

Facilitating the change to a sustainable diet with a food box service

Appendix



Appendix

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1. Lead user interview structure

Interview lead users

Interview goal:

Learn how conscious consumers change to an environmentally sustainable diet, how they maintain it, and where they feel there are challenges or opportunities.

Short Introduction:

Thomas, Strategic Product Design, TU Delft

Reason for the interview:

For my graduation research, I am conducting research about how people eat plant-based (or mostly plant-based) and how they were able to change to this diet. The goal of the project is to help other people switch to a more sustainable diet.

By talking to me you also help my startup Goodcase that I founded with 2 other design students. With the startup we have the same goal.

I want to make clear that you can refuse to answer questions. And that you can withdraw from the study at any time, without having to give a reason.

How the data will be used:

The information you provide will be used for my master thesis, and will be fully anonymised.

Ask for consent & questions:

Do you agree with this set-up? Do you have any more questions?

During the interview:

- Explain that there are **no right or wrong answers**, you're interested in his/her opinions and personal experiences / be relaxed, this is a regular conversation, don't worry.
- Explain that he/she is **free to interrupt at any time**

Recording:

For me it would be nice to listen back to the interview in case I've missed something. So I want to ask you if you are fine if I record this interview?

2. Lead user interview quotes clustering

Questions:

What did you have for breakfast/lunch/dinner?

Diet in general

How do you eat in general? What characterizes your diet?
Why do you eat like that? Why do you find that important?

Diet history / changes in time

Have you always eaten like that, since you were a child, or has it changed? How has it changed?

Why were you brought up like that?

Why have you changed your diet?

What encouraged you to change? What made you say "I can do this!" instead of "I will never be able to avoid meat."

What helped you change your diet? Any tools? Media? Other people?

Maintenance

How do you maintain this diet? What helps you keep it up?

Challenges

(You make it look very simple.) What are situations where it's hard to keep up your sustainable diet, can you think of a situation? Or where you fell back to unsustainable eating behaviour?

How did you go about that? Have you found ways to avoid fallbacks?

What other challenges have you faced when trying to eat sustainably?

Any ways you found to improve this challenge or make it easier for you?

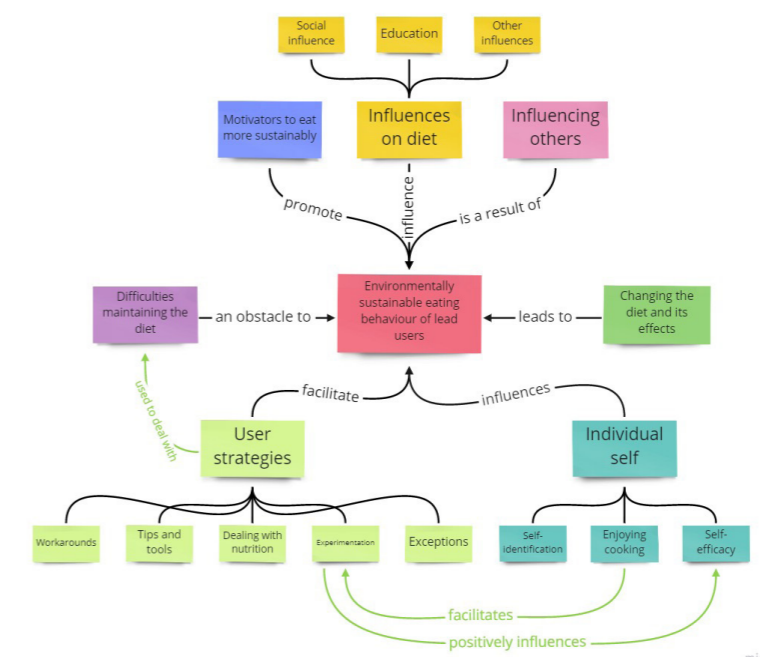
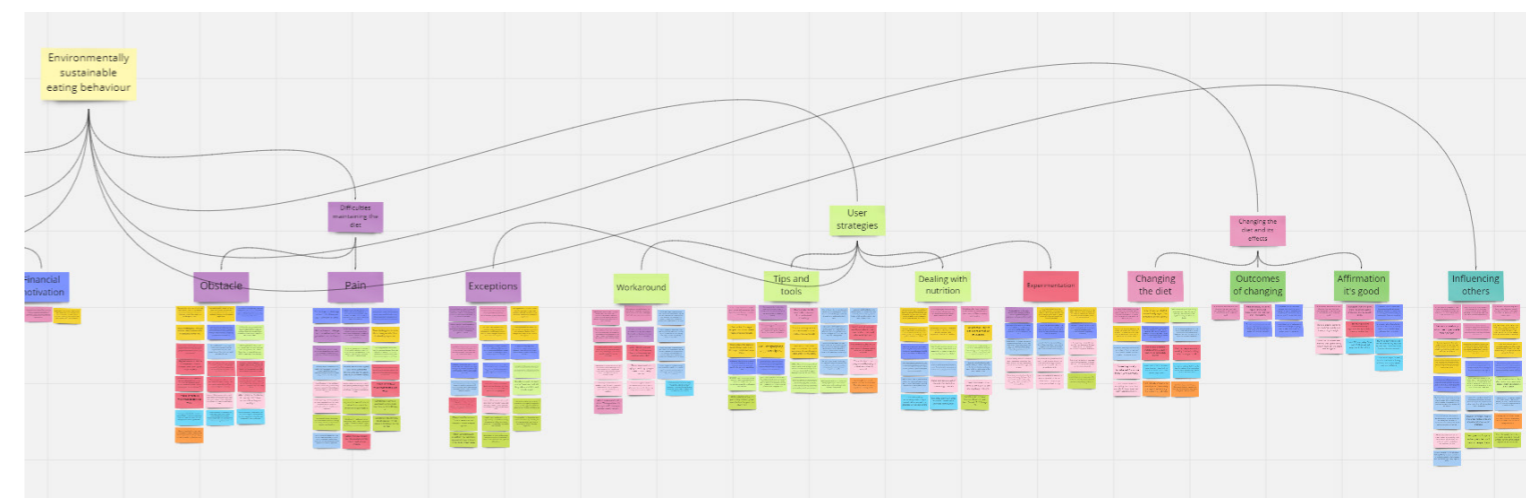
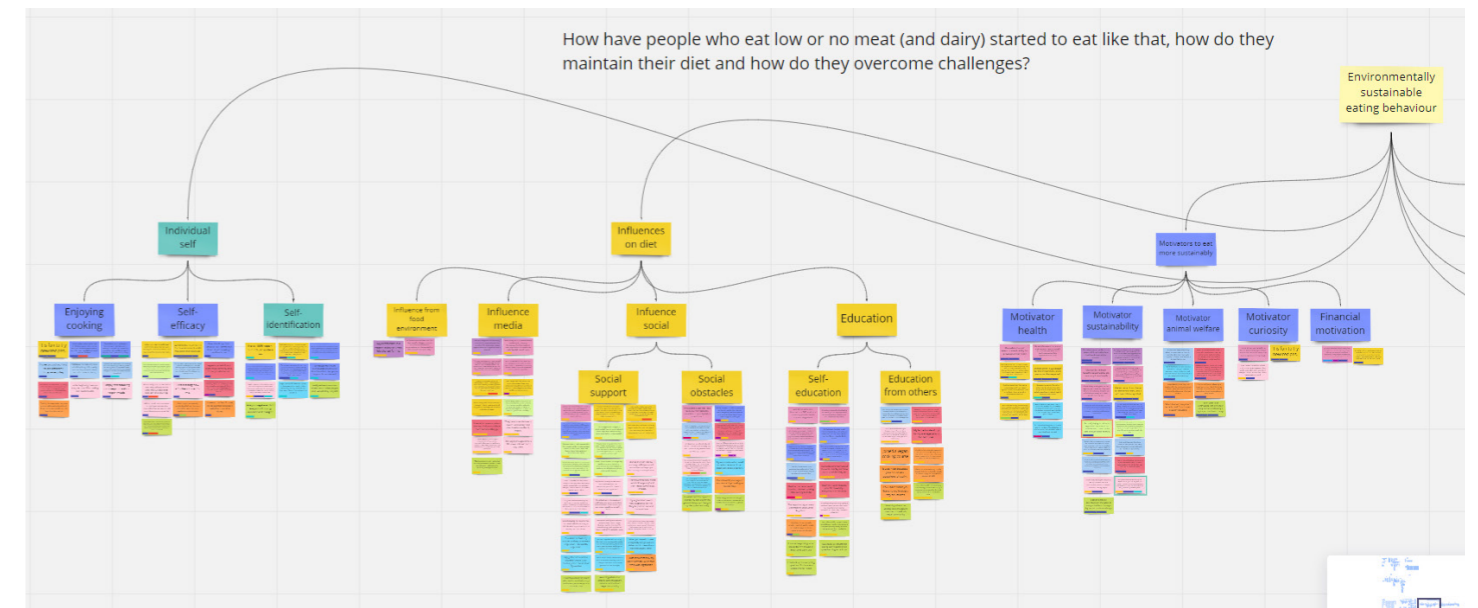
(Future ideas)

(Can you think of any opportunities on how to improve this? What would make it easier for you?)

(Do you know anyone else who is trying to eat sustainably and might be interesting to talk to?)

Follow-up questions:

Can you tell me more about that? I want to make sure I understand this. Can you explain more?



Resulting visual map

Checklist for closure

1. Brief concluding summary
 - a. Checking with the interviewee whether you missed important topics
2. If necessary, diffusing the tension that has built up during the interview
3. Informing the interviewee about what you will do with the interview and if there will be any follow-up.
4. Thanking the interviewee.
5. Don't forget the 'hand on the door' phenomenon (see article 6 in the course reader)

3. Online questionnaire ReduceBox

Ben je geïnteresseerd in een ecologisch duurzame voeding en een duurzame manier van leven?
Ben je geïnteresseerd in het verminderen van je voedselverspilling?
Ben je geïnteresseerd in het verminderen van je vleesconsumptie?

Je ziet dadelijk een beschrijving van een nieuw product. Lees dit a.j.b. rustig door. Daarna stellen we je enkele vragen over dit nieuwe idee.

ReduceBox (English)

Eating less meat and minimizing the amount of food we throw away are effective strategies to lower our carbon footprint. How could we make it easier to reduce meat consumption and food waste in our own household? The ReduceBox offers a fun challenge to tackle your own behaviour. For one week, it challenges you to go for as many days as possible without eating meat and without wasting food. It is not a meal box, but it provides a selection of food products that can either replace meat or make it easy to cook vegetarian meals. In the included Challenge Guidebook you can define goals for yourself, track your performance, and get tips and recipes. De volgende stappen beschrijven hoe je de ReduceBox gebruikt.

ReduceBox

Minder vlees eten en de hoeveelheid voedsel die we weggooien tot een minimum beperken, zijn effectieve strategieën om onze ecologische voetafdruk te verkleinen. Hoe kunnen we het makkelijker maken om de vleesconsumptie en voedselverspilling in ons eigen huishouden te verminderen?

De ReduceBox biedt een leuke uitdaging om je eigen gedrag aan te pakken. Een week lang daagt het je uit om zoveel mogelijk dagen zonder vlees te eten en zonder voedsel te verspillen.

Het is geen maaltijdbox, maar het biedt een selectie van voedingsproducten die vlees kunnen vervangen of het gemakkelijk maken om vegetarische maaltijden te bereiden. In het meegeleverde Challenge Guidebook kun je doelen voor jezelf definiëren, je prestaties bijhouden en tips en recepten krijgen.

1. In hoeverre ben je enthousiast over het product idee van de ReduceBox?
 - Helemaal niet enthousiast
 - Niet erg enthousiast
 - Neutraal
 - Redelijk enthousiast
 - Heel erg enthousiast

De volgende stappen beschrijven hoe je de ReduceBox gebruikt. Omdat de ReduceBox onderdeel is van een afstudeerproject aan de TU Delft zijn de teksten in het Engels.

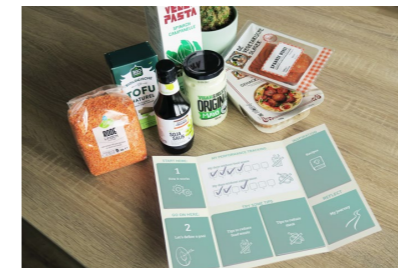
PICTURES OF PRODUCT

Pic 1 Content

This is what you will get with the ReduceBox. Around seven products (some of them cooled) and the Challenge Guidebook that will help you during the week.

Pic 1 Inhoud

Dit krijg je met de ReduceBox. Een zevental producten (waarvan sommige gekoeld) en het Challenge Guidebook dat je tijdens de week zal helpen.



Pic 2 Food

The food products are there to inspire you to try new things and to learn new recipes without meat.

Pic 2 Eten

De voedingsproducten zijn er om je te inspireren om nieuwe dingen te proberen en om nieuwe recepten te leren zonder vlees.



Pic 3 Challenge Guidebook

The Challenge Guidebook is divided into seven different segments. Six of them consist of little booklets. You start on the left.

Pic 3 Challenge Guidebook

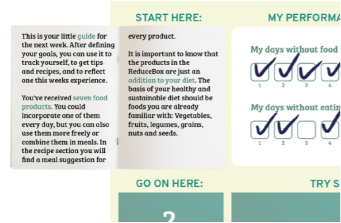
De Challenge Guidebook is onderverdeeld in zeven verschillende segmenten. Zes daarvan bestaan uit kleine boekjes. Je begint aan de linkerkant.

Pic 4 Introduction

The first booklet will give you an introduction to your 7-day challenge.

Pic 4 Invoering

Het eerste boekje geeft je een introductie tot je 7-daagse uitdaging.

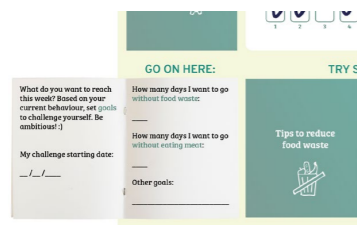


Pic 5 Goal definition

The second booklet helps you to define goals for the week.

Pic 5 Doeldefinitie

Het tweede boekje helpt je bij het definiëren van doelen voor de week.

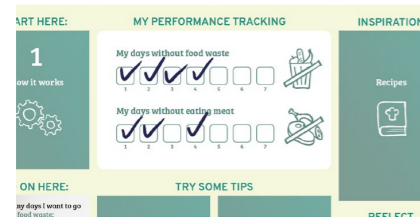


Pic 6 Tracking

In the centre you can track for each day if you succeeded in not wasting food and not eating meat.

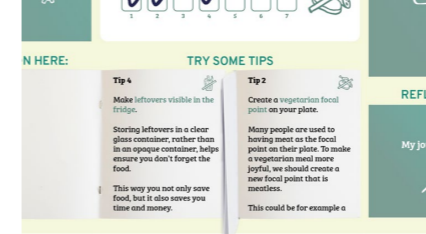
Pic 6 Tracking

In het centrum kun je voor elke dag bijhouden of je erin geslaagd bent geen voedsel te verspillen en geen vlees te eten.



Pic 7 Tips

Je kunt enkele tips proberen om je te helpen je doelen te bereiken.



Pic 8 Recipes

The recipe booklet gives some inspiration on how to incorporate the delivered food products in your diet. However, you can also just experiment yourself with the products.

Pic 8 Recepten

Het receptenboekje geeft wat inspiratie om de geleverde voedingsproducten in uw dieet op te nemen. Je kunt echter ook gewoon zelf experimenteren met de producten.

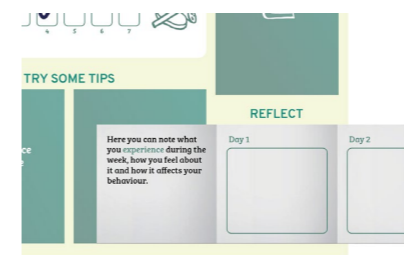


Pic 9 Reflection

The last booklet you can use as a journal. Here you can reflect on your experience to find out what worked and what didn't.

Foto 9 Reflectie

Het laatste boekje dat je als dagboek kunt gebruiken. Hier kunt je reflecteren op jouw ervaring om erachter te komen wat werkte en wat niet.

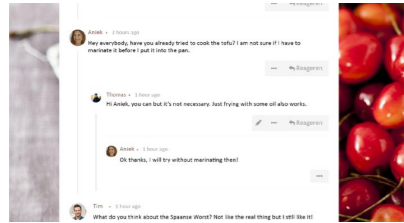


Pic 10 Social support

You can join an online group of other ReduceBox users to exchange views and to support each other.

Pic 10 Sociale steun

Je wordt toegevoegd aan een online groep van andere ReduceBox-gebruikers om van gedachten te wisselen en elkaar te ondersteunen.



2. Na het zien van de foto's, in hoeverre ben je enthousiast over het product idee van de ReduceBox?

- Helemaal niet enthousiast
- Niet erg enthousiast
- Neutraal
- Redelijk enthousiast
- Heel erg enthousiast

3. In hoeverre ben je enthousiast over het eten in de ReduceBox?

- Helemaal niet enthousiast
- Niet erg enthousiast
- Neutraal
- Redelijk enthousiast
- Heel erg enthousiast

Klik hier om de product nog eens te bekijken.

4. In hoeverre ben je enthousiast over de onderdelen van de Challenge Guidebook?

	Helemaal niet enthousiast	Niet erg enthousiast	Niet enthousiast, niet onenthousiast	Redelijk enthousiast	Heel erg enthousiast
Doeldefinitie	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Definiëren van doelen voor de week					
Tracking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bijhouden of je erin geslaagd bent geen voedsel te verspillen en geen vlees te eten					

Tips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tips om je te helpen je doelen te bereiken					
Recepten	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inspiratie om de geleverde voedingsproducten in uw dieet op te nemen					
Reflectie	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reflecteren op jouw ervaring om erachter te komen wat werkte en wat niet					

Klik hier om de product nog eens te bekijken.

5. In hoeverre ben je enthousiast over de Challenge Guidebook in zijn geheel?

- Helemaal niet enthousiast
- Niet erg enthousiast
- neutraal
- Redelijk enthousiast
- Heel erg enthousiast

Klik hier om de product nog eens te bekijken.

6. In hoeverre ben je enthousiast over de twee uitdagingen?

	Helemaal niet enthousiast	-	-	-	Heel erg enthousiast
Voedselverspilling verminderen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vleesconsumptie verminderen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. In hoeverre ben je enthousiast over het delen van jouw ervaring met andere mensen die de ReduceBox gebruiken?

- Helemaal niet enthousiast
- Niet erg enthousiast
- Neutraal
- Redelijk enthousiast
- Heel erg enthousiast

8. Hoe geloofwaardig vind je dit product idee? Met andere woorden, geloof je dat de ReduceBox mensen echt motiveert om minder voedsel te verspillen en minder vlees te eten?

- Helemaal niet geloofwaardig
- Niet erg geloofwaardig
- Neutraal
- Redelijk geloofwaardig
- Heel erg geloofwaardig

Klik hier om de product nog eens te bekijken.

9. Kun je toelichten waarom je het idee niet geloofwaardig vindt?

10. In hoeverre is het idee, de voordelen ervan en hoe het werkt, duidelijk voor jou?

- Helemaal niet duidelijk
- Niet erg duidelijk
- Niet duidelijk, niet onduidelijk
- Redelijk duidelijk
- Heel erg duidelijk

Klik hier om de product nog eens te bekijken.

< for people who responded Helemaal niet duidelijk, Niet erg duidelijk >

11. Wat is er precies onduidelijk? Welke vragen heb je nog?

12. Hoe nieuw en anders vind je dit product in vergelijking met andere diensten die nu al op de markt zijn?

- Helemaal niet nieuw en anders
- Niet erg nieuw en anders
- Enigszins nieuw en anders
- Redelijk nieuw en anders
- Heel erg nieuw en anders

Klik hier om de product nog eens te bekijken.

<for people who responded helemaal niet nieuw en anders, Niet erg nieuw en anders>

13. Op wat voor producten of merken vind je dit idee lijken?

14. Stel dat je dit product gaat gebruiken, hoe groot denk je dat de persoonlijke bijdrage is die je daarmee maakt aan een betere, duurzame wereld?

- Zeer klein
- Redelijk klein
- Niet klein, niet groot
- Redelijk groot
- Zeer groot

Klik hier om de product nog eens te bekijken.

15. De prijs van de ReduceBox bedraagt €15. Kan je aangeven in welke mate je denkt het product te gaan kopen?

- Ik ga het zeker niet kopen
- Ik ga het waarschijnlijk niet kopen
- Ik weet niet zeker of ik het ga kopen
- Ik ga het waarschijnlijk wel kopen
- Ik ga het zeker kopen

Dank voor je antwoorden tot nu toe! We hebben nog een paar vragen over jezelf en je huishouden.

1. Hoeveel tijd besteed jij gemiddeld aan het koken van een avond maaltijd?
 - 5 minuten (bijv. eten opwarmen)
 - 10 – 20 minuten
 - 20 – 30 minuten
 - 30 – 60 minuten
 - 60+ minuten

2. Hoe bereid jij op dit moment meestal je eten?
 - Ik kook een verse maaltijd met verse producten die ik zelf heb gekocht waarbij ik alles zelf maak (sauzen etc)
 - Ik kook een verse maaltijd maar maak soms gebruik van makkelijke ingrediënten zoals verpakte sauzen of kruiden mixen
 - Ik kook graag aan de hand van pakjes en zakjes
 - Ik maak gebruik van vers pakketten van bijv. Hello fresh of de supermarkt
 - Ik kook zelden zelf en ga voor een opwarm maaltijd of laat eten bezorgen

3. Wat is je thuissituatie / gezinssamenstelling?
 - Alleenstaand
 - Samenwonend / gehuwd zonder thuiswonende kinderen
 - Gezin met thuiswonende kinderen
 - Met huisgenoten/studentenhuis
 - Anders, namelijk:

4. Ben je...
 1. Man
 2. Vrouw

5. Wat is je leeftijd?
 - 18 - 25
 - 26 - 35
 - 36 - 45
 - 46 - 55
 - 56 - 65
 - 66 - 75
 - 75+

6. Met welk van de volgende zaken houd je rekening bij de bereiding van de maaltijden voor jou (en de eventuele andere leden van je huishouden)?
 - Gewicht/Afvallen
 - Religieuze overwegingen (halal/kosjer etc.)
 - Vegetarisch
 - Plantaardig/Veganistisch
 - Flexitairisch (soms geen vlees)
 - Allergieën (gluten/noten/melk, etc)

- Geen van deze
- Anders, namelijk _____

Je hebt aangegeven dat je de ReduceBox waarschijnlijk wel zou kopen.

Vil je jezelf uitdagen om een week minder vlees te eten?

Vij kunnen jou daarbij helpen! We willen een **gratis** ReduceBox aan jou bieden.

Dan kan jij, samen met de steun van andere community leden, een week lang lekkere en gemakkelijke maaltijden bereiden zonder vlees.

In ruil voor het ontvangen van de doos, Aan het einde van de challenge willen we je graag **interviewen** om van jou ervaring met de ReduceBox te leren en de box te verbeteren.

Lijkt het jou leuk om mee te doen? Als je ‘ja’ kiest dan neemt een van de community moderators contact met jou op om aan de challenge te beginnen.

- Ja
- Nee

Artelijk dank voor het invullen van deze vragenlijst. Als je nog iets kwijt wilt of iets vergeten bent in te vullen, dan kun je dat hieronder kwijt.

4. ReduceBox user interview structure

Interview user test

Interview goal:

Learn how consumers use the ReduceBox, what they value and what they don't, and how they experiment with the food during the week.

Short Introduction:

Thomas, 27, Strategic Product Design, TU Delft

Reason for the interview:

Evaluating how the new product concept ReduceBox is perceived and used by consumers.

I want to make clear that you can refuse to answer questions. And that you can withdraw from the study at any time, without having to give a reason.

How the data will be used:

The information you provide will be used for my master thesis, and will be fully anonymised.

Ask for consent & questions:

Do you agree with this set-up? Do you have any more questions?

During the interview:

- Explain that there are **no right or wrong answers**, you're interested in his/her opinions and personal experiences / be relaxed, this is a regular conversation, don't worry.
- Explain that he/she is **free to interrupt at any time**

Recording:

For me it would be nice to listen back to the interview in case I've missed something. So I want to ask you if you are fine if I record this interview?

Start interview:

Ask participant to shortly introduce him-/herself

Questions:

Usual diet

In the questionnaire you indicated that you (e.g. eat everything). How does your usual diet look like?

In the questionnaire you indicated that you (e.g. spend 30 min on average to prepare dinner). Can you give some examples of what you prepare for dinner?

What do you usually eat for breakfast and lunch? Any snacks in between?

Box Arrival

When your box arrived did you open it immediately? How was the unboxing experience?

How was the condition of the products inside?

What did you do with the things in the box after opening?

Food products / Experimenting

What products have you used already?

What product did you start with? Why? How did you use the product? How did you like the meal?

What product did you use next? Why? How did you use the product? How did you like the meal?

Which products have you avoided so far? Why?

Did you use the recipes or did you try something yourself (experimentation)? Why recipes / why not?

Did you try other new vegetarian meals during this week?

Challenge Guidebook

How did you use the challenge guidebook? What sections have you been using? Why?

Which sections did you avoid? Why?

Did you use the reflection sections? What did you write down?

Did you try some tips/recipes? Why?

Goal setting

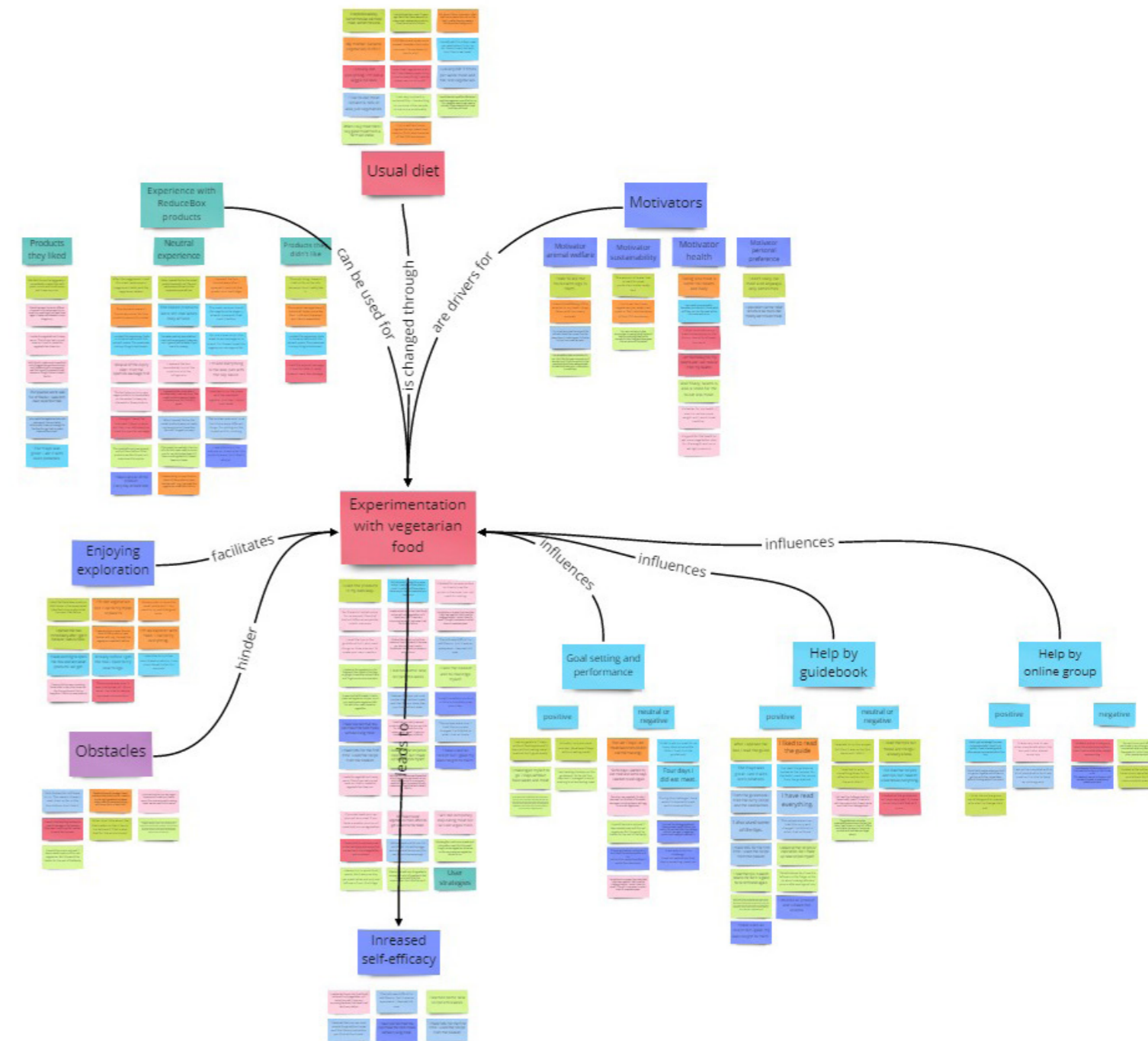
What goals did you set for yourself? Did you reach your goals? How many days did you reach without food waste / without eating meat?

Why did you set these goals? Was it easy/hard? Do you think you could have reached more days / the whole week?

Did it help you to reduce?

5. ReduceBox user interview quotes clustering

How do consumers use the ReduceBox and how does it help them to experiment with vegetarian food?



Social Support

How did you like that you could see a bit what other people are planning for the week in the online group?

Did it help you get motivated for the challenges?

Behaviour change

You reached X days without wasting food. How did you experience trying not to waste food?

You reached X days not eating meat. How did you experience trying not to eat meat?

How did the box help you to change your behaviour?

Is it something you can imagine doing long term? Would the ReduceBox help you with that?

General

What was novel for you? What did you learn during this week?

What did you like, what did you not like?

What's your intention / motivation to reduce these things?

Did you like it or not? Would you use it again? Would you share it with other people?

Price: (Van Westendorp's Price Sensitivity Meter) Think aloud

1. At what price would you consider the product to be so expensive that you would not consider buying it? (Too expensive)
2. At what price would you consider the product to be priced so low that you would feel the quality couldn't be very good? (Too cheap)
3. At what price would you consider the product starting to get expensive, so that it is not out of the question, but you would have to give some thought to buying it? (Expensive/High Side)
4. At what price would you consider the product to be a bargain—a great buy for the money? (Cheap/Good Value)

Follow-up questions:

Can you tell me more about that? I want to make sure I understand this. Can you explain more?

Final question:

Is there anything we missed so far, anything you want to talk about?

6. Original project brief

DESIGN
FOR OUR
future

4730

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 to 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 !

<p>family name <u>Doleschel</u></p> <p>initials <u>T</u> given name <u>Thomas</u></p> <p>student number <u>5164826</u></p> <p>street & no. _____</p> <p>zipcode & city _____</p> <p>country _____</p> <p>phone _____</p> <p>email _____</p>	<p>Your master programme (only select the options that apply to you):</p> <p>IDE master(s): <input type="radio"/> IPD <input type="radio"/> Dfl <input checked="" type="radio"/> SPD</p> <p>2nd non-IDE master: _____</p> <p>individual programme: <u>- -</u> (give date of approval)</p> <p>honours programme: <input type="radio"/> Honours Programme Master</p> <p>specialisation / annotation: <input type="radio"/> Medisign</p> <p><input type="radio"/> Tech. in Sustainable Design</p> <p><input checked="" type="radio"/> Entrepreneurship</p>
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SUPERVISORY TEAM **

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

** chair Erik Jan Hultink dept. / section: MCR

** mentor Charlotte Kobus dept. / section: MCR

2nd mentor Matthijs Buijs

organisation: TUD acting on behalf of Goodcase

city: Delft country: Netherlands

comments (optional) Erik Jan Hultink is an expert in launch strategies whereas Charlotte Kobus is an expert in design for sustainable consumer behaviour. Matthijs Buijs is familiar with the startup Goodcase and will give advice from a company's perspective.

! 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 Erik Jan Hultink date - - signature

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: 27 EC YES all 1st year master courses passed

Of which, taking the conditional requirements into account, can be part of the exam programme 27 EC NO missing 1st year master courses are:

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

J. J. de Bruin 18-02-2021 signature JdB

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)? APPROVED NOT APPROVED

Is the level of the project challenging enough for a MSc IDE graduating student? APPROVED NOT APPROVED

Is the project expected to be doable within 100 working days/20 weeks? APPROVED NOT APPROVED

Does the composition of the supervisory team comply with the regulations and fit the assignment? APPROVED NOT APPROVED

- Also approved for Entrepreneurship

comments

Monique von Morgen 2/3/2021 signature

Promoting a sustainable diet with a food box supporting local startups 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 15 - 02 - 2021 end date 19 - 08 - 2021

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, ...).

The startup Goodcase delivers food boxes filled with products from Dutch food startups. The company aims to promote a sustainable diet towards consumers and to support food startups in the Netherlands that produce their products in a sustainable manner or which offer alternatives to food with a high impact on the environment.

Consumers have impact on the sustainability status of our world in many different ways, for instance by their form of traveling, their energy usage, their waste disposal, and their consumption of goods (see, e.g., Stern, 2000). In this project the focus will lie on food consumption. According to the United Nations, dietary changes are a great opportunity for fighting climate change, especially through the reduction of meat consumption (Schiermeier, 2019). Figure 1 shows the positive impact on greenhouse gas emissions that can be caused by dietary changes. Ways have to be found to convince people that sustainable diets are worth pursuing. Moreover, consumers have to be made aware of new food options, e.g. in the vegan sector, because innovation in this field is going fast.

The recently founded startup Goodcase needs to refine its value proposition to accomplish the goal of changing customers' eating behaviour to a more sustainable one while running a sustainable business. So far, the startup ran three pilots with 10, 27 and 60 paying consumers respectively. With each box, customers get around 7 different products that can be used individually or combined with each other or with products beyond the box. Through bite-sized information in the box and additional content on Goodcase's website that can be accessed with a QR-code, customers can learn about the story behind the products. To convert customers to a more sustainable diet, a balance has to be found between providing inspirational products and telling a convincing story. The founders are hoping for positive spillover effects in the consuming behaviour of their customers (see, e.g., Thøgersen). It is assumed that when customers are confronted with sustainable food products and their story, they also make more conscious choices when buying regular groceries. This is an assumption that has to be tested.

Another important group of stakeholders are the suppliers of Goodcase: Dutch sustainable food startups. It has to be assured that the partnering suppliers are in fact producing products that are better for the environment than comparable products in the supermarket. Moreover, the right compilation of products from a range of suppliers has to be selected for each box. Lastly, the prices of the products have to be at the right level so it is possible for Goodcase to make a profit with the box.

As the project is executed within a recently founded startup by one of the founders the degrees of freedom when it comes to experimentation are quite big and it is possible to test with real customers. However, as the company has not received any funding yet, there will be financial limitations.

Schiermeier, Q. (2019, August 12). Eat less meat: UN climate-change report calls for change to human diet. Nature. https://www.nature.com/articles/d41586-019-02409-7?error=cookies_not_supported&code=6a1083e5-fce3-4a22-9af9-d91e7ec6a7c5
 Stern, P. C. (2000). Psychology and the science of human-environment interactions. American psychologist, 55(5), 523.
 Thøgersen, J. (1999). Spillover processes in the development of a sustainable consumption pattern. Journal of economic psychology, 20(1), 53-81.

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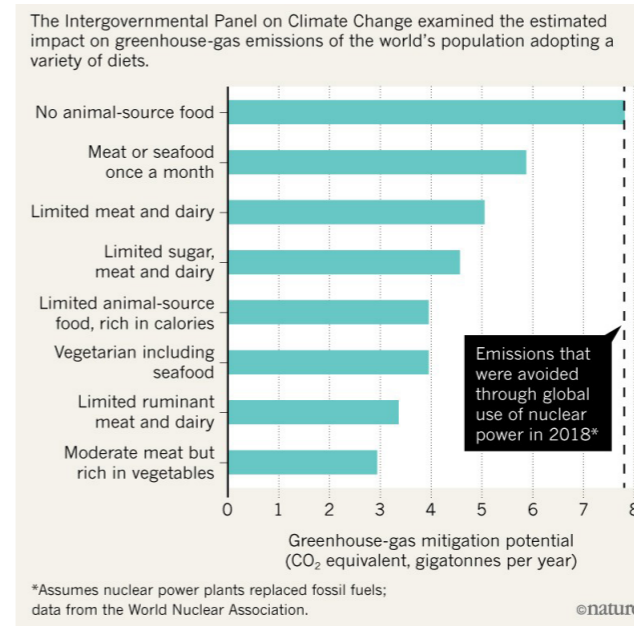


image / figure 1: Potential effects of diet changes ©nature

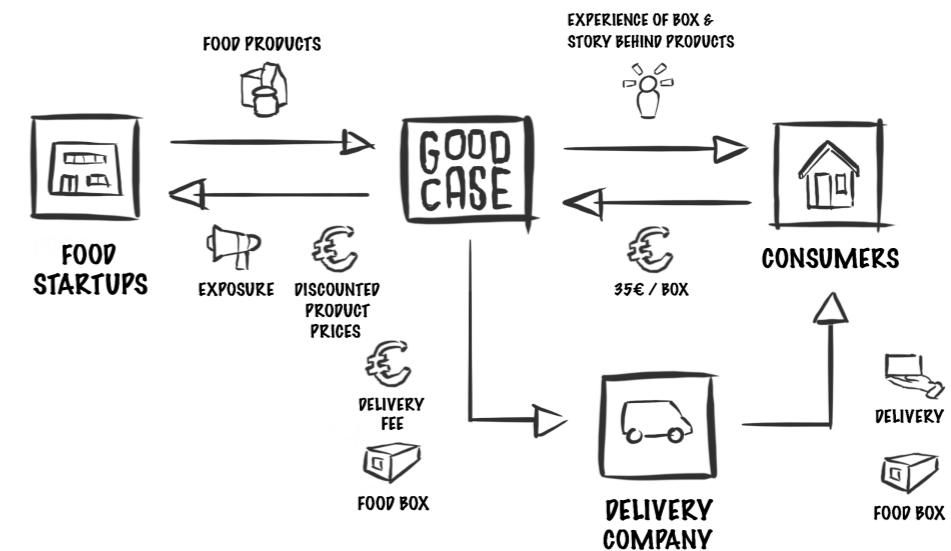


image / figure 2: Stakeholders / Value map

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.

It is Goodcase's ambition to actually have an impact on the world. There are two key things that have to be achieved:

- 1) Supporting dutch food startups that produce food in a sustainable way or produce alternatives for unsustainable products.
- 2) Encouraging consumers to change their diet to a more sustainable one.

While it is rather easy to get in contact with sustainable food startups and partner up with them, it is unclear whether the food box actually has an impact on the diet of consumers.

To directly change the customers' diet, it could be necessary that consumers become recurring customers of the startup. With a churn rate of 50% from pilot 2 to pilot 3, Goodcase is not performing well yet in this aspect. Consumer research has to be done to find out what makes customers return.

To indirectly change the customers' diet, consumers have to eat different kinds of food besides what they eat from Goodcase. Spillover effects have to occur. However, it is not clear yet whether these spillover effects occur and whether consumers actually make changes to their diet after getting in contact with Goodcase. It is necessary to find out if and how buying a Goodcase affects the regular diet of current customers beyond products they consume from the box. Furthermore, the facilitation of spillover effects has to be researched.

The research question of this project is: "How can Goodcase foster sustainable food consumption behaviour of dutch consumers with a food box?"

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.

This graduation assignment explores changing the eating behaviour of the company's customers towards a more sustainable one. Through prototyping and testing with real customers the value proposition of the food box will be refined so that it serves the goal of changing the consumers' diet to a more sustainable one.

To understand how consumers' behaviour can be changed to a more sustainable one, research into consumer behaviour and more specifically behaviour change in the context of sustainable behaviour has to be performed. Based on this research the whole experience of the food box will be designed, including informational content. Overall, Goodcase wants to provide both a pleasant and educational customer experience. Using 'build, measure, learn' loops, the designed concept will be tested and iterated with real customers. During these loops, the student needs to determine if and how the eating behaviour and food consumption behaviour of customers can be changed. Finally, a new value proposition for Goodcase will be crafted and the right mix of products and services to support sustainable food consumption behaviour will be designed.

The student aspires to receive the annotation Entrepreneurship. He has completed the necessary amount of ECTS in entrepreneurship courses. The assignment will be done in a recently founded company by one of the founders. Entrepreneurial skills will be necessary to finish the project. Personally, it has always been the student's dream to start an own company. His reason for doing the "Strategic Product Design" Master at TU Delft was the opportunity to focus on entrepreneurship in the second year. Besides the "Build Your Startup" course he has gained experience in other entrepreneurship programs and numerous courses in Munich, Singapore and Delft. With his passion for healthy and sustainable food he sees himself as the perfect founder for a food startup like Goodcase and he wants to prove his entrepreneurial skills with the annotation Entrepreneurship.

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.

start date 15 - 2 - 2021 end date 19 - 8 - 2021

Month	February	March	April	May	June	July	August
Calendar week	7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33						
Project week	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21						
Public holidays in the week			1 1	1 1 1 1	1		
Working days	4 4 4 4 4 4 3 3 4 4 3 3 3 4 3 4 4 4 4 4 4 4 4 4 4						
Working days accumulated	4 8 12 16 20 24 27 30 34 38 41 44 47 51 54 58 62 66 70 74 78						
Date	15-19 22-26 1-5 8-12 15-19 22-26 29-2 5-9 12-16 19-23 26-30 3-7 10-14 17-21 24-28 31-4 7-11 14-18 21-25 28-2 5-9 12-16 19-23 26-31 2-6 9-13 16-20						
Milestones							
Kick-off meeting	15 Feb						
Midterm evaluation				29 Apr			
Greenlight meeting						8 Jul	
Report							12 Aug
Presentation							19 Aug
Meetings							
Erik Jan (TBD)		1 Mar	15 Mar	29 Mar	12 Apr	3 May	17 May
Charlotte (TBD)		22 Feb	8 Mar	22 Mar	5 Apr	19 Apr	10 May
Mathijs (TBD)		22 Feb					7 Jun
Discover							
Behaviour change research							
Sustainable food research							
Customer research							
Report writing							
Define							
Defining measures of success							
Defining design goals							
Report writing							
Build midterm presentation							
Develop							
Build measure learn 1							
Co-creation with stakeholders							
Select most promising solutions							
Deliver							
Build measure learn 2							
Report writing							
Build greenlight presentation							
Poster							
Presentation							

Two build-measure-learn loops will be used to design and iterate solutions for the food box. The following activities have to be performed during these loops. A selection of products for the box has to be made. Informational and educational material has to be designed. The box with the new features has to be launched. Feedback has to be gathered from customers. The feedback has to be analyzed and learnings have to be extracted.

The whole project will be done part-time, four days per week. One day per week is reserved for keeping the startup running.

A 1-week holiday is planned for July.

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.

Motivation:

My dream is to become an entrepreneur for an environmental cause. With Goodcase I want to fulfil that dream. The entrepreneurial graduation offers an excellent opportunity to finish my master with a design challenge that helps my own company and other startups in the realm of delivered sustainable goods. I am very interested in how consumption behaviour affects our climate. With this project I want to find out in what way Goodcase can influence consumers to change to a more sustainable diet.

Personal ambitions:

I want to learn how to get inspired by customer insights in the best way. By the end of the project, I want to have learned how I can get valuable feedback from customers, that I can interpret this feedback in the right way and that I can act on it in the right way with good design decisions that result in a good outcome for the customers. I would like to learn this because as an entrepreneur it is exceptionally important to serve customers well. The business and therefore my livelihood depend on it.

My academic writing is a rather slow process. I often feel kind of paralyzed when it comes to paraphrasing or summarizing source texts because I am always afraid of committing plagiarism. I would like to be able to get in the flow of writing scientific texts.

Learning this at the beginning of the project would make me much more effective. Besides the graduation project, I am also interested in starting a blog in the future. Losing my slight fear of writing would also be very beneficial for that.

FINAL COMMENTS

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