TITLE PAGE

Synopsis

This project concerns the conceptual development of a Product/Service system for the danish retailer market. The service provides costumers without knowledge of cooking with an assisting meal planner and system for providing the customer with atticuate information and instruction for planning retrieving and preparing fresh food products.

Based on theoretical study and field research, the solution has been developed to meet demands from users as well as the projected stakeholders.

Mads Kim Jensen

Reading Guide

The submitted material is comprised of two parts a process report documenting the work done during the project period and a presentation report containing a presentation of the detailed solution. The Presentation report is placed in the back of the process report. The Presentation report is intended to be able to work as presentation material for potential clients.

The Process report has a DVD attached with Appendix as well as the Reports in PDF format.

Process report
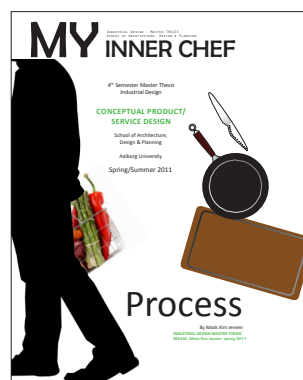
Presentation report

DVD

Page number   Illustration number

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TABLE OF CONTENT

USER DRIVEN INNOVATION IN THE FOOD INDUSTRY

The area of work has been selected for being personally appealing to the project writer. The project writer has a personal interrest in the subj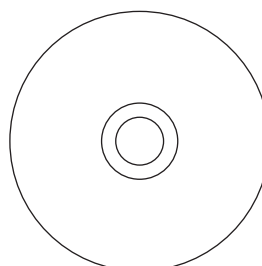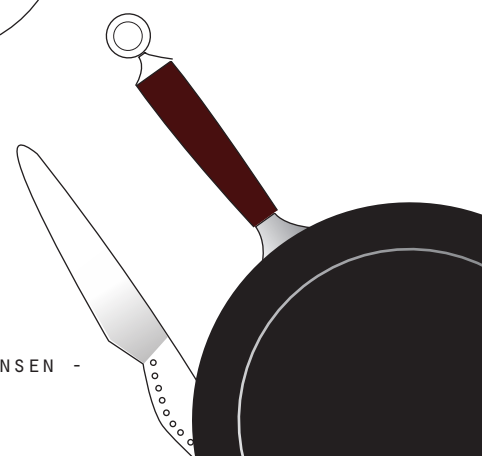ect caused by prior education, experience and interrest in the field of gastronomy and cooking. The acknowledgement of an interrest in scientific research in the area of food and consumer behaviour has been found in p.hd. projects conducted by the departemnt of Research and planning in Aalborg University Copenhagen. An interview and discussion was made during a meeting with researcher Boris Andersen who is currently doing anthropologic research in young people's relation to cooking. The interview has contributed with with confirmation and validation of the initially found problem area.

The general picture of the danish food market and cooking culture is positive. In an article published by major danish newspaper Politiken, The otherwise bleakly painted picture of a consumer culture in the grips of fast food and convenience food is somewhat of an exaggeration. a study conducted by the danish national food institute and the The Danish Consumers Co-operative Society (FDB), the studies showed that 65 % of the questioned eats home-cooked food 6-7 days per week. 80 % eats homecooked food at least five days per week (Politikken, 2010). These numbers are positive ocmpared to other countries as the united states or britain where fast food is consumed daily by larger parts of the population.

Sales of cook books and the airtime of cooking related television is also a factor clearly seen as positive in the sense of home cooking values and quality awareness thriving in the dansih consumer awareness. Internatonally, denmark is also currently in focus as both a danish shef and restaurant has been awarded with the title of being the best in the world. the danish home cooking culture as well as the professional culinary environment is seen as being in a state of positive development.

In collaboration with Aalborg University Copenhagen, an interview and discussion was made with PhD. candidate Boris Andersen, from the institute for development and planning, whose work is centered on food research, mainly consumer culture in Denmark (aau.dk/nyheder). He is researching the conflicts that are found between the Danish consumers and their behavior when buying food products. The study is an anthropologic project which is trying to establish and document the study of Danish human behavior regarding food consumption, because it has become evident that some parts of the Danish population are in a higher risk of being disconnected from cooking and treatment of raw food products. The focus of Mr. Andersen's research, which will progress over the course of the years 2011 and 2012, is on Danish youth culture and the research is meant to provide knowledge about how healthy and sustainable eating habits can be applied and how future products and services can be made and the experiences that can be connected to food.

A small interview based on notation and discussing the details about his work and the potential for collaboration between the writer of this project and the resources he could provide of knowledge on the subject. As the main focus group of this project is identical to the research target group that they are targeting, the research material is valued as highly useful for the relevance of the solutions presented in this project.

Information regarding the behavior of the users and the tendencies and circumstances there are around the problem of bad eating habits should establish an understanding of how end users value home cooking in the consumers' awareness when buying food products.

The products and their context are relevant to look at when trying to build a system that interacts with the consumers' ability to choose products after their liking and to their taste. It is also important to look at the marketplace, the trends and societal connections there are to the public view. This is relevant because obstacles and opportunities can be located and used for the concept generation as guidelines from different points of view. By taking information from a variety of sources, the concept can be detailed too meet the demands of the users as well as the providers of the products and the services.

PHASE 0 - PLANNING

The planning phase documents the initial work done, including preliminary research and project framing. The planning phase is used as a tool to control the process and manage the project period

PROJECT STRUCTURE

LEARNING OBJECTIVES/ABSTRACT
PROCESS PLANNING

INITIAL PROBLEM AREA

A BRIEF HISTORICAL CONTEXT

INITIAL PROBLEM

DELIMINATION AND PREREQUISITS

PROJECT STRUCTURE

The Project structure outlines the process the project writer has worked with durng the project period. The structure describes the intention of each phase (goal/purpose), the activities that have been made and the output. The project structure has been made to describe the focus points of the project divided into the respective parts of the process.

	Phase 0	Phase 1	Phase 2
GOAL / PURPOSE	**PLANNING** To define the project To plan the project period	**RESEARCH** To research user problems and values To clarify the market context To study cooking knowledge reources and the food market Gain understanding in home cooking theory and meal preparation	**CONCEPT DEVELOPMENT** To develop concepts that tries to solve the central problem To evaluate and select concept for detailing To apply research findings
ACTIVITIES	Interview with anthropologist Research initial problem	User field work Analyze field work Study food market and cooking theory Actor mapping Client Interview	Concept sketching Scenariobuilding Concept elaboration and evaluation Concept selection
OUTPUT	Initial problem area Delimitations and prerequisits Schedule	Clarification of: The central problem definition Target groups Actors and stakeholders Project values and vision Case studies Market potentials	Concept for detailing

Phase 3	Phase 4	Phase 5
CONCEPT DETAILING	**EVALUATION**	**DOCUMENTATION**
To iterate and clarify concept details	To evaluate concept To evaluate process To conclude on central problem	To document process and concept solution
Backstage mapping Case building Brand and strategy research	Evaluation theory study	Report writing Printing
Bussines case Action map User journey map	Conclusion Concept evaluation Prcoess evaluation	Presentation report Process Report Appendix

Objectives interpreted from study guide

By the final evaluation (exam) the project writer should be able to:

- Present documentation of design work;
- Present applied theory and processing of analytical material into a solution proposal;
- argue and reflect on the applied methods and theories and discuss academic project quality;
- Present a conceptual solution with combined design and technical attributes;
- Present ability in controlling and understanding theoretical issues using relevant source material:
- Display ability in communicating and discussing formal and functional qualities in design proposals from
    applied documented research.

Objectives from project writer

By the end of the project the project writer should be able to:

- Display ability to apply user research for user driven innovation;
- Display ability in using user driven innovation for strategic bussiness development;
- Gain an understanding and obtain experience in working with food related design and research;
- Work indipendently with contribution from selected collaborators;

PROCESS PLANNING

The project process have been planned using a GANTT scheme and used as a guiding tool for how the different parts of the process should be sequenced and divided. The GANT chart is found in Appendix 1.

The main focus of the process have been on the development of the design concept and the research that has made it possible to create the problem and the solution.
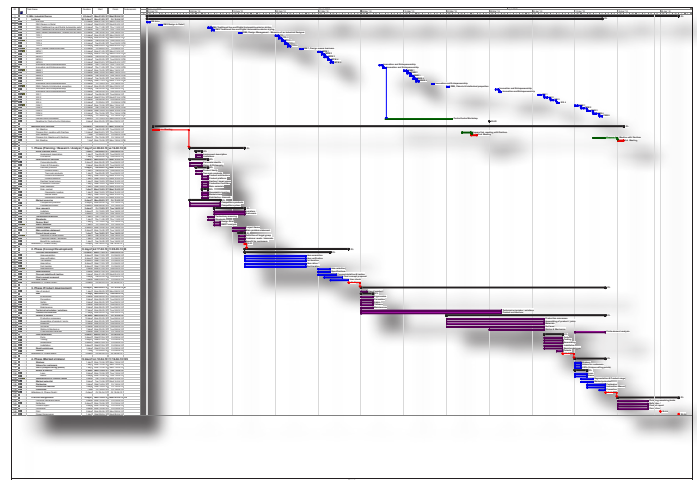
INITIAL PROBLEM AREA

The following describes the initialy chosen problem are.

The initial problem area has been found by researching current and historical facts about the danish food culture and market.

The problem area is found within this context where some users are in risc of being lost in the otehrwise positive environment. The highlighted risk groups in the article are the "singles", with 37 % eating homecooked food 6-7 times per week. The article also enhances consumers living in big city's where the offer of prepared food is much larger.

Although there are myths connected to the general state of the danish population's cooking habits, risc groups are still highlighted as potentially having no skills and experience in cooking knoledge. The potential area of innovation is found within this possibility to provide knowledge based solutions to a consumer group with diverging eating habits cause by social and practical factors.

The intention has been to create innovation in the problem area of disconnection between the risc groups and the home cooking culture in the danish consumer culture by researching the users and possibilities for providing cooking knowledge through the danish food market. The figure below depicts the problem area located in the missing link found evident between the potential risc groups and the culture of preparing meals at home from fresh ingredients. By providing the users with the discovery of potential benifits from having the skills and knowledge of home cooking the market can equally benifit from reaching these users with new services.

THE DANISH FOOD MARKET
COOKING KNOWLEDGE

RISC GROUP:
"SINGLES"
"URBANS"

MISSING LINK

HOME COOKING
CULTURE

INNOVATION

A BRIEF HISTORICAL CONTEXT

This Chapter elaborates on the thoughts behind the problem area and present an image of how culinary traditions have developed in denmark, from the beginning of the 20th century and untill now. By noting observations in historical references and culinary dictionaries, definitions and events found importent are depicted in order to get an understanding of the current situation of the culinary landscape of Denmark. The illustration depicts a timeline set up with the last century divided into time periods. Each period is described in detail in appendix 2. The collected data has been gathered fromdanish web site containing historical materila fro educational purposes (danskhistorie.dk, 2011).

International foods are being imported to the danish home cooking. Fruits andother exotic food products are offered to the general consumer market.

Environmental-, health- and trade related concern creates demand and offer of foods with fairtrade, organic farming and other social aspect connected as a selling point.

DEMOCRATIZATION (1848-1920)

THE KNOWLEDGE AGE (1993-PRESENT)

TIMELINE

TIMELINE

TIMELINE

TIMELINE

TIMELINE

TIMELINE

WORLD WAR 1 AND 2 (1920-1945)

WELFARE (1945-1993)

PRESENT TIME: LOCATION OF PROJECT

Traditional passing of home cooking traditions gender specific to females.

Industrial advances are starting to penetrate the food market.

Food manufacturers begin to produce industrially processed meals. convenience food and use of electrical household appliances becomes the norm.

Summery

During the last century, the general eating and cooking habits of the Danish population has undergone two primary changes.

1.
A change in the general behavior of eating. From a general survival approach to cooking and eating, the consumers are now free to chose from a wide array of food products most of them affordable to everyone and with numerous different approaches to cooking and eating. Inspirations have gone from the passing of family cooking traditions to an open mindedness and increased internationalization of the Danish consumers' dietary habits. The freedom and Individualism of the modern consumer age has put responsibility upon every person to figure out his or her own optimum way of feeding him or herself.

2.
Cooking knowledge is no longer a matter of survival. The change from raw food preparation and cooking to the usage of industrial products along with the popularization of ready-to-eat convenience meals, has made it increasingly easier for the consumers to get fed without themselves having to be involved in any of the cooking.

Definition of meal and dish from a Danish perspective

A dish consisting of cooked or fried meat with potatoes, vegetables and sauces is considered as traditionally Danish. Among these dishes are:

Fried pork belly with parsley sauce and potatoes.
Pork meat balls (frikadeller) with brown sauce and potatoes.
Pork cutlet with green beans, carrots and peas with buttersauce.
Meatloaf (forloren hare) with bacon brown currant sauce and potatoes.

All these dishes are different but all come from the same basic sources of produce. Pork and potatoes are considered traditional and the dishes mentioned are still being made today. Cabbage and corns are being introduced but has not been popular among the general Danish public after the 2nd world war..

DEFINTION OF MEAL

Larousse's encyclopedia of gastronomy defines a meal as:

"A relatively fixed occasion at which food is consumed each day. The three principal meals of the day are breakfast (or brunch), lunch, and dinner; snacks may be eaten at other times of the day, such as tea, supper etc. Religious feasts, such as Christmas, Easter or Ramada, are commemorated by meals consisting of traditional dishes."

INITIAL PROBLEM

How does the singles and big city in-
habitants in Denmark get in touch
with home cooking values? what is the
cause of disconnection between users
and values and how can the food mar-
ket profit from providing the values as
a service product?

DELIMINATION AND PREREQUISITS

Delimitations

The project writer has chosen the following delimitations from
this projects:
- The techonological details of the concept
- Concept prototyping and implementation
- Profit return and financial calculation

Prerequisits

The following points are prerequisits made by the designer in
order to define the values the project writer has as a designer

As a student at the school of architecture, design and planning
- The documentation of the project should be applicapel for
evaluation in an exam situation
- The process report is a documentation of the work done in
the project period

As designer
- The design is conceptual and the product of the project is a
detailed concept design
- The work area is found to be valid for

PHASE 1 - RESEARCH
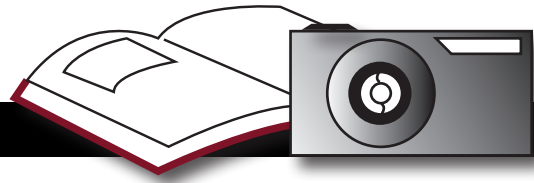
The research phase consists of locating the specific problem that is worked with in the concept development and analysis of the differnet actors and influents of the chosen problem. Envisioning values, demands and needs for the stakeholders in the industry, the solution touches or are in direct raltion to. The research is summerized by collecting the various researchfindings and set up perimiters for the concept. The research consists of the following chapters:

INITIAL TARGET GROUPS

Initial target groups have been made using the initial problem area description and a theoretical model from a research paper done on food science and nutrition (Gray, 2003) describing different user motivations and values from basic factors to eating. The potential risc groups are interpreted to be located mainly in the "convenience plus" cross area between pleasure and convenience. These basic values will be brought forward as inspiration for the project vision, the concept development and the defined needs and requirements of the more specifically described target groups in the last part of the research phase.

Efficient Nutrition
- Fast but nutritious
and healthy

Hypochondriac Factor
- More information
- More evidence of claims
- More control through organic
  alternatives

Time Factor
- More individual (portion)
  control
- More control over time
  and quality of preparation

Health   Convenience

Guilt-free Indulgence
- Low and light without
compromising taste and
texture

Pleasure

Convenience Plus
- Convenience with quality
  and entertainment value

Sensory Expert Factor
- More fun and entertaining
- More ethnic and exotic tastes
- More premium and indulgent

(Gray, 2003)

ill. 18.1 - food value model

Main: Convenience Plus

The initial target groups is found in the convenience plus group. This group is chosen because they are valued as being the group with consumers without any cooking knowledge. The values of indulgence and convenience fit into the notion of young people who have demands for the fun and entertainment quality in the food, while having time as a crucial factor. It is in the Convenience plus group where traditional cooking knowledge is seen as potentially being lost. It is within this area that the initial target groups have been chosen. The primary group is seen as including:

Young single males and females. Students and first time movers. Users with low buying power and in the risk of adopting dietary habits based on fast food and industrial fabricated food products.,

Secondary:

Consumer groups, who lack knowledge or inspiration in cooking traits. Convenience food buyers. Young and older couples, cohabitations (roommates), College dorm students

Tertiary:

Consumers with the desire to share food and cooking experiences and for easier food shopping and meal creation. foodies and home chefs

END USER FIELD WORK

The approach to the investigation of the possibilities for introducing cooking knowedge among targeted groups in the danish population, has been to approach different people found to fit into the initially chosen target group. These have mainly been young single people, who have been approached in the field in their homes and in the market place. The field research is documented in appendix 3.

The data collected in the talks with the selected users are used for further defining the target group values and problem themes. As the idea with this research operation has been to get a broad perspective on how people generally approach home cooking and the purchasing of raw food products, all three target groups have been approached for contributions.

Pictures of user refridgerator contents are presented below. conclusively, each household has different amounts of food and food groups in their refridgerator. Some of the users show nearly no knowledge or experience in home cooking, with food stock mostly comprised of condiments and soda or beer, which leaves room for improvement.

ill. 19.1 - end user refridgerator content photos.

USER PROBLEM THEMES

The data from the user field work has been analyzed using a method developed for processing large amounts of source data that does not seem to be ordered to specific topics. The method used is called the KJ-method after its inventor (Source: KJ Methodology). The method invloves manually grouping the data that has been printed or written on labels. the data in this case is comprised of all the statements that has been collected during the field work. The labels are then intuitively grouped and problem themes are found in these groups. The method has been used to locate problem themes for the development of the problem description for the concept as well as the vision and values that can be attractive for solving in the concept. The method is documented in appendix 4. The found problem themes are listed below.

The emerged problem themes follow the values of the initially found target group of convenience and experience seeking consumers who have practical issues of time consumption, waste and value for money but also a reluctance in getting started with learning how to cook because of pejudice to cooking traditions. practicality and experience are values brought forward in the process. They are used in a vision based model later in the research phase.

TIME CONSUMPTION AND CONVENIENCE

WASTE AND DECAY

PRICE AND BUDGET CONCERNS

COOKING PREJUDICE

EXPERIENCE AND QUALITY END RESULT

VARIATION

USER CASES

This chapter presents cases that have been made in order to specify the users needs and wishes. the cases are based on the target groups that have been found in the initial target group choise. The cases are used to define values more in detailed. The Target group user is profiled with a mapping of different values inspired by the figure in the initial target group chapter. Case Schedules of each user group is placed in APPENDIX 5. The schedules are made to analyze the amount of time they have for cooking at home and when it is most appropriate to service them. The themes in the KJ chapter are used as values in the profile diagrams on the following pages.

PRIMARY TARGET GROUP:
YOUNG SINGLE MALE STUDENT - LIVES ALONE IN SMALL 1,5
ROOM APARTMENT.

INTERRESTS:
COMPUTER GAMES
SCIENCE FICTION NOVELS
MUSIC CONCERTS
MOVIES
TRAVELING
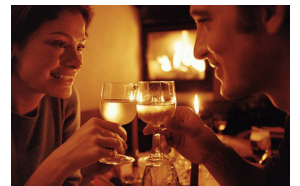
Desire/passion:
Love life

SECONDARY TARGET GROUP:
YOUNG COUPLE WITH INFANT CHILD - LIVES IN SMALL HOUSE.

INTERRESTS:
CHILD CARE
CARREAR
GARDENING
TRAVELING

Desire/passion:
Family life

TERTIARY TARGET GROUP:
SENIOR SINGLE MALE RETIRED - LIVES IN APARTMENT.

INTERRESTS:
FOOD
BLOGGING
PHOTOGRAPHY
CLASSIC MUSIC
GARDENING
TRAVELING

Desire/passion:
Gourmet life

TARGET GROUP PROFILES
MOTIVATIONS

USER FROM PRIMARY TARGET GROUP

QUANTITY

QUALITY

LOW PRICE
(VALUE-FOR MONEY)

PLEASURE

ENVIRONMENT

CONVENIENCE

SOCIAL ACTIVITY

NUTRITION &
HEALTH

ill. 22.1 - profile diagram primary
target group
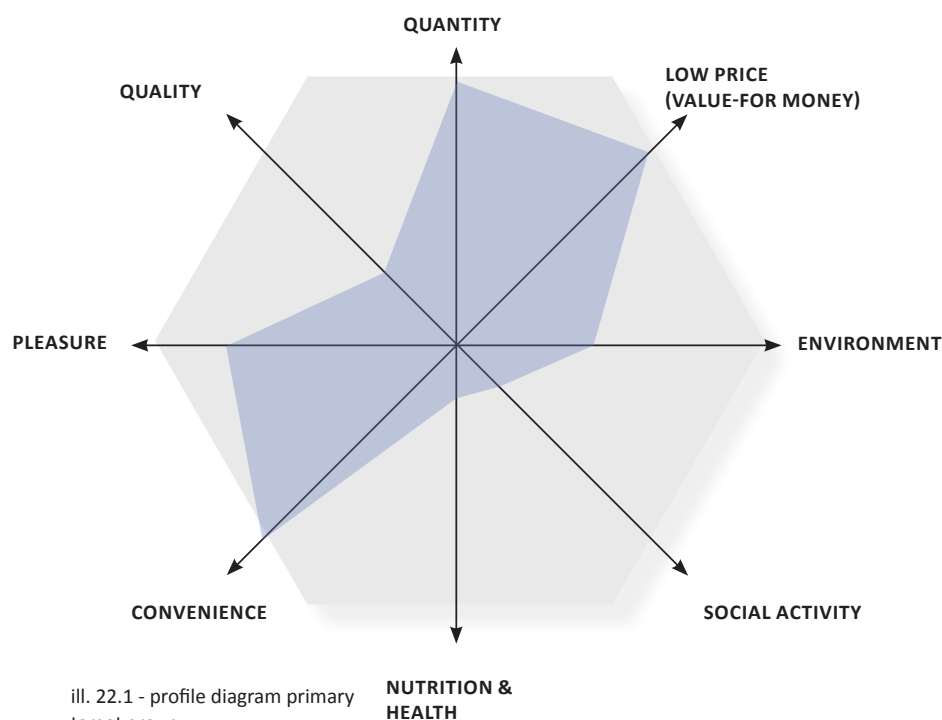
HIGH VALUES:
QUANTITY
LOW PRICE
CONVENIENCE
TASTE

LOW VALUES WITH POTENTIAL:
SOCIAL ACTIVITY
HEALTH

Often buys take-out food. The primarty tar-
get group is valued as looking for quantity
and value for money in a convnvenient and
quick solution. They do not have a particu-
lar demand for environmental concience,
nutrition or health. Potential values that
can be incorporated into the solution are
need for social activity as this value is evi-
dent as a motivator for lifestyle behaviour.

USER FROM SECONDARY TARGET GROUP
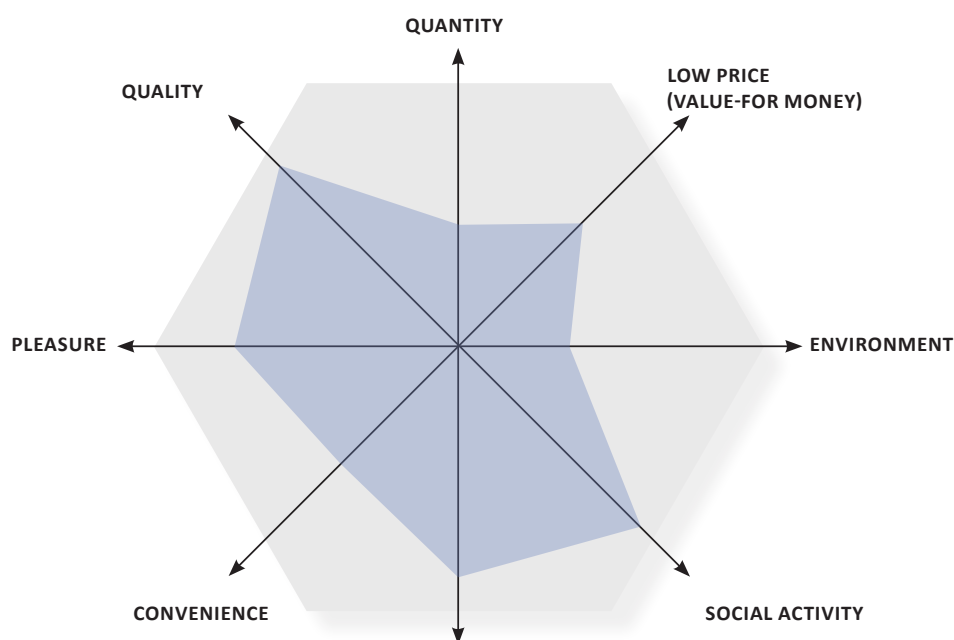
QUANTITY

QUALITY

LOW PRICE
(VALUE-FOR MONEY)

PLEASURE

ENVIRONMENT

CONVENIENCE

SOCIAL ACTIVITY

ill. 22.2 - profile diagram secondary
target group

HIGH VALUES:
QUANTITY
QUALITY
CONVENIENCE
TASTE
NUTRITION AND HEALTH

LOW VALUES WITH POTENTIAL:
ENVIRONMENT
HIGH VALUE-FOR-MONEY

Have children and a busy day with limited
time for getting practical tasks done. Nu-
trition, health and quality are high values.
Being settled and having limited time in
weekdays. Value for money is also an issue
since they are on a household budget.
Social activity is focused to family life and
experience.

USER FROM TERTIARY TARGET GROUP
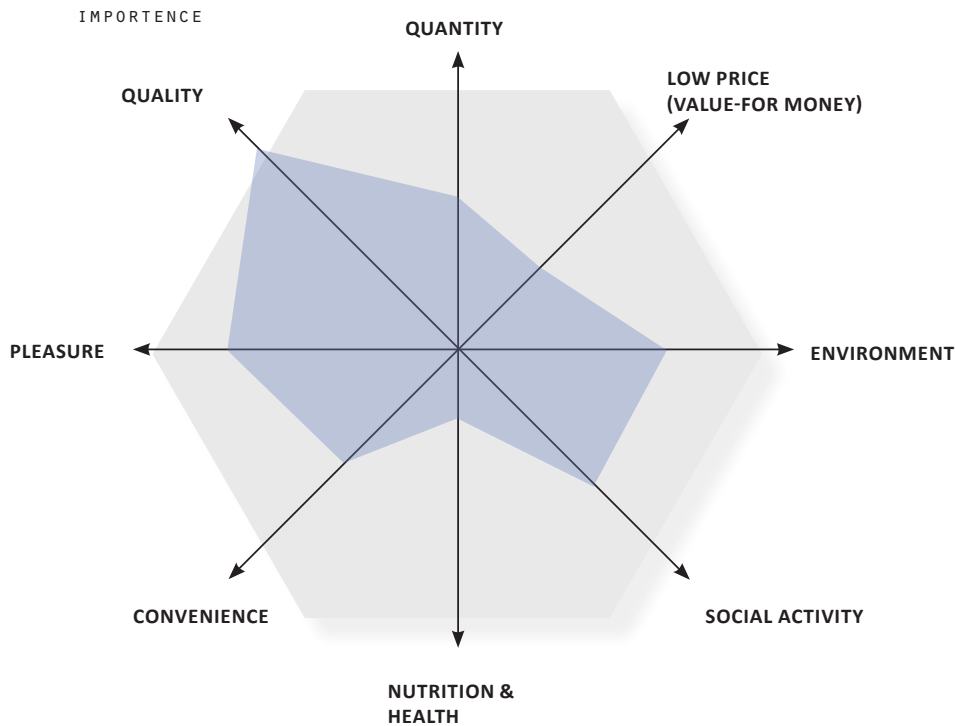
IMPORTENCE

QUANTITY

LOW PRICE
(VALUE-FOR MONEY)

QUALITY

PLEASURE

ENVIRONMENT

CONVENIENCE

SOCIAL ACTIVITY

NUTRITION &
HEALTH

HIGH VALUES:
QUANTITY
QUALITY
CONVENIENCE
TASTE
NUTRITION AND HEALTH

LOW VALUES WITH POTENTIAL:
ENVIRONMENT
LOW VALUE-FOR-MONEY IMPORTENCE

Quality and taste are high values. experi-
ence through cooking as a hobby and is
generally excited about cooking. Reserves
time and effort for preparing meals. Is
looking for inspiration, pleasure and
venue for expression of food and cooking
opinions.

ill. 23.1 - profile diagram tertiary
target group

END USER DEMANDS & WISHES

PRIMARY GROUP
- buying assistance
- waste management
- quick and satisfying result
- step by step preparation guidance
- high value for money
- convenience

- social abilities
- visual reference

SECONDARY GROUP
- cuisine exploration options
- inspiration
- environmentally friendly
- nutritional information
- meal planning

- environmentally conciousness
- nutritional information
- high quality products

TERTIARY GROUP
- opnion and experience sharing

- exoticingredient use

DEMANDS

WISHES

ill. 23.s - user needs and wishes

THE MEAL SITUATION IN STAGES

This chapter analyzes the meal scenario as it is seen in a traditional understanding of how a meal or dish is created. The chapter decomposits the meal situation and analyzes it in relation to the user values and the different aspects of the steps in the scenario. The potential area for the design is highlighted in the illustration.

HUNGRY END USER

HOME /WORK — **PLANNING**

MARKET — **MAINTAINING STOCK**

HOME KITCHEN — **PREPARING / COOKING**

HOME KITCHEN/
LIVING ROOM — **SERVING**

HOME KITCHEN — **CLEANING**

FULL END USER

Planning
- Planning consists of the instigating actions a persons needs to make in order to retrieve the right goods and prepare them in a planned and timed process. Depending on preferences, the user needs to establish what the finished meal should consist of, it's quantity, quality, taste and budget in a traditional set up. As planning can be done without any type of traditional time consuming inspirational aids as books and recipe collections, the goal in this step of the scenario is to increase the consumer' possibilities for getting inspired.

Maintaining stock
- This step in the scenario is the interaction between the buyer and the market place where the raw produce is ordered, expedited and sold. In a traditional set up, the marketplace would consist of various food producers depending on food group, the sellers would specialize in the local produce which has been farmed and harvested/butchered in the near surrounding area. Today the market place for food goods are supermarket chains with different food sections, that also sell pre prepared, ready-to-eat and microwave packaged food solutions. The market place is divided into section in a fixed and orchestrated manner in accordance with the marketing scheme of the supermarket. This stage of the scenario is seen as being a crucial step in the scenario and where the concept mainly will offer it's services as it is in this stage where the meal is decidedly being bought.

Preparing/cooking
- This stage of the scenario is where the retrieved goods are being transformed into the finished meal, ready for serving. The combining and heating of the ingredients in an ordered sequence, by kitchen techniques and utensils. This project will focus on this stage in the scenario as being the time and place where the solution is being used as support and guideline to the users through the attached services.

Serving
- This stage of the scenario is where the finished meal is served in portioned sizes according to the size of servings dictated by the recipe or the preparer. In the serving the meal is usually paired with a beverage to follow the meal. The solution is seen as having a potential in inspiring and as reference point for the user to get suggestions. Some meals are defined by the way it is served and presented. Fx sushi and tapas. When creating these kind of meals the solution can also service in instructing the user in order to achieve the intended result.

Cleaning
- This stage of the scenario is seen as being targeted as a secondary area for the concepts. It is in the cleaning that leftovers are handled and possibly reused as part of another meal. The solution can make use of this stage as it can provide with similar inspiration as in the preparing of the meal itself.

PLANNING

INITIAL MEAL IDEA

LOOK AT RECIEPES

BROWSE DEALS/OFFERS

MAKE SHOPPING LIST

MAINTAINING STOCK

GO TO MARKET

DECIDE

PICK-UP

QUEUE

PAY

PREPARING/COOKING

GO HOME

READ RECIPE

COOK/PREPARE MEAL

SERVING

EAT MEAL

FOCUSED AREA FOR DESIGN

MAIN AREA FOR DESIGN

VALUES:
- INSPIRATION
- QUANTITY (VALUE FOR MONEY)
- CONVENIENCE
- EXPERIENCE
- ASSISTANCE / INSTRUCTION
- TASTE
- SOCIAL ACTIVITY

ill. 25.1 - motivation matrix example

CLEANING

DISCARD/SAVE LEFTOVERS

WASH DISHES AND UTENSILS

If any of the planning and stock maintaining steps are excluded the preparation and cooking of the meal will be effected. If the user does not have the proficient knowledge and skill required for creating the meal it has consequences on the options the user sees as valid for a meal option. The apparent neglection of taking time to plan meals is seen as the main cause for why the users in the primary target groups is negelecting this part of their lifestyle. Habits of cooking at jome with use of raw ingredients can not become second nature if the user do not see options for attaining the knowledge and skill. The values and prerequisits of the user has an effect on the planning of the meal and therefore has an efefct on the rest of the meal scenario. If values of quality and demand for using fresh ingredients are not inhabited in the users, then they will not get farmiliar with the process. The users progression into cooking knowledge and traits need so be introduced in a way so that the sense of convenience and quantity is not compromised. The following chapter researches the steps in the progression of learning how to cook get passionate of using fresh foods.

COOKING KNOWLEDGE PROGRESSION
- TARGETING THE BENCHMARKS AND USERS

This chapter describes the progression of cooking knowledge as it is seen by the project writer. A model of the progression has been made in order to show the position of the located user target groups in relation to the users' attained cooking knowledge as a cooking knowledge solution is in use. bench-marks have been marked on the progression model describing the attributes of the pisotion. While the user progression curve rises becuase of the addition of knowledge and experience, the willingness of the user is also changing. The resistance from the users according to the user profiling lowers as the ecperi-ence goes up. The two curves cross at a crosspoint where the user is so far in the progression that he or she begins to see the value of home cooking and has enough experience to indip-endently create meals and cook with confidence and at a skill level where the user can improvise and cook without the aid of knowledge resources other then for inspiration.

COOKING KNOWLEDGE

0   1   2

PRIMARY TARGET GROUP

SECONDARY TARGET GROUP

BENCHMARK 0

no experience or knowledge in raw food product handling and combining, cooking techniques or processes

BENCHMARK 1

bare minimum of cooking skills. notion of ingredient types and fundamental understanding of in-gredient, cooking time and heating

BENCHMARK 2

notion of different cuisines and some experience in basic cook-ing techniques and ingredient handling

SUMMERY
The user progression can be divided into different benchmarks with specific abilities connected to the progression of the user. The resistence from the user to use home cooking as main provider of meals can only be lowered by offereing solutions with knowledge specific to the target groups' needs. The target area is the aim for the design which means that he design should provide services that supports the users' progression in order to reach the target area and ideally beyond benchmark 4.

PROGRESSION TARGET AREA:
THE USERS SHOULD BE ABLE TO PASS BENCHMARK 2 AND PROGRESS BEYOND THE CROSSING POINT WHERE THE RESISTANCE, CAUSED BY INDIFFERENCE IS OVERTAKEN BY THE COOKING KNOWLEDGE AND EXPERIENCE OF THE USER.

USER PROGRESSION

IDEAL

USER RESISTANCE

COOKING EXPERIENCES

3

4

TERTIARY TARGET GROUP
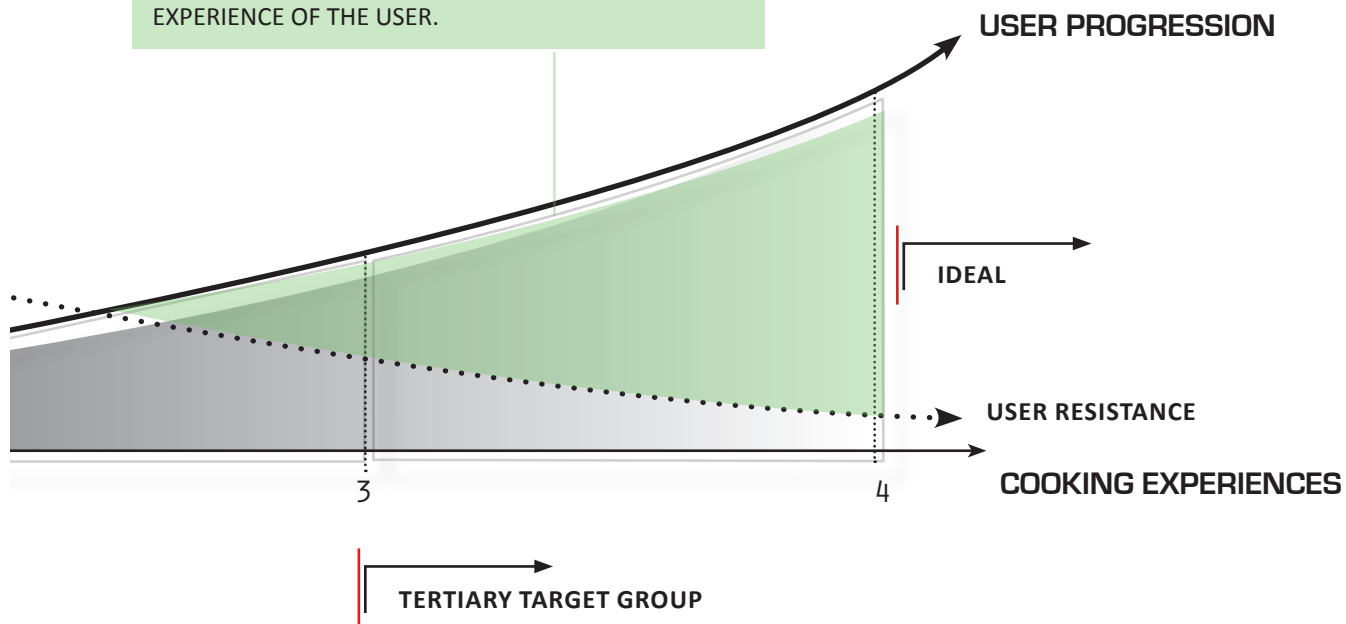
ill. 26.1 - progression model

BENCHMARK 3

experienced in various preparation and cooking techniques. knowledge of ingredient types and flavour combinations. are able to follow implied instructions.

BENCHMARK 4

ablility to conceptualize and combine ingredients and techniques. high understanding of cooking techniques and ingredient combinations.

RETAILER MARKET RESEARCH

Research of the market context, the problem is located in is necessary in order to creata a solution that meets the requirements of the industry and locate potential business areas for the concept to aim at. A case based analysis of the danish food market and the food industry is located in appendix 6. Conclusively the solution uses REMA 1000 as case chain for further client research as it is seen as having appeal in price range with a market profile aimed at quality products at discount prices with a forward looking strategy to service and inspire the customers. Other potential retailers have been located with other rpofiles and target group, but these are seen as only influencing the concept's possibility of adapting to different potential client needs.

FOOD PRODUCT TYPES

This chapter researches the different groups of food the retailers have on sale. Because the number of different food products that are in the retailers product cataloque is extensive an analysis of which food product groups that have potential for inclusion in the concept. A general study of the retailer market unveils variations in price range and offer of exclusive products. The figure below shows diffferent food products grouped by type. The products for inclusion into the concept is highlighted and selected on the basis of the users' interrests. The main product groups for inclusion is highlighted by a fully stroked box and the secondary groups are highlighted with a dashed box.

The food product types wished for inclusion are fruit, vegetables, meat and dary. all food product groups that have a short sales date compared to other shelved food products including canned goods and frozen foods. A secondary product group are flavour enhancers and basic foods such as salt, flour and sugar.

FOOD GROUPS

	1	2	3	4	5
meats and dairy	○	○		○	○
Vegetables	○	○		○	○
Fruits	○	○		○	○
Herbs	○	○		○	○
spices, oils and seasoning		○		○	○
grains, rices, noodles		○			○
canned goods					
jarred preserves					
frozen food					
microwave dishes					

USER INTERRESTS

1. short expiration
2. nutritional value, additive free
3. value for money
4. requires cooking knowledge
5. tradition

☐ food groups for inclusion

┈ secondary food groups

ill. 28.1 - food group evaluation chart

REMA 1000
Meget mere discount!

THE CLIENT'S INTERESTS

This chapter documents the interests of the intended clients of this project. The chapter is made from an interview with supermarket owner Troels Poulsen who manages a supermarket under the REMA 1000 chain. The chapter express some of the issues he found concerning the interrests of the shop owner, the employees and the retailer franchise. The illustration below is a graphic representation of the food sections REMA 1000 have in their stores. The interrests of the REMA 1000 franchise as well as the shop manager who functions as an independent franchise taker are presented. REMA 1000 promotes the sales of quality food products at discount prices. Providing efficient customer service and assistance is also a general goal of the organization (rema100.dk).

As a rule it would be good for the supermarkets to sell the products that have a shorter expiration date on them then the long term goods. because the decayalble products can not be stored for long term stocking, the supermarkets are interrested in offering the products that have been bought from the suppliers and producers. these sales are over a large variety of different product groups. some supermarkets buy large orders of specific products, that they in turn are able to offer at lower prices. food products vary in price and quality. most supermarkets offer all basic foods with some supply of high quality products depending on the supermarket. as some supermarket chains are in collaboration with fair trade oranizations and organic product sale supermarkets have a general interest in highteneing the awareness of not only what the products can be used for, but also which source the product is comming from. the main issues from the intended clients for this project are listed below. the concepts should fullfill these requirements in order for it to be attractive to the potential clients who can make use of the concept.

ill. 29.1 - food group evaluation chart

Shop manager

Service employee

low running costs
low management and maintenance
Customer satisfaction
adaptive to salespatternes and buying strategies
general increase in sales
supplier efficiency

Cashier

Greens & Fruits

Meat / dairy

grains and dry foods

canned & jarred foods

Frost

sale items

Back Office

Market and supplier deals

quick investment returmn and low initial cost

adaptable to different markets and expansion

retailer brand recognition

increased sales

Suppliers

Retailer Franchise

End user

ACTORS MAP

This chapter looks at the different actors in the value chain of food product sales and the influents who act as related stakeholders. The Actor map shows the product flow and the cash flow that occurs on the market. It proves that the farmed and bred food products have different routes to the consumer. The price the consumer has to pay for the various food products are depended on how many actors the products have to pass through before they reach the end user. The logistics and the geographical location of the actors also have an effect on the price level the customers meet. As the main target group selected for this project have large concerns with high value for money, local and seasonal products are taken into concideration for use in the concept as it allows the products to have as low a price as possible with room for a larger profit share for the retailer.

The unfluents on the value chain are grouped by regulatory and commercial stakeholders that have an effect on the value chain. The influential actor have been chosen on the basis of them having an interresting relation to the value chain.
Two spots have been highlighted in the map. The producer and the retailers have been chosen to have potential as the point of access for the solution to aim for. Since it is the usage of fresh food products, the producer has a key role in the value chain since it is the producer who provides the source of ingredients. The retailer is also seen as importent in this project as it is here that the users in the target group prodominantly shop for grocceries.

The map shows that many different relations and motivations are evident in the set value chain. In order to examine these relations in detail a motivation matrix has been made.

Farmed and Bred Food Products

ill. 30.1 - actor map
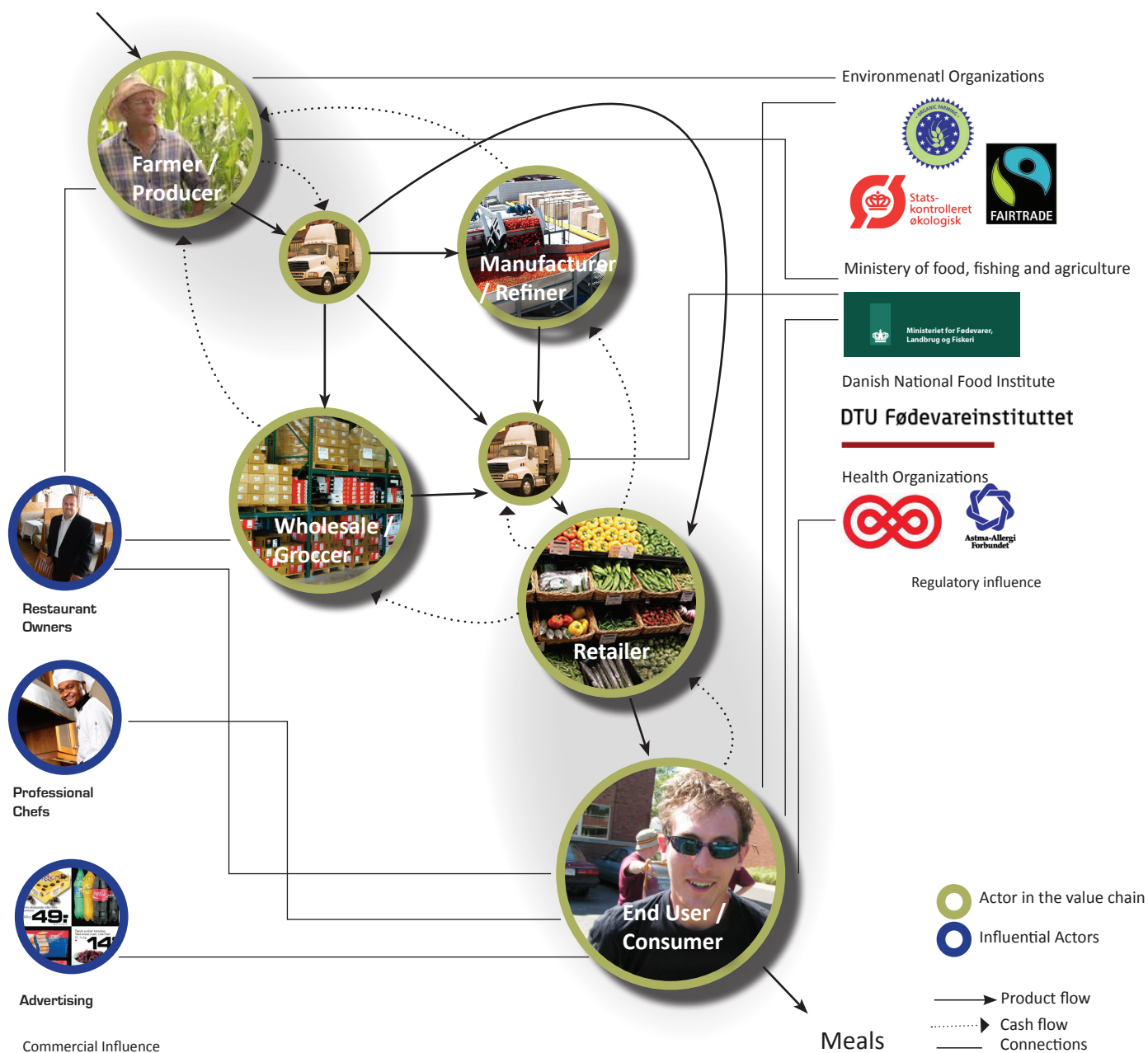
MOTIVATION MATRIX

This chapter presents a motivation map of the actors included in the supply chain figure in the previous chapter. In order to locate areas for the concept to make use of relations needs to be mapped in order to get an understanding of the different relationships and motivations there are between the actors in the value chain. The chapter is summarized with the highlighted areas found useful for the further process and a short reflection on why the area is found interesting for inclusion.

The motivation matrix is a service design tool used for locating different relationships between actors and stakeholders in a system or value chain (SOURCE: servicedesigntoolos.org/motivationmatrix). The methos has been applied in this project to seek out the motivations of the different actors and how they can be used further in the process to create a concept that take different motivations into concideration. The matrix is made so that the actors are charted in relation to the other actors and themselves. The content of each relation is made from what the actor in the vertical column gives of motivation to the actor in the horisontal row. Fx. the producer gives motivation to the manufacturer to buy the raw food products from the producer and add value through refining or processing and obtain profit.

Manufacturer / Refiner

GIVES TO

Use raw produce and possibility for adding value through industrial processing gaining premium prices with the minimum of raw produce use.

Farmer / Producer

Example

ill. 31.1 - motivation matrix example

	Farmer / Producer	Manufacturer / Refiner	Wholeseller
Gives To			

		Farmer / Producer	Manufacturer / Refiner	Wholeseller
Farmer / Producer		Competition to make better produce and gain profit.	Use raw produce and possibility for adding value through industrial processing gaining premium prices with the minimum of raw produce use.	Buy large quantities and buy after season at a premium price
Manufacturer / Refiner		Lower prices and increase quality and delivery capacity	Competition to make better products and gain profit.	Buy in large orders and offer of long lasting food products for in house storage
Wholeseller		- Purchase or use raw produce and buy at premium price	Buy products with storage capabilities and ease of transport and with profit	- Competitive environment to offer high quality ant low prices. To increase the strength of the general market.

CONCEPT ➤

		Farmer / Producer	Manufacturer / Refiner	Wholeseller
Retailer		Farm and breed produce of high quality at marketable prices.	- Increase of product longevity and create offers with convenience in storage capability and distribution. Marketable solutions with brand.	- Offer product s and solutions patterned to the seasonal market with efficient distribution and low prices.
End User / Consumer		- Farm and breed quality products. Offer products with strong brand and make products user will become dependable on.	- Increase efficiency and high return of profit. Create strong brand for product dependence and user recognition.	- Offer fresh products at low prices in large quanties.
Health Organizations		- Indirect responsebility to farm and breed food products under health approved surcumstances.	- Brings social and health related issues to sate standards for food processing handling and storaging	- Obligation to handle and distribute products under health approved circumstances.
Food, fishing and agriculture government		- Production of regulation approved foods	- Manufacturing of products to standards of safety and quality	- Regulations on food handling and storaging
Restaurant Owners **Professional Chefs**		- Production and deluvery of high quality source m fresh foods.	- Create products and food solutions with a high quality outcome and a high value for money. Create products that uses culinary techniques and processes from traditional cooking.	- Production and deluvery of h

Retailer	End User / Consumer	Health Organizations	Food, fishing and agriculture government	Restaurant Owners Professional Chefs

- Offer products for intended resale in order of season and wish to sell in large orders
- Sell large quantities and buy after season at a premium price. Possible brand

- Wish for buying products and seeing value in the offers

- increased awareness of produce qualities.

Fresh grown food products and environment for government and reference to legislation.

Motivation for getting inspired and use the best quality produce on offer. Produce usage and wish for recognition

---

- Cost efficiency because of longevity in products and possible brand

- Have awareness of any production methods using armful or deceiving production methods.

- To highten awareness of possible additives and allergic contents of products. To manufacture responsible products without harming additives

- Control. Efficiency and convenience based food products for the public. Lower product legislations

- Wish for dependence and continuous usage of products in bussiness.

- Purchase wholesale products in large orders and at premium prices.

- Food products in large quantities on sale.

- Legislation and control transport and product handling, storage and distribution. Representation of reference quality for standard.

- Legislation and control transport and product handling, storage and distribution. Representation of reference quality for standard.

- Buy fresh quality products in large quantities at premium prices.

- Environment for market and competition. Strengthen retailer brand and overall business scheme.

- Offer of quality products on sale in a large variety, at affordable sales prices in convenient settings.

- Sales environment for awareness increasion in public.

- Market environment for governing. Ensure product and service standard with food handling and distribution.

- increase awareness of restaurant business and chefs through product promotion and affiliation.

Offer quality products at reasonable prices under efficient and convenient circumstances. Buying power and market for product and service sales. Offer a large variety of products.

- Awareness and opinions of eating, food products and cooking.

- increase awareness of dietary related deceases and other lifestyle related health risks.
- Safety of upholding standards for producers and distributers.

- Government of offered products and safety and quality standards for producers and distributers.

- Creation and offering of quality services and products with value-for-money. Public environment of opinion and rating.

- Obligation to handle and distribute products under health approved circumstances.

Obtain knowledge in proper food handling and information about dietary health related issues, as well as balanced dieting.

- Social and governmental responsibility. efficiency in research and publication of findings.

- Create legislation on food production and manufacturing for the public's safety and well being. Minimizing on dietary health related deceases.

- Offer services and food products under approved circumstances.

- Regulations on food handling and storage.

- Responsibility of minimizing strain on social welfare and environmental consciousness.

- Funding and assignment giving for research and publication of public dietary awareness in cooking.

- Responsibility to act and govern for the public's sake and uphold international deals.

- Regulations on food handling and storage

---

igh quality source m fresh foods.

- Production and deluvery of high quality source m fresh foods.

SUMMERY
The responsibility the consumers have to have knowledge of food sources, production methods and distribution lines as well as a responsibility to government and health organization to act as responsible consumers, is highlighted because this responsibility is not found being used by the end users. The target group has no clear devotion to diet or relation to food or cooking. This project will use this motivation as an opportunity to provide the consumers with solutions where issues of consciousness is being provided through the offered solutions. The issue of the commercial value of the products and the motivation retailers and wholesellers have of getting products with short longevity sold before they decay and securing of profit return is an issue this project can solve by control of the fresh food products included into the solution.
The government's and health organizations' motivations of increasing public awareness of diet related health and social problems is something that this project as a secondary target wishes to offer a solution with means for educating in knowledge of ingredients, production methods' and cooking.

END USER MOTIVATIONS FROM OTHER ACTORS.

Awareness and opinions of eating, food products and cooking.

Obtain knowledge in proper food handling and information about dietary health related issues, as well as balanced dieting.

Responsibility of minimizing strain on social welfare and environmental consciousness.

RETAILER MOTIVATION FROM OTHER USERS

Offer quality products at reasonable prices under efficient and convenient circumstances. Buying power and market for product and service sales. Offer a large variety of products.

RESTAURATEUR MOTIVATION FROM OTHER USERS

increase awareness of restaurant business and chefs through product promotion and affiliation.

HEALTH ORGANISATION MOTIVATIONS FROM OTHER ACTORS

To highten awareness of possible additives and allergic contents of products. To manufacture responsible products without harming additives

Sales environment for awareness increasion in public.

increase awareness of dietary related deceases and other lifestyle related health risks.

Safety of upholding standards for producers and distributers.

EXISTING SOLUTIONS - CASE STUDIES

Concrete, practical examples are taken in order to present knowledge taken from real solutions that will help get a better understanding of the type of solution that is being created in this project. The different case studies are placed in appendix 7. this chapter contain the essence of each case study in points and selects the attributes that are taken further in the process as reference or inspiration. the selected attributes and issues are highlighted. what have been found common for the case solutions is that they do not extend the service of providing knowledge that is not integrated with the purchase of the food items and it is not connected with products in season or on sale.

INDIVIDUALLY INSUFFICIENT IN ASSISITING END USERS WITH HOME COOKING KNOWLEDGE AT THE APPROPRIATE TIME AND PLACE

+   **−**

	+	**−**
COOKING CLASSES	EXPERIENCE BUILDING THUROUGH STEP BY STEP INSTRUCTION SUGGESTIONS FOR INGREDEIENT PAIRING CONSTANT INSPIRATION VISUAL AND HANDS ON INSTRUCTION IN TECHNIQUE AND TIMING	PRICEY TIME CONSUMING TAKES DEDICATION AND INITIAL WILLINGNESS TO LEARN
COOKING TV	EASY ACCESSIBLE INSTRUCTIVE SUGGESTIVE ENTERTAINING	RELIES ON USERS MEMORY TO MAKE USE OF RECIPE CAN BE TOO COMPLEX NOT BUDGETED
SMART PHONE APPLICATIONS	**MULTI PLATFORM ACCESSIBLE QUICK AND EASY TO USE INSTRUCTIVE WITH STRONG VISUAL REFERENCE**	RELIES ON SMART PHONE TECHNOLOGY
RECIPES AND COOKING BOOKS	LARGE VARIETY STEP BY STEP INSTRUCTIONS	VISUAL REFERENCE CAN BE LIMITED TAKES TIME AND EFFORT
INTERNET RECIPE DATABASES AND MEAL PLANNERS	**LARGE SOURCE OF DIVERCE RECIPES STEP BY STEP INSTRUCTION INTERACTIVE SOLUTION EASY ACCESSIBLE**	TAKES TIME AND INITIAL WILLINGNESS NOT ALWAYS USER FRIENDLY
FOOD BLOGS	**USERS MUTUALLY BENIFITING FROM EXPERIENCE AND OPINION SHARING**	NOT ALWAYS INSTRUCTIVE NOT TARGETED AT SUITERS TASTE AND MARKET
PRODUCT PRINTED INSTRUCTIONS		

CASE EVALUATION WITH PRIMARY TARGET GROUP

ill. 36.1 - reference and onspirational
existing solutions

Users found to be in the primary target group were approached and a discussion based on the case studies were discussed.The evaluation chart maps the selection made by the project writer and the various existing solutions were discussed for the attributes found in the case studies. The evaluation of each resource has resulted in the following sub conclusions. The following solutions are presented because of the interrest shown by the asked users.

Smartphone technology is accepted as being a generally used technology in the future. Application based digital services specifik to one subject is already being accepted as media for knowledge based services.

Web-sites are used for inspiration hunting sometimes, but mostly for special occasions. meal plans are not concidered since meals are planned on a almost daily basis. Websites offering simple and direct inspiration from visual reference or simple questions are suitible for quick browsing. The web sites are relying on the users' own

Cooking classes are a good way of doing events and get real instructions from a professional person with cooking experience. The time, effort and cost of these classes are preventing the user from engaging this possibility.
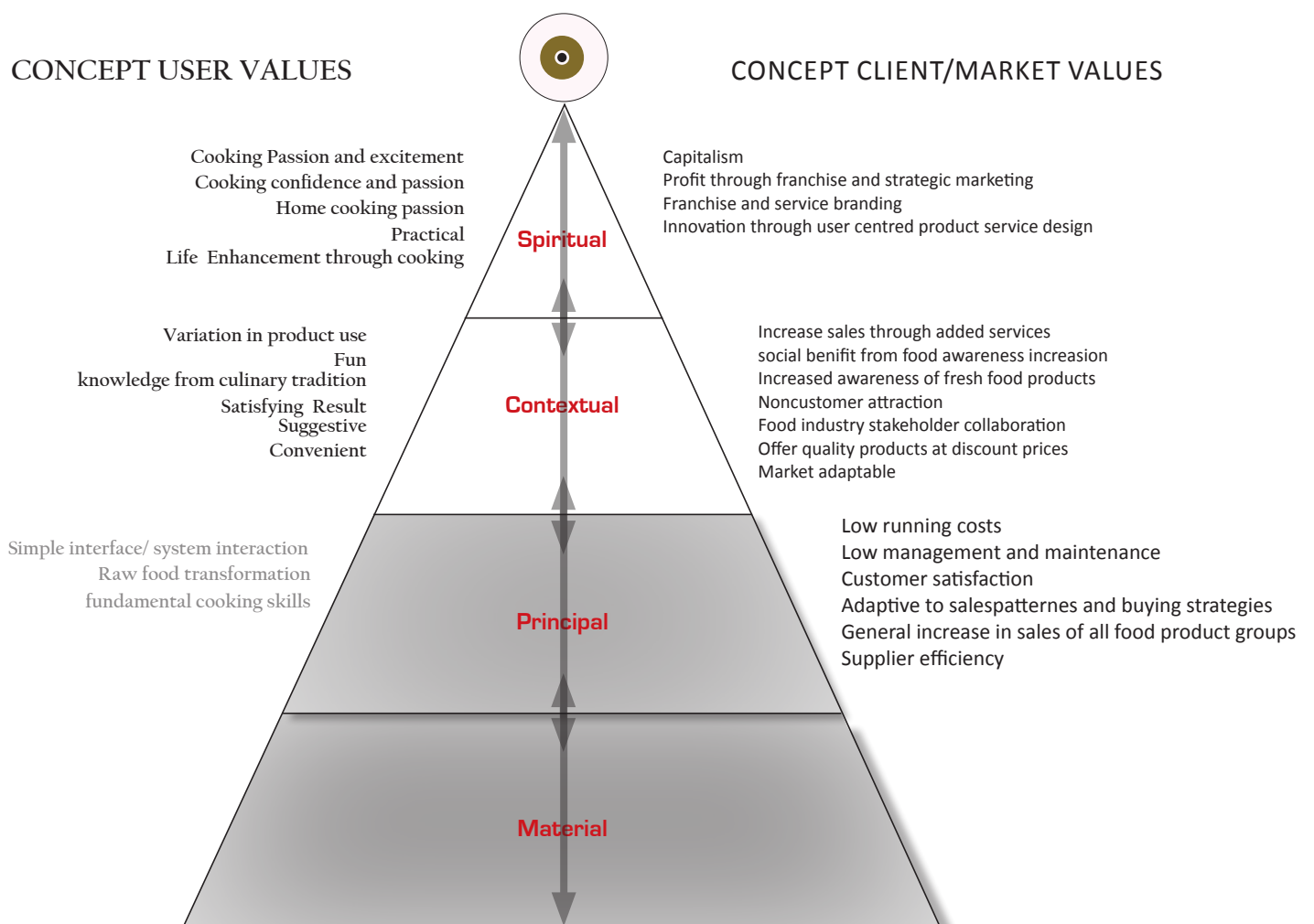
The accessibility and convenience as well as the ease of use in the buying situation in the market are values brought forward in the design process.

VALUE AND VISION MODEL

A value and vision based model, inspired by Lerdahls pyramid of value and vision based interpretation of products (lerdahl, 2001), ranging from spritual to material level is used as tool for graphically placing values into a vision according to how relatively concrete the value is. The model has been applied in order to present the values on the top levels and have them defined for creating concept proposals on the principal and material level. The model is used as a strategic tool to visualize the intentions of the design and create base values for the solution. Practically, the model collects output from the various research chapters and process them into values. The user values are taken from the user research and the client/market values are from the market and inspirational research.

The vision model is later used in the process as a guide for reflection and evaluation of the detailed concept and the material values the concept offers. The reflection will interpret the solution in relation to the values created on the other levels. This is done in an effort to ensure that the concept will effectively convey the values and principles from spiritual to material level.

CONCEPT USER VALUES

CONCEPT CLIENT/MARKET VALUES

Cooking Passion and excitement
Cooking confidence and passion
Home cooking passion
Practical
Life Enhancement through cooking

Spiritual

Capitalism
Profit through franchise and strategic marketing
Franchise and service branding
Innovation through user centred product service design

Variation in product use
Fun
knowledge from culinary tradition
Satisfying Result
Suggestive
Convenient

Contextual

Increase sales through added services
social benifit from food awareness increasion
Increased awareness of fresh food products
Noncustomer attraction
Food industry stakeholder collaboration
Offer quality products at discount prices
Market adaptable

Simple interface/ system interaction
Raw food transformation
fundamental cooking skills

Principal

Low running costs
Low management and maintenance
Customer satisfaction
Adaptive to salespatternes and buying strategies
General increase in sales of all food product groups
Supplier efficiency

Material

ill. 37.1 - Project vision model

PROBLEM FORMULATION

Project problem definition that is wished to be solved through this project

"How can a principal product-/ service concept be created and detailed so that it offers a way for danish consumers without previous experience in home cooking, to start benifiting from the large variety of non processed foods offered on the danish retailer market and be a viable strategy for profit and bussiness creation?"

INTERACTION VISION

This chapter presents the interaction vision for the concept to attempt to fulfill. The interaction vision is a graphic representation of the main values, that is wished to be exchanged between the end users and the providers. The providers of the products and services should offer convenient meal solutions with cooking knowledge to increase sales and get positive feedback and lyoalte in return from the consumers.

CUSTOMERS

CONVENTIENT MEAL SOLUTIONS
WITH COOKING KNOWLEDGE

INCREASED SALES
POSITIVE FEEDBACK
DEPENDENCE

PROVIDERS
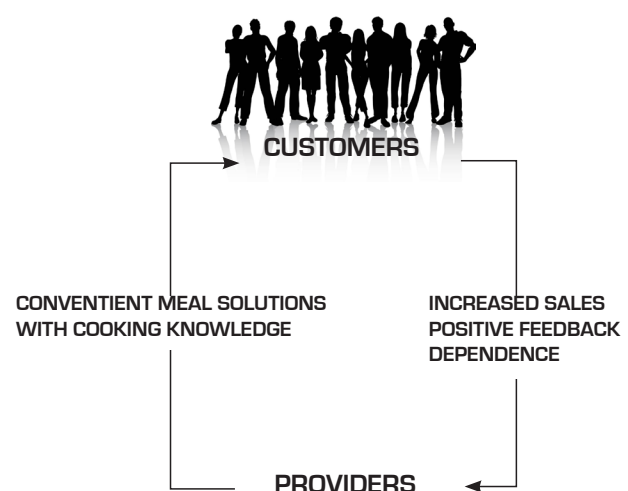
VALUE MISSION

Concept value mission

The interaction vision is based on the findings from the various parts of the research areas. The users, the market and resources joined with the transferral of cooking knowledge with the raw produce. The solution is envisioned as a guide and assistant as well as provider of valuable knowledge to make the users grow through the encounters with the solution and lower the resistance of changing habits and obtain new abilities.

The values are each elaborated on and presented with an analogy to support the intended meaning of the values. The highlighted values are taken from the spiritual and contextual level in vision model in the vision model chapter.

Practicality

Comfort and convenience
Ease of accessibility

Experience

Inspiration

Social activity

Passion

Excitement
confidence

Tradition

food product awareness

seasonal ingredients

PHASE 2 - CONCEPT

The concept phase includes the development of concept proposales, evaluation and selection for detailing.

INITIAL CONCEPT PROPOSALS

CONCEPT EVALUATION AND ITERATION

CONCEPT PLATFORM

CONCEPT ELABORATION - ADAPTABILITY

USER SCENARIO MAP

CONCEPT SCENARIO COMPARISON

A LEVELED SOLUTION

BREAKING THE MARKET

INITIAL CONCEPT PROPOSALS

This chapter presents the initial concept proposals that have been created from the research. The each attempt to display attributes that can offer a solution for the consumers to obtain knowledge and experience in cooking on the retaile rmarket. The concepts have been generated form ideas intuitively developed from the research. The proposals are presented with a conceptual sketch and an elaboration on the conceptual idea. The proposals are further developed in the continuing concept chapters.

A Pre-packed packages

This concept is based on packages assembled in the marketplace providing a meal solution that is ready to pick up and packaged with the needed food items for creating a dish or meal in a home kitchen. The packages are thought as having the attequate information attached, depending on the users preferences the packages are leveled to suit different users. with step-by-step instructions. either with a digital link to a web page or a video streaming site. The packages could be pre-assembled using fresh foods, cooking essentials and combinations of differnet food groups or assembled by the customers before paying. A system of packages could also introduce adaptability with a range of packages suited to occasion, budget, special offers and other sales schemes as well as other preferences the users have.

Economics:
Using specific ingredients in packages depending on season and buying price. The consumers are offered a discount by buying products the shop owner has bought in large orders, who in return recieves overall increase in sales.
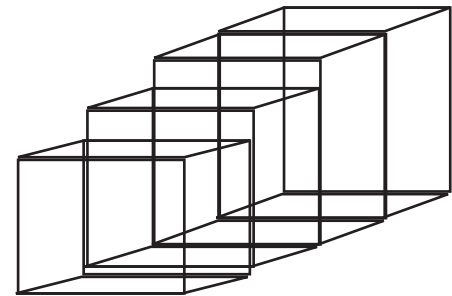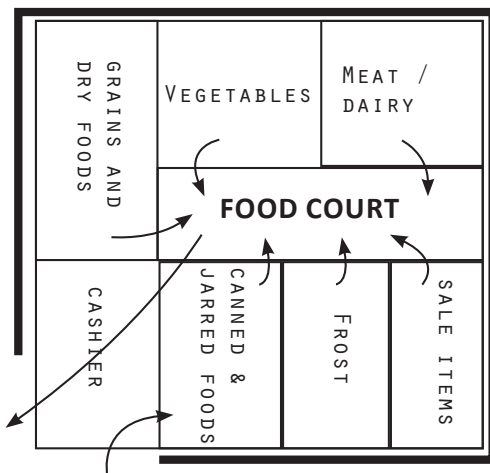
B In-store food court

A space in the marketplace suited with a kitchen professional who can assist with meal proposals and assist the customers in preparing the raw food items for the customers. The customers can then bring the finished meals home without preparation time at home. The Food court could be attended by cooking professionals who guide and functions as consultants to the buyers with additional purchases. The food court functions as a in stor bistro where the customers choose the products from the shelves and bring them to the food court. depending on the ingredients, the food court will prepare the fresh ingredients for an symbolic amunt.

Economics:
The food court is run by the shop manager who hires additional staff, the culanry staff either payed by the franchise or the shop owner are promoted through direct interaction with the clients. The shop owner and franchise make deal with each other providing the shopowner with increased sales and unique service offer and franchise recieves nominel fee for providing culinary staff on contract.

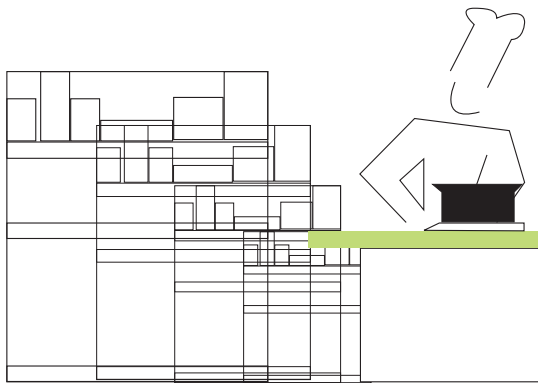| GRAINS AND DRY FOODS	VEGETABLES	MEAT / DAIRY
CASHIER	**FOOD COURT**	
	CANNED & JARRED FOODS	FROST	SALE ITEMS

C Virtual shopper guide and Ingredient pairer - "Build-A-Meal"

a digital system providing the customers with a virtual food buying and home cooking asistant that can be accessed by any digital device with access to the internet. the system will provide a software application or webpage where ingredients can be paired and suggestions for dishes are given through themed groups. The virtual shopper guide could build the meal virtually from ingredients being added from a digital list. The list of offered ingredients could be sold as packaged from the producers but also portioned. Ana adaptable system with virtual tools and functions providing the user with shopping guide as well as cooking instruction and knowledge.

Economics:
The vurtual shopper guide is run by the independent franchisetakers.and provided by the franchise. Vehicles and technology is provided by franchise in return for fee payed by franchise taker.
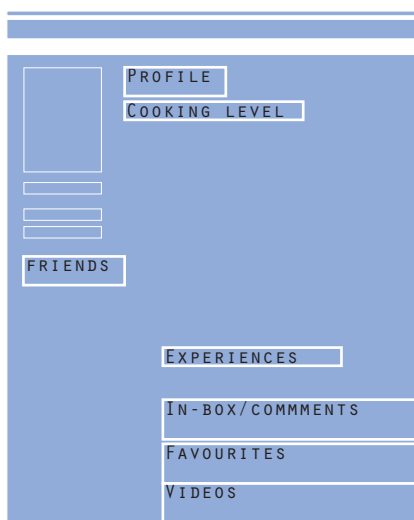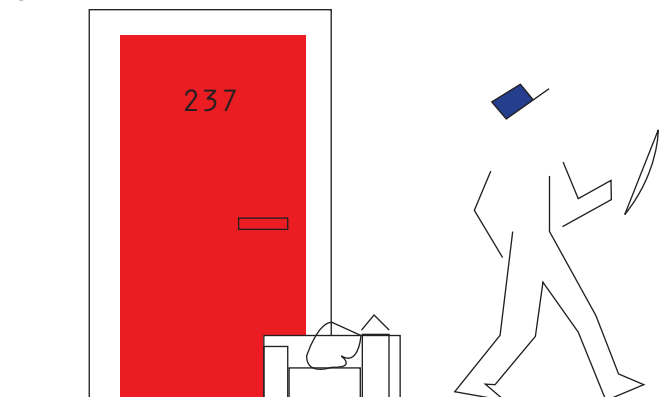
D In-store kitchen

This concept like the in-store food court is based on a space suited for the customers to get the raw food products prepared at the marketplace. this concept rather then having the meal being prepared by a professional allowing the customers to use cooking eqipment provided by the market and preprepare the food in the store so thet it can be eaten right away in the marketplace or at home without any additional cooking. The prfessional chef would be payed by the host events and instruct service emplyees in how to assist the buyers with instructions to cook basic dishes. The chef acting as a consultant, advises the users on how to prepare meals from selected ingredients directly at the marketplace.

Economics:
The professional chef benifits from brand placing and promotion provided by the franchise. The professional chefs would collaborate with franchise takers and recieve a nominel fee for the held events and commercial use if his og her name.

E Virtual ordering and delivery system

A system where meals can be assembled or chosen via the internet and delivered in the desired quantities needed for the recipes. Saving time and the need for the user to go to the marketplace but have it delivered at the users home address offer convenience of not having to retrieve stock from marketplace. The service is accessible from mobile technology or web based computer technology. The user orders food products from special offers on the webpage, recipes or other suggestions. The user prepares and cooks the purchased products delivered to designated address.

Economics:
User pays additional fee for delivery. System is provided fee and payed for by the franchise. The shopowners pay the franchise for using the provided system and the functions. Digital ordering central is set up in store and attended by shop empleyees who also perform the deliveries. Shop owner pays for extra employees and system and recieves an increase in all product groups.

F Social cooking hub

This concept is based on having the consumers create profiles in a social network system, centred on food and cooking. Users can mutually affect eachother and suggest meals, share opinions and experiences as well as having the system provide the users with a meal index where meals can be rated and commented on for variations by users.

Economics:
Web based network is hosted and provided by franchise. Shopowners are optioned to make premade deals with food producers and manufacturers providing them with discounts on seasonal fresh food products promoted on the network. By allowing the users to connect indepently from having to purchase products, the users are exposed to retailer offers specific to the nearest franchise taker and choose retailer when purchasing food products.

CONCEPT EVALUATION AND ITERATION

The concepts are elaborated by theorizing strengths, weaknesses, oppertuni-
ties and threats concerning the project vision concerning the creation of
vehicles for the buyers who need help and inspiration for getting inspired
about cooking and make them able to become consumers with cooking and
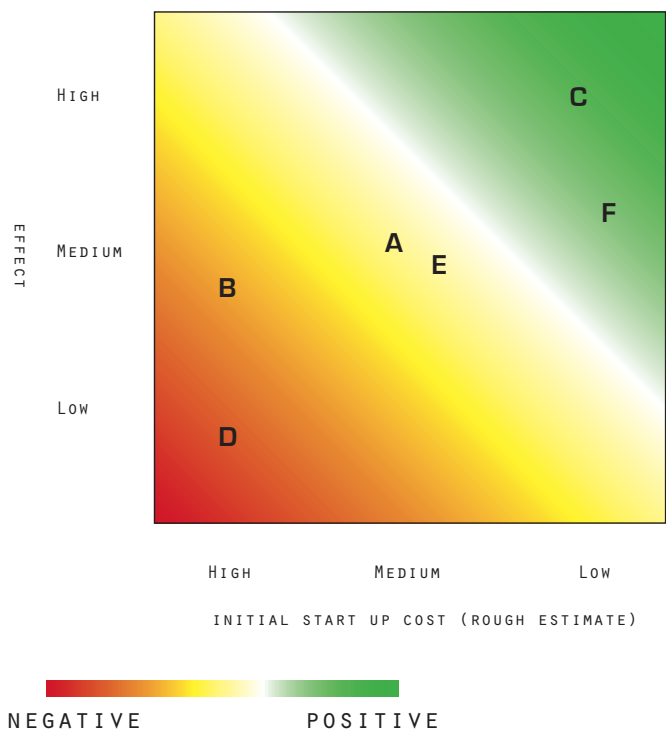raw food knowledge.

THe concept proposals are evaluated using a method from a paper on user val-
ues, evaluating the different proposals relatively to each other (Poulsen, 2011).
The criteria for deciding which concept is better than the other are determined
by the properties that can be created to suit the user demands and the client
demands. The initial evaluation in ill. xx.xx is made from the concepts ability to
provide the user with cooking knowledge. The rated proposals are afterward
evaluated again useing the evaluation map depicted in ill. xx.xx. The criteria
for the second evaluation was based on the effect on the end user as it values
the effect of cooking knowledge transferral and assistence to the end user and
the client key value. The client criteria are the initial cost the franchise and
franchise taker initially has to invest, how much maintainance the solution re-
quires and how much service staff is required. The evaluation was performed
with potential client used in the client research and was intuitively performed
using a simple sketch and intuitive choises based on discussion of the concept
proposals' potentials and weaknesses.

The Proposals were also placed in a graphic evaluation chart providing an
estimate of the proposals that were most suitable to to include in the final
concept. The chosen concept proposals are presented on the following page.

A. PRE-PACKED PACKAGES

B. IN-STORE FOOD COURT

C. VIRTUAL SHOPPER GUIDE
AND INGREDIENT PAIRER

D. IN-STORE KITCHEN

E. VIRTUAL ORDERING AND
DELIVERY SYSTEM

F. SOCIAL COOKING HUB

RATING	SCORE
C	4
A	3
F	3
B	2
D	2
E	1

EFFECT

HIGH

MEDIUM

LOW

HIGH   MEDIUM   LOW

INITIAL START UP COST (ROUGH ESTIMATE)

NEGATIVE   POSITIVE

A

Pre-packed packages

This concept is based on packages assembled in the marketplace providing a meal solution that is ready to pick up and packaged with the needed food items for creating a dish or meal. The packages are thought as having the attequate information attached, Depending on the users preferences the packages are leveled to suit different users. with step-by-step instructions. either with a digital link to a web page or a video streaming site.

LEVELED SOLUTION
CONVENIENCE AND PRODUCT VARIATION

Meal Of The Week

C
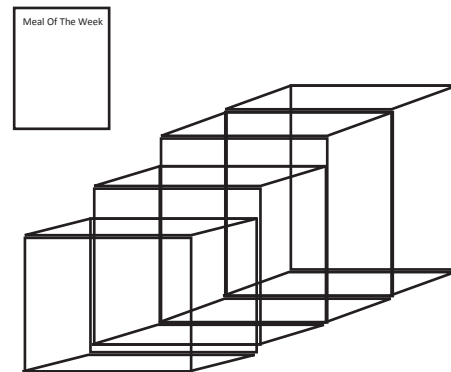
Virtual shopper guide and Ingredient pairer

a digital system providing the customers with a virtual food buying and home cooking asistant that can be accessed by any digital device with access to the internet. the system will provide a software application or webpage where ingredients can be paired and suggestions for dishes are given through themed groups.

CUSTOMIZABLE SOLUTIONS
INTERACTIVE
MULTI ACCESSIBLE

Recipes
Video Streams
Step-by-step instructions
Ingredient combinations

+   +   In Season
Special offer!!

F

Social cooking hub

This concept is based on having the consumers create profiles in a system where they can give eachother suggestions for meals and share experiences as well as having the system provide the users with a meal index where meals can be rated and commented on for variations by users.

USER INVOLVEMENT
EXPERIENCE SHARING
FRIENDSHIP & NETWORK EXPANSION
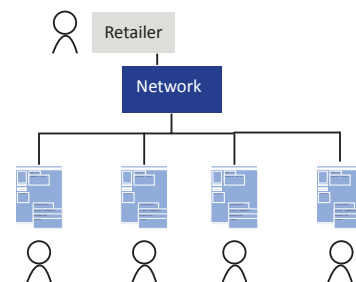
Retailer

Network

E

virtual ordering and delivery system

A system where meals can be assembled or chosen via the internet and delivered in the desired quantities needed for the recipes. Saving time and the need for the user to go to the marketplace but have it delivered at the users home address.

HOME DELIVERY
ONLINE ORDERING AND PAYMENT

HOME

RETAILER

"MY INNER CHEF"
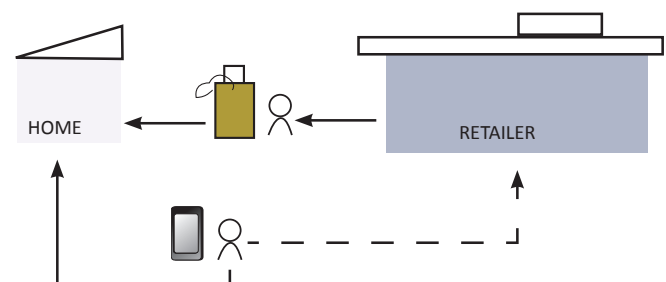
This chapter present the final concept proposal for detailing.

The concept platform consists of an SMS service linked to the retailer server, a package system of cooking essentials with varying themes and an infoscreen with overview of service offer. The concept platform uses different medias to inform the users about the service and instruct them on how to prepare meals at home from fresh food products purchased at the retailer. The purchased items that are promoted through the weekly changing recipe's are selected from a defined shopping list that the server sends to the customer by request. the service is free of charge and the user can quickly purchase the needed items from the shopping list. The SMS also contains a link to a internet location with the recipe for the shopping list. The recipe has step by step instructions or a short video showing the user how to prepare the meal from the purchased items. The user pays for the purchased groceries and recieves a nominel discount when purchasing food products included in the meal offer or purchase of a cooking essentials package.

SERVICE EMPLOYEE

Fresh food products

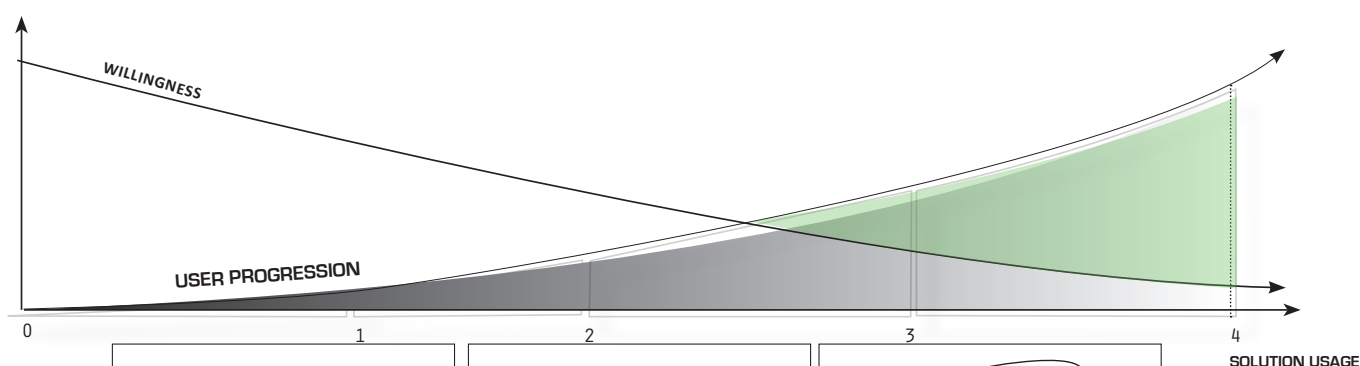Optional pre- packed "Essentials"

CONCEPT DESCRIPTION

The final concept chosen for detailing is a basic SMS service connected to interactive web and application based services. the concept also suggests pre-assembled cooking essential packages with basic condiments, spices, herbs and preserves for uasge in the cooking of the fresh food products.

Information Screen

Service info

Retailer Server

Payment

purchase choice

Products

WEEKLY UPDATED
MEAL PROPOSITIONS

SHOP MANAGER

Service info

Request SMS

Service SMS
- Shopping List
- Web link

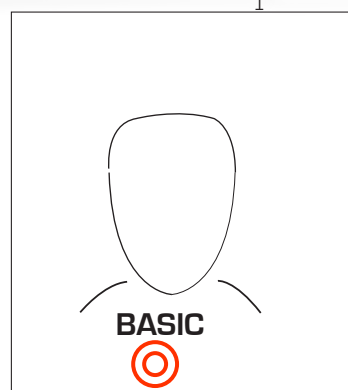SMS Service / Web based application

CUSTOMER

CONCEPT ELABORATION
ADAPTABILITY

To create options for the defined target groups, different servcies should be offered to the customers accoring to how far they are progressing in attaining cooking knowledge and experience. The illustration below shows the concept divided into three sections. Each section is targeting a specific area in the progression model. Basic is the starting point and the service that will provide users with fundamental meals that are quick, easy to make with a satisfactory result. Trainee and Home chef are groups where services are more based on the convenience of wickly choosing and purchasing the food products. Inspiration and special offers are provided for frequent customers and mambers oif the network. Below the services and connected values of each leveled group are suggestions for package types found suitable for the groups' values. detailing of the pre-assmbled packages are located in the detail phase. The levels are expressed in the scenario map in the following chapter. The color code attached to each level group is marken on the map to show which levels the functions are aimed at.
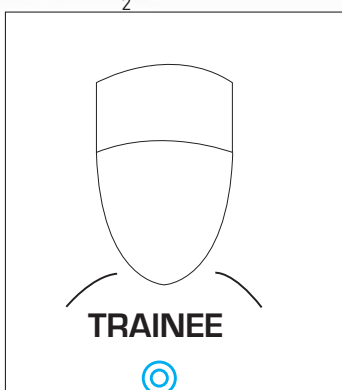

COOKING KNOWLEDGE AND EXPERIENCE

WILLINGNESS

USER PROGRESSION

0   1   2   3   4

SOLUTION USAGE

BASIC

TRAINEE

HOME CHEF

SERVICES

BASIC SERVICE FARMILIARIZATION

MEAL OF THE WEEK OFFER

5-10 % DISCOUNT ON INCLUDED FOOD ITEMS

SHOPPING LIST

VIDEO STREAM LINK

RECIPE PROPOSALS FROM INGREDIENT PAIRING AND PARAMETERS.

MEAL PLANNING

TECHNIQUE VIDEO STREAMS

SHARING

RECIPE CONTRIBUTION

SPECIAL OFFERS
GIFT BOXES
PROMOTIONAL MERCHANDISE

VALUES

- TASTY RESULT
- CONFIDENCE BUILDING
- MINIMUM OF EFFORT
- MINIMUM OF TIME CONSUMPTION
- CREATE SOCIAL EXPERIENCE

PACKAGE TYPES
- INSPIRATION
- FOR WEEKENDS SPECIAL OCCASIONS
- MEAL PLANNING
- PART SELF ASSEMBLY

- TOOL FOR QUICK ASSEMBLY OF INGREDIENTS
- EXPERIENCE AND OPINION SHARING
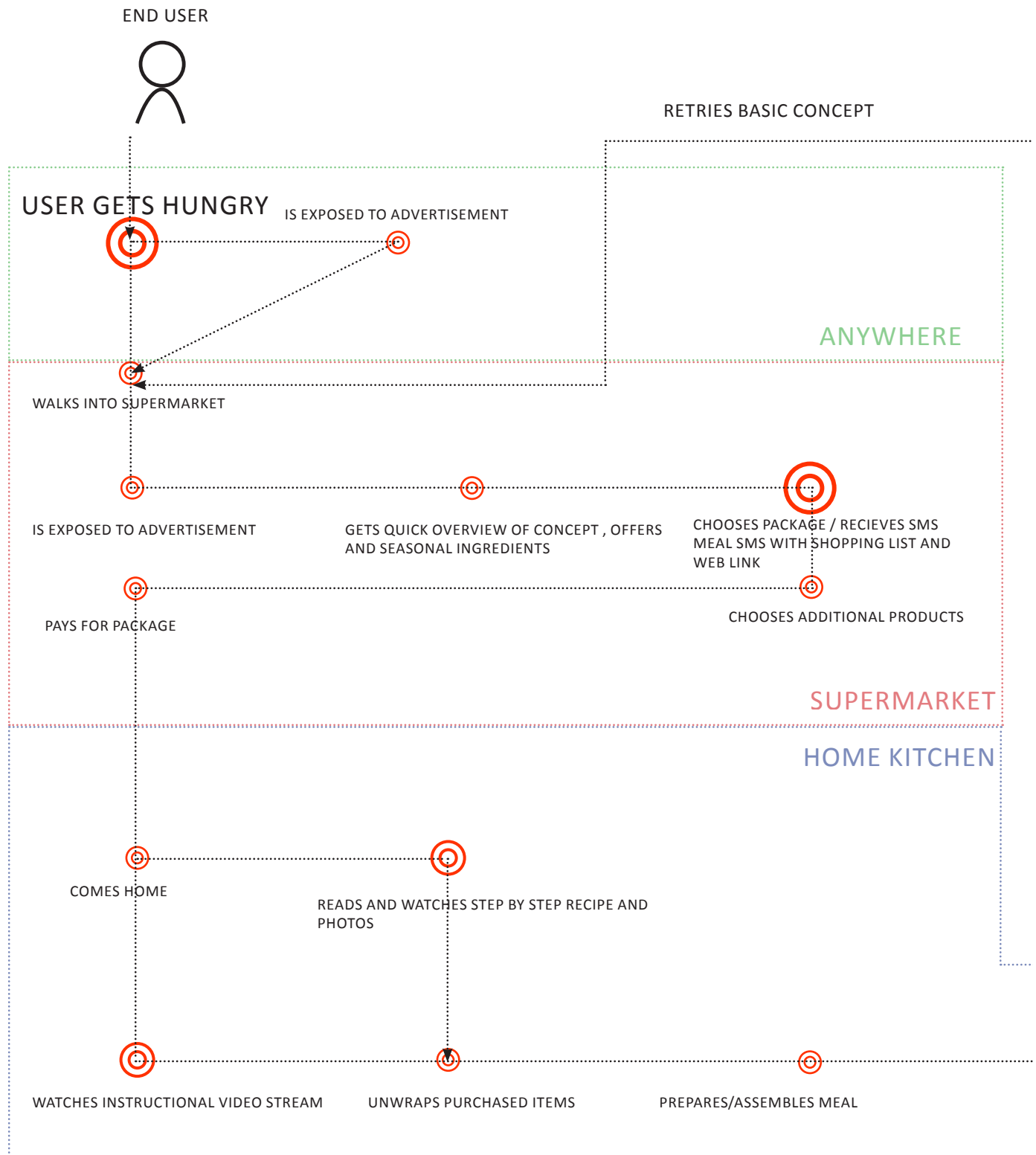
PACKAGE TYPES

- KITCHEN ESSENTIALS PACKAGE
- HIGH QUANTITY
- LOW PRICED

- CUISINE PACKAGES
- SPECIAL EVENT PACKAGES
- HERB AND SPICE PACKAGES FOR RAW FOOD ENHANCEMENT
- SEASONAL PACKAGE

- PACKAGES FOR SELF ASSEMBLY
- EXCLUSIVE PACKAGES
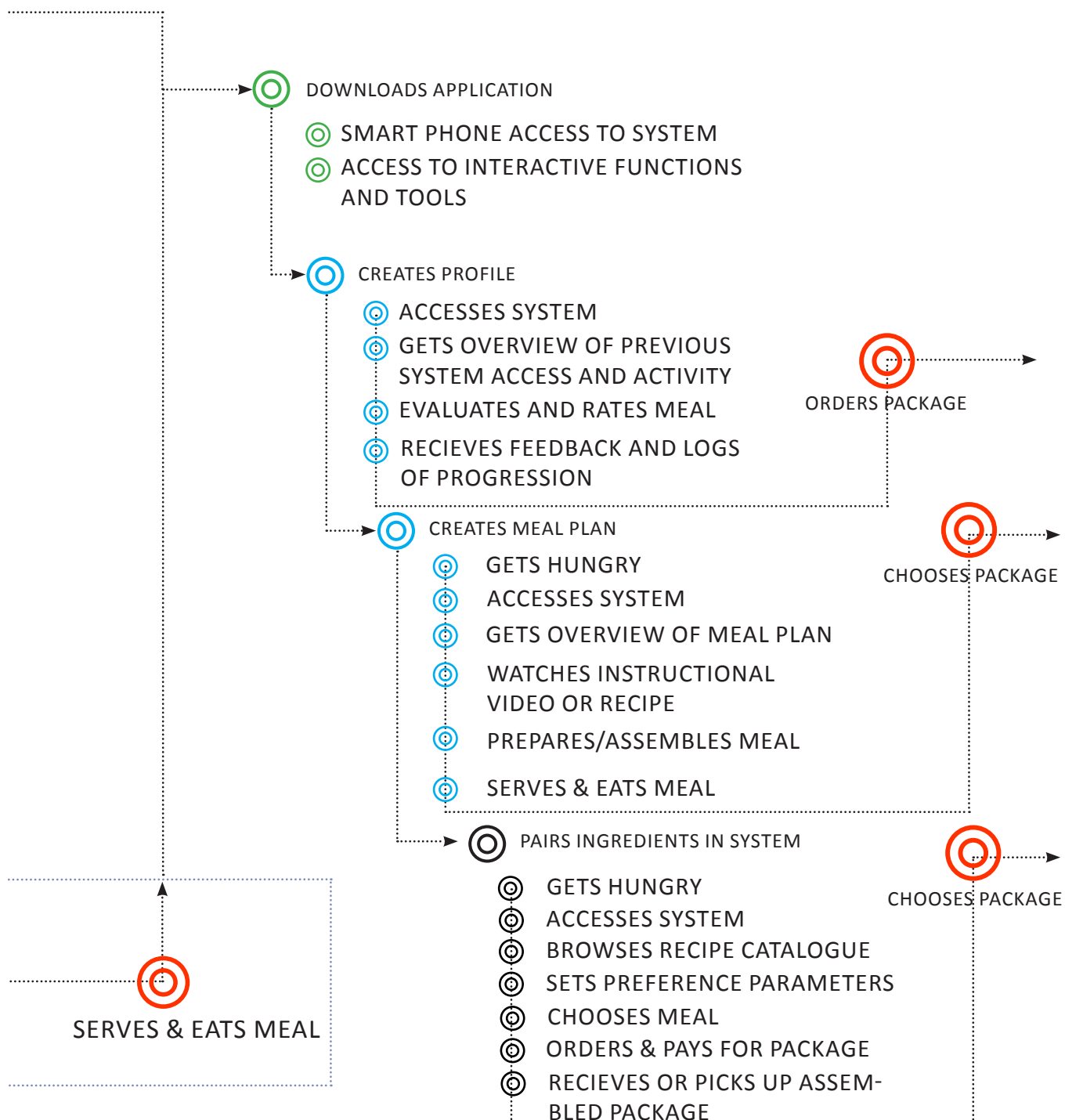-SPECIAL OFFERS & MEMEBRSHIP GIFT PACKAGES

USER SCENARIO MAP

A user scenario map has been made to illustrate the steps of the concept scenario from the users' perspective and function as conceptual use case of the solution. The customers journey and optiones are depicted on the spread. The steps are color coded to the levels they are servicing. Areas have been marked in the map according to the location of the scenario steps.

END USER

RETRIES BASIC CONCEPT

USER GETS HUNGRY

IS EXPOSED TO ADVERTISEMENT

ANYWHERE

WALKS INTO SUPERMARKET

IS EXPOSED TO ADVERTISEMENT

GETS QUICK OVERVIEW OF CONCEPT , OFFERS AND SEASONAL INGREDIENTS

CHOOSES PACKAGE / RECIEVES SMS MEAL SMS WITH SHOPPING LIST AND WEB LINK

PAYS FOR PACKAGE

CHOOSES ADDITIONAL PRODUCTS

SUPERMARKET

HOME KITCHEN

COMES HOME

READS AND WATCHES STEP BY STEP RECIPE AND PHOTOS

WATCHES INSTRUCTIONAL VIDEO STREAM

UNWRAPS PURCHASED ITEMS

PREPARES/ASSEMBLES MEAL

SUMMERY
Through basic scenario, the end user will have the option of getting farmiliar with basic meal preparation from fresh food purchase that have been chosen on the basis of the finished meal. The user is motivated to start using the service and can recycle the scenario as many times as desired without using the additional service features. The additional functions provides the user with options to progress further in learning how to cook and plan meals. The user is supported in all the stages of the meal.

DOWNLOADS APPLICATION

SMART PHONE ACCESS TO SYSTEM
ACCESS TO INTERACTIVE FUNCTIONS AND TOOLS

CREATES PROFILE

ACCESSES SYSTEM
GETS OVERVIEW OF PREVIOUS SYSTEM ACCESS AND ACTIVITY
EVALUATES AND RATES MEAL
RECIEVES FEEDBACK AND LOGS OF PROGRESSION

ORDERS PACKAGE

CREATES MEAL PLAN

GETS HUNGRY
ACCESSES SYSTEM
GETS OVERVIEW OF MEAL PLAN
WATCHES INSTRUCTIONAL VIDEO OR RECIPE
PREPARES/ASSEMBLES MEAL
SERVES & EATS MEAL

CHOOSES PACKAGE

PAIRS INGREDIENTS IN SYSTEM

GETS HUNGRY
ACCESSES SYSTEM
BROWSES RECIPE CATALOGUE
SETS PREFERENCE PARAMETERS
CHOOSES MEAL
ORDERS & PAYS FOR PACKAGE
RECIEVES OR PICKS UP ASSEMBLED PACKAGE
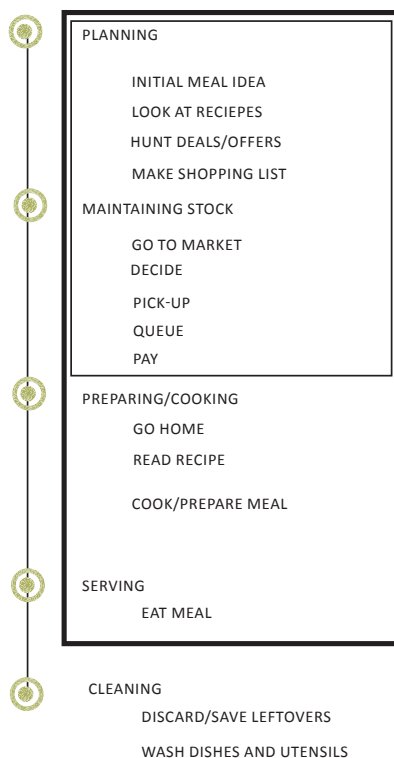
CHOOSES PACKAGE

SERVES & EATS MEAL

CONCEPT SCENARIO COMPARISON

This chapter evaluates the concept platform by inserting it into the meal scenario defined in the research chapter. A comparison between the traditional meal scenario and a scenario for a fast food ready prepared meal scenario is made to determine the convenience level of the MY INNER CHEF concept. The diagrams below illustrates scenarios for a traditional meal scenario, the concept and a take away fast food scenario.
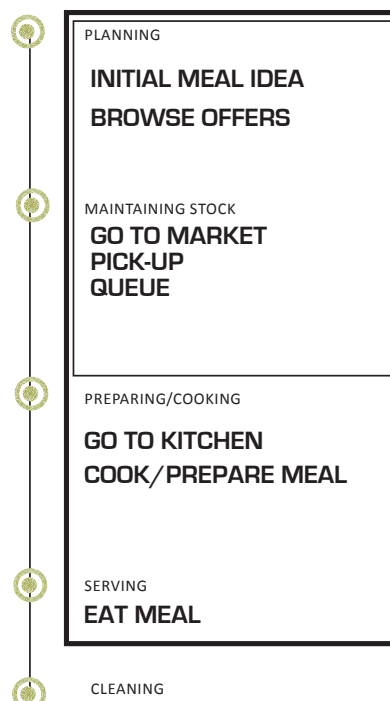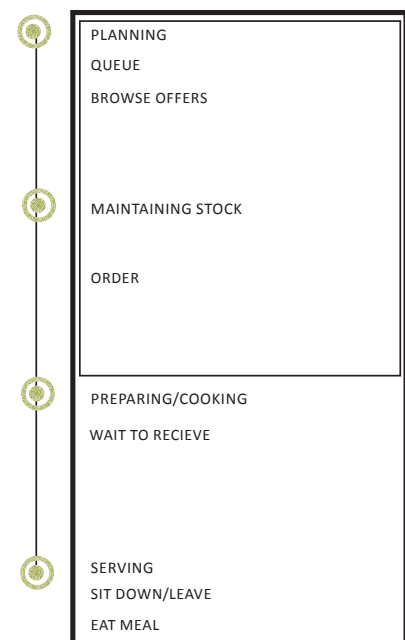
Traditional Meal Scenario
Estimated time consumption: 2 - 3 hours

PLANNING

    INITIAL MEAL IDEA
    LOOK AT RECIEPES
    HUNT DEALS/OFFERS
    MAKE SHOPPING LIST

MAINTAINING STOCK

    GO TO MARKET
    DECIDE
    PICK-UP
    QUEUE
    PAY

PREPARING/COOKING
    GO HOME
    READ RECIPE

    COOK/PREPARE MEAL

SERVING
        EAT MEAL

CLEANING
        DISCARD/SAVE LEFTOVERS

    WASH DISHES AND UTENSILS

CONCEPT SCENARIO
Estimated time consumption: 1 - 1½ hours

PLANNING

INITIAL MEAL IDEA

BROWSE OFFERS

MAINTAINING STOCK
GO TO MARKET
PICK-UP
QUEUE

PREPARING/COOKING

GO TO KITCHEN
COOK/PREPARE MEAL

SERVING

EAT MEAL

CLEANING

FAST FOOD SCENARIO
Estimated time consumption: ½ - 1 hours

PLANNING

QUEUE

BROWSE OFFERS

MAINTAINING STOCK

ORDER

PREPARING/COOKING

WAIT TO RECIEVE

SERVING
SIT DOWN/LEAVE

EAT MEAL

Summery
The illustrations show that the concept scenario is more convenient than the traditional meal scenario where steps in the planning stage are eliminated and offered as a browser/quick choice offer directly in the buying situation or at the time and place where the user finds it most convenient to plan a desired meal. The illustrations also show that the concept is not as convenient as the purchase of fast food but gives an alternative that is not relying on the users own knowledge of cooking and meal planning. The concept provides the users with assistance in the planning, stock maintaining and meal preparation stages.

A LEVELED SOLUTION

| | BASIC | TRAINEE | HOME CHEF |

PROGRESSION

Introduction of basics and invitation to start getting inspired about home cooking and attaining fundamental cooking skills

Farmiliarization with meal planning and ingredient pairing variation and independence inviting

Free inspiration, texture and taste blend. intuitive dish and meal creation. confident in ingredient handling, cooking technique & timing

TARGET GROUP

PRIMARY

SECONDARY

TERTIARY

**INFO SCREEN
ESSENTIALS PACKAGE
SMS SERVICE
STEP BY STEP RECIPE
VIDEO STREAM**

**VIDEO STREAM
INSPIRATION OR EVENT
PACKAGES**

**VIDEO STREAM
INSPIRATION OR EVENT
PACKAGES**

BREAKING THE MARKET

Using references from Blue ocean market theory, the breaking of the market uses theory of non users. Blue ocean business strategy is based on the concept that successfull business can be created by not competing directly wit rivals already on the market, but making them irrelevant by by not competing directly with them. As the main target group for the design are reluctant and is presenting what can be interpreted as resistsnace, the need for introduction of a solution that presents attributes different from the solutions already on the market is crucial for the solution to be able to get attention from the intended users. Using an example from the theory, the concept in this project should similarly approach the target group as "soon-to-be" noncustomers (Kim, 2005).

Through promotion and the different options given to the customers, the solution should convey the clear benifit of using the solution both compared to the traditional scenario for cooking a home made meal and going out for take away food. By promoting MY INNER CHEF as a convenient meal solution with social potentials attached to it and underlining the benifits of concenience and oppertunity to save money is seen as the key to breaking the market. The usage of fresh foods and the process of creation are benifits that should be clearly evident to the user. As the main functions of the service are digital the promotion of MY INNER CHEF could also benificiarily be done digitally. Since much of the construction of the solution will be done by graphic designers and web integrators, the promotion material could easily and relatively cost efficiently be made. Promotion through already established promotion roads such as TV spots and newspaper adds are also seen as potential. campaigns and offering of memebers only products and services can increse interrest and motivate the customers to try the service fi they have initial reluctance. The reluctance is also lowered by showing the potential benifits of home cooking abilities through marketing and occasion specific meals
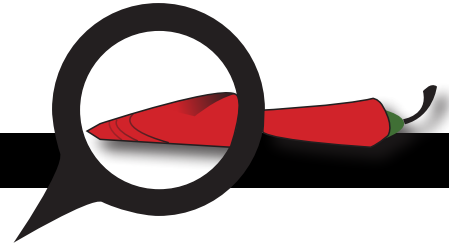
DISCOUNTS

MERCHANDISE

PRIZES

NEWSPAPER ADDS

WEB BANNERS

TV SPOTS

PHASE 3 - DETAIL

the 3rd phase of the project is detail. The selected concept is elaborated in order to specify the attributes of the solution as wellas the end user experience.

PLATFORM PARTS

BACK OFFICE MANAGEMENT

FRONT/BACK OFFICE TOUCHPOINT MAP

PLATFORM PARTS

This chapter details the different parts of the concept platform. The parts have been detailed on the basis of the contributing ideas from the initial concept proposals as well as intuitive ideation over the possibilities within the selected main concept platform. The parts are detailed in order to present aspsects and possibilities of the various system parts.

Info Screen

The info screen is positioned by the entrance of the supermarket where graphic salesmaterial is shown to promote the service and the concept. The SMS service and the display of the concurrent offered meal are main functions. Flyers are placed by the info screen with the same information, the current meal suggestion with writen recipe and shoppinglist for costumers without any available mobile device.

Flyers
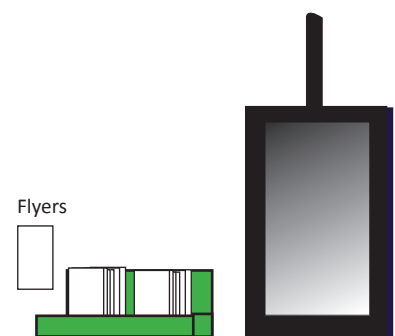
Web page / Server

The web page and server system acts as vessel for a database with tools for assisting the user in purchase of the fresh food products, user profile network and planning meals. The server also controls the info screens.

Pre-assembled "Essentials" packages

The goal has been to provide basic users with options for making meals at home from fresh food products and therefore the basic package type also only contains the bare essentials of spices and condiments such as sal, oil, peper, sugar and basic cooking essentials. However, the packages also have potential for reaching the secondary and pertiary target groups by offering packages with condiments specific to events such as dinner parties or a specific cuisine or label of quality. The packages could be assembled by the retailer or packages made by food producers could be incorporated into the concept.
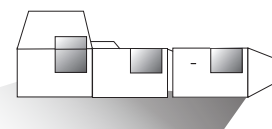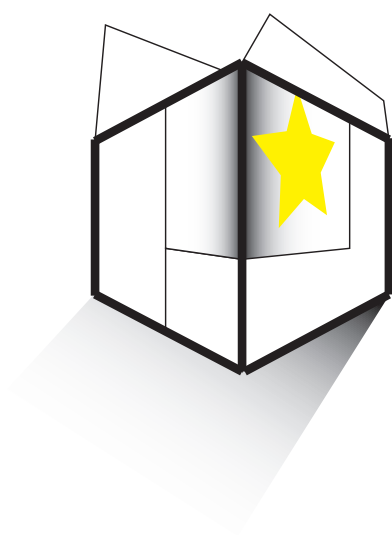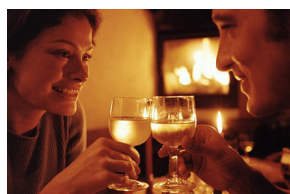
Essentials packages

Inspirational cuisine packages

event PAckages

exclusive Packages

SMS Service / Application

The SMS service and application is accessible from any smart phone or mobile device with internet access. The SMS service provides the users with the option of "ordering" a shoppinglist with the meal of the week. The service sends the shopping list back with an attached web link where the recipe is located with video stream or step-by-step walkthrough of the preparation. The Application provides the user with the ability to assemble meals from ingredients and get suggestions when pairing food products. The application also offers a link to the web page meal planner where meal schedules can be planned interactively from a recipe catalogue. Once the user is farmiliar with the service the shoping lists can be ordered from any location with internet availability.

Shopping List

"Waste" management - Re-use of meal leftovers

Step by step recipe with photos

Video Stream
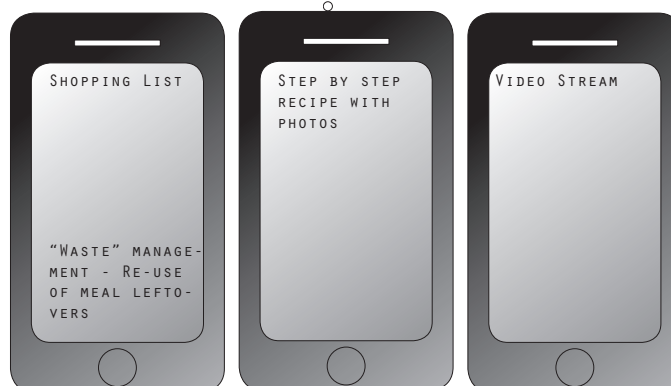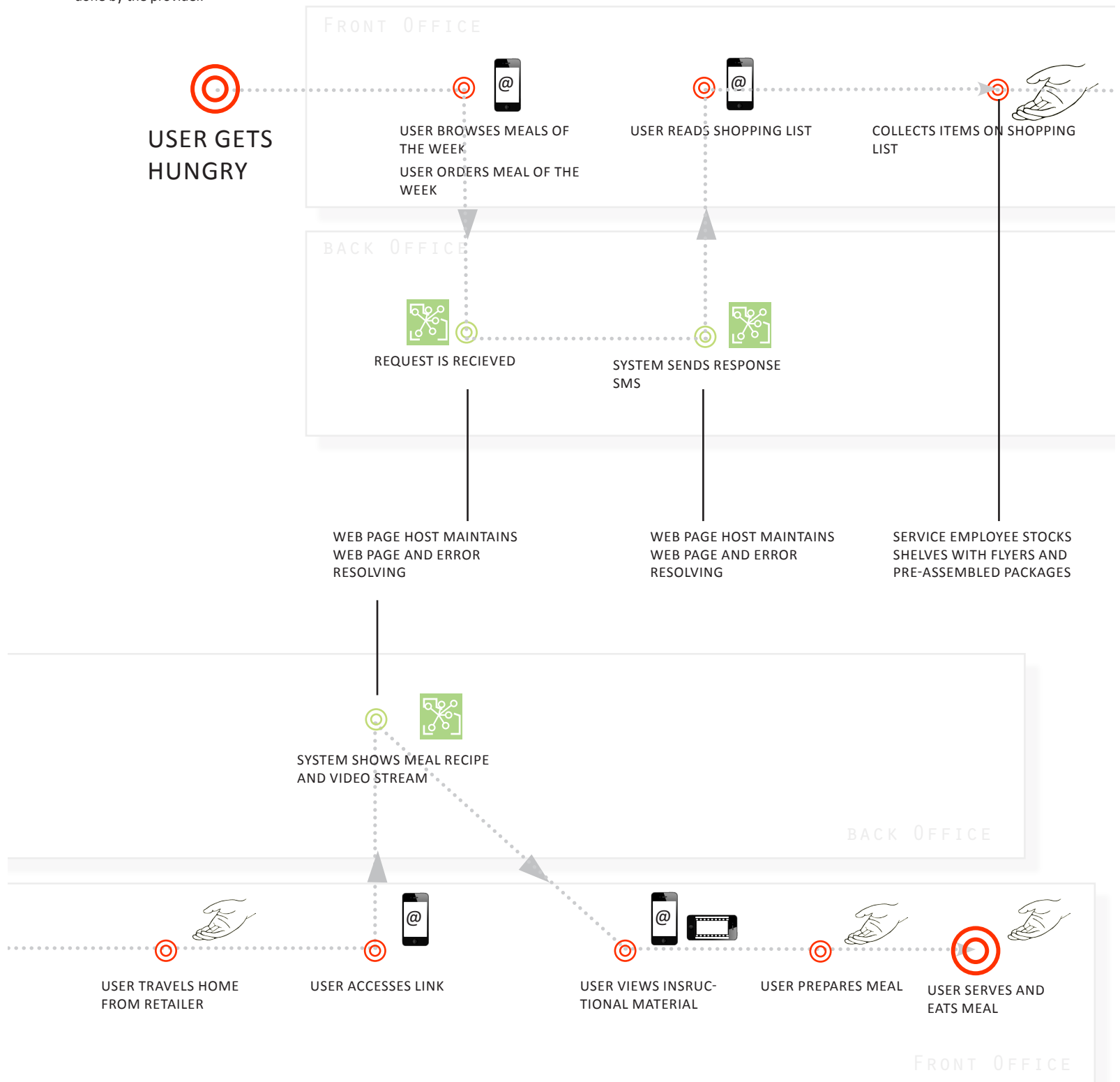
BACK OFFICE MANAGEMENT

A mock up of tha back office managamnet that would be required ofr an implementation is theorized in order to establish stakeholders and supplyers of the services connected to the concept. The planning, production, distribu-tion and final implementation is described in the diagram below. The case is being made to establish the areas of responsibility and which stakeholders are necessary for each stage of planning
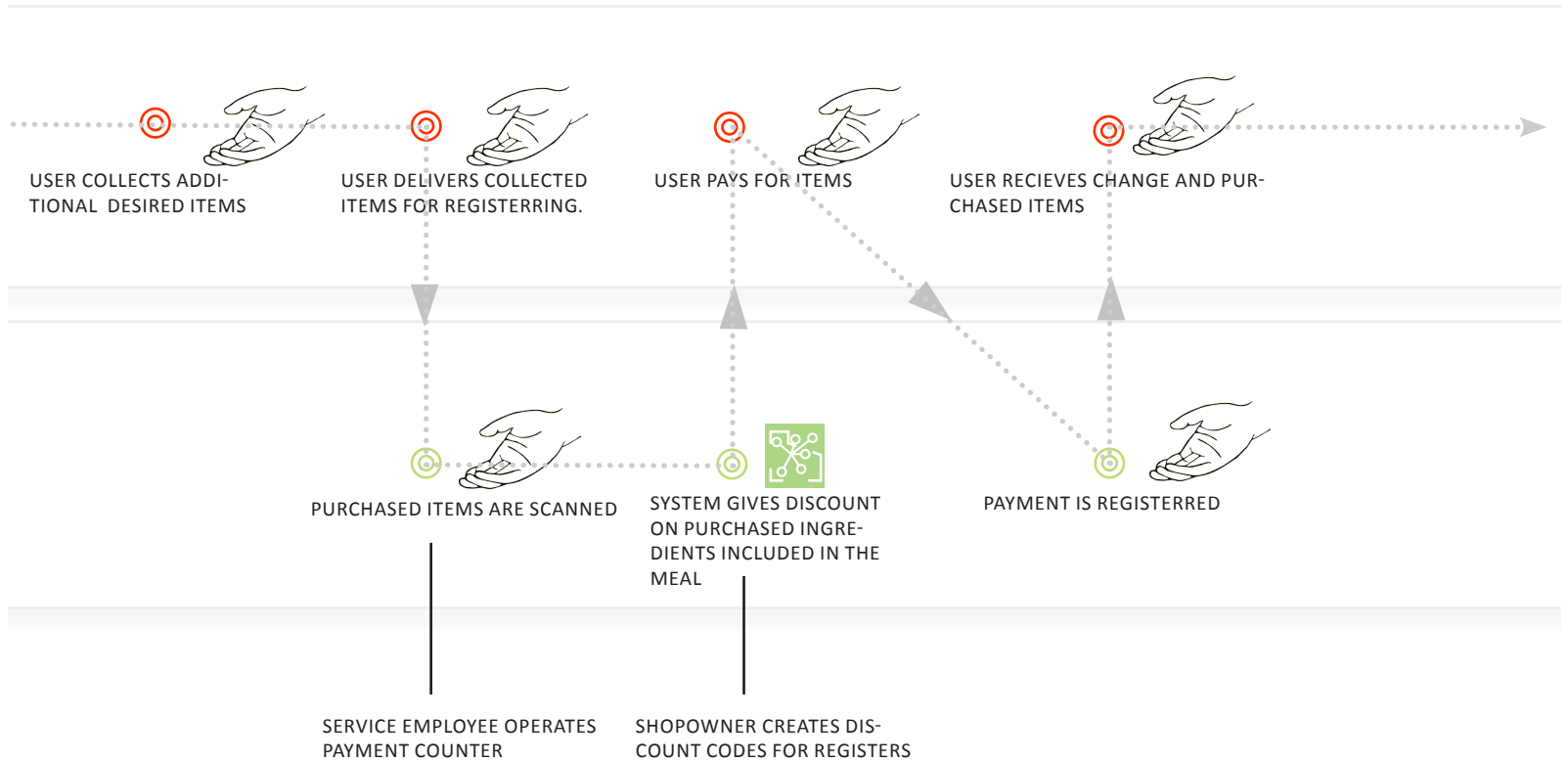
	Chefs	Franchise	Franchise taker
PLANNING THE PLANNING OF THE SOLUTION AND THE STRATEGY FOR PRODUCTION, DISTRIBUTION AND IMPLEMENTATION OF THE SERVICE. STRATEGICALLY BEING PLANNED FOR A SEASON	PROFESSIONAL CHEF - PROVIDER OF RECIPES CREATES MEALS FROM CLIENTS WISHES OF MAIN INGREDIENTS.	RETAILER FRAINCHISE - ORDERS FOOD PRODUCTS IN LARGE ORDER IN ORDER TO GIVE DISCOUNT ON KEY INGREDIENTS WHEN USED TOGETHER.	
PRODUCTION THE PRODUCTION OF THE SERVICE AND AND SERVICE RELATED PRODUCTS. THE PRODUCTION OF THE SERVICE IS MADE FOR A BASIC TEST MARKET AND MASS PRODUCED IF FOUND SUCCESSULL.	PROFESSIONAL CHEF - PROVIDES NARRATION FOR INSTRUCTIONS AND IS FILEMD FOR INSTRUCTION VIDEOS.	RETAILER FRANCHISE - CREATES INFO SCREEN GRAPH-ICS, FLYERS AND VIDEO MATERIAL FOR WEB PAGE AND STORE INFO SCREENS.	
DISTRIBUTION DISTRIBUTION OF SERVICE AND PROD-UCTS. THE DISTRIBUTION OF BASIC SERVICE PARTS ARE MADE BEFORE THE IMPLEMENTATION AND UPDATED MATERIAL IS DISTRIBUTED BY ANNUAL QUARTER.		RETAILER FRANCHISE - CONTROLS AND DISTRIBUTES SCREEN GRAPHICS AND UPDATES FROM WEEK TO WEEK. DISTRIB-UTES FLYERS.	RETAILER SHOP OWNER - RECIPES AND DISPLAY-MATERIAL RECIEVED AT FRANCHISE TAKER
IMPLEMENTATION IMPLEMENTATION OF THE PRODUCT/SERVICE SYSTEM			RETAILER SHOPOWNER - RECIEVES SELECTED FOOD GOODS IN LARGE ORDERS. UPDATES INFO SCREEN AND MAINTAINS SHOP WEB SITE
OUTPUT INTENDED OUTPUT PROVIDED BY BACK OFFICE ACTORS		INFO SCREEN WEB PAGE, FLYERS SMS SERVICE DATA BASE PROMOTIONAL MATERIAL PARTNER DEALS	

	Service employee	Service employee	Service Designer
		FOOD PRODUCERS - GIVES OFFERS ON KEY IN- GREDIENTS BASED ON THEIR SALESPATTERNS ACCORDING TO SEASON	SERVICE DESIGNER CO-FASCILITATOR OF PLAN- NING MEETING AND PRO- VIDER OF SERVICE DESIGN
		FOOD PRODUCERS ASSEMLBY AND DISTRIBUTION OF PRE ASSEMBLED PACKAGES	
	RETAILER SERVICE PERSONNELL - UNWRAPS AND STACKS FLYERS OF THE WEEEK BY THE INFOS- CREEN.		SERVICE DESIGNER - SUGGESTIONS FOR OPTI- MIZATION
		PRE-ASSEMBLED PACKAGES	

FRONT/BACK OFFICE TOUCHPOINT MAP

This chapter illustrates the scenario of a first time user without previous exposure to promotion. The user has a smartphone. The scenario is depicted with a division between front and back office. back offie is in this model defined as every action done by the service provider. The back offie is supported by different actors. the acctors and the responisbilities are linked to the actions done by the provider.

Front Office

USER GETS
HUNGRY

USER BROWSES MEALS OF
THE WEEK

USER ORDERS MEAL OF THE
WEEK

USER READS SHOPPING LIST

COLLECTS ITEMS ON SHOPPING
LIST

back Office

REQUEST IS RECIEVED

SYSTEM SENDS RESPONSE
SMS

WEB PAGE HOST MAINTAINS
WEB PAGE AND ERROR
RESOLVING

WEB PAGE HOST MAINTAINS
WEB PAGE AND ERROR
RESOLVING

SERVICE EMPLOYEE STOCKS
SHELVES WITH FLYERS AND
PRE-ASSEMBLED PACKAGES

SYSTEM SHOWS MEAL RECIPE
AND VIDEO STREAM

back Office

USER TRAVELS HOME
FROM RETAILER

USER ACCESSES LINK

USER VIEWS INSRUC-
TIONAL MATERIAL

USER PREPARES MEAL

USER SERVES AND
EATS MEAL

Front Office

USER COLLECTS ADDI-
TIONAL DESIRED ITEMS

USER DELIVERS COLLECTED
ITEMS FOR REGISTERRING.

USER PAYS FOR ITEMS

USER RECIEVES CHANGE AND PUR-
CHASED ITEMS

PURCHASED ITEMS ARE SCANNED

SYSTEM GIVES DISCOUNT
ON PURCHASED INGRE-
DIENTS INCLUDED IN THE
MEAL

PAYMENT IS REGISTERRED

SERVICE EMPLOYEE OPERATES
PAYMENT COUNTER

SHOPOWNER CREATES DIS-
COUNT CODES FOR REGISTERS

Summery
Futher detail of the back office management has to be done in order to ensure
the functionality of the system. the concept is presented as a case in the
presentation report using the touchpoint map as well as the other scenario
maps as guides.

PHASE 4 - EVALUATION

This phase documents the evaluation of the project, a conclusion as well as perspectives in the concept and the process is presented to end the process report and evaluate the project from an academic as well as market point of view..

CONCLUSION

PERSPECTIVES

CONCLUSION

A product/service system can be concep-
tualized so that it provides consumers who
are planning meals in the buying situation
and is looking for convenient meal solutions
with a system of easily planned and retrieval
of fresh food products for home cooking,
that makes it easier for them to cook simple
meals with satisfying results. The system
solution can meet the demands of potential
sales incresion and relatively low intitial cost
and maintainance requirements.

PERSPECTIVES

This chapter contains perspectives on different aspects of this project. How the solution can meet challenges already evident in the market and how the development of the project has utilized various types of research and design practices. The perspectives are made in order to reflect on the solution for the retailer market specific to the sales of food items and how the concept can be used in a larger scheme in providing the public with convenience food for the new age where fresh foods and culinary awareness is the main focus.

CONCEPT PERSPECTIVES

A paper on the exploration of retail design management on the British market was made in 2002. Extracts from this paper is used to discuss and evaluate the solution as it is. The solution in this project focuses on servicing the customers with appropriate knowledge of what the various products can be used for in a meal. The concept targets specific food products all with short sales dates. The promotion and the increased sales of fresh food products is seen as potentially beneficial to the retailer as well as other stakeholders, the producers and the customers. These stakeholders will see a direct benefit from using the solution since the retailer achieves an increased sale and awareness about the fresh food products offered but the producers will also be able to see an increase in orders and the customers will see the potential discount as a direct possibility to save money in their food budget in a solution that offers a convenient way of getting inspired and enthusiastic about cooking and use fresh foods for tasty home made meals. Other actors are seen as having a potential benefit from an increase in the sales of fresh foods and the spreading of culinary awareness among the public. The solution is aimed at consumer risk groups with no relation or former experience in cooking. The wish with this was to ensure a way for consumers with no relation to cooking to get started and inspired about preparing meals at home. The goal of the solution is to approach the user in order to show possibilities for adding home cooking values into users lives if they are not familiar with cooking. The users in the target groups all have the same possibilities for buying the products on sale. The difference is the knowledge that the buyer has in his or her position or has access to in the buying situation and at home in the kitchen. The lack of knowledge was found to be caused by social and historical developments in the modern age. Convenience and sustainability are subjects that have been deemed the focus of the future concerning how meals are consumed (Source: Culinology, Norwegian center for research). Therefore the solution takes these forecasts into account and tries to develop the culture of home cooking in the customers. The detailed solution and other concepts that were generated in the concept development all try to make cooking knowledge accessible and applicable where and when it is needed. By using digital and computerbased technology, the detailed concept is trying to create an alternative to other meal options on the market but create knowledge in the user and provoke them to get enthusiastic about personal development and what they buy and eat.

As the various food products under the label fresh foods have many different routes to the retailer depending on the geographic location of the origin and destination as well as the different trade deals the retailer has with different collaborators makes the provision and distribution of the food products that makes up the total variety on sale very specific to each food group. The sources of the products can thereby be seen as many with many different producers having an interest in promoting the sales of not only their specific product but also the food group they belong in. A unified concept that collects and manages the different offers in a convenient solution offered to the customers has the potential of being funded by producers who have interest in the promotion of seasonal or geographically specific products.

The paper refers to a business case where a design team is positioned under the marketing part of the retailer. The design team functions as organizational link between the marketing department and the trading department in order to unify the overall values of the retailer with the buying- and sales-patterns of the trade department (Vazquez, 2002 p.443). The paper is concluded by stating that the design management of a retailer's strategy is important in order to create promotion and brand value for the customers experience. The solution in this report is seen as being possibly used to strengthen the retailers ability to offer service to the customers on a digital arena by offering knowledge of how different fresh food products can be combined and used in cooking in a convenient way so that the customers with no previous experience in cooking can still get inspired to get started with buying and using fresh foods for their meals. The solution is capable of not only provide the customer with appropriate knowledge but also allows the customers to have a sense of freedom of choice while still being guided to the desired sale patterns of the retailer.

Along with all the other home cooking knowledge resources found in the research of this project, the concept gathers different aspects of the resources to suit the requirements of the users and their lifestyle. A practical solution with a simple idea that contain many sub-features if the user first gets familiar with the concept. The key has been found to be breaking the target group's reluctance to start using the concept as it is intended that they break new ground with the concept. By promoting other values that can be acquired by using the concept, the possibility for reaching the users are larger than with already known values associated with cooking and purchase of fresh food.

PERSPECTIVES ON THE PROCESS AND THE DESIGNER'S ROLE IN THE PROJECT

The approach and general area of work presented in this project is comprised of an assignment that would also have interest in other fields than design. Perspectives have been made on how this project differs from marketing and anthropological projects with the same work area. Even though the main objective with this project has been to create solution for a problem base found among the Danish consumers', the project has also touched other different fields of research during the process. It is therefore found interesting to discuss the subtleties of the process and the different tasks performed during the development of the solution since it mixes different theoretical sources and methods. The role of the project writer in this project is also found interesting to discuss since it also has involved practices from other academic fields such as marketing and anthropology. The project writers role has changed during the process and used different design related skills as well as methods from other fields of research and science in order to create a concept that is as well rounded and realistic as possible taking as many different factors into account that has been found interesting without being constricted to one source of methods. The various sources of information regarding the different research chapters has strengthened the concept generation by being diverse and taking many wishes and requirements from different actors into account. Collaborating with researchers, end users and potential clients have made the evaluation and refinement of the design realistic in the sense that the information and the feedback is pulled from the real world.

Different areas of science including anthropologic field work, theoretical analysis and historical data processing have all been incorporated into the research phase of the project. Cases and profiles have been created in order to specify the targeted user groups but also identify areas for potential concept incorporation. Since the research aims at locating the relevant problem for the project but also create a base knowledge for the concept development, the research is centered on solution and how different aspects of the users and the market can help meet demands for being beneficial to all the stakeholders involved. The research is mainly used for finding possible space for innovation in the already established food market. The first part of the research is mainly focused on the user and the second part is the context and the market that the solution is set in. During this phase of the project various design and market related research methods were applied that would also have an interest anthropologically and methodologically but the main approach has been on how the solution could be used in a concept generation and solution based process. The research brought forward in the process has been used with the intention of strengthening the concept development and the detailing of the different parts of the concept. Design thinking and service design tools have been applied in the market research and the concept development. Tools used in other research fields such as brainstorming, analysis, mind mapping and case building are methods generally used by all fields of research and development. The research in this project is hereby seen as specifically using design research since it uses theoretical tools which both have a direct or indirect connection to design practice.

Taking inspiration in a publication made by researcher in design research and epistemology for the department of Architecture, Design and media technology, the project writer has tried to argue the research subject, its methods and epistemology. Epistemology is understood as being the "internal reflection upon one's own contribution to knowledge production" (O. Jensen, 2010). The mentioned subjects have been answered in the box below. The answers have been filled out taking reference in the figure presented in the paper.

PROJECT/TITLE: MY INNER CHEF
THEORY INPUT: SOCIOLOGY, ANTHROPOLOGY, PROJECT MANAGEMENT THEORY, DESIGN THEORY, MARKETING THEORY, CULINARY THEORY
METHOD: INTERVIEWS, FIELD WORK, OBSERVATIONS, ANALYSIS, CASE BUILDING, INTERACTION- AND SCENARIO BUILDING.
EPISTEMOLOGY: HERMENEUTICS, EMPIRICAL-ANALYTICAL

Another paper published by Ken Friedman on design knowledge depicts different domains of design in a taxonomy ranging from skills from learning and leading to the environment (K. Friedman – 2000). This project is seen as working with the domain of learning and the human world as it is the human world and the problems found among human groups in modern society. The domain of the artifact containing product development is the main focus of the project and the fourth domain, the environment is used to stipulate different values found attractive for the solution. The role of the designer has been seen as taking responsibility of researching, facilitating and designing parts of the chosen work area, problem and concept solution so that the design is developed from initial problem to idea and finally into a detailed concept. The implementation and prototyping of the system has not been made as the detailed concept has been the desired output. Implementation and prototyping of this type of design is seen as unmanageable within the given project period and the concept would require additional development and strategizing before a full scale test would be able to be performed. The process shows variations of a concept found suitable to the users of the project as well as the intended clients of the design and other important stakeholders. This is seen as crucial in the discussion of possibilities within an idea for a solution that tries to solve complex problems.

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External advisors:

B. Jensen 2011 - Ph.d.-studerende Boris Andersen, AAU Food Research, tlf. 20 13 13 15 - Ballerup

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ILLUSTRATIONS

All illustrations not noted with a source are own images.

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APPENDIX LIST

Appendix 1 - GANTT chart
Appendix 2 - Historical analysis
Appendix 3 - End user field work
Appendix 4 - KJ User problem themes method
Appendix 5 - User chedules
Appendix 6 - Danish food market analysis
Appednix 7 - Case studies - Existing Solutions

MY INNER CHEF

4th Semester Master Thesis
Industrial Design

CONCEPTUAL PRODUCT/ SERVICE DESIGN

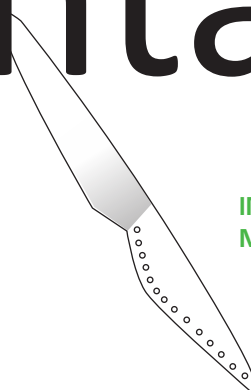School of Architecture, Design & Planning

Aalborg University

Spring/Summer 2011

Presentation

By Mads Kim Jensen
INDUSTRIAL DESIGN MASTER THESIS
MA4-ID - Mads Kim Jensen - spring 2011

TITLE PAGE

Synopsis

This project concerns the conceptual development of a Product/Service system for the danish retailer market. The service provides costumers without knowledge of cooking with an assisting meal planner and system for providing the customer with atticuate information and instruction for planning retrieving and preparing fresh food products.

Based on theoretical study and field research, the solution has been developed to meet demands from users as well as the projected stakeholders.

Mads Kim Jensen

TABLE OF CONTENT

Concept presentation

MY INNER CHEF

REMA 1000
Meget mere discount!

THE RETAILER CHAIN OFFERS A SERVICE TO SUPPORT THE USERS IN THE PURCHASE OF GROCERIES AND FOOD PRODUCTS. THE SERVICE PROMOTES THE USAGE OF FRESH FOOD PRODUCTS OF HIGH QUALITY OFFERED AT DISCOUNT PRICES. THE SOLUTION WILL PROVIDE THE CUSTOMER WITH AN INTERACTIVE SOLUTION THAT IS ACCESSIBLE FROM ANYWHERE. THE CUSTOMERS ORDER A MEAL FROM THE SERVICE AND IS PROVIDED WITH SHOPPING LIST AND LINK TO INSTRUCTIONAL VIDEO OF HOW TO PREPARE HOME MADE MEALS WITH THE MINIMUM OF TIME CONSUMPTION AND EFFORT.

CONCEPT DESCRIPTION

A basic SMS service connected to interactive web and application based services. the concept also suggests pre-assembled cooking essential packages with basic condiments, spices, herbs and preserves for uasge in the cooking of the fresh food products.

SMS Service

Week :
RETAILER BRAND NAME
MY INNER CHEF

NO PLANNING
HOME COOKING CONFIDENCE
CONVENIENCE
ADAPTABLE TO YOUR TASTE

SAVE 5 % ON GROCCERIES

Meal of the week

Info Screen

GET QUICK OVERVIEW OF MEAL OF THE WEEK

Week :
RETAILER BRAND NAME
MY INNER CHEF

NO PLANNING
HOME COOKING CONFIDENCE
CONVENIENCE
ADAPTABLE TO YOUR TASTE

SAVE 5 % ON GROCCERIES

Meal of the week

Video Stream Link: URL
SMS SERVICE

CONVENIENT HOME COOKER MEAL SYSTEM

GET SMS WITH SHOPPING LIST AND RECIPE LINK

SAVE MONEY ON GROCERIES

Week :

RETAILER BRAND NAME
MY INNER CHEF

NO PLANNING
HOME COOKING CONFIDENCE
CONVENIENCE
ADAPTABLE TO YOUR TASTE

SAVE **5** % ON GROCCERIES

Meal of the week

Video Stream Link: URL
SMS SERVICE
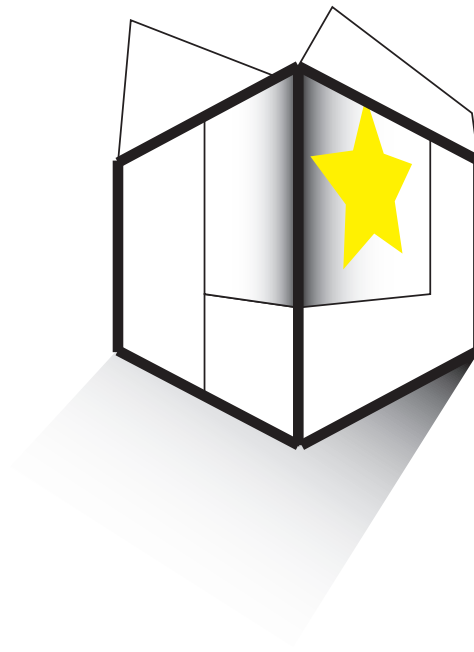
EXPERIENCE AND CONFIDENCE BUILDING WITH PRE-PACKED CHEFS ESSENTIALS.
FOR DIFFERENT OCCASIONS AND

DOWNLOAD APPLICATION AND CREATE MEAL
PLANS, WIN PRIZES AND BENIFIT FROM OTHER
FUNCTIONS

CONCEPT SCENARIO

PLANNING CAN HAP-
PEN ANYWHERE OR
DIRECTLY IN THE BUY-
ING SITUATION

PLANNING

INITIAL MEAL IDEA

BROWSE OFFERS

MAINTAINING STOCK
AT THE RETAILER BE-
COMES QUICK AND
CONVENIENT. NE
HESITATION BY THE
SHELVES

MAINTAINING STOCK

GO TO MARKET
PICK-UP
QUEUE

INSTRUCTIONAL VID-
EOS AND STEP BY
STEP GUIDES ASSIST
IN INSTRUCTING THE
USER HOW TO ACHIEVE
A DESIRED RESULT.
TIMING INGREDIENT
TECHNIQUE

PREPARING/COOKING

GO TO KITCHEN

GET INSTRUCTIONS

COOK/PREPARE MEAL

SERVING

EAT MEAL

CLEANING

CONCEPT FUNCTIONS

BASIC

BASIC SERVICE FARMILIARIZATION

MEAL OF THE WEEK OFFER

5-10 % DISCOUNT ON INCLUDED FOOD ITEMS

SHOPPING LIST

VIDEO STREAM LINK

TRAINEE

RECIPE PROPOSALS FROM INGREDI-ENT PAIRING AND PARAMETERS.

MEAL PLANNING

TECHNIQUE VIDEO STREAMS

SHARING

HOME CHEF

RECIPE CONTRIBUTION

SPECIAL OFFERS
GIFT BOXES
PROMOTIONAL MERCHANDISE

MY INNER CHEF CAN AS-SIST OR INSPIRE USERS WITH NO PAST EXPERI-ENCE IN COOKING AND ALSO PROVIDE EXPE-RIENCED HOME CHEFS WITH INSPIRATION
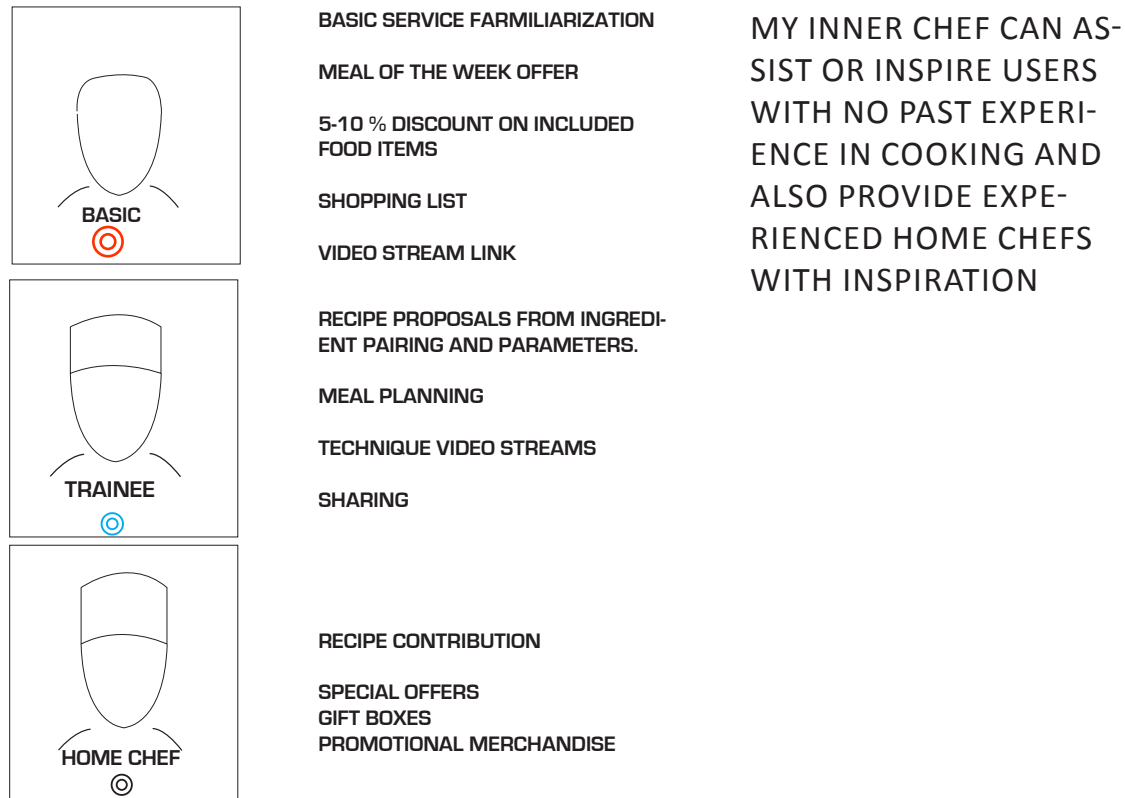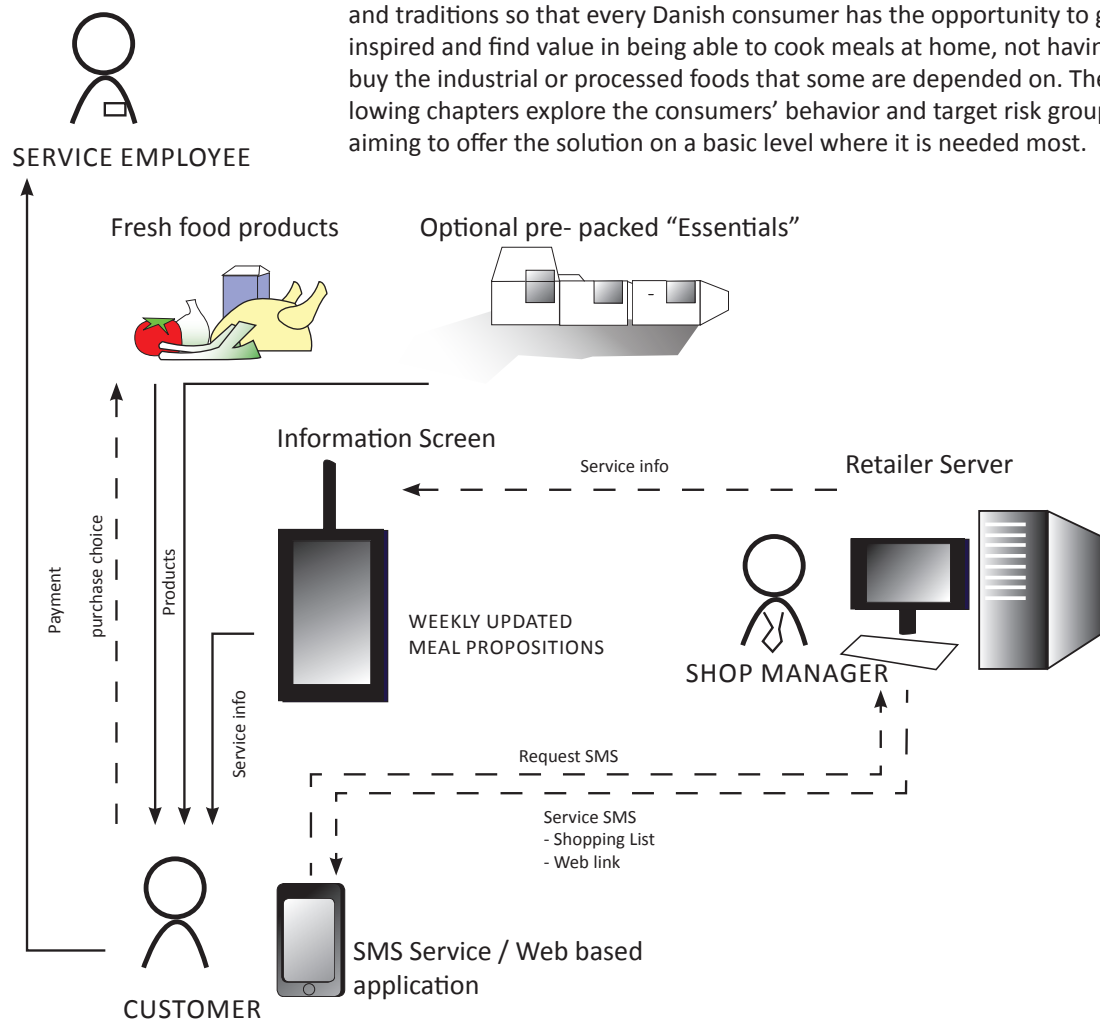
This concept is meant to provide the public with home cooking knowledge and traditions so that every Danish consumer has the opportunity to get inspired and find value in being able to cook meals at home, not having to buy the industrial or processed foods that some are depended on. The following chapters explore the consumers' behavior and target risk groups, aiming to offer the solution on a basic level where it is needed most.

SERVICE EMPLOYEE

Fresh food products

Optional pre- packed "Essentials"

Payment

purchase choice

Products

Information Screen

Service info

Retailer Server

WEEKLY UPDATED
MEAL PROPOSITIONS

SHOP MANAGER

Service info

Request SMS

Service SMS
- Shopping List
- Web link

SMS Service / Web based application

CUSTOMER

MARKET VALUES

BY INTRODUCING MY INNER CHEF, ALL FOOD
PRODUCT GROUPS CAN POTENTIALLY EXPERIENCE
AN INCREASE IN SALES. THE BENIFITS FROM BUY-
ING AND COOKING FRESH FOOD PRODUCTS ARE
ALSO BENIFICIAL TO THE CLIENT AS IT PROVIDES
CUSTOMERS WITH NEW ABILITIES TO CONNECT
WITH FOOD GROUPS USED TO ENHANCE FRESH
FOODS SUCH AS CONDIMENTS, SPICES, HERBS AND
ESSENCES. THE PRE ASSEMBLED PACKAGES OFFERS
QUICK PICKUP AND CONNECTION TO RECIPE LINKS
WITH MEAL AND MENU SUGGESTIONS.

Opertunity for including social benifits
and design the solutions with atributes so
that it provokes the users who at first are
reluctant to get started by approaching
the sales pitch with a social and personal
provocation that will attract the non us-
ers. Rather than trying to offer a facsimile
of food products already offered on the
market, the concept as a business idea is
trying to compete with the user's emo-
tions than factual reading. Something that
for the users seem intuitive to use and is
easily managed by the service providers.

Collaboration between food producers,
professional chefs and retailers can all
benifit from collaboraiting on creating this
service as the potential banifit of cooking
awareness wil lhave a positive effect on
all actos.