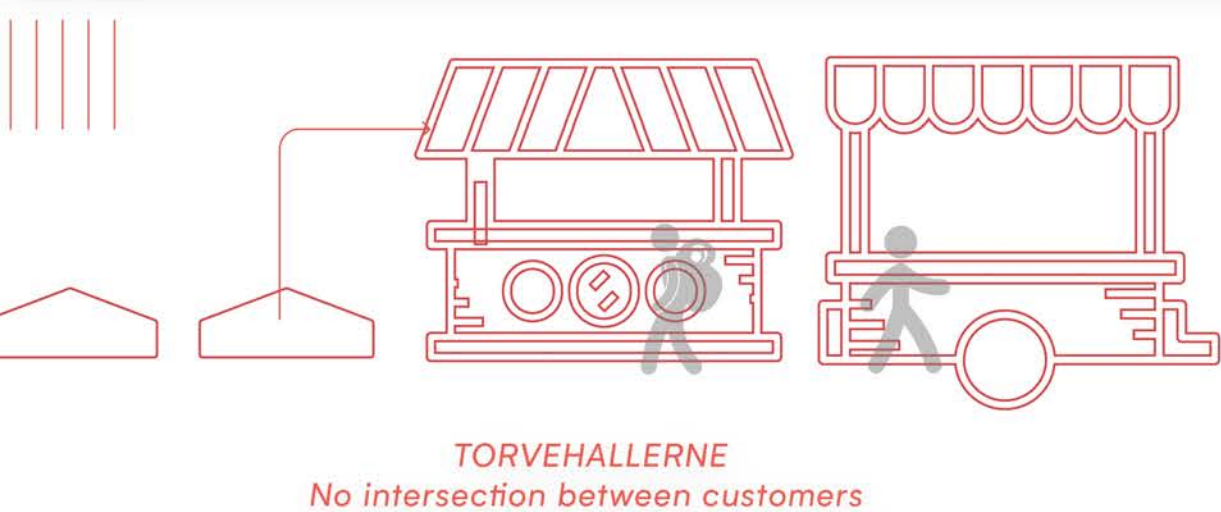


CONCEPT

BEFORE



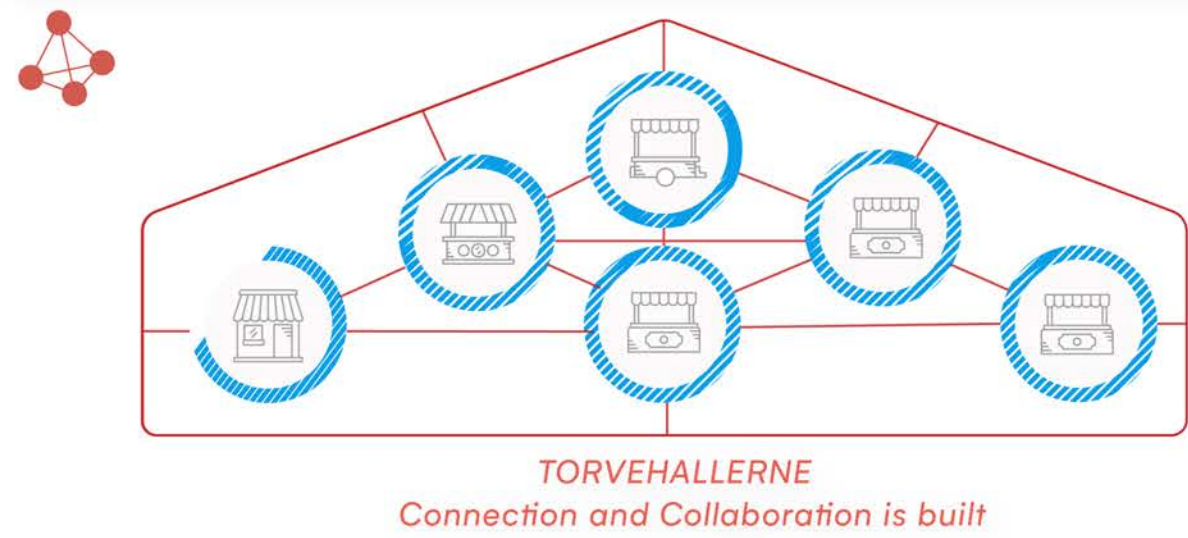
BEFORE



- 01 Over 60 vendors → One brand
Connection between vendors
Connection between vendor and Torvehallerne

- 02 No event → Torvehallerne Foodlab
Connection between customers (locals, tourist and families)
Connection between professional chefs and customers
Connection between vendor and vendor

AFTER



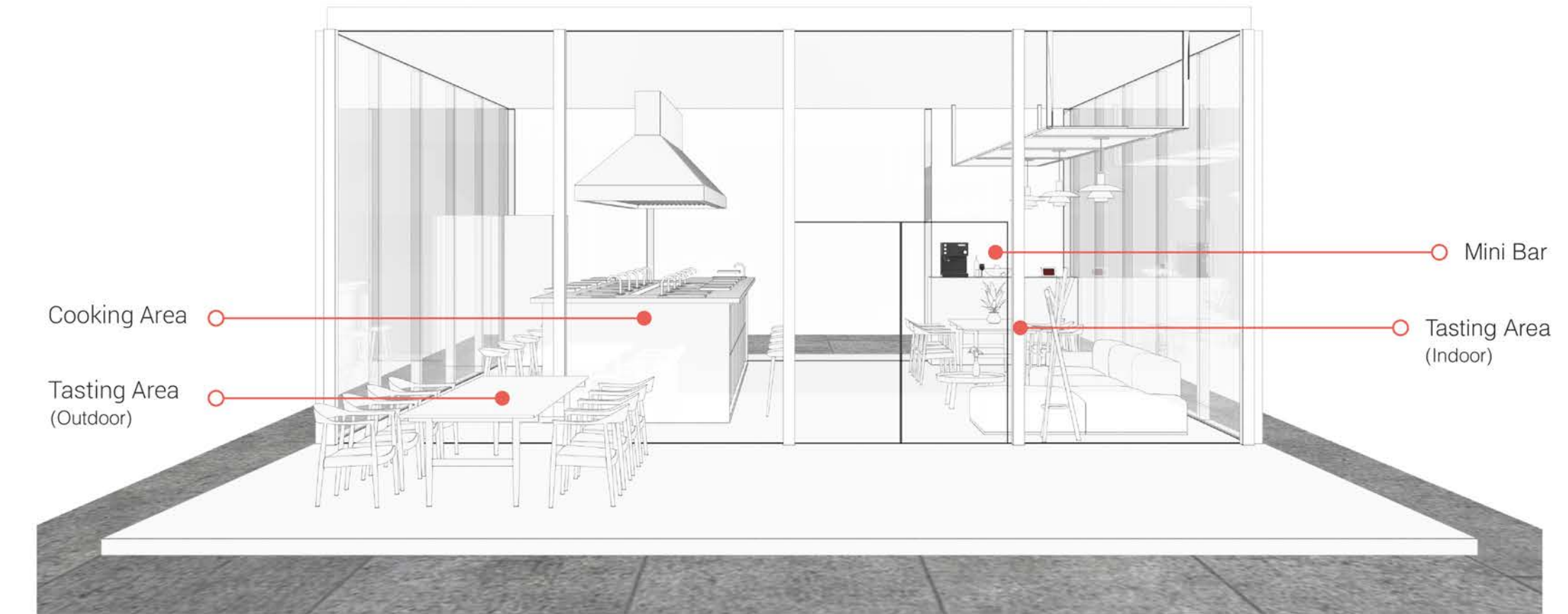
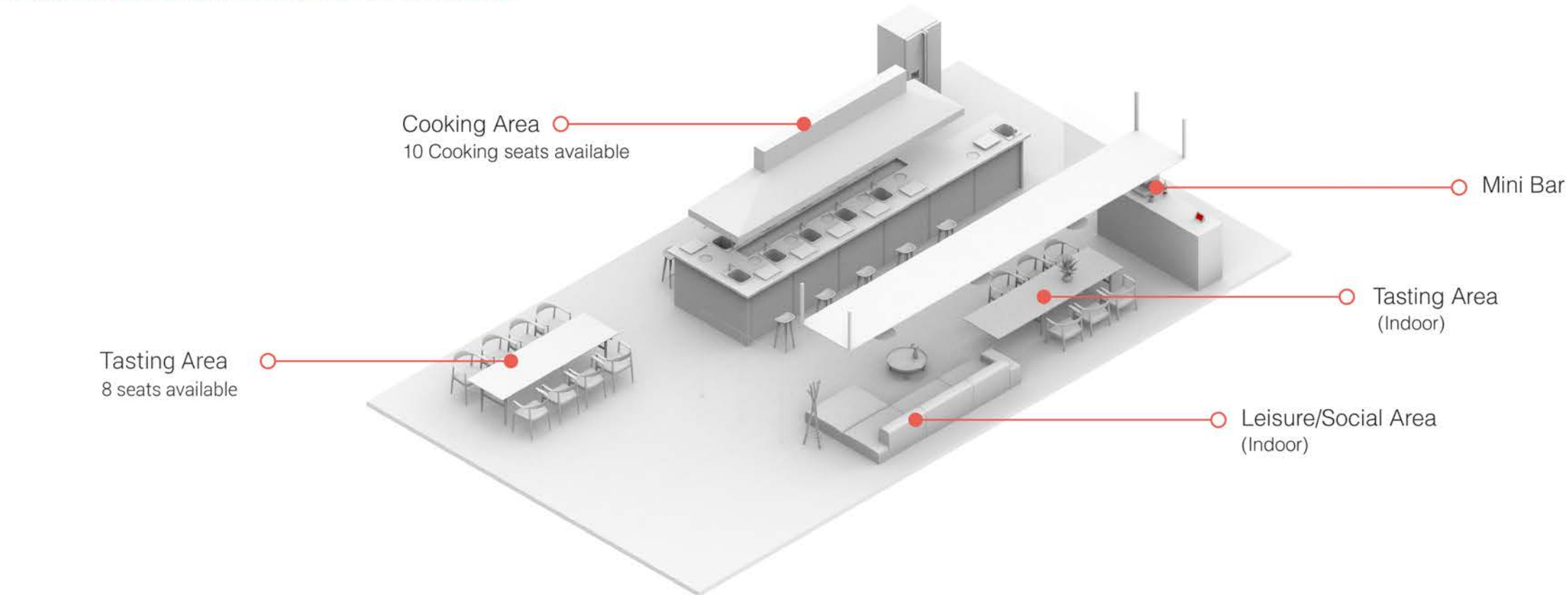
AFTER



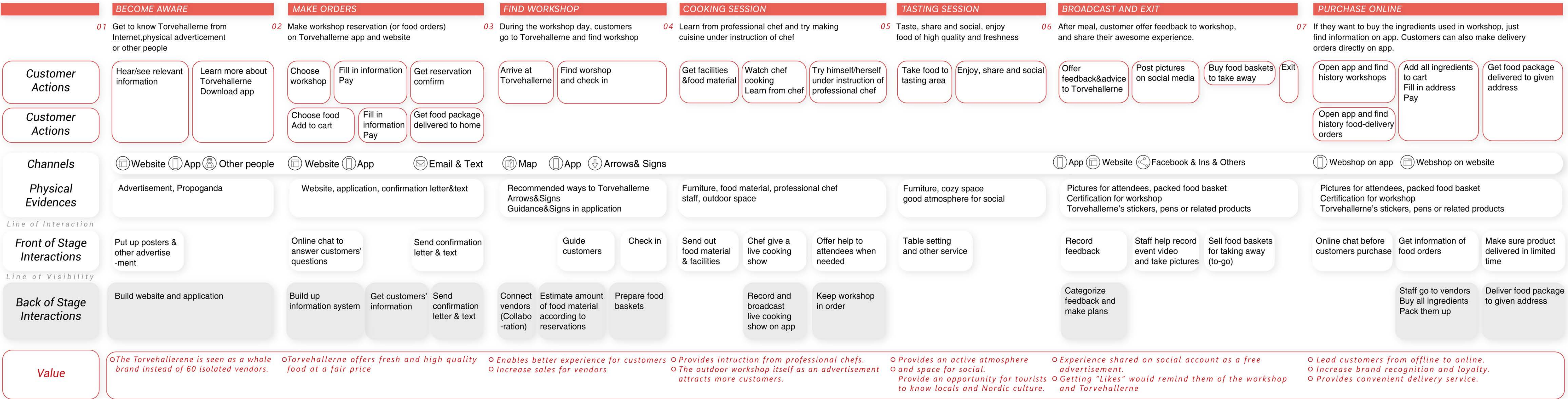
The solution is to establish a more reasonable and unified service system where subsystems and departments are connected, and over 60 vendors are linked.

Customers can regard TH as an integral whole instead of 60 vendors' brands. Also, regular workshops and events will be held constantly, to deliver values and innovative experience to customers, including delicacy cooking classes and opportunities for natural social contacts.

TORVEHALLERNE FOODLAB



SERVICE BLUEPRINT



LOFI WIREFRAME



From offline experience to online webshop

Repurchasing is a way to gain customers from offline to online. Access history orders (workshops & food orders) to repurchase. Also cooking video and recipe would be available on the page once the workshop finishes.

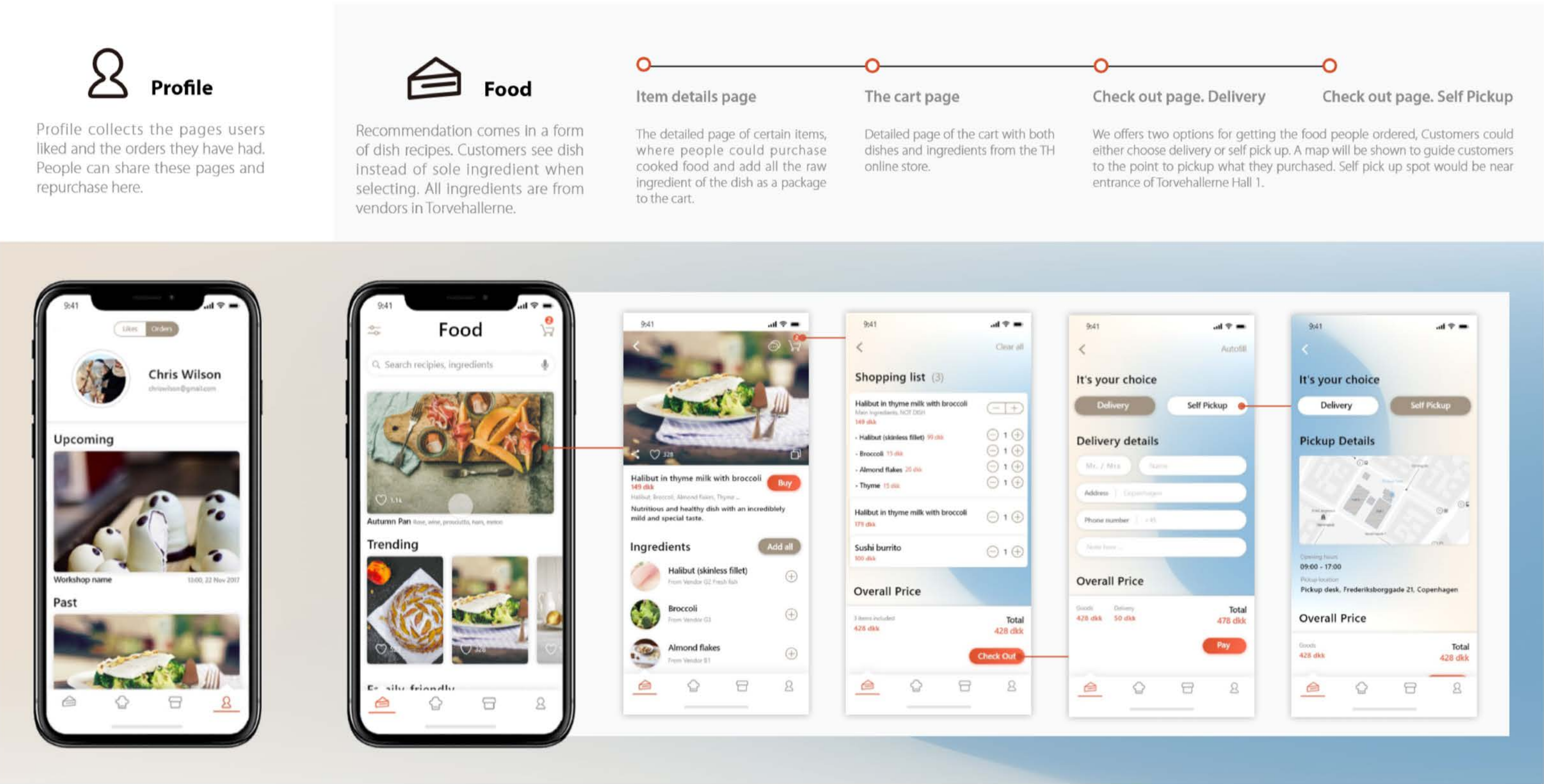
Workshop sells not only fresh products but also excellent experiences. Despite of other value such as providing social space for customers(locals and tourists), workshop offers a great chance to gain customer's trust and show freshness and high quality of Torvehallerne's ingredients. After the trust is built, online webshop provides a more convenient and effective way if they are too busy to come to Torvehallerne in person.

About Food

Recommendation comes in a form of dish recipes. Customers see dish instead of sole ingredient when selecting. All ingredients are from vendors in Torvehallerne. Customers could either choose delivery or self pick up. Self pick up spot would be near entrance of Torvehallerne Hall 1.

HIFI

Demo link: <http://hanaruoxili.com/foodlab/demo.html>



HIFI

Demo link: <http://hanaruoxili.com/foodlab/demo.html>



Workshop

Workshop is the core of the App, designed for customer to view, watch event live and reserve for the event.



Item details page

The detailed page of workshop events, including the details about the dish which will be taught in the workshop.



Reservation page

Only few customer info requires to be filled out and there is also a autofill button if users of the application have already filled in their profiles.



Vendor

Bridging all the vendors as a whole within the TH brand. Vendor aimed at enhancing the brand image in the public and help people to find vendors easier and information.



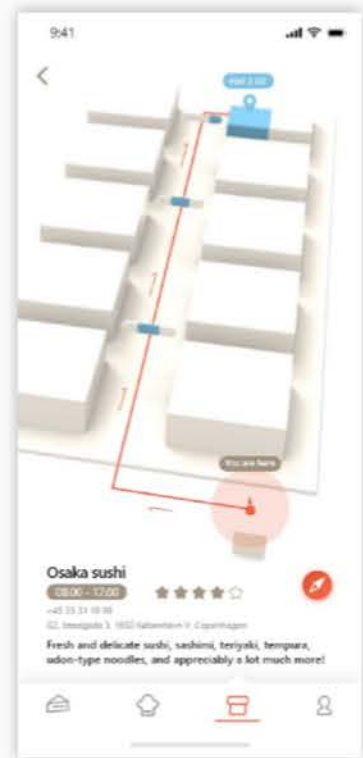
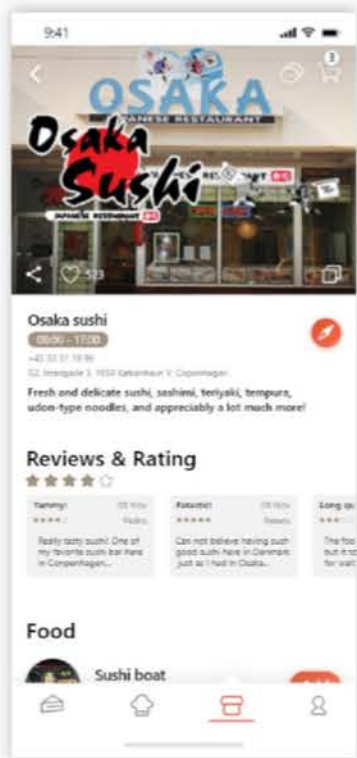
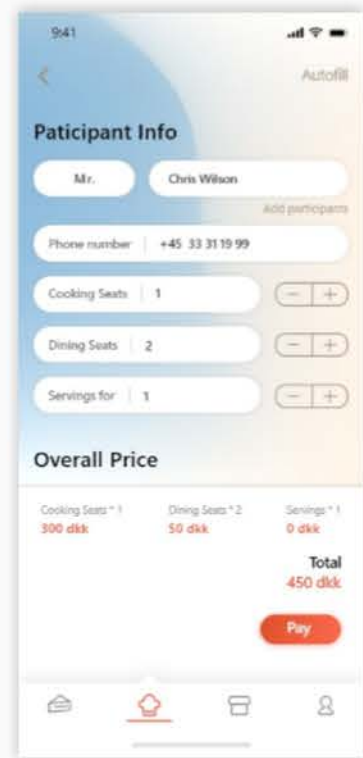
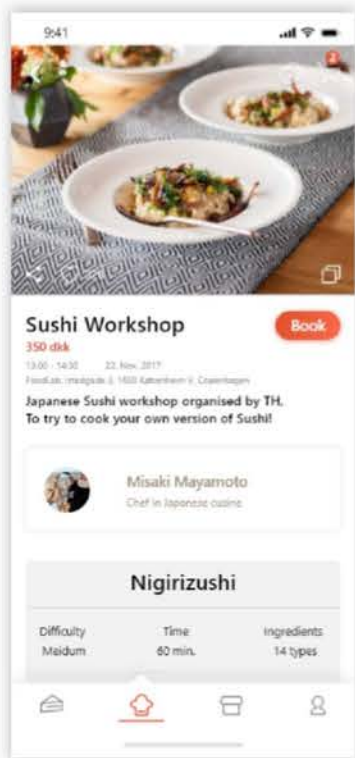
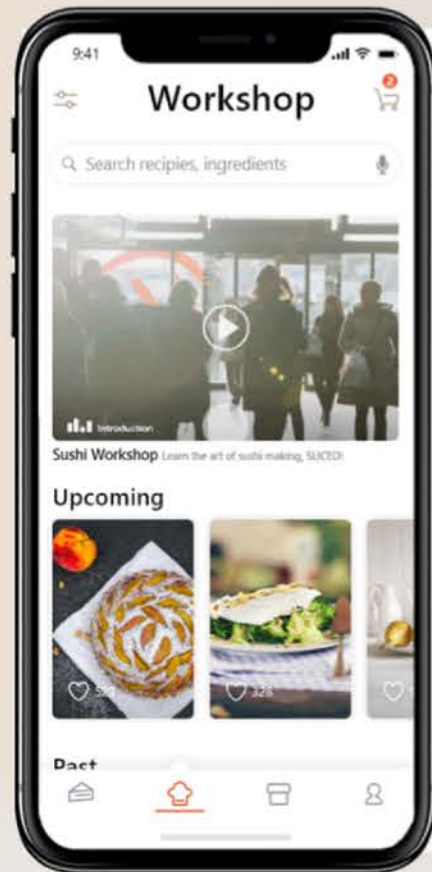
Vendor details page

In this page, detailed information about vendors are listed and users can also find what they are selling here, further, purchase what appeals to the customers.

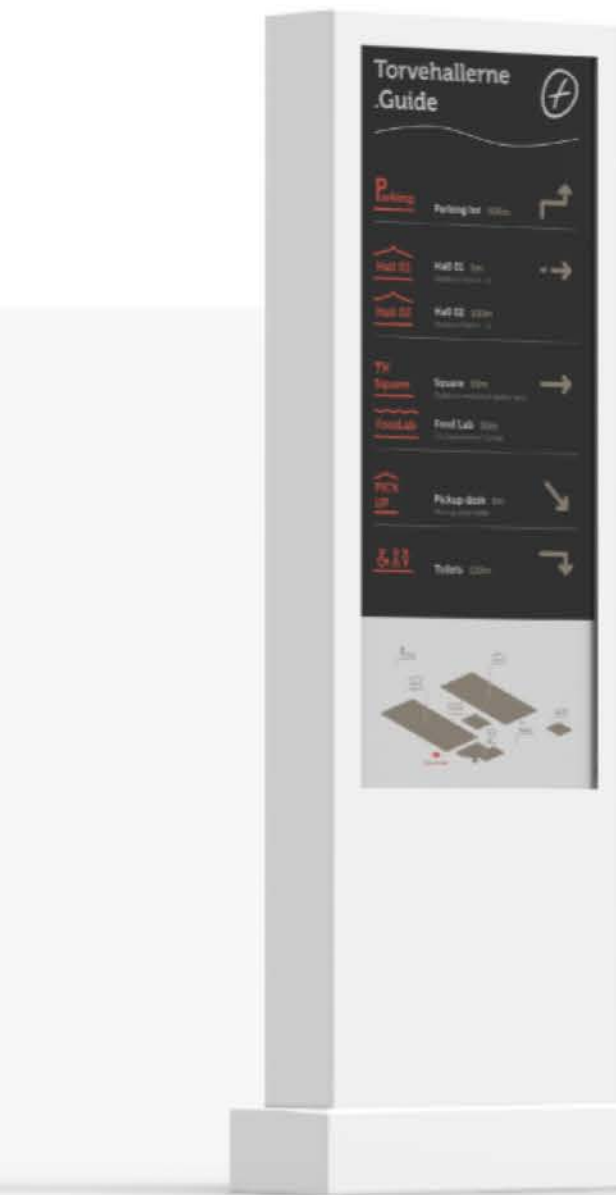


The guide page

As was found earlier in the research part, it is troublesome to find vendors inside TH. Therefore, the function is designed to help finding the way.



WAYFINDING



Wayfinding is always of help for experience uplifting, therefore, a brand new wayfinding system is design to help people better understand the environment where they are with a new visual language based on the original one.

