

Design for **collective family experiences** during **online grocery shopping.**

Appendices

by Mark Janssen



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Appendix

2. Summaries research papers and interviews



Interview



Elaine Selie



Two adults and two children

(girl of three years and boy of two months)



Amsterdam-West



47 Picnic orders

(also used Albert Heijn Online)

Orders at Picnic now but used Albert Heijn Online before. Made use of the Albert Heijn (Bezorgbundel). Prefers Picnic because of the lower minimum order amount, smaller vehicles (that do not block the entire street) and customer service.

Goes to the market with the kids every 1-2 weeks, mostly on Saturdays. This is really seen as a **social and fun event**.

The kids primarily like doing everything themselves "**het zelf doen**". They actively ask to be part of (super) market experiences and bring their own bag, basket and wallet.

The 3-year old daughter also starts to understand how the cash register works. She is able to understand the value of money and that she receives goods in return for money.

At traditional supermarkets the kids are mostly entertained with the small shopping trolleys. Also the self-scanning devices are completely the bomb! **Doing what the grown-up people also do**, that is what attracts the little ones. I mostly like to take them with me to the supermarket if they ask to join. Only when I am in a hurry, I notice that they slow down the process.

I do not involve my kids with grocery shopping at Picnic. I am actually not sure why though. I often order on a quiet moment, when the kids already went

to bed. I want to focus when I place my order. I try to fill my basket throughout the week already. This way, I don't have to run through the whole house anymore before placing my order. When I notice something is missing, I directly put it in the Picnic app.

Right now I do groceries by myself, but it would actually be helpful if my husband can also collaborate on his phone.

I think it could be a lot of fun if my kids could join in the grocery shopping process on Picnic. But then I **directly have to think of the iPad!** They do not have a phone yet of course, but they use the iPad a lot, mostly for videos.

What I like the most about Picnic is that I do not have to leave the house anymore to do groceries. Especially with my son of two-months. Imagine walking the stairs with all the stuff! Also, if I do groceries with them in the supermarket, it takes at least three times as long.

Finally, I'm a big fan of the small delivery vehicles, before we ordered at Picnic we were a bit ashamed if the huge Albert Heijn truck would block the entire street to deliver our groceries.



Insights

- The vehicles are already very appealing for kids, they recognize them quickly
- The vehicle is more practical than the huge Albert Heijn truck
- Going to the market is a real family event
- Kids want to have responsibilities that make them feel more grown-up
- Kids primarily use iPads
- From three years old kids start to understand the value of money
- It would be helpful if parents can collaborate more
- Right now kids are not involved in online grocery shopping
- Kids can get very excited about doing groceries in the traditional supermarket



Interview



Linda Verkerk

Two adults and two children
(boys of eight and eleven years old)



Amsterdam-West

47 Picnic orders
(also used Albert Heijn Online)

I'm using Picnic for a year already. Before that, I used to go to supermarkets in the neighborhood a couple times per week. Also we used to order all the big groceries from Albert Heijn every month. More for the bigger stuff, that you don't need to buy every day.

At the moment we order 1-2 times a week with Picnic and we try to order everything we need. Also, I still go to the supermarket 1-2 times a week. Mostly to get fresh bread, special products or things I forgot. In that case I go to the Jumbo on the way back from school, where I drop off my kids.

The shopping at Picnic I primarily do myself, I use the basket continuously during the week, do directly add things I miss. Also I still use the list in the Albert Heijn app to do some groceries at the Jumbo.

I don't use the app with others in the family, but that is more unconsciously. With Albert Heijn we actually both used the app on our phones with the same account, but I'm not sure if that also possible with Picnic. It would certainly be nice to collaborate, arrange when you're going to order and to fill the basket together from two phones. At Albert that was quite practical and handy.

I do involve my kids in doing groceries but not a lot. Kid: Yes we just say what we like and what we need. I don't have a phone yet. Linda: Indeed and sometimes you join me in going to the supermarket but that is not often. Kid: Because I don't really enjoy going to the supermarket. In the supermarket you

have to wait a lot, it is busy and rather boring. On the app I would like it more because you don't have to go anywhere and it's always in reach. Linda: I wouldn't mind them joining. The youngest one always asks for more chips and candy.

I don't go to the market anymore. I don't take the time for it anymore, especially now with Picnic being so fast.

In general, I also don't see a lot of children in the supermarket here. Actually, there is a hoard of mums I see going to the supermarket after they drop off their kids at school. That can also be because we live in a big city, where there are a lot of supermarkets close to school.

I'm not sure if my kids would like to be involved in the Picnic experience. Of course, in the beginning it would be cool and interesting but it should not feel like an extra task.

Most kids here get their first phone around 11 years old. Some maybe two years earlier. But from a very early age kids use iPads, I think from three years old already. It is handy to entertain them for a while, they mostly watch videos or play some games. They both have their own iPad.

I still use the AH app to find recipes to make during the week. I still have around 50 recipes saved on there.



Insights

- Picnic is most often used alone, but it could be valuable if family members help
- Kids don't have phones until they go to high school
- Kids use iPads from very early on
- Hard to find products, the search function is not optimal
- Difficult to find products without gluten and milk
- The offers are not very appealing
- Collect promotions (spaaracties) are missing



Interview



Jord de Kat Angelino

Living in a shared home with three adults



Delft

12 Picnic orders
(also used StockOn and Crisp)

I started using Picnic right when it launched in Delft. I think it put me on the 900th place or so on the wait list but within two weeks I could join. Right now I use it once or twice every month to order things that I don't need to buy on a regular basis, like toilet paper and olive oil.

Next to Picnic I also used other apps to order groceries. For a while I used StockOn, which is now bankrupt. I can actually understand that they didn't make it because the service was really bad. They worked together with PostNL for their deliveries. Also it happened that my groceries weren't delivered, and we were out of toilet paper because of it. The interesting part about StockOn is that they tried to predict which product you want to order based on your previous purchases. This was quite helpful, because most products you order on a regular basis.

I also tried Crisp a couple times and I have to say it all looks amazing! Picnic can definitely learn from the way they design. However, I didn't end up using it a lot because it feels a bit posh. The walnuts are all fancy and packaged in beautiful boxes, I would rather stick with the more normal products from Picnic. Crisp is definitely not for doing daily groceries



Insights

- Crisp feels way more like a luxury service, not really suitable for regular groceries for most people
- Students living together like to use Picnic for commonly used items
- Students living together are not the most frequently ordering customers



Interview



Lilian Eijkelhof

Two adults and two children
(two older boys, only home in the weekend)



Hoofddorp

30 Picnic orders
(also used Albert Heijn Online)

Being a kid of course was a long time ago, ha! But I can still remember going to the supermarket. It's a bit like how I now go to the supermarket with my grandchildren, she crosses through the supermarket with her kids trolley and grabs a lot of stuff. Of course grandma approves everything, so that makes her very happy.

Before I used Picnic I used to go to the stores, AH, Dirk, C100, whatever was close. Only with birthdays, when we needed a lot of groceries, we would order online and pick it up. I would mostly go to the supermarket one or two times a week. Nine out of ten times I would do it by myself. Only when we ordered online for pick-up my husband would help with unloading the car.

I would also bring my kids sometimes, but that was not a real success, ha! The cart would definitely more full than if I would go alone. When they get a bit older, they see a lot of stuff they want. I don't know if they enjoyed it a lot, it belonged to everyday life. They would like it if they get some candy of course, but it was not very special.

We order quite frequently online right now. It is also much easier than before. Before we really only used it for big events or parties. Mostly at Albert Heijn or Jumbo. Albert Heijn was still on the computer back then, Jumbo also had an app but I did not like it. Also they did not always deliver but I had to pick it up. When Picnic became available here I directly signed up and I used from the moment I was out of the waitlist. Right now I use it on a weekly basis, however I don't have a fixed day to order. I just make my order when I think we need it. During the week I sometimes still visit the supermarket, just to buy some small stuff (kleine boodschappies). Mostly for meat products because I like to see how it looks. And also for bread, because I like it better.

What I don't like sometimes is the short freshness guarantee of the products. Also the assortment is not complete, but I notice it gets more and more. And actually it's mostly fine. Next to that it's great that you don't have to leave the house. I can just think of what I need tomorrow, order it in the app and the next they I can just go straight home after work. And Picnic is always on time! I don't have to keep big crates and I don't need to order 70 euros worth of groceries to let it be delivered (from Albert Heijn Online). Mostly I order when I'm home, but also I constantly fill my cart during the week.

We don't really collaborate on doing groceries. But I always ask what everyone likes to eat and if there are special wishes. And it is perfect that I can always see what I ordered before, to quickly fill my cart with basic stuff.

We don't really need to use the app on both our phones. I can imagine that it would be practical for some people, a bit like how some people make shopping lists for the supermarket. I wouldn't like to have subscriptions on certain products, because it's very hard to predict what we need. It is very dependent on the planning of the week and who is home.

This actually already feels like the dream of doing groceries. I can always order what I want to order. And if I don't want to order for a couple weeks and just go to the supermarket, that's also fine. It's already perfect I think. Once I accidentally ordered planned an order for a delivery slot I couldn't make, but that was eventually solved with customer service. It's a really nice solution and I see those vehicles everywhere. Also, I hear a lot of women talking about it. Only I sometimes think: Oh my god, I hope those vehicles don't flip on the side. They are so narrow!



Insights

- Going to the supermarket is also a "grandparents - grandchildren activity"



Interview



Mariska Westhoff

Two adults and two children
(two older boys, only one living at home)



Hoofddorp

0 Picnic orders
(used Albert Heijn Online and HelloFresh)

Ooh, as a child that's a very long time ago. I remember we had a small shop in the neighbourhood (buurtwinkelje) almost a sort mini-supermarket. But we also had the SRV-wagen and potatoman and milkman, I believe even a bakery man. I don't have any special positive or negative memories about doing groceries as a child.

Before the supermarkets were open in the evening, as they are now, I could only buy our groceries once a week. So then I needed to buy them all on Saturday, which meant a lot of lifting, carrying and planning. It was not very practical to bring my children back then. It really helped when the supermarkets were open longer, but I can't remember exactly when that happened. That just happened bit by bit I believe.

Right now, I normally buy all my groceries at the supermarket twice a week. Only if I want to cook special meals, I visit specialty stores like butchers and wine stores. I always buy groceries buy myself. Then I plan what I want to eat for the week. And for most recipes I know from the top of my head what I need. And if I don't want to think upfront, I just go to the store and see what happens. But most times I just decide what to eat before I visit the supermarket. Right now there is not a fixed day for going to the supermarket.

Right now I only order online for parties, having people over for dinner or Christmas. When I go away for a weekend with friends, I also order online to pick it up with the car on our way to the location. But it

is not in my system yet to order my daily groceries from Picnic. I am always too late to think about what I would like to order. Ordering online also takes a lot of time I think. And I like to see how things look. Sometimes the lettuce looks very different than other times. I think it is comfortable to just walk my normal route through the store. At Albert Heijn I also use the self scanner, that was a little bit of getting used to, but it makes the process really fast.

I don't like that doing groceries that returns every week. Maybe that is not really about buying the groceries in itself, but more the planning on what to eat.

I also used Hellofresh for a year for three meals a week. It was great that you don't have to think about what to eat and to get surprised about new combinations. It was fun, easy and very varied. And yes, I'm also too lazy to cancel the subscription. Eventually I canceled the subscription because I sometimes thought "O shit, there it is again, I actually don't need it. Next to that it was also quite expensive. Right now I sometimes get the meal packages from the Albert Heijn, than I also don't have to think about what to eat again and again. Of course you can also pick all the stuff yourself, but this is primarily just faster. The faster the better. I can imagine that if my kids were still younger Picnic would be ideal.



Insights

- Older people still have memories of the Milkman and "SRV-wagen"
- People can remember what they need for a certain set of recipes
- A lot of people don't have a fixed date for going to the supermarket
- People that don't use online supermarkets often, still use it sometimes for big events, parties or Christmas
- Some people prefer the supermarket because they want to see how products look (meat and vegetables primarily)
- It can feel like a hassle to plan what to eat for every week
- Meal boxes offer a fun, easy and varying way to plan meals during the week



Interview



Doortje Wanders



Two adults and three children
(boy of seven and two girls with four)



Almere Buiten

71 Picnic orders
(also used Albert Heijn Online)

I didn't join my parents of doing groceries. And my mom constantly says right now: "You guys have it way easier because you can buy and order whenever you want." For my parents back then, the supermarkets were only open until six. So most of the time my dad would get the groceries when he returned from work. **I didn't join my parents that often but if we did, it was a real event!** Often we would also get a drink afterwards with the whole family. That didn't happen regularly though, I believe once or twice a month. The fact that it didn't happen so often, made it even more special. It was really some special attention we got from our parents. We were also with three kids.

Before we ordered on Picnic we visited the supermarket once or twice a month, definitely not every day. Those days were always the same I believe, Monday and Friday. If I forgot something that could change of course. Almost always I go by myself, mostly because that is way quicker. With someone else it just always takes longer. **Especially with the kids. They also want their own little cart, which is fun and I actually take them along sometimes, but it also takes longer.** When I go by myself, I can just go in and be ready to drive away half an hour later. Mostly I would go shopping if my husband was home or right after I dropped them off at daycare and school.

I believe that for kids, the supermarket is a kind of playground. That want to eat some candy or try samples. Right now I visit the supermarket by

myself a couple times a week after I drop off my kids and once every three weeks I order groceries online. I tried different services, but once Picnic started delivering here I switched. With Picnic, I don't have to think about delivery costs. With Albert Heijn and Jumbo it can cost up to ten euros and with Picnic it's always free. With Picnic it also almost never happens that the delivery slot for the next day is full. When I order I just walk through the house to check what we miss.

We always make a week menu to plan what we eat (see image on the left). Of course it can change during the week, because of other plans, but then we just switch it a bit around. It's here on the fridge. I just list what to eat and I mostly know what I need for it. We decide together with the whole family. At the dinner table I ask everyone, what they would like to eat next week. I also involve the kids because they often have very good ideas. So actually everyone decides. Everyone just shouts what they want and then the week is full quite quickly, ha! They also want a lot of Pizza, Fries and pancakes of course, but I keep being the safeguard.

Ordering in the app I also do all by myself. That is handy because I just fill the entire cart in one time. If you want to fill the cart with everyone during the week, it could be more practical to collaborate. But I just want to choose that, that and that. And it's great that you can see what you ordered before. The kids primarily like the vehicles a lot. They recognized them very fast and see them when

they drive in the street, they are a big fan. Also the runners are very friendly, they always help bringing the groceries inside and sometimes they give small presents like coloring stencils. They don't help with using the app, they get more excited about the delivery moment. The kids want to carry groceries themselves and help the delivery people. But they don't use the app, no.

The kids also don't have a phone yet. **But I see already kids of seven, in my sons class, getting their first phones, so in fourth grade already (groep 4).** Bizarrely young, I always thought kids get their first phone around 12, when they almost go to high school.

Maybe it is just normal now, when I was that age, there we no phones. Right now, the kids really grow up around those devices. **They constantly use the iPad and know exactly how those devices work.** They primarily use iPads, they watch Youtube and follow a lot of other content. Sometimes they know even better how it works than I do, even the girls from 4. They just swipe and swipe and I think "okay!". They all have their own iPad, we have a lot of those lying in the house. So it didn't take long before they all had their own. We have some rules around iPad usage though, otherwise it is very hard to control. They may not use it in the morning, because then it is very hard to get them out of bed. Also when they have friends over, they should not use the iPad. A typical moment for them to use the iPad is when I'm cooking for example.

A thing I don't like is that I can not really choose the product myself. For example, once I had a really small cauliflower, but that actually doesn't happen very often. That is of course also something you can see in the supermarket, the smallest cucumber are left behind. So maybe Picnic is actually better in terms of waste.

What I like the most is that it gets delivered at home and that I don't have to leave the house. It's just so convenient, if you order in the evening you just know that you get it the next day.

In my ideal scenario the delivery time would be even shorter. That I can order my groceries at 9:00 at that they can be delivered at 10:00 already. It would be perfect if they can stand in front of the door within an hour. I think that's the way we are heading, you can see that with bol.com already. I think that's the future in our world where the economy is going faster and faster. I would definitely use it. For example on a warm summer they, we can think "Let's go barbecuing instead" and the groceries can be delivered the same day.

I have been weight consultant for a long time and I have quite some experience with teaching what's a healthy diet. I serve up anything to my kids and luckily they are very easy eaters. When they come home from school I just serve a plate full of fruit and vegetables. Right now they still have the age at which they can still control what we eat, but in the end I make the decision. That's the same in the

supermarket or with the Picnic app. I think I am teaching them enough, for them to be able to order groceries themselves when they are older, at least when they have their own phone. And maybe even way younger, as long as I'm still in control.

What I don't really understand is why Picnic still uses these plastic bags. It doesn't fit the image of those small electric vehicles driving around in the streets. Why does Picnic still use them? I am also not sure what they should do otherwise, because Albert Heijn has these folding crates, but then you also have to pay a deposit and store them somewhere. And I am not a big fan of the offers. I would think they know a lot about what I order and that the offers would not be the same for everyone. **Often the offers I see are not very interesting. I almost never order them, while I'm actually quite a bargain hunter.**

First we ordered every week with Picnic. But right now there is a Vomar (supermarket) right now to our son's school, so then it's just way faster to quickly get some stuff there.

But with Picnic the customer service is a real plus. All the time there was something wrong, I could just send a Whatsapp message and it was solved. At the supermarket, you always have to go to the service desk and then they ask for the receipt. Just not as easy.



Insights

- The vehicles are already very appealing for kids
- Going to the market is a real family event
- Kids want to have responsibilities that make them feel more grown-up
- Kids primarily use iPads
- From three years old kids start to understand the value of money
- It would be helpful if parents can collaborate more
- Right now kids are not involved in online grocery shopping
- Kids can get very excited about doing groceries in the traditional supermarket
- Bargain hunters don't feel at home in the Picnic app



Interview



Sarah van Kempen
Living with boyfriend



Amsterdam-Zuid
0 Picnic orders
(used Albert Heijn Online and Allerhande Box)



As a child going to the supermarket was fun, just because you could choose some candy. I sometimes joined my dad in the weekend or I went to the supermarket with my mom after school. But I can't say anymore how often that happened.

Right now I sometimes go to the supermarket after work to quickly grab something. **But I find it super annoying, because it feels like everyone is in the supermarket at 18:30. It is busy and I never know what I want to eat.**

I don't have a structured way to plan what I eat, sometimes I just message my boyfriend or I quickly think of something myself. What I also do a lot right now is buying these meal packages from Albert Heijn (Allerhande pakket). Because often we get home at 20:00 after work and then it is very convenient if there is already food at home. Otherwise I sometimes get instant meals from Marq or order food in. The meal boxes I always order online for home delivery. We used to do it for a long time and then it would get delivered on Tuesday morning between 7:00 and 8:00. This way, we had food in our house for Tuesday, Wednesday and Friday. But it also happened that we were both home too late, so then we had to throw some of it away. So then we stopped the subscription for a while. It would have been smart maybe if I also other groceries alongside the meal packages, but I don't want to look it all up. We usually don't have a lot of food at home, ha! But food for the cat would be really practical for automatic delivery. But not for food, because you never know what you need.

My main reason to not order my groceries online is that I think it is a big hassle to decide on what to order. It is quite a lot of work if you have to search for everything and I'm not very good at planning ahead. But for dinner or a party it can be a good solution.

No, I don't like grocery shopping, it's takes time, it's busy and I never know what to get. **Ideally you would think of what to eat in the afternoon and then it will be ready for you to pick-up in the evening.** And then you just get in quickly at the supermarket around the corner, that would be chill! Because with delivery you have to think of a certain time frame.

Insights

- Some people demand more flexibility and faster delivery times
- For some people it offers more value to provide pick-up locations around



Literature study

Hsieh, Y. C., Chiu, H. C., & Lin, C. C. (2006). Family communication and parental influence on children's brand attitudes. *Journal of Business Research*, 59(10-11), 1079-1086.



*Insightful notes marked yellow

The results indicate that mothers with concept-oriented and fathers with socio-oriented communication are more likely to influence their children's brand attitudes.

Children not only play an important role in **family decision making**, but have responsibility as consumers in their own rights (Pechoux and Derbaix, 1999). **By the age of 8 a child has all the skills to act an independent consumer** (Solomon, 1999). Parents permit their children to participate in the role of consumer to a large degree, though they may give some advice about choosing between brands (McNeal, 1992). As they continue to learn about consuming, children may reproduce their parents' behaviors later in life, according to incidental learning (Bandura, 1962). In that more than half the brands used in childhood and adolescence continue to be used in adulthood, research shows it is very useful for brands or shops to build relationships with children (Claycomb and Martin, 2002, Guest, 1955). Growing evidence also shows that brand and product preferences transfer from one generation to the next (Moore and Lutz, 1988, Moore et al., 2002, Viswanathan and Moore, 2000).

Communication with family members plays an important role in shaping consumer learning (Moschis, 1985). The family is instrumental in teaching young people basic rational aspects of consumption (Riesman and Roseborough, 1955),

including both economic and social motivations for consumption (Churchill and Moschis, 1979). However, parental influence also may be an important factor for other dimensions of consumer behavior such as materialistic orientations (Moore and Moschis, 1981, Moschis and Moore, 1979). In addition, it appears that certain product loyalties or **brand preferences are transferred from one generation to another**, maybe for even three or four generations within the same family (Schiffman and Kanuk, 2004).



Literature study

Borges, A., Chebat, J. C., & Babin, B. J. (2010). Does a companion always enhance the shopping experience?. *Journal of Retailing and Consumer Services*, 17(4), 294-299.



*Insightful notes marked yellow

Shopping is inherently a **social experience**. Extant research has shown that shopping with someone enhances the overall shopping experience.

A companion may enhance the shopping experience by facilitating shared experiences and the **opportunity for support and assistance** in decision making.

Extant research provides considerable evidence suggesting that companions change the shopping experience. For example, consumers shopping in groups **visit more areas in a store and make more purchases** both in terms of volume and sales relative to those shopping alone (Granbois, 1968, Sommer et al., 1992, Woodside and Sims, 1976).

As illustrated in the Lonely Crowd (Riesman et al., 1950), people generally seek their neighbors' approval and fear being an outcast from the community.

A **social companion can enhance shopping emotions** (e.g., Matzler et al., 2005) and create a more hedonically oriented shopping experience (Guido, 2006). A companion also can provide advice (Tsai, 2003) and encourage social exchange with others (Goby, 2006).

Does shopping with a family member enhance the overall shopping experience as does shopping with a friend?

Many social aspects within the purchase environment can affect consumer behavior.

During the shopping process, one of the main sources of influence might be the shopping companion. The extant retailing research extensively examines how others' opinions and arguments affect the consumer buying process. For instance, **western adolescents and children greatly influence their parents' product choices** (e.g., Isler et al., 1987).

Married couples generally (88%) report disagreeing with each other during the buying process (Spiro, 1983). Husbands are less willing to compromise on the purchase decision, particularly when both spouses originally expressed a strong preference for a different option (Ward, 2006).

Thus, shopping with a spouse has at least the potential to introduce friction into the shopping experience as the shopping orientations and behaviors may well conflict. Family members foster a sense of responsibility and discourage wastefulness and extravagance. The presence of family members activates normative values and decreases the urge to purchase. Family members may also make spontaneous shopping behaviors less likely.

On the one hand, hedonic motivations (e.g., for fun, enjoyment, or company) are more likely to

be operant with friends as shopping companions. On the other hand, **assistance motivations** (e.g., to provide moral support for decisions and product expertise) are more operant with family members as shopping companions.

The presence of a shopping companion reduces the risk perceived by the focal shopper and increases the shopper's confidence that a purchase decision can be wisely made (Kiecker and Hartman, 1994). Over 75 percent of consumers using a purchase companion's assistance report risk reduction (e.g., social/psychological, financial, functional, time, or physical risk) as a primary reason for asking a companion to come along (Kiecker and Hartman, 1994). The reduced stress makes a shopping trip more enjoyable and may enable better decision making to take place.

In contrast, a shopping companion could take away some benefits from the shopping experience. The presence of another shopper reduces the attention on the task to be performed (Baron et al., 1973).

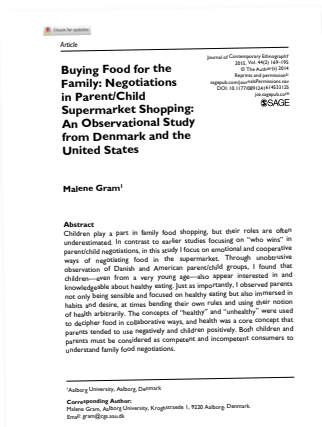
When shopping with a family member, shopping enjoyment is likely to be lower than when shopping with friends. In the same way, shopping with a friend is likely to enhance shopping hedonic value. Conversely, it is expected that, when shopping with a relative, shoppers are more likely to adopt a utilitarian orientation, i.e., being more serious, more attentive to store cues and to their objectives of finding the appropriate merchandise.

While the consumer may elect to invite a friend to accompany him/her on any shopping trip, **family members more often go along because a situation dictates that they go along**. The excursion becomes much less discretionary and much more purposeful. Thus, while a family member may not distract from utilitarian value, the positive emotions that usually accompany shopping in a favorite place diminish and the overall experience is less intrinsically gratifying. This generalization leads to a particular focus on the shopper identification—shopping companion interaction.



Literature study

Gram, M. (2015). **Buying food for the family: Negotiations in parent/child supermarket shopping: An observational study from Denmark and the United States.** *Journal of contemporary ethnography*, 44(2), 169-195.



*Insightful notes marked **yellow**

point to the fact that parents and children may overemphasize their own importance and that parents may influence their child, without the child noticing, or act on what they know their children prefer.

Parents are found to listen to their child's input when shopping together (Darian 1998), and, furthermore, ideals for upbringing related to independence and autonomy clearly prompt the idea of inviting children to participate, western families being characterized as negotiation families (Du Bois-Reymond, Sunker, and Kruger 2001).

In several studies on intergenerational shopping, a focus has been on conflicts and children's coercive behavior (Aktin 1978; Buijzen and Valkenburg 2008). However, in observational studies in which researchers watched parents and children shopping together, coercive behavior is not a dominant feature. In 1978, Aktin found that conflicts rarely occurred in the supermarkets, and that parents often listened to children's requests. Holden (1983) found that mothers used proactive behavior to avoid conflicts in the supermarkets. Ekström (1995) found that the consumption relation between some parents and children seemed to be more like a friendship, and Darian (1998) found that parents and children interacted positively and worked together collaboratively and that positive affective ties were demonstrated as part of the shopping process. Pettersson, Olsson, and Fjellstrom (2004, 324) found that "[t]he observed children seemed to

Children play a part in family food shopping, but their roles are often underestimated. In contrast to earlier studies focusing on "who wins" in parent/child negotiations, in this study I focus on emotional and cooperative ways of negotiating food in the supermarket.

An important event therefore seems to be the recurring visits to the supermarket, where the majority of families in the West buy food.

In supermarkets, decisions are made on what food to buy, and children are found to have a say in family decision making (Belch, Melch, and Ceresino 1985; Ebster, Wagner, and Neumueller 2009).

However, the assessment of children's role in the decision-making process has been criticized for being underestimated (Larsson, Andersson, and Osbeck 2010) and overly simplified (Lawlor and Prothro 2011; Kerrane, Hogg, and Bettany 2012), and gaps are found between how much influence parents think children have and how much influence children themselves think they have and are observed to have in supermarkets (Tinson, Nancarrow, and Brace 2008; Ebster, Wagner, and Neumueller 2009).

The work of Kurz (2002) and Best (2006) underscores the importance of collaborative processes in families' negotiations, which appears to be an underexplored perspective in parent/child

accept when their parents denied them the product and did not continue to ask about it."

The preceding findings are in line Best's (2006, 57) findings on family negotiations between parents and teenagers as mostly collaborative and far from always "warring" or "stormy."

Consumption is inherent in processes of identity building and maintaining (Illouz 2009), and buying appropriate food for the child is central in parenting, even if this is imbued with health/indulgence trade-offs. The demand for healthy eating has been seen as a reason for anxiety (Fischler 1988).

Contrary to "the triple threat" mentioned earlier, with very few exceptions, the observed parent/child shopping excursions seemed to be pleasant experiences, with relaxed chatting and plenty of signs of affection. Several examples were found of parents using the store visit to educate their child, for example, by letting the child touch vegetables to make him or her understand how fresh vegetables should feel. In this way, parents transferred competencies in assessing freshness, quality, price, and healthiness, among others, by including the child in parents' shopping practices.

Children were observed to be very active when browsing through the supermarkets in ongoing interaction with their parents: "Have you seen these?" "Can we take these?" or "We really should try these." A typical conclusion is that older children

supermarket practice.

As parenthood and particularly motherhood are bound to meanings of the priceless child (Zelizer 1985; Illouz 2009) and a fear of not living up to the responsibility of "the good parent," bringing up a healthy child, this entails a range of feelings related to guilt (Gram and Pedersen 2014) and love (Illouz, 2009), and such emotions are all in play when buying food with the child. The child, however, is also part of an emotional and normative realm with an interest in being "a good child," as is discussed in the following.

Today the arena of the supermarket is an inherent part of families' lives with weekly or even daily visits to buy food. The trip to the supermarket has often been described negatively: as a "triple threat," where parents have to shop; supervise their child, who is exposed to marketing stimuli; and deal with a situation in which parent and child are in the public sphere (Holden 1983). Buying food is furthermore complicated by the fact that choosing food has become more difficult with industrialization, because consumers do not really know what the food consists of and where it comes from, which may give rise to anxiety (Fischler 1988).

It appears that parents find it difficult or are perhaps unwilling to account for what takes place when purchasing goods with their children (Flurry and Burns 2009). Tinson and Nancarrow (2007)

are taken more seriously and that they request fewer items, which are, then again, more often accepted, because they probably know what to ask for and when. Younger children were found not only to be more active in requesting but also to be significantly better informed than earlier studies indicate.

In spite of stereotypical images regarding parent/child grocery shopping as being unpleasant, in this study I observed these trips as most often pleasant experiences with moments of close contact between parents and children. Parents and children "do family" in the supermarket. They work on their relations and seem to respect each other's argumentation. Buying food is not just about food but also emotional relationships and being a good parent and a good child. The way in which children are treated and act in this historical moment is special because children are included as contributing members of the family; they are well informed and well spoken (e.g., by using health terminology on fat percentages and by distinguishing what is claimed to be healthy/unhealthy), and their voices are heard.

Appendix

3. Insight list families and (online) grocery shopping

The Picnic EPVs are very appealing for kids
Kids recognize the vehicles fast and associate them with groceries

Clients are happy that the EPV doesn't block the entire street

Clients can feel ashamed when the big Albert Heijn truck stops in front of their house

Going to the market is a fun and social event for the family
Some families take their kids along once every one or two weeks

Kids want to do the things grown-ups do
Kids like to do things themselves and show responsibility

Kids use iPad from very early on
They primarily like to watch YouTube videos and play basic games

Kids start to understand the value of money around the age of three
They understand the fact that money can be exchanged for goods

Parents see value in collaborative tools for grocery shopping
Right now grocery shopping is most often the responsibility of one person in the household

Kids can get very excited about doing grocery shopping in supermarkets
Some kids like to bring their own little bag, basket and wallet

Kids usually don't have phones until they go to high school

It's common for most kids to receive their first phone around the age of 11-12

The search function in the Picnic app is suboptimal

It can be hard for people to quickly find the right products

For families with dietary restrictions, it is difficult to find the right products

In the supermarket, there are often special shelves for people with certain allergies

The offers in the Picnic app are not seen as appealing

Users don't feel seduced by the app and the offers feel impersonal

Users miss special promotions or collect campaigns

"Spaaracties" are very popular for families

Many users use Picnic for non-daily groceries

Like olive oil, toilet paper and laundry detergents

Other online-only supermarkets feel too luxury
People don't feel like using Crisp for groceries on a weekly basis

Parents often still remember the Milkman and "SRV-wagen"

Some even still remember the potato man

People can remember the ingredients for a certain set of recipes
However, lists still help to let people remember more recipes

A lot of people use online supermarkets for parties, big dinners or for Christmas
Even people that normally don't use online supermarkets

A big reason for people to still go to the supermarket is to see the products
Especially meat, fruit and vegetables are liked to be seen before buying

Planning on what to eat is seen as a heavy weekly task
Sometimes even heavier than going to the supermarket itself

Meal box subscriptions offer fun, ease and a lot of variation for families
Parents (often moms) value that they don't have to think about what to eat again and again

People that order groceries online often also used pick-up points
This can be particularly handy for people going on holiday

Going to the supermarket is also a fun activity for grandparents with grandchildren
Kids often are allowed to take more items, than when going with their parents

For some customers Picnic already feels like the

ideal scenario of grocery shopping
Also, the Customer Service is really appreciated when something goes wrong

It's extremely busy in supermarkets around 18:30
It feels like everyone is doing groceries at the same time

Allerhande Box is a very convenient product
It is also handy to buy some groceries alongside the meal packages

Some people still have vivid memories of joining their parents during grocery shopping
Those moments, even when they occurred not so often, felt like a real social family event

Weekly menus are made by families to help in ordering groceries
Menus can be made with input from the entire family

Kids are involved in deciding what to eat
Kids often have good ideas about what to eat

Kids get excited about the delivery moment
Some parents show kids the app, so they can locate the EPV

Kids primarily use their iPad to watch Youtube
They know exactly how the apps work, sometimes even better than their parents

Clients get used to even faster delivery times
They compare Picnic to service levels of other

industries (bol.com and Amazon)

Parents always keep the final say in what their kids eat
Parents still make the final decision

Parents try to teach their kids in what's healthy
So that their kids are prepared in doing groceries themselves later

Some clients don't understand why Picnic uses plastic bags
But also don't see better options themselves

Customers still visit the supermarket, often because they pass them every day
For example, while dropping their kids off at school

The customer service is amazing
Also, clients don't need to keep their receipts anymore, because it is all digital

Right now kids are not involved in online grocery shopping
Partly because they don't have a smartphone

Bargain hunters don't feel at home in the Picnic app
The offers they receive are not seen as amazing deal

Children play an important role in family decision making
And influence their parents more than they

realize

By the age of 8, a child has all the skills to act as an independent consumer

Communication with family members plays an important role in shaping consumer learning
The family is instrumental in teaching young people basic rational aspects of consumption

Brand preferences are transferred from one generation to another
Maybe for even three or four generations within the same family

Shopping is inherently a social experience
Extant research has shown that shopping with someone enhances the overall shopping experience

A shopping companion facilitates support and assistance in decision making
And with that, enhances the shopping experience

A social companion can enhance shopping emotions
and create a more hedonically oriented shopping experience

Western adolescents and children greatly influence their parents' product choices
But parents often underestimate their children's influence

Married couples generally report disagreeing with each other during the buying process
Shopping with a spouse has at least the potential to introduce friction into the shopping experience

Family members more often go along because a situation dictates that they go along
Especially at a young age, kids can not stay at home

Parents want to be "the good parent" and kids want to be "the good child"
For parents bringing up a healthy child, entails a range of feelings related to guilt

Parents are found to listen to their child's input when shopping together
Western families are being characterized as negotiation families

The consumption relation between some parents and children seemed to be more like a friendship
Parents and children interact positively and work together collaboratively

Shopping excursions are often pleasant experiences,
with relaxed chatting and plenty of signs of affection

Parents use the store visit to educate their child, for example, to understand how fresh vegetables should feel

Children were observed to be very active when browsing through the supermarkets
And are constant in ongoing interaction with their parents

Buying food is not just about food but also emotional relationships and being a good parent and a good child.
Children are included as contributing members of the family

Online supermarkets are empowering elderly to stay independent for longer
More than 65% of the people above 65 have a smartphone

Consumers associate more stress with grocery shopping than with other types of shopping
Crowding and queuing are two major stress factors

Appendix

4. Insight cards

The Picnic EPVs are very appealing for kids

Kids recognize the vehicles fast and associate them with groceries



Interview Elaine and George

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Clients can feel ashamed when the big Albert Heijn truck stops in front on their house



Interview Elaine

Going to the market is a fun and social event for the family

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Interview Elaine

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Interview Elaine

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Interview Elaine, Linda and George

Kids start to understand the value of money around the age of three

They understand the fact that money can be exchanged for goods



Interview Elaine

Parents see value in collaborative tools for grocery shopping

Right now grocery shopping is most often the responsibility of one person in the household



Interview Dieder and Lids

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Interview Dieder

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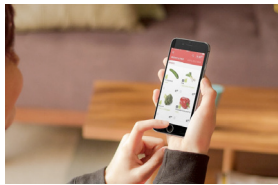


Interview Lids and George

Appendix

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Interview Lids

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Interview Marika

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Interview Marika

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Even people that normally don't use online supermarkets



Interview Marika and Gerd

A big reason for people to still go to the supermarket is to see the products

Especially meat, fruit and vegetables are liked to be seen before buying



Interview: Mariska and George

Planning on what to eat is seen as a heavy weekly task

Sometimes even heavier than going to the supermarket itself



Interview: Mariska and Sarah

Meal box subscriptions offer fun, ease and a lot of variation for families

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Interview: Mariska

People that order groceries online sometimes also used pick-up points

This can be particularly handy for people going on holiday or other special occasions



Interview: Mariska

Going to the supermarket is also a fun activity for grandparents with grandchildren

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Interview: Ellen

For some customers Picnic already feels like the ideal scenario of grocery shopping

Also the Customer Service is really appreciated when something goes wrong



Interview: Lieve, Elvira and George

It's extremely busy in supermarkets around 18:30

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Interview: Sarah

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Parents want to be “the good parent” and kids want to be “the good child”

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Married couples generally report disagreeing with each other during the buying process

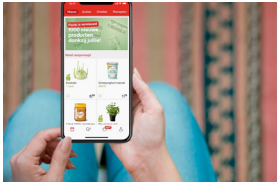
Shopping with a spouse has at least the potential to introduce friction into the shopping experience



Berges, A., Chhabri, J. C., & Babin, B. J. (2015). Does a companion always enhance the shopping experience? Journal of Marketing and Consumer Services, 17(6), 204-206.

Families use the "Last purchased" page most often

High routinual behaviour



Picnic Data, 2019

Families make up almost half of Picnic's deliveries

49% to be precise



Picnic Data, 2019

Families have the highest delivery value

The average sales value before discount per delivery is , 62 euro



Picnic Data, 2019

Only 1/8 of families becomes an active user

Placing more than 4 orders



Picnic Data, 2019

Buying food is not just about food but also emotional relationships and being a good parent and a good child.

Children are included as contributing members of the family

Being out of crucial products is one of the biggest barriers for families placing their order



Picnic Data, 2019

Online supermarkets are empowering elderly to stay independent for longer

More than 65% of the people above 65 have a smartphone

Families find it difficult to come up with healthy and diverse recipes



Picnic Data, 2019

Consumers associate more stress with grocery shopping than with other types of shopping

Crowding and queuing are two major stress factors



Grain, M. (2015). Buying food for the family: Negotiations in parentified supermarket shopping. An observational study from Denmark and the United States. *Journal of contemporary ethnography*, 44(2), 139-195.

Doing groceries is often mainly the responsibility of the mother



Yu, Y., Peng, L. & Shaozhong, A. (2013). The shopping experience of older supermarket consumers. *Journal of Enterprise Information Management*, 26(6), 444-471.

39% of Picnic customers are families

Groceries are critical in organizing family life



Wahneema, L. S., & Sussman, C. (2006). The in-store shopping experience: a comparative study of supermarket and clothing store customers. *South African Journal of Business Management*, 25(6), 1-20.

Families spent the least time in the Picnic app

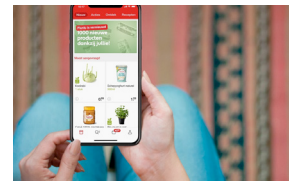
High routinual behaviour



NRG, 2018



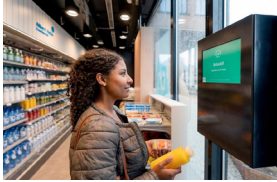
Picnic Data, 2019



Picnic Data, 2019

Convenience, speed and predictability are key

You would almost think that a shopper does not even have to think again in 2025



Accenture Insights, 2019

Liquid expectations: Consumers are setting a different bar for experiences

Customer experiences with any product category affect how customers experience products in other categories



Fjord Think, 2019

People disconnect, unsubscribe and opt out to avoid an overload of content that clutter daily life

Simpler, less attention-seeking technology, apps and services are enjoying a resurgence.



Fjord Think, 2019

Customers' trust in organizations gathering and using their data is lowering

People don't buy from a company if they don't trust that company to protect their data



Fjord Think, 2019

Consumers are getting more worried about the environment and want to contribute to the solution

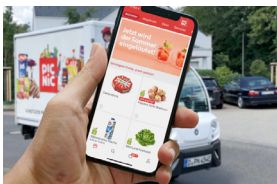
Companies, people and places are trying to put as much back into society as they take out



Fjord Think, 2019

Families are looking to build routines in the app

They browse the least of all user groups and use the purchases page most often



Prico Data, 2019

Families are the most efficient shoppers

Users spent the least time per added product in the app



Prico Data, 2019

Orders by families are spread out over an average of 4.3 sessions

Just in between Singles (4.1) and Couples (4.5)



Prico Data, 2019

Families buy healthy and typical family products

Families spend more on fruit, dairy, eggs and candy than other customer segments



Prico Data, 2019

Content is growing in relevance for experience-driven online shoppers

Content comes from all sides; not only user- but also community generated



Accenture Insights, 2019

The consumer will have more control about the decisions made

Thus it becomes normal for people to be given the choice for fast delivery, or the sustainable variant



Accenture Insights, 2019


Appendix

5. Customer Journey Map

Current experience journey

The purpose of this visual is to map the current customer journey of families using Picnic. Pain points and delights for every step in the journey are identified by in-depth interviews with users.

Family members




Primary user

The person that has uses the Picnic app on his/her phone to order groceries.

Mainly responsible for placing the order

In most cases female




Secondary user

The person that does not use the Picnic app on his/her phone

Supporting role in grocery shopping

In most cases male




Younger kids

Younger than 12 years old and still in elementary school

Does not have a phone

Is takes less seriously when requesting products



Older kids

Older than 12 years old and currently in high school

Has his/her own phone

Requesting less, but is taking more seriously



Experience
*Based on client interviews, n=30

Positive

- Picnic is making my day way more efficient. I have to spend very less time on doing groceries. When I'm done with work, I can just directly drive home.
- I'm so happy I don't have to be in the supermarket anymore at 18:30. It seems like everybody is shopping at the same time.

Neutral

- Next to using Picnic, I still visit the supermarket a lot. To buy things I forgot or products I didn't plan on buying before.

Negative

- Planning on what to eat is more difficult and annoying than going to the supermarket itself.

Preparing

Families living their unique weekly lives

Families try to find their own way of implementing Picnic in their daily lives. Most people also add products to their basket during the week. Overall, the perfect rhythm is different for every family, but being efficient is clearly an overarching goal.

Planning is still very difficult

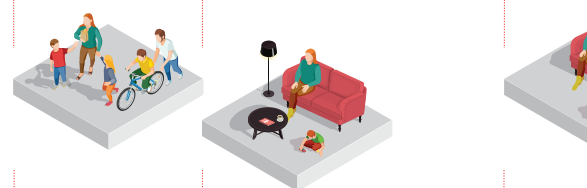
People used to walk through their house quickly to quickly make a shopping list. Now people can directly add products to their basket at home. In most cases mothers are the primary user and responsible for placing the order. Meal planning still remains a complicated task in most families.

Ordering

The perfect moment to order

People try to make a routine. Some families order on fixed days others when they are in the Albert Heijn when they have to place a specific order. When youngest children are on a trip to the supermarket not involved in using Picnic.

- It's great that I don't have anymore in the Albert Heijn, I never carry everything together with my husband.
- It would be even more efficient if I could decide on what to order for pick-up.



Families and traditional grocery shopping

All the stakeholders involved in the Miles service are visualised below with the benefits they experience because of the Miles services.

Time is relative and dependent on the context



Shopping companions can enhance the overall shopping experience by facilitating support and assistance in decision making. In traditional supermarkets, Western adolescents and children greatly influence their parents' product choices. This can reduce stress and the perceived time during grocery shopping.

Berges, A., Chabot, J. C., & Rubin, B. J. (2019)


Moments of affection



Shopping is inherently a social experience. Shopping excursions are often pleasant experiences, with relaxed chatting and plenty signs of affection within the family.

Giam, M. (2015)

Moments of education



Parents use the store visit to educate their child, for example to understand how fresh vegetables should feel during grocery shopping.

Berges, A., Chabot, J. C., & Rubin, B. J. (2019)

Combinations and expectations with e-commerce



As customer experiences with any product category affect how customers experience products in other categories, the lines between e-commerce and traditional commerce start to blur. These liquid expectations cause for higher demands and expectations for both online and traditional supermarkets.

Fjord trends. (2019)

Level of involvement collectiveness

Legend

- High (+)
- Medium (±)
- Low (-)

Primary user	Secondary user	Younger kids	Older kids
+	±	-	-
±	±	-	-
-	-	-	-

<p>Checking stock of groceries at home, deciding when to order next.</p>	<p>Trying to decide on what to eat. Maybe involving other family members.</p>	<p>Trying to find a routine to order, that fits the family.</p>
<p>Possibly supporting primary user and buying extra groceries at the supermarket</p>	<p>Possibly supporting primary user on deciding what to eat.</p>	
	<p>Possibly supporting primary user on deciding what to eat.</p>	
	<p>Possibly supporting primary user on deciding what to eat.</p>	

User insights




"Nowadays we have it way easier. My parents could not even go to the supermarket in the evenings or on Sunday. I expect even shorter delivery times sooner. At bol.com they can deliver the same day already."

Doortje

Families are finding their own ways to plan on what to eat. For example, they make week menus and stick them on the fridge





"I still go the market. It's a real family thing. The kids love it. They can join and little bag, basket."

Elo

moment

Ordering fit their lives place their week, notice they are out. Also, the perfect order is delivery slots in the (especially join their parents ernet, they are g the Picnic app.

Time to buy some groceries, again and again...

Doing groceries is critical in organizing family life. It is a task that keeps coming back and is seen part of normal life. Doing groceries without their kids, is saving parents lots of time. Also in-app, parents use the least time as possible and stick most to previously ordered products compared to other user segments.

It's very practical that I can see the products I ordered before, I use those a lot.

I don't get inspired as much as in the supermarket. In the supermarket, I can just walk around to decide on what to eat.

I'm quite a bargain hunter but in the Picnic app I never find interesting offers. Also they never have "spaanacties".

Some products I would like to see and feel for myself, especially meat, fruit and vegetables.

The search function is not great. It can be hard to find products. Especially for my son, who has certain allergies.



Placing the order. Letting Picnic do the heavy lifting

After the (shared) decision making on what to buy, parents place their order in the app. They can select a time slot that fits their family routine best.

It's great that the delivery slots are only one hour. I don't have to feel like waiting.

I love that I can pay already in the app. With Albert Heijn Online I had to pay at the door. Now my kids can also receive my groceries, if I'm not home.

There is not a lot of choice in delivery windows, sometimes they just don't fit with our plans.

We also used pick-up points before, it would be great to have that option in Picnic as well.

Beep beep! App users get notified about their order

Picnic keeps the person, who made the order, updated about the status. For families it is important to have a small and precise delivery slots. Also families are very happy that they can still add products to the order after it's placed. When products are forgotten, they don't have to place a new order.

Ah I forgot something, luckily I can still add it to my order.

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The friendly face at the doorstep

Families make use of the app to follow the location of the EPV in real-time, also kids like to see when it drives onto the street. Finally families appreciate the friendly face(s) making the delivery. Kids like to help with lifting at getting the groceries inside.

My kids also like to follow the live location of the delivery, they are a big fan of the EPV.

The delivery guys, I believe they call them runners, are always so extremely friendly. The must have a good selection program for those people.

I don't get why Picnic still uses plastic bags. It just doesn't fit the image. Honestly I would also not know a better alternative myself.

No receipt, no problem! Service made easy

Instead of walking to the service counter in the supermarket and being asked for the receipt, users can ask questions or file complaints directly to the customer service team via the app, Whatsapp or social media.

When something is wrong or missing I can just send Whatsapp message to Picnic. I did that a couple times and I'm very satisfied with the service, way easier compared to the supermarket.

It happens sometimes that products are missing or that the freshness is not as expected!

The meal boxes are way too expensive and I was not satisfied with the quality.

The friendly voice on your phone

Users are really excited about the current customer service of Picnic. Again this step saves families precious time, they would rather spend on something else.

Service is a really big plus with Picnic. I even wonder if people abuse it. It's easy to get refunded and to receive replacement products.

Receiving

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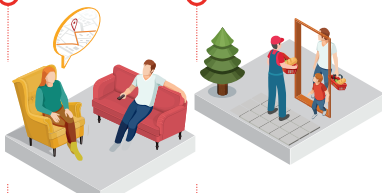
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Getting in touch with customer service via personal phone

Getting in touch with customer service via personal phone

Receiving help from the customer service on the personal phone

Trying to decide on what to eat. Maybe involving other family members.

Possibly supporting primary user on deciding what to eat.

Possibly supporting primary user on deciding what to eat.

Possibly supporting primary user on deciding what to eat.

Choosing a fitting time slot and paying via personal phone

Possibly supporting in choosing time slot

Possibly supporting primary user on deciding what to eat.

Possibly supporting primary user on deciding what to eat.

Is getting notified about updates on personal phone. Making sure someone is home

Receiving the groceries

Possibly making sure to be home, in order to receive the groceries

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After care

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Appendix

6. Insight list broader perspective

Almost everyone and everything is online
Internet is indispensable in our daily lives,
all Dutch people above 12 have access to the internet

Clients are happy that the EPV doesn't block the entire street

Clients can feel ashamed when the big Albert Heijn truck stops in front of their house

Tablets are present in more and more households
From 39% in 2013, to 63% in 2018

The share of elderly people using direct messaging has seen continuous growth
Among the over-75s from 15% to 32% percent in a span of two years.

The internet is also being used to look up information on health topics
In 2018, 67 percent of Dutch people aged 12 and up were looking for information on health and lifestyle

8 in 10 Dutch consumers shop online
The share of people buying online rose most rapidly in the age group 65 and up

15% of the people aged 20 years and up are considered obese
Adults with a body mass index (BMI) of 30 or more

In 2018, 86 percent of the Dutch population aged 12 and over used the internet on a daily or nearly

daily basis.

Also, nearly three-quarters of people aged 65 to 74 go online on a daily basis

The Dutch are mostly happy people.

In 2018, nearly 9 in 10 adults said they were happy.

Lowest levels of life satisfaction are seen in, Physical health, Amount of leisure time and Financial situation

Can Picnic play a role in these areas?

Online retail in the Netherlands has boomed in recent years, although the growth has levelled off slightly.

The growth rate was still 22.1 percent in 2015 but this contracted to 17.9 percent in 2018.

More employees are reporting work-related mental fatigue. The most commonly cited complaint is feeling drained at the end of a working day

28% of all employees reported difficulty in handling the excessive amount of information
They receive this information through emails, phone calls and social media messages.
It appears that sustainable culture is taking root on YouTube

YouTube is a reflection of our culture, and emerging sentiments in our society are often reflected in the creative output of our vast creator ecosystem.

Trust in institutions is declining, people are

looking for trust in each other
Trust among citizens among themselves has been high in the Netherlands for a long time: togetherness, neighborly assistance, tolerance and voluntary work are positive points of living together.

There is an increasing need for a grip on the world around us and for doing, organizing or creating things ourselves.
Increasingly, citizens are the driving force behind initiatives, often supported by new online tools.

Sharing economy: from ownership to usership
Products get repaired more often, material is reused, and more and more products are shared.

More consumers are buying socially conscious.
They take environmental, ethical or political considerations into account in their purchasing behavior

The differences in lifestyles are increasing and therefore people are less easy to divide into groups
Consider "the elderly" who are becoming less and less homogeneous.
New technologies have an increasing impact on the way we live and communicate with each other.
Such as bots, the blockchain and augmented reality,

Almost everything we do generates data.

And there are more and more possibilities to link those data sources to each other via big data analyzes.

Important possibilities of artificial intelligence and machine learning are hyper personalization and (chat) bots.

Hyper Personalization occurs when online suggestions are made based on previous behavior or preferences.

The smarter the algorithm, the more personal the supply of information is tailored to people
Sometimes this causes irritation, more and more people are installing an adblocker.

The use of personal data affects people's privacy.

The advantages of data applications are often in the foreground, but the attention for the shadow sides is growing.

The need for insight and control over personal data is growing

Awareness about the invasion of privacy is increasing.

There is an increasing awareness of the negative influences of social media and of always being online

More people choose to be offline more often, particularly Young people have this need

Anyone can create content by posting on social media, blogging or vlogging

Not only the big, well-known vloggers (the

influencers) do that

The millennial generation is the first generation that grew up with new digital technologies and digitization

That makes them digital natives.

The arrival of new parenting trends

The baby boom parent is willing to give up a lot for his or her millennial children

The shopping experience becomes faster and more direct than ever before

With the Dash button from Amazon you can place orders via a magnet on your fridge.

Millennials in particular, as major users of digital technology, are aware of the role it plays in their lives

The wish to "be off" from time to time is therefore the strongest among millennials.

Millennials are addicted to the superpowers that modern technology offers them

Slowly but surely, they demand more technology that is far less distracting from the things that are really important.

31% of parents believe that gadgets are more important to their children than toys, outings and pets

Global research among parents shows how technology affects children under 9 years of age

According to parents, when children are 8 years old, they are more technologically skilled than adults around them

Global research among parents shows how technology affects children under 9 years of age

70% of parents are concerned about the amount of screening time of their children

Global research among parents shows how technology affects children under 9 years of age

Parents also see the benefits of technology
52% think that technology improves the thinking ability of children

Parents are confronted with a jungle of apps that children use every day

From Tik Tok and YouTube to Snapchat and Instagram

Even though we all describe the last generations as "digital native"

Generation Alpha, born after 2010, is the first generation for whom the term applies 100%.

Fathers and mothers create accounts on social networks and apps

To better understand exactly what their children are up to and how the apps and networks work at all.

Advertisements on television no longer cause toys to fly out of the shelves

Friends today have the greatest impact on children's wishes, according to parents

14% of parents think that their child is most influenced by vloggers

Dutch parents think that television programs in

particular have an important influence (17%).

40% of parents are worried that technology ensures that children do not get enough out
Brands such as Fitbit respond to these concerns, for example by launching fitness trackers for children.

Children have an important voice in the purchasing process of their parents.
Brands that target adults or families will also have to think of children in their marketing campaigns.

Brands must ask themselves if it is really necessary to launch multiple versions of a product
Instead, focus on launching universal products that can be used by everyone but that have scalable security settings.

More than two thirds of the children (69 percent) receive pocket money at primary school
Of these, 59 percent receive this at a fixed time (weekly or monthly) and 10 percent receive it irregularly.

31 percent of the children do not receive pocket money
In comparison with 2013, the reason is now often stated that "My child does not yet fully understand the value of money"

35 percent of the children have a mobile phone
66 percent of the over-10s have a mobile phone

57 percent of the children want to have things they see on the television / internet
This was 51 percent in 2013

73 percent of the children know that free apps and online games can contain advertising
61 percent of the children know that there can be paid upgrades

A quarter of the parents find it difficult to refuse something to their child
One in five parents also finds it difficult to teach their child how to deal with temptations
Children in primary school are going through a major financial development
The awareness of the value of money, understanding about advertising and the awareness that there are limitations to an available budget are growing strongly

Dutch consumers rank Personalisation as the greatest driver of an excellent consumer experience
Brands in The Netherlands recognise they are no longer just competing against peers in their sector

Customers recognise brands for what they do and the impact they make on the world around them
It is more about their purpose and values than their visual identity and advertising spend

The customer experience becomes the "fuel" of the brand

Delivering meaningful, distinctive and ‘magical’ experiences that unlock new value for customers today and tomorrow.

The entirety of a brand’s current and potential value that comes from their presence in social networks and communities
Both digitally and offline

Many organisations are finding ways to leverage their customers’ digital footprints to help create the ultimate ‘phygital’ experience
Where digital is seamlessly integrated into the physical customer experience.

Customers are keen to embrace new, data-driven, personalised and user-friendly technologies
But they also tend to worry about how their data is being used and secured

Appendix

7. Insight map

Insight map

The purpose of this visual is to showcase the main insights of both the context factors, based upon cultural, sociological, technological, etc. developments, and the main insights of the narrow scope research on families and grocery shopping. Also, the connections between the broad and narrow research scope are mapped. Eventually, a selection of use cases of digital services is provided. Focusing on the delivered value, based upon the Elements of Value by Bain & Company.

The overarching influence of the internet on us all

The internet is still getting more mature, and new possibilities are always in development. There are more people online than ever before, the first true digital natives are already born, and the majority of the elderly are embracing the internet.

Online retail is booming in The Netherlands, with an annual growth rate of 20%. In more than half of Dutch households, tablets are present, used by kids already from the age of three.

All these factors have a significant influence on other developments, trends, and how we live our daily lives.

Why we are keen on using of certain technologies

While trust in institutions is declining, people are looking for trust in each other. Trust among citizens, a feeling of togetherness and neighbourly assistance has been present in The Netherlands for a long time. Communities are both critical in the online, as in the offline world.

People often participate in voluntary work and are looking for brands that make a positive impact as well. These days it is more about purpose than visual identity and advertising spend. People are keen to use new technologies to use new data-driven and user-friendly technologies, that provides them with superpowers.

How we make use of the superpowers that modern technologies offer us

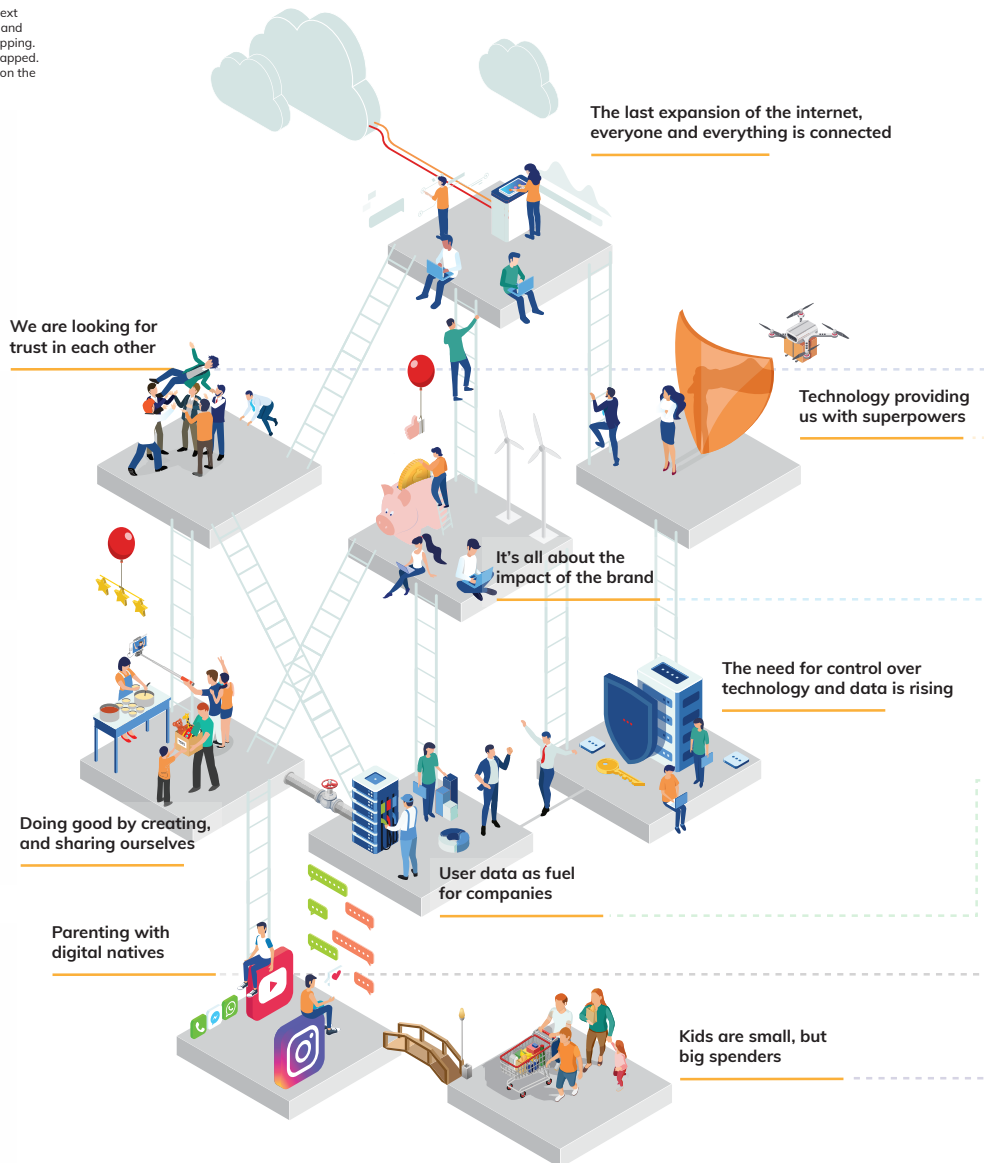
Online tools enable us to create, organize and share things ourselves. Increasingly, citizens are the driving force behind social and sustainable initiatives. This social and sustainable consciousness is present in our culture and taking root on online platforms, like YouTube and Instagram.

Many companies and organizations are finding ways to leverage their customer's digital footprints in order to improve their current products and services. At the same time, there is an increasing awareness of the negative influences of smart algorithms, big data and social media. The need for insight and control over personal data is growing.

What this means for our daily lives with families and children


Generation Alpha, born after 2010, is the first generation for whom the term "Digital Native" applies 100%. While parents see the benefits of technology, they are also worried about the amount of screen time of their children. Parents are confronted with a jungle of apps that children use every day, from Tik Tok and YouTube to Snapchat and Instagram.


This results in the arrival of new parenting trends and discussion about at what age which devices should be allowed. Kids usually do not have phones until they go to high school, but most kids use tablets from very early on. On the internet, kids get influenced by what they see. Online advertisements and influencers have a significant effect on the spending behaviour of the entire family.





Domain of families and grocery shopping


- Family time = quality time; also in the supermarket**



- Shopping buddies positively influence the shopping experience**



- The bar for great customer service is constantly getting higher**



- Picnic is not replacing the supermarket, yet...**



- Meal planning is the biggest hassle, and a big family doesn't help**



- Families want to unleash their inner bargain hunter**



- Kids want to learn and become good consumers**



- Do you decide what you eat? Probably not, your kids do**



- Families are big business**


- Picnic feels like the dream of doing groceries, the app doesn't**


- The EPV is the mascot of Picnic**


- Grocery shopping is wrapped in nostalgia**



- In the Green Century, plastic is the devil**



* Awarded as "Most inspiring" by internal Picnic stakeholders


Use cases of digital services including delivered values

TooGoodToGo
Saving the world by ordering food




Key takeaways

- > The importance of a clear mission: Doing good by saving meals, fighting food waste
- > Engagement from users by creating a sense of community, sharing and spreading the mission via social media
- > Social impact of the service adds to the value of self-transcendence




Kitchen Stories
Daily inspiration using storytelling



Key takeaways


- > Heavy focus on content creation, inspiring and motivating people to cook healthy dishes every day
- > Strong in combining emotional video content with easy-to-follow instructions. Resulting in a very user-friendly app, capable of improving wellness of more than 3M users
- > Creating a community, including users and brands, to enable the exchange of ideas with other foodies around the globe

YouTube Kids
Safe haven for digital natives




Key takeaways

- > Providing a tailored experience for kids of all ages, by including age profiles
- > Offering a suite of parental controls in order to empower parents to set their own limits and restrictions, thereby reducing anxiety that their kids see inappropriate content
- > Avoiding hassles by presenting their app in a simplified way for the youngest kids




Drive Now
Activating by giving superpowers



Key takeaways


- > Giving users the ability to participate in the sharing economy. The app lets them rent cars anywhere in the city within minutes
- > Avoiding hassles by eliminating fixed rental offices and allowing their vehicles to free-float around the city
- > Proving users with the superpower of opening any available car within three seconds 24/7 and to park in back on the streets – for free

Spotify
Creating and sharing your taste




Key takeaways

- > A sense of ownership and motivation by building a personal library and set of playlists
- > Curating personal content to prevent option overload
- > The services improves when it is used more, which "hooks the user to the service" Users feel understood
- > Ability to share content on any platforms enlarges the value of affiliation and belonging to a group




AliExpress
Unleashing true bargain hunters




Key takeaways

- > Providing customers with an enormous variety of products at very low costs. Steadily spreading rewards, in forms of coupons, flash deal and discounts
- > Trying to reduce option overload by providing Instagram-style discover feeds
- > Almost non-existing customer service and long delivery times are compensated by extremely low prices
- > Trust is built by using users reviewing sellers on the platform




Albert Heijn
Digitizing physical rewards in app




Key takeaways

- > Translating the analogue feeling of collecting stamps into the digital era. Rewarding users using the ability to automatically collect stamps in the app
- > Adding a fun and social element by adding the option to collect stamps together with friends and family
- > Rewarding loyal users with short term loyalty campaigns, in a digital solution that can easily be adapted for multiple purposes




ABOUT YOU
Affiliation by influencer marketing



Key takeaways

- > Providing users with a sense of affiliation and belonging by working in close collaboration with influencers in all marketing campaigns.
- > Also hosting the ABOUT YOU Awards, the biggest influencer award show in Germany, with more than 1500 influencers attending the event.



Please leave your input...

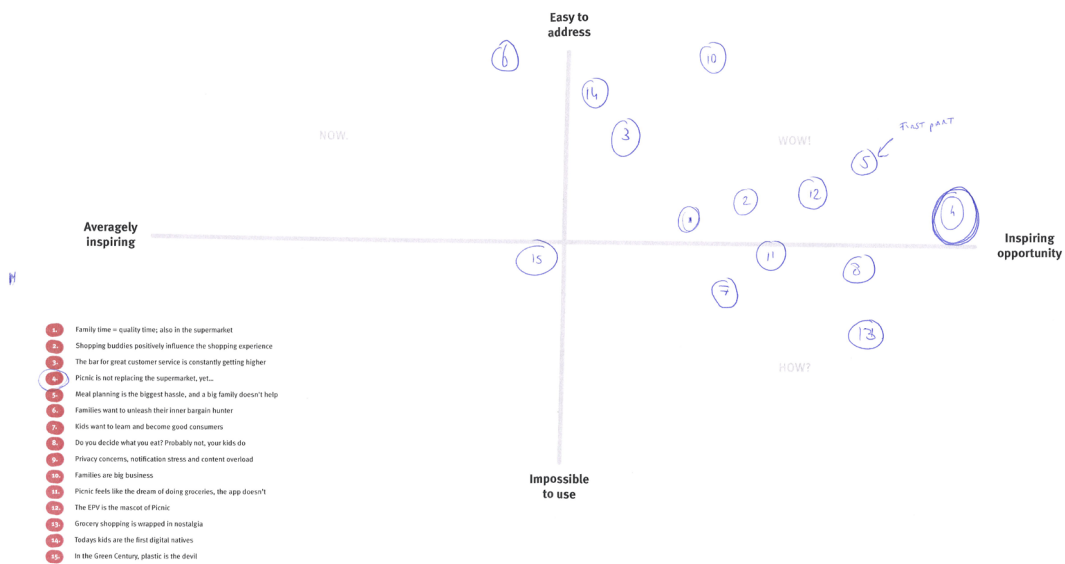


Appendix

8. Results feedback loop workshop

RATE INSIGHTS HOW-NOW-WOW MATRIX

William



- 1 Family time – quality time, also in the supermarket
- 2 Shopping buddies positively influence the shopping experience
- 3 The bar for great customer service is constantly getting higher
- 4 Picnic is not replacing the supermarket, yet...
- 5 Meal planning is the biggest hassle, and a big family doesn't help
- 6 Families want to unlock their inner bargain hunter
- 7 Kids want to learn and become good consumers
- 8 Do you decide what you eat? Probably not, your kids do
- 9 Privacy concerns, notification stress and content overload
- 10 Families are big business
- 11 Picnic feels like the dream of doing groceries, the app doesn't
- 12 The EPV is the mascot of Picnic
- 13 Grocery shopping is wrapped in nostalgia
- 14 Today's kids are the first digital natives
- 15 In the Green Century, plastic is the devil

About this tool

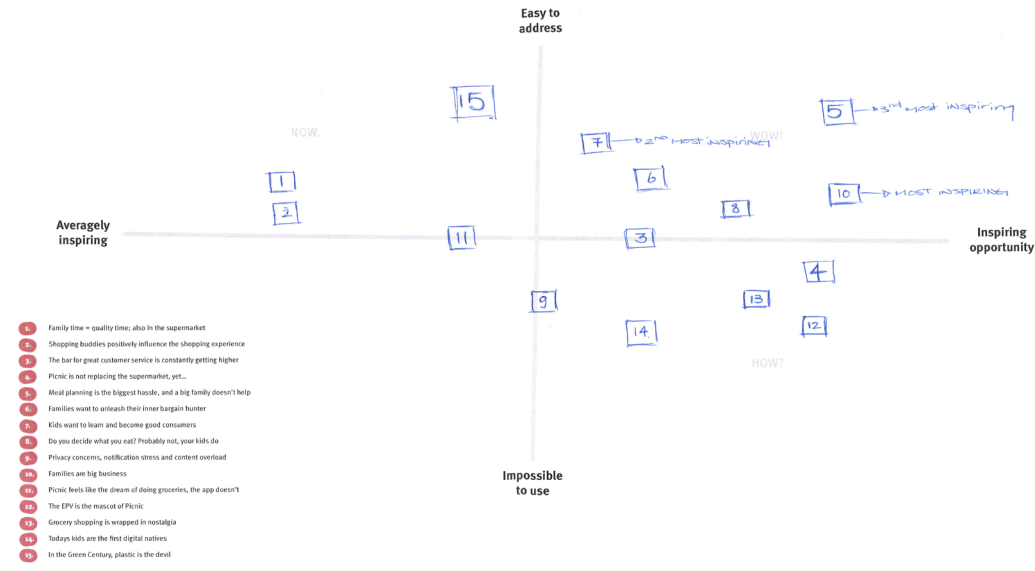
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based on how innovative they are. Wow ideas are those that are most innovative but also easy to implement. Now ideas are those that are not so

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Name

RATE INSIGHTS HOW-NOW-WOW MATRIX



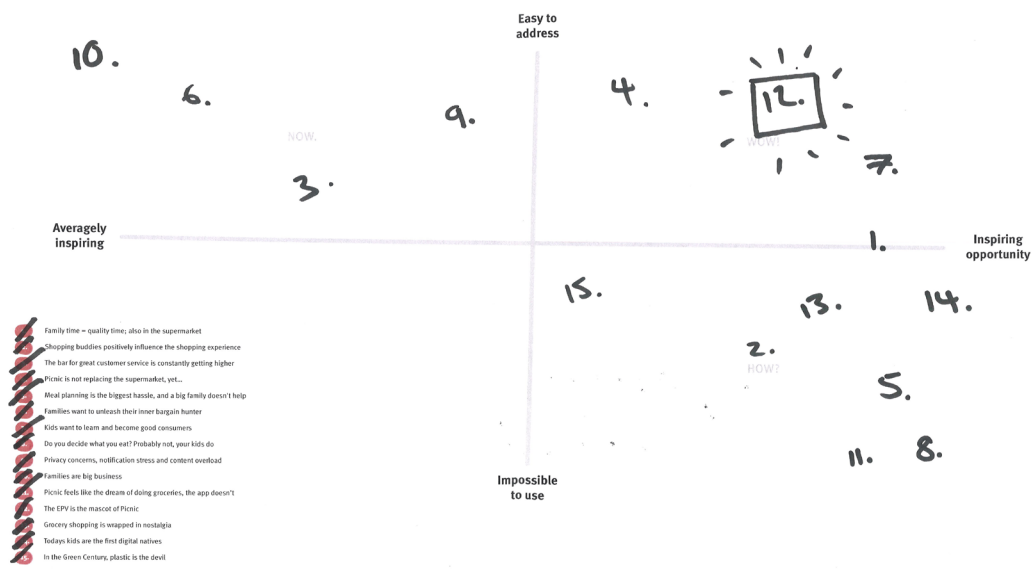
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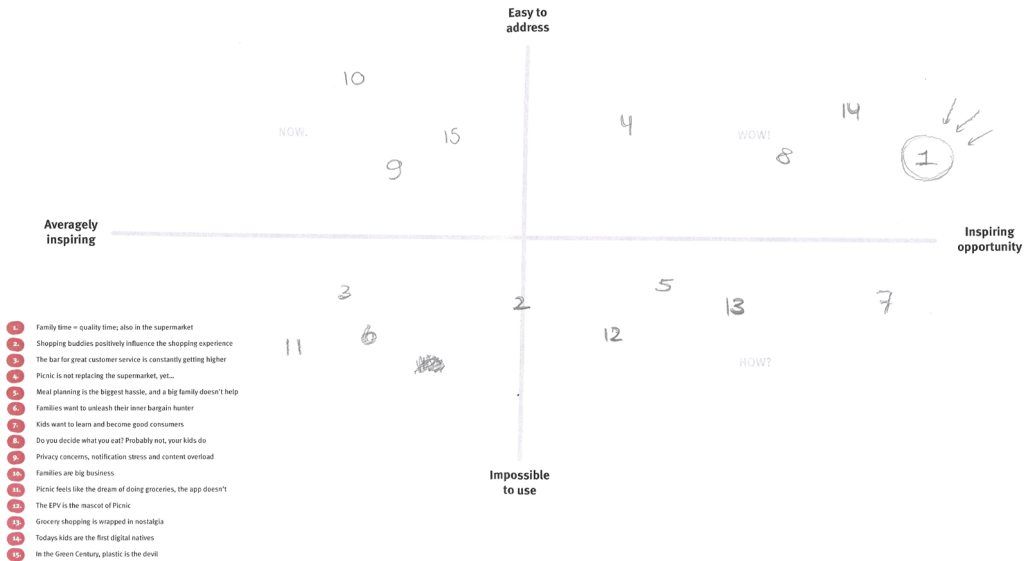
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Name
Ben.C

RATE INSIGHTS
HOW-NOW-WOW MATRIX

Jesse Webber 



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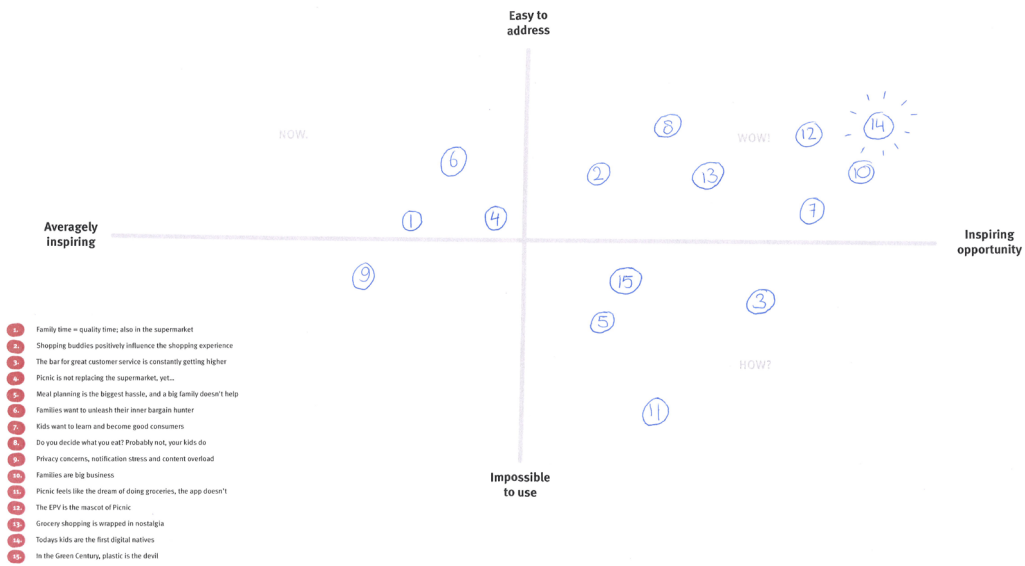
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innovative and are also very feasible. How ideas are the ones that are very innovative but also difficult to implement, so might require further exploration.

Name

RATE INSIGHTS
HOW-NOW-WOW MATRIX



- 1 Family time = quality time; also in the supermarket
- 2 Shopping buddies positively influence the shopping experience
- 3 The bar for great customer service is constantly getting higher
- 4 Picnic is not replacing the supermarket, yet...
- 5 Meal planning is the biggest hassle, and a big family doesn't help
- 6 Families want to unleash their inner bargain hunter
- 7 Kids want to learn and become good consumers
- 8 Do you decide what you eat? Probably not, your kids do
- 9 Privacy concerns, notification stress and content overload
- 10 Families are big business
- 11 Picnic feels like the dream of doing groceries, the app doesn't
- 12 The EPV is the mascot of Picnic
- 13 Grocery shopping is wrapped in nostalgia
- 14 Today's kids are the first digital natives
- 15 In the Green Century, plastic is the devil

About this tool

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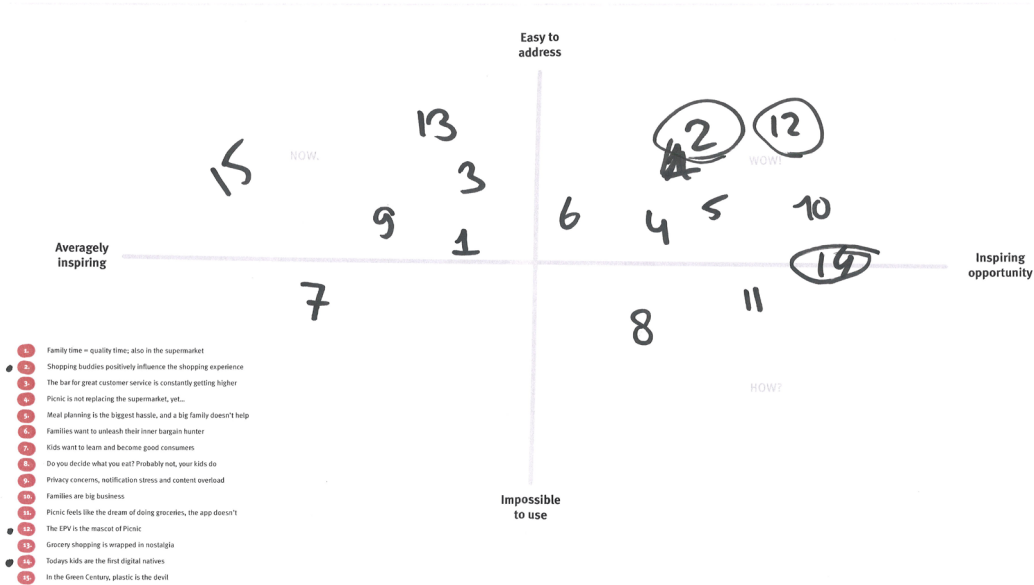
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Name

SANNE

RATE INSIGHTS
HOW-NOW-WOW MATRIX

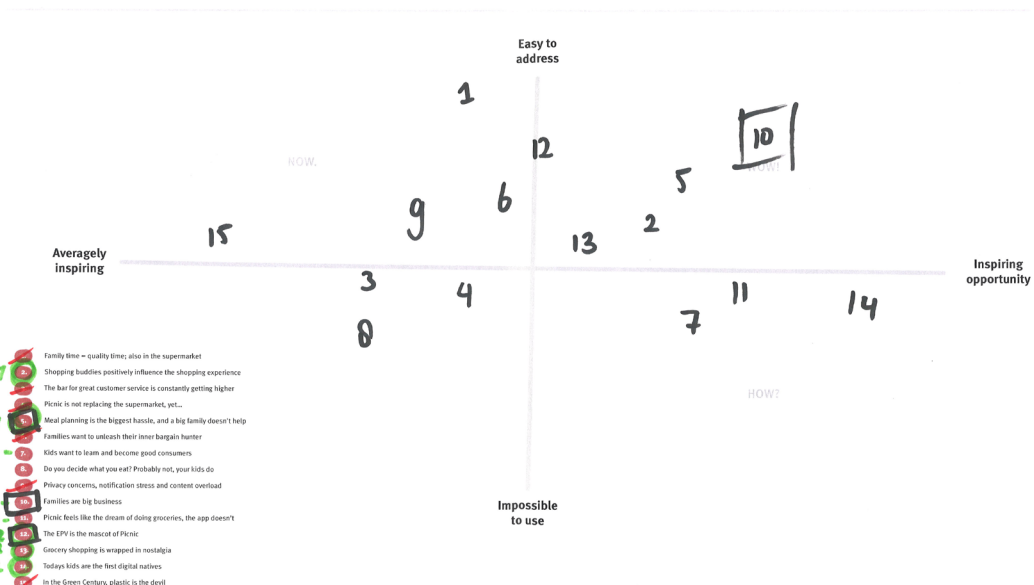


- 1. Family time = quality time; also in the supermarket
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- 3. The bar for great customer service is constantly getting higher
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- 5. Meal planning is the biggest hassle, and a big family doesn't help
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Name **Malia**

RATE INSIGHTS
HOW-NOW-WOW MATRIX

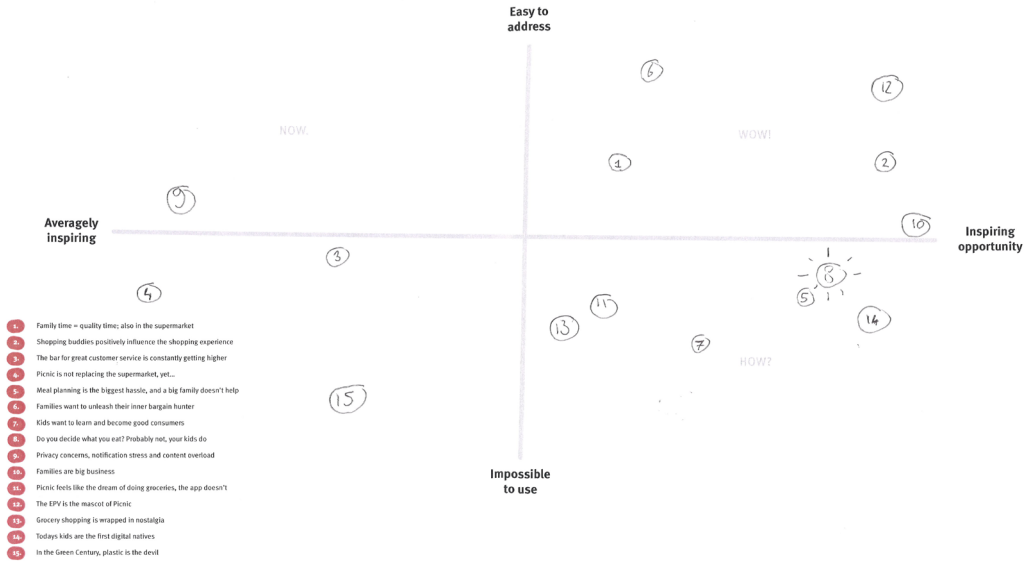


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Name **EVY**

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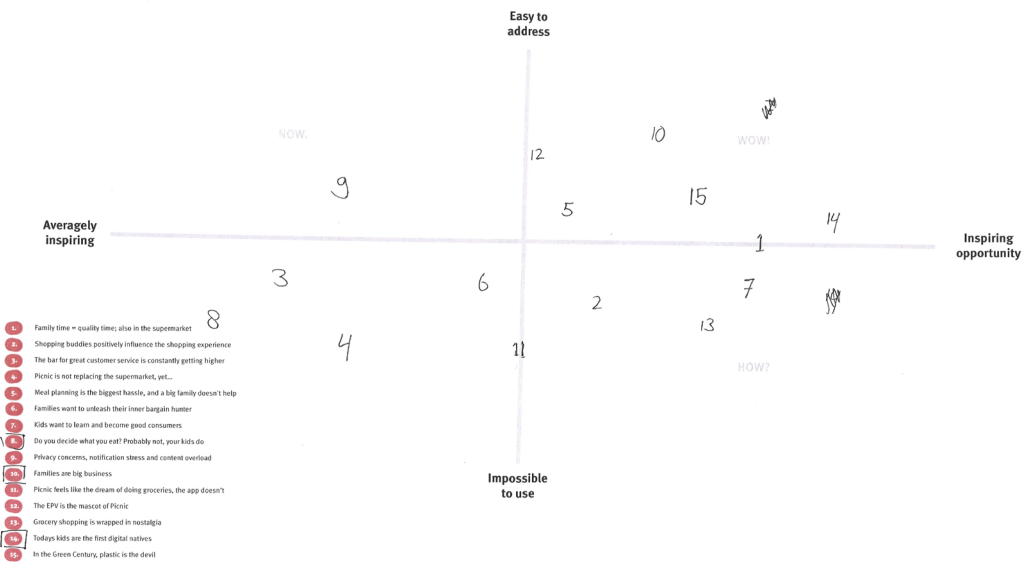
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Name

Wern

RATE INSIGHTS HOW-NOW-WOW MATRIX



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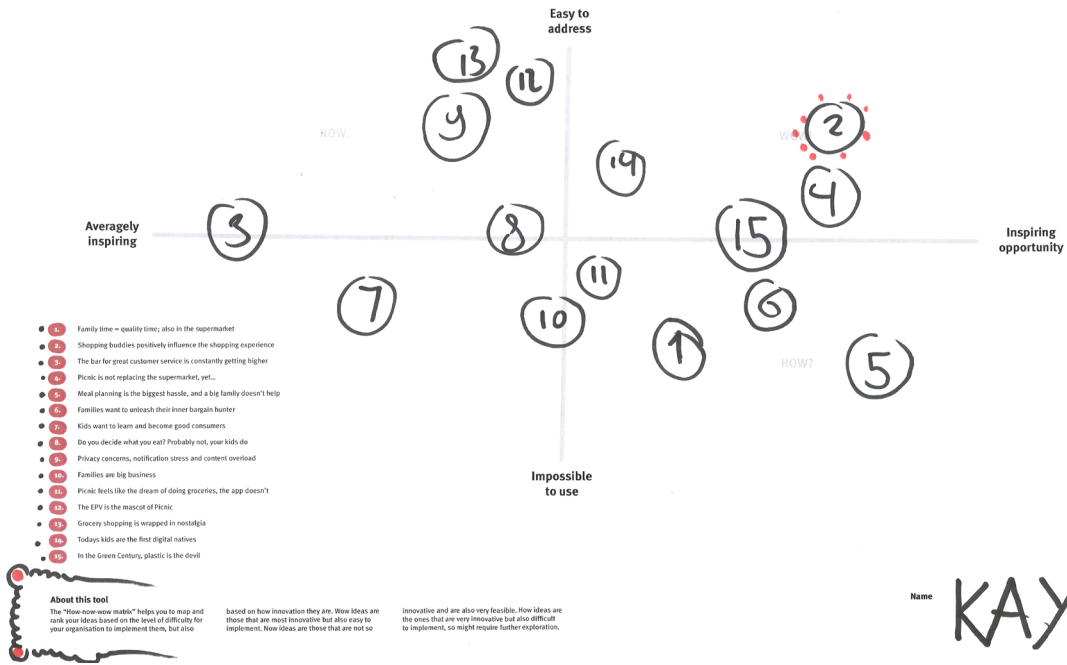
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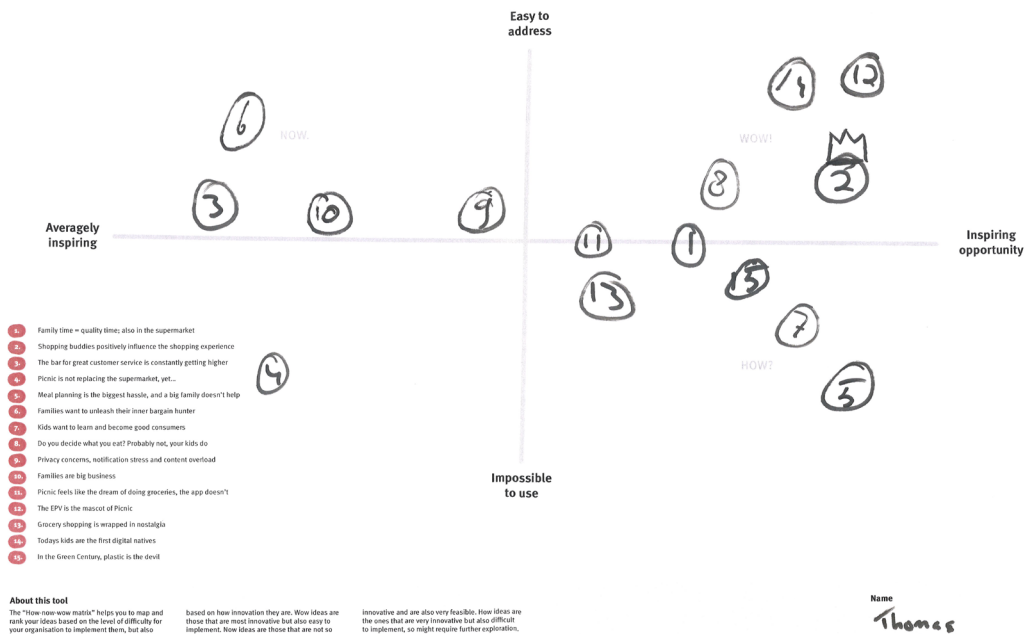
Name

Tom

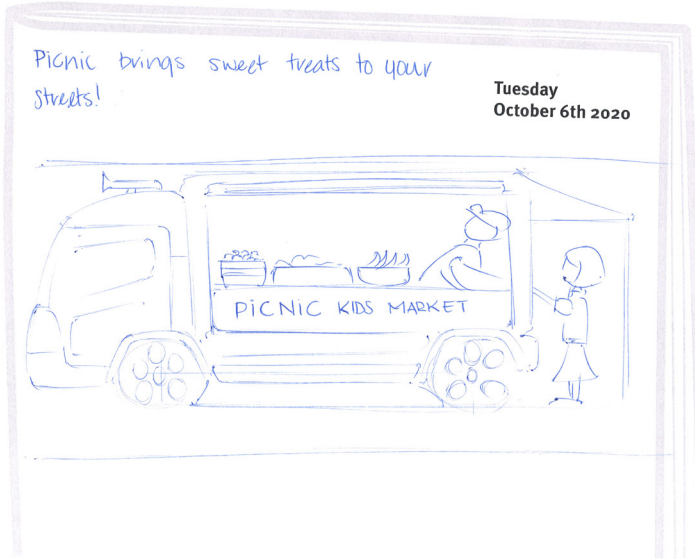
● **RATE INSIGHTS**
 ● **HOW-NOW-WOW MATRIX**



RATE INSIGHTS
HOW-NOW-WOW MATRIX



**FUTURE VISION
COVER STORY**



Make your cover jump out. Don't limit yourself to just sticky notes. Think about:

- Title
- Headlines
- "Quotes"
- Image
- Which magazine?
- Reaction tweets



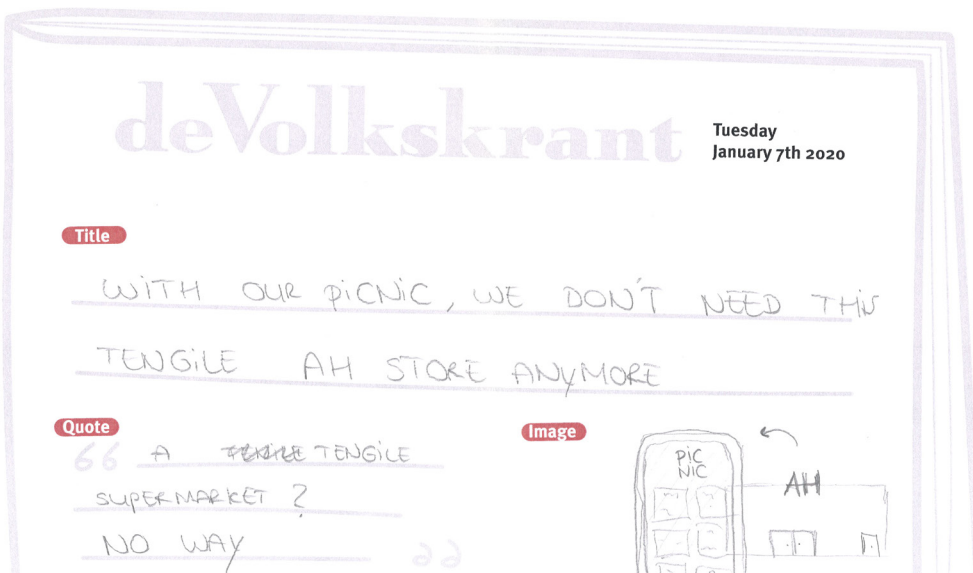
About this tool

How do you see the future? Making a newspaper headline helps you get into the mindset of the future. This tool helps to create a

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Names

**FUTURE VISION
NEWSPAPER ARTICLE**



About this tool

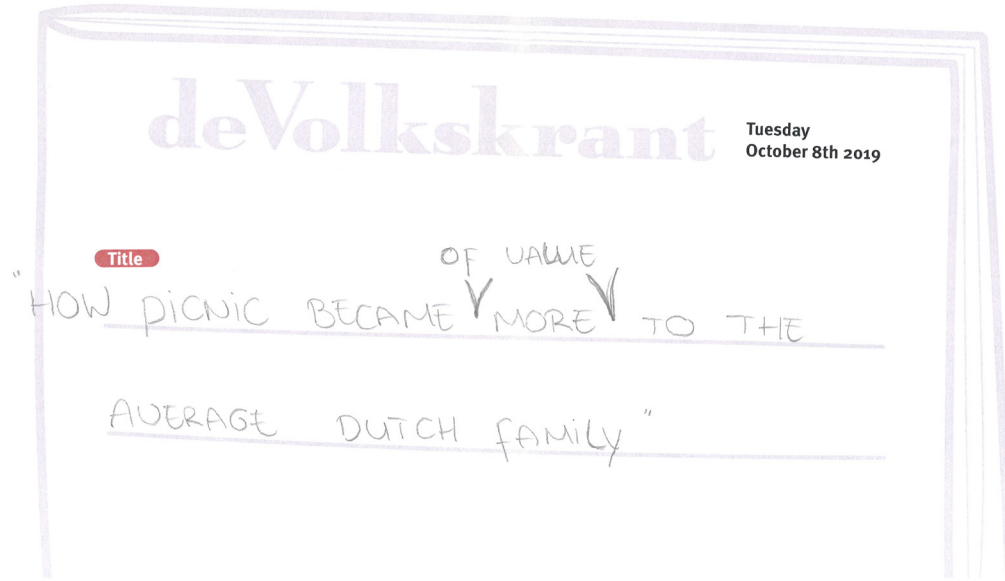
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**FUTURE VISION
NEWSPAPER ARTICLE**

JESSE
WEBBERS



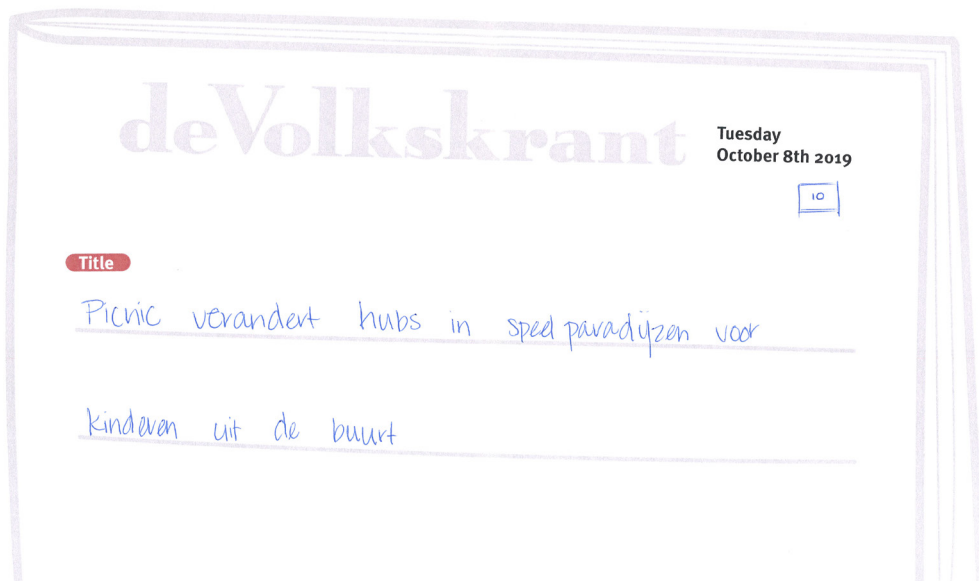
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FUTURE VISION
NEWSPAPER ARTICLE



deVolkskrant Tuesday
January 7th 2020

Title
Markets on the move! Static food go stale.

Quote
"I love to walk outside and get all my shopping instantly upon request!"

Image

About this tool
How do you see the future? Making a newspaper headline helps you get into the mindset of the future. This tool helps to create a

vision for what's next by challenging you to place yourself in the future.

Name

FUTURE VISION
NEWSPAPER ARTICLE



deVolkskrant Tuesday
October 8th 2019

Title
Picnic brings the shop to your frontdoor!

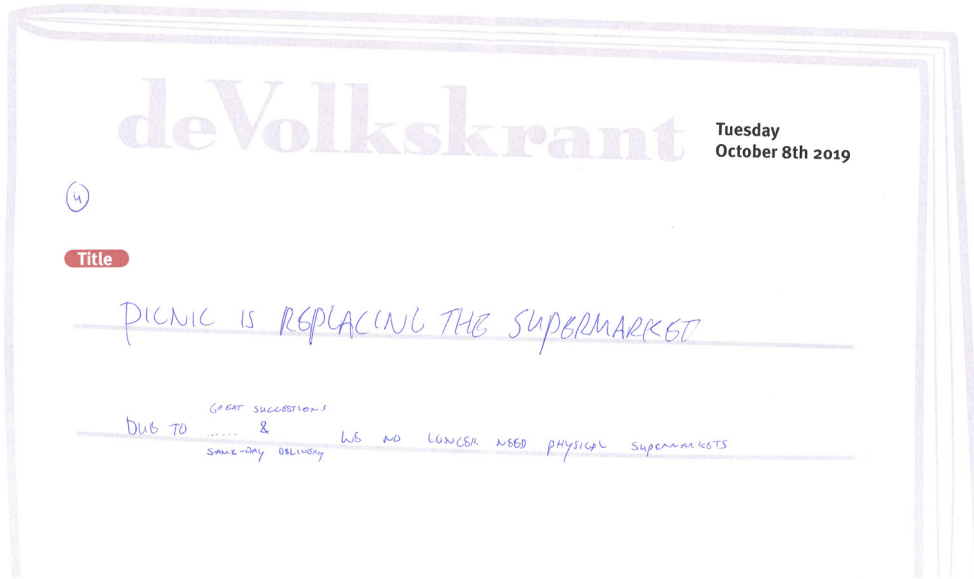
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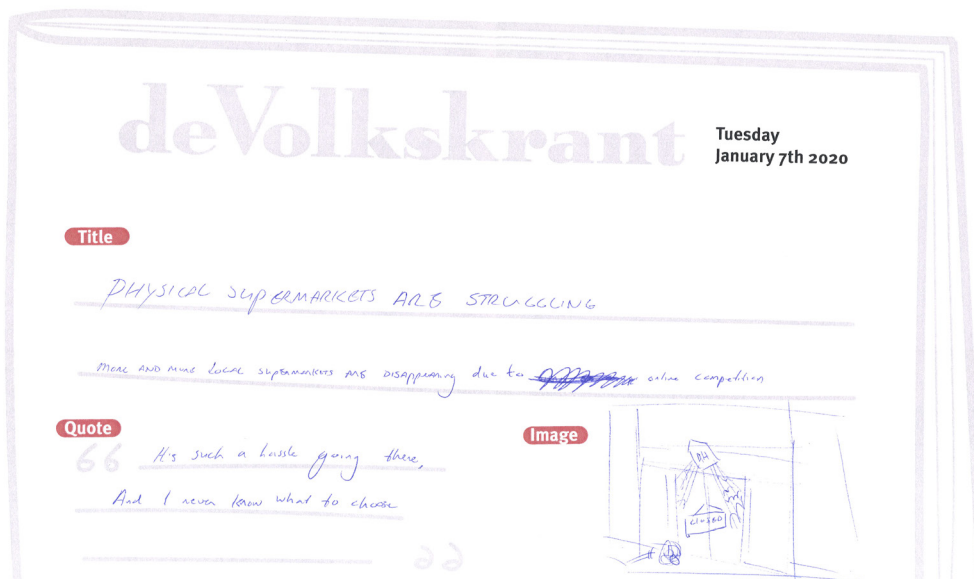


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FUTURE VISION
NEWSPAPER ARTICLE



de Volkskrant Tuesday
January 7th 2020

Title

Picnic is the only supermarket where kids can shop and pay safely without their parents, using their tablets to access the virtual store.

Quote

“ I use my 3€ credit to buy sweets from Picnic on my Ipad ”

Image

About this tool
How do you see the future? Making a newspaper headline helps you get into the mindset of the future. This tool helps to create a vision for what's next by challenging you to place yourself in the future.

FUTURE VISION
COVER STORY



PICNIC PEOPLE PLATFORM
next handige, all-in:1 shopping experience.

- Deel mandjes
- Creëer groepen
- Segmenter op leeftijd
- Get inspired!
- Community feeling

FG: 10-25 & modern adults.

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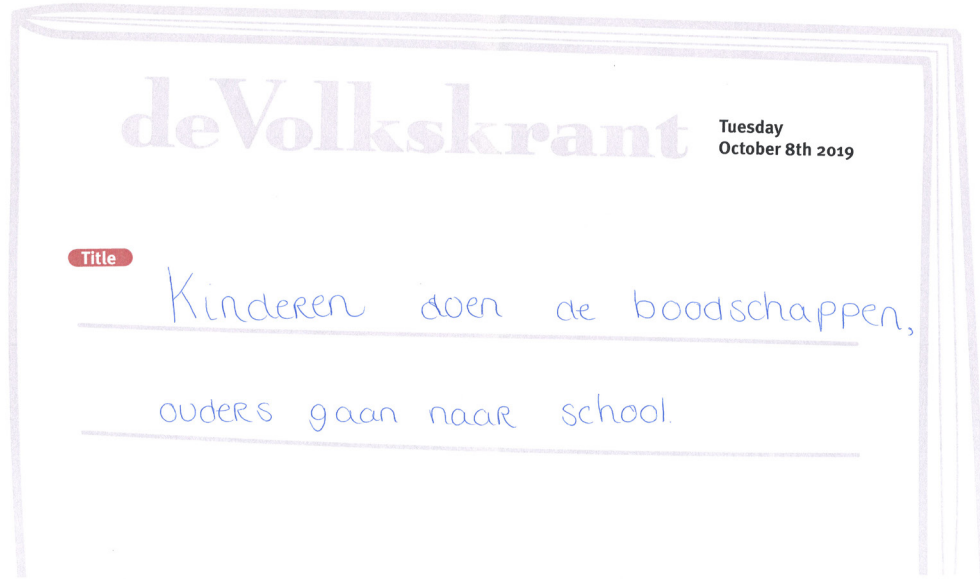
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- Which magazine?
- Reaction tweets

sharing is caring
PPP
mijn kind doet de boodschappen
licentie dan
check mijn mandje
had voor je wel leuke ships
→ share!

Names
EVY & MARIA

FUTURE VISION
NEWSPAPER ARTICLE

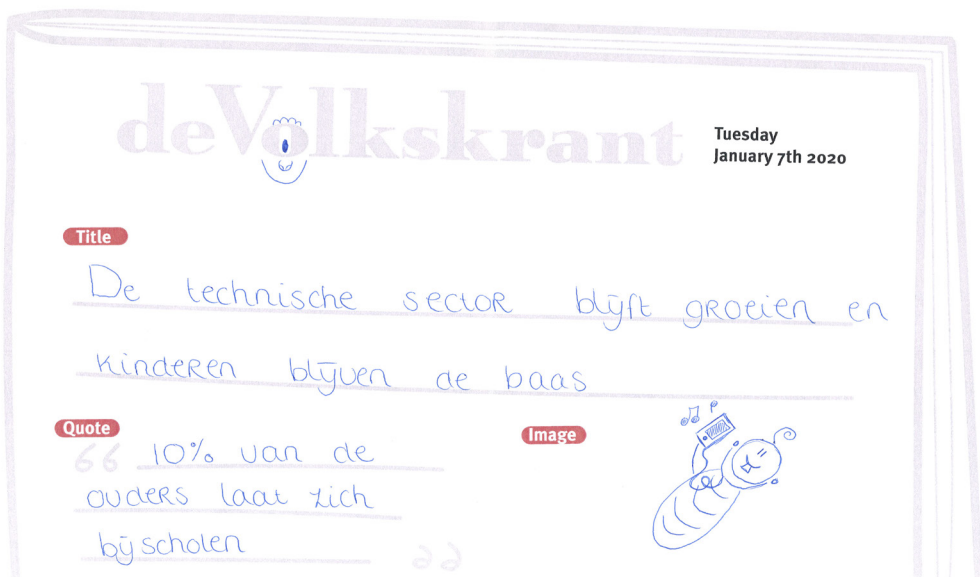


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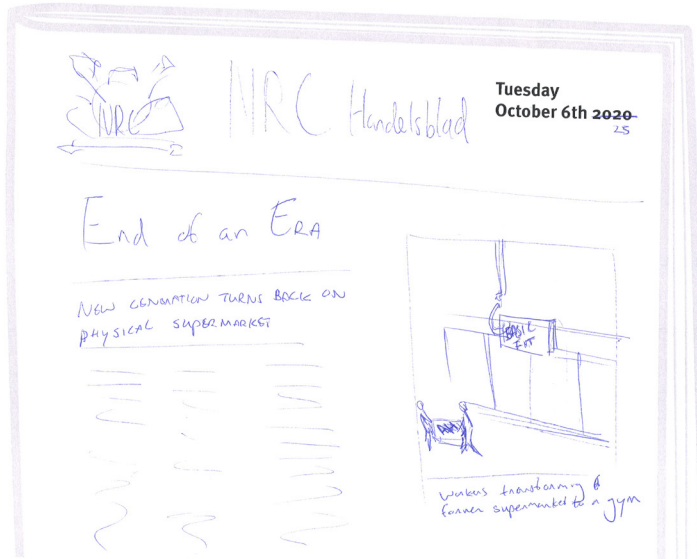


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COVER STORY**



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@Sanne1984: Ridiculous! I want to go there and see the products and some people. This country is going to waste.

@techno_dude: Finally! Maybe this article will convince my man.

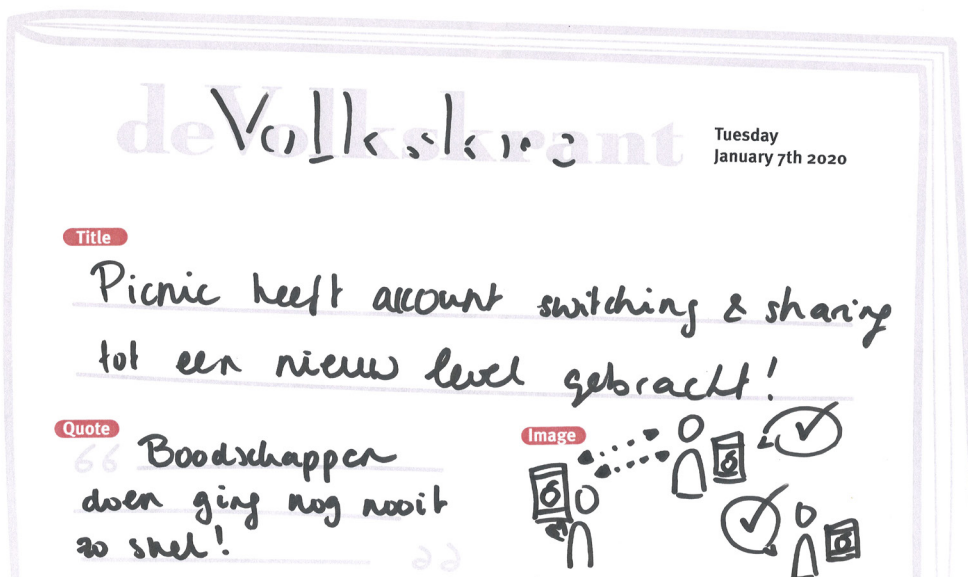
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**FUTURE VISION
NEWSPAPER ARTICLE**



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vision for what's next by challenging you to place yourself in the future.

Name

Evy

FUTURE VISION
NEWSPAPER ARTICLE



deVolkskrant Tuesday January 7th 2020

Title
~~Peter~~ Peter pic nic ~~drives~~ icon
 for school kids

Quote
 'Do you do your
 groceries yourself
 online as well'

Image

About this tool
How do you see the future? Making a newspaper headline helps you get into the mindset of the future. This tool helps to create a

vision for what's next by challenging you to place yourself in the future.

Name *Maria*

FUTURE VISION
NEWSPAPER ARTICLE



deVolkskrant Tuesday October 8th 2019

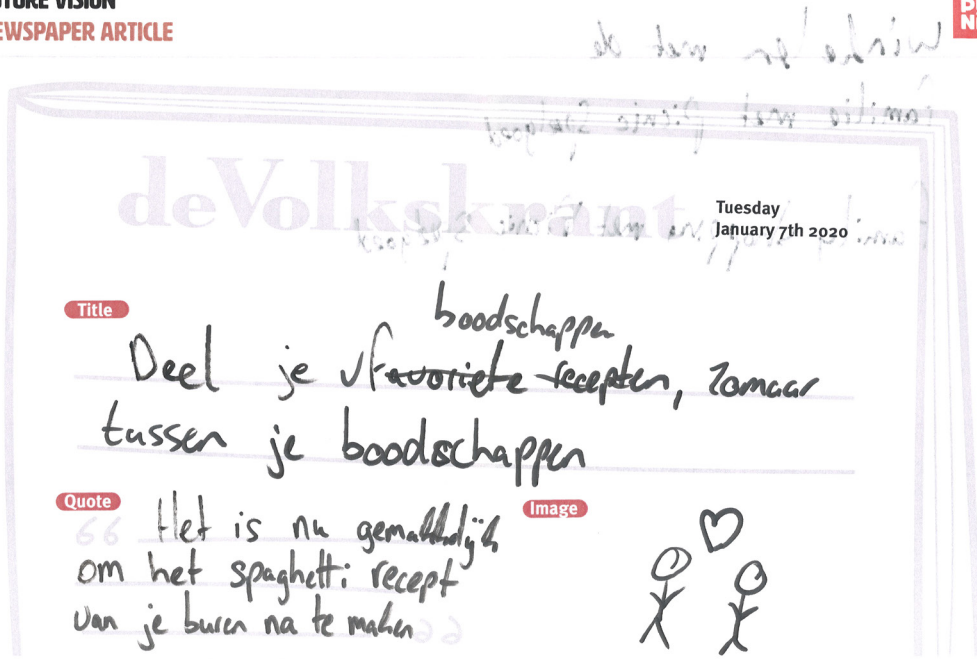
Title
 picnic drives through
 cities with christmas car
 'ho ho ho'

About this tool
How do you see the future? Making a newspaper headline helps you get into the mindset of the future. This tool helps to create a

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Name *Maria*

FUTURE VISION
NEWSPAPER ARTICLE

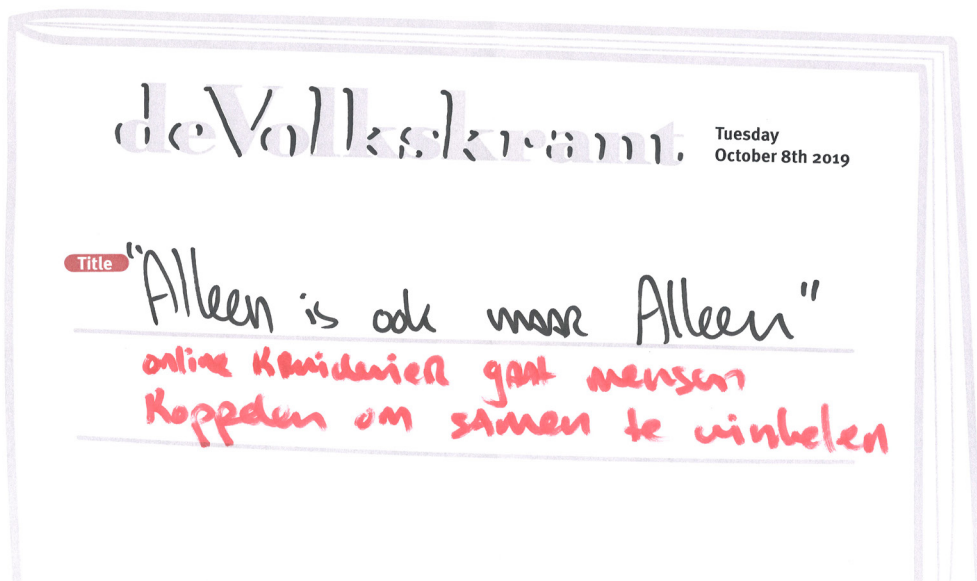


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How do you see the future? Making a newspaper headline helps you get into the mindset of the future. This tool helps to create a

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Name
Thomas

FUTURE VISION
NEWSPAPER ARTICLE



About this tool
How do you see the future? Making a newspaper headline helps you get into the mindset of the future. This tool helps to create a

vision for what's next by challenging you to place yourself in the future.

Name
KAY

**FUTURE VISION
NEWSPAPER ARTICLE**



de Volkskrant Tuesday January 7th 2020

Title Al drie "picnic babies" geboren!

Quote 66 Als ik wel eens vergeet te bestellen dan doet piet wel mee vers!

Image

Name KAY

About this tool
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**FUTURE VISION
NEWSPAPER ARTICLE**



de Volkskrant Tuesday October 8th 2019

Title Picnic laat kinderen mee boodschappen doen

Name Tom

About this tool
How do you see the future? Making a newspaper headline helps you get into the mindset of the future. This tool helps to create a vision for what's next by challenging you to place yourself in the future.

FUTURE VISION
NEWSPAPER ARTICLE



de Volkskrant Tuesday
January 7th 2020

Title
10% van de kinderen heeft wel eens
bij Picnic gewinkeld.

Quote
66 Mijn kinderen helpen
altijd mee met de
boodschappen

Image

Name
Tom

About this tool
How do you see the future? Making a newspaper headline helps you get into the mindset of the future. This tool helps to create a vision for what's next by challenging you to place yourself in the future.

FUTURE VISION
NEWSPAPER ARTICLE



de Volkskrant Tuesday
October 8th 2019

Title
VANAF nu winkelen de kids
ook mee bij Picnic

Name
Wamen


About this tool
How do you see the future? Making a newspaper headline helps you get into the mindset of the future. This tool helps to create a vision for what's next by challenging you to place yourself in the future.

**FUTURE VISION
COVER STORY**



Ouders van nu

Picnic als hoeksteen van de ~~buurt~~ ^{Tuesday October 6th 2020} ~~buurt~~ ^{Tuesday October 6th 2020}
 jouw familie



Annie: "Voor Picnic zag ik mijn kinderen bijna nooit."
 "Nu facetimeën we elke dag."

Yvonne: "Samen boodschappen doen brengt ons bij elkaar."

Van Papa mag alles "Zelfs auto's drop!"

Make your cover jump out. Don't limit yourself to just sticky notes. Think about:

- Title
- Hedlines
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- Which magazine?
- Reaction tweets

"Met mijn Picnic zakgeld mag ik zelf snoep kopen wat ik lekker vind."



Name
Key Ton

About this tool
 How do you see the future? Making a newspaper headline helps you get into the mindset of the future. This tool helps to create a

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**FUTURE VISION
NEWSPAPER ARTICLE**



de Volkskrant Tuesday October 8th 2019

Title

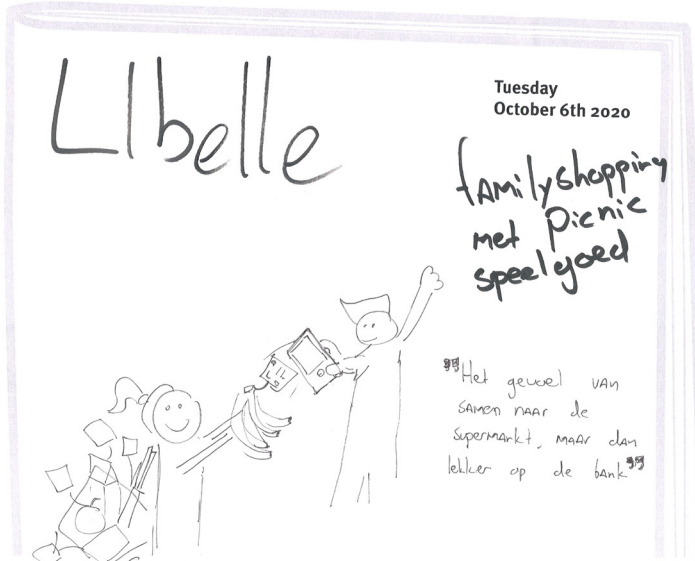
Samen boodschappen doen, zonder de deur uit te gaan.

About this tool
 How do you see the future? Making a newspaper headline helps you get into the mindset of the future. This tool helps to create a

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Name
Thomas

**FUTURE VISION
COVER STORY**



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- "Quotes"
- Image
- Which magazine?
- Reaction tweets

@XoxoBloem2010
het nieuwe Picnic speelygoed is egt heezel leuk!!!!!!
#VSCO #KSKSKS

About this tool

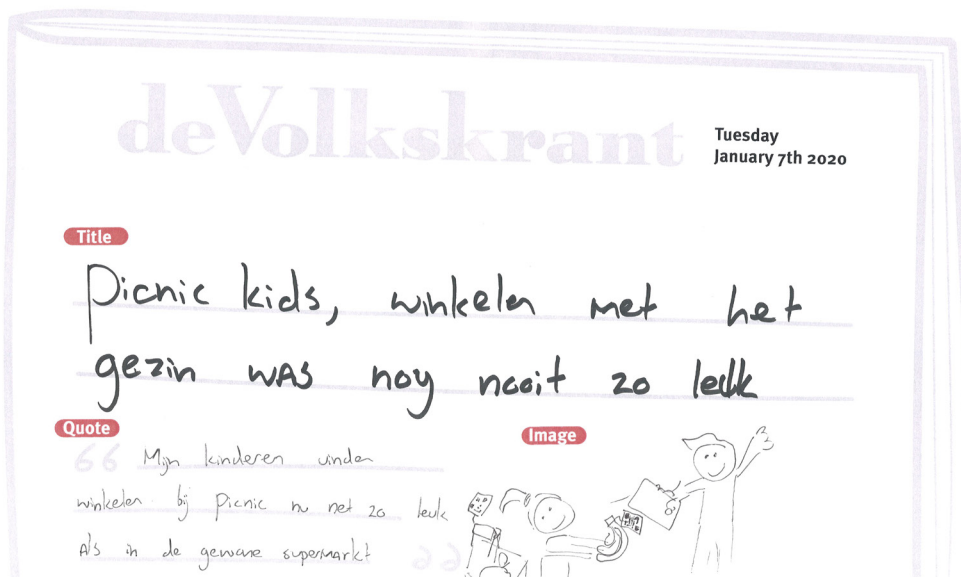
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Names

Wiener & Thomas

**FUTURE VISION
NEWSPAPER ARTICLE**



Title

Picnic kids, winkelen met het gezin was nog nooit zo leuk

Quote

66 Mijn kinderen onder winkelen bij picnic nu net zo leuk als in de gewone supermarkt

Image



About this tool

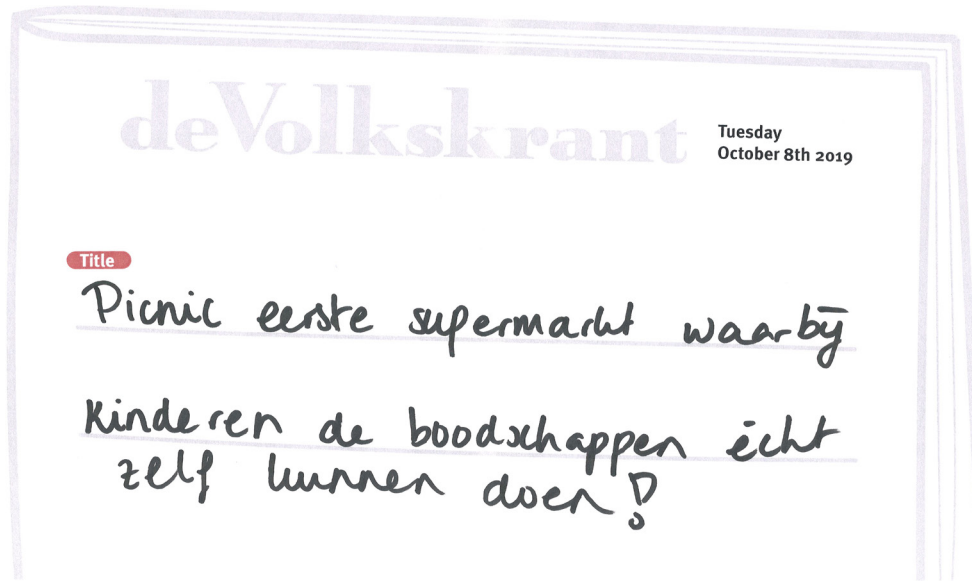
How do you see the future? Making a newspaper headline helps you get into the mindset of the future. This tool helps to create a

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Name

LIBELLE

**FUTURE VISION
NEWSPAPER ARTICLE**



About this tool

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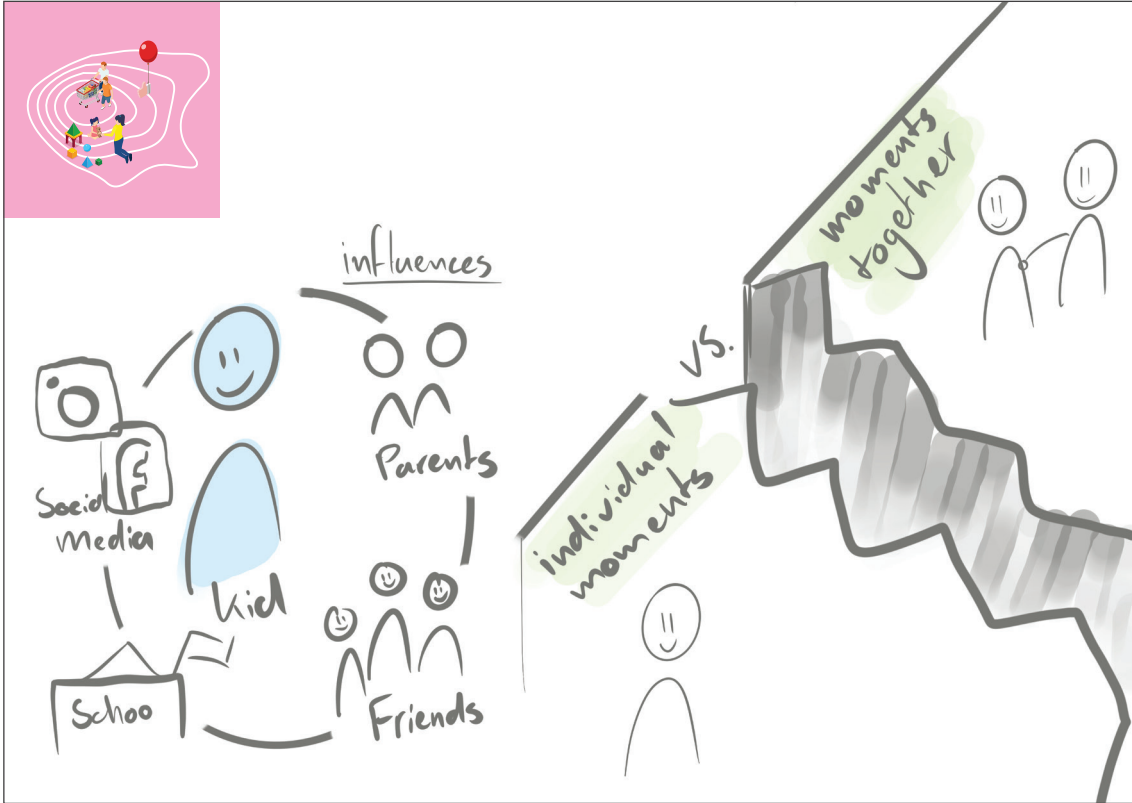
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ey

Appendix

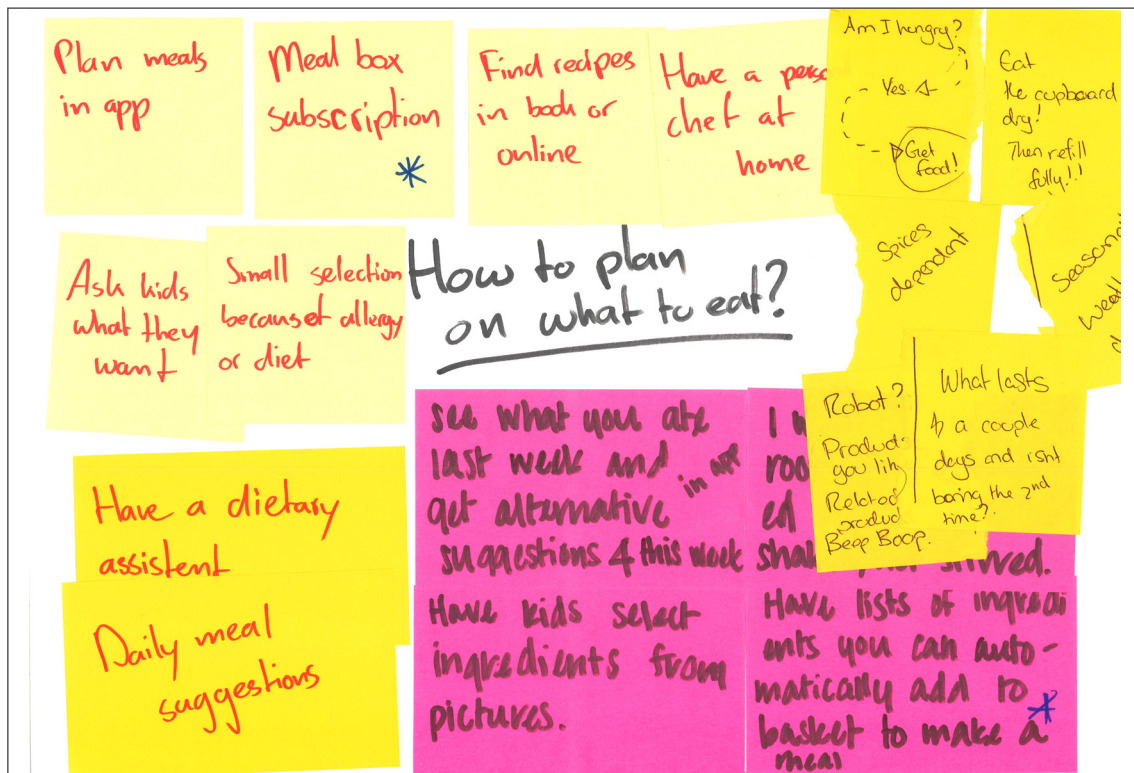
9. Visuals generative interviews





Appendix

10. Results ideation workshop



ownership & involvement learning

Ash them what they want
- via message in app

Let kids bring in the groceries

Let kids order all ingredients for a certain recipe

Let them do the payment

How to involve kids in the shopping process

give the kids a sense of ownership by making their own "fake" basket

Child version app that sends shopping info to parent app *

Storytelling into order experience (Picnic Superhero night)

Define age range? Solutions will vary depending.

Put children in parents shoes. *

Gamification (talk to relevant professors)

Let kids create their own "fake" basket

create an in app shopping game that mimicks doing groceries.

together things in the app.

Youtube videos

Advertising

Inspiration quotes

By a smaller selection/ boundaries

Draw (Interest)

Talk to someone who doesn't understand your project.

Recipes

Stories of others

How to get inspired

Stare at a blank wall until a vision appears

Learn with meaning.

* challenge

insults vs Negative threats

By your kids

By random combinations

Trying something new out of your comfortzone *

of drive

Playing together & learning from each other

Try something new with very "low boundaries" (use exotic product)

experiential by having senses triggered in unusual ways.

Free products local events

Appendix

11. Results rapid prototyping session

Peter van Picnic

Meteen iets toevoegen, vooral als ik kook.
 Duidelijke use case.
 Korte antwoorden zijn cruciaal. Het moet meteen werken. Anders wordt muziek ook lang gemute
 Je moet elke keer wel begrepen worden.
 Wel tof, maar wel moeite. 2 developers voor 1 jaar
 Wel een aantal early adopters, maar adoptie rate vrij laag.
 Mensen kunnen ze nu wel bij de appie kopen.
 More PR than actual use.
 Might be smart to not fall behind.
 Veel gebruiken het niet echt.
 Moeilijk om dit nuttig te krijgen.
 Lange aanloop

Picnic Kids

Hele nieuwe app, we weten hoeveel moeite dat kost.
 YouTube vinden ze geweldig.
 Zo veel content, is Picnic daar sterk in?
 Samenwerking met merken is interessant.
 Mismatch.
 Misschien maar drie verhalen. Zou alsnog interessant kunnen zijn en ervoor zorgen dat je terug komt.
 Ook gelijk in je mandje.
 Volwassenen erbij betrekken is zeker interessant.
 Picnic magazine achtig.
 Habit forming
 Weekbladje doorbladeren, op zoek naar deals.
 Dedicated plek voor verhalen spreekt aan.
 1-2 jaar sowieso niet.

Picnic Samen

Veel werk ,maar we moeten het wel doen.
 Ervaring versterkt.
 Samen te laten doen, Uber family.
 Bij veel merken heeft het gewoon weinig nut, maar juist voor ons is het wel interessant.
 Slaat ergens op. Bij ons vooral.
 Zo logisch dat je even vraagt, missen we nog iets? Het komt eraan.
 Mn moeder op de telefoon, anderen niet kijken.
 Auto volgen, samen in de gaten houden.
 Interessant aan beide kanten.
 Tijdens registratie.
 Andere use cases, graag splitten.
 Picnic voor elkaar. Echt wel een ander verhaal.
 Ander adres en creditcard niet doen.
 Je kan meer in het huishouden komen, moederdag voorbeeld.
 Dynamiek

Menu

Gaaf dat het simpel is.
 Kan best wel prominent aanwezig zijn.
 Hele week zichtbaar
 Eigen recepten op zon kaart
 Fysiek aanwezig
 Moeilijk om recipes raak te schieten.
 Misschien anders approach
 Elke week bepaalde

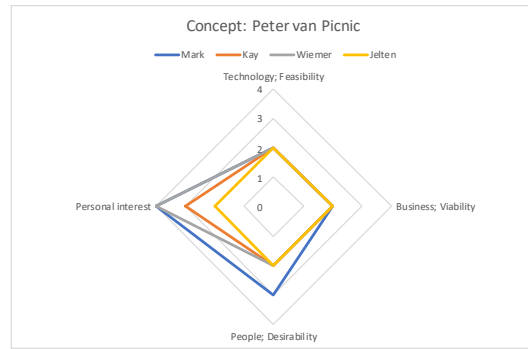
Play

Speelgoed aanrijden
 Automatisch jeugdsjournal;

Wiemer heeft andersom beoordeelt met Tech, groen

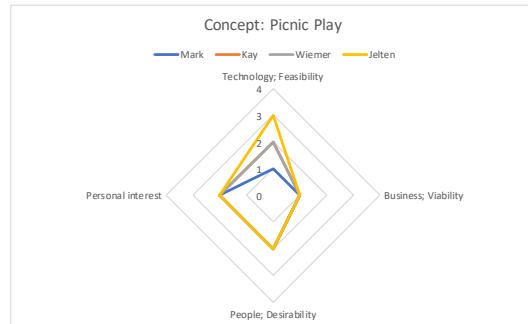
Peter van Picnic

	Mark	Kay	Wiemer	Jelten
Technology; Feasibility	2	2	2	2
Business; Viability	2	2	2	2
People; Desirability	3	2	2	2
Personal interest	4	3	4	2



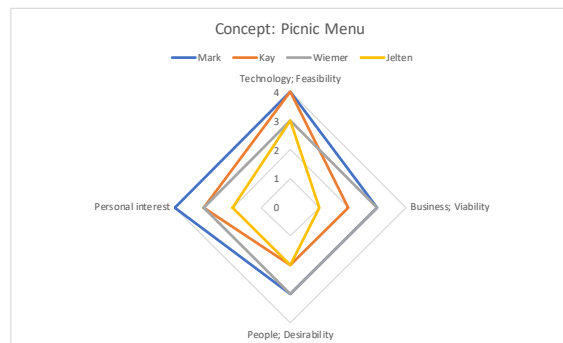
Picnic Play

	Mark	Kay	Wiemer	Jelten
Technology; Feasibility	1	2	2	3
Business; Viability	1	1	1	1
People; Desirability	2	2	2	2
Personal interest	2	2	2	2



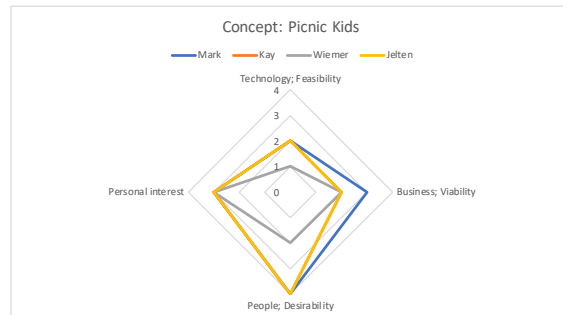
Picnic Menu

	Mark	Kay	Wiemer	Jelten
Technology; Feasibility	4	4	3	3
Business; Viability	3	2	3	1
People; Desirability	3	2	3	2
Personal interest	4	3	3	2



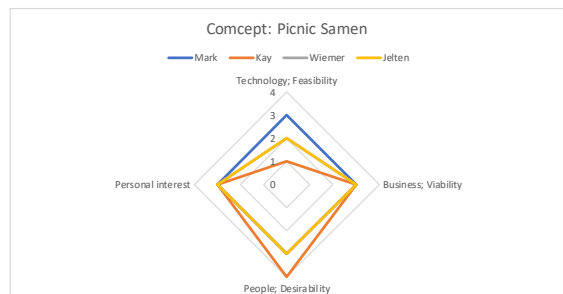
Picnic Kids

	Mark	Kay	Wiemer	Jelten
Technology; Feasibility	2	2	1	2
Business; Viability	3	3	2	2
People; Desirability	4	4	2	4
Personal interest	3	3	3	3



Picnic Samen

	Mark	Kay	Wiemer	Jelten
Technology; Feasibility	3	1	2	2
Business; Viability	3	3	3	3
People; Desirability	3	4	3	3
Personal interest	3	3	3	3



Roos uit Almere

Picnic kids; dit zou ik zeker gebruiken. Leert haar om meer te genieten van eten. Belangrijk om te weten waar dingen vandaan komen. Goed om bewuste keuzes te maken. Dit moet je doen. Hebben een iPad thuis. Hebben iPad thuis

Picnic menu; heel leuk. Elke week moeite met wat voor eten ik moet maken. Kleine van mij vindt weinig. Leuk om samen te doen. Zou wel zelf recepten willen maken maar niet zo'n goede kok.

Peter van Picnic; heb zon ding niet. Hoef ik niet. Doe normaal sta op en doe het lekker zelf. Je wordt er super lui van. Gebruik dat systeem niet. Zie het mezelf ook niet zo snel doen.

Picnic play; wat leuk! Zou ik gebruiken en kopen. Het is belangrijk om je kind erbij te betrekken. Zou ik doen. Eigen verantwoordelijkheid om te zorgen wat kind wel of niet scant.

Picnic samen; ik heb liever zelf de touwtjes in handen. Zou ik niet gebruiken. Ben nu alleen dus bepaal het toch zelf. Fijn om zelf leiding in te nemen zit in mijn karakter. Man zou zelf allemaal weer slechte dingen toevoegen.

Marina uit Almere

Picnic kids; leuk idee. Heb er 1 van 13. Wel geïnteresseerd in recepten. Is meer voor jonger. De kids die niks lusten en dan helpen met koken. Daar zou ik het me voor kunnen voorstellen. 789 die hoek.

Picnic menu; ja top. Die is top. Die zou ik zeker gebruiken. Het is toch elke dag 'wat eten we vandaag' en dan nog tastbare dingetjes. gevarieerd, makkelijk, snel, simpel, gezond, een keer in de week een ongezonde maaltijd.

Peter van Picnic; dit zou voor mij ook ideal zijn. Dan hoef ik namelijk niet meer te scrollen. Ik wil het heel graag maar weet niet hoe het werkt.

Picnic samen; kan me voorstellen dat dit een mooi systeem zou zijn. Voor mij werkt het niet want ben of alleen of met 1 kind. Mijn nichtje heeft 2 puberdochters. Dan zou dit wel handig zijn.

Picnic play; ja dit is waanzinnig. pakken, scannen en dan ziet ie erbij. Educatief ook heel sterk. Hele leuke. Educatief sterk; kunt een kind laten zien dat er een prijs bij zit. Financieel en qua producten kun je ze ondersteunen. Hele mooie.

Ik zou me heel gênant voelen dat hij met al die tasjes naar boven moet. Ben echt heel tevreden.

Roy uit Almere

Picnic kids; wat voor leeftijd? Ik snap de app. Wat is de bedoeling erachter? Leeftijd gebonden. Mijn dochter zou dit super leuk vinden., die is 11. Gewend om met apps om te gaan. Interessant wat we eten.

Picnic play; dat is wel leuk. Ik vind het niet alleen voor kinderen. Wel voor iedereen eigenlijk. Iets is op en het wordt niet aangevuld. Meest irritante wat er is!

Peter van picnic; ik zou dat niet zo snel gebruiken. Technologie laat nog te wensen over. Siri werkt ook niet. Sceptisch dat het niet werkt. Liever barcode scannen.

Picnic menu; is wel leuk. Weet niet of het bij ons zou werken met menu's. Wij zijn van de versheid. Wij bestellen nooit recepten. Kook liever zelf. Eigen ding ervan maken. Lijstjes toevoegen!!

Picnic samen; duidelijk. Zou het niet zo zeer gebruiken. Zou wel leuk zijn als je onder 1 account als je ziet wie het toegevoegd. Verwarring. Aparte accounts zie ik niet zo zeer zitten.

Bezorglimiet bepalen op met hoeveel je woont. Voor 25 euro gaat een singel nooit bestellen. Warme producten. Als je toch langskomst. Menu's als je 1 of 2 personen hebt zou interessant zijn.

Appendix

12. Interview psychologist guide and canvases

Interview Charlotte

17 October 2019

17:15

60 min

1. 🎯 Preparations

- Discover the hidden forces that have influence on families and the lives of children
- Prepare questions and stakeholder format

2. 🎤 Interview questions

Life phases of children

- Can you give a small. Introduction about your work with children
- What are distinguishable different life phases of a growing child?
- How does there life change during these steps?
- What are important wishes and needs of children in these phases?

Relations between children and their parents

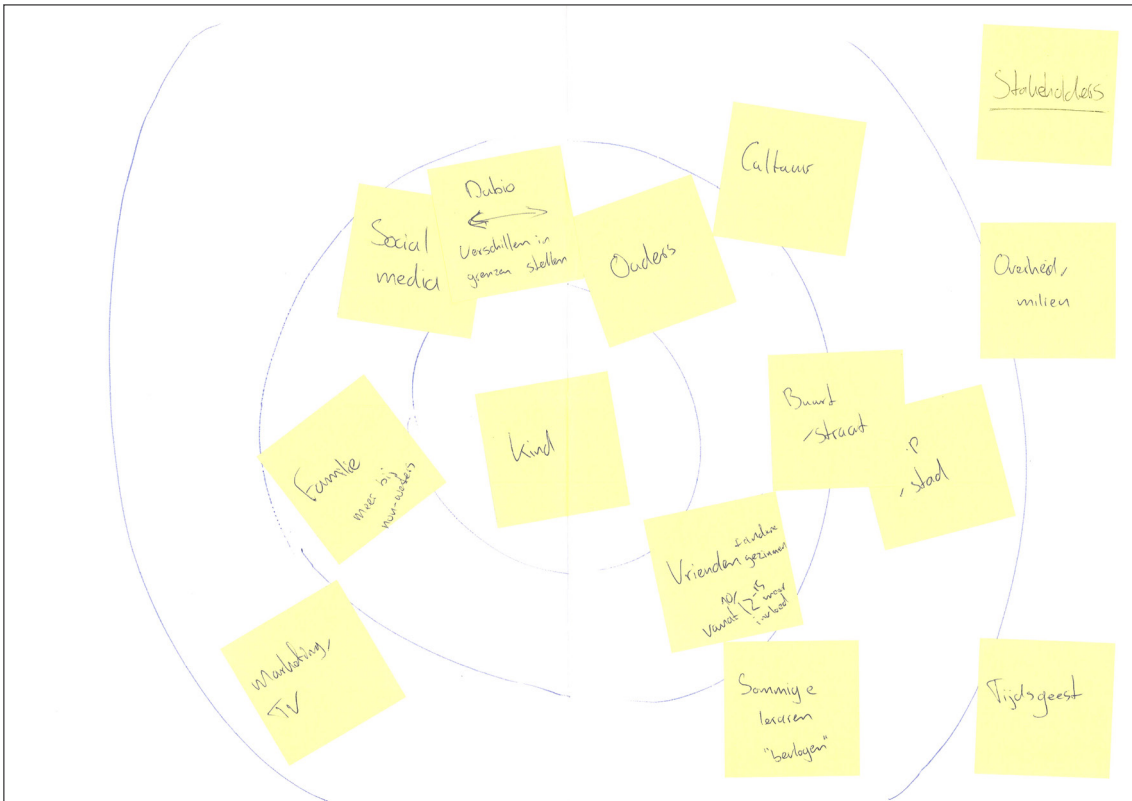
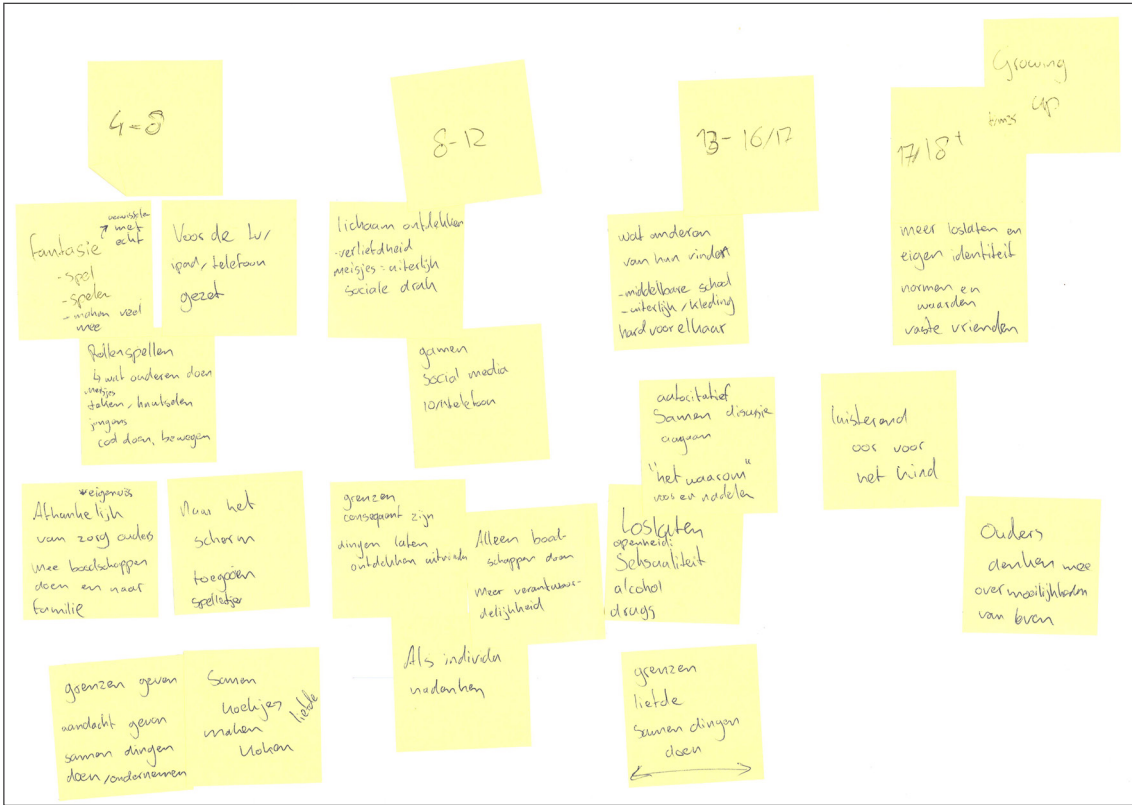
- What are important factors in a healthy parent-child relationship?
- How does this relationship change over time?
- What are important moments in the interaction between kids and their parents?
- What are crucial moments? Moments of affection?
- What defines those moments?

Hidden stakeholders in the family

- What are influences on family life? Start drawing a stakeholder map.
- What is the importance of those stakeholders?
- Are there also more “hidden stakeholders” that have an effect?

Closing

- Is this a good indication of how a daily works and of what influences family life?
- Brain dump
- Thanks!



Design for **collective family experiences** during
online grocery shopping.

by Mark Janssen

