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

Goal

This project explored the potential of design for sustainable behaviour change for the e-commerce food startup Goodcase. The goal was to empower consumers to change their diet to an eco-friendlier one with a food box. The experience of actual food should be combined with a service that that can help consumers to change their diet on the long term.

Behaviour change was investigated in three ways: A literature research was conducted with a special focus on dietary change, consumers who already eat in an eco-friendly way were interviewed about their experience of changing their diet, and other existing behaviour change programmes were studied. As a result, four potential opportunity areas were determined.

Research

Increase of self-efficacy through self-experimentation with vegetarian food

Grouping up to get motivation and support from others

Guided reduction of meat consumption instead of abstinence

Providing regular, tangible experiences through curated food offerings

Opportunity areas

Food box + digital support

What?

The visual presents the proposed design that was developed after testing a first iteration with users over one week. EcoEat provides vegetarian food, challenges people to eat less meat, and conveniently supports users with an app to enable long-term change.

For whom?

EcoEat is meant for people who are open to change their diet but are still eating in a way that could be substantially improved in terms of environmental impact.

What's next?

To test whether the combination of a physical food box with an accompanying behaviour change support service can create new eating habits, the concept should be tested over the long-term.

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26-08-2021
Strategic Product Design

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