Shopping for survival
Dutch Supermarket for dummies

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Objective

Assist new international students to quickly adjust to their new environment in Delft, especially with respect to one of the main practical issues: “Settling-in” Shopping
Outline

✓ The Problem

✓ The Solution

✓ Our Approach

✓ Reflections on the project process

✓ Conclusion
The Problem

• Our arrival...

..but still
The Problem

✓ Feeling lost between shelves?

✓ Taking half an hour to find the cheapest/best yogurt?
The Solution
Ideal Ingredients

✓ Portable Guide
✓ Requires no internet
✓ Easy to use
✓ Easy to understand
✓ Multi-lingual
✓ Readily Available upon arrival
Our Approach

✓ More than 90% of international students have a smartphone or tablet
The Solution
The Solution
The Solution

Shopping for Survival
Categories

- GENERAL
- FRUITS & VEGETABLES
- MEATS & FISH
- DRINKS & BEVERAGES
- CONDIMENTS & COOKING AIDS
- OTHER FOODS
- TOILETRIES
- HOME TOOLS & SUPPLIES

Shopping for Survival
GENERAL
How to ask..
Inquiries in Dutch

“How much is the price?”
“How much is the price?”

“Where can I find it?”
“Waar kan ik het vinden?”

“Is there any discount?”
“Is er een korting?”

“How to get there?”
“How kan ik daar komen?”

“What is the best product?”
“What is het beste product?”
FRUITS & VEGETABLES

Available at

[Logos of various supermarkets]
Appel

EN Apple
中文 苹果
ΕΛ μήλο
ES Manzana
IT Mela
PT maçã
DE apfel

€ 2.00 per kg.
Sinaasappel

EN  Orange
中文  橙子
ΕΛ  μπανάνα
ES  Naranja
IT  arancione
PT  laranja
DE  orange

€ 3.00 per kg.
Banaan

EN  Banana
中文  香蕉
ΕΛ  πορτοκάλι
ES  Platano
IT  Banana
PT  Banana
DE  Banane

€ 2.00  per kg.
MEATS & FISH

Available at

[Logos of various retailers]
Kip

EN  Chicken
中文  鸡肉
ΕΛ  κοτόπουλο
ES  Pollo
IT  Pollo
PT  Frango
DE  Hähnchen

€ 6.67 per kg.
DRINKS & BEVERAGES
Available at
- C1000
- LIDL
- Dirk
- ALDI
Melk

EN: Milk
中文: 牛奶
EL: γάλα
ES: leche
IT: latte
PT: leite
DE: Milch

€ 1.00 per L
Available at
Toiletpapier

EN  Toilet Paper
中文  卫生纸
EL  χαρτί υγείας
ES  Papel higiénico
IT  Carta igienica
PT  Papel higiênico
DE  Toilettenpapier

€ 6.2 per 24 rolls
HOME APPLIANCES & SUPPLIES

Available at

[kijkshop.nl] [BLOKKER] [HEMA] [IKEA]
Koekenpan

EN: Pan
中文: 平底锅
Ελληνικά: τηγάνι
ES: Sarten
IT: padella
PT: frigideira
DE: Pfanne

€ 6.99 per pc.
Challenge the future
The Solution

Shopping for Survival
SWOT Analysis

**Strengths**
- Portable
- User friendly
- Cross platform
- Offline availability
- Green

**Weaknesses**
- Basic
- Needs an Smartphone

**Opportunities**
- Interactive design
- App for Android, iPhone and Windows

**Threats**
- Supermarket webpage
- Internet translator
Reflections on the project process

✓ Brain storming
✓ Exchange of arrival experiences
✓ Voting process and consensus
✓ Practical tasks
Conclusions

✓ Smooth Development Process
✓ Co-operation in multicultural/multidisciplinary group
✓ Usable Final Product
  ✓ Provide the basic supermarket phrases
  ✓ Portable Picturebook for quick reference
  ✓ Helpful for fresh International Students
Thank you!

Questions?