

Project 2:

Sungsimdang's green activities

Week 9. Interim presentation

Team I

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Contents

- 1** Definition of problem
- 2** Research about 2 types of stakeholders: workers & customers
- 3** Advanced research: Interview Planning

DISCOVER

Design Ethnography → Affinity Diagramming



DISCOVER

Affinity Diagramming

Package

To maintain the structure

Light

Decorative vintage yellow
lighting

Printings

For Information

Offered Items

Paper sheet/Napkin

Package

To prevent the oil drip

Printings

For promotion

Package

For fragile items to be
transported from other place

Printings

Notification next to the
kiosk: Useless

Package

For present package

Package

To take out the bread

DEFINE

KJ technique

Criteria 1

Frequency that a problem happens

3

Package

To prevent the oil drip

Package

To maintain the structure

Package

To take out the bread

Light

Decorative vintage yellow
lighting

2

Package

For fragile items to be
transported from other place

Package

For present package

1

Printings

For Information

Printings

For promotion

Printings

Notification next to the
kiosk: Useless

Offered Items

Paper sheet/Napkin

DEFINE

Vote

Criteria 2

The number of products related to the problem

3

Package

To prevent the oil drip

Package

To maintain the structure

Package

To take out the bread

Light

Decorative vintage yellow
lighting



Package

To prevent the oil drip

Problem Definement



Final Category

Package

To prevent the oil drip



Problem

“The waste of paper of individual bread package(ex. Fried Soboro 튀김소보로)/tray cover to use for oil absorption”

Video research results – Workers

KIPO

Fried Soboro Making Process
(Daejeon Stn.)



Hannam University

Daily Part Time Job at 성심당
(Head Office)



SUBUSUNews

Fried Soboro Making Process
(Daejeon Stn.)



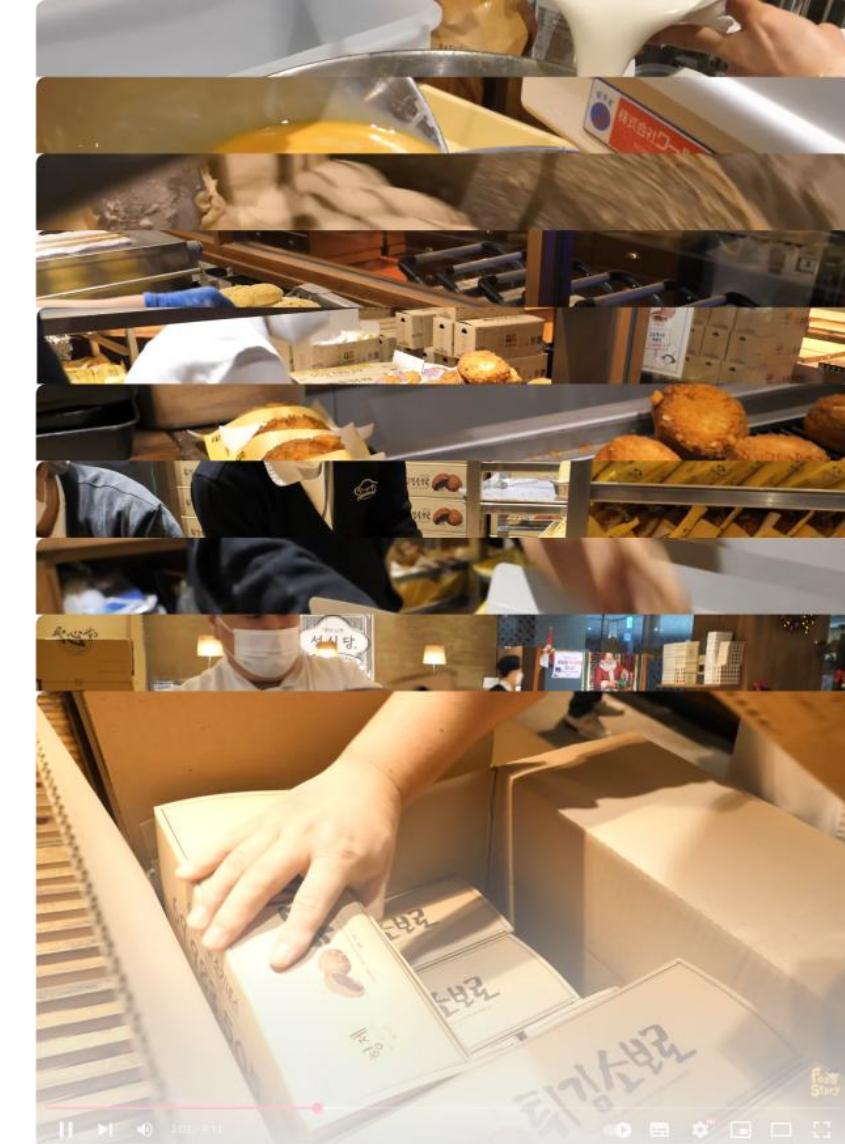
FoodieLand

Fried Soboro Making Process
(LOTTE Dept. Store)



FoodStory

Fried Soboro Making Process
(Daejeon Stn.)



Document research results – Workers

Google Patent

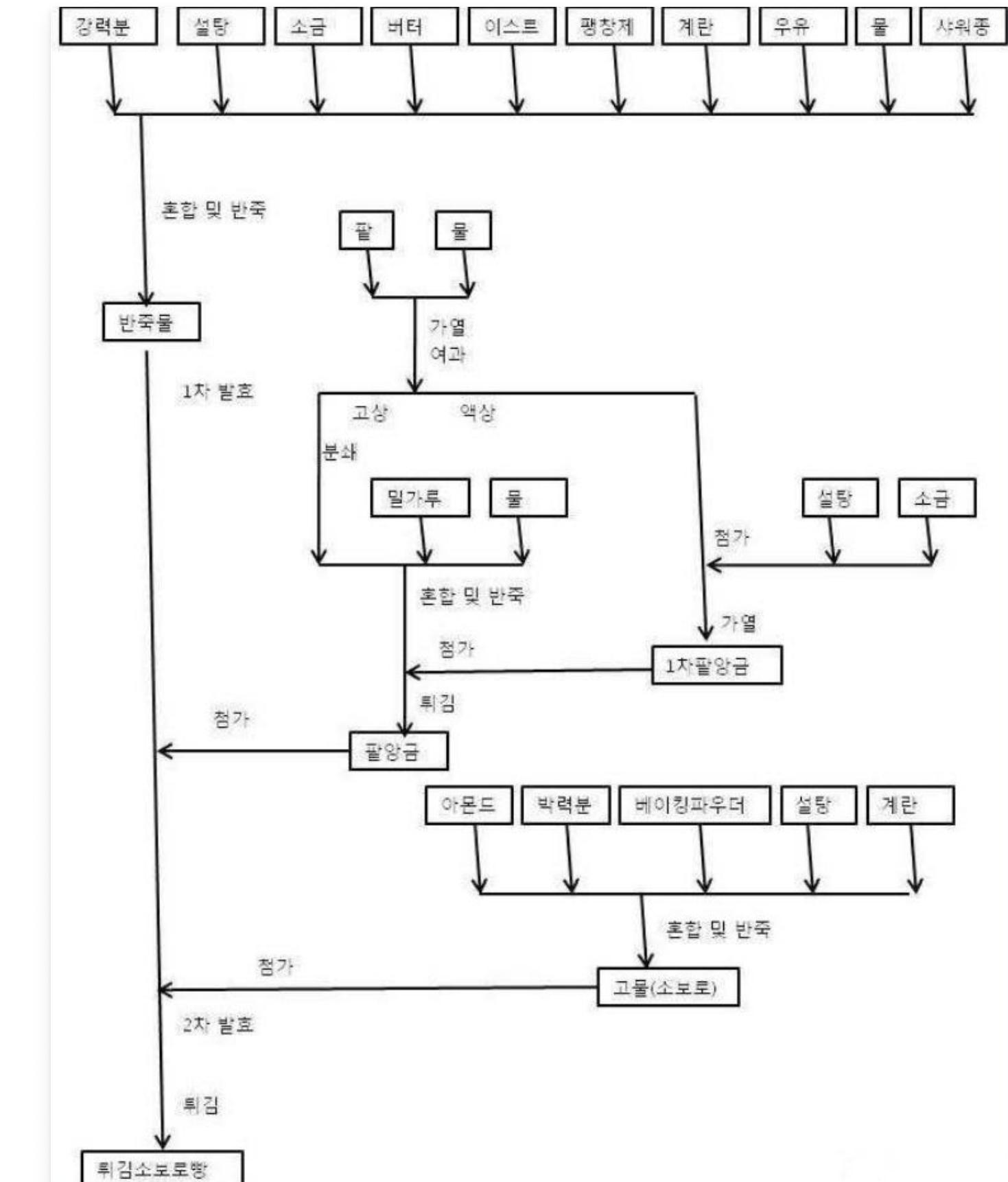
Method for Producing Fried Soboro Bread

This invention relates to a method for producing fried Soboro bread.

The method for producing fried Soboro bread according to this invention includes preparing a dough mixture consisting of 1000 parts by...

Additionally, a topping mixture is prepared...

The process includes: a primary fermentation step for fermenting the dough base; a secondary fermentation step in which the topping mixture is added to the fermented dough and fermented again; and a frying step where the dough is deep-fried after the secondary fermentation.



RESEARCH

Research for worker persona + journey map



Jaehun Kim (28)

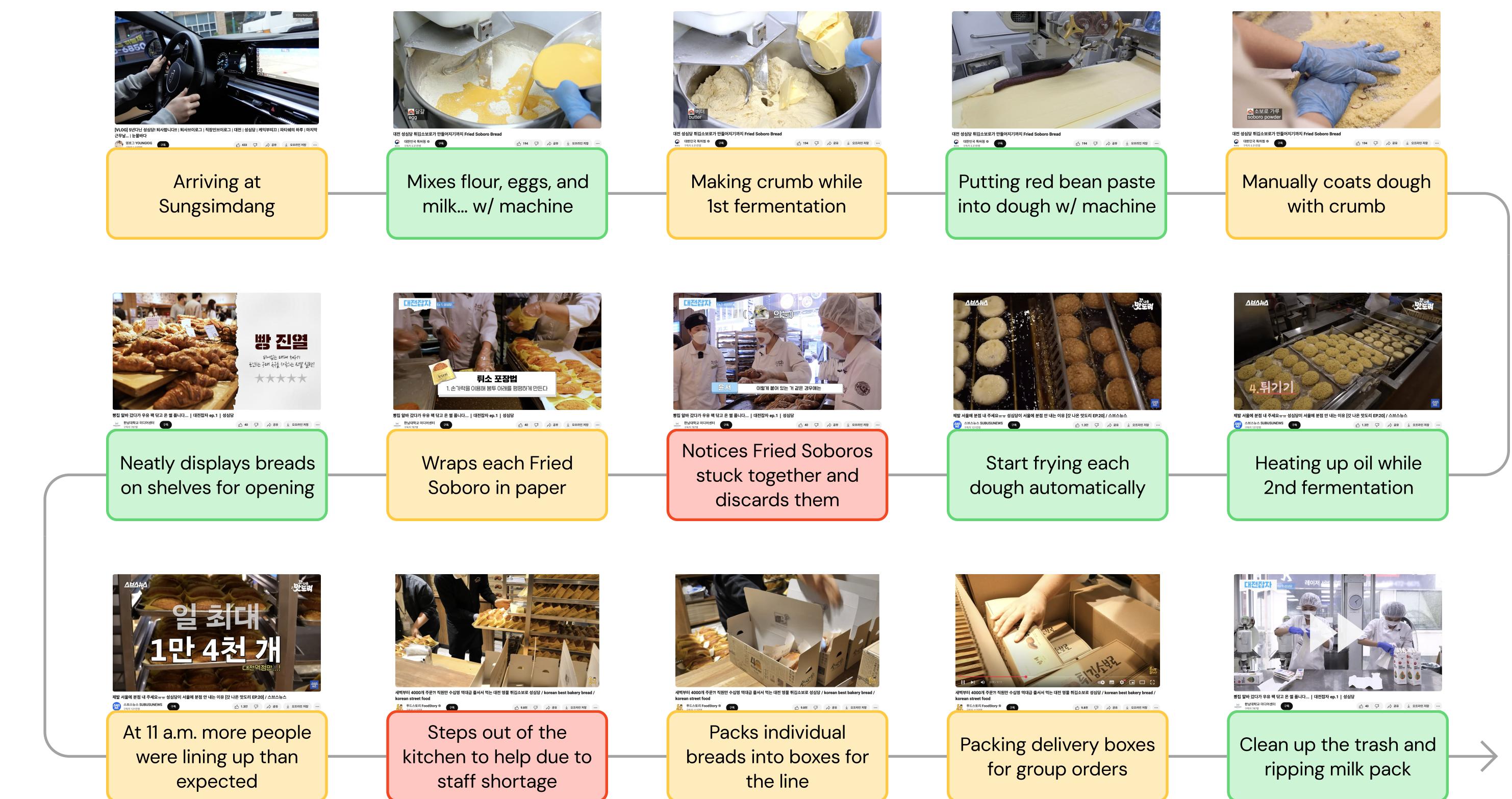
Sungsimdang Employee

Scenario

Jaehun, an employee of Sungsimdang, goes to work at the Daejeon Stn. branch at 7 a.m. on Saturday.

Expectation

Routine rush hour starting around 11 a.m. on Saturday
All breads being prepared and sold without any issues.



Customer video research results

Understanding

Exploring

Discovering

3

Understanding

Customer Video Research Results



Long wait times



Customers viewing the popular menu items



Customers browsing the options



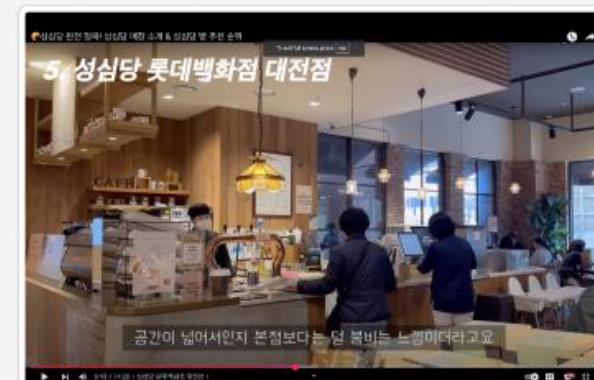
watching the bakers bake



Customers adding bread to their tray



Customers dining inside



Customers paying



Taking out the bread to eat at home

Research for customer persona + journey map

Understanding

Exploring

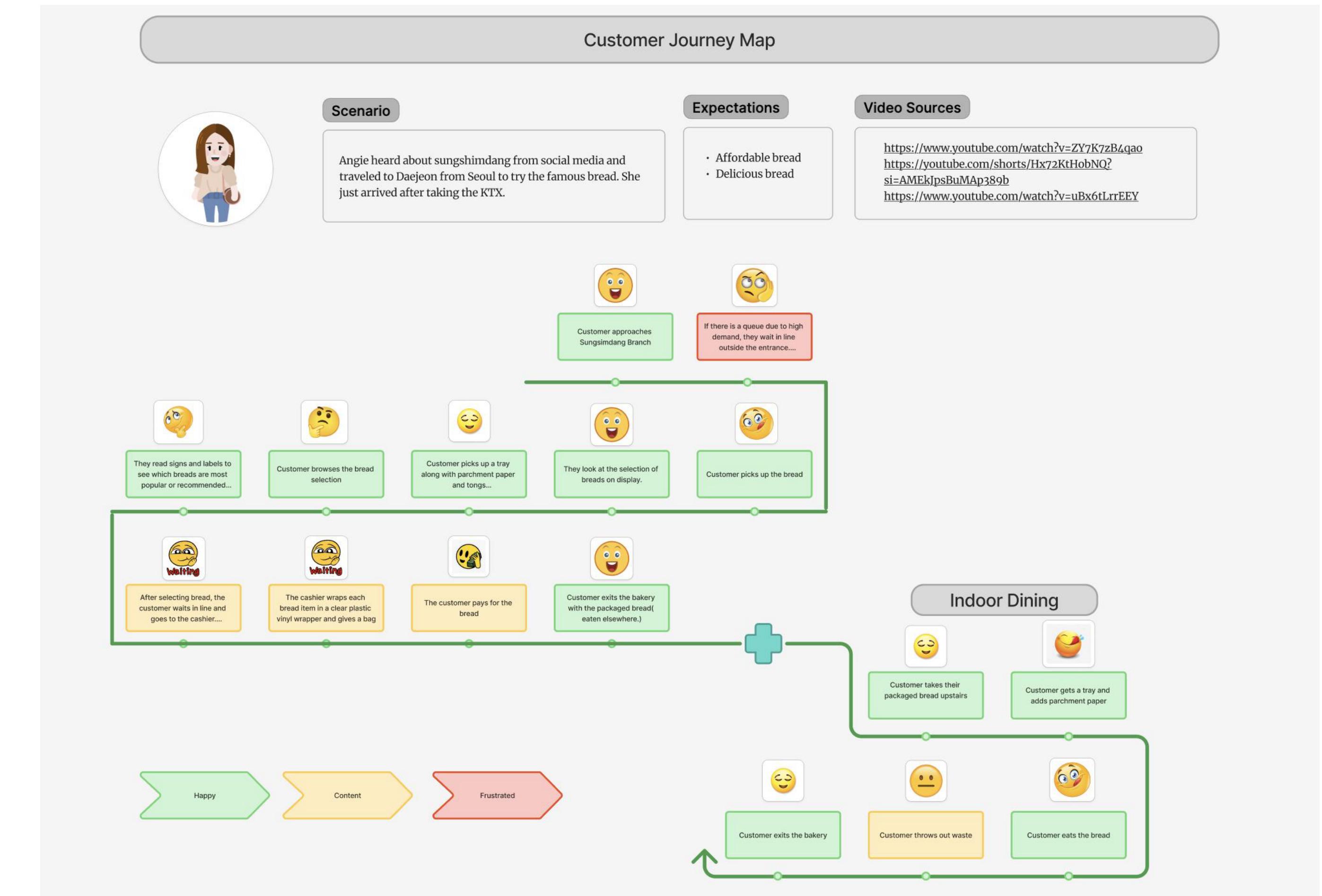
Discovering

3

Understanding

Goal: To understand the customer

experience from entry to purchase, and identify any pain points or moments of delight plus usage of paper.



Interview Planning for Worker

- Q1** ***Process*** of how fried breads are made and displayed.
- Q2** Why are fried breads like Fried Soboro ***individually wrapped?***
- Q3** ***What material*** is the wrapping paper? Is it recyclable?
- Q4** ***Which items*** are individually wrapped due to oil, and how high is the demand for them?
- Q5** I noticed that some trays use mats that drain oil instead of oil paper.
Is there a reason why this is only used for certain items?

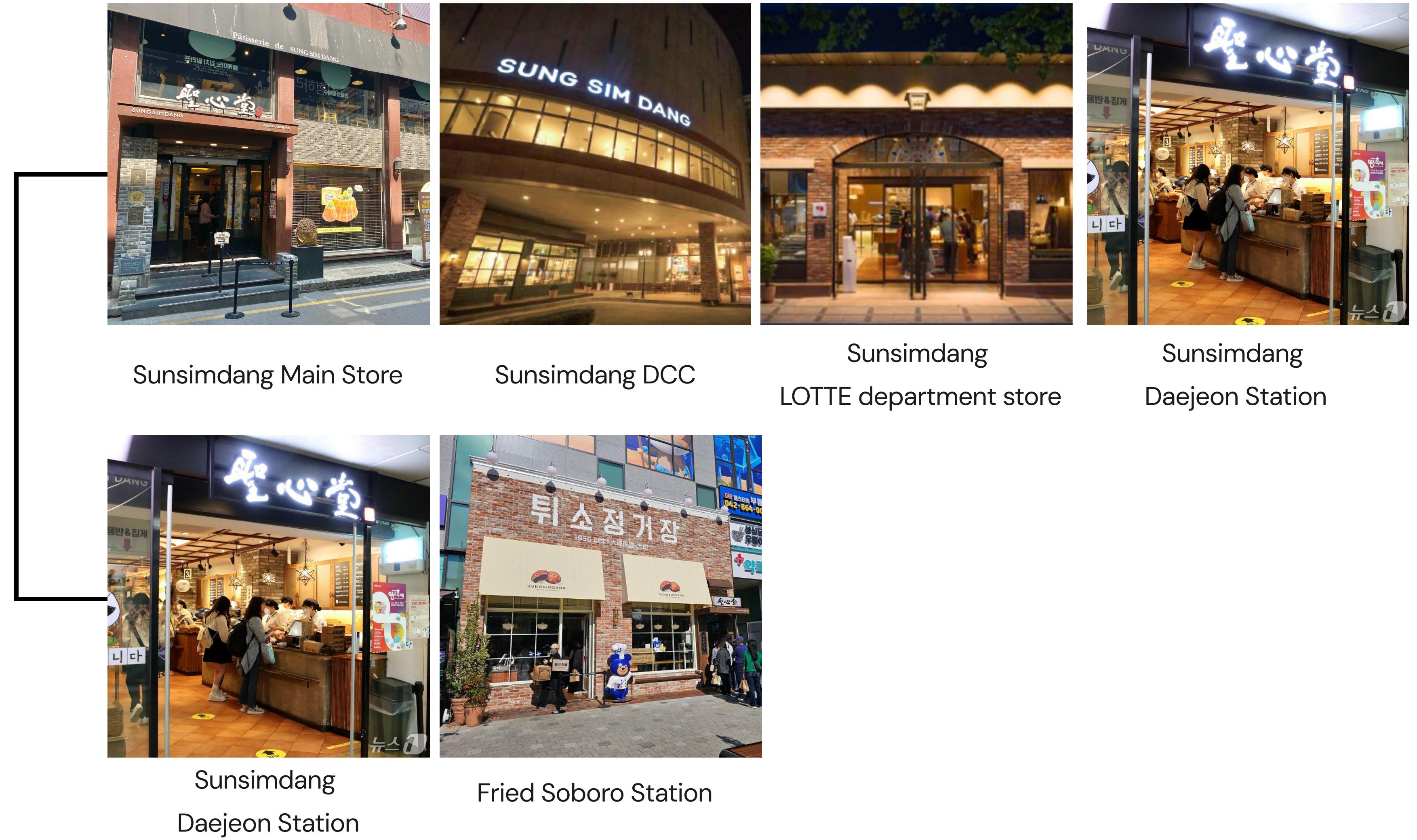
Interview Planning for Customers

Understanding - Someone who has visited Sung Sim Dang and purchased fried bread



Interview Planning for Customers

Understanding



Interview Planning for Customers

Interviewee	Name	Contact	Note
ex) Son Heungmin	Minsu Kim	010-0000-0000 (any number or chat link or ig bio ...)	
최시우	Sihyun Park	[REDACTED]	
정재웅	Sihyun Park	[REDACTED]	
정순일	Sihyun Park	[REDACTED]	
김상우	Sihyun Park	[REDACTED]	
노진혁	Sihyun Park	[REDACTED]	
강은주	Minsu Kim	[REDACTED]	
오세준	Minsu Kim	[REDACTED]	
송정훈	Minsu Kim	[REDACTED]	
허승준	Minsu Kim	[REDACTED]	
이찬렬	Minsu Kim	[REDACTED]	
Erik Lee	Kyona Joseph	[REDACTED]	
Melissa chang	Kyona Joseph	[REDACTED]	
Silver	Kyona Joseph	[REDACTED]	
Haisley	Kyona Joseph	[REDACTED]	
Ann	Kyona Joseph	[REDACTED]	
이정수	Minseo Lim	[REDACTED]	
고영	Minseo Lim	[REDACTED]	
전진우	Minseo Lim	[REDACTED]	
김태정	Minseo Lim	[REDACTED]	
서동휘	Minseo Lim	[REDACTED]	

Interview Planning for Customers



1

Understanding

Q1 How users *recognize* about paper package

Q2 Do they thought that package problem is *real problem or inevitable*

Q3 Are they *interested* about package

Q. Have you ever bought fried soboro or oily bread at Seongsimdang?

Q. How did you feel when you saw that bread wrapped in paper?

Q. Have you ever recognized the paper on the tray?

Q. Why do you think these papers are used?

Q. Have you ever felt wasteful when using paper?

Interview Planning for Customers



2

Exploring

Q1 What do they **prioritize** among sanitation, convenience, design, etc during the user journey

Q2 Do they have any uncomfortable, anxious, tired, etc **experience about paper package**

Q. When choosing bread, which is most important to you: hygiene, taste, or packaging?

Q. Do you think it's okay if the packaging is a little inconvenient as long as it's environmentally friendly?

Q. Have you ever been concerned about the condition of the paper tray (soaked in oil, etc.) when choosing bread?

Q. Do you think paper is absolutely necessary for hygiene, or is there a substitute?

Interview Planning for Customers

Understanding

Exploring

Discovering

3

Discovering

Q1 Answer of “*what if you can change anything about it*” question.

Q2 What is the strategy or *priority of criterias*

Q. How would you feel if Sungsimdang used eco-friendly packaging instead of paper?

Q. If it were packaged without paper but it absorbed oil well or was maintained hygienically, would you be okay with it?

Q. If reusable trays or packaging were introduced, would you view it more positively, or would you feel burdened?

Q. If a bakery practices environmental protection or paper conservation, what kind of impression would you have as a customer?

Q. Can you tell me about any inconveniences you have personally experienced or areas that you would like to see improved?

Interview Planning for Customers

Understanding

Exploring

Discovering

3

Discovering

Q1 Answer of “*what if you can change anything about it*” question.

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Q. Can you tell me about any inconveniences you have personally experienced or areas that you would like to see improved?