Coop
&
Hello Great Works

Today's Recipe

Process Report

AAU

Service
Systems
Design

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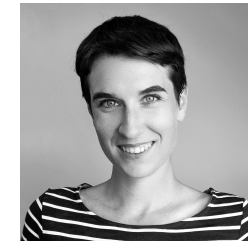**Hamish Coventry**

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Introduction

Abstract

In this project we set out to identify a way in which we could help families figure out what to have for dinner. Our focus has been to understand the barriers that make this daily task difficult, and to find a solution that will work for families in Denmark.

We initiated this project by conducting desk research to understand the current market, and know what existing services are already out there helping to solve the problem. As we kept discovering insights from the desk research, we wanted to get some fast, first hand knowledge from families dealing with our given challenge. For this reason, we used the method of cultural probes (Stickdorn, 2018) to follow several families for a week.

Through in-depth interviews we examined which factors shape people's decision making, how they plan or not plan, cook, shop, eat dinner, and other aspects related to deciding what to have for dinner. By analysing these rich interviews, we gathered considerable amount of insights and observations.

Based on this knowledge, we generated concept ideas through various brainstorming sessions. In order to narrow down and filter the large amount of concept ideas, we created personas (Nielsen, 2012) to guide us through the concept selection.

We arrived at a concept that allows supermarket visitors to get inspired in their everyday by showcasing an easy recipe. Ingredients for this recipe are arranged in a way that they can be selected based on user's preferences, allowing for a fast and efficient decision on what to have for dinner.

To better understand the service we visualised it by following one persona on their user journey (IDEO, 2015).

As next step, we took our concept prototype to the supermarket to test people's responses to it. We wanted to understand whether it would bring value to people, and which were the possible drawbacks we did not foresee.

Having gathered valuable feedback on the service from experience prototyping (Stickdorn, 2018), we iterated on our concept and explored its details by mapping the service in ecosystem, touchpoint and system maps.

As a final step in our project, we listed some considerations for implementation strategy.

Readers Guide

This Process Report was written with the aim to guide our readers through a semester project of a group of students from a Service Systems Design Master's course at Aalborg University in Denmark. The report presents a step by step overview of our process to allow the reader understand how we arrived to findings and solutions, and what methods we used to get there.

As part of our learning process, we experimented with diverse research and ideation methods to better understand our research question and the people we will be designing for. We reflect on the methods and tools we use and on our findings throughout the report.

It is important to point out that although this report does describe the final concept, it presents foremost a learning journey. Should the readers be interested more in the final concept and not so much in the overall process, it is described in the Product Report, which is a separate document to the Process Report.

Terminology List

Below is a short list of terms commonly used throughout the report, the way we understand them.

Active Inspiration
Active inspiration means that a person is actively looking for inspiration whilst in the supermarket, online, from peers or other sources.

Coop
Describes Coop as a subsidiary that operates all Coop's services.

Discount brochures
Also known as 'Tilbudsaviser' in Danish. Brochures that contain offers for the individual supermarkets, usually published weekly.

Download
The act of sharing all research information between group members.

Family
As per the description in Dansk Statistik (DST, extracted 16/12 2018) we define a family as *"one or more persons living under the same roof with a familiar relation"*.

Food boxes
Food boxes include services such as vegetable boxes from Aarstiderne, meal boxes from nemlig.com or from mad.coop.com.

Habit
Behavior pattern acquired by frequent repetition (Merriam-webster, extracted 16/12 2018).

HMW
Is the acronym for 'How Might We' and refers to the method of creating research questions based on insights.

Meal repertoire
Describes the set of dishes that people make on a regular basis. Based on our desk research (Coop, extracted 16/12 2018), an average family's meal repertoire consist of 12-17 dishes that are made in an inconsistent cycle.

Occasional planner
Someone who plans every now and then, for whom planning is not a habit or ritual, but does find it useful.

Open to planning
Someone who can see the benefit of planning and would like to implement it into their everyday life. Planning is not a habit or ritual, yet.

Opposed to planning
Someone who considers planning a threat to their freedom and who is actively deciding not to do it.

Passive Inspiration
Inspiration gained accidently, without intent.

Planning
Planning is the process of thinking about the activities required to achieve a desired goal. In our context of making a dinner, it can be various activities such as thinking about a meal plan for the upcoming days or managing a shopping list. Planning also includes the element of time and context of location, for example: planning where to shop, when to shop, or the route one would take through the supermarket.

Recipe cards
Postcards placed in the supermarket with an image of a dish and cooking instructions.

Recipe how to poster
A poster or part of a poster placed in the supermarket that explains customers how to use the service.

Recipe image poster
A poster or part of a poster placed in the supermarket that shows an image of Today's Recipe.

Recipe instruction poster
A poster or part of a poster placed in the supermarket that explains how to prepare Today's recipe.

Recipe shopping list poster
A poster or part of a poster placed in the supermarket that shows a shopping list for Today's Recipe.

Ritual
A ritual is a way of behaving or a series of actions which people regularly carry out in a particular situation, because it is their custom to do so (Collinsdictionary, extracted 16/12 2018).

Supermarket
Refers to both smaller supermarkets, such as Fakta, Netto and Brugsen, as well as food and non-food stores such as Kvickly, Føtex and Bilka.

Super planner
Someone who plans meticulously before preparing dinner, and/or shopping. In some cases, a super planner also plans a route through the supermarket to buy the grocery in the most efficient way.

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Learning Goals

A discussion was held about our personal learning goals at the beginning of the project. This, together with a formation of a group contract, was a process of aligning ambitions and expectations for the project.

At the beginning of the semester, the project outlines were presented to us in a lecture explaining the deadlines, objectives of the project, the differences between the three reports and other details. In the presentation that was shown at the lecture to us (Semester_project_HowTo.pdf), two main project objectives were stated:
- To develop students' ability to analyse and propose syntheses of products and services.
- Focusing on the interaction aspects between users and the service, human and technologies, and machine to machine.

As designers, we believe that the brief of the project gave us a unique opportunity to experience the full process of designing services and to develop our creative confidence. As we progressed with our selected methodology, we had the chance to apply theories from our studies into our design practice.

Individual Goals

Furthermore, each member of the group stated various personal goals:
- Learn how to plan, create, conduct and synthesize user research.
- Improve visual communication skills.
- Explore various methods of interview, to gain a deeper understanding of people's' desires and needs.
- Explore various methods of design, researching and prototyping.
- Learn how to use storytelling to explain a complex system.
- Strengthen group working skills.
- Identify needs from a business, user, and a systemic perspective.
- Encourage thinking outside the box

Project Limitations

The project was influenced by various limitations:

Time: The amount of working hours we could allocate to the project was influenced by the lectures, other school projects and personal schedules.

Language: It was noticed especially during the research phase that the language was a barrier we had difficulties overcoming. We had to adapt and divide the work that needed to be done, also considering who could speak, read and write danish.

Scopes: As this project was the main exam of the first semester of the degree, it had set requirements that needed to be covered, such as demonstrating that we knew how to use methods and tools taught during the first semester.

Data: Because we were not working at Coop and didn't have regular contact with the company, this limited our access to data about Coop's operations.

Human resources: The project was initiated by five members, but due to a misalignment on the working approach, it was finished by a group of four.

Project Organization

In order to organise the project and to keep on track of checkpoints, we utilised different platforms. The ones we used were Google calendar, Trello, Slack, Group Journal, Group Contract and Google Drive.

Google Calendar provided us a clear overview of the entire semester. The platform also enabled us to see deadlines and other appointments that influenced the project or process. Especially in the first months of the project when the group needed to find its workflow, this tool was indispensable.

Trello was used for the task management, indicating what had to be done, what we were working on, and completed tasks. This tool did not work for us in the end, since its purpose was overlapping with other tools we were using. In the end we used it so inconsistently that it did not make any sense to keep on updating the tasks on it.

The *Group Journal* was used as a collaborative document to keep track of what had been done. The Journal was updated after every group meeting with accomplished tasks, future tasks, and most importantly reflections on all activities throughout the project. Our motivation to maintain the journal was to be able to accurately describe our process step by step in the reports in the concluding phases of the project.

In addition, we have created a *Group Contract* that addressed personal strengths and weaknesses. We also felt that that the idea of the contract was to provide a framework for dealing with group conflicts and how we can ensure that group members can develop their individual skills in accordance to personal & group learning goals.

For all the official communications, *Slack* was adopted as our main communications platform. It was used constantly in order to provide a better overview of all the conversations within different channels. Slack gave us the possibility to talk about different topics at the same time without losing track of any conversation.

Last but not least, we kept record of all the data and work done during the project on a shared *Google Drive* folder. Without this platform it would have been almost impossible to collaborate, as much as we did, on the project. Moreover, using Google Drive gave us the option to easily share data in a structured folder system so that we could easily return to it later or when needed.

Managing the project with these tools allowed the process of the project do be done in an enjoyable and transparent way. In terms of delegating tasks, planning appointments and platforms for written communication we could not have selected any better platform to help us with quality and time efficiency. The chosen platforms made it more straightforward to keep the project on track.

Figure 1 - Project organisation tools

Project Context.

Coop is the biggest retailer of consumer goods in Denmark. One of its current challenges was proposed to the Service Systems Design course at Aalborg University. The core of the challenge that was presented to us was: *How can we help families figure out what to have for dinner each day?*

The retailer wishes to enhance their understanding of this everyday situation and develop it into a opportunity space for their stores: Kvickly, SuperBrugsen, Dagli'Brugsen, Irma, fakta and the various online services of Coop.

We are aware of packaged food and recipe services and various digital planning tools that are already operating in this space. With this knowledge we had to present a new solution, that should go beyond what is currently being offered by the market at this very moment.

As part of understanding the context of this project, we took into consideration Coop's own broad spectrum of services, illustrated below.

Coop's app
Discount brochures, shopping list, member card, competitions, recipe suggestions, member offers

Coop's physical stores
Fakta, Superbrugsen, Dagli'brugsen, Kvickly, Irma, Fakta Q, Brugsen

Coop's webshop
mad.coop.dk coops online shop for grocery & food boxes

Coop's recipe website
opskrifter.coop.dk a website with more than 8.000 recipes linked to from coops other platforms

Discount brochures
Tilbudsaviser found in the physical shops and online with weekly discounts

Coop medlemskort
Coop's member card giving customers access to special discounts and personal recommendations

Figure 2 - Existing Coop services

The Challenge

The initial problem statement was framed by Hello Great Works, a strategic design company that collaborates with Coop on design solutions:

"How might Coop lower the friction for families and their everyday challenge of figuring out what to have for dinner?"
"How can Coop understand this situation and turn it into an opportunity space?"

During the brief it was suggested to take in consideration the existing touch points and data sources:

Touch points:
- Coop's app
- Coop's physical stores
- Coop's webshop (mad.coop.dk)
- Coop's recipe website (opskrifter.coop.dk)
- Discount brochures (tilbudsaviser)

Data sources:
- Database of all Coop's products
- Database of all Coop's current offers and discounts
- Database of 8.000 recipes
- Database of purchase histories of all Coop's members

We started off by analysing the key problems that we faced in relation to the challenge that was given to us. We did this to generate a better understanding of the brief and to get a better grip of what Coop and Hello Great Works were asking us to do. We broke down the challenge statement by extracting its key words.

Family: One or more people living under the same roof with a familiar relation.

Everyday (Hverdag): Meaning a day from Monday to Friday, as opposed to weekends and holidays (Wikipedia, extracted the 19/12 2018).

Dinner: Main evening meal.

Friction: Obstacles, something that does not work smoothly, more elements against each other.

Opportunity space: Make both Coop and its customers benefit from the solution.

After defining the keywords, we created a statement of research intent:

Gain a deeper understanding of the ways families approach dinner and what are the factors that shape decision making, planning, cooking and mealtime, as well as the barriers that make these experiences more complicated.

Methodological Approach

A variety of frameworks were evaluated when considering which methodological approach would fit our group and project best. The Double Diamond, CIID Design Process and Stanford D School 5 Stage Process (Design Thinking) were all deemed a suitable fit.

These methodologies are similar at their core; using divergent and convergent styles of thinking, requiring empath wey, drawing on rapid prototyping and being iterative. A recurring element underlying all these methodologies is the need to understand people.

After a thorough discussion, it was decided to follow the CIID Design Process (Copenhagen Institute of Interaction Design, 2017). We believed it would give the group the right balance of creative freedom and structure. By using the CIID process framework, we employed principles of the Human Centred Design methodology (IDEO, 2015).

We are aware that this approach is not the 'one true' design process that should be implemented. The group viewed this framework not as a manual, but as a guideline in which one learns, improvises, fails and finds new solutions.

Figure 3 - The CIID design process

RESEARCH & ANALYSIS   **IDEATION**   **CO-CREATION**   **PROTOTYPING & TESTING**

Research
What we learn

Design Challenge
The opportunity

Concepts
What we design

Scenarios
How it works

Experience Prototypes
How it feels

Strategy
How to implement it

Methods & tools

Project Planning & Group Forming

In this phase, project management, exploration of the theme and getting to known each other were the key activities.
Methods & Tools: Google calendar, Slack, Trello, Google drive, Group Contract, Group Journal

Research & Analysis

This phase was characterised by research and analysis of the field of speculation, discussing and defining the problem area and problem statement. The research helped us better understand our brief within a greater context and gave insight into existing cases and initiatives. The findings gathered in this phase were also used during later stages of the project, in the case of a need for clarification.

The aim of this stage was to bring together methods, respondents and tools so to help us answer our research objectives. We focused on finding the values, motivations, and needs of the target group for which the solution was then created.
Methods & Tools: Desk Research, Cultural Probes (One Week Diaries), Interviews, Member check

Ideation & Co-creation

After synthesizing the findings into insights, the challenge was reframed into How Might We questions, highlighting the different directions the project could have taken. The potential solutions were then explored using an iterative approach.
Methods & Tools: Brainstorming, Clustering, Personas, User journey mapping, Co-creation.

Prototyping & Testing

In this phase the concept ideas were prototyped and tested with the users. The results and feedback gained from the testing was used to facilitate refinement and improvement of the design concept.
Methods & Tools: Experience Prototyping, Guerilla test.

Service Concept

Arriving at the final solution, a strategy of service feasibility and implementation was considered. The aim of this phase was to get a better understanding of how such service could be added to a portfolio of products of a large retail company.
Methods & Tools: Ecosystem, Touchpoints, System map,.

Research & Analysis

Research

It was our motivation in this project to learn how to plan, create, conduct and synthesize user research in a service design context. We have, therefore, spent substantial amount of time in this phase of the project.

From the very beginning, we have been talking with people around us, discussing how they tackle the everyday challenge of figuring out what to have for dinner. This was done in order to align our concept with people's real needs and to understand their decision making processes around dinner. We also wanted to gather continuous feedback on our research and reflections throughout the project.

We used four primary methods to gather insights: cultural probes - one week diaries, desk research, existing services on the market, and interviews.

Figure 4 - Breaking down the client brief

Desk Research

Prior to starting our research, we wanted to open up a broad discussion about the challenge. We started off with a few simple brainstorming sessions that allowed us to put our queries and assumptions on post it notes for everyone to externalise.

We analysed the brief and broke it down into key areas to focus on. By doing this exercise we could identify keywords that helped us generate discussions. Depicting the research question gave us seven categories to research: *Decision-making, Family, Food, Planning, Friction, Dinner/mealtime, Coop.*

In the next round of brainstorming we wrote down all possible questions and assumptions we had related to these areas. We then categorized these assumptions and questions into larger themes that gave us directions for our desk research. Next, we researched these themes to gain a broad knowledge around the question at hand. The desk research was carried out by individual group members through an analysis of recently published articles, papers, reports and other resources that were available to us. In a following session, we presented the findings to each other and discussed possible research directions.

These initial brainstorming sessions and desk research helped us define terms such as 'family', and gave us insights into what factors shape decision-making in general. Moreover, a series of new questions arose from this research.

Desk research insights

Below are some of the key insights we gathered through desk research.
By analysing the initial insights that we gathered at this stage, we were able
 to get an understanding of various factors affecting the project challenge.

2 out of 3 use shopping lists, but only 12% know what to have for dinner before they enter the supermarket. (Coop report, page 30)

On an average a Dane visits the supermarket 3 times a week (Coop report, page 28)

Eating meals together as a family means that family members are more likely to eat healthy foods (Lyttle & Baugh, 2008; FY1054).

Our relationship with food is based on habits which form, not with one specific moment, but by repeating actions over time. (Matters, extracted 18/12 2018)

Studies show that it takes 21-29 days to break a habit (Netdoktor, extracted 18/12)

We eat simple meals and only 3% of our meals consist of more than one dish. (Madkulturen extracted 18/12 2018)

Figure 5 - Insights from desk research

Cultural Probes: One Week Diaries

Parallel to our desk research, we convenience sampled (Bjørner, 2015) five diverse family groups. By contacting these specific five families, we were able to generate an idea of what questions we should deliver in our in-depth interviews. Furthermore, in our one week diaries we were able to dive into the daily challenges associated with deciding what to have for dinner. The selected five families that we selected that are living across Denmark were:

- Single woman
- Single mother with 8 months old baby
- Couple with 3 years old child
- Couple with 1,5 years old child
- Couple with 2 teenage children

The aim of this method, which is part of cultural probes (Stickdorn, 2012), was to engage people in our project from the very beginning and bring a different point of view to the design process. The one week diary focused on receiving information from our participants everyday. The selected information that we asked was what was in their grocery shopping, what were they cooking and what they selected to have for dinner. The method for documenting this process was via texting and sharing images and videos. With this method we gathered data that allowed us to engage in real time with our participants about their actions of shopping, planning and cooking during a week. During the process, we were able to ask about their choices and the factors that formed their decisions around dinner time.

The informal way participants approached the study, and the various level of details and perceptions of the topic, gave us a broad variety of findings.

"I always try to have one thing in the freezer in case I don't feel like cooking"

Single mother with 8 months old baby

"I usually buy the same brands/products [...] because they are the ones I like and it makes shopping easier"

Single woman

Whilst looking back at how we carried out the one week diaries, there were multiple things that we felt went wrong and other factors we could have done better during the exercise. We experienced that not all participants sent the pictures and notes everyday, as they were supposed to. The study could have been better organised and structured, in order to make it easier for the participants to follow the guidelines. Testing the exercise with one person first would have helped us understanding the pain points and difficulties of the task, giving us the possibility to improve the cultural probe before sending it out to the rest of the participants.

Overall, we found the one week diaries useful for helping us identify discussion topics for the in-depth interviews, even though the consistency of answers varied.

"Chili con carne tonight, leftovers for wraps tomorrow"
Couple with 2 teenager children

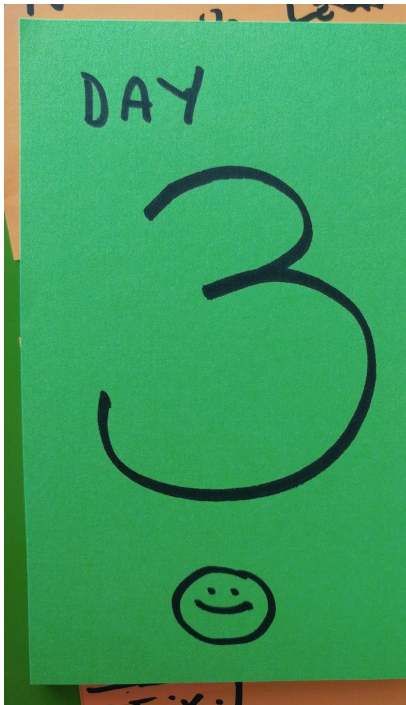Figure 6 - Diaries, fridge
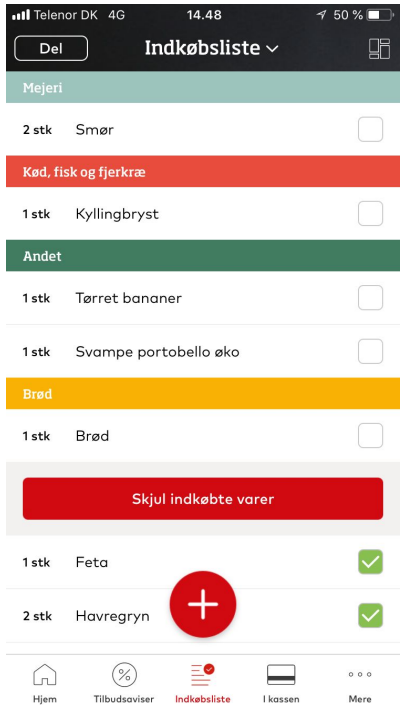Figure 7 - Diaries, day three cover image

Figure 8 - Diaries, Shopping list in app
Figure 9 - Diaries, shopping for the weekend

Interviews

We performed a total of nine semi-structured in-depth interviews (Bjørner, 2015) in which we explored topics based on the one week diaries and desk research. Semi-structured interviews appeared to be a suitable option, as we wanted to keep the interviews open while being in the diverging phase of the CIID process.

We divided the interview participants among ourselves, so that each of us could try leading a interview, taking notes and observing. Among our learning goals was to experiment and gain experience with different methods. Keeping this in mind, we discussed interview techniques continuously to share good and bad experiences and to adjust our methods in order to improve and fine-tune them.

Sampling Of Interviewees

Before deciding on who we wanted to carry out the interviews with, we set out to define what a family is. Dansk Statistik define a family as one or more people living together with familiar relations (Denmark Statistik, retrieved 9/12 2018). While we discussed whether Coop meant only families with kids, we decided to also include families of just one person in our further research based on Dansk Statistics definition, as we were still in the diverging research phase.

We sampled participants using a non-probability quota sampling method (Bjørner, 2015), in which interviewees are selected based on pre-specified characteristics. Knowing that we were not going to take into consideration the whole population, these were the characteristics for which we sampled the participants: age, family constellation, nationality, occupation and place of residence.

In the table below we have listed the interviewees that were selected and their characteristics. The last column displays characteristics we discovered during the interviews and not characteristics we sampled upon.

Family	Social status	Age	Living	Kids	Nationality	Occupation
Family 1 Vegan	Single vegan woman	Mid 20e	Cph C.	No kids	Danish	Fashion designer
Family 2 Retired with adult children	Single retired woman	Mid 70s	Næstved	No kids living at home	Danish	Retired
Family 3 Super planner	Single mother	Mid 30s	Amager	One girl age 8 and a boy age 9	Danish	Sales manager
Family 4 Do not think much about food	Couple living together	Mid 20s	Amager	No kids	Danish	Carpenter and studying cross-cultural studies
Family 5 Mixed nationality	Couple with small children	Early 40s	Valby	One son of 2 years old	Danish & Norwegian	Interaction designer and UX designer

Figure 10 - table of interviewees 1 of 2

Family	Social status	Age	Living	Kids	Nationality	Occupation
Family 6 Co-living with a single mom	Couple with children living in eco-village	Mid 30s	Torup, Northern Zealand	daughter age 5 and daughter age 2	German, living in DK for 6 years	Engineer/researcher and teacher
Family 7 Couple with teenagers	Couple with two teenagers	Mid 40s	Frederiksberg	Two teenagers age 12 and age 16	Brazil, in DK for 20 years with DK husband.	Design researcher
Family 9 Co-parent with two other parents	Single father with shared custody	Mid 30s	Cph N.	One daughter of 5 shared custody	Danish	Sales manager
Family 8 Raise his daughter differently than mother	Single father with small child	Mid 40s	Cph N.	One kid of 5 years old, shared custody	Columbian living in DK for 10 years	Interaction designer and UX designer

Figure 11 - table of interviewees 2 of 2

Interview Process

Interview Guide & Interview Purpose

Before we begun the interviews we created an interview guide (appendix, page 70) that identified the purpose of the interview, as well as a series of questions that were divided into categories. The purpose of the interview guide was to serve as an overview that the interviewer could glance upon if the natural conversation would slow down or come to a stop. It was also a mean for the interviewer to check after the interview if all main topics were covered and to ask some additional questions.

The questions were structured with one or two main questions and a number of sub-questions. They were based on the diary studies and desk research that we had done until this point in the process. The questions fell under the categories of *inspiration, planning, shopping, cooking, dinner, and alternatives to a homemade meal.*

We experienced that this semi-structured method proved successful in the sense that the interviewees themselves would touch upon most questions from the interview guide during the conversation guided by the six topics.

Interview Location

We originally planned for the interviews to take place in people's own homes while they were preparing dinner. We planned it so that we could observe their actions whilst they prepared the meal in the kitchen as well as replying to our questions.

However, we soon realised that cooking while being interviewed would cause stress and that the interview should hold the main focus. We adjusted to this by altering the interview frame to just conducting the interview in whatever setting the interviewees preferred. We continued to share experiences amongst the group on how to best conduct the interview.

Note Taking & Documentation

While interviewing we experimented with different note taking and documentation techniques.

Methods:

- Taking notes in bullet points, not particularly including the interviewee.

- On large piece of paper inviting interviewee to add notes themselves.

- Capturing interview on video/sound recording.

- Using observer to take notes.

- Using multi-coloured stickers on a large piece of paper to categorise insights.

- Capturing the environment by taking photos of their fridge, the layout of their kitchen, their kitchen workarounds and so on.

Video or sound recording proved to be useful for generating the insights after the interview. Being able to listen to exactly what had been said and in which context allowed us to think about the subtle nuances of the statements, that often had meanings hidden in between the lines. Moreover, revisiting the interview made it possible for us to notice if our questions were potentially biased.

In an ideal case, other group members could have listened to the recordings to provide their analysis, in order to gain multiple perspectives on the interview.

Coloured stickers (figure 12) proved to be an efficient and enjoyable tool for note taking, as it made it easy for interviewees to refer back to topics discussed earlier in the interview.
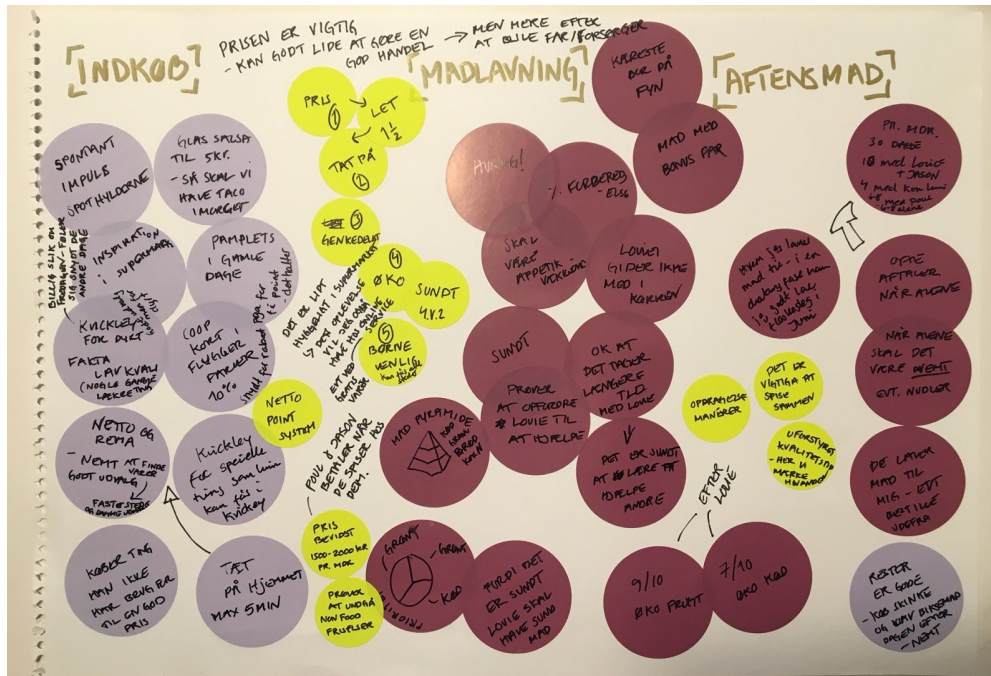
Figures 12 - Using multi-coloured stickers for note taking

Language Barrier

With just one native Danish speaking interviewee we experienced that language could form a barrier, as the interviewee would sometimes struggle to find the right words or phrasing in english.

Mentioning Coop

A few interviews were initialised by mentioning that Coop was the client of this project. In some cases this proved to be somewhat problematic. Mentioning the client in the beginning would lead the interviewees to talk about Coop and about encounters they previously had with Coop in particular. As the conversation progressed, the focus would shift from Coop to a more general angle. We learned from the experience and stopped mentioning Coop in the beginning but rather in the end. That way, we still got good insights on the interviewees' experience with Coop but the conversation was not steered in an unwanted direction.

Member Check

For three of the interviews we performed a member check (Researchgate, Extracted 19/12 2018) to have the insights recorded at the interview confirmed by the interviewees. We rewrote the notes into full sentences, sent them to the interviewees and asked them to confirm, disregard or comment on them, as well as add notes if they felt something was missing. For all three interviews we had the notes confirmed to be correct and one interviewee added a few new things she had thought of after the interview had ended.

A disadvantage of member checking could be not knowing if the interviewee would read the notes thoroughly or if they would feel uncomfortable seeing their statements presented to them. However, in this particular instance, we did feel that we could trust the three confirmations we got back. Had we have more time, we would have done member check with all interviewees.

Adding Questions

After the first interview, we added a question in the the guide where we asked the interviewees to think if there is anything they would want to change about deciding what to have for dinner. This proved to be a question triggering many deep and insightful thoughts. We also asked them to describe a perfect day, focusing on what would improve the way they plan, shop and cook.

These two question brought up specific ideas such as

"I would love an app that would automatically ship my most bought grocery items to my door every 14th day"

and unspecific ideas such as

"I could probably save a lot of money on groceries if I planned my week".

We took those insights and used them as inspiration when we analysed our research and when brainstorming during the ideation phase.

Bias

While being careful to keep conversation open and follow the interviewees direction, we are aware that our personal biases may have affected our results from the interviews in the way we conducted the interviews.
When we sampled families we reached out to our own network and tried to achieve a variety of family types. However, interviewing families we already know on a more or less personal basis may have caused the interviewees to adjust their answers to what they thought we wanted to hear, in comparison to if we interviewed people that had no relation to us. Knowing the families could also made us as interviewers steer the conversation in a direction based on our assumptions of the family in question.

In addition to that, a majority of our own network is located in Copenhagen and represents people with a creative background. We are aware that these families might have different sets of values and perspectives than people with no creative background living outside Copenhagen. Even though we tried to include families who do not have such typology, our results could be influenced by the sampling.

Lastly, even though we kept the conversations open and followed paths that the interviewees brought to focus, our categories of questions might have impacted the results of the interview.

Insights From The Interviews

After finishing all the interviews we held download sessions where we meticulously shared everything that was said during each interview. We soon realised that no one can be put into a box and that everybody was a complex individual.

We would often see how our interviewees would contradict themselves. For example, one interviewee valued price above all when shopping and later valued healthy food above all. Another interviewee claimed to shop only on *nemlig.com* and later telling that they would shop about two times a week in other supermarkets as well.

It is difficult to say why people would contradict their own statements, as it could be caused by various factors. A possible way to verify what they say and what they do would be following the interviewees around while they perform these activities. Although we did not do that, we made sure to pay attention to these contradictions in the interview analysis.

One person made a thought-provoking point when they said that their habits were now such and such, but that they were completely different five years ago and that they would probably look completely different in another five years. This made us think about the fact that answers are given at a unique point in peoples live and that they are expression of a current situation that can change over time. We used this insight to understand how values, habits and patterns are not just tied to one individual but rather to a phase in an individual's life.

We present some specific insights below:

- Some people don't always feel like what they planned for.

- Many people don't buy readymade food or food boxes, as they think they are too expensive and because they cannot control the quality of ingredients in it.

- Some people can see the benefit of planning, but feel that planning is boring, and an opposite to freedom and spontaneity.

- People find inspiration in many different places and in many different ways (active or accidentally).

- Proximity to the supermarket is the most important factor when choosing where to shop on a daily basis.

- Some people think that going to the supermarked is a nice and 'hyggelig' experience.

- Some said that they love recipe pamphlets from the supermarket.

- Shopping with kids is stressful.

Existing Services

After sharing insights from the interviews we wanted to look at services on the market that are addressing the issue of figuring out what to have for dinner.

During the interviews we discovered that people use many different means for deciding on dinner, such as planning apps, foodboxes, restaurant visits, blogs, in-supermarket experiences and more.

By uncovering services in this context, we wanted to make sure our concept would not replicate what has been already implemented. Moreover, we wanted to identify gaps in existing services that could potentially be used in our ideation phase.

Below is a brief overview of our findings:

Service	How they are solving the problem
Homemate	Provide readymade food boxes that only require 15 minutes preparation.
Salling Group (Føtex, Bilka and Netto)	Offer foodboxes, inspiration through discount brochures, recipe platform and recipes in the discount brochure, ready made menus to be collected in-store.
Aarstiderne	Provide food boxes with ingredients that can be prepared into a homemade meal.
nemlig.com	Offer a large recipe section and suggestions based on ingredients from their webshop.
Planning apps	Various planning apps offer direct links to supermarkets, shopping lists that can be generated directly from a supermarkets website, etc. Several planning apps also offer inspiration for dinner.
Aldi & Lidl	Provide inspiration through supermarket displays, discount brochures, rotate ingredient often to provide inspiration and large recipe section on website.

Figure 13 - Competitors and how they are solving the problem

Coop's Existing Services

Below we provide an overview of how Coop's existing services are already trying to help people deciding on what to have for dinner by using different methods:

Coop's member's app	Users get daily recipe suggestions and grocery inspiration on the app
Coop's physical stores	In each supermarket suggestions for dishes are displayed around. Some supermarkets, such as Irma, have food boxes that only require heating. Others, such as Kvickly and Fakta, have open fridges with mostly meat accompanied by a poster showing a suggested dish (Mad ideer).
Coop's food webshop	On Coop's webshop dishes are suggested based on specific ingredients. The also offer foodboxes and link to their opskrifter.coop.dk website.
Coop's recipe website	On opskrifter.coop.dk people can filter their search for personalised recipe suggestions. One can for an example filter between 'Everyday', 'Weekend', ''Child friendly and 'Vegetarian.'
Discount brochures	In the discount brochures dishes are often suggested based on a specific ingredient by showing an image of a dish.

Figure 14 - Coop's existing services

Even if the existing services and Coop services did provide solutions to the problem statement, our interview insights showed that these services are for various reasons not suitable solutions for the specific people we interviewed.

Research Analysis

All our research activities throughout the project were driven by the urge to understand the families' real needs and desires. We knew that if we had a good understanding of our target group, it would be much easier to identify opportunities in solving the project challenge.

After having conducted desk research, diary studies, interviews and existing services, we faced the challenge of bringing all these large blocks of research together. We followed the steps below in order to bridge this Research phase into the Ideation phase.

DOWNLOAD

Share insights from all the research

THEMES

Clustering stories & creating themes/ categories.

INSIGHTS

Synthesizing & choosing key insights.

OPPORTUNITIES

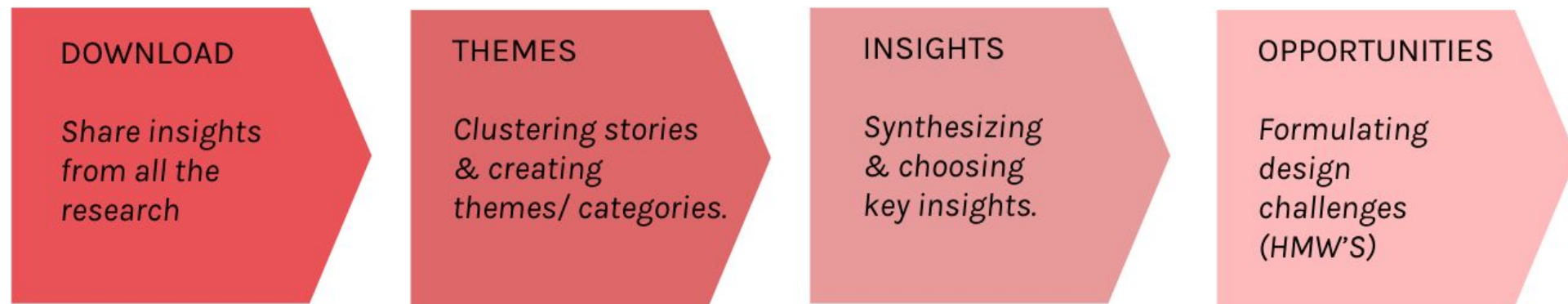Formulating design challenges (HMW'S)

Figure 15 - Research analysis steps

Download

As we divided different research work between ourselves, we had to share our findings with one another. In order to do that, each of us prepared notes from the various research activities on post-its and then shared it with the group. These notes captured everything we have seen, heard and experienced in the field and from our research, such as short stories, observations, facts, quotes and photos. We found ourselves surrounded by many different findings. These were sorted in the following step.

In order to help us share information with each other and to identify the most important insights, we created a profile template (appendix, page 72) .

After an interview has been presented to the group and notes were put up on the wall, everyone selected the three most inspiring stories or observations, three needs or desires and one quote. This gave us the opportunity to re-read all the notes and have some quiet time to reflect on them. Once everyone voted, we selected the notes with most votes. Often we would try to identify the most important notes together, which gave us the opportunity to discuss why we voted for which notes. This way, everyone learned a lot about each interviewee, even if they were not present at the interview. It allowed us to imagine the people behind the quotes, their needs and desires. It also helped us remember most of the notes and insights throughout the next phases. This helped us immensely throughout the project, as we had a common understanding of how our insights were formed.
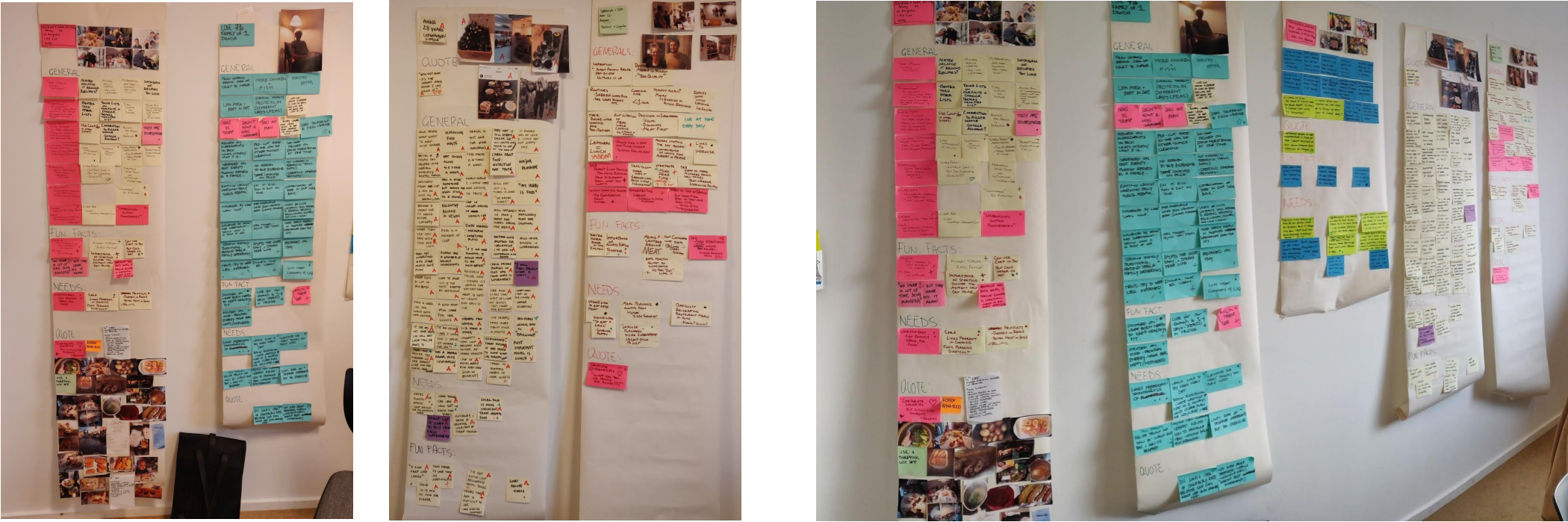

Figure 16 and 17 - Download session

We made this template having in mind that we would create personas at a later point in the process. The interview analysis template proved helpful for us to have a clear overview of the most important stories and values for each interview.

Interviewee/s Name

Picture here

Background

- ...
- ...
- ...

The Scoops, AAU SSD, 2018

Top 3 Inspiring Stories Or Observations

1. ...

2. ...

3. ...

Top 3 Needs or Desires

1. ...
2. ...
3. ...

Most memorable quote

"

...

"

Figure 18 - Profile template

Process Report. Group 1. Semester 1. Service Systems Design 2018 / 2020 _____ 30

Themes

In this phase, we looked for topics and themes that we could see emerging across the research and we created new clusters of the notes.Clusters: *Price, Coop, In-store experience, Online, Cooking, Planning, Goals, Time, Quality, Inspiration, Food diets, Eating out, Habits, Batch shopping, Kids, Premade/Convenience food.*

A timelapse of one of our clustering sessions is available at
https://youtu.be/BHB6kqa4kPc
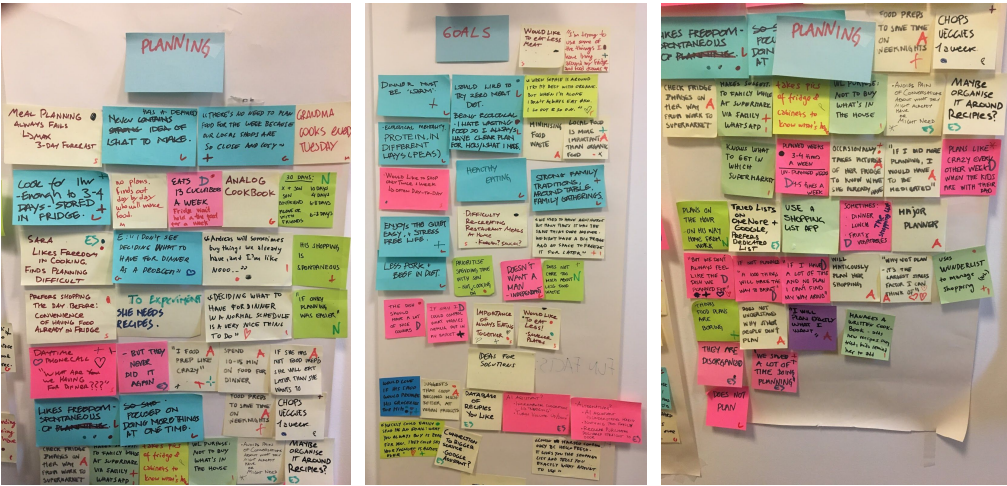
Figure 19, 20,21 clustering

Insights

Throughout this process we analysed what each note or quote really meant. This allowed us to align the level of knowledge from research among ourselves and create space for us to discover the insights hidden between the lines. We synthesized our many notes into fewer, clearer insights. We then clustered the insights into new themes. A complete list of insights is available in the appendix (appendix, page 81). Themes: *Desires, Inspiration, Efford, Rituals, Enabling, Frustrations and Values*
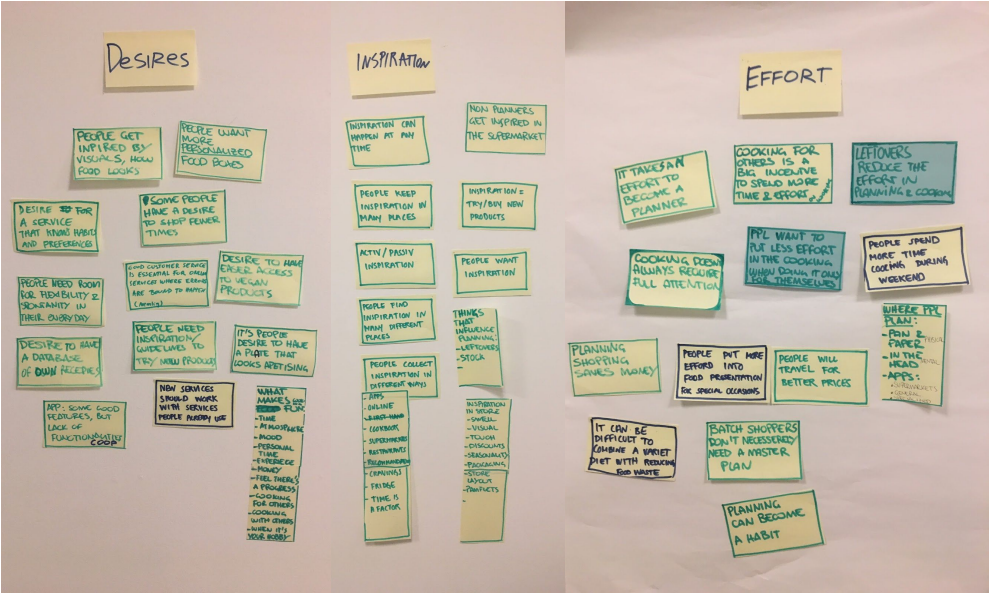
Figure 22 - Synthesising and clustering insights into fewer categories

Selected Insights

- Buying the basics is draining.

- Most people tend to go to their closest supermarket.

- Online grocery shopping fails to give shoppers inspiration or a feeling of hygge.

- Inspiration can happen at any time and any place.

- Non-planners get inspired in the supermarket.

- People want to use put less effort into cooking.

- There is a growing awareness about sustainability.

- People do not like to plan.

- The factors that make cooking enjoyable are individual and needs to be discovered.

- Creating own collection of recipes generates value for people.

- People think foodboxes are too expensive and they do not trust the quality.

- People have a desire for making buying the basics easier.

Opportunities

Based on the insights and the new clusters, we created initial design challenges in the form of How Might We questions (HMWs, IDEO, extracted 19/12 2018). This method allowed us to keep our users in mind and rethink the insights in a form of various questions that opened up space to explore a range of solutions. At the same time, it helped to add constraints to our challenge so that our questions were somewhere between broad and narrow. As much as it was helpful to add constraints to our questions, it was also quite hard to find a good angle - we had to rephrase our HMWs many times, as they were often either too broad or too narrow.

In order to narrow down our many HMWs, we individually wrote down a couple of keywords that were representative of our research and insights so far. We ended up with this list: *Fun, Flexible, Rituals, Habits, Finding time, Planning, Inspiration, Inside Supermarket, Small kids, Simplify, Personalised, Data, Meal repertoire.* We then clustered our HMWs under these categories and re-wrote the questions again into more synthesized challenges.The HMW questions provided us with a framework for the next project phase in which we come up with concepts and solutions: Ideation.
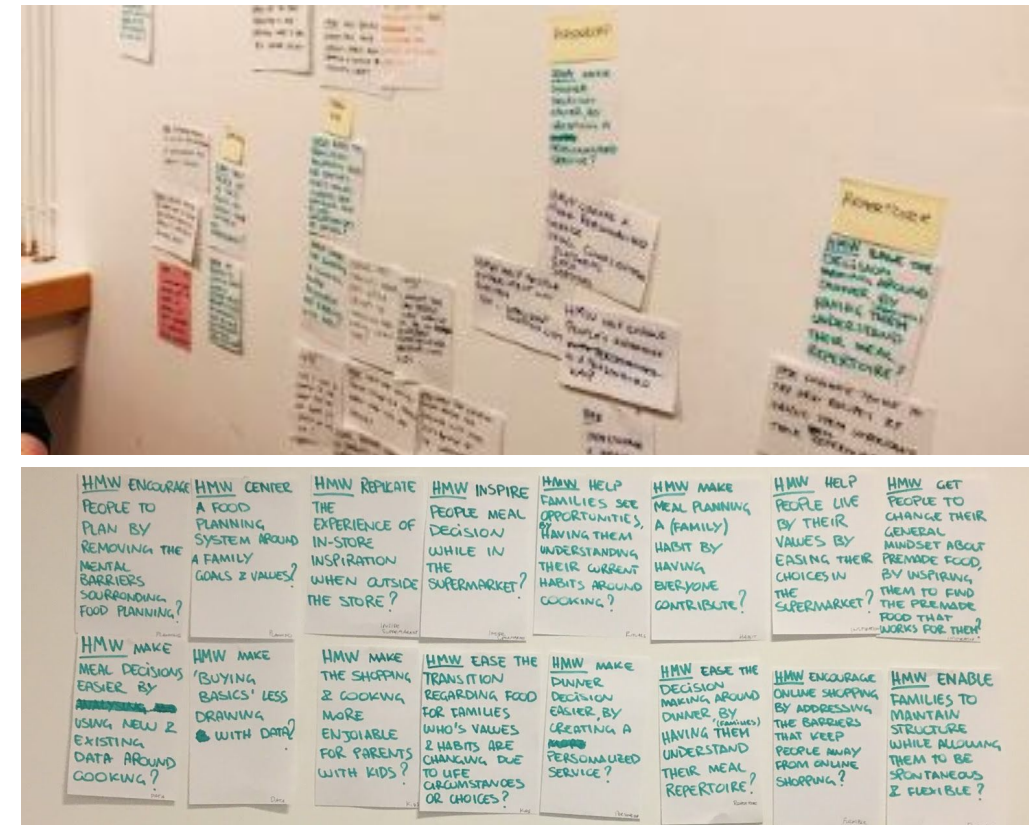

Figure 23 - Creating HMW questions from the insights

Figure 24 - Clustering and selecting HMW questions

Ideation & Co-creation

Ideation & Co-creation

Our ideation and co-creation process begun with a concept brainstorm based on all the HMW questions we formulated during the insights process.
We filtered the ideas through a set of key indicators based on our research, a diagram and by testing some of the ideas with volunteers.

Lastly, we hosted two co-creating sessions to dive into elements of the concept before experience prototyping in a supermarket.

Concept Brainstorm

We started off the session with a few small exercises exploring how people understand words and concepts in different ways. This helped us get into a creative and open mindset, ready for the brainstorm. We also put up rules of brainstorming(IdeoU, retrieved 11/12/18) on the wall to ensure that all group members were reminded of the principles.

No but policy
Yes and...
Crazy ideas
Build on each other ideas

For the brainstorming session itself, we used a simple template on an A5 sheet of paper, with a header for "catchy title", space for a drawing illustrating the concept and space for a description.

We went through every single HMW question we had formulated in the previous exercise and individually used few minutes on each to generate ideas as many ideas as we could. Then we presented the ideas to each other and used another few minutes generating and evolving on the existing ideas. We were mindful of keeping these sessions quick, but at the same time we allowed ourselves more time if the topic required it.

Once we had gone through all the HWM questions we discussed and developed further on each idea in a group bouncing ideas off each other.
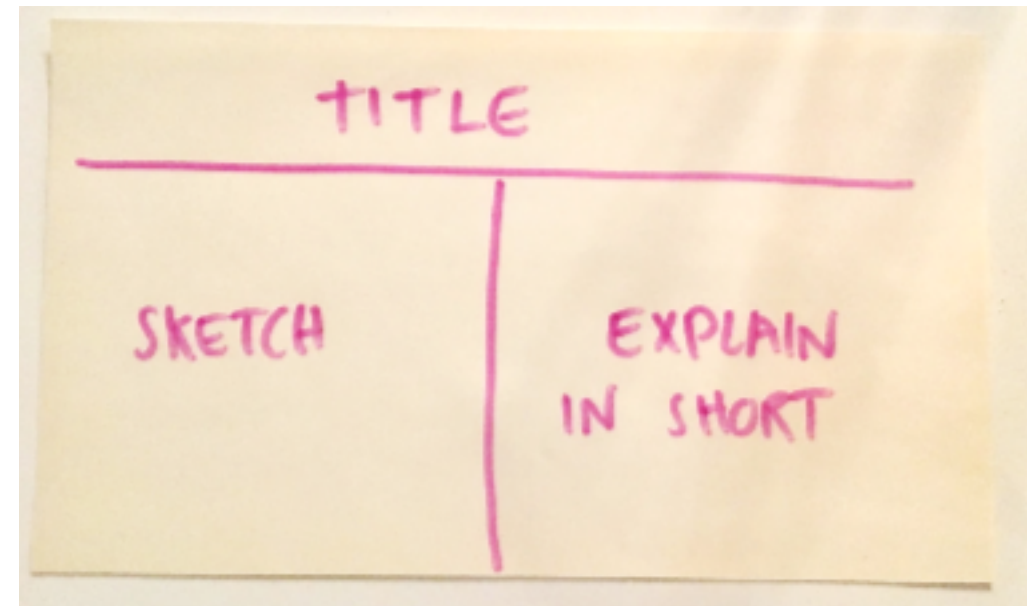
Figure 25 - Template for brainstorming session

After generating a number of new ideas we went on to creating personas as a tool to filter and iterate the ideas. We realise that we could have created the personas earlier

in the process when we started the concept brainstorm. However, we decided to not limit ourselves in this phase and generate as many ideas as possible, knowing the personas will guide us in the next stage of the process.

Figure 26 - Concept brainstorm

Personas

In order to narrow the focus in the ideation process we created a total of four personas based on the desk research, interviews and other knowledge we had gained during the research phase. The aim for creating the personas was to focus on solutions relevant to the project challenge, and adjust our ideas according to their needs and goals.

Creating the personas also helped us on achieving a common understanding of the users we wanted to work with, and be able to empathise with them.

Creating The Personas

Based on Cooper's (Cooper, 2001, extracted on 19/12 2018) suggestion, we generated the minimum number of personas required to illustrate key goals and behavior patterns. Instead of going for individual personas, we found it more helpful to create family types, based on the idea of Young (Young, 2016, extracted on 19/12 2018) who talks about "behavioural audience segments" that represent a thinking style of a group, rather than a single person. Young also notes that in order to create a well rounded persona with whom one can develop empathy, it is necessary to examine the underlying reasoning behind facts and their preferences. When we thought about our family types, we tried to imagine how they would react and why, and what would their guiding principles be.

As a first step, we looked into our insights and discussed which types of families we had encountered during the research phase. Four main types were identified, and then resulted in our four personas:

- The Passionate Food Lover Family
- The Busy Family
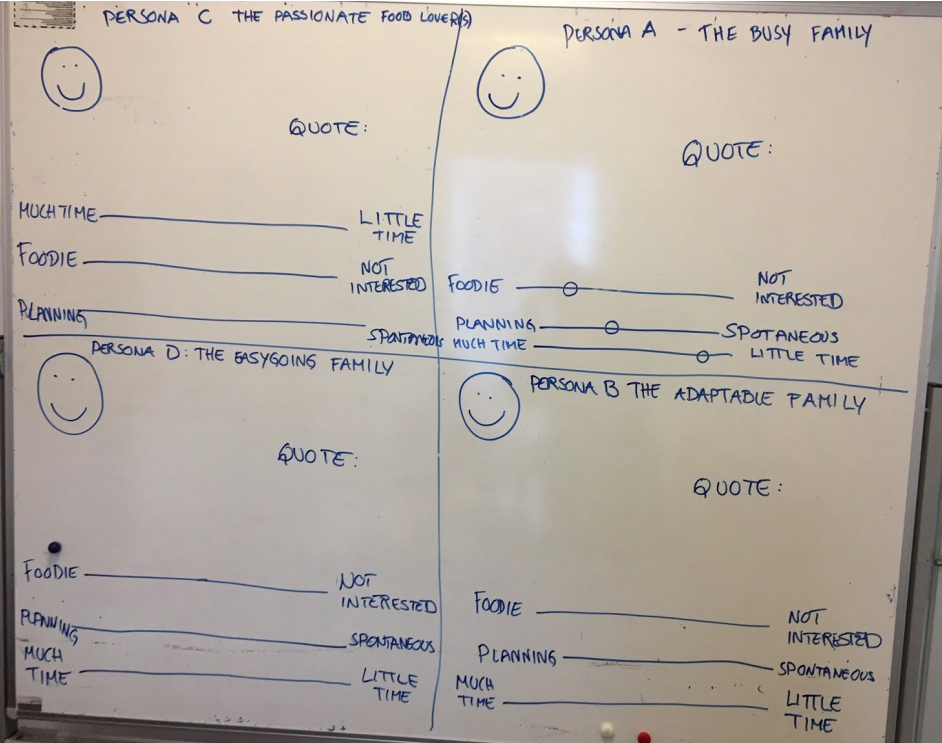- The Easygoing Family
- The Curious Family

Figure 27 - Making personas Template

The second step involved revisiting the insights and choosing important keywords, values, needs and behaviours that could be used to shape the personas. Different topics were identified:

- Needs
- Values
- Desires
- Cooking
- Tech

- When shopping
- Headaches
- Dinner
- Inspiration

Within each topic we clustered relevant insights that we then modified into characteristics describing the different personas. The topic *planning,* for an example, was broken down into super planner, medium planner, opposed to planning, open to try planning.

As a next step, we assigned all these characteristics randomly to the four personas, without specifying any demographics or family constellations, in order to avoid creating stereotypes.

Next, we discussed if there were any contradictions within each personas. This made us adjust and move the insights around to form more complete, realistic and coherent personas.

As we discussed the characteristics of the personas, we also added factors such as time available, how interested they were in cooking and if they were more of a planner or more spontaneous.

To make sure that we cover our most important insights across the four personas, we went through the entire list of our insights (appendix, page 81) and checked if they were represented.

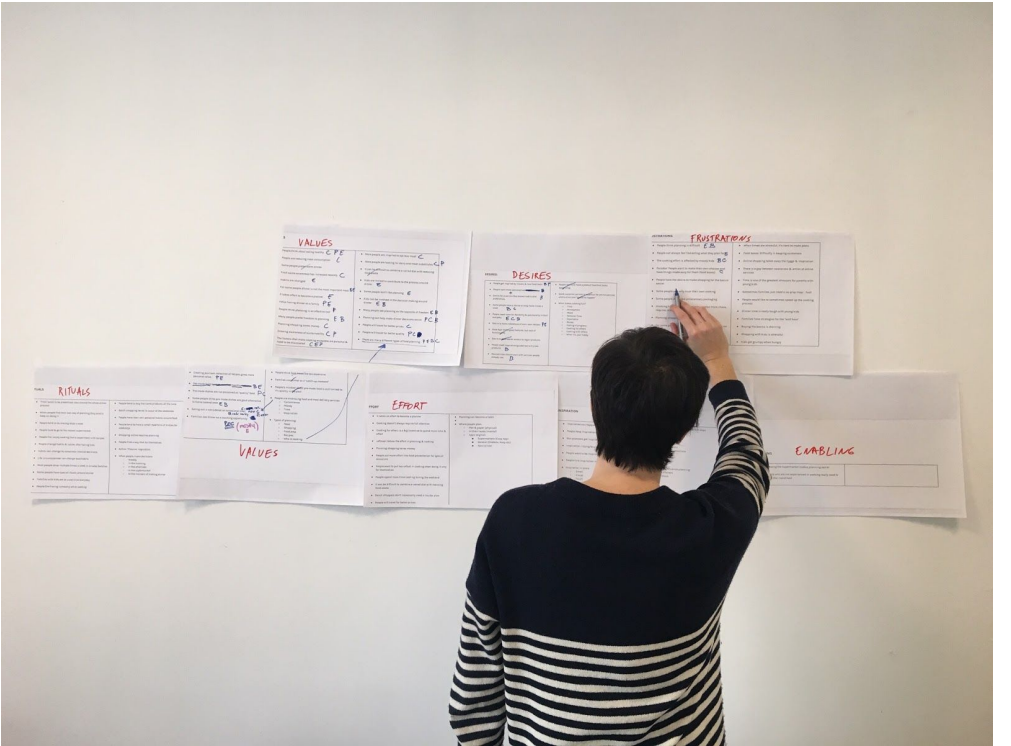Figure 28 - Making personas - Moving around insights

Figure 29 - Making personas - checking insights

Following we present the four personas. At this phase, we did not decide to follow a specific persona, as we wanted all the personas to guide us through selecting the final concept. We knew that all the concepts we had at this point would fit one or more personas.

The Passionate Food Lover Family

Julie is an experienced project manager and lives alone with her pre-teen daughter Sara in Copenhagen. Julie loves making good quality food and experimenting with new recipes. She taught Sara to be open minded and enjoy all kinds of food over the years.

Every Saturday they make a food plan for the next week. They usually do a big round of shopping on Sundays but also do small shopping trips during the week, just because they think going to specialised grocery shops is fun and finding new products is exciting and inspiring.

Julie is passionate about sustainability and she often plans ahead on how to use leftovers in a new and interesting dish. Julie follows several blogs that focus on conscious cooking, also finds inspiration on Instagram, Pinterest, in various magazines and cookbooks.
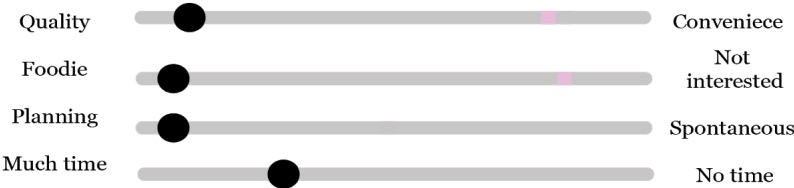
Quality ●————————————— Conveniece
Foodie ●————————————— Not interested
Planning ●————————————— Spontaneous
Much time ———●————————— No time

Figure 30 - Personas, The Passionate Food Lover Family
Figure 31 - Personas, The Easygoing Family

The Easygoing Family

Karina and Jens moved in together two years ago. They both have kids from previous relationships, Karina has a son Lukas, who is in kindergarten, and a daughter Sofia, who just started elementary school. Jens' son Noah is just a few years older than Sofia. Every other week Karina and Jens' kids are with their other parents.

When the kids are home they help out with dinner and shopping. Karina, Jens and their kids don't consider cooking a stressful task, but approach it in a fun and creative way in their everyday where they can pass down good values to their kids.

The family is spontaneous and doesn't like planning too much, instead they occasionally ask the kids during breakfast what they would like for dinner. But most days they improvise when they go shopping for dinner. They never plan for more than one day ahead, as they they don't know what they would like for dinner the next day.

After Karina and Jens moved in together they are striving for a more simple and easygoing life and feel like technology can easily add stress to their life. They perceive non-tech solutions as a better fit for themselves. They love to use good old pen and paper and a spontaneous conversation when they plan for dinner.
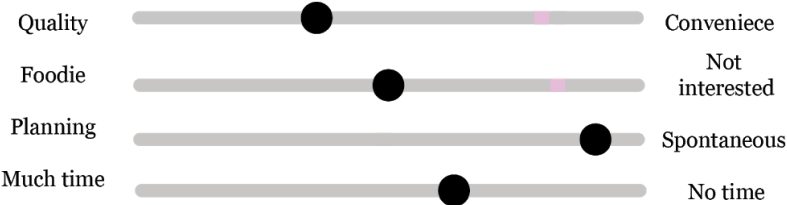
Quality ————————●————— Conveniece
Foodie —————————●———— Not interested
Planning ————————————————●— Spontaneous
Much time ——————————●——— No time

The Curious Family

Daniel and Charlotte met each other seven years ago when they both worked in the same insurance company. They don't have kids.

They both love good food and prefer a homemade meal over an expensive restaurant. When they cook themselves they enjoy having control over what goes into the dish. They strive to limit their environmental footprint and use their leftovers, reduce plastic waste and buy organic, if the price is not too different from the non-organic.

During the week, Daniel and Charlotte consider cooking a stress factor, as Daniel works night shifts as a shipping manager three nights a week. They tried to make a meal plan a few times, they saw its benefits, but were not able to make it a habit.

Charlotte and Daniel love to travel and experience new cultures. Every now and then Charlotte will send links to Daniel with interesting dishes that they can try out when they have time.

They tried to order groceries from nemlig.com when they had guests over, but they think that the 400 dkk spending limit is too high for everyday shopping and that it requires a little too much planning.
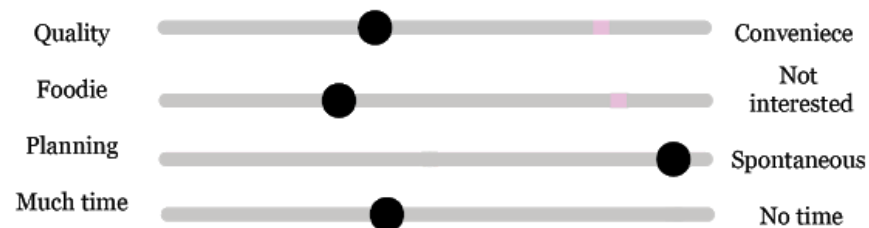
Quality ———●——— Conveniece
Foodie ——●——— Not interested
Planning ————————● Spontaneous
Much time ———●——— No time

Figure 32 - Personas, The Curious Family

The Busy Family

Maria and Peter both have demanding careers working as a sales manager and an engineer. They have two sons, Søren, who is passionate about soccer and goes to high school, and Lasse, who goes to primary school and plays badminton.

During the week they do not spend too much time planning and cooking but opt for fast and convenient meals, so they can spend the little time they have with each other at the dinner table catching up on each others day. Sometimes the boys come home after dinner, as they are out practicing their sports. They would reheat the dinner and eat it while chatting with their parents.

The busy family loves to organise their life using tech, such as Whatsapp, calendar & other apps, voice assistant, smart home, as a shared tool, but they wish they could find the right personalised solution to help make their everyday easier.

Maria and Peter often shop for two-three days at a time but would like to shop fewer times a week or even better, to have the basics automatically delivered at their door on a regular basis.
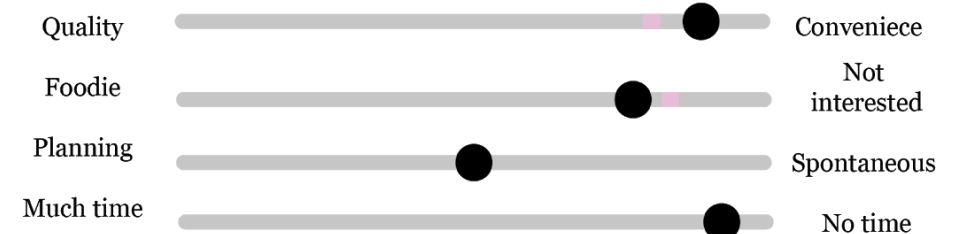
Quality ——————————● Conveniece
Foodie ———————●— Not interested
Planning ————●———— Spontaneous
Much time ——————————● No time

Figure 33 - Personas, The Busy Family

Filtering & Refining Concepts

At this point we had a number of 40+ concepts for the solution based on the HMW questions. We iterated the concepts by imagining how our personas would use each of the concepts. We also defined which concepts would work for more of our personas and which would work for fewer.

Moreover, we eliminated a number of ideas at this point that were not relevant to any of our personas. We ended up with the 18 most interesting concepts.
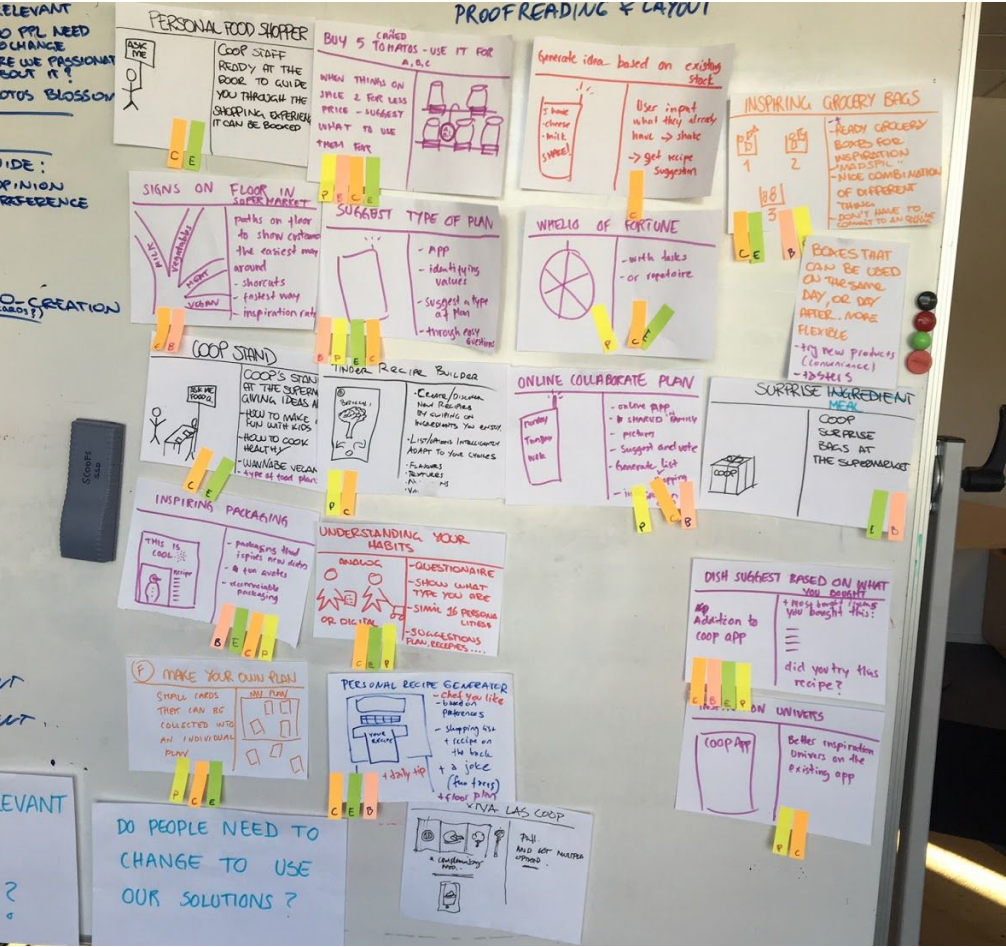
Figure 34 - Adding personas to concepts

From 18 To 10 Concepts

To help us narrow down the concepts, we filtered them through a funnel of two main questions and 1 insight:

- Is it relevant to the problem?
- Do people need to change behaviour to use our solution?
- People actually do not want to plan!
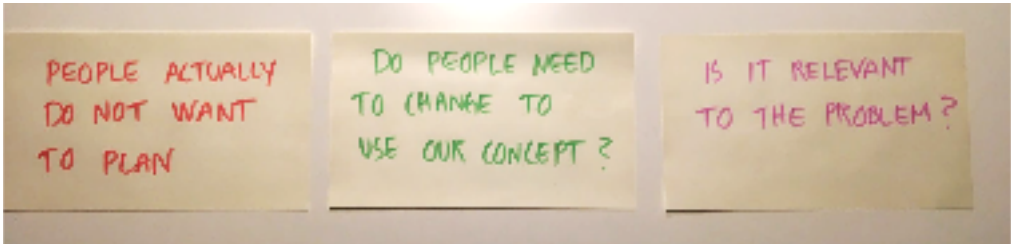
Figure 35 - Filtering the concepts

We choose the three filters based on our problem statement, desk research and interviews and thought them to be absolute key to identifying the best concept.

As we knew that people we interviewed had no real pleasure from planning and a desire to do it, and we knew that only 12% know what to have for dinner before they enter the supermarket (Coop report, page 30), we considered it more reasonable to not attempt at a concept that would ultimately need people to change their natural behaviour.

This exercise helped us bring down the 18 initial concepts to 10 concepts.

From 10 To 3 Concepts

Having 10 concepts left, we set out to eliminate more ideas before testing them with people.
We placed the concept in a diagram where one axis represented the level of difficulty implementing the concept, and the other axis represented our own enthusiasm for the concept as seen in figure 36.
The exercise left us with 3 concepts that we refined in more detail before testing them with people.
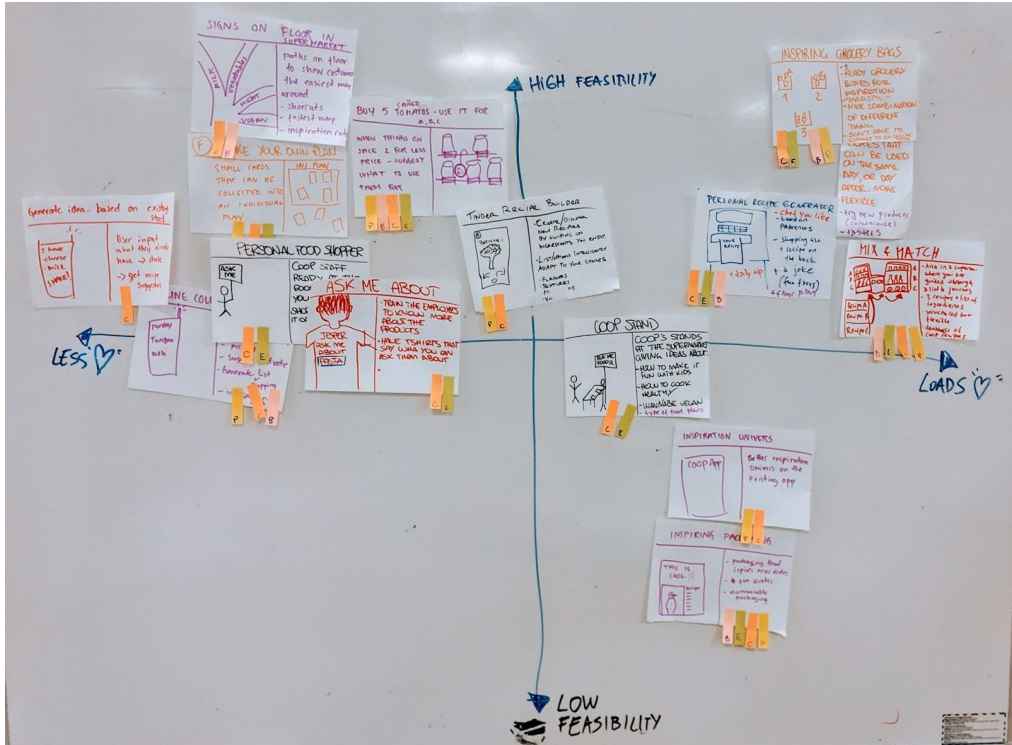
Figure 36 - Diagram for positioning concepts

Concepts & First Test

We tested the 3 final concepts with two individuals and two groups of people. We showed them low fidelity paper prototypes and asked them to share their thoughts about the concepts and if they could imagine using any of the concepts. After the test we offered a small treat to the participants to show our appreciation for their time. Following is an overview of the concepts we tested.

Recipe Generator

A large scale screen placed close to the entrance of the supermarket where people can choose quick filters to generate a recipe specifically for them. Users would be able to print the recipe and shopping list on the spot.
Feedback

- *"These screens are usually really slow and dirty"*
- *"Touch screens were cool in 2002, but not in 2018"*
- *"I don't want to spend more time in the supermarket than necessary"*
- *"I like the idea, because I never know what to get for dinner and I don't like planning beforehand"*
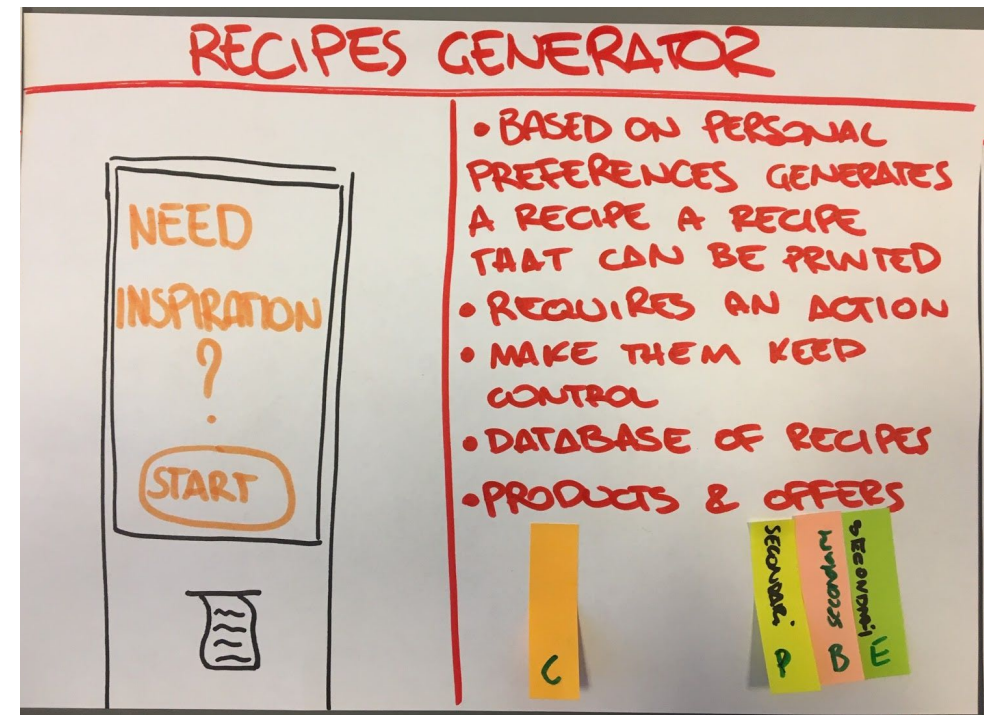
Figure 37 - Recipe generator concept sketch

Mix & Match Recipe

An special section in the supermarket where people can choose a recipe and mix and match required ingredients based on their preferences and what they already have at home. This way the supermarket customers can easily create their own customised recipe.

Feedback
- *"I like this idea, it seems easy and I can choose myself if there is an ingredient I don't like"*
- *"It seems like it would take a long time to go through"*
- *"I would use it every now and them, but not every day"*
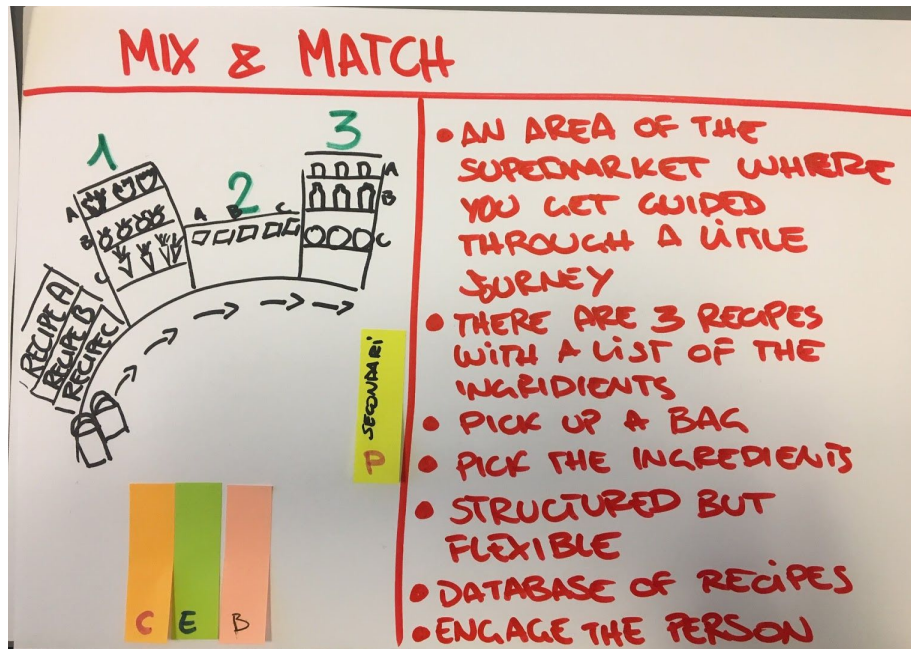
Figure 38 - Mix & match concept sketch

Pre-packed Grocery Bags

Grocery bags placed in the supermarket that are packed with ingredients for today's recipe. Different variations exist, such as 'The vegetarian', 'The family friendly' and 'The slim one.

Feedback
- *"I have tried something similar but dropped it because it was the same 5 options on repeat"*
- *"I would want to be able to remove items that I don't like or already have at home"*
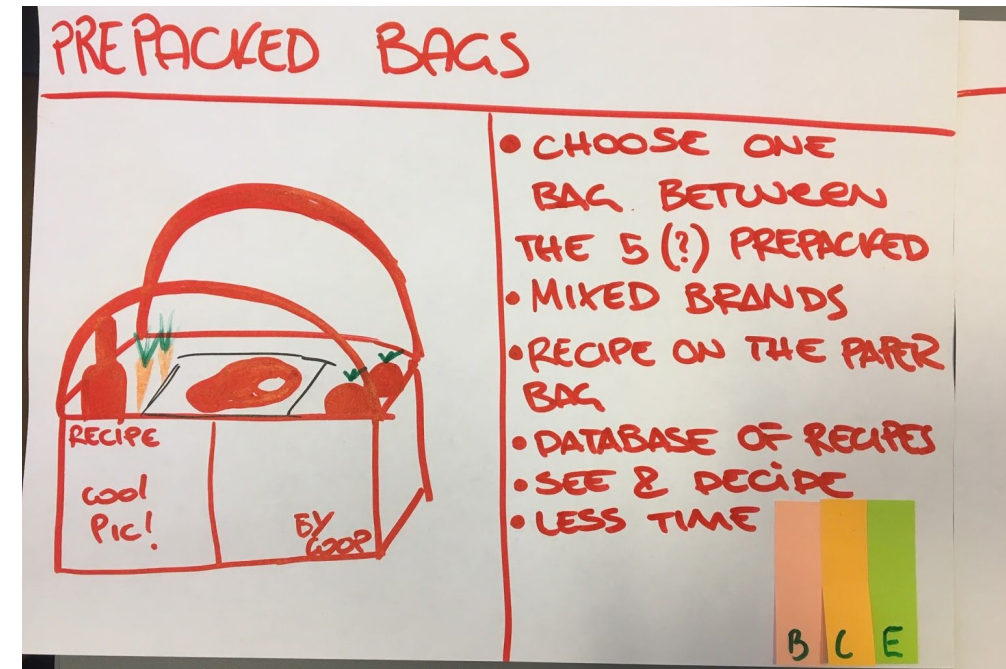
Figure 39 - Pre-packed bags concept sketch

As pictured in figure 37,38 and 39 above we have added small coloured stickers to each of the concept, indicating which personas each concept would work for. Sticker B means that the concept could fit with the Busy family, C means the Curious family, E means the Easygoing family and P means the Passionate Food Lover family.

As we wanted to get some immediate feedback, we run a guerilla test (Stickdorn, 2018) in a public space. Ideally, we would have selected our test subjects based on predefined criteria based on our personas. However, it turned out that even if we selected our respondents randomly, they all had characteristics resembling our 4 persona types. In addition to that, we tested with one of our previous interviewees, whose character traits were represented in our personas.

Choosing A Concept For The Final Prototype

Overall, all three concepts were received either well and not well at all - some respondents thought they would fit them great, some could not imagine using the concepts at all. One of our main findings was that one concept was more popular that the rest: The Mix & Match concept. As the feedback we have received for the two other concepts showed more weaknesses than the Mix & Match, we set out to elaborate on this concept.

The Mix & Match service would be beneficial in one way or another to all four personas. We selected the Busy persona because their needs and values fitted the concept the most out of the three personas.

Co-creation

In the context of the CIID design process, co-creation is done after the concept has been established, but before the final details of the solution are defined in order to understand how the solution could be improved (Service Design Sprint, CIID, 2017).This activity is not about validating the concept by the respondents. It needs to be open, as it requires decisions from the respondents and it challenges them to voice their needs that could have been otherwise not expressed. One of the benefits of implementing co-creation is also to question designer's assumptions about the solution.

As time was scarce, we only managed to co-create at a preliminary level of the concept development with one person. We used low fidelity prototypes in the form of sketches.

Key insights from the co-creation session:
- The system should work together with the Coop App
- Placing of ingredients should be similar to the look and feel of Torvehallerne
- Part of the concept promotion could be taste samples of the dish
- The recipe should be flexible in a way that users can easily pick ingredients for any number of people
- It should be possible to rate the dish for the users to remember
- It should be possible to add the recipe to my favorites within the app
- There could be screen explaining what to do and showing how to prepare the dish

Had we have more time available in this stage we would have liked to co-create with more users, specialists, such as supermarket managers, and Coop's marketing department. We believe we could have gained valuable insights from these sessions that would have helped us narrow down our concept and understand its possible drawbacks and improvements.

Prototyping & Testing

Prototyping & Testing

Once we settled on our concept, we needed to validate if the core value proposition resonates with our target group. In order to do that, we ran an experience prototyping session in a supermarket.

Experience Prototyping

Experience prototyping is a prototyping method that enables designers to gain quick, first-hand appreciation of a future product or service experience. Simulation and engagement with the prototype allows the users to act as they would act in the context of the future concept - they experience it for themselves (Stickdorn, 2018).

Our further motivation for running an experience prototyping session was to strengthen a mindset of thinking about the design challenge in terms of designing an end-to-end experience, rather than a specific artifact.

The Prototype

First, we created a low-fidelity prototype that simulated the service flow. We put a mockup on a wall describing the service with post-its representing ingredients. We then acted out how our persona would respond to the service. Based on our own experience acting out using the service we did some refinements and proceeded to a more high fidelity prototype.

Figure 40, 41, 42,43 - Low fidelity prototype
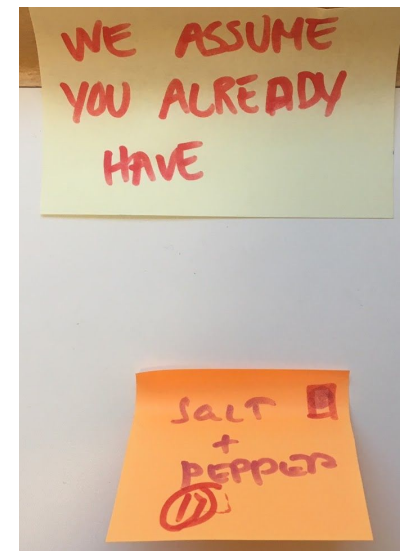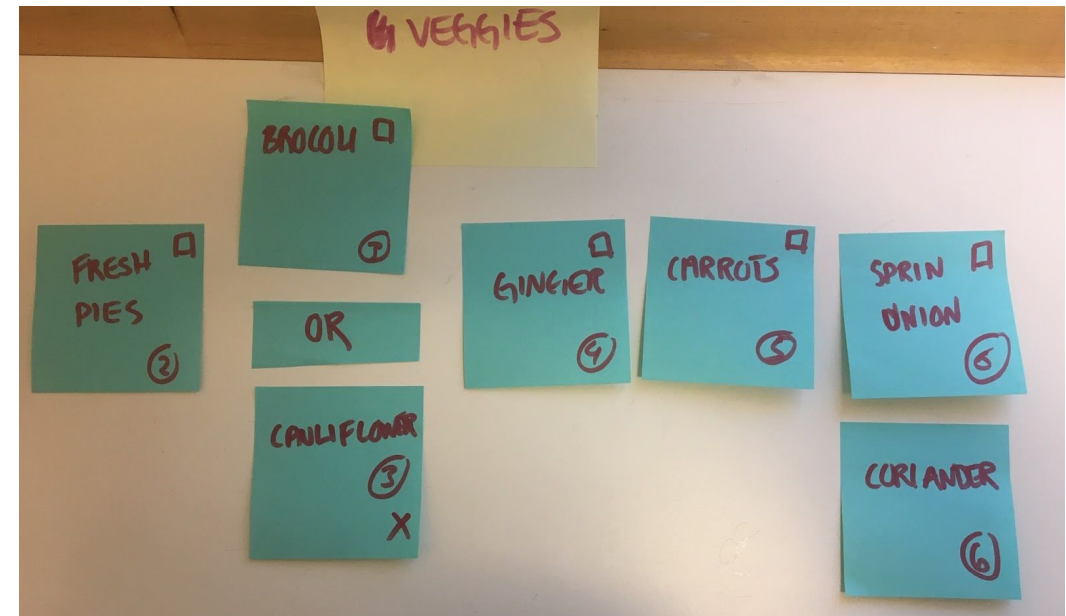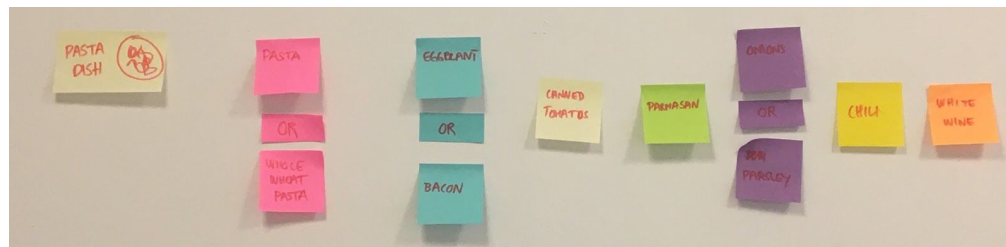
We designed two A3 sized posters: one is describing the concept and the other shows the daily dish. On top of that, we created 2 versions of recipe cards. We printed numbers corresponding to the recipe ingredients and also name tags.

The aim of running an in-context service prototype was to observe the interactions of the users with the prototype placed in the supermarket, which is the location where the service would normally exist. We wanted to find out what are the unforeseen factors that influence our service idea and gain a reliable feedback from people using the service.

Moreover, we wanted to test how people react to our service offering and if it would be something they could imagine using. We were curious to see how long it takes to understand the concept and what are the frictions that would make it hard or unappealing for people to use.

Originally, we wanted to test in Kvickly, as we imagined our persona shopping there. Also, it is a larger store and we thought it would be easier for us to find space to run our prototype session. After getting a denial from the Kvickly store manager, we asked another Coop store, Fakta, if we could try it there. Fakta is a cheaper supermarket with less choices of products, compared to a more expensive and stocked Kvickly.
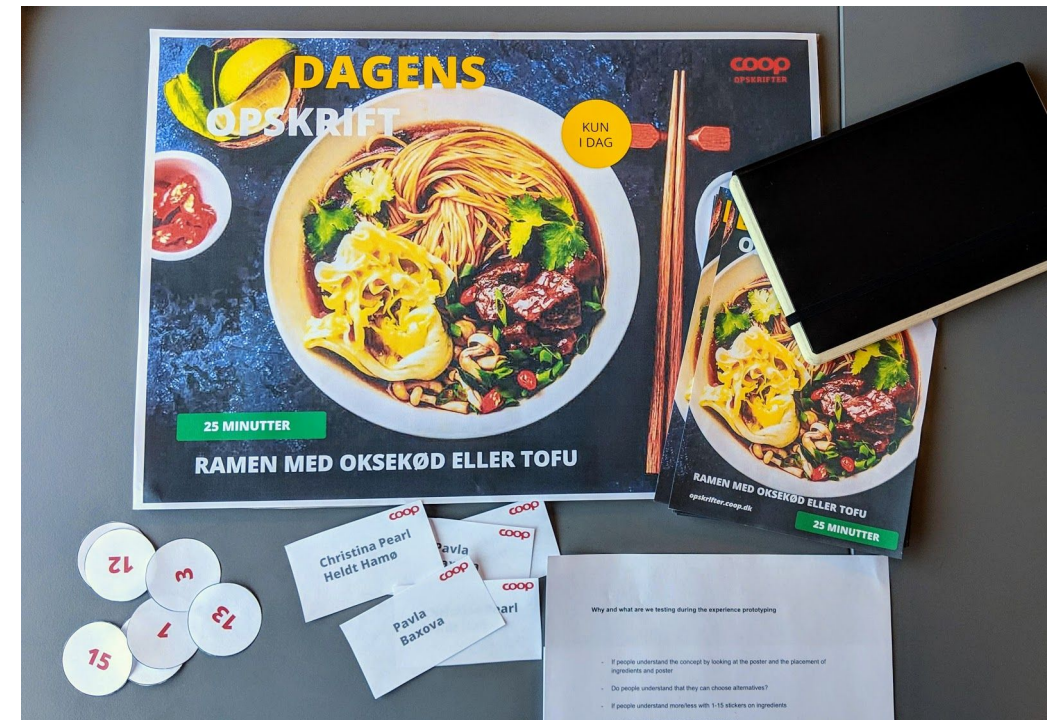
Figure 44 - Prototypes

Prototyping

After locating a possible space for testing our prototype, we obtained an approval from a store manager. The manager seemed interested in the idea and he noted he could imagine the potential and relevance for Fakta's customers.

We arranged our prototype in an open fridge in between the vegetable and meat section, placed the ingredients in baskets and assigned them the corresponding numbers. We prepared rewards for the participants and put on our Coop name tags.

Next, we recruited participants. This was to our surprise easier than expected as approximately 50 % of the people we asked was interested in participating. People were naturally curious about the concept and only a few people declined to talk to us. While we ran the interviews more people would walk by and look down the fridge with great interest.

We ran the interviews in Danish with Danish speaking participants, and one interview with an English speaking couple. One person was running the interview and two other group members were observing and documenting.

Despite people being in a hurry, the participants spent in average of 15 - 20 minutes talking to us. In total, we spent about 3 hours in the supermarket. After the three hours we felt we should stop the session, as we were blocking the already confined space in the supermarket and rush hour was setting in - although we were still getting useful feedback with every new session.

We tried to talk to different types of people of different age, sex and people shopping alone and couple or friends shopping together.

Figure 45 - Prototype placement in the supermarket

Figure 46 - Experience prototyping

Findings From Experience Prototyping In Fakta

The findings we gained from the prototype sesion were used to refine the concept. Some features proved to be completely useless - such as the QR code that no one of our participants would use. Other things needed to be much more clear, like the numbers on the baskets and the corresponding numbers on the recipe shopping list.

- No one would use the QR code
- Everybody prefered to use the physical recipe card. Some even said they would add it to their personal recipe book at home
- Many did not understand the numbering system, but we believe it was due to poor execution of the prototype. It should be very clear that the numbers resemble the numbers on the recipe card.
- All but one said they would use the concept and that it would make it easier to decide on what to have for dinner
- Most thought that this would be a quick process and they would be able to leave the supermarket within a few minutes
- Some liked that they had alternatives to ingredients
- One asked why the groceries were not just pre-packed in a bag, although he also admitted that this concept was not for him, as he never had problems deciding what to have for dinner
- Almost everyone said they would choose meat as the first thing, both using the concept and for their regular shopping
- Once people had grasped the concept of choosing ingredients according to the numbers, they were able to perform the task very fast
- Ingredients cannot be missing as it will confusion and annoyance for the users

Reflections

There were some elements that we for various reasons did not test during the prototype session and some things that we could have done differently. Below is an overview of some of our reflections regarding experience prototyping.

Ask In Advance
We should have contacted the supermarket beforehand to get reassurance that we could test in their facilities.

Test In Different Locations And Supermarkets
We could have tested in more than one supermarket to see if there was any difference in the feedback from customers in Kvickly and Fakta for example.

We also did not test different locations in the supermarket, as we imagine that Coop will be much better at assessing where the most appropriate placement is for their specific supermarkets.

Longer Testing
As we had to leave the session while we were still getting useful feedback, we believe that it would have been beneficial to have run the session for a longer time or over the course of two days.

Two Sets Of Cards
We had prepared two sets of recipe cards to test in the supermarket, one set with numbers corresponding to numbers on the baskets and one set of card with no numbers on it. However, we soon realised that the numbers were essential for people to understand the concept and so we decided to not test the cards without numbers on.

App As Part Of The Service
Lastly, due to the fidelity of our prototype, we did not test the supporting app element of the concept, where people can find the recipe shopping list and instructions in the Coop app.

Concept & strategy

Service Concept

The Service System In Short

Findings from the interviews showed us that most people find inspiration inside the supermarket. In addition to that, according to Coop's report from 2016, only 12% know what to have for dinner when they enter the supermarket (Coop report Danskernes madvaner, 2016). Our solution was therefore naturally positioned inside a supermarket.

Our service is based on an idea of contextualising ingredients that are sold by the supermarket. This is done in such way that makes it easy for people to get inspired about what to make for dinner. Traditionally, a supermarket customer has to locate different products in different places in order to make a meal. In our case, we select one recipe daily and bring all ingredients needed for this recipe together in one place. At the same time, we let the customers choose alternative ingredients to allow for more flexibility and customisation, as we found through our interviews that flexibility is a quality people appreciate.

We took in consideration building on touch points of Coop's existing services that Hello Great Works brought to our attention. Our service would utilise the following:

- Coop's app
- Coop's physical stores
- Coop's recipe website (opskrifter.coop.dk)
- Discount brochures (tilbudsaviser)
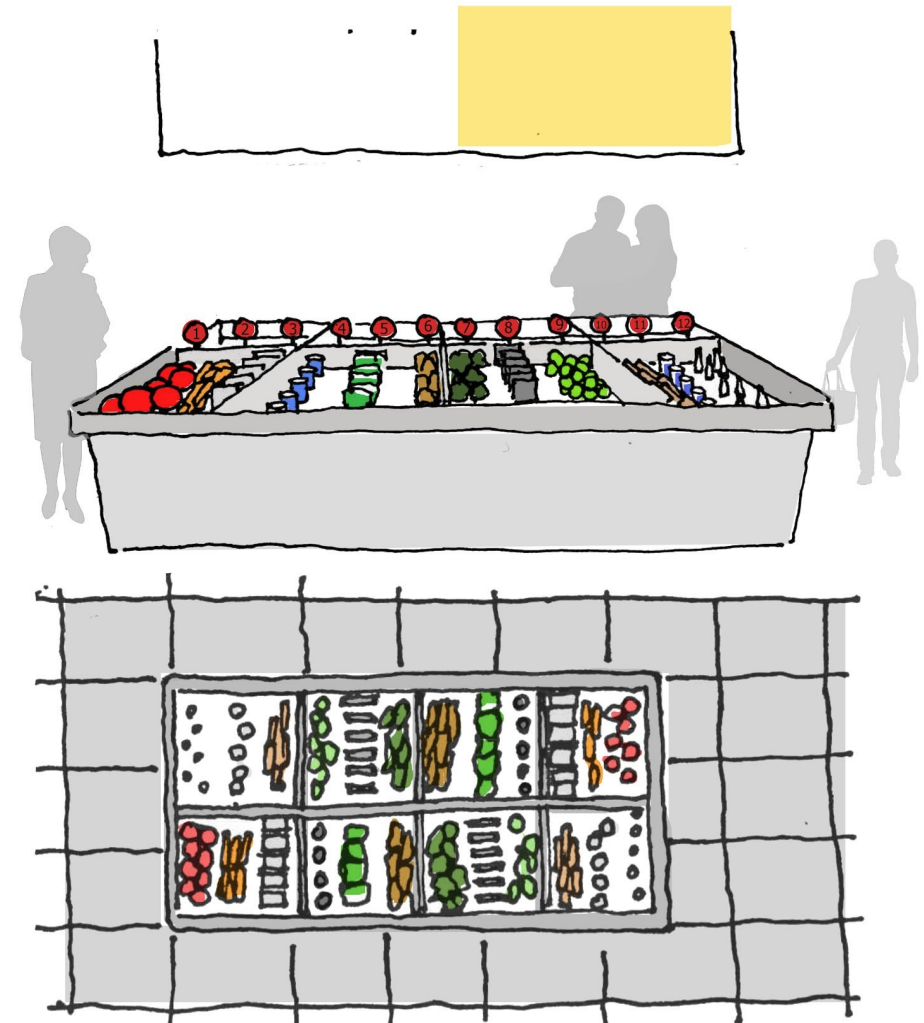
The Supermarket Area

Figure 47, 48 - Sketch of the service area

Recipe Card & Posters

Recipe cards that accompany Today's Recipe will be available for the customers in the service area, so that they can take them home. Two larger posters will be displayed in the area explaining the concept and showing a picture of Today's Recipe.

Figure 49, 50 - Recipe posters prototype
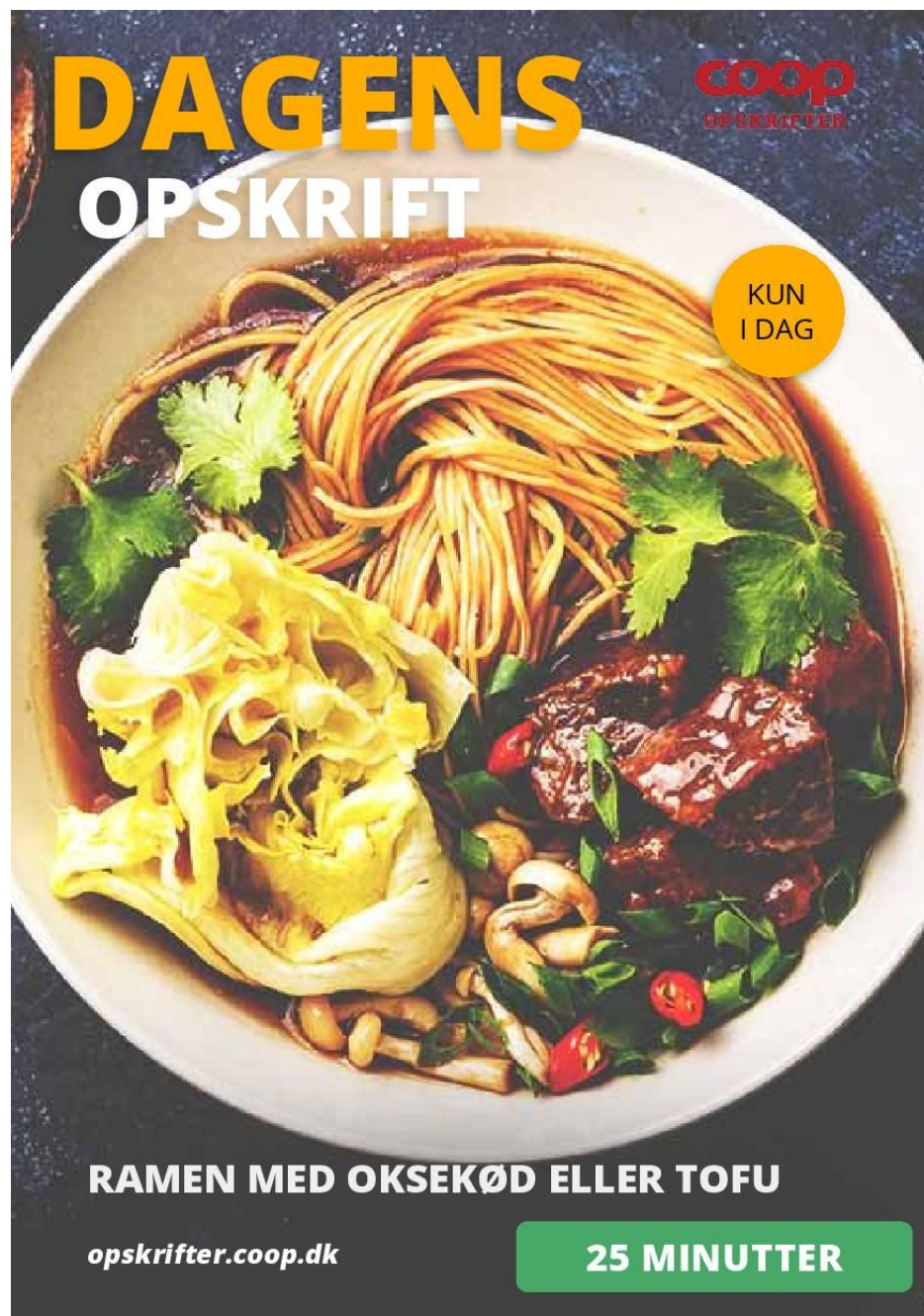
Figure 51, 52 - Recipe cards prototypeters

The second card (recipe detail):

RAMEN MED OKSEKØD ELLER TOFU

INGREDIENSER

1. 400g Oksekød
2. 400g Champignon
3. 200g Kål
4. 1 stor Gulerod
5. 2,5 cm Ingefær
6. 2 fed Hvidløg
7. 1 bundt Forårsløg
8. 1 Lime
9. 1 bundt Koriander
10. 1 Chili
11. 200g Nudler
12. 1 liter Oksekødsbouillon
13. 2 spsk Hvid miso pasta

Vi regner med at du allerede har:

14. 1 spsk olie
15. 1 spsk Soya sauce

FREMGANGSMÅDE

1. Skær alle grøntsagerne i strimler og oksekødet eller tofuen i mundrette bidder.

2. Kog nudlerne efter anvisningen på pakken

2. Opvarm lidt olie i en gryde ved medium temperatur og tilsæt champignon og gulerod og rør rundt i 3-4 minutter. Tilsæt ingefær og hvidløg og lad det simre i ca. et minut.

3. Hæld den varme bouillon i gryden og tilsæt miso pasta og soyasauce og kog det hele i 2-3 minutter. Tilsæt pak choi og forårsløg og kog forsigtigt i yderligere et par minutter uden at det mister den grønne farve. Tilsæt sagen af en limefrugt.

4. Steg oksekødet eller tofuen på en pande i lidt olie i 3-5 minutter mens saucen koger.

5. Del nudlerne i 4 skåle og hæld den varme sauce og læg oksekødet oven på nudlerne. Pynt til sidst med koriander og chili.

Variation:
Erstat oksekød med tofu
Erstat oksekødsbouillon med grøntsagsbouillon
Erstat koriander med mynteblade.

opskrifter.coop.dk

Coop App & opskrifter.coop.dk

The solution promotes Coop's database of more than 8.000 recipes found on opskrifter.coop.dk. Users can check Today's Recipe via the Coop app before they go to the supermarket, see the shopping list and find instructions for the recipe in the app as well. The recipe will also be presented on opskrifter.coop.dk as Today's Recipe. Besides this, there will be printed cards with the recipe, list of ingredients and instructions placed in the supermarket.
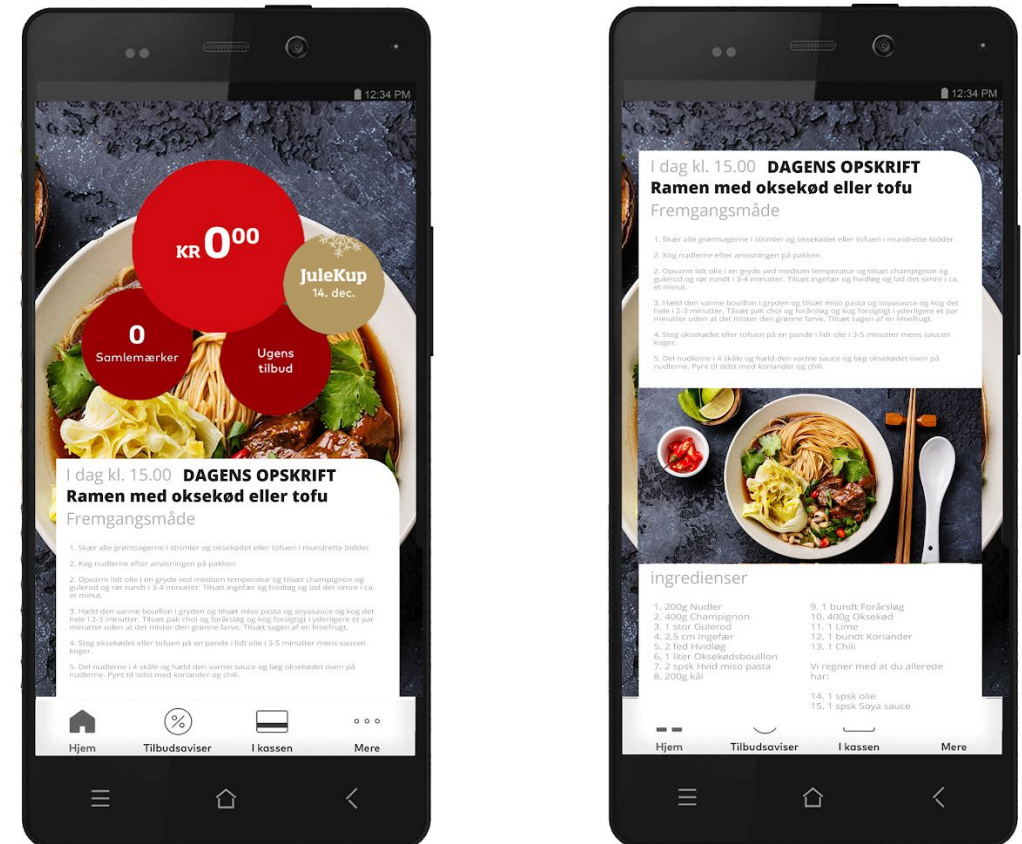
Figure 53, 54 - Coop App prototype
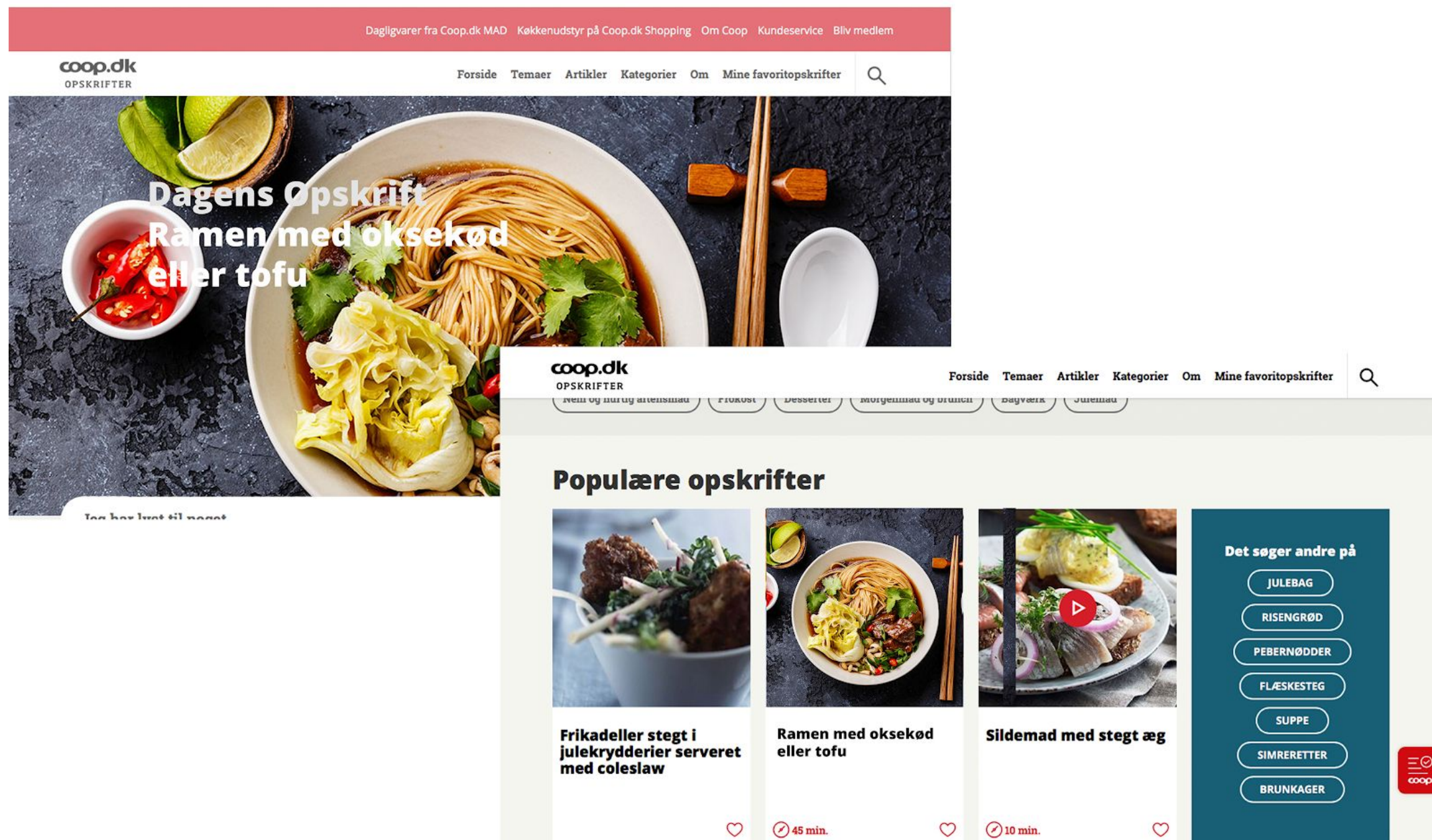
Figure 55, 56 - opskrifter.coop.dk prototype

User Journeys

In order to discover touchpoints in our system we visualised a journey of a new user and a familiar user based on the Busy family. The journey made it clear what touchpoints we should consider before, during and after the service. It also allowed us to dive into specific areas of the service to discover actors' roles and their relation to the service.

If we look at the familiar journey we see that during the service, Maria can simply grab all ingredients with no assistance from supermarket staff. All she needs is ingredients available and a shopping list to navigate with.

In order for Maria to use the system, some processes should already be in place, such as the shopping list on her phone and the ingredients available in the designated area in the supermarket. These processes should be carried out by the supermarket staff, as well as the actor that manages the Coop app. We will explore that in more detail in the ecosystem, touchpoint map and in the system map. The system map will clarify the order in which processes happen and which actors are responsible for which processes.

User Journey - First Time User

Maria is on her way home from work. She needs to do grocery shopping for dinner before going home, but doesn't have an idea for what to make.

She arrives at the supermarket. She is tired and just wants to make it quick through the supermarket.

She browses around, hoping for inspiration to hit her.

Maria comes by the service area and thinks the image of the dish looks really good.

She quickly gets the idea from the 1-2-3 step poster hanging next to the picture of Today's recipe.

She sends a photo to her family and gets a response to go ahead and try the recipe.

Maria opens the Coop app and finds the recipe and the shopping list.

She picks the ingredients from the recipe shopping list and decides on mint leaves over coriander, as none of her sons like coriander.

She quickly glances over the recipe ingredients once more to make sure she's got everything she needs.

Before leaving, Maria checks the shopping list that she shares with her family to see if they need anything for the household.

She finds some carrots and steers towards the cashier.

She pays for all her groceries at the cashier.

Maria picks up her shopping bags, heads to the car and drives home.

Figure 57 - User journey, first time user

User Journey - Familiar User

Figure 58 - User journey, Familiar user

Before service

Maria is on her way home from work. She needs to go shop for dinner before going home Maria checks today's recipe in the Coop app and sends it to her family.
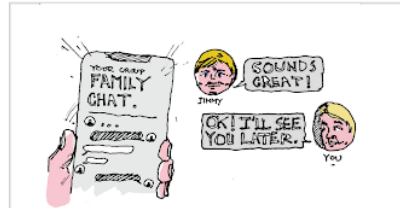
Maria's kids respond to their family chat that they like the recipe.

She arrives at the supermarket and steers directly towards the concept area.

During service

She opens the Coop app and find the recipe and the shopping list.

She grabs all the ingredients from the recipe shopping list and decide on mint leaves over koriander as non of her sons like coriander.

She checks if she has gotten all ingredients by counting the items in her shopping basket and holds it up against the number of items on the list.

After service

Before leaving she check the shopping list that she shares with her family to see if they need anything for the household.
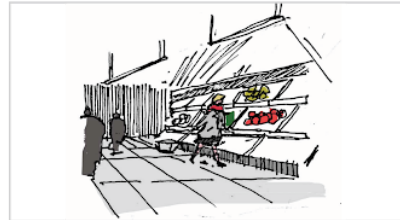
She grabs the things from the shopping list.

She goes to the cashier and pays.
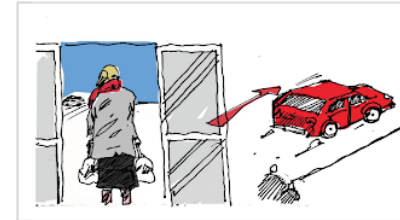
She picks her bags, puts them in her car and drives home.

Ecosystem

Looking at the user journeys, we discovered that there is hardly any human to human interaction during the service experience and that most processes should be carried out by actors in the system before Maria interacts with the service.
Creating an ecosystem map showed us what actors are related and what value is shared between them. In addition, the ecosystem also allowed us to recognise some of the specific processes that should be carried out before the user would be able to use the service.

Figure 59 - Ecosystem
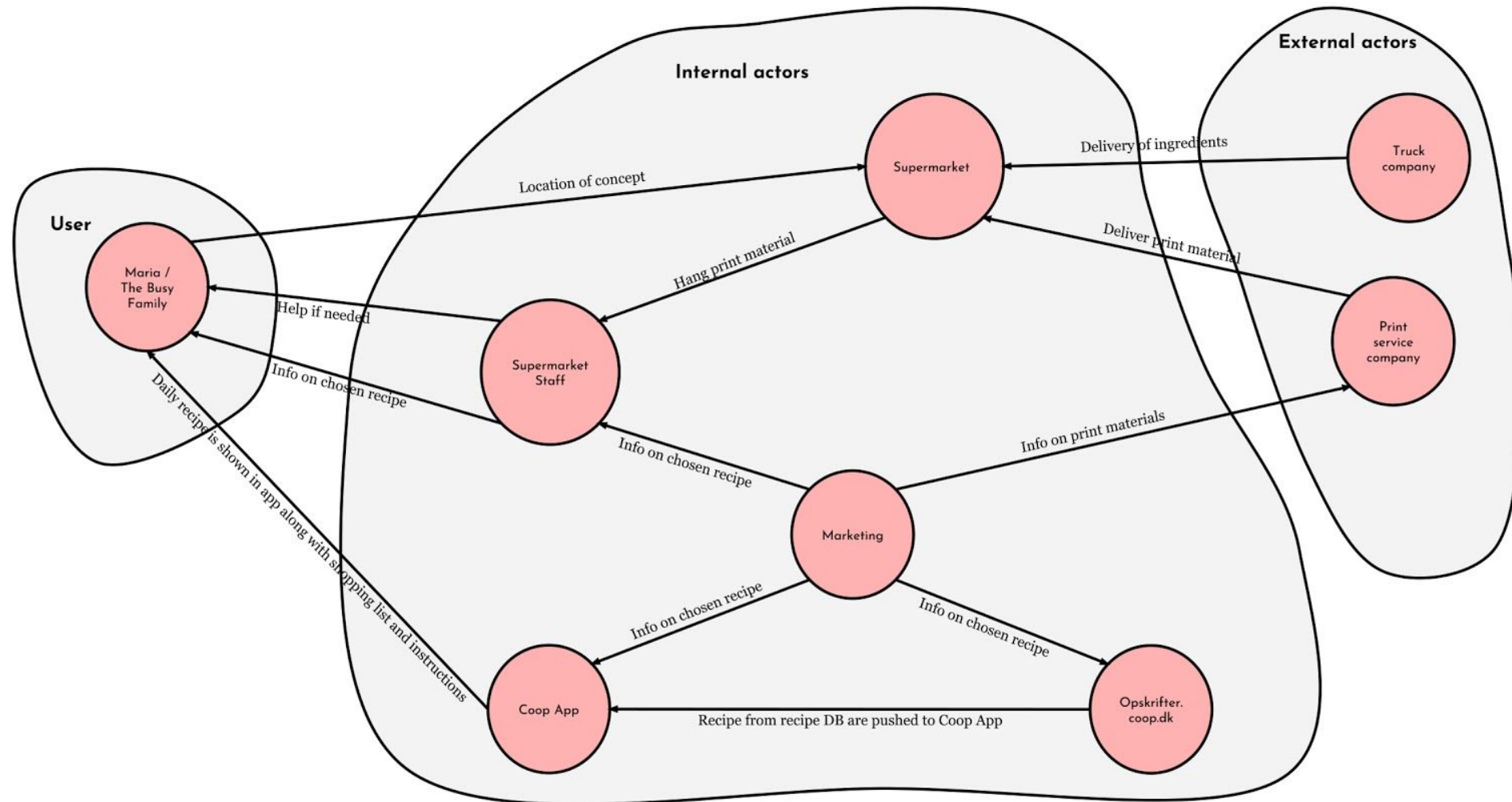
Actors Overview

To better understand the role of various stakeholders in our concept, we created an overview of each of the actor's main tasks in regards to the system, as shown below.

Supermarket Staff

The supermarket staff will be responsible for setting up the area in which the service takes place every day.

Daily tasks include:
- Changing daily posters with Roday's Recipe.
- Changing daily recipe cards with Today's Recipe.
- Stocking ingredients.
- Making sure ingredients are stocked throughout the day.
- Answering customer questions about the service.

Marketing

A relevant department is responsible for selecting and organising Roday's Recipe for opskrifter.coop, Coop app and print supplier of the recipe cards.

Weekly tasks include:
- Selecting recipes for the week.
- Make graphics ready for print.
- Make graphics ready for opskrifter.coop and Coop app.

Opskrifter.coop

Today's Recipe should be presented on the index screen and marked as Today's Recipe.

Coop App

Today's Recipe should be presented on the index screen and marked as Today's Recipe.

Supermarket

The supermarkets should make sure that appropriate space is allocated for the service and organise its employees to make sure that Today's Recipe poster and cards are updated daily, as well as make sure ingredients are stocked.

Users

The service users will add value to the concept by customising the recipes.

Defining the specific tasks helped us next create a system map (figure 61) in which we see in what order processes happen, what processes are triggered by other processes and by which actors they are performed.

Touchpoints

Through the touchpoint map (figure 60) we identified what touchpoints are present/active during the service. It also made us work on potential strategies for touchpoints that could create awareness and loyalty for the user.

As an example, the touchpoint map made us aware of the remaining recipe cards. A possible strategy for how to utilise them could be placing them in an holder in the supermarket for anyone who just wants an inspiration recipe card.

	BEFORE			DURING	AFTER
TOUCHPOINTS	Awareness	Considerations	Acquisition	Service	Loyalty
Coop app	☐	☐		☐	☐
Supermarket	☐		☐	☐	
Service area	☐	☐	☐	☐	
Opskrifter.coop.dk		☐			☐
Supermarket staff		☐	☐	☐	
Recipe How To poster	☐	☐	☐		
Recipe image in supermarket	☐	☐	☐	☐	
Recipe shopping list on poster			☐	☐	
Recipe instructions poster			☐	☐	
Recipe cards in supermarket	☐	☐	☐	☐	☐
Discount brochures	☐				
Delivery trucks	☐				
Coop youtube channel	☐	☐			

Figure 60 - Touchpoint map

Service System

To clarify the processes happening in the system we created a service system map. Based on Maria's journey, the touchpoint map and the ecosystem map, we can see which processes are triggered by other processes at which point. This way, we can plan, for example, when the marketing department should decide on a recipe in order for the remaining processes to happen in time.

The system can be broken down to examine other specific processes more in depth. For example, we could create a system map of the processes in the marketing department, highlighting what occurs when they produce the print material. In order to do so, we would need to know more about the existing internal structure of such department.
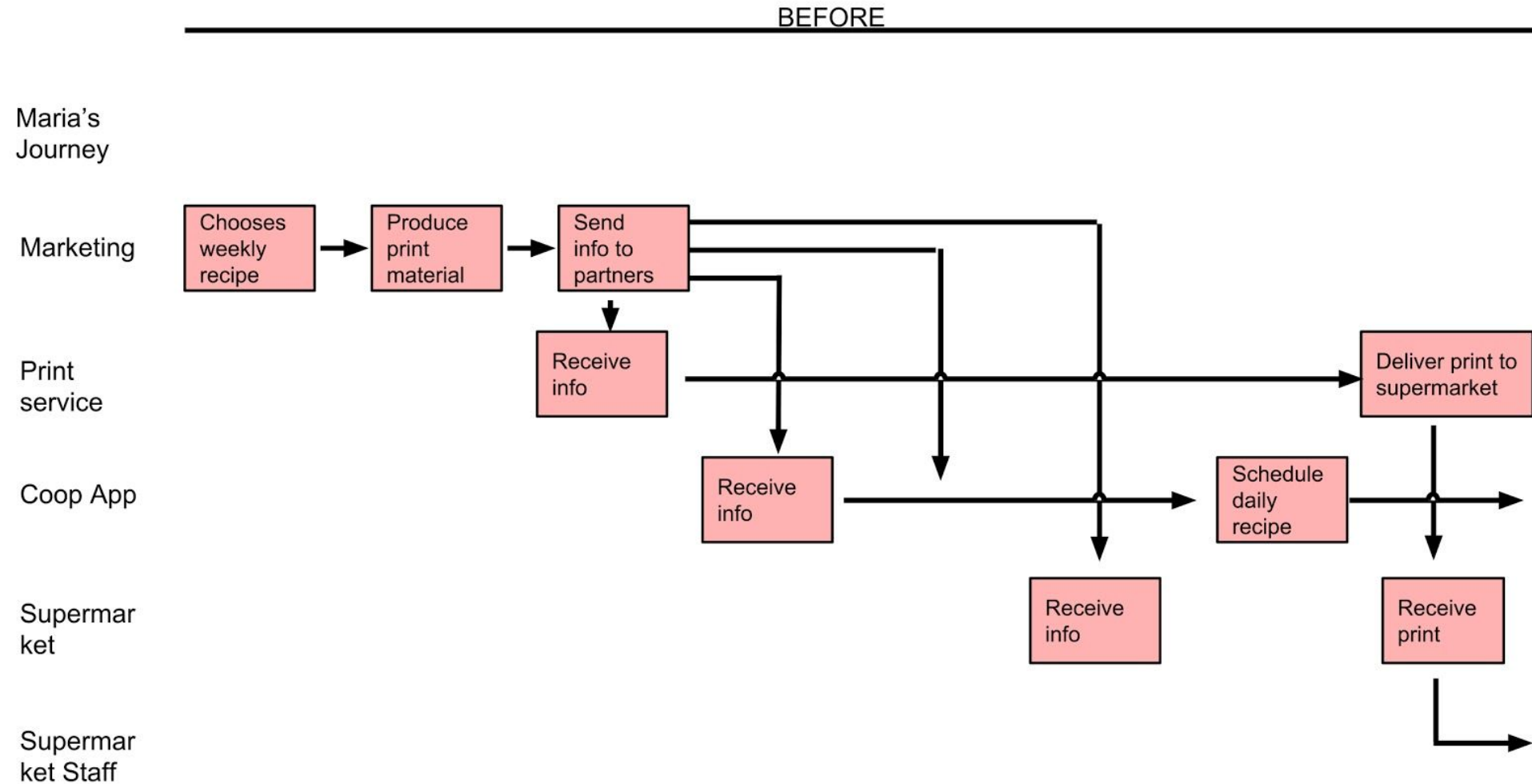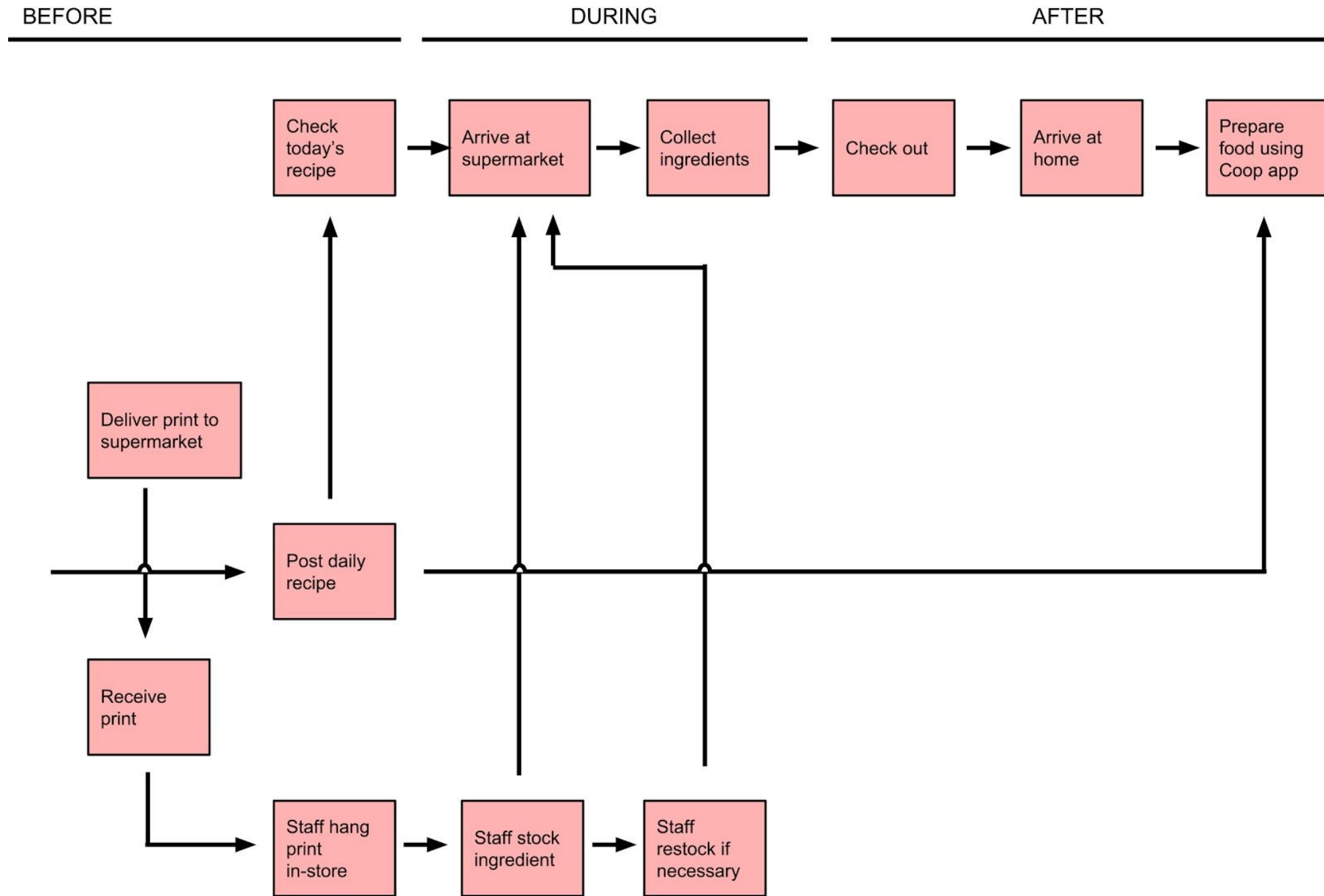

Figure 61 - system map part 1/2

Figure 62 - System map part 2/2

Service Benefits For Coop

The value this service can bring to Coop and its customers can be found on many levels. By using Today's Recipe service, Coop would strengthen loyalty to its brands by making its customers happier through reducing their stress about deciding what to have for dinner. At the same time, Coop's customers would remain in control of decisions over ingredients they buy. In contrast to pre-packed bags, the customers can examine the quality of the products, select only what they need, and easily replace certain ingredients with alternatives they prefer.

The service would draw on the extensive database of recipes that Coop already has. By showcasing easy and interesting recipes, Coop's customers would have a chance to get inspired in the supermarket, even if they would not end up using the service. Moreover, the service would add functionality to the app and thus increase it's usage. In addition, Coop can promote particular products, such as seasonal food or products on offer. By suggesting appropriate amounts of ingredients needed, Coop can encourage less food waste.

Strategy For Implementation

Based on our original process plan, we wanted to elaborate on a strategy for service implementation. However, as our service still needs more details and testing, we believe it would be premature to develop such strategy. We present an overview of some of our considerations below.

Implementation Considerations

We are aware of several possible difficulties in regards to implementation and adoption of the service. Firstly, it will require allocating a physical space in the supermarket. In addition to that, the employees will have to maintain the service with posters, cards and ingredients. Should the service be maintained poorly, the response will most likely be negative, as we learned through our experience prototyping session.

Secondly, the fact that our concept is located in the supermarket can be problematic, as supermarkets are already over-saturating their visitors with many products, vitrines and other stimuli displays. Therefore, we are concerned if our service will manage to stand out from the plethora of other services in the supermarket.

Lastly, we are aware that since 2012 Coop has been slowly phasing out their discount brochures (Ritzau 2012, Finans 2013, Politiken 2016), investing and turning focus to their app, which has been downloaded 1 million times as per December 2018 (Ritzau 2018). Although our research from experience prototyping has shown that people do prefer the physical recipe card for our concept, we are aware that the physical recipe card might be a solution that will not be a viable option in the future.

A number of our experience prototyping respondents said that they would save the card and add it to their personal recipe book. Therefore, before implementing the recipe card it should be further researched exactly what Coop's strategy, in regards to paper waste, is - if only disposable discount brochures which have a life span of one week, or if other print material is also included in the strategy.

At the same time, we have heard throughout our interviews that people would wish the Coop app had more functionalities. For this reason we believe that adding the Today's Recipe would be relevant for its users, even though our experience prototype respondents did not mention it. Ideally, we would run another iteration of the testing to address this aspect specifically.

We have not had a chance to get clarification from Coop on their waste strategy. If we knew what Coop's strategy and principles are in terms of creating more printed material, we could have adjusted the concept in this regard. If, for instance, Coop does not want to print recipe cards, customers could either take a photo of the recipe poster or find the recipe inside the Coop app.

Further Testing

Ideally, we would have tested whether more Today's recipes should be included, for instance in larger supermarkets. Also, Coop should determine which of their supermarkets would best fit to the concept. We believe it would also be beneficial to involve some of Coop's employees in co-creating sessions.

Conclusions & Reflections

Conclusion

Our work on this project was guided by a goal we set for ourselves: to gain a deeper understanding of the ways families approach dinner and what factors shape their decision making, planning, cooking and mealtime, as well as the barriers that makes these experiences more complicated.

We have explored this area of interest by a combination of thorough desk and qualitative research, and arrived to a concept that, as we believe, answers the initial challenge.

We have learned from 9 in-depth interviews and desk research that people do not really want to plan. This was in contrast to our initial assumption that planning could perhaps solve this problem.

We have also learned that people want flexibility in the way they approach making dinner and deciding on what to eat. This relates to findings that people prefer not to commit to a service, but have freedom to choose when they want to use it.

At the same time, people want inspiration and help with their decision making. Most people do not know what to buy before they enter a supermarket and look for inspiration when inside. In addition to that, many people want to make it through the supermarket as quick as possible.

We knew we wanted to suggest a concept that wouldn't require changing people's behaviour, as that is a difficult task to conquer (Bridgeable, 2017).

We strived to create a service that would help various types of families shopping for groceries in Denmark. Based on our interviews, we have identified four main types of such families that we depicted in our personas: The Passionate Food Lover Family, the Busy Family, the Curious Family and the Easygoing Family.
The concept that we have selected to develop into a service fitted to all four personas, but primarily the Busy Family. We have worked on the concept with the Busy family in mind, while paying attention to the values and needs of our remaining personas.

The service allows supermarket visitors to get inspired in their everyday by showcasing an easy recipe. Ingredients for this recipe are arranged in a way that they can be selected based on user's preferences, allowing for a fast and efficient decision on what to have for dinner. Through this service, Coop would utilise many of its already existing touchpoints, such as the app and the recipe database.

We tested our final concept in the context of a supermarket. The service prototype was overall well received, as all respondents said they could imagine using the service. However, adjustments needed to be done. We learned that people prefer printed recipe cards and shopping lists compared to those in an app or accessible via QR code. The way we presented the concept and ingredients was not clear and consistent enough. This is a crucial aspect when it comes to the success of the service, as people want to understand it as fast as possible.

In order to implement the service, it would require, ideally, involvement from Coop in the form of co-creation, further testing and iteration. Overall, we believe that if this concept is implemented in some form, it will ease Coop's users' everyday decision about what to have for dinner.

Final Reflections

We are aware that the findings and the result of this project are based on certain choices we made throughout the process. For instance, if we would have chosen to follow another process framework, our work could have resulted in a different outcome. We chose to spend a lot of time in the diverging phase to uncover research findings and insights. Had we made a decision to narrow down our focus sooner, we might have had more time to discover even more insights during the concept phase and could have arrived at a more finished solution.

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Interview Guide

Statement of Research Intent:

Gain a deeper understanding of the ways families approach dinner and what are the factors that shape decision making, planning, cooking and mealtime, as well as the barriers that make these experiences more complicated.

Factors that influence these experiences: practical, cultural, environmental, social

Topics to cover:
COOKING, SHOPPING, PLANNING, MEAL TIME EXPERIENCE, NEW INSPIRATION, ALTERNATIVES

Questions for Interviews

COOKING

- What's the process of cooking in your home like?

    ### Sub-Question

- Would you say it's usually **you or your partner** who does the cooking, or it's more less the same?
- How much **time per day** approx. do you spend on food preparation and cleanup?
- Is there a the **dish** you eat more often than others?
- Does the time involved in cooking differ **weekdays vs weekends**?
- **How** do you mostly cook your food? (Pan, boil, oven)
- Are **members of family** somehow involved in meal preparation?
- What do you think is the **biggest hassle** when preparing dinner?
- Do you usually cook just enough for the dinner or **make more** to eat on another day?

SHOPPING

- **How often** do you shop groceries?
- **Who** does most of the shopping in your family?

    ### Sub-Question

- How much do you go to your **local and non-local shops** when you buy your groceries?
- How much do your **family members have an influence on** what you buy?
- Is there a difference when you **shop alone and with a family member**?
- How much does **stress** play as a factor when you buy your groceries?
- Have you ever tried any **online grocery shopping** service?
    - Yes and didn't continue: what makes you not do it again?
- Do you buy **ready made** meals?
- Do you buy **pre-chopped** vegetables?

PLANNING

- What is the meal planning process in your family like?

    ### Sub-Question

- How do your **weekends** look like in terms of planning?
- **Who plans** the meals?
- Do you have plan for **leftovers**?
- Do you have **cost-saving strategies**?
- Would you like to **be better** at planning and why?
- How often do you know **what to have for dinner before you enter the supermarket**?
- Do you have have any food **habits**?

MEAL TIME EXPERIENCE

- What comes into your mind when I say **dinner table**?
- Does the family have ways/strategies to make mealtime **fun**?

    ### Sub-Question

- Do you remember the last **time you especially enjoyed** the dinner time?
- Do you have **rules** for the dinner table?
- What **topics** do you usually talk about?
- Are there any **conversation topics** you try to avoid during dinner?
- Do you see dinner time as a **learning opportunity** between parents and kids?
- What gets **in the way** of your family eating together?
- Do you sometimes play any **games** during dinner?

NEW INSPIRATION

- Do you/does your family enjoy **trying new recipes**?

  Sub-Question
- Are you happy with the **repertoire** you have now?
- What is **holding you back** from trying more new dishes?
- **Where do you find** inspiration for new dishes?

ALTERNATIVES

- Do you **eat out or order delivery**?
- Have you ever used a **food subscription service** like Aarstiderne?

CLOSING QUESTIONS

- Imagine the **perfect afternoon** - how would that look like in terms of preparing for dinner? (shopping, cooking, cleaning up)
- If there was **one thing you could change** about having dinner, what would it be?

Family 1

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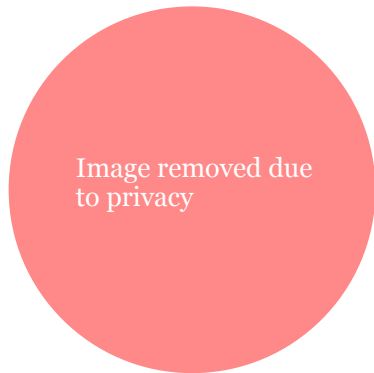
Background

- Sara is a young single woman of 28 living in the city center of Copenhagen. She became a vegan about a year ago due to difficulties recovering from surgery and she has stuck with it as she feels that her overall mood and wellbeing has improved.
- Sara's big hobby is food. She loves to explore new recipes and test out the latest trends within food.
- When she has guests over she will easily spend hours and hours in the kitchen preparing food to really treat her guests.
- Sara is also a mayor planner and does not understand and feel like not food/shop planning is the greatest factor of stress she can think of. She will use pen and paper and meticulously plan to go several places to get the absolute best of each type of product.

Top 3 Inspiring Stories Or Observations

1. Loves recipe videos.

2. Does a lot of food prepping to save time on weeknights. This way she spends only 10-15 min preparing the dinner.

3. Is a member of Coop, uses the app to pay but thinks it's difficult and features are missing, such as ordering.

Top 3 Needs or Desires

1. Wants to minimise the amount of her plastic waste. She would want to have the option to use less plastic, for instance by Nemlig.com - she can't reuse their plastic bags.

2. She wants the best of the best no matter the price or time needed. She goes for specific products to specific shops. It's not about showing off to shop in expensive shops, it's about the quality. Creates exact list of what to buy from each supermarket.

3. Has strong principles when it comes to choosing food by its origin - she prioritises Danish over organic.

Most memorable quote

" Why not plan, it's the largest stress factor I can think of. "

The Scoops, AAU SSD, 2018

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Family 2

Background

- Lisbeth is a 74 year old woman living in Naestved. She is retired Social worker but used to work in Copenhagen.
- She lives alone but has two sons.
- One of her sons lives in a home whilst the other has a young family of 3 kids which she visits on a regular visit.
- She has not have many hobbies but she considers herself as a 'news freak 'and enjoys socialising.

Top 3 Inspiring Stories Or Observations

1. Focused on what the body needs to keep healthy and fit. Food provides energy and makes her feel happy and motivated.

2. Is an expert multitasker. She can clean and wait for food to be cooked at the same time.

3. Cooks for one hour and makes enough food for 3-4 days.

Top 3 Needs or Desires

1. Likes to be free and spontaneous when it comes to choosing what to cook.

2. Driven by ecological impact of her shopping regarding food waste and meat consumption.

3. Wants to be experimental and include ingredients that she would add to her cooking repertoire, but needs some sort of guidance how to use them.

Most memorable quote

"
I don't like instant meals or take-away, I don't trust the ingredients. I can always make it better in my kitchen.
"

The Scoops, AAU SSD, 2018

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Family 3

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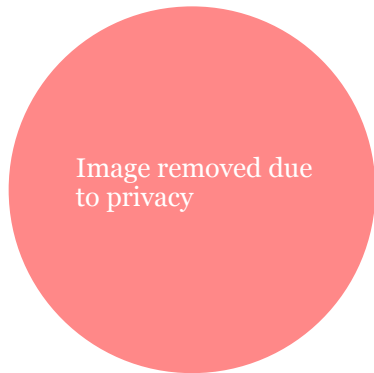
Background

- Charlotte is a young woman with two kids; Lea at 9 and Ole at 10 years old. They live at Amager in Copenhagen and Charlotte works as a Sales Manager. She has a boyfriend that will soon move in with her and the kids.
- Eating lots of veggies is really important to Charlotte and she has successfully adopted the same wishes to her kids.
- Every other day Lea claims to be a vegetarian...if only she can have bacon and roasted port every now and then. She recently heard at school about the term Flexitarian and she things that might be a good fit for her.
- The kids both have a weekly day where they are responsible for cooking, but they don't stick to that all the time, as Charlotte feels that it is better to let the kids cook when they feel like it, because sometimes Charlotte also don't feel like cooking.

Top 3 Inspiring Stories Or Observations

1. Sometimes the kids are responsible for making the dinner (under supervision).

2. Creates mental maps of supermarkets to be optimise shopping trip.

3. Often has "tapas" - whatever is in the fridge cut into small pieces.

4. "Why did I spent so much time preparing for a 15 min meal"

Top 3 Needs or Desires

1. Needs time to find inspiration.

2. She doesn't want others to choose for her.

3. If only someone she trusts would make food for her.

Most memorable quote

"

We don't always feel like the dish we planned for.

"

The Scoops, AAU SSD, 2018

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Family 4

Background

- Louise (26yrs) and Jesper (27yrs) are a young couple living in Amager.
- Louise is a student doing her thesis for her masters whilst Jesper is a carpenter working everyday of the week.
- They play squash together on a regular basis
- Jesper is gamer, Louise does a lot of yoga.

Top 3 Inspiring Stories Or Observations

1. They're never alone in the kitchen. They cook at home every day and it's important for them to always cook and eat together.

2. Grocery shopping is structured around meat. Jesper has a crappy lunch and wants to compensate for it by nutritious dinner.

3. Jesper finds recipes while browsing news on BBC.

Top 3 Needs or Desires

1. Would like to eat less meat and eat less in general.

2. Attempts at meal planning or shopping online generally fail. Need to get inspired by being physically at the supermarket.

3. Would like to be good at recreating restaurant meals but have trouble actually executing it.

Most memorable quote

" We call each other every day to ask 'What are we having for dinner?' "

The Scoops, AAU SSD, 2018

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Family 5

Background

- Magnus (NO) and Line (DK) are in their early 40s, living in Valby with their 2 year old adorable son Teo. They are both designers working full time for big corporations.
- They are living comfortably, not spending too much money on other things than good food, travel to visit their families and paying off a house loan.
- Magnus & Line are not meal planners, they would often call or text each other during the day what to have for dinner. They see using a shared shopping list as an improvement in their food planning. It saves some time coordinating among themselves.
- They do a lot of small shopping during the week and some bigger shopping with the car in the weekend. They focus on cooking healthy and nutritious meals.
- They spend a lot of time explaining things about food to Teo. He can name at least 5 different kinds of cheese.

Top 3 Inspiring Stories Or Observations

1. Saved a lot of time planning for the week but didn't do it again.

2. Have different values in how they approach food. For Magnus not important to self actualise while for Sara it's the opposite.

3. It is important to start making dinner as soon as they get home because they leave work quite late and because their toddler is impatient and hungry.

Top 3 Needs or Desires

1. More space in the fridge and in the storage.

2. Need of freedom in cooking, planning is difficult.

3. Specific products from specific supermarkets.

Most memorable quote

" We both have corporate salaries but we are living like students. ”

The Scoops, AAU SSD, 2018

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Family 6

Background

- David & Anne come from Germany and have been living in Denmark for the last 6 years. They both work in Danish - David as an engineer/researcher and Anne as a teacher on elementary school. They have 2 daughters of 2 and 5 years old. They co-live with a single mum of a 1 year old.
- They live in an eco-village 2 hours north of Cph. The spirit of the village is in sharing and caring. The kids spend their days running around and being free and happy in the nature.
- David & Anne are relaxed about shopping - they have 2 nice shops in the village that are mostly enough for what they need. They enjoy their small shopping trips.
- They grow their own veggies, have eggs, honey and sometimes meat. Whens shopping, they buy mostly organic products.

Top 3 Inspiring Stories Or Observations

1. They like to shop every day because the shops are close, cosy and have friendly owners.

2. They have a fixed rotation system for who cooks dinner when.

3. They don't have a decision pattern for what to cook, getting inspired by many different factors.
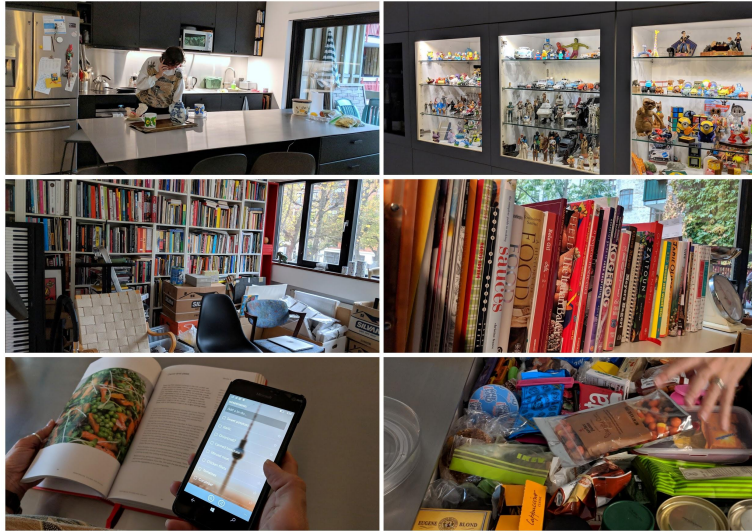
Top 3 Needs or Desires

1. Needs quiet time and kids away from the kitchen to enjoy cooking time.

2. Would like to be a member of a grocery association that would buy in bulk and share food with other members. It would be cheaper.

3. Wants supermarket to change packaging to be more sustainable and not to waste their time on unpackaging (e.g. cucumbers).

Most memorable quote

"
I don't see deciding what to have for dinner as a problem.
"

The Scoops, AAU SSD, 2018

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Family 7

Background

- Patricia originally comes from Brazil and has been living all around the world, working as a design researcher. She has been based in Copenhagen for over 20 years.
- Patricia has a Danish husband and two teenage kids. Family is everything to her. She brought up her kids in such a way that they all treat each other as friends and want to spend a lot of time together.
- She sets the table for breakfast and dinner every single day. Patricia's family almost never eats out, as they don't perceive it as a good quality. Everyone in the family is in some way engaged in deciding what to eat. It is usually only Patricia who cooks.

"

Top 3 Inspiring Stories Or Observations

1. Patricia asks her kids at breakfast what they feel like eating for dinner. The kids then find a recipe and add ingredients to the shared shopping list.

2. Whenever she is cooking, she likes to have a little snack - she never cooks on an empty stomach. This way, she enjoys the cooking process more and doesn't have to nibble on the ingredients.

3. Deciding what to have for dinner in a normal schedule is a very nice thing to do. It gets harder once things are out of balance.

Top 3 Needs or Desires

1. She manages family grocery shopping with online tools like Wunderlist and Whatsapp to prevent duplicate shopping and to organise the family. Everyone uses these tools all the time.

2. Patricia prefers to have enough time to shop groceries because she gets inspired while browsing. Online shopping takes this "food thinking time" away.

3. Wants to have control over what her family eats, that's why they don't eat out at all. They even make pizza or sushi at home.

Most memorable quote

"

Cooking is therapeutic for me. I really enjoy planning it, thinking about it and doing it. It is never stressful.

"

The Scoops, AAU SSD, 2018

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Family 8

Background

- Emilio is an architect in his mid 40s, originally from Colombia, living in Denmark for about 10 years.
- He has a Danish ex-wife and a 4 year old daughter who he shares with his wife.
- He has a very different approach to raising up a child than his wife, who is very planned and strict. He is playful, intuitive and not so organised.
- Feeding his daughter is all about fun, games and strategies, knowing her habits.
- Emilio likes to hang out with his friends in his spare time, go mountain biking, lately he spends most of his time with his new partner. He loves she is so relaxed about everything - he is in loooove.
- He does multiple shopping trips a week, finds shopping for basics boring and wishes supermarkets would prepare those for him in advance.

Top 3 Inspiring Stories Or Observations

1. Tries new shops when friends say there's a good offer.

2. When cooking, sends partner to get missing ingredients to the local supermarket.

3. Supermarket time with a kid is not a quality time.
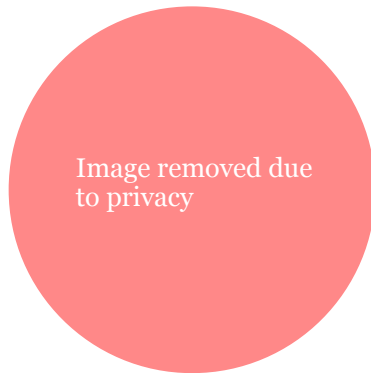
Top 3 Needs or Desires

1. He almost always buys the same. He would love his shop to prepare these groceries for him.

2. Doesn't want shopping and making food to be a chore, like paying the bill. Making food and mealtime has to be fun, both for himself and the kid.

3. It is important to him that Sophie eats healthy, organic and eats enough, so that she can stay full for the rest of the night.

Most memorable quote

" Actually going to the supermarket is kind of fun. I don't dislike it. Just going around and looking at things. "

The Scoops, AAU SSD, 2018

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Family 9

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Background

- Søren is a father of Niels with whom he has with both his ex-husband and Niels' mother. Søren also has a boyfriend who lives on Fyen that he also spends lots of time with.
- Søren loves to be out doing something and really finds his energy by being together with other people.
- He hates to cook, and will always try to spend as little time shopping and cooking as possible. Besides that he does love a good bargain and will often buy non-food when he goes food shopping if the price is really good!
- Søren does not like to plan and thinks that planning is difficult because they might not feel like having the dinner that they planned for.
- He thinks that food boxes are way too expensive and have heard from several friend that the food often take a really long time to prepare. Time that he is not willing to invest.

Top 3 Inspiring Stories Or Observations

1. Planning what to buy happens at the supermarket, food plans are boring.

2. Shopping is "hyggeligt". When he has time, he loves browsing through offers. If he used online shopping, it would have to have a hygge element.

3. Is aware that his current food preferences and habits will change 5 years from now, same like they were different 5 years ago.

Top 3 Needs or Desires

1. He is not inspired to cook and wants to minimise time in the kitchen. He would like to find inspiration for food that is healthy, quickly done and requires little preparation (also for "wolf hour").

2. Wants more choice of delicious, pre-made dishes. Ideally divided in clear, distinctive sections (such as child-friendly, single portions) in the supermarket.

3. Price and loyalty programme has a top priority when deciding what to buy. He loves to look for meal deals, as they serve as a motivation factor for what to cook.

Most memorable quote

" I just realised maybe I could save a lot of money if I planned. But I don't really like planning. "

Interview Insights

DESIRES:

- People get inspired by visuals & how food looks

- People want more personalised food boxes

- Desire for a service that knows habits and preferences

- Some people have a desire to shop fewer times a week

- People need room for flexibility & spontaneity in their everyday

- Desire to have a database of one's own recipes

- Coop App: Some good features, but lack of functionality

- Desire to have easier access to vegan products

- People need inspiration/guidelines to try new products

- New services should work with services people already use.

- People desire to have a plate of food that looks appetising.

- Good customer service is essential for online services where errors are "bound to happen"

- What makes cooking fun?
  - - Time
  - - Atmosphere
  - - Mood
  - - Personal Time
  - - Experience
  - - Money
  - - Feeling of progress
  - - Cooking for others
  - - Cooking with others
  - - When it's your hobby

Interview Insights

FRUSTRATIONS

- People think planning is difficult

- People not always feel like eating what they plan for

- The cooking effort is affected by moody kids

- Paradox: People want to make their own choices and have things made easy for them (food boxes)

- People have the desire to make shopping for the basics easier.

- Some people can only trust their own cooking

- Some people don't like unnecessary packaging

- Involving kids in the preparations creates more chaos, requires more time.

- Planning shopping reduces stress

- For some people deciding what to have for dinner is no problem

- Lack of awareness of Coop meal boxes

- When times are stressful, it's hard to make plans

- Food boxes: Difficulty in keeping customers

- Online shopping takes away the hygge & inspiration

- There is a gap between awareness & action of online services

- Time is one of the greatest stressors for parents with young kids.

- Sometimes families just need a no-prep meal - fast!

- People would like to sometimes speed up the cooking process

- Dinner time is really tough with young kids

- Families have strategies for the "wolf hour"

- Buying the basics is draining

- Shopping with kids is stressful

- Kids get grumpy when hungry

Interview Insights

VALUES

- People think about eating healthy

- People are reducing meat consumption

- Some people prefer warm dinner

- Food waste awareness has increased recently

- Habits are changed

- For some people dinner is not the most important meal

- It takes effort to become a planner

- Value having dinner as a family

- People think planning is an effective tool

- Many people prefer freedom to planning

- Planning shopping saves money

- Growing awareness of sustainability

- The factors that make cooking enjoyable are personal & need to be discovered

- More people are inspired to eat less meat

- More people are looking for dairy and meat substitutes

- It can be difficult to combine a varied diet with reducing food waste

- Kids are invited to contribute to the process around dinner

- Some people don't like planning

- Kids can be involved in the decision making around dinner

- Many people see planning as the opposite of freedom

- Planning can help make dinner decisions easier

- People will travel for better prices

- People will travel for better quality

- There are many different types of food planning

Interview Insights

- Creating your own collection of recipes gives more personal value.

- Pre-made food market, now has healthy options

- Pre-made dishes are not perceived as "quality" food

- Some people think pre-made dishes are good alternative to home cooked ones

- Eating out is considered an occasional treat

- Families see dinner as a teaching opportunity

- People think food boxes are too expensive

- Families use dinner as a "catch-up moment"

- People's mindset about pre-made food is still limited to it's quality in the past

- People are embracing food and meal delivery services
  - -Convenience
  - -Money
  - -Time
  - -Inspiration

- Types of planning:
  - - Meal
  - - Shopping
  - - Food prep
  - - Recipes
  - - Who is cooking

Interview Insights

EFFORT

- It takes an effort to become a planner

- Cooking doesn't always require full attention

- Cooking for others is a big incentive to spend more time & effort

- Leftover reduce the effort in planning & cooking

- Planning shopping saves money

- People put more effort into food presentation for special occasions

- People want to put less effort in cooking when doing it only for themselves

- People spend more time cooking during the weekend

- It can be difficult to combine a varied diet with reducing food waste

- Batch shoppers don't necessarily need a master plan

- People will travel for better prices

- Planning can become a habit
-
- Where people plan:
  - - Pen & paper (physical)
  - - In their heads (mental)
  - - Apps (digital):
    - - Supermarkets (Coop App)
    - - General (OneNote, Keep etc)
    - - Specialised

Interview Insights

RITUALS

- There tends to be predefined roles around the whole dinner process

- When people find their own way of planning they tend to keep on doing it

- People tend to do one big shop a week

- People tend to go to the closest supermarket

- People that enjoy cooking like to experiment with recipes

- People change habits & values after having kids

- Habits can change by conscious internal decisions

- Life circumstances can change food habits

- Most people shop multiple times a week in smaller batches

- Some people have special rituals around dinner

- Families with kids eat at a set time everyday

- People like having company while cooking

- People tend to buy the same products all the time

- Batch shopping tends to occur at the weekends

- People have their own personal habits around food

- People tend to have a small repertoire of dishes for weekdays

- Shopping online requires planning

- People find a way that for themselves

- Active / Passive inspiration

- When people make decisions:
  - - Weekly
  - - In the morning
  - - In the afternoon
  - - In the supermarket
  - - At the moment of making dinner

Interview Insights

INSPIRATION

- Inspiration can happen at any time

- People keep inspiration in many places

- Non planners get inspired in the supermarket

- Inspiration = trying/buying new products

- People want to be inspired

- People find inspiration in many different places

- Inspiration in store:
  - - Smell
  - - Visual
  - - Touch
  - - Discounts
  - - Seasonality
  - - Packaging
  - - Store Layout
  - - Pamphlets

- People collect inspiration in different ways
  - - Apps
  - - Onlines
  - - Cookbook
  - - Supermarkets
  - - Restaurants
  - - Recommendations
  - - Craving
  - - Fridge
  - - Time

- Things that influence planning:
  - - Leftovers
  - - Stock

Interview Insights

ENABLING

• Knowing the supermarket makes planning easier • People who are not experienced in cooking really need to have their hand held	