



How to support value-minded shopping

By Ariëla van Elteren

Appendices

Appendix 1 – Interview Category Manager.....	3
Appendix 2 – Breakdown of the interaction with Picnic’s Store App	4
Appendix 3 – Picnic’s transition frame.....	6
Appendix 4 – Interview guide value exploration	7
Appendix 5 – Opportunity cards.....	13
Appendix 6 – Grocery Value Framework	18
Appendix 7 – Idea stimuli	19
Appendix 8 – Interview Guide Cycle 1 – Many Ideas	26
Appendix 9 – Interview Guide Cycle 2 – Goal Setting Flow	29
Appendix 10 - Qualitative study setup	34
Appendix 11 - Statistical analysis of quantitative test results.....	35
Appendix 12 - Text comments from the quantitative study.....	39
Appendix 13 - Interview guide final interviews	41
Appendix 14 – Original project brief.....	47

Appendix 1 – Interview Category Manager

30-minute 1-1 conversation with Assortment Categories Manager

Questions:

- How are products for each category chosen, what are the requirements?
- How is the category managed (for different neighbourhoods?)
- How much contact is there directly with suppliers and farmers, what is the level of cooperation?
- According to you, what kind of role does Picnic play in the food system? What type of role do you think Picnic can play in the transition towards a sustainable food system? What would be barriers for this?

Summary of answers:

Picnic's assortment is trend driven and dependent on demand.

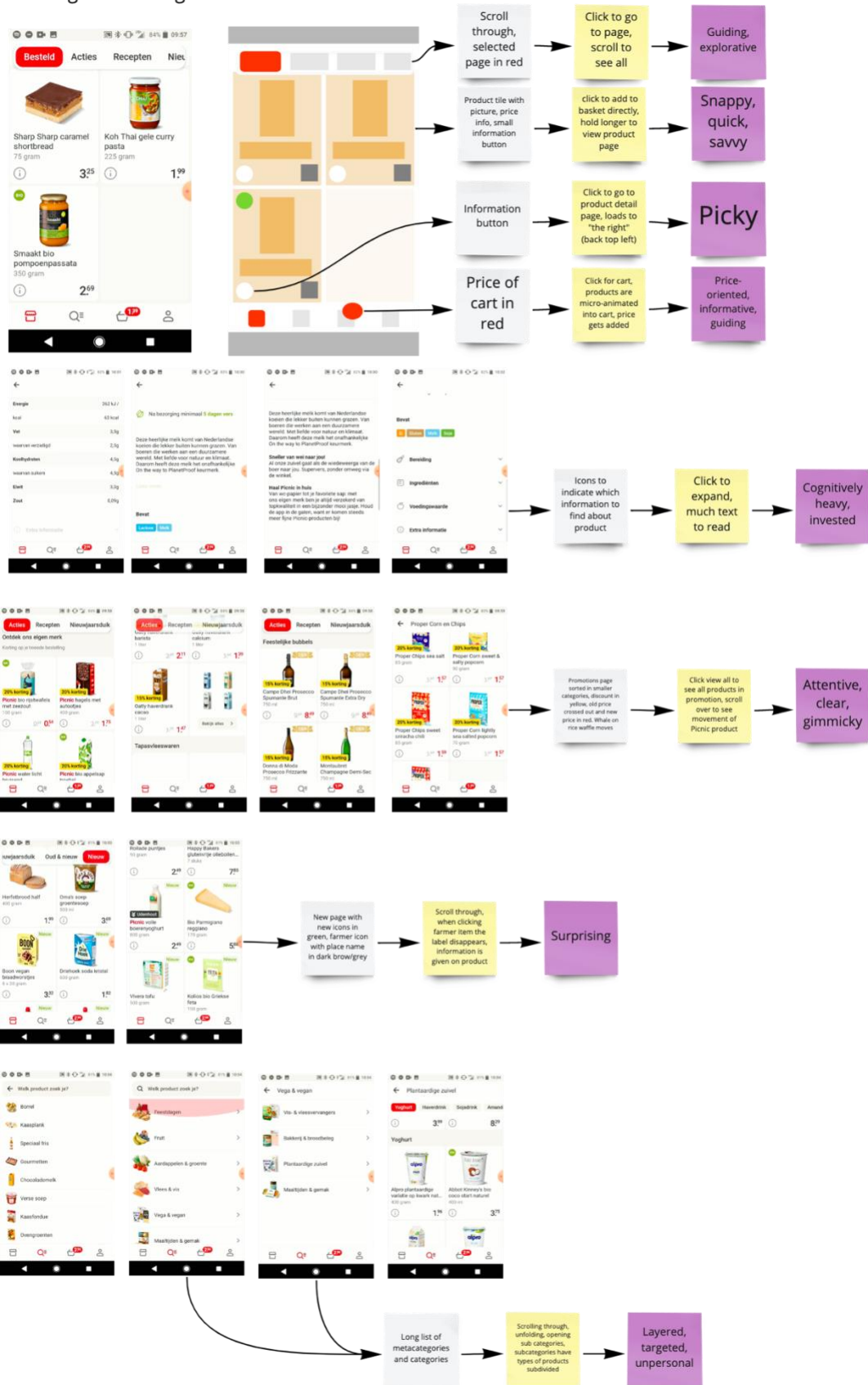
There are interesting private label products which are working with circularity (picnic eggs + chicken meat) but the story is not communicated well yet. PDP can be used for this.

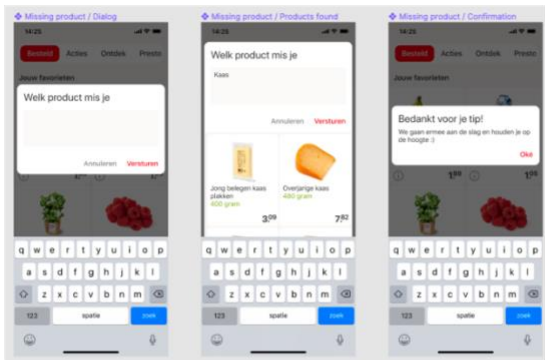
Products can be designed for in the house instead of in the shelf. Picnic private label could set a standard ;)

Appendix 2 – Breakdown of the interaction with Picnic’s Store App

Exercise done on Miro board. Grey stickies describe design, yellow the interaction, purple the interaction qualities

Why is the current design the way it is?
Looking at the design & interaction...



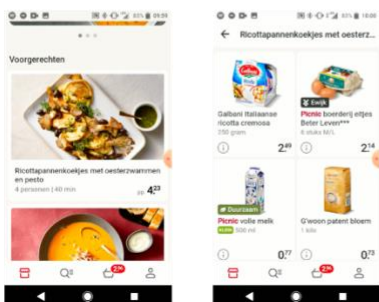


Pop-up of missing product field to fill out

Describing product, suggestion of what it might be, thank you message

Caring, thoughtful

...en houden je op de hoogte (does not happen?)



Page with recipe picture, title, price. Recipe with ingredients, products and description of what to do

Click and scroll through

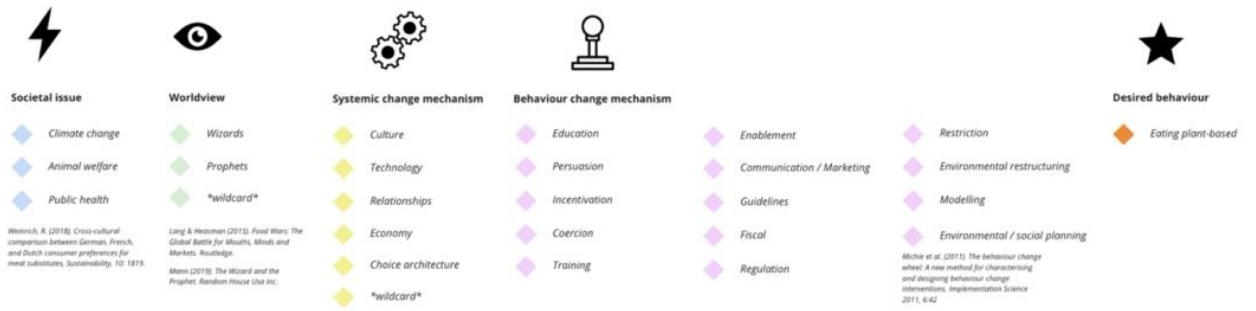
Complete, Simple

Attractive Uninformative

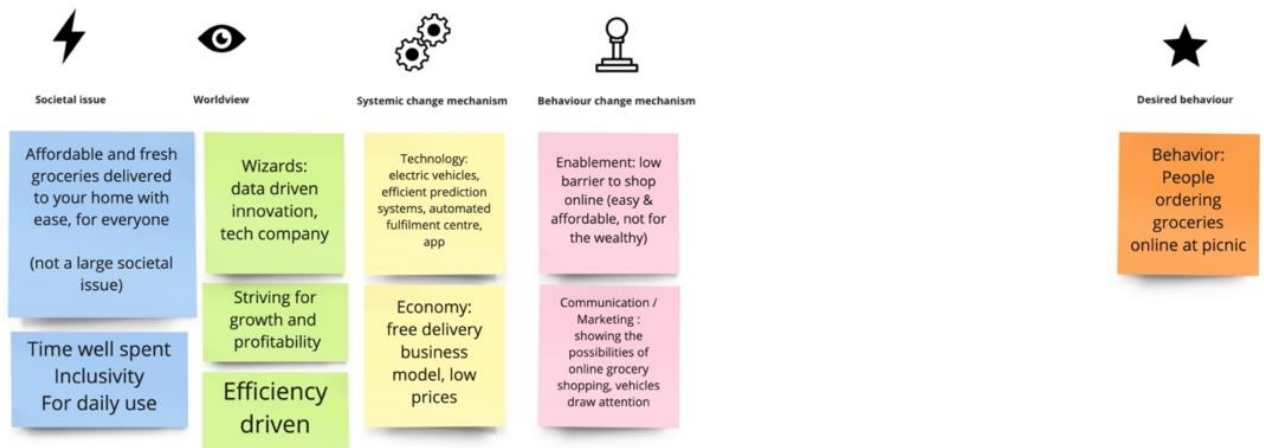
Appendix 3 – Picnic’s transition frame

Exercise done on Miro board

Transition Frame ingredients (Peeters, not published?)



Picnic innovation: analysis of how they started



Appendix 4 – Interview guide value exploration

This is the format that Picnic researchers usually prepare their interviews in. Therefore, I have adhered to the same format.

Interview guide Picnic Explo Values

Test date	13-17 Jan 2022
Test location	Remote
Test stage	Explorative
Researcher	Ariëla
Designer	/
Link to Lookback	Lookback
Link to prototype	/
Link to notes	Miro

Research questions

1. What values, requirements or aspirations do grocery shoppers currently have?
2. What kind of value-challenging situations do shoppers currently face?
3. How would consumers describe their values based on their groceries?

Test Setup

- Remote Interview + Think Aloud Exercise
- 30-60 min
- At a moment when customers usually do their shopping

Planning (45 minutes)

- Introduction (± 5 min)
 - Consent form
 - Think Aloud
- After Shopping interview (± 15 min)
 - Why behind product selection
 - Values based on products
 - Changes to supermarket

Schedule


	Timeslot	Info
P0	Thu 10:00-10:45	
P1	Thu 12:00-12:45	
P2	Thu 13:00-13:45	
P3	Fri 10:00-10:45	

P4	Fri 19:00-19:45	
P5	Sat 11:00-11:45	

Interview guide (English)

Introduction


- Hi, my name is Ariëla, I'm a researcher at Picnic.
- At Picnic we like to talk to our customers a lot. We want to learn from you. This helps us to improve our products. We are very happy you made time for us!
- Today I want to see how you do your groceries and the choices you are making for your products.
- There are no right or wrong things to do. You can't do anything wrong. Please think aloud and be as honest as you can.
- We'll be using the Picnic app as it is on your phone, and after that I'll have a few questions.

 Discuss the consent form: (interview is voluntary, we record sound, video and screen, personal data is removed after 6 months)


- Do you have any questions for now?

Questions prior to shopping


- Could you please give a short introduction about yourself?
 - Who are you, what do you do in everyday life, how big is your household, how many times a week does Picnic come by?
- How long have you been shopping here?
 - How do you like it so far?
- I will watch along while you are shopping, please always think aloud (what you see, what you do, why you do it)

 Observe shopping behaviour, facial expressions, and thoughts. Give a reminder to think aloud but do not interfere with the thinking process. "What are you thinking about right now?"

Questions after shopping

 choose 2/3 products from cart, higher involvement products like animal products or expensive products

- Why did you choose this product?
 - What does this product mean to you?
 - Why is that important to you?
 - What does that mean to you?


 Talk about observation of value-challenging situation (e.g., difficult decision, doubting between two products, doubting about price)

- I think I saw you doubt when [situation]. Is this true?
 - What were your considerations at this moment?
 - Why did you choose what you chose? In what situation would you choose differently?

- Was there any other situation during the process where you found it difficult to choose a product?

 Participant can look at this shopping basket or at previous shopping lists in the app

- Based on all the products you buy; how would you describe what you find important when grocery shopping?
 - Do you think this is all that is important to you, or is there more?

 Look at notes of which values customers have listed, introduce other values, and ask if any of these are more important than what they have previously stated

- | | | |
|---------------|-----------------------------|-------------------------|
| • Great taste | • Easy and fast preparation | • Animal welfare |
| • Price | • Familiarity | • Locally produced |
| • Fresh | • From the Netherlands | • Long shelf life |
| • Healthy | • New / exciting flavour | • Environment / climate |
| • Nutritious | | • Organic |

- Questions supermarket:
 - Thinking of everything that we have just discussed, what would you want to change about Picnic?

Concluding

- Thank you for participating, this is very valuable! What did you think about it, did thinking aloud influence your decision making?
- You'll get a discount voucher for your next shop in your email

Interview guide (Nederlands)

Introductie


- Hallo, mijn naam is Ariëla, ik ben onderzoeker bij Picnic.
- Bij Picnic praten we graag met onze klanten. Wij willen van jou leren. Dit helpt ons om onze producten te verbeteren. We zijn erg blij dat je tijd voor ons hebt vrijgemaakt!
- Vandaag wil ik zien hoe jij je boodschappen doet en welke keuzes je maakt voor je producten.
- Je kunt niets verkeerd doen. Denk alsjeblieft hardop na en wees zo eerlijk mogelijk.
- We gebruiken de Picnic-app zoals deze op je telefoon staat om je boodschappen in te doen zoals je normaal ook zou doen. Hierna heb ik een aantal vragen.

 Bespreek het toestemmingsformulier: (interview is vrijwillig, we nemen geluid, video en scherm op, persoonsgegevens worden na 6 maanden verwijderd)


- Heb je voor nu nog vragen?

Vragen voorafgaand aan het winkelen


- Zou je een korte introductie over jezelf kunnen geven?
 - Wie ben je, wat doe je in het dagelijks leven, hoe groot is je huishouden, hoe vaak per week komt Picnic langs?
 - Hoe lang winkel je hier al?
 - Hoe vind je het tot nu toe?
- Ik kijk mee terwijl je winkelt, denk altijd hardop (wat je ziet, wat je doet, waarom je het doet)

 Observeer winkelgedrag, gezichtsuitdrukkingen en gedachten. Geef een herinnering om hardop te denken, maar stoor het proces niet. "Waar denk je nu aan?"

Vragen na het winkelen

 kies 2/3 producten uit de winkelwagen, producten met een hogere betrokkenheid zoals dierlijke producten of dure producten


- Waarom heb je voor dit product gekozen?
- /Wat betekent dit product voor jou?
 - Waarom is dat belangrijk voor je?
 - Wat betekent dat voor jou?

 Praten over observatie van waarde-uitdagende situatie (bijv. moeilijke beslissing, twijfelen tussen twee producten, twijfelen over prijs)

- Ik denk dat ik je zag twijfelen wanneer [situatie]. Is dit waar?
 - Wat waren je overwegingen op dit moment?
 - Waarom heb je gekozen wat je hebt gekozen? In welke situatie zou je anders kiezen?
- Was er een andere situatie tijdens het proces waarin je het moeilijk vond om een product te kiezen?

 Deelnemer kan dit winkelmandje of eerdere boodschappenlijstjes in de app bekijken

- Op basis van de producten die je koopt, hoe zou je omschrijven wat je belangrijk vindt bij het boodschappen doen?
- Denk je dat dit alles is dat je belangrijk vindt, of zijn er meer dingen?

 Bekijk aantekeningen van de waarden die klanten hebben genoemd, introduceer andere waarden en vraag of een van deze belangrijker is dan wat ze eerder hebben aangegeven

- Goede smaak
- Prijs
- Vers
- Gezond
- Voedzaam
- Gemakkelijke en snelle voorbereiding

- Bekend/eerder gezien
- Uit Nederland
- Nieuwe / spannende smaak
- Dierenwelzijn
- Lokaal geproduceerd
- Lange houdbaarheid
- Milieu / klimaat
- Biologisch

Vragen supermarkt:

- Als je denkt aan alles wat we zojuist hebben besproken, wat zou je dan aan Picnic willen veranderen?
 - Heb je het idee dat je alles bij Picnic kan krijgen wat je wilt, voel je je gesteund?

Afsluitend

- Bedankt voor het meedoen, dit is erg waardevol!
 - Wat vond je ervan, heeft hardop denken je besluitvorming beïnvloed?
 - Denk je dat je aan de hand van dit gesprek bij een volgende keer boodschappen doen andere keuzes zult maken?
- Je krijgt een kortingsbon voor je volgende bestelling in je e-mail

Opportunities throughout the shopping journey



1 Approach the choice architecture differently to better reflect values instead of price

Opportunity for conflicting values

Hurdles

- I think it is important but other things come first
- I don't want to pay too much for it

Picnic's advantages

- It is easy to change what information to show on tile

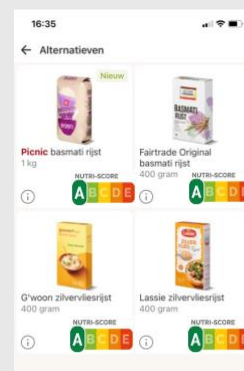
Needs

- I feel good about choosing a (sustainable) product

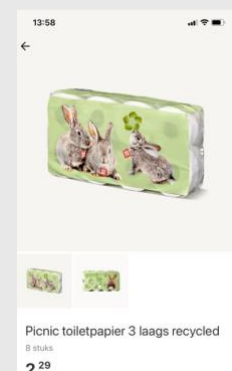
Literature/Phenomena

- Pricing strategies help sell sustainable products
- Without considering cost, sustainable alternatives are selected
- Simplifying arithmetic activity (calculations) makes perceived cognitive load less

A possibility for different information



When the cheaper is also the most sustainable option



2 Enable setting goals and reflecting on grocery shopping

Opportunity for lack of awareness

Hurdles

- I never stop to think about it
- I think it is important but other things come first

Picnic's advantages

- Notification possibilities at the right moments

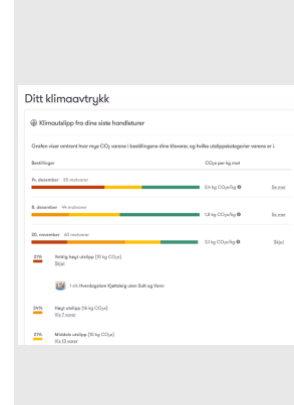
Needs

- I can reach my goals
- I can support [a value] through Picnic

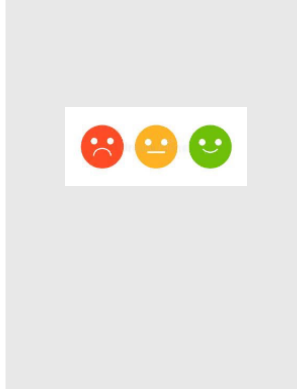
Literature/Phenomena

- SHIFT to more sustainable behavior: Actionable, in control, takes it to now instead of far away, feedback possible

Oda supermarket's CO2 receipt



Reflection moment already present when rating the order



3 Allow for different levels of involvement in different moods

Opportunity for lack of awareness

Hurdles

- I don't always want to think about it

Picnic's advantages

- Certain features in app can be switched on/off which is not possible in a physical supermarket

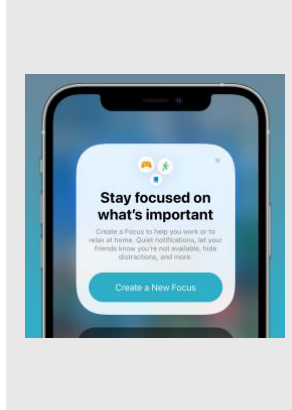
Needs

- Picnic fits in with my life

Literature/Phenomena

- Avoiding green fatigue (becoming tired of acting sustainable)
- Allowing for cognitive absorption or flow (low cognitive strain when you are in the right flow)

Possibilities for focus modes



4 Make the experience of shopping personal to individuals

Opportunity for lack of confidence

Hurdles

- I don't always want to think about it
- I would rather stick with what I know
- That's not for me

Picnic's advantages

- Personalized communication and experience is possible

Needs

- Picnic fits in with my life
- Picnic knows what I find important
- I feel represented by Picnic

Literature/Phenomena

- SHIFT: self-interest, room for tangibility
- AH's personal bonus box
- Smart speaker trend rising

Tangible information possible about what you have achieved



"my" bonus, personal and representative to the individual



5 Enable trying new things

Opportunity for hesitancy towards change

Hurdles

- I would rather stick with what I know

Picnic's advantages

- Product database can allow for smart suggestions and swaps

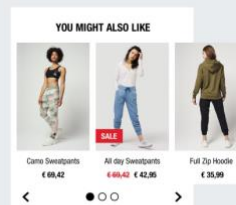
Needs

- Picnic enables me to try something new

Literature/Phenomena

- SHIFT: habit formation disruption, make it easy

Just like on clothing websites, smart suggestions



6 Contextualize products, recipes or decisions

Opportunity for hesitancy towards change

Hurdles

- I don't know what to use this for
- I don't know if I will like it
- Picnic has a smaller assortment

Picnic's advantages

- Room to provide information (from producers), recipes
- Information of buying behaviour by others available

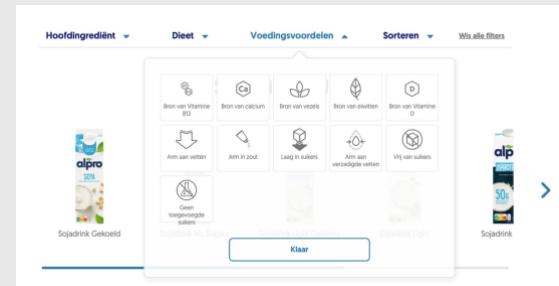
Needs

- Picnic inspires me to be creative
- I know that I will like it

Literature/Phenomena

- Desire for intangibles: not what it is but what experience it brings you
- Experience goods can be harder to buy online
- You can feel a sense of identity from a group

Alpro lets you filter on what a product brings you in terms of health benefits



7 Help consumers compare products effectively on attributes they value

Opportunity for lack of information

Hurdles

- It takes a lot of steps to compare products

Picnic's advantages

- Product database all in one place
- Presenting information can be different

Needs

- I can find all the information I need
- I can easily compare products

Literature/Phenomena

- At-home context is different than in the supermarket: more rest, quiet
- Intrinsic mental effort: complexity of the task
- Extrinsic mental effort: effort to extract the information (how is information presented)

Just like health insurance, comparing on a few points that matter to you to find the best one (and then not having to think about it anymore)

Vergelijk Vrije Keuze	Ditzo	CZ	Menzis	VGZ	ZK
Wijze Keuze zorgverlener	✓	-	-	-	-
Collectievekorting	-	✓	✓	✓	✓
Vergoeding bij niet-gecontracteerde zorgaanbieders	100% van gemiddeld gecontracteerde tarieven	75% van gemiddeld gecontracteerde tarieven	75% van gemiddeld gecontracteerde tarieven	80% van gemiddeld gecontracteerde tarieven	75% van gemiddeld gecontracteerde tarieven
Vergoeding fysiotherapie bij niet-gecontracteerde zorgaanbieders (aanvullende verzekering)	100% van gemiddeld gecontracteerde tarieven	75% van gemiddeld gecontracteerde tarieven	Maximaal 75% van gemiddeld gecontracteerde tarieven	80% van gemiddeld gecontracteerde tarieven	75% van gemiddeld gecontracteerde tarieven
Gezondheidsprogramma's	Ja, o.a. Vitality	-	Ja, Samen Gezond	-	Ja, Actify
Duurzaamheid-voetstap (volgens VBDO)	4,5 (uit 5)	2,2	2,8	1,8	3,5
Premie basisverzekering	€ 114,95	€ 120,95	€ 123	€ 119,95	€ 125,45

8 Set a clear and transparent standard for products; 'the Picnic standard'

Opportunity for lack of information

Hurdles

- I don't know what the quality label means

Picnic's advantages

- Private label products can be great examples

Needs

- I know Picnic has good standards for (animal) products

Literature/Phenomena

- eco-labels: attention, easily understandable, consistent across categories

At Ekoplaza you know exactly what you shop for, all products are at least organic

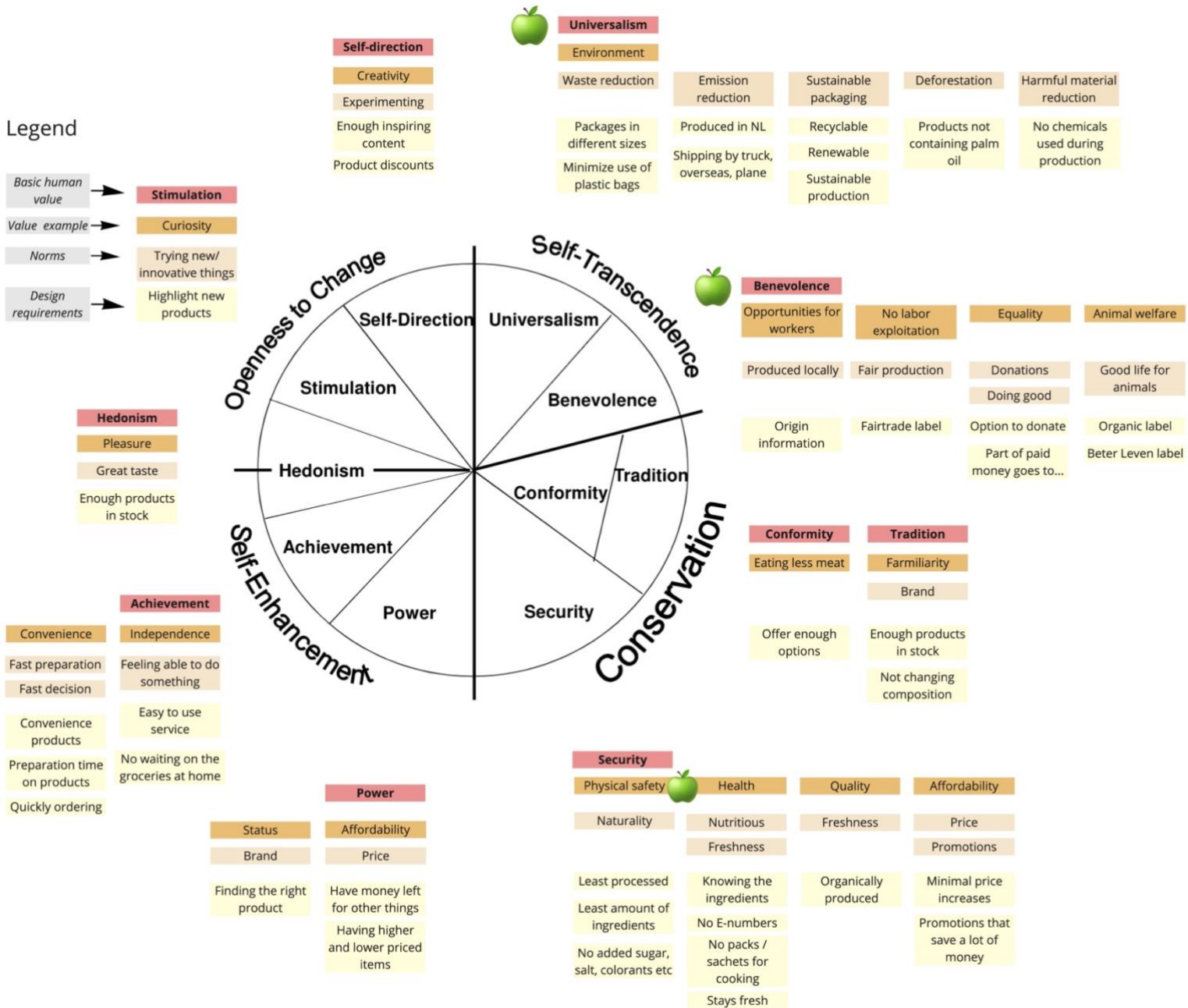
Bij ons zijn alle levensmiddelen van gecontroleerd biologische kwaliteit. Bij voorkeur van dichtbij. Uitzonderd van water, zout en producten uit de zee.



EU-logo	EKO voor winkels	EKO voor producten
Sinds 1 juli 2018 is er door de Europese Unie een officieel logo ontwikkeld dat aangeeft of een product biologisch is. Dit EU-label logo staat op alle producten die biologisch zijn volgens de Europese wetgeving. Het voordeel is dat alle Europese producten en producten die naar Europa worden geïmporteerd met dit logo voldoen aan de EU-verordening van biologische producten.	Het EKO-keurmerk Winkel is bedoeld voor retailbedrijven met een substantieel aandeel in biologische voeding. Een winkel mag het EKO-keurmerk voeren als het assortiment levensmiddelen voor meer dan 50% biologisch gecertificeerd is en extra inspanningen op het gebied van verduurzaming aantoonbaar zijn. Ekoplaza is de eerste supermarkt met het EKO-keurmerk in al haar winkels.	Veel consumenten hechten waarde aan duurzaam voedsel. Het EKO-keurmerk geeft aan dat een product gecertificeerd biologisch is en bovendien afkomstig is van een bedrijf dat extra aandacht besteedt aan duurzaamheid.

Appendix 6 – Grocery Value Framework

Based on Basic human Values (Schwartz, 1991), complemented with insights from exploration research



Appendix 7 – Idea stimuli

CHALLENGES

waar je aan mee kan doen voor voordeel

14:25

Besteld **Acties** Ontdek Presto

1/10

Frambozen
250 gram

3.99

Picnic halfvolle melk
1 liter

1.19

Fruit challenge! Doe jij mee?

Bestel deze maand 10 verschillende soorten fruit, en krijg 5 euro boodschappentegoed terug.

BIO

Vanmenno bio afbak desembol tarwe bruin
500 gram

2.99

Picnic verse olijven met basilicum
165 gram

1.75

BIO

14.89

DILLEMA'S

stem, en zie de mening van anderen

14:25

Besteld Acties Ontdek Presto

Jouw favorieten

BIO

Vanmenno bio afbak desembol tarwe bruin
500 gram

2.99

Picnic verse olijven met basilicum
165 gram

1.75

Wat vind jij....
Picnic moet meer doen aan verpakkingsvrije producten of meer lokale producten?

Meer Verpakkingsvrij

Meer lokaal

Frambozen
250 gram

3.99

Blue Band

1.489

14.89

Idea stimuli

OVERZICHT MANDJE

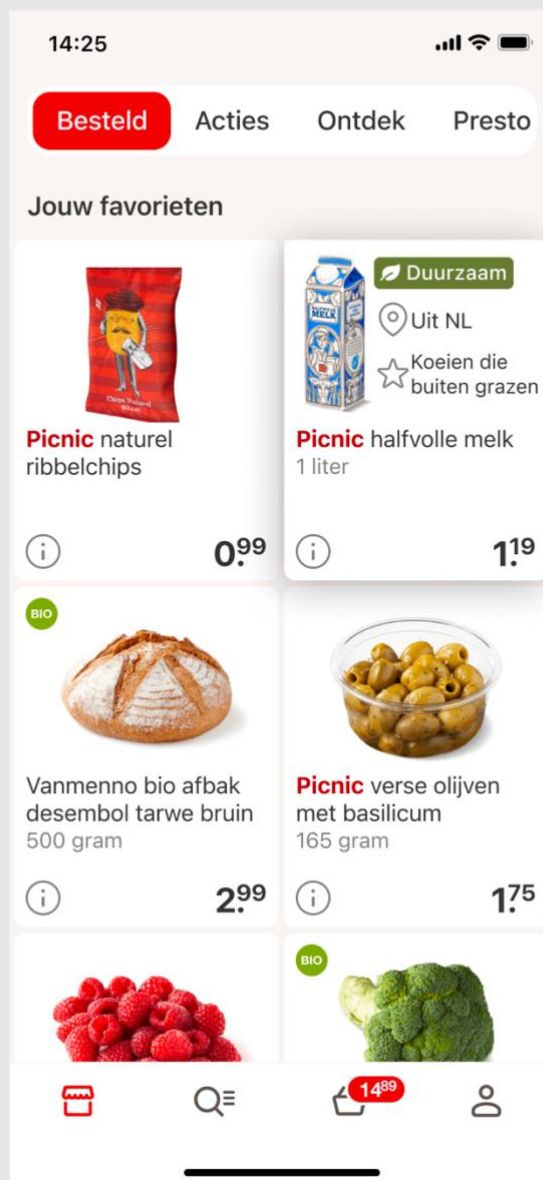
voor producten die niet in je doel passen



SNELLE INFORMATIE

om een overwogen keuze te maken

👁 bij lang aanklikken product



Idea stimuli

FAVORIETEN

makkelijk opslaan en delen

☆ snel terugvinden

14:25

Favorieten Acties Ontdek Pres

Jouw favorieten

Picnic naturel ribbelchips 250 gram 0.99	Picnic halfvolle melk 1 liter 1.19
BIO Vanmenno bio afbak desembol tarwe bruin 500 gram 2.99	Picnic verse olijven met basilicum 165 gram 1.75
BIO	BIO

14.89

INRUILEN

voor producten die niet in je doel passen

💰 met korting

11:03

Bezorgmoment

1		Boerenkool fijn 500 gram 1.66
1		Picnic biefstuk 150 gram 4.55
		Vivera vegan steak 150 gram -2.55
1		G'woon extra puur 85% cacao 100 gram 1.33
Korting		-0.19
Statiegeld		0.60
Totaal		34.53

Kies bezorgmoment

Idea stimuli

KIJKEN BIJ PICNIC

voor een informatief uitje

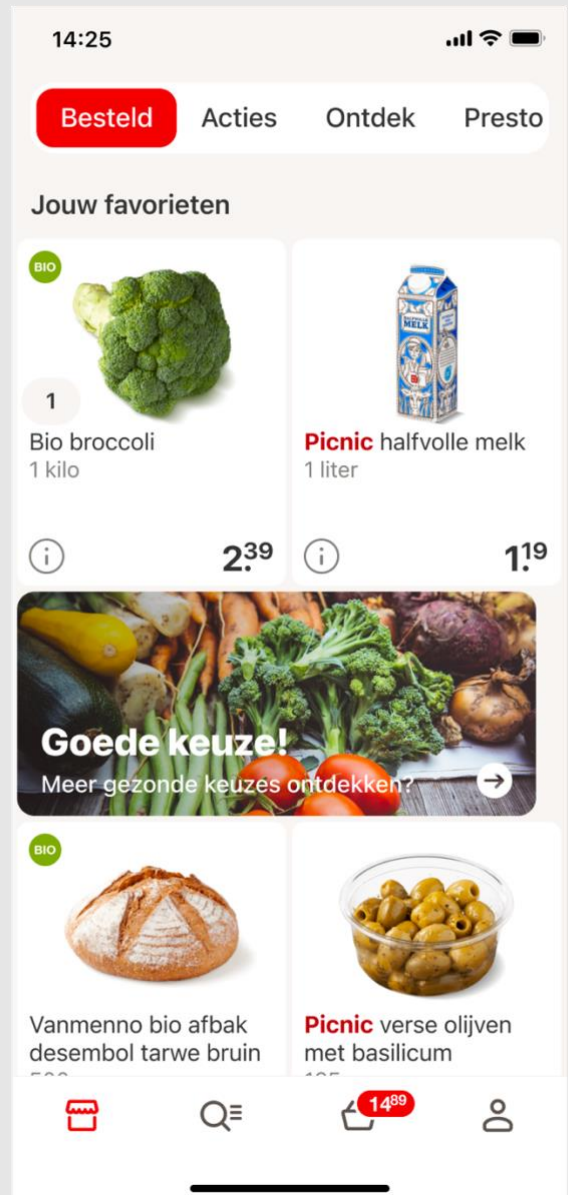


Ervaring opdoen met voedsel planten

Bij hubs, boeren, het voedselbos

POSITIEVE FEEDBACK

meer producten die een goede keuze zijn



Idea stimuli

FLEXIBELE RECEPTEN

makkelijk variëren

14:25


Pittige pompoen-wortelsoep

Verwarmende oosterse soep met kokos.

4 personen 30 minuten >


1 kg	Groente: bijv. flespompoen
1	Rode peper
2	winterpeen
1 blik	kokosmelk
2 cm	gember

Kies je groente 1 kg >



Flespompoen
1 stuk

1⁹⁹



Seizoen

Zoete aardappel
1 kilo

1⁹⁹ **0:99**


Bottom navigation: calendar, search, cart, profile

GOEDE KEUZETELLER

investeer in de toekomst met boodschappen



11:03

Mijn investeringen in goede keuzes





Plasticvrij

>




Biodiversiteit

>



Eerlijke handel

>



Bottom navigation: calendar, search, cart, profile

Idea stimuli

PODCASTS

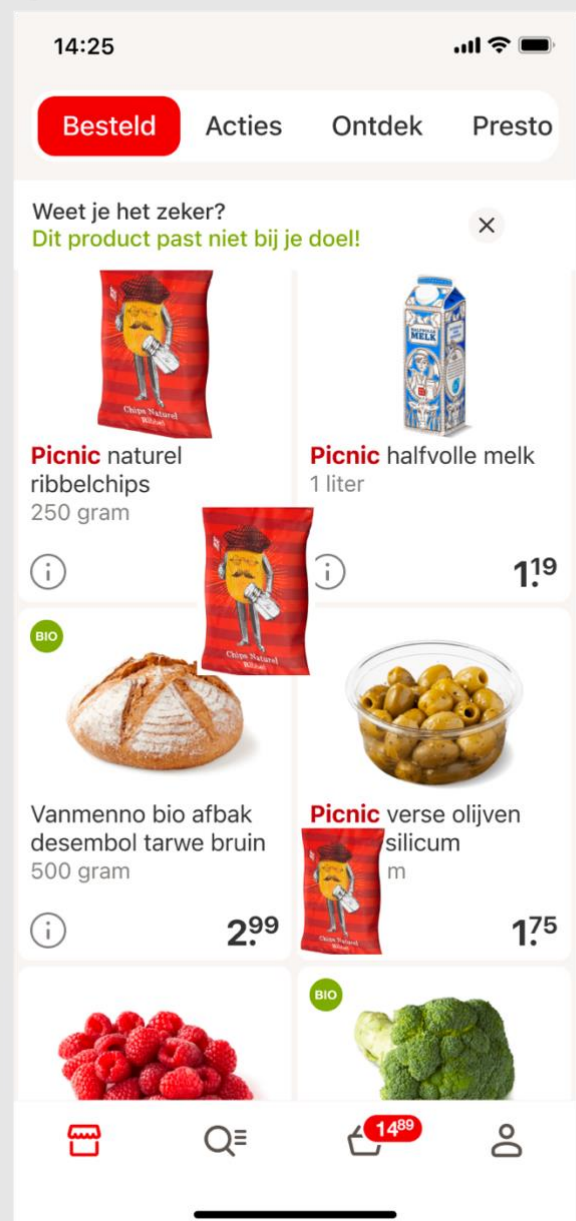
over Picnic en de voedselketen



VERTRAAGD TOEVOEGEN

voor producten die niet in je doel passen

🕒 3 sec nadenktijd



Idea stimuli

SORTEREN

aan de hand van zelfgekozen attributen



VERPAKKINGSVERHALEN

meer informatie op de verpakkingen



Appendix 8 – Interview Guide Cycle 1 – Many Ideas

Interview guide Picnic Reflecting on food choices

Test date	27 march 2022
Test location	Remote
Test stage	Explorative
Researcher	Ariëla
Designer	/
Link to Lookback	<u>Lookback</u>
Link to prototype	/
Link to notes	https://miro.com/app/board/uXjVOCKWMMg=/

Research questions

1. Which ideas (from ideation process) appeal most to customers of Picnic and why?
2. Goals: Which food choices would they like to take more into account?
3. Reflection: in which way are customers reflecting on their food choices?

Test Setup

- Remote Interview + miro board
- 30-60 min

Planning (45 minutes)

- Introduction (± 5 min)
 - Consent form
 - Everything is good
- Miro (± 35 min)
 - Name
 - Reflection (± 3 min)
 - Day in the life (± 3 min)
 - Reflection in day (± 4 min)
 - Way of eating + ordering groceries (± 5 min)
 - Changes to diet (± 5 min)
 - Ideas (± 15 min)
- Close (± 5 min)

Schedule

	Timeslot	Info
P0	Mo 28 10:00-10:45	
P1	Tue 29 09:00-09:45	
P2	Tue 29 10:00-10:45	
P3	Tue 29 11:00-11:45	
P4	Tue 29 15:00-15:45	
P5	Tue 29 16:00-16:45	

Interview guide (English)

Introduction

- Hi my name is Ariëla, I'm a researcher at Picnic.
- At Picnic we like to talk to our customers a lot. We want to learn from you. This helps us to improve our products. We are very happy you made time for us!
- Today I want to see how you do your groceries and the choices you are making for your products.
- There are no right or wrong things to do. You can't do anything wrong. Please think aloud and be as honest as you can.



Discuss the consent form: (interview is voluntary, we record sound, video and screen, personal data is removed after 6 months)

- Do you have any questions for now?

Questions prior to shopping

- Could you please give a short introduction about yourself?
 - Who are you, what do you do in everyday life, how big is your household, how many times a week does Picnic come by?
- How long have you been shopping here?
 - How do you like it so far?


Concluding

- Thank you for participating, this is very valuable! What did you think about it?
- You'll get a discount voucher for your next shop in your email

Interview guide (Nederlands)

Introductie

- Hallo, mijn naam is Ariëla, ik ben onderzoeker bij Picnic.
- Bij Picnic praten we graag met onze klanten. Wij willen van jou leren. Dit helpt ons om onze producten te verbeteren. We zijn erg blij dat je tijd voor ons hebt vrijgemaakt!
- Vandaag wil ik zien hoe jij denkt over twee onderwerpen: reflectie en voedingskeuzes. Hierna ga ik je een aantal ideeën laten zien en ben ik benieuwd wat jij ervan vindt.
- Je kunt niets verkeerd doen, en je kan alles zeggen wat er in je opkomt.
- We gebruiken Miro.

 Bespreek het toestemmingsformulier: (interview is vrijwillig, we nemen geluid en video op, persoonsgegevens worden na 6 maanden verwijderd)

- Heb je voor nu nog vragen?

Vragen voorafgaand aan het winkelen

- Zou je een korte introductie over jezelf kunnen geven?
 - Wie ben je, wat doe je in het dagelijks leven, hoe groot is je huishouden, hoe vaak per week komt Picnic langs?
 - Hoe lang winkel je hier al?
 - Hoe vind je het tot nu toe?

 Observeer gezichtsuitdrukkingen en gedachten.

- We gaan nu het Miro bord openen en die vragen doorlopen. Ik neem je mee.

Afsluitend

- Bedankt voor het meedoen, dit is erg waardevol!
 - Wat vond je ervan?
- Je krijgt een kortingsbon voor je volgende bestelling in je e-mail

Appendix 9 – Interview Guide Cycle 2 – Goal Setting Flow

Interview guide Picnic Concept test Betere Boodschappen

Test date	18-19 april 2022
Test location	Remote
Test stage	Explorative
Researcher	Ariëla
Designer	/
Link to Lookback	Lookback
Link to prototype	Figma
Link to notes	

Test goal

Test in what way the current design helps customers to overcome their personal value-action gap, and whether it would help them reflect and feel proud, and whether the way the design principles learned in the previous study are apparent in the current design. What can be improved to the flow, copy, visual, interactions etc. to make the design fit the design goal better?

Research questions & assumptions

1. What are the expectations I set throughout the use flow with this design?
 - a) Being helped by being offered a service, setting up personal info to personalise service, Picnic cares about my health, Picnic will be much better adapted to me from now on,
 - b) Possible downsides: information mistrust, at first an unclear benefit
2. Does the design live up to a controlled, specific, goal-oriented and quick experience?
 - a) User can control what is and is not activated in the design, copy is short and positive, there are plenty of answers possible to fit with multiple people, you can ignore the service if not interested, setup does not take ages, a timespan of 8 weeks before getting a reminder is enough time to work on a habit
 - b) Possible downsides: link to 'what did I put in' and what comes out. What are all the other functionalities that are there? Maybe want to see them all?
3. Does it give support to overcome the value-action gap? Does it feel personal?
 - a) It will be recognised that you set a goal that you want to work on, so it will help unless none seems applicable, using of name is personal, some might think this information could already be gotten from way

of doing grocery shopping. People have a good idea of what they want to work more on

4. Are customers able to reflect and feel proud of their actions?
 - a) The progress lines are clear, maybe they would want to dig deeper, testing pride will be difficult in this test as not their own results, but pop-up banner will be cheerful and seeing progress will be rewarding.

Test Setup

- Remote Interview + Figma prototype
- 30 min

Planning (30 minutes)

- Introduction (± 5 min)
 - Consent form
 - Everything you say and do is good
- Miro (± 20 min)
 - Name
 - Reflection (± 3 min)
 - Day in the life (± 3 min)
- Close (± 5 min)

Schedule

	Timeslot	Info
P0	Monday 18 14:00-14:45	
P1	Monday 18 14:45-15:30	
P2	Monday 18 15:30-16:15	
P3	Tuesday 19 11:00-11:45	
P4	Tuesday 19 15:00-15:45	
P5	Tuesday 19 16:00-16:45	

Interview guide (English)

Introduction

- Hi my name is Ariëla, I'm a researcher at Picnic.
- At Picnic we like to talk to our customers a lot. We want to learn from you. This helps us to improve our products. We are very happy you made time for us!
- Today I want to test a concept that we are exploring at Picnic and I want your opinion on it. It is about what you think, so please share anything that comes to your mind.
- Some things will not work as you are used to because we are working with a prototype, it is a version of the app that is not yet finished. If you run into anything I will guide you through it.
- There are no right or wrong things to do. You can't do anything wrong. Please think aloud and be as honest as you can.



Discuss the consent form: (interview is voluntary, we record sound, video and screen, personal data is removed after 6 months)

- Do you have any questions for now?

Questions prior to shopping

- Could you please give a short introduction about yourself?
 - Who are you, what do you do in everyday life, how big is your household, how many times a week does Picnic come by?
- How long have you been shopping here?
 - How do you like it so far?

Test flow



Observe facial expressions

- Please open the link, the prototype will load.
- Profile page
 - What do you see?
 - What do you think this means?
 - What do you expect that will happen?
- First page
 - What do you think this is?
- Video page
 - What do you think about the format of a video?
 - What kind of feeling does this give you?
 - What do you think will happen when you click start?
- Question flow
 - What is it like to fill out these questions?
 - What do you think will happen with these questions?
 - Do you miss any options?
 - What will happen if you click mijn betere boodschappen?
 - What other questions would you expect? Was there any question that you would not expect?
- Intervention options
 - What kind of feeling would this give you?
 - What do you think this is based on?
 - What do you think this will bring you?
 - What would be things that would work for you, considering the goals you set?
- 8 weeks later
 - What feeling does this give you?

- What does this page do for you?
- Overall
 - What is your overall impression of this idea? What would it bring you?
 - What did you like most about it?
 - What did you like least about it?
 - What would be moments or places you would like to interact with it?


Concluding

- Thank you for participating, this is very valuable! What did you think about participating?
- You'll get a discount voucher for your next shop in your email

Interview Guide (Nederlands)

Introductie

- Hallo, mijn naam is Ariëla, ik ben onderzoeker bij Picnic.
- Bij Picnic praten we graag met onze klanten. Wij willen van jou leren. Dit helpt ons om onze producten te verbeteren. We zijn erg blij dat je tijd voor ons hebt vrijgemaakt!
- Vandaag wil ik een nieuw concept met jou testen en ik ben benieuwd naar jouw mening er over. Het gaat over wat jij zelf denkt en ervaart, dus voel je vrij om alles te zeggen waar je aan denkt.
- We gaan werken met een versie van de app die nog niet af is, dit noemen we een prototype. Dingen zullen dus niet altijd werken zoals je het normaal gewend bent, maar ik zal je daarmee ondersteunen.
- Je kunt niets verkeerd doen, het gaat om jouw ervaring. Zal ong 30 min duren, je mag altijd pauzeren of stoppen.

 Bespreek het toestemmingsformulier: (interview is vrijwillig, we nemen geluid en video op, persoonsgegevens worden na 6 maanden verwijderd)

- Heb je voor nu nog vragen?

Vragen voorafgaand aan het winkelen

- Zou je een korte introductie over jezelf kunnen geven?
 - Wie ben je, wat doe je in het dagelijks leven, hoe groot is je huishouden, hoe vaak per week komt Picnic langs?
- Hoe lang winkel je hier al?
 - Hoe vind je het tot nu toe?

Test flow

 Observeer gezichtsuitdrukkingen en gedachten.

- Open de link, het prototype moet dan eerst laden.
- Profile page

- Wat zie je hier?
- Wat denk je dat dat betekent?
- Wat verwacht je dat er gaat gebeuren?

- First page
 - Wat denk je dat dit is?
 - Wat vind je van de omschrijving?

- Video page
 - Wat vind je er van als dit een video zou zijn?
 - Wat voor soort gevoel geeft deze omschrijving jou?
 - Wat denk je dat er zal gebeuren als je op start klikt?

- Question flow
 - Hoe is het om deze vragen te beantwoorden?
 - Wat denk je dat er gebeurt met deze vragen?
 - Zijn er opties tussen de vragen die je mist?
 - Wat denk je dat er zal gebeuren als je op mijn betere boodschappen klikt?
 - Wat voor andere vragen zou je verwachten? Waren er vragen die je niet had verwacht?

- Intervention options
 - Wat voor een gevoel geeft dit jou?
 - Waar denk je dat deze pagina op gebaseerd is?
 - Wat denk je dat deze pagina je kan bieden?
 - Wat zouden dingen zijn die voor jou zouden kunnen werken, in acht genomen de doelen die jij zelf zou stellen?

- 8 weeks later
 - Wat voor gevoel geeft dit jou?
 - Wat doet deze pagina voor jou?

- Overall
 - Wat is je algemene indruk van dit idee? Wat zou het jou brengen?
 - Wat vind je er het beste aan?
 - Wat vind je er het minst goed aan?
 - Wat zouden momenten zijn dat je het zou willen gebruiken? Wat zouden plaatsen zijn dat je het zou willen gebruiken?
 - Hoe zou je het initiatief omschrijven aan een vriend?

Afsluitend

- Bedankt voor het meedoen, dit is erg waardevol!
 - Wat vond je ervan?
- Je krijgt deze week een kortingsbon voor je volgende bestelling in je e-mail

Appendix 10 - Qualitative study setup

The measuring scales that can be used to measure feelings after performing the task are obtained from the Marketing Scales Handbooks vol. 5 and 7 (Bruner, 2009, 2013), all adapted to the task and reduced to max. 3 items per metric.

Questions for questionnaire translated to Dutch, presented one by one in the following order:

Dit ontwerp kan mij helpen mijn idealen en dromen te bereiken.

Ik denk dat ik mijn doelen zal bereiken met dit ontwerp.

Ik maak vooruitgang naar doelen die ik heb met dit ontwerp.

Ik voel me vrij om de boodschappen te kopen die ik wil met dit ontwerp.

Duurzame boodschappen kopen ligt binnen mijn controle met dit ontwerp.

Ik heb de middelen om duurzame boodschappen te kopen met dit ontwerp.

Ik denk dat Picnic met dit ontwerp een oprechte interesse heeft in duurzaamheid.

Ik denk dat Picnic met dit ontwerp ethische standaarden respecteert.

Picnic is met dit ontwerp een verantwoord bedrijf.

Als ik denk aan wat ik kan bereiken door het boodschappen doen bij Picnic met dit ontwerp voel ik..

Geen trots / veel trots

Geen eigenwaarde / veel eigenwaarde

Geen zelfvertrouwen / veel zelfvertrouwen

Hoe makkelijk vond je het om een burger te kopen?

Heel moeilijk / heel makkelijk

Wil je nog iets toevoegen?

Wat is je emailadres? Dit hebben we alleen nodig als je het bedankje wilt ontvangen en zullen we verder nergens anders voor gebruiken.

Appendix 11 - Statistical analysis of quantitative test results

For reference; important numbers are highlighted in yellow.

H1a: Grocery shoppers using the Betere Booschappen functionality more often choose a vegan burger over a meat burger than shoppers without the functionality.

→ Accepted

There are three vegan and three meat burgers in the test. The results of the decision of the burgers are computed in to one variable with two values 'meat' or 'no meat'. Because there are two categorical variables and two values, a Pearson Chi-square test is used. Pearson Chi-square test shows significance ($p=0.002$) that the outcomes of the two groups (control and intervention) are related to the meat vs. no meat burger and $\Phi=0.364$ shows a moderate association. This suggests there is a relationship between the intervention and the type of burger chosen. The observed count for buying a no-meat burger is twice as high as expected in the intervention group. H1a can therefore be accepted.

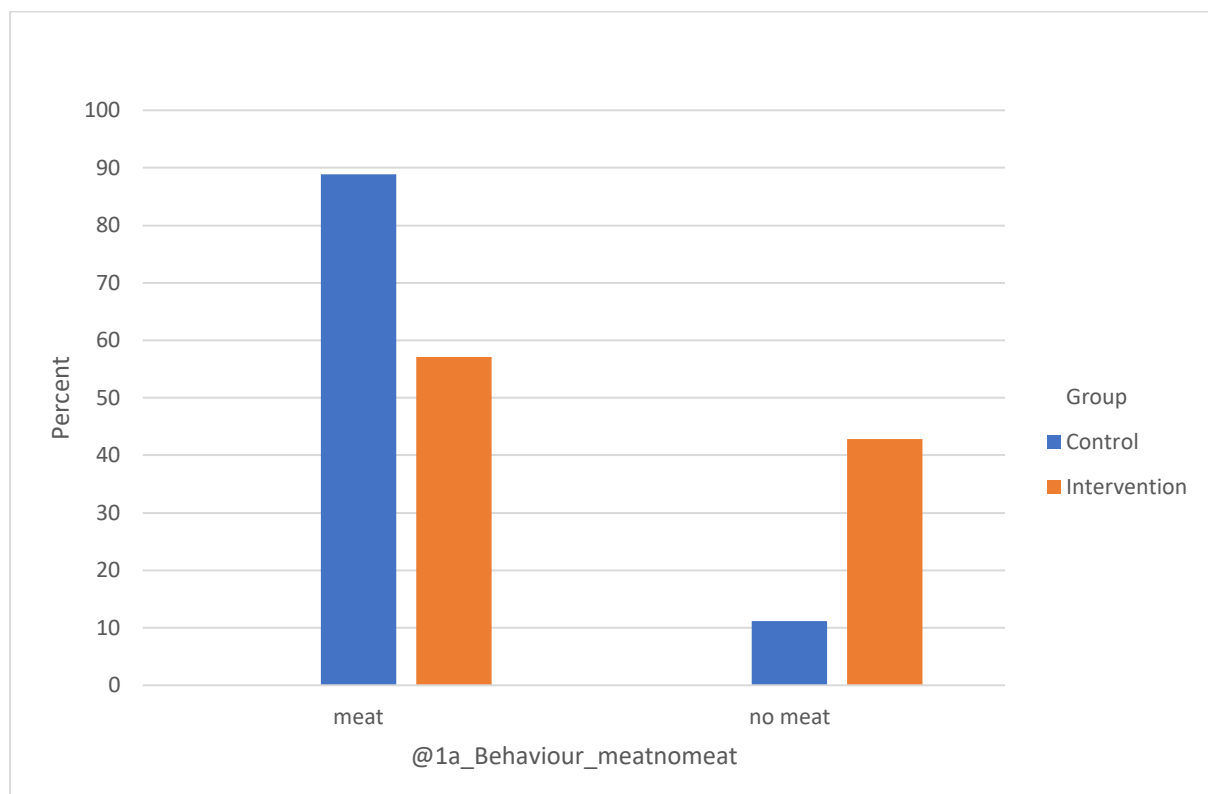


Figure 1: Percentages bar chart of meat vs. no meat burgers ordered by control and intervention group

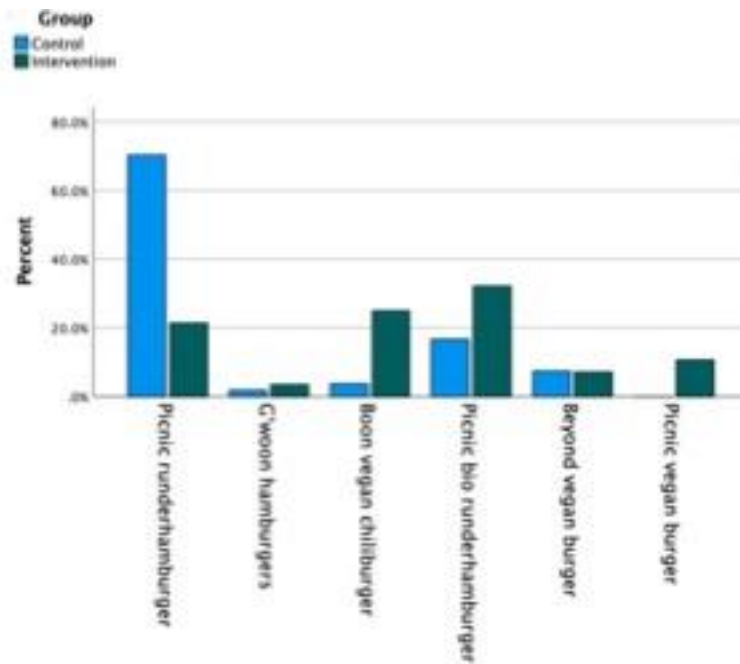


Figure 2: Percentages bar chart all burgers ordered by control and intervention group

H1b: Grocery shoppers using the Betere Booschappen functionality have a more positive attitude towards goal achievement than shoppers without the functionality.

→ Rejected

The positive attitude towards goal achievement is tested with three item scales with the same direction. These three scales are first tested for reliability with Cronbach's Alpha (Alpha=0.737) which shows internal consistency, but there is a lower consistency with the first scale (ideals and dreams) than between the others. Consistency between the other two scales without the first one would result in a higher Alpha (Alpha=0.823).

After computing the mean of the three items, a Mann-Whitney test is used. From this data, it can be concluded that the positive attitude in the intervention group is not significantly higher than in the control group ($U = 724$, $p=0.752$). (Mean control = 4.9; mean intervention = 5.0)

After computing the mean of the two items, a Mann-Whitney test is used. From this data, it can be concluded that the positive attitude in the intervention group is not significantly higher than in the control group ($U = 660$, $p=0.342$).

Therefore, the hypothesis should be rejected.

H1c: Grocery shoppers using the Betere Booschappen functionality have more perceived behavioural control over grocery shopping than shoppers without the functionality.

→ Rejected

A Mann-Whitney test is used. From this data, it can be concluded that the perceived behavioural control in the intervention group is not significantly higher than in the control group ($U = 712$, $p=0.659$). (Mean control = 5.2; mean intervention = 5.4)

Therefore, the hypothesis should be rejected.

H1d: Grocery shoppers using the Betere Boodschappen functionality have more perceived behavioural control over buying sustainable groceries than shoppers without the functionality.

→ Accepted

The perceived behavioural control over buying sustainable groceries is tested with two item scales with the same direction. These two scales are first tested for reliability with Spearman-brown test. The coefficient is 0.815 which shows internal consistency.

After computing the mean of the two items, a Mann-Whitney test is used. From this data, it can be concluded that the perceived behavioural control in the intervention group is not significantly higher than in the control group ($U = 564$, $p=0.057$). However, this is the first test that almost reaches significance, therefore extra investigation is set.

Removing three suspected outliers (2 had scored only 7-scores and spent minimal time on the questions, and 1 had reacted with only 1-scores and had commented the test did not work as expected), the tests are done again. The data for the intervention group is not normally distributed. A Mann-Whitney test is therefore used. From this data, it can be concluded there is a statistical difference between the groups ($U = 510$, $p=0.034$).

Furthermore, the mean rank of the intervention group is higher than the mean rank of the control group. (Mean control = 5.1; mean intervention = 5.6). This suggests the intervention group has higher perceived behavioural control over buying sustainable groceries than the control group.

Therefore, the hypothesis can be accepted.

H2a: Grocery shoppers using the Betere Boodschappen functionality have a better attitude toward Picnic (the company's) social responsibility than shoppers without the functionality.

→ Rejected

The attitude towards social responsibility of the company is tested with three item scales with the same direction. These three scales are first tested for reliability with Cronbach's Alpha ($\text{Alpha}=0.905$) which shows internal consistency.

After computing the mean of the three items, a Mann-Whitney test is used. From this data, it can be concluded that the attitude towards the company's social responsibility in the intervention group is not significantly higher than in the control group ($U = 659$, $p=0.340$).

(Mean control = 4.8; mean intervention = 5.1)

Therefore, the hypothesis should be rejected.

H2b: Grocery shoppers using the Betere Boodschappen functionality have a higher feeling of pride about what they can achieve with grocery shopping than shoppers without the functionality.

→ Rejected

The feeling of pride is tested with three item scales with the same direction. These three scales are first tested for reliability with Cronbach's Alpha ($\text{Alpha}=0.860$) which shows internal consistency.

After computing the mean of the three items, a Mann-Whitney test is used. From this data, it can be concluded that the feeling of pride in the intervention group is not significantly higher than in the control group ($U = 722$, $p=0.735$). (Mean control = 4.7; mean intervention = 4.6)

Therefore, the hypothesis should be rejected.

H2c: Grocery shoppers using the Betere Boodschappen functionality do not perceive buying a product to take more effort than shoppers without the functionality.

→Accepted

A Mann-Whitney test is used. From this data, it can be concluded that the Customer Effort Score in the intervention group is not significantly higher than in the control group ($U = 674$, $p=0.393$).

Therefore, the hypothesis can be accepted. (Mean control = 6.1; mean intervention = 6.0)

Appendix 12 - Text comments from the quantitative study

Control group:

Meer info over impact van verschillende opties op het milieu

De vragen zijn wat hoogdravend voor de test

Blij dat Picnic blijft innoveren.

Jammer dat het i-tje niet werkt in het prototype. Voor mij is het bekijken van ingrediënten belangrijk. Of een filteroptie bovenin, voor vegan of vega.

Ik koos ervoor om meer info over de Beyond burger op te vragen, en de test was direct ten einde. Met twee taps in de app waren de vragen nogal over de top: trots en zelfvertrouwen over 2 taps...

Lastige vraagstelling hoor. Eigenwaarde is een moeilijk toegankelijk gebied als ik burgers koop en een prototype test. Kan dat niet een beetje gebruiksvriendelijker en relateerbaarder? Lijkt rechtstreeks vertaald ofzo, deze taal/toon herken ik bovendien niet van Picnic. Communicatie is key en met brand voice bouw je community en een sterk merk (ook in een usability onderzoek)...

Ik heb niet door gehad dat dit perse om duurzaamheid ging.

leuke test.

Kopje "voor de bbq" klinkt logisch, maar wat nou als je niet wil bbq-en en gewoon een burger wil bakken?

Ga zo door!

Nee heel tevreden.

App is rommelig, t is prima als er een rubriek BBQ is, waar je uit kunt kiezen als je iets op de BBQ wil doen, maar ik wil zelf ook gewoon dingen uitkiezen die wellicht niet daar thuis horen. Nu zie in ineens ook alleen maar burgers staan, terwijl ik ook gehakt had willen zien bijv.

Een duidelijke lijst en/of menustructuur waarin je zaken kan zoeken zou fijn zijn. Ook een knop om alle producten te zien zou fijn zijn. Dan kan je die eenmaal in het halfjaar langs om te kijken of je producten hebt gemist.

Beetje gekke vragen, het zal vast een standaard set vragen zijn. Maar ik droom normaal niet over een burger bestellen, en ik word er ook niet zelfverzekerd of wat dan ook van.

Nee

Geen picnic burger, maar g'woon. Verkeerde keuze gemaakt bij 1e mp vraag

Intervention group

Het ziet er veel overzichtelijker uit..!

Ik wil graag een overzicht van verschillende burgers. Vega, rund, kip. Dan zal ik vervolgens binnen die categorieën een keuze maken en meer letten op prijs en duurzaamheid. Dit ontwerp biedt te weinig keuze

Ik wilde eigenlijk een andere burger kiezen maar nadat ik hem had aangeklikt kon ik niet meer wisselen

Duurzaam is een goed streven, maar de portemonnee wordt tegenwoordig wel krappere. Dus altijd een budget alternatief blijven geven zodat je kunt kiezen. Ga zo door!

Het zou goed zijn om (ergens verstopt na een paar keer klikken) te kunnen zien waar de score A, B, C, etc. op gebaseerd is

Aparte vragen. Krijg niet echt een gevoel van zelfvertrouwen of eigenwaarde bij het boodschappen doen.

Appendix 13 - Interview guide final interviews

Interview guide Picnic Concept test Betere Booschappen

Test date	19-22 mei 2022
Test location	Remote (+ irl?)
Test stage	Explorative
Researcher	Ariëla
Designer	Ariëla
Link to Lookback	Lookback
Link to prototype	Figma
Link to notes	

Test goals

- 1). Collect descriptions of the design and what value it brings in customers' own words to be able to communicate them to internal stakeholders.
- 2). Get a feeling for what is behind the metrics and hypotheses; ask the why questions.
- 3). Discussion: What if insights are negative? Should Picnic do this? Are there any negative emotions altogether that are felt around this?

Design statement:

I want to design an experience for Picnic customers who have values in line with the food transition but do not fully act upon them, by providing them with a moment to reflect and adapt so they can become proud of their actions.

Following the design statement, the intervention should result in the following:

1. More action in line with values.
2. Positive feeling; feeling of pride & ultimately a positive attitude towards the company.

Research questions & assumptions

1. How would customers describe the service in their own words?
1. Adding insight to the quant metrics. Is it important, and why is it important, for customers that:
 0. They can achieve goals, ideals and dreams through design?
 1. They have behavioural control over groceries and sustainability issues?
 2. They feel like Picnic is socially responsible?

3. They feel proud after using this design?
4. Is it easy?

1. Which part of the design is most useful to customers and why?
2. What is the reasoning behind the product they buy, and is that different from what they would usually buy?
3. What is the general opinion on the idea of a supermarket helping you with achieving health and sustainability goals?

Test Setup

- Remote Interview + Figma prototype
- 30 min

Planning (30 minutes)

- Introduction (± 5 min)
 - Consent form
 - Everything you say and do is good
- Test (± 10 min)
- Discussion (± 10 min)
- Close (± 5 min)

Schedule


	Timeslot	Info
P0	Day 18 14:00-14:45	
P1	Day 18 14:45-15:30	
P2	Day 18 15:30-16:15	
P3	Day 19 11:00-11:45	
P4	Day 19 15:00-15:45	
P5	Day 19 16:00-16:45	

Interview guide (English)

Introduction

- Hi my name is Ariëla, I'm a researcher at Picnic.
- At Picnic we like to talk to our customers a lot. We want to learn from you. This helps us to improve our products. We are very happy you made time for us!
- Today I want to test a concept that we are exploring at Picnic and I want your opinion on it. It is about what you think, so please share anything that comes to your mind.
- Some things will not work as you are used to because we are working with a prototype, it is a version of the app that is not yet finished. If you run into anything I will guide you through it.

- There are no right or wrong things to do. You can't do anything wrong. Please think aloud and be as honest as you can.

 Discuss the consent form: (interview is voluntary, we record sound, video and screen, personal data is removed after 6 months)

- Do you have any questions for now?

Questions prior to shopping

- Could you please give a short introduction about yourself?
 - Who are you, what do you do in everyday life, how big is your household, how many times a week does Picnic come by?
- How long have you been shopping here?
 - How do you like it so far?

Test flow

 Observe facial expressions

- Please open the link, the prototype will load.
- Storefront
 - What do you see?
 - What do you think this is?
- First page
 - What do you think this is?
 - What do you think will happen?
- Question flow
 - What is it like to fill out these questions?
 - What do you think will happen with these questions?
 - Do you miss any options?
 - What will happen if you click mijn betere boodschappen?
 - What other questions would you expect? Was there any question that you would not expect?
- Intervention options
 - What kind of feeling would this give you?
 - What do you think this will bring you?
- Buying task
 - Why did you select this product?
 - Have you bought this before?
 - Which product would you usually buy?
- 1 week later

- What feeling does this give you?
- What does this do for you?
- 8 weeks later
 - What feeling does this give you?
 - What does this page do for you?
- Alternative flows
 - What does this do for you?
 - What would you do?
 - What would you want to see more?
- Overall
 - What is your overall impression of this idea? What would it bring you?
 - If you would tell a friend about this functionality, how would you describe it?
 - Do you think Picnic should make this?
- Scales measurements
 - How important is it for you that you can:
 - Achieve goals, ideals and dreams through design?
 - Have behavioural control over groceries and sustainability issues?
 - Feel like Picnic is socially responsible?
 - Feel proud after using this design?
- Final questions
 - What seemed most useful to you?
 - What did you like least about it?


Concluding

- Thank you for participating, this is very valuable! What did you think about it?
- You'll get a discount voucher for your next shop in your email

Interview Guide (Nederlands)

Introductie

- Hallo, mijn naam is Ariëla, ik ben onderzoeker bij Picnic.
- Bij Picnic praten we graag met onze klanten. Wij willen van jou leren. Dit helpt ons om onze producten te verbeteren. We zijn erg blij dat je tijd voor ons hebt vrijgemaakt!
- Vandaag wil ik een nieuw idee met jou bekijken en ik ben benieuwd naar jouw mening er over. Het gaat over wat jij zelf denkt en ervaart, dus voel je vrij om alles te zeggen waar je aan denkt.
- We gaan werken met een versie van de app die nog niet af is, dit noemen we een prototype. Dingen zullen dus niet altijd werken zoals je het normaal gewend bent, maar ik zal je daarmee ondersteunen.
- Je kunt niets verkeerd doen, het gaat om jouw ervaring. Zal ong 30 min duren, je mag altijd pauzeren of stoppen.

 Bespreek het toestemmingsformulier: (interview is vrijwillig, we nemen geluid en video op, persoonsgegevens worden na 6 maanden verwijderd)

- Heb je voor nu nog vragen?

Vragen voorafgaand aan het winkelen

- Zou je een korte introductie over jezelf kunnen geven?
 - Wie ben je, wat doe je in het dagelijks leven, hoe groot is je huishouden, hoe vaak per week komt Picnic langs?
- Hoe lang winkel je hier al?
 - Hoe vind je het tot nu toe?

Test flow

 Observeer gezichtsuitdrukkingen en gedachten.

- Open de link, het prototype moet dan eerst laden.

- Storefront
 - Wat zie je hier?
 - Wat denk je dat dit is?

- First page
 - Wat denk je dat dit is?
 - Wat denk je dat er gaat gebeuren?

- Question flow
 - Hoe is het om deze vragen te beantwoorden?
 - Wat denk je dat er gebeurt met deze vragen?
 - Zijn er opties tussen de vragen die je mist?
 - Wat denk je dat er zal gebeuren als je op mijn betere boodschappen klikt?
 - Wat voor andere vragen zou je verwachten? Waren er vragen die je niet had verwacht

- Intervention options
 - Wat voor een gevoel geeft dit jou?
 - Wat denk je dat deze pagina je kan bieden?

- Koop taak
 - Waarom heb je dit product gekocht?
 - Heb je dit product al eerder gekocht?
 - Welk product koop je normaal?

- 1 week later
 - Wat voor gevoel geeft dit jou?
 - Wat doet deze pagina voor jou?

- 8 weeks later

- Wat voor gevoel geeft dit jou?
- Wat doet deze pagina voor jou?
- Alternative flows
 - Wat doet dit met je?
 - Wat zou je doen?
 - Wat zou je meer willen zien?
- Overall
 - Wat is je algemene indruk van dit idee? Wat zou het jou brengen?
 - Hoe zou je het initiatief omschrijven aan een vriend of vriendin?
 - Wat zou je er van vinden als Picnic dit zou maken?
- Schalen meten
 - Is het belangrijk voor jou dat je... en waarom?
 - Doelen, idealen en dromen kan bereiken door je boodschappen doen
 - Controle kan hebben over boodschappen én duurzaamheid
 - Het idee hebt dat Picnic een verantwoordelijk bedrijf is?
 - Dat je je trots voelt over wat je bereikt met je boodschappen
- Laatste vragen
 - Wat van dit ontwerp lijkt jou het handigst?
 - Wat vind je er het minst goed aan?

Afsluitend

- Bedankt voor het meedoen, dit is erg waardevol!
 - Wat vond je ervan?
- Je krijgt deze week een kortingsbon voor je volgende bestelling in je e-mail

UX expert Additional questions

Vanuit jouw expertise, wat vind je van de Picnic app over het algemeen?

Wat vind je van dit ontwerp? Past het naar jouw idee bij Picnic als bedrijf?

Wat voor nadelen zie je aan het implementeren van zo'n ontwerp?

Appendix 14 – Original project brief

IDE Master Graduation

Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

! USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT

Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

STUDENT DATA & MASTER PROGRAMME

Save this form according the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy". Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1 !



family name	van Elteren	5408	Your master programme (only select the options that apply to you):
initials	A.E.W.	given name	Ariëla
student number	4458281	IDE master(s):	<input type="radio"/> IPD <input checked="" type="radio"/> Dfl <input type="radio"/> SPD
street & no.	_____	2 nd non-IDE master:	_____
zipcode & city	_____	individual programme:	- - (give date of approval)
country	_____	honours programme:	<input type="radio"/> Honours Programme Master
phone	_____	specialisation / annotation:	<input type="radio"/> Medisign
email	_____		<input type="radio"/> Tech. in Sustainable Design
			<input type="radio"/> Entrepreneurship

SUPERVISORY TEAM **

Fill in the required data for the supervisory team members. Please check the instructions on the right !

** chair	Lise Magnier	dept. / section:	MCR	
** mentor	Anna Peeters	dept. / section:	DA	
2 nd mentor	Eva Oosterlaken			
	organisation:		Picnic International B.V.	
	city:	Amsterdam	country:	The Netherlands
comments (optional)	:			
	:			
	:			

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v..



Second mentor only applies in case the assignment is hosted by an external organisation.




Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

Procedural Checks - IDE Master Graduation

APPROVAL PROJECT BRIEF

To be filled in by the chair of the supervisory team.

chair Lise Magnier date 07 - 12 - 2021 signature 

Digitally signed by Lise Magnier
Date: 2021.12.07 11:44:43 +01'00'

CHECK STUDY PROGRESS


To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: 34 EC
Of which, taking the conditional requirements into account, can be part of the exam programme 34 EC

List of electives obtained before the third semester without approval of the BoE

YES all 1st year master courses passed

NO missing 1st year master courses are:

name J. J. de Bruin date 14 - 12 - 2021 signature 

Digitally signed by J. J. de Bruin, SPA
Date: 2021.12.14 10:13:09 +01'00'

FORMAL APPROVAL GRADUATION PROJECT

To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **. Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks ?
- Does the composition of the supervisory team comply with the regulations and fit the assignment ?

Content: APPROVED NOT APPROVED

Procedure: APPROVED NOT APPROVED

comments

name Monique von Morgen date 04 - 01 - 2022 signature _____

IDE TU Delft - E&SA Department /// Graduation project brief & study overview /// 2018-01 v30 Page 2 of 7
Initials & Name A.E.W. van Elteren 5408 Student number 4458281
Title of Project How to support value-minded shoppers

How to support value-minded shoppers

project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date 06 - 12 - 2021

13 - 05 - 2022

end date

INTRODUCTION **

Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,...), technology, ...).

Everyone needs to eat, this is a basic necessity. Many people in the Netherlands prepare their food at home with groceries they do in supermarkets. Doing these groceries with a mental list of requirements because of diet, intolerances, beliefs or aspirations can be quite difficult. This involves going through ingredient lists, checking labels and searching shelves for the right products. Physical supermarkets provide just about the same experience to every visitor, they cannot be tailored to individual shoppers.

Digital supermarket Picnic could do this differently. Because Picnic's whole assortment is Online and visited only through an app on a mobile device, the interaction of finding, choosing and assessing products is very different than that of a physical shop. Picnic could support shoppers in doing groceries in a way that fits the individual.

As a society we will need to do more conscious groceries, because demand drives supply of sustainable products. To make sure that we transition towards a consumption pattern that is sustainable for the future, it would already make a large impact if every individual made a small change. The "Nationale week zonder Vlees" in the Netherlands calculated that one person eating vegetarian substitutes instead of meat for a week, saves 11.1 kg CO₂eq. (Week zonder Vlees, 2020). Especially in grocery shopping there is a lot to be won. About one-third of food produced for human consumption is lost or wasted globally (FAO, 2011), this number should go down by changing the way we do groceries to be able to transition to a sustainable food system.

Currently Picnic is an efficiency driven company, that wants to make affordable groceries available to everyone. Sustainability at Picnic is an effect of efficiency rather than a core value in itself. But many Dutch people shop with values beyond price and quality in mind. They consider sustainability, their health in relation to eating pattern, animal welfare etc. Picnic could support its consumers in doing their groceries more along their values. What these values are and how they influence the decision making process needs to be discovered further in the graduation assignment.

The opportunity for online grocery shopping is that the experience for every individual consumer can be different according to their values or conditions. There are many degrees of freedom to design with, and data can easily be connected and analyzed.

An important limitation, which is at the same time the core challenge, is to consider is that Picnic does not want to impose values on the shoppers. Picnic wants to be available to everyone, and should not feel exclusive to groups of people. In a way however, every decision that is made (for example the product offer) is value-laden

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introduction (continued): space for images

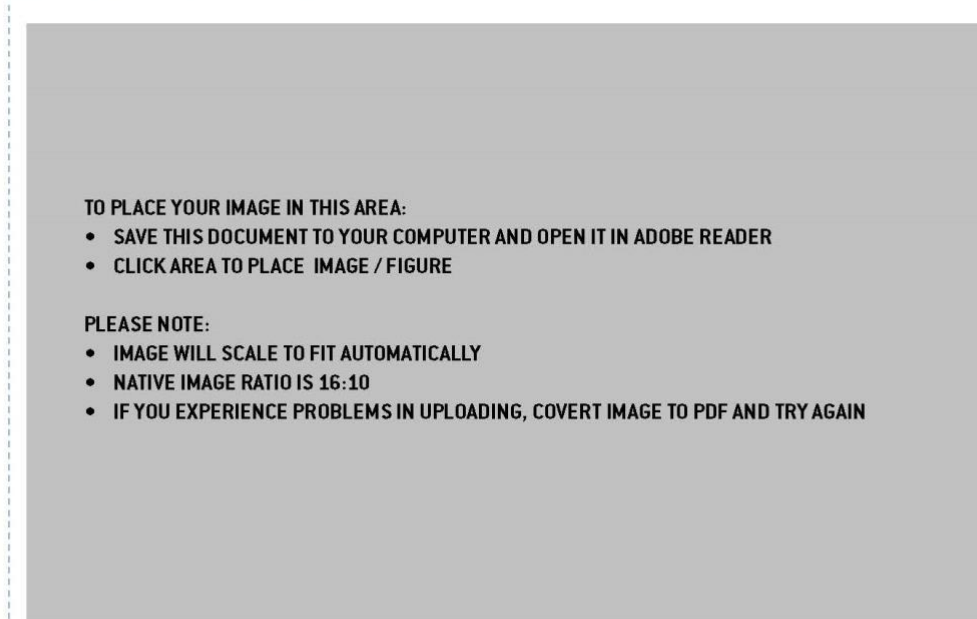


image / figure 1: _____

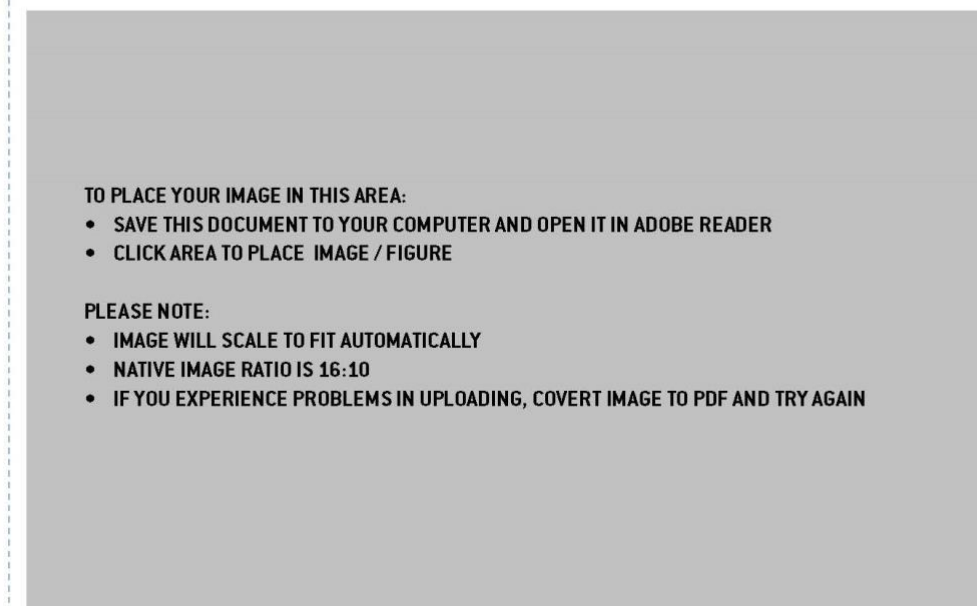


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PROBLEM DEFINITION **

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

There is an opportunity for Picnic to use Online grocery shopping as a way to shop more according to values.
 What are these values for grocery shopping? And to what extent can they be supported? What will the experience of doing groceries look like in the future, through the mobile application? What will this mean for the way the company is organized? What effect does it have to include certain and exclude other values, or can all values be included? How can the behavior of consumers be changed so that they will take these values more into account when doing groceries? How would the values change over time, and how could other designers learn from this research?

Scope: Dutch shoppers using Picnic (first-time or longer-time users), age category not defined. Focus on Dutch consumers (Picnic has channels to interview and co-create with customers from all over the Netherlands). The focus lies on values that play a role when shopping for food-items rather than non-food items. The people to reach are the one's whose current behavior when shopping for food items is different from the aspirations they have and what they value. They could either be aware or unaware by this.

Solution space: (Re)designs or additions in any interaction between the consumer and Picnic: the Picnic Store app, newsletters, when receiving groceries, or other (new) communication channels to users. By changing these interactions, other processes within the company might also need changes (e.g. the offer selection or the private label).

ASSIGNMENT **

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

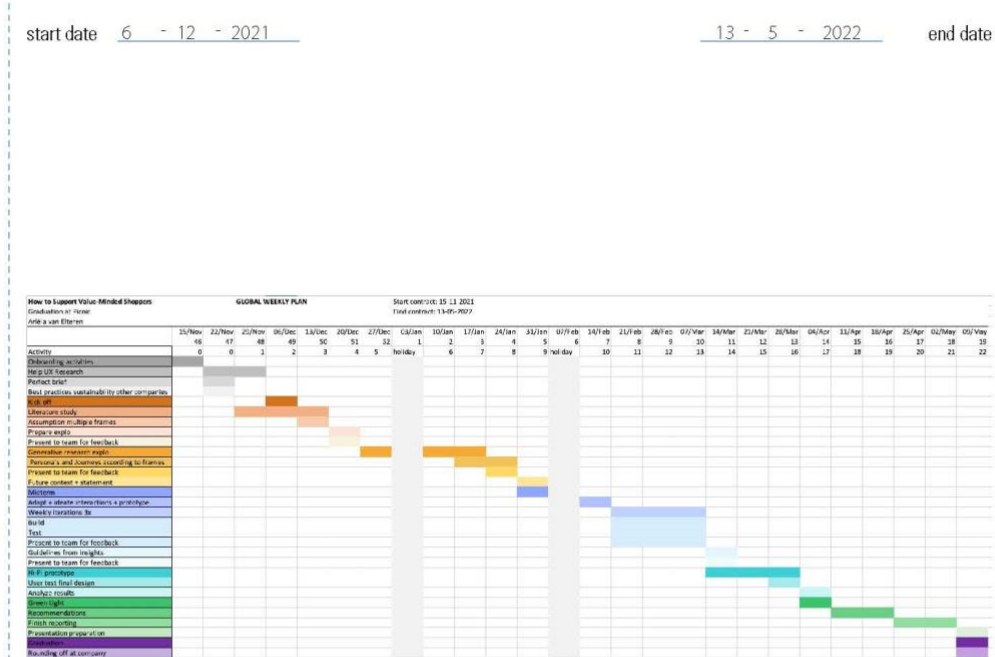
Design an experience for Picnic that supports consumers in doing groceries in line with requirements or aspirations they have. Create guidelines for (digital) design, which other designers can use, that help consumers make decisions in line with requirements or aspirations.

End result deliverables: User persona's that reflect many of the existing values. Journeys based on these persona's with their constraints or aspirations for grocery shopping. A UI for the Picnic Store app that supports these persona's in fulfilling doing groceries by their values. Other design deliverables that support creating the experience can be expected as well. Guidelines for designers, derived from the process, that help support consumers making decisions in line with their values.
 Knowledge on how looking at the problem with different frames in mind has an influence on the solution space.

Effect of research & design: a design intervention that supports behavior change: the shopper feels like they have been supported in taking in to account their values, and act on this while doing grocery shopping. A possible way to measure this would be through testimonies (before & after intervention), control group or looking at a change in the process or products that were bought

PLANNING AND APPROACH **

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.



Notes on planning and approach:

Literature study:
 Values, in psychology and design: Majo, Boztepe, Schwartz, Bos-de Vos
 Interactive and sustainable food retailing, Sustainable consumption of groceries, Purchase intention and behavior gap
 Theory of planned behavior: Ajzen
 Action-intention gap, Value-action gap, Choice architecture, Attitudes

Use of frames throughout project:
 The way Picnic will want to act and what type of change they would consider to evoke will have a lot of influence on who would be targeted, which values these people have and what the design will look like. I propose to use frames for this where I discuss multiple stands that Picnic can take. It would be interesting to see how this affects the effect that can be achieved.

Generative research; objective: to uncover whether they can currently shop according to their values, which values play a role, which are met and which are not. In-depth interviews (what is important to them + why) (laddering).

MOTIVATION AND PERSONAL AMBITIONS

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, Stick to no more than five ambitions.

I have always been interested in how people make the choices for the food they eat and the products they buy. If you see every purchase you make as an investment in a certain product, you suddenly have a lot of power in your hands when doing grocery shopping. I personally have decided to become a vegetarian when I was only 5 years old because I did not want animals to die for my food. My parents supported me in this, while at that time there were only a few ready made meat substitutes available. I ate those every once in a while, and when vegetarianism started to gain more popularity the amount of options grew. Nowadays there are many options, and prices are getting lower too. It's a simple effect of demand and supply.

Besides animal welfare the health benefits, sustainability and many more aspects have become important for me in the choices I make for my food. I was used to scanning labels already for ingredients, but now I wanted more info: protein count, sodium, origin of the product, way of processing, packaging material.. a lot to take in to account. So I was personally learning a lot about food consumption, but before my internship at Danone Nutricia I had not had the chance to design for food products yet.

At Nutricia I did an explorative research and design study on a plant-based drink for toddlers. There I found that using both my user research and interaction design skills in the field of food products works really well! I liked doing research and translating it into insights and designs. What I was missing there however was seeing the impact of my work, since the implementation time and structure of the company did not allow fast moving. For my graduation project I wanted to join a younger and more flexible company to learn from.

Picnic is a good choice in this aspect, a tech-driven young company focused on efficiency. So far I have perceived it as a dynamic company with enthusiastic and smart employees. I think I can learn a lot from various fields while graduating at Picnic, and I can bring my personal interests and design education together.

The competencies I would like to develop further are learning to analyze behavior, specifically in the environment of online purchases and decisions.

I am also interested in learning more about designing flows and journeys (UI) to support interactions. Furthermore it would be interesting to get to know more about possibilities digital design has, about large scale data analysis.

And lastly, getting to know more about the full process of food availability and how to influence this for future consumption.

The competences I am building on are skills I learned at courses like User Experience Assessment in Design, Visual Communication design and also some bachelor's honors course on micro-animations I have followed. In these courses I have learned to conduct consumer (usability and experience) research, analyze outcomes, making persona's and user journeys, but also interface design and color matching of different elements.

FINAL COMMENTS

In case your project brief needs final comments, please add any information you think is relevant.