Kan matbutikens data knuffa kunder att handla miljövänligt?

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The SPOC challenge

Unsustainable practices within the food system

Purpose

Explore food practices and opportunities for change in urban areas

Design to support the emergence of sustainable food practices

Background

- Previous project (EcoPanel)
  - Visualize and increase purchases of organic food products in the **individual household**

- This project (The Sustainable Store)
  - Visualize and increase purchases of organic food products in a **specific grocery store** by…
    - Displaying data for organic food purchases at the store level to customers...
    - ...in novel and aesthetically pleasing ways…
    - ...to attract attention, curiosity and interest
    - Compete with other COOP grocery stores
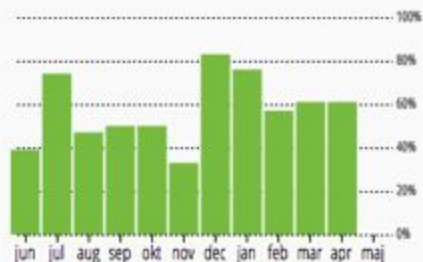
EKO PANELEN

🍀 Tack för att du handlar ekologiskt.

Ekopanelen ger återkoppling på dina matinköp på COOP baserat på ditt Medmera-kort och är ett stöd att handla mer ekologiskt. Läs mer.

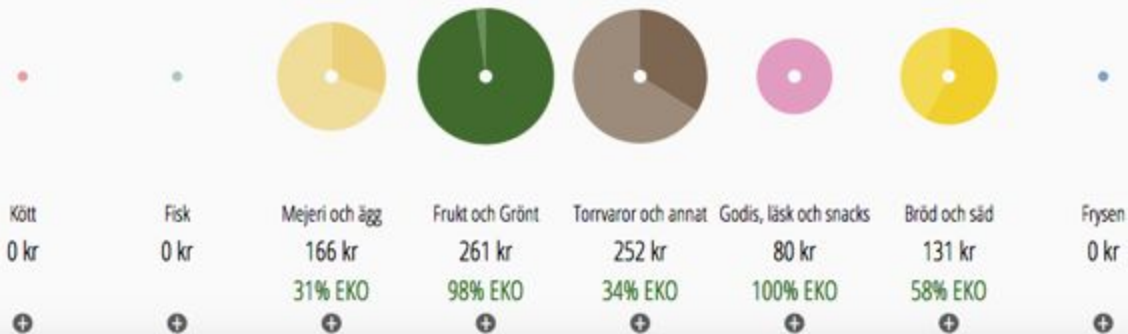De senaste tolv månaderna har du handlat mat för 8142 kr varav 4191 kr var ekologiskt.

51%
EKO!

Så här mycket ekologisk mat har du handlat varje månad:

◉ Procent ○ Pengar

100%
80%
60%
40%
20%
0%

jun jul aug sep okt nov dec jan feb mar apr maj

< April >

Kött	Fisk	Mejeri och ägg	Frukt och Grönt	Torrvaror och annat	Godis, läsk och snacks	Bröd och säd	Frysen
0 kr	0 kr	166 kr	261 kr	252 kr	80 kr	131 kr	0 kr
		31% EKO	98% EKO	34% EKO	100% EKO	58% EKO	
		⊕	⊕	⊕	⊕	⊕	⊕

TILLSAMMANS FÖR EN GRÖNARE FRAMTID

EN VISUALISERING AV VÅRA KUNDERS EKOLOGISKA INKÖP

COOP
EKOTOPPEN

#1 COOP JÄRNA	33%
#16 COOP FRIDHEMSPLAN	13%
#17 COOP NORRA DJURGÅRDSSTADEN	11%
#18 COOP GNESTA	8%

Swipe my card   Reset
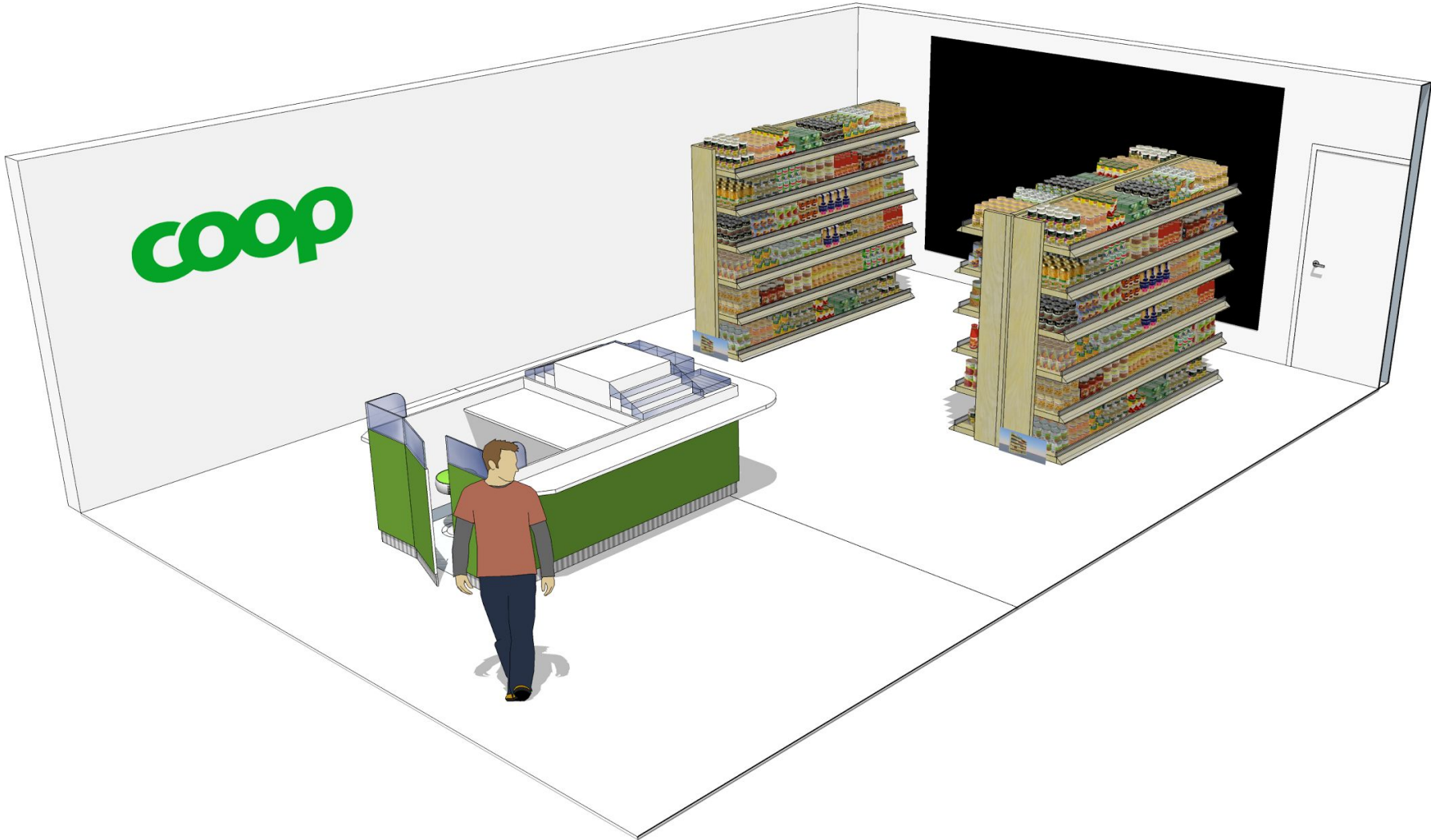
Merge

10 DAGAR KVAR AV ETT GRÖNARE SEPTEMBER

Our planned study (Dec 2-3)

- Build a staged store in our visualization studio for a weekend
    - An industrial designer is currently working on recreating a store with small means
- Conduct an experiment by testing the prototype and its effects
    - Design a nifty experiment that forces people to make relevant choices under "realistic" conditions
        - Data collection: Think-aloud when making choices
    - Debriefing to understand choices made in the staged store
    - Study people's understanding of the prototype
        - Data-collection: Test-person explains prototype to a friend

Discussion

- General feedback
- Would it be interesting to have this prototype in **your** local store?
- Would you like to be a test-person in our pilot experiment this upcoming weekend (Nov 25-26)?
- Contacts for future projects
  - Research (grant applications), master's thesis, project course?