TORVEHALLERNE FOODLAB

2017/ Service design #service #Danis #foodmarketTorvehallerne #spacedesign #wayfinding

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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





















Research Synthesis - Stakeholders





We reached to multiple

book, etc.) of information

about TH, where the histo-

ry and the current state of

TH were found. Moreover.

We contacted with the

stakeholders of TH for an





03 Observation











01 Research

sources(public

overview of it.

02 Immersion

Having been to TH as a regucustomer 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

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.

04 Interview & Affinity diagram

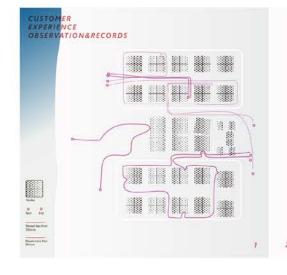
Through interviews with vendors and customers, we discovered immense differences among customers in consuming mentality, purposes and habits. While among the customers. Tourists contribute to an unignorable amount.

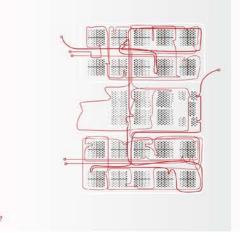
We defined the customer segmentation in terms of their different needs. Based on the research results, we classified all the facts and data by relevance and have them visualized in an affinity diagram.

05 Actors' Interdependencies

we found the interdependencies rowed down our focus to "conncetion", which was the basis of the whole service system.

Research Synthesis - Users' route



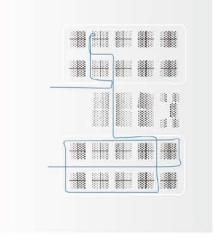


certain tasks inducing dining,

wandering and purchase

ingredient with certain pur-

poses.



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

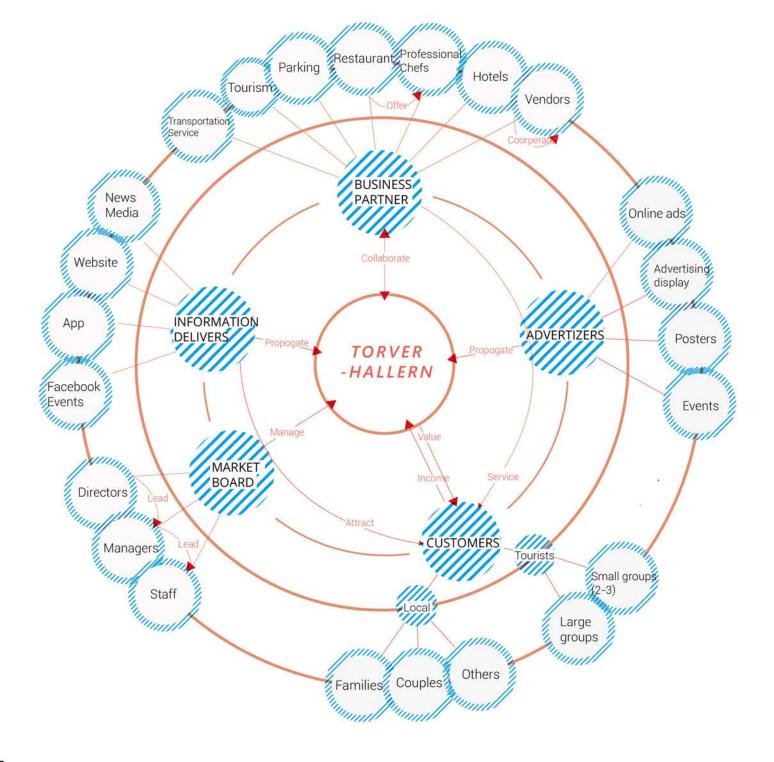
01 Purposeful shopping Rapidly approaches to ven-

time to affirm what to eat for dors and finish the shopping dinner while idling about streets.

02 Shopping whiling wandering 03 Clear shopping goal but Long-time decision making, withunfamiliarshopping environout clear recognition of what they need, for example costing long

leading a waste of time while wandering to demand purposeful merchandises.

As actors (human actors and non-human actors) of the experience process at Torvehallerne were defined in the last phase, among all the actors and nar-



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.

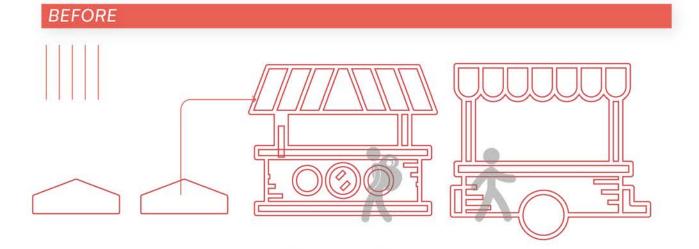
04 There are more tourists than estimated.

Torvehallerne as the oldest and famous food market in Copenhagen, has become a must-go for tourists from overseas and nearby.



CONCEPT

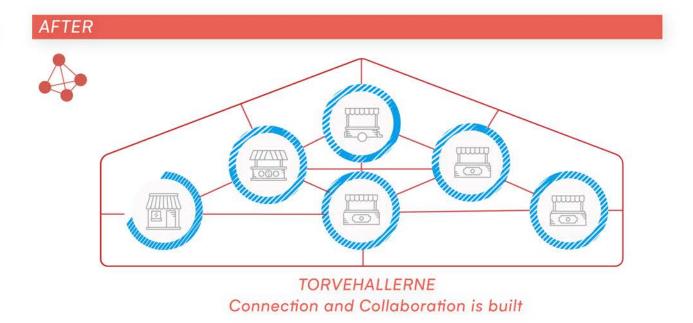


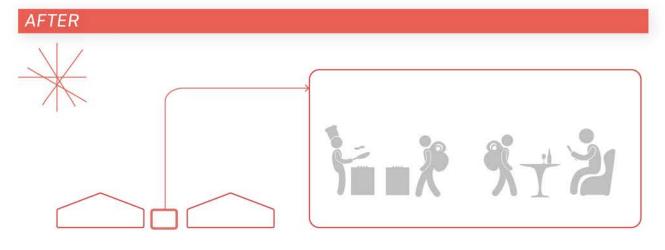


TORVEHALLERNE

No intersection between customers

- 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





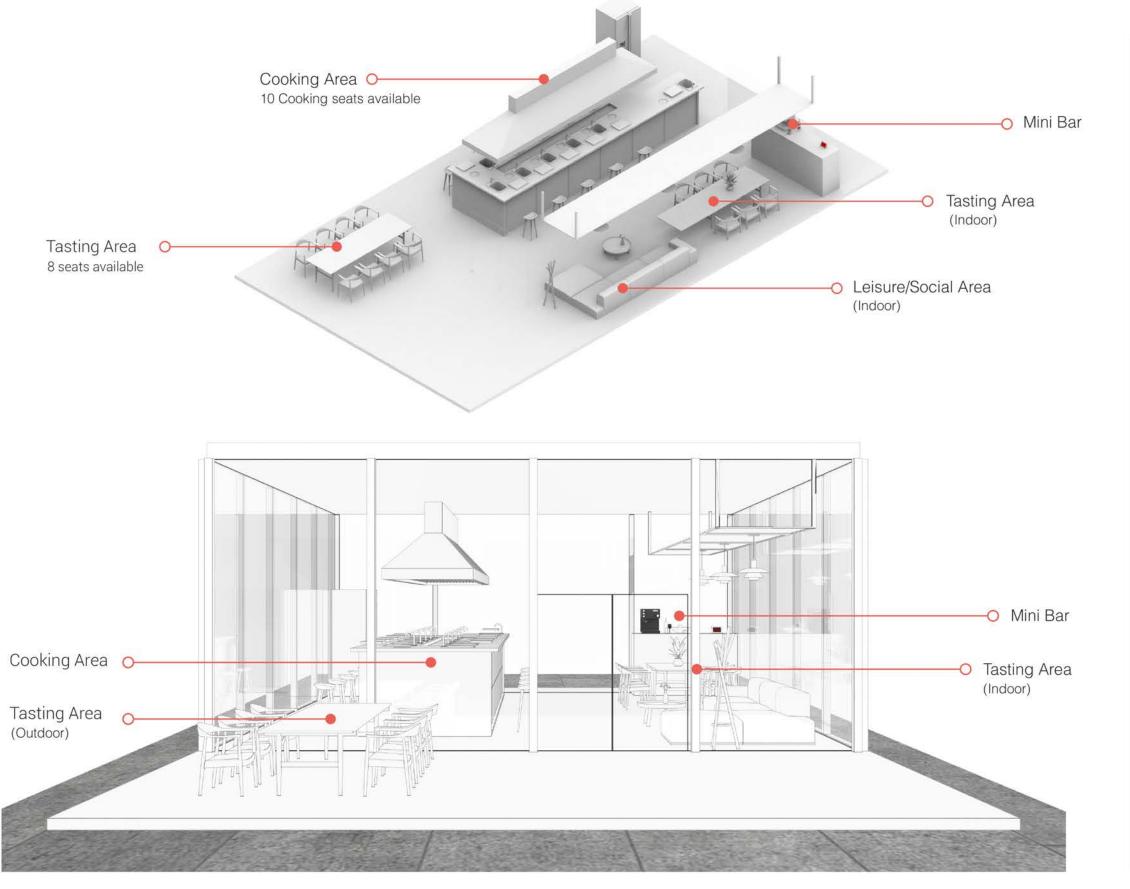
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Connection between -chefs and customers
- tourists and locals

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.

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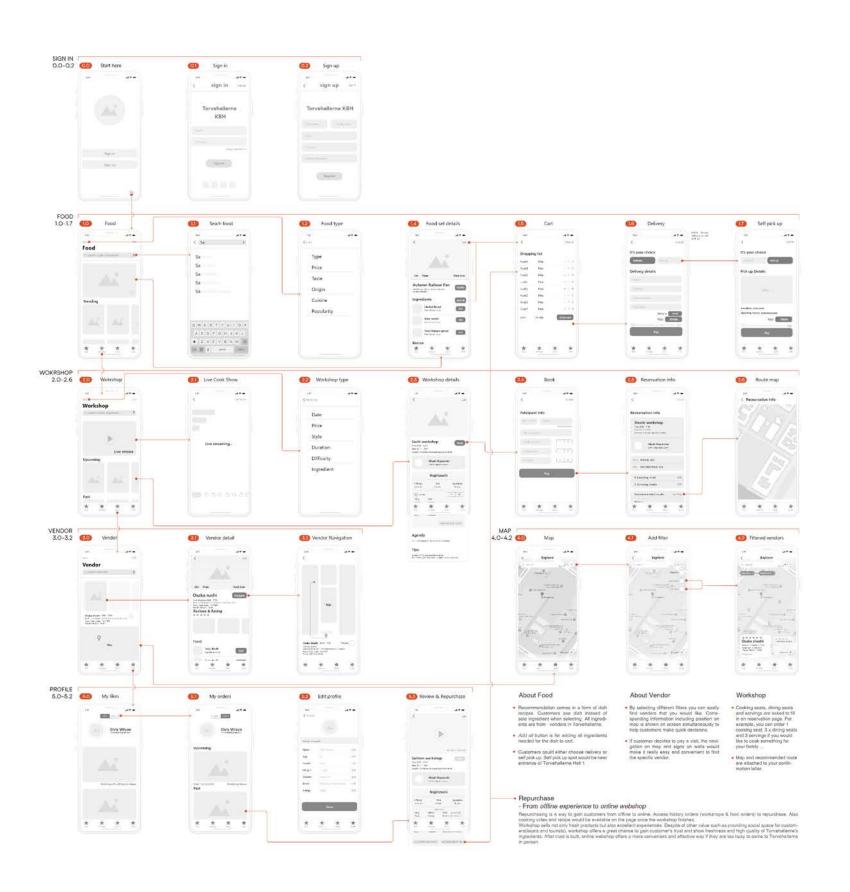




SERVICE BLUEPRINT

| | BECOME AWARE | MAKE ORDERS | FIND WORKSHOP | COOKING SESSION | TASTING SESSION | BROADCAST AND EXIT | PURCHASE ONLINE |
|--------------------------------|--|--|---|--|---|---|--|
| 0 | O1 Get to know Torvehallerne from Internet, physical adverticement or other people | 2 Make workshop reservation (or food orders) on Torvehallerne app and website | During the workshop day, customers go to Torvehallerne and find workshop | Learn from professional chef and try making of cuisine under instruction of chef | Taste, share and social, enjoy food of high quality and freshness | After meal, customer offer feedback to workshop, and share their awesome experience. | 7 If they want to buy the ingredients used in workshop, just find information on app. Customers can also make delivery orders directly on app. |
| Customer Actions | Hear/see relevant information Learn more about Torvehallerne Download app | Choose workshop Fill in information Pay Get reservation comfirm | Arrive at Torvehallerne Find worshop and check in | Get facilities &food material Watch chef cooking Learn from chef Try himself/herself under instruction of professional chef | Take food to tasting area | Offer feedback&advice to Torvehallerne Post pictures on social media to take away Exit to take away | Open app and find history workshops Add all ingredients to cart delivered to given address Pay Get food package delivered to given address |
| Customer Actions | | Choose food Add to cart Fill in information Pay Get food package delivered to home | | | | | Open app and find history food-delivery orders |
| Channels | Website App Other people | | Map App Arrows Signs | | | App Website Facebook & Ins & Others | Webshop on app Webshop on website |
| Physical Evidences | Advertisement, Propoganda | Website, application, confirmation letter&text | Recommended ways to Torvehallerne Arrows&Signs Guidance&Signs in application | Furniture, food material, professional chef staff, outdoor space | Furniture, cozy space good atmosphere for social | Pictures for attendees, packed food basket Certification for workshop Torvehallerne's stickers, pens or related products | Pictures for attendees, packed food basket Certification for workshop Torvehallerne's stickers, pens or related products |
| Line of Interaction | | | | | | | |
| Front of Stage Interactions | Put up posters & other advertise -ment | Online chat to Send confirmation answer customers' letter & text questions | Guide Check in customers | Send out Chef give a Offer help to attendees when & facilities show needed | Table setting and other service | Record Staff help record Sell food baskets feedback event video for taking away and take pictures (to-go) | Online chat before Get information of customers purchase food orders Make sure product delivered in limited time |
| Line of Visibility | | | | | | | |
| Back of Stage Interactions | Build website and application | Build up Get customers' Send information system information confirmation letter & text | Connect Estimate amount vendors of food material baskets (Collabo according to reservations | Record and broadcast in order live cooking show on app | | Categorize feedback and make plans | Staff go to vendors Buy all ingredients Pack them up Deliver food package to given address |
| Value | OThe Torvehallerene is seen as a whole brand instead of 60 isolated vendors. | | | | O and space for social. | Experience shared on social account as a free advertisement. Getting "Likes" would remind them of the workshop and Torvehallerne | O Lead customers from offline to online. O Increase brand recognition and loyalty. O Provides convenient delivery service. |

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.



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



Profile collects the pages users liked and the orders they have had. People can share these pages and repurchase here.



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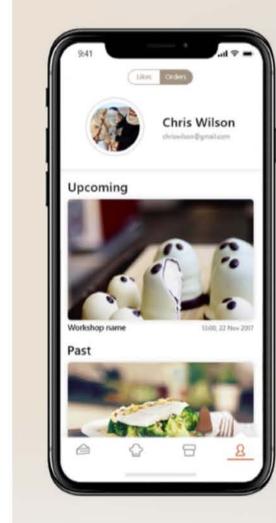


The detailed page of certain items, where people could purchase cooked food and add all the raw ingredient of the dish as a package to the cart.

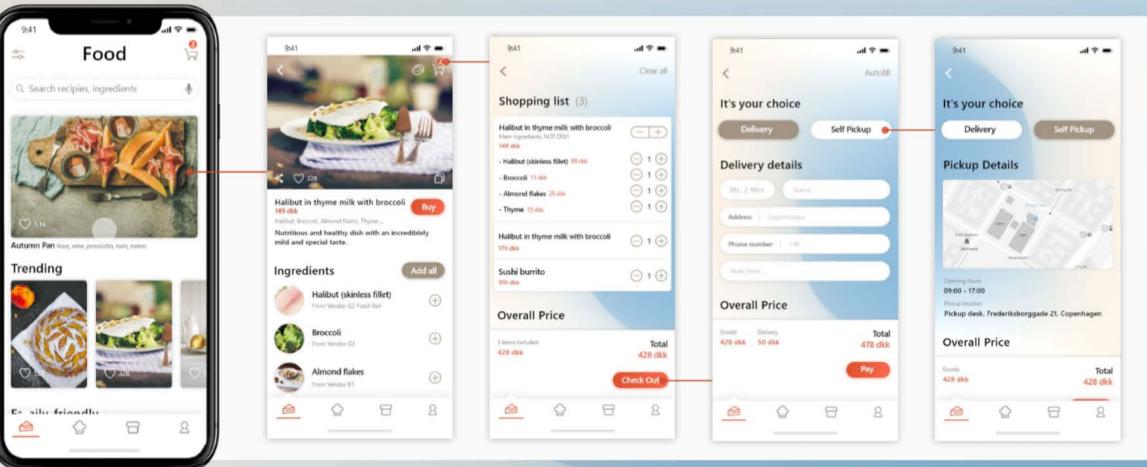
The cart page

Detailed page of the cart with both dishes and ingredients from the TH Check out page. Delivery Check out page. Self Pickup

We offers two options for getting the food people ordered, Customers could either choose delivery or self pick up. A map will be shown to guide customers to the point to pickup what they purchased. Self pick up spot would be near entrance of Torvehallerne Hall 1.







HIFI

WAYFINDING

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



Workshop

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

Workshop

The detailed page of workshop Only few customer info requires events, including the details about to be filled out and there is also the dish which will be taught in the a autofill button if users of the

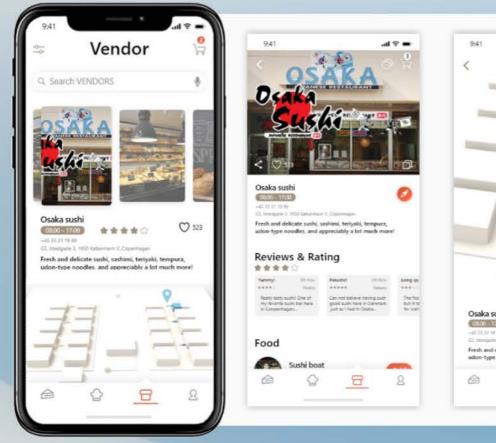
application have already filled in their profiles.

within the TH brand. Vendor aimed at enhancing the brand image in the public and help people to find vendors eaiser and infomation.

Vendor details page

Bridging all the vendors as a whole In this page, detailed information As was found ealier in the research appeals to the customers.

about vendors are listed and part, it is troublesome to find users can also find what they are vendors inside TH. Therefore, the selling here, further, purchase what function is designed to help finding the way.















FoodLab













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

