TUDelft

IDE Master Graduation
Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT
Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

STUDENT DATA & MASTER PROGRAMME
Save this form according the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy".
Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1 !

family name	
initials	given name
student number	
street & no.	
zipcode & city	
country	
phone	
email	

Your master programme (only select the options that apply to you):

IDE master(s): ( ) IPD   ( ) DfI   (★) SPD

2nd non-IDE master: _____

individual programme: ____ - ____ - ____ (give date of approval)

honours programme: ( ) Honours Programme Master

specialisation / annotation: (★) ~~Medisign~~

( ) Tech. in Sustainable Design

( ) Entrepeneurship

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

** chair	Dr. ir. Mooij, S. C.	dept. / section:	DOS/MCR
** mentor	Dr. Polyportis, A.	dept. / section:	DOS/MCR
2nd mentor	Thomas Spauwen		
	organisation: Crisp		
	city: Amsterdam	country:	The Netherlands

comments (optional)

Sylvia's expertise on dealing with the fuzzy front and marketing & Thanos' knowledge on consumer behaviour is what I could both really use in a scope where exploring positioning and consumer journeys play a huge part.

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v..

Second mentor only applies in case the assignment is hosted by an external organisation.

Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

Procedural Checks - IDE Master Graduation

APPROVAL PROJECT BRIEF
To be filled in by the chair of the supervisory team.

chair   Dr. ir. Mooij, S. C.   date   16 - 01 - 2023   signature

Sylvia Mooij - IO
Digitally signed by Sylvia Mooij - IO
Date: 2023.01.16 15:48:44 +01'00'

CHECK STUDY PROGRESS
To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair.
The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: 86   30   EC

Of which, taking the conditional requirements into account, can be part of the exam programme   86   30   EC

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

(YES)   all 1st year master courses passed

(★ NO)   missing 1st year master courses are:

IDE Academy ID4070
(need to complete 3 workshops)

name   C. v.d. Bunt / Monique von Morgen   date   19/1/2023 - 24/1/2023   signature   MvM

FORMAL APPROVAL GRADUATION PROJECT
To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **.
Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks ?
- Does the composition of the supervisory team comply with the regulations and fit the assignment ?

Content: (V APPROVED)   (NOT APPROVED)

Procedure: (APPROVED)   (V NOT APPROVED)

- the missing course ID 4070 should be finished before the green light meeting and included in the planning

comments

name   Monique von Morgen   date   24/1/2023   signature   MvM

Initials & Name   F. A.   Student number   4493354

Title of Project   Stimulating e-commerce grocery shopping for 'everyday' usage

Stimulating e-commerce grocery shopping for 'everyday' usage
project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date   19 - 12 - 2022   15 - 05 - 2023   end date

INTRODUCTION **

Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,...), technology, ...).

Online (grocery) shopping is taking over a large part of the commerce industry, where more companies are moving to providing customers with online purchasing portals for their daily/weekly products. In 2020 e-commerce sales have grown with 30%, mainly due to the pandemic, and in the past two years this number has only risen (Mazumder & Elliott, 2022). As a result, this sector has become a highly competitive environment, where innovation, trend analyses & consumer insights are key elements to stay on top.

Crisp is a Dutch online supermarket (application), specialized in fresh seasonal products, founded in 2018. Their mission is to make 'better food' available for more people, where 'better food' means both tastier and fresher, but also more sustainable/responsible and less processed. At Crisp, they believe a single person can make a positive impact by consuming through their service and by reaching more people this impact will only continue to grow. This is supported by their rapid growth over the past years, even expanding to Belgium, making them a large player in the food industry.

In the past year, a research team has been set up within Crisp, with their main purpose to gather consumer insights through both quantitative and qualitative research methods. This inhouse research team is responsible for gathering data to assist decision making for both existing and prospect parts of the Crisp service. Since the environment of online grocery shopping is such a competitive one, providing a good customer experience, and thus satisfaction, is extremely important. Therefore, continuously being aware of the (changing) needs of customers, is essential when providing a service which must live up to these needs.

I will be working within the research team of Crisp to firstly gather consumer insights in the scope of my chosen project and secondly, translate these insights into relevant design directions (and possible concepts). Both the management/growth team of Crisp and the consumers will be the main stakeholders, since the interests and wishes of both parties will have to be considered throughout the duration of this project.

GuideToNext. (n.d.b). Retail | Guide To Next. Retrieved December 10, 2022, from https://guidetonext.publicissapient.com/outlook-2022/retail

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Initials & Name   F. A.   Eichelsheim   Student number   4493354

Title of Project   Stimulating e-commerce grocery shopping for 'everyday' usage

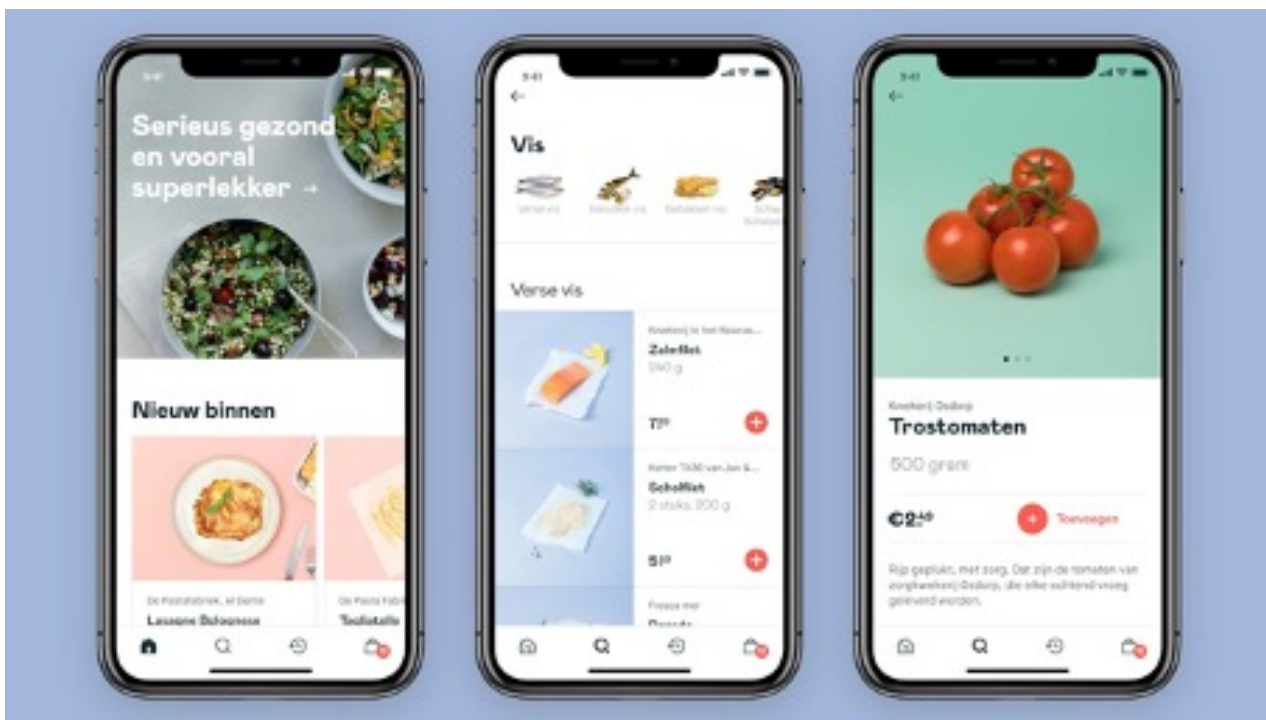introduction (continued): space for images

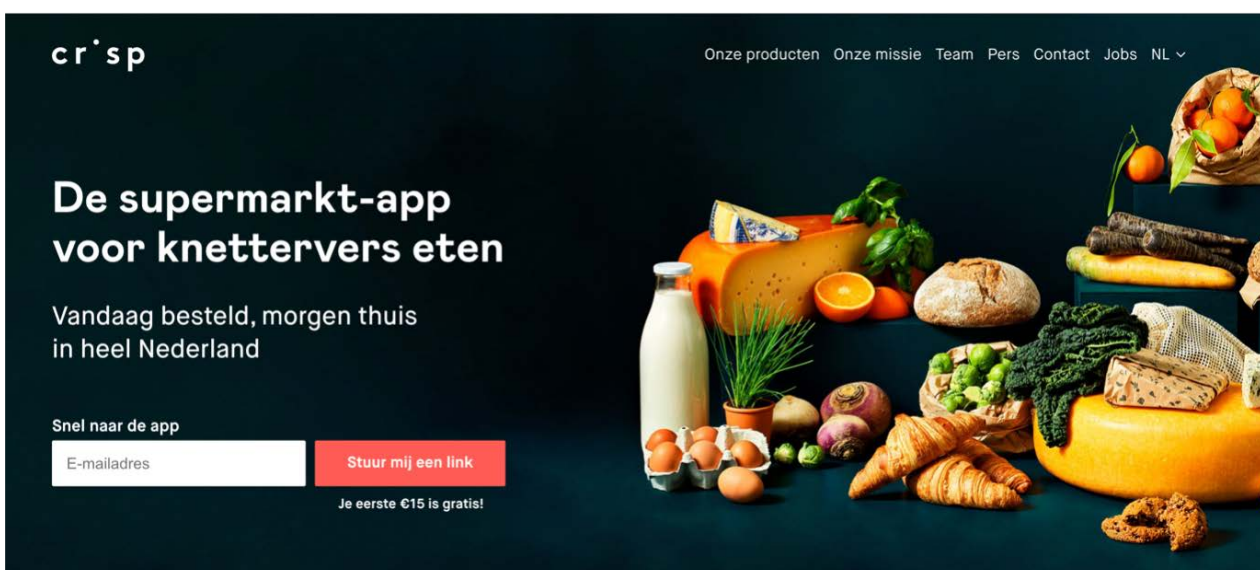image / figure 1:   Example of pages in the application of Crisp

image / figure 2:   Homepage on website of Crisp

PROBLEM DEFINITION **
Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

As mentioned before, Crisp is continuously trying to improve their service and positioning based on customer insights. A previously conducted (in-house) research has shown that a substantial group of consumers does not perceive Crisp as the primary source to do their 'everyday' shopping. These consumers are somewhat loyal to Crisp, they order approximately once a month, but they do not increase this frequency. This shows that they have other ways of getting their grocery products, which they use more often than the Crisp service.

Crisp would like to turn the semi-loyal behaviour of this group of consumers into more exclusive loyalty, where Crisp serves as the primary source of doing grocery shopping. This fits well with the mission statement of Crisp, providing better food, every day, for more people and will enable Crisp to grow more.

It will be very beneficial to get a better understanding of what consumers find both barriers & triggers when doing (online) grocery shopping in general. And even more specific, identifying what the barriers are for these consumers to use Crisp for their 'every day-shopping'.

ASSIGNMENT **
State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, ... In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

To design a fitting (desirable, viable and feasible) concept for the enhancement of the 'everyday' vision amongst existing Crisp users, based on the results of research conducted amongst this user group. This research maps out current shopping behavior of this user group and exposes possible barriers when it comes to using Crisp for an everyday purpose.

Through both market and consumer research, with users who not yet use Crisp as their primary source of grocery shopping, I will identify possible areas of opportunity for Crisp, which can accommodate towards the 'everyday' vision which Crisp has established. I will be aiming at increasing market penetration (Ansoff, 1957), by looking at the behaviour of the existing consumers and the service as Crisp is currently offering it.

This analysis (of the areas of opportunity) will serve as a sub-deliverable within my thesis, which can be used as a guideline for market penetration strategies internally. I will continue to the design phase, after selecting the most desirable, viable and feasible (in the 20 weeks that I have) opportunity, to design a concept with the purpose of increasing the loyalty of current Crisp consumers. This increase in loyalty will contributes towards Crisp being the primary option for 'everyday' groceries in the eyes of this consumer group. I expect this concept to either be an add-on to, or to be an adaptation of the existing customer journey/service which Crisp currently offers.

Ansoff, H. (1957.) 'Strategies for Diversification,' Harvard Business Review, Volume 35, Issue 5, October 1957.

Initials & Name   F. A.   Student number   4493354

Title of Project   Stimulating e-commerce grocery shopping for 'everyday' usage
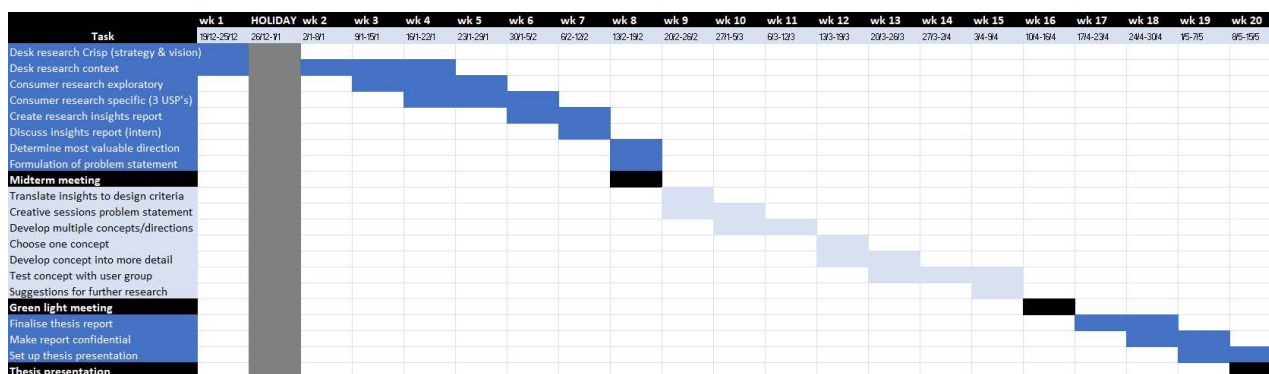
PLANNING AND APPROACH **

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.

start date 19 - 12 - 2022   15 - 5 - 2023   end date

Task	wk 1 19/12-25/12	HOLIDAY 26/12-1/1	wk 2 2/1-8/1	wk 3 9/1-15/1	wk 4 16/1-22/1	wk 5 23/1-29/1	wk 6 30/1-5/2	wk 7 6/2-12/2	wk 8 13/2-19/2	wk 9 20/2-26/2	wk 10 27/1-5/3	wk 11 6/3-12/3	wk 12 13/3-19/3	wk 13 20/3-26/3	wk 14 27/3-2/4	wk 15 3/4-9/4	wk 16 10/4-16/4	wk 17 17/4-23/4	wk 18 24/4-30/4	wk 19 1/5-7/5	wk 20 8/5-15/5
Desk research Crisp (strategy & vision)																					
Desk research context																					
Consumer research exploratory																					
Consumer research specific (3 USP's)																					
Create research insights report																					
Discuss insights report (intern)																					
Determine most valuable direction																					
Formulation of problem statement																					
Midterm meeting																					
Translate insights to design criteria																					
Creative sessions problem statement																					
Develop multiple concepts/directions																					
Choose one concept																					
Develop concept into more detail																					
Test concept with user group																					
Suggestions for further research																					
Green light meeting																					
Finalise thesis report																					
Make report confidential																					
Set up thesis presentation																					
Thesis presentation																					

Phase 1: Research + exploration (week 1-week8)
In this phase I will gain as much information on the topic as I can. Doing both desk research and field research, to gain many fruitful perspectives. I will start by doing desk research, on Crisp as a company (background + strategy + what are they doing now) and market research on the topic of online (grocery) shopping & trends. This will ensure I have a sufficient context of the current situation before I enter gathering insights from consumers. Thereafter, I will be conducting research in the field, where consumers will be the main subjects. Explorative qualitative research via (approximately 10) interviews with Crisp customers will be a great way to extract latent information and get an overview of current shopping behaviour. Finally, I will report these findings and discuss what direction to choose and what the problem statement will be.

Phase 2: Design & Conceptualization (week 9-week 15)
With the chosen direction & problem statement, I will be developing different concepts using design methods such as focus groups, brainstorms, and creative thinking workshops. These will take place with different stakeholders, both customers and Crisp employees (amongst others one of the founders). Halfway through this phase, one (most promising) concept will be chosen to develop even more to serve as the deliverable of my thesis.

Phase 3: Documentation + Presentation of thesis (week 1-week 20 + week 17-week 20)
During the whole of my project, I will be documenting/writing down results and information. In the final phase of this project, it will be my job to make this into a readable document and an enjoyable, informative presentation.

Initials & Name   F. A.   Student number   4493354

Title of Project   Stimulating e-commerce grocery shopping for 'everyday' usage

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MOTIVATION AND PERSONAL AMBITIONS

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, ... Stick to no more than five ambitions.

For me it is important to be involved in a project with an actual prospect of being implemented/used by the company. I would really like to make an impact with my graduation thesis, however big or small. That is why I went looking for a young, eager company who are very much involved with innovation and growing very fast. In addition, a large interest of mine is figuring out what makes people decide what actions to take (consumer behaviour) and how companies can use this to position themselves even better in the market.

This is when I came across Crisp, of whom I had already had a guest lecture from sometime in the past. It feels like a very good match, especially based on what my interest are (read above). The project entails both consumer behaviour and the implementation of consumer insights into a design-driven solution, which I am very happy about.

During the Design Strategy Project (my favorite course of the master) we did for Ford, I have been able to learn a lot about the translation of consumer insights + (market) trend analyses into a valuable product/service proposition. I believe that these skills will come into use during my thesis project also, and hopefully I will be able to expand my skillset even more.

What I especially hope to learn more about, is the translation of consumer research data into (strategic) insights. After collecting a lot of fruitful data, I regularly struggle to extract the "correct" insights from this to use for the concept development phase. It happens that I already have a little bit of a tunnel vision on how I believe a project should go, which makes it hard to read data objectively. However, mastering that will be a large ambition for this project.

Another learning objective for me will be to learn how to interact with different stakeholders during a project. I expect to encounter quite some moments where I will have to link my findings and decisions back to other people within the company, where I think it will be important to listen to and manage the expectations of the different parties involved, whilst also maintaining on track for my graduation project.

FINAL COMMENTS

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

Initials & Name F. A.   Student number 4493354

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