

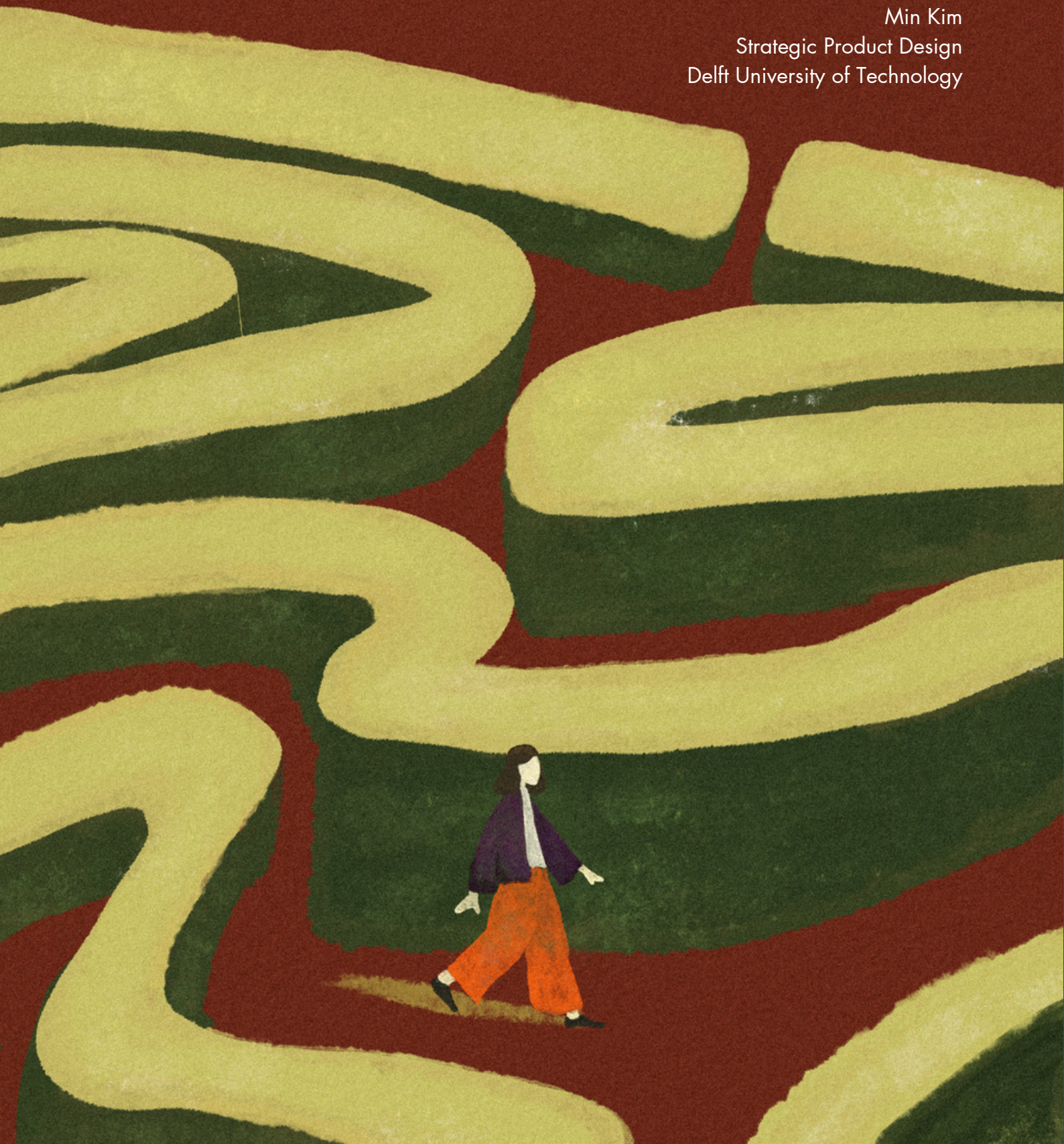
APPENDIX

Navigating the Regulatory Maze

Supporting Food Startups in Designing Compliant and
Consumer-Centered Packaging

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Appendix A

Semi-Structured Interview Guides

Legal Consultant

Can you provide a quick introduction to your company and what you do as a legal consultant?

How do you think regulations (such as the Green Claims Directive) affect how companies communicate their sustainability messaging?

Are these regulations doing what they're intended to do? What are they intended to do?

Do you see differences in how big companies navigate these regulations vs SME's?

Are smaller companies more likely to avoid presenting claims? If so, why?

How should we address "subtle greenwashing" that is not present in verbal claims such as green colors, paper packaging, imagery?

What's the way forward for clear sustainability messaging beyond regulatory means?

Food Start-Up

How did you start [brand] and what inspired you to start it?

What challenges have you faced while starting [brand]?

Were there any challenges specific to navigating regulations that you faced?

What support did you receive while starting your startup?

How has [start up program] helped as part of your journey?

Where do you think you can receive more support?

Program Manager

Can you give a brief introduction of your background and your role at [company]?

Is designing packaging and regulations a topic that comes up with the participants of [program]? If so, how do they currently deal with it?

In general, what do you think is the guidance startups need now?

Explain each opportunity space. What would work about this? What could be achieved?

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Where do you think you can receive more support?

Appendix B

Theme Clustering



Appendix C

Frame creation workshop

GETTING FAMILIAR WITH FRAME CREATION

1:05-1:15

PROBLEM WHAT SHOULD I MAKE FOR DINNER?

THEMES **DECISION FATIGUE**
Tired having to make a choice every night

TIME/ENERGY
No time or energy after a long day

VARIETY VS ROUTINE
Get the same thing you always eat or try something new?

HEALTH VS TASTE
Eat healthy or eat a comforting tasty meal

FRAME If **dinner** approached as if it's a problem of **variety vs routine**, then the situation should be approached like **putting on makeup**. **Opportunity**: Trying a new makeup look with the makeup you have. Try a new recipe with the same ingredients you have.

If **dinner** is approached as if it's a problem of **decision fatigue**, then the situation should be approached like **Netflix**. **Opportunity**: Netflix Roulette-> Dinner Roulette

1:05-1:15

VARIETY VS ROUTINE
Get the same thing you always eat or try something new?

FRAME



OPPORTUNITY



If **dinner** is approached as if it's a problem of **variety vs routine**, then the situation should be approached like **putting on makeup**. **Opportunity**: If you're tired of putting on the same make up look, trying a new makeup look with the makeup you have is change without compromising routine. Try a new recipe with the same ingredients you have.

IF HELPING STARTUPS WITH DESIGNING PACKAGING IS A PROBLEM OF....

COMPLEX REGULATIONS

Legal language is complex, information is hard to find, and startups lack clarity on what is regulated versus unregulated.

INFORMATION VS BRANDING

Brands need to balance adding information and standing out through branding.

THEN THE SITUATION SHOULD BE APPROACHED AS IF IT WERE A **[FRAME]**.

TIPS FOR CREATING FRAMES AND ANALOGIES

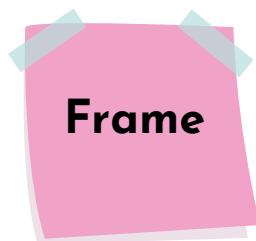
1:15-1:40

→ For FRAME, think of analogies. Compare it to your own thesis, life, hobbies, other domains like health, finance, gardening

→ You can sometimes work backwards. If you have an idea in mind, write it down!

Don't be locked in by the frame process.

→ Look at random image generator for inspiration



INFORMATION VS BRANDING

Brands need to balance adding information and standing out through branding.



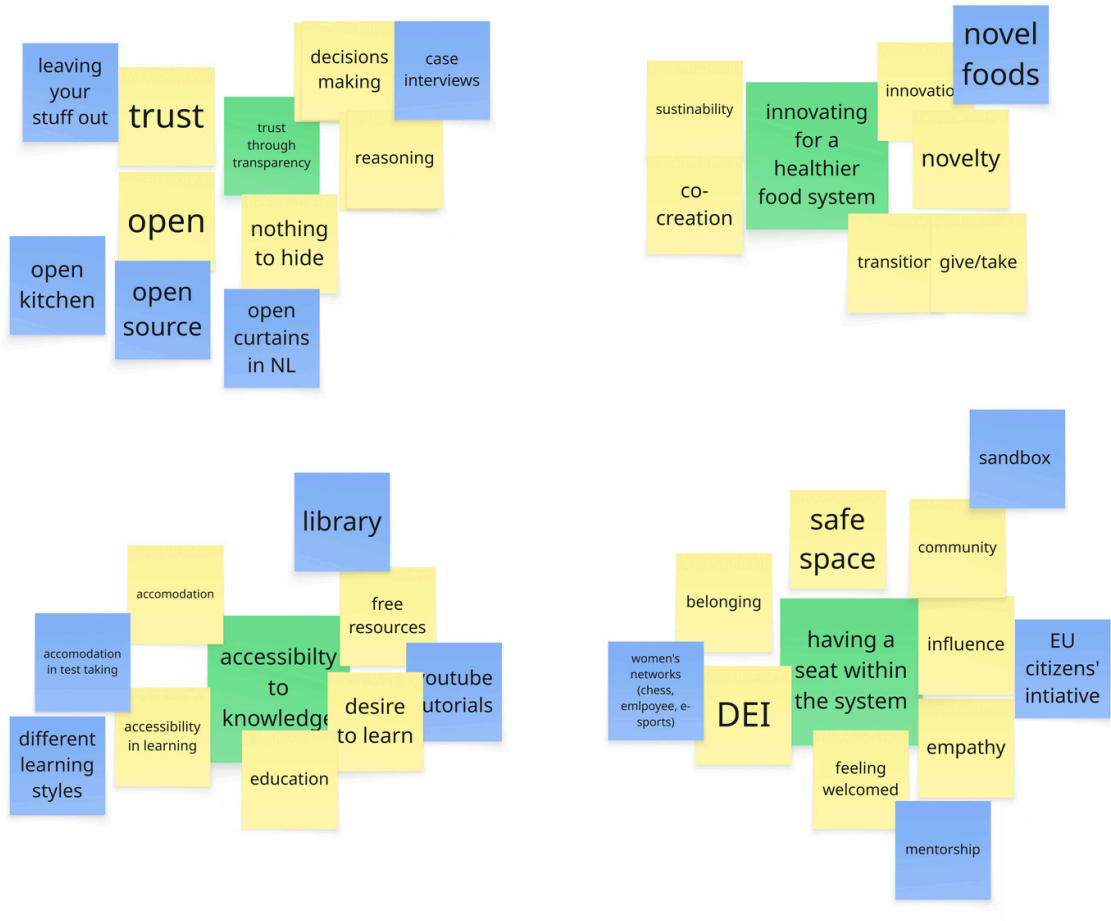
COMPLEX REGULATIONS

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regulated versus unregulated.



Appendix D

Frame creation



Appendix E

Validation with Start up

Goal of Test

Does the Food Labeling Navigator improve understanding of EU food labeling regulations?

Where and how would the Navigator fit into a startup's packaging design process?

Do the accompanying A4 infographic posters provide value as either a complementary or standalone resource?

What usability issues, missing content, or improvements should be addressed in future iterations?

Introduction

Thank you for taking the time to do this testing session with me. During this session I'll ask a bit about your general packaging design process. I'll then show a prototype and ask you to go through it and share some thoughts at the end. Feel free to share openly as you're walking through it. If something is confusing, that's useful feedback. Any questions?

Note: Ask to record conversation

Background

Can you tell me a bit about your product?

Walk me through how you've approached packaging design.

Follow up :I noticed your product had many claims on them, especially botanical and nutrition claims. How did you navigate what you could put on claim, whether you needed to certify them?

Prototype Testing

I'm going to share a prototype with you. Just as a background, this is intended to help food founder at the beginning of their journey. Also doesn't include information on supplements yet. As you go through it, think out loud, what you're looking at, what confuses you, what you like/don't like.

Navigate debrief

What's your overall thoughts to what you just went through?

Does this improve your understanding of what's required and how regulations around claims actually work?

Follow up: Is there anything that was still confusing or unclear after going through it?

Follow up: Were there any terms or sections you wished had more explanation?

Where do you see yourself using something like this in your own process? Would it compliment a legal service?

The book

I also want to show you a different format, set of A4 infographic posters, each covering a specific regulation or claim. It's more of a physical or printable reference you could pin up or keep on hand.

Does this seem like a useful resource as part of your packaging design process?

Compared to the interactive navigator, which would you prefer and why?

Wrap-up

Is there anything else you'd want to share, something you noticed, or something I didn't ask that felt relevant?

Analysis

Qualitative analysis to answer the goal questions

Pull quotes of insights

Cluster based on

- Comprehension: understand regulation, claims
- Fit: Where in the process would you use it?
- Desirability: added value? changes anything to design process

