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A Tough Crowd: Using Design Thinking to Help Traditional German Butchers

There are some things that I don't ever really think about through a design lens and butchers are one of them. I think rebranding has been something that in my head was almost reserved for these obscenely wealthy companies that just want to be more relevant to young adults. This may just be my experience with it since I am currently in the demographic that most of these companies are trying to reach, so I may just be fixated on that. But butchers didn't seem like something that needed to be rebranded. It's known knowledge that with the spike of large chain grocery stores, smaller businesses tend to suffer so this does make sense. The article was particularly interesting to me when they were discussing who the user was. They shifted their attention away from the student and towards the butchers, which I honestly wouldn't have thought of. Putting together the event to streamline the connection between butchers and companies that need meat was a wonderful way of solving this problem, which in my mind seemed unsolvable. I think I completely agree with the statements in the beginning, that it could not be done, but the way that they designed an event for them helped everyone involved.