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

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

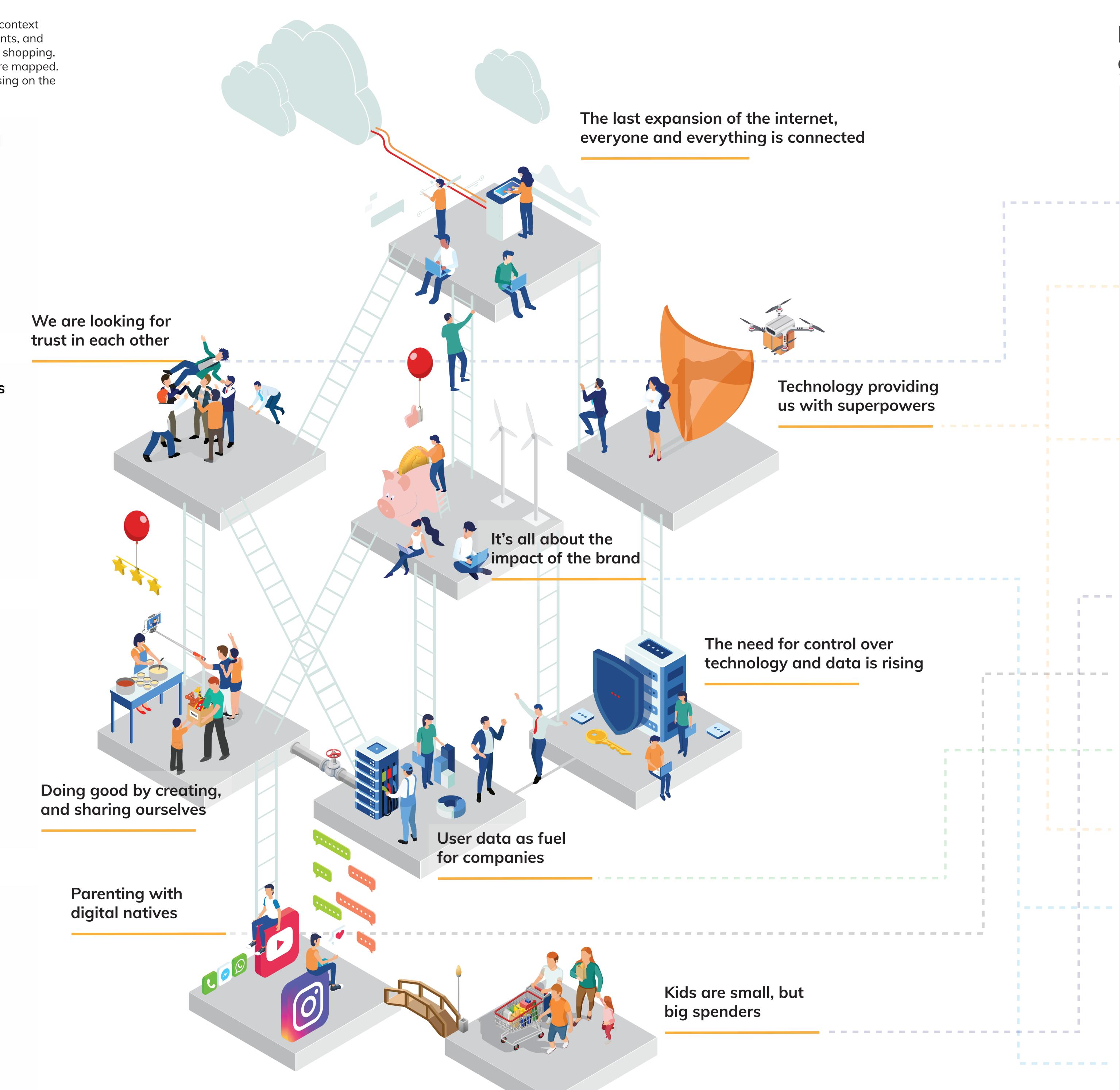
Online tools enable us to create, organize and share things ourselves. Increasingly, citizens are the driving force behind social and sustainable initiatives. This social and sustainable consciousness is present in our culture and taking root on online platforms, like YouTube and Instagram.

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 YoutTube 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.

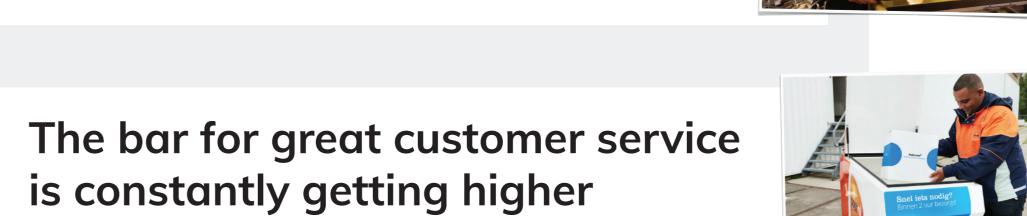


Domain of families and grocery shopping

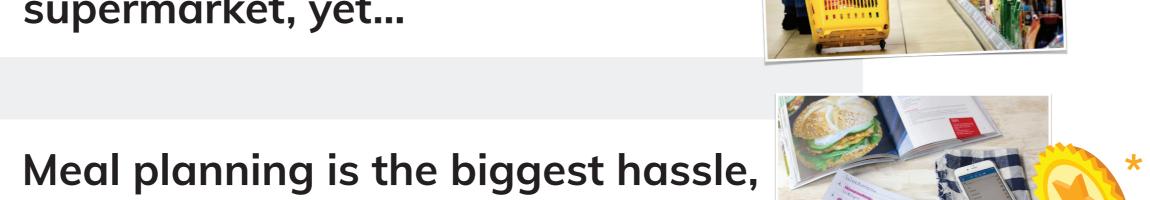
Family time = quality time; also in the supermarket



Shopping buddies positively influence the shopping experience



Picnic is not replacing the supermarket, yet...



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

TooGooToGo 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 > 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 1M users >Creating a community, including users and brands, to enable the exchange of ideas with other foodies around

kitchen stories



> 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 reduces anxiety that their kids see

> 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 > Ávoiding 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



Please leave your input...

Creating and sharing your taste



> 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

> 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



Albert Heijn Digitizing physical rewards in app

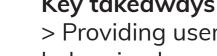
> Translating the analogue feeling of collecting stamps into the digital era. Rewarding users using the ability to automatically collect stamps in the app > Adding a fun and social element by adding the option to collect stamps together with friends and family campaigns, in a digital solution that can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



ABOUT YOU

adapted for multiple purposes

Affiliation by influencer marketing



> 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.

