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  
(aged three years and two months)

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 don’t 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 don’t 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.

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.

Amsterdam-West  
47 Picnic orders  
(also used Albert Heijn Online)

**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)

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 and 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.

Amsterdam-West
47 Picnic orders
(also used Albert Heijn Online)

Jord de Kat Angelino
Living in a shared home with three adults

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 bases 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.

Delft
12 Picnic orders
(also used StockOn and Crisp)

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

Lilian Eijkeloof
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 and when I think we need it. During the week I sometimes still visit the supermarket, just to buy some small stuff (kleine boodschappen). 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. This 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!

Ooh, as a child that’s a very long time ago. I remember we had a small shop in the neighbourhood (buurtwinkel) almost a sort mini-supermarket. But we also had the SRV-wagen and potatoman and milkman, I believe even a bakerman. 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, I 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.

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)

Insights
• Going to the supermarket is also a “grandparents - grandchildren activity”

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
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 doing 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 then 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. 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.

• 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**

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 Marqt 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 order 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, hal 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.

**Amsterdam-Zuid**

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

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**Literature study**


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 (Pecheux 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 another, maybe for even three or four generations within the same family (Schiffman and Kanuk, 2004).

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).
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.
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 Neumuller 2009). However, the assessment of children's role in the decision-making process has been criticized for being underestimated (Lorssen, Andersson, and Osbeck 2010) and overly simplified (Lawlor and Prothero 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 Neumuller 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 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)
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

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 iPads 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 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

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Appendices | Design for collective family experiences during online grocery shopping

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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 sometimes also used pick-up points
This can be particularly handy for people going on holiday or other special occasions

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

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But also don’t see better options themselves

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For example while dropping their kids off at school

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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.

Doing groceries is often mainly the responsibility of the mother.

39% of Picnic customers are families. Groceries are critical in organizing family life.

Families make up almost half of Picnic's deliveries. 49% to be precise.

Families have the highest delivery value. The average sales value before discount per delivery is 62 euro.

Families spent the least time in the Picnic app. High routinical behaviour.

Only 1/8 of families become an active user. Placing more than 4 orders.

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

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

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

Families use the “Last purchased” page most often. High routinical behaviour.

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

Families use the “Last purchased” page most often. High routinical behaviour.
Convenience, speed and predictability are key

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

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

Families are looking to build routines in the app

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

Families buy healthy and typical family products

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

Liquid expectations: Consumers are setting a different bar for experiences

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

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

Content is growing in relevance for experience-driven online shoppers

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

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

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

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

Families are the most efficient shoppers

Users spent the least time per added product in the app

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.
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 are collected to determine how customers experience products in other categories, the lines between e-commerce and traditional supermarkets. As customer experiences with any product category start to blur, these liquid expectations cause a shift in how customers experience products in other categories. Wheels of fortune are used to analyze the experiences of families living their unique weekly lives. Doing groceries is critical in organizing family life. It is a task that families make use of the app to do easier. Planning is still very difficult, especially for higher demands and expectations for both online commerce and traditional supermarkets. These liquid expectations cause a shift in how customers experience products in other categories.

Preparation

Families are involved in using the Picnic app. They can join and bring their own people making abuse of it, it’s so easy. Getting in touch with customer service on the phone, or products I didn’t plan on buying. Time to buy some groceries, there is a lot of normal life. Doing groceries is critical in organizing family life. It is a task that families make use of the app to do easier. Planning is still very difficult, especially for higher demands and expectations for both online commerce and traditional supermarkets. These liquid expectations cause a shift in how customers experience products in other categories.

Ordering

The friendly voice on your phone can easily be used, especially for lower demands and expectations for both online commerce and traditional supermarkets. These liquid expectations cause a shift in how customers experience products in other categories.

Appendix

Legend

Primary user
Secondary user
Younger Kids
Older Kids
Moments of celebration
Collectiveness
Medium
Experience
Moment of education
Facilitating support and assistance in supermarkets, Western adolescents decision making. In traditional during grocery shopping. Moments of education facilitating support and assistance in supermarkets, Western adolescents decision making. In traditional during grocery shopping.

User insights

Design

Kitchen

Preparing

Planning is still very difficult, especially for higher demands and expectations for both online commerce and traditional supermarkets. These liquid expectations cause a shift in how customers experience products in other categories. After care

Ordering

The friendly voice on your phone can easily be used, especially for lower demands and expectations for both online commerce and traditional supermarkets. These liquid expectations cause a shift in how customers experience products in other categories.
Families and traditional grocery shopping

Younger than 12 years old

*based on client interviews, n=36

Moments of education

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.

“Shoutout to the customer service team of Picnic! I wonder if there are people making of it. If so away...”

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 they placed. When products are integrated in the order, people don’t have to place a new order.

The friendly face at the doorstep

When something is wrong or missing I can get refunded and to receive 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 they placed. When products are integrated in the order, people don’t have to place a new order.

The friendly voice on your phone

Right now I order by myself, but I expect even shorter delivery times sooner. My parents could not even go to the supermarket a lot. To buy things I forgot in the store, I only call them to give me some money and once in a while I can drive to the store when I’m done with work, I can just directly drive home and pick up the order. I don’t get why Picnic still uses plastic bags. I love that I can pay already in the app, one hour. I don’t have to feel like waiting. I have to wait for my groceries, I would prefer a fixed time slot. Beep beep! App users get notified about their order.

The purpose of this visual is to map the current customer journey of families using Picnic. Pain points and delights ... A., Chebat, J. C., & Babin, B. J. (2010)
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
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. 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 TikTok 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.

Appendix

7. Insight map
### Use cases of digital services including delivered values

#### TooGoodToGo
**Saving the world by ordering food**

**Key takeaways:**
- **Charity:** Creating a mission-driven business to combat food waste.
- **Data-driven:** Using data to predict and reduce food waste.
- **Social impact:** Encouraging communities to reduce food waste.

#### Kitchen Stories
**Daily inspiration using storytelling**

**Key takeaways:**
- **Creative and emotional:** Using stories to inspire healthy eating habits.
- **User-friendly:** Creating a platform for sharing recipes and stories.
- **Community:** Building a community around healthy eating.

#### YouTube Kids
**Safe haven for digital natives**

**Key takeaways:**
- **Parental control:** Ensuring content is appropriate for children.
- **Safe environment:** Providing a safe space for children.
- **Engagement:** Encouraging children to engage with content.

#### AliExpress
**Unleashing true bargain hunters**

**Key takeaways:**
- **Affordable:** Offering products at low prices.
- **Choice:** Providing a wide range of products.
- **Community:** Building a community around affordable products.

#### Drive Now
**Activating by giving superpowers**

**Key takeaways:**
- **Convenience:** Providing a simple way to rent a car.
- **Technology:** Using technology to improve the rental process.
- **Community:** Building a community around car rentals.

#### Spotify
**Creating and sharing your taste**

**Key takeaways:**
- **Personalization:** Creating a personalized experience for users.
- **Social sharing:** Enabling users to share their playlists.
- **Community:** Building a community around music.

### Domains 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

---

### Appendices

<table>
<thead>
<tr>
<th>Appendix</th>
<th>Design for collective family experiences during online grocery shopping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduation Project</td>
<td>Mark Janssen, 2019</td>
</tr>
</tbody>
</table>

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Please leave your input...
Appendix

8. Results feedback loop workshop
FUTURE VISION
COVER STORY

Picnic brings sweet treats to your streets!

Tuesday
October 6th 2020

FUTURE VISION
NEWSPAPER ARTICLE

WITH OUR PICNIC, WE DON'T NEED THIS TENSELIE AH STORE ANYMORE

Quote
66 A TENSELIE SUPERMARKET?
NO WAY

Tuesday
January 7th 2020
FUTURE VISION
NEWSPAPER ARTICLE

Title

“HOW PICNIC BECAME MORE TO THE AVERAGE DUTCH FAMILY”

About this text
How do you see the future? Making a living, making a living is the key to survival of the future. This text explores a vision for what’s most by challenging you to place yourself in the future.

FUTURE VISION
NEWSPAPER ARTICLE

Title

Picnic verandert hubs in speelplaatsen voor kinder en uit de buurt

About this text
How do you see the future? Making a living, making a living is the key to survival of the future. This text explores a vision for what’s most by challenging you to place yourself in the future.
FUTURE VISION
NEwSPAPER ARTiCLE

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.

FUTURE VISION
NEwSPAPER ARTiCLE

Tuesday
October 8th 2019

Title
Picnic brings the shop to your frontdoor!
FUTURE VISION
NEWSPAPER ARTICLE

Tuesday
October 8th 2019

Title

PICNIC IS REPLACING THE SUPERMARKET

Due to... &
Growing delivery, we no longer need physical supermarkets

About this text:

How do you use the Picnic? Activity a

Happiness in the kitchen. "This was really a

vision for what’s next, challenging you to

show yourself in the future.

FUTURE VISION
NEWSPAPER ARTICLE

Tuesday
January 7th 2020

Title

PHYSICAL SUPERMARKETS ARE STRUGGLING

More and more, more supermarkets are disappearing due to competition

Quote

It’s such a lovely going there,
And I never know what to choose.

About this text:

How do you use the Picnic? Activity a

Happiness in the kitchen. "This was really a

vision for what’s next, challenging you to

show yourself in the future.

Image

Local & Fast Delivery
**FUTURE VISION**

**NEWSPAPER ARTICLE**

**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." — [Quote}

**FUTURE VISION**

**COVER STORY**

**PICNIC PEOPLE PLATFORM**

meet handig, all-in-1 shopping experience.
- Deel mandjes
- Creaër groepen
- Segments op leeftijd
- Get inspired!
- Community feeling


Tuesday
October 6th 2020
Kinderen doen de boodschappen,
ouders gaan naar school

De technische sector blijft groeien en
kinderen blijven de baas

10% van de ouders laat zich
bij scholen
FUTURE VISION
COVER STORY

Tuesday, October 6th 2020

End of an Era

About this text:
How does it fit the theme? Making a
vision for what's next by challenging you to
vision what's next for the future.

FUTURE VISION
NEWSPAPER ARTICLE

Tuesday, January 7th 2020

Title

Picnic heeft account switching & sharing
tot een nieuw niveau gebracht!

Quote

Boodschappen
doen ging nog nooit
zo snel!

About this text:
How does this text fit the theme? Making a
vision for what's next by challenging you to
vision what's next for the future.
FUTURE VISION
NEWSPAPER ARTICLE

Title

Tuesday
January 7th 2020

Title

Tuesday
October 8th 2019
Al drie "Picniz babies" geboren!

Ms. ih wel eens vergeet te bestellen dan doch fiest met uie wedd

Tuesday
January 7th 2020

Title
Quote
Image

Picnic laat kinderen mee boodschappen doen

Tuesday
October 8th 2019

Title
Quote
Image
**FUTURE VISION**

**NEWSPAPER ARTICLE**

**Titel**

10% van de kinderen heeft wel eens bij Picnic gewend.

**Quote**

Hijp kinderen helpen altijd mee met de boodschappen.

---

**FUTURE VISION**

**NEWSPAPER ARTICLE**

**Titel**

Vanaf nu winkelen de kids ss ook mee bij Picnic.
**FUTURE VISION**

**COVER STORY**

**Oudus van nu**

Picnic als hoeksteen van de familie

Van Papa mag alles "Zelfs autodrop!"

Annie: "Voor Picnic zag ik mijn kinderen bijna nooit. "Nu facetten we echter."

Yvonne: "Samen boodschappen doen bij elke andere.

**FUTURE VISION**

**NEWSPAPER ARTICLE**

**DeVolkskrant**

**Tuesday**

October 8th 2019

**Title**

Samen boodschappen doen, zonder de deur uit te gaan.
Picnic eerste supermarktwaarbij
kinderen de boodschappen echt zelf kunnen doen?
Appendix

9. Visuals generative interviews
Appendix

10. Results ideation workshop
Appendices | Design for collective family experiences during online grocery shopping

How to involve kids in the shopping process

- Ask them what they want via a message in the app.
- Let kids bring in the groceries.
- Let kids order all ingredients for a certain recipe.
- Let them do the payment.

- Let kids create their own "fake" basket.
- Create an in-app shopping game that mimics doing groceries.
- Give the kids a sense of ownership by making a version of the app that sends shopping info to the parent app.

- Storytelling in-App experience.
- Define age range?
- Solution will vary onage depending.
- Put children in parents shoes.

How to get inspired

- By your kids.
- Stories of others.
- By random combinations.
- By advertising quotes.

- Playing together and learning from each other.
- fdue to external pressures

- Try something new out of your comfort zone.
- Try something new with very low boundaries.
- How foreign products experience by having senses triggered in unusual ways.

Free products like...
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 Samen
Veel werk, maar we moeten het wel doen.
Erfaring 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.
**Appendices**

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

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**Peter van Picnic**

<table>
<thead>
<tr>
<th>Concept: Peter van Picnic</th>
<th>Mark</th>
<th>Kay</th>
<th>Wiemer</th>
<th>Jelten</th>
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<td>People; Desirability</td>
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**Picnic Menu**

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**Picnic Kids**

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Roos uit Almere


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 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 werk 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 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.


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