

NEED FINDING

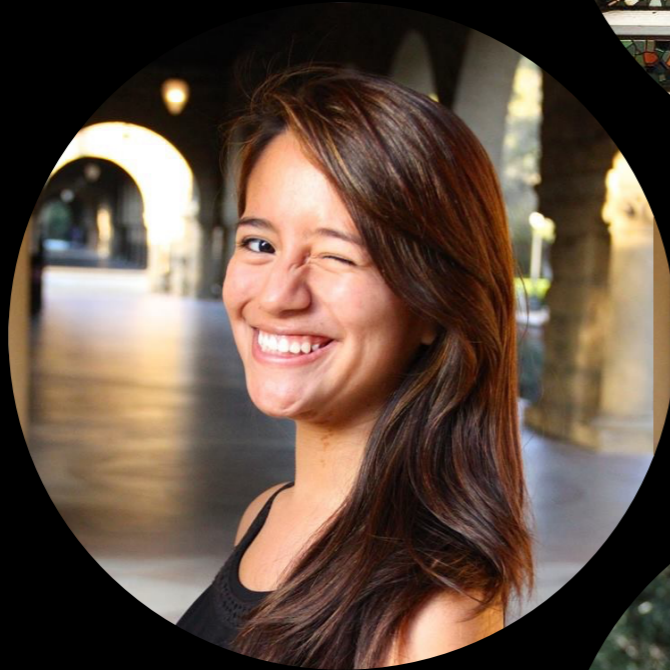
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TEAM MUNCHER



FOOD MOBILITY





QUALITY

ACCESSIBILITY

SATISFACTION

METHODOLOGY

STRATEGY & FOCUS

- Target different types of users (age and extreme users)
- Diversify location (restaurants and supermarkets)



TARGETS

RESTAURANTS



GROCERY STORES



PARTICIPANTS

JEREMY

- 21 years old
- College student
- Umami Burger



MANUEL

- 30 years old
- Employed nearby
- Jack in the Box



JUDY & TIM

- 68 years old
- Wife & Husband
- Whole Foods Palo Alto



SAM

- 32 years old
- Menlo Park resident
- Safeway



FINDINGS & ANALYSIS

RESTAURANTS



The image shows the interior of a restaurant. There are several tables and chairs arranged in a dining area. A single pendant light hangs from the ceiling, casting a warm glow. Large windows in the background offer a view of the outside. The overall atmosphere is clean and modern.

THE
EXCELLENT
FOOD AND
PRICES MADE ME
COME BACK

THIS PLACE
MAKES ME
HAPPY SO I
FORGET ABOUT
OTHER FOOD
PLACES

The image shows the exterior of a restaurant building at dusk. The building has a dark roof and a large illuminated sign on the side. The sign features a stylized logo and the text 'in the box'. The sky is a deep blue, and the interior lights of the restaurant are visible through the windows.

THIS
PLACE IS
ENJOYABLE EVEN IF
I AM EATING
ALONE

I WOULD
COME HERE MORE
OFTEN IF I HAD
THE TIME



I HAVE A FAIRLY REFINED PALATE

I GREW UP WITH A LOT OF PRIVILEGE AND OPPORTUNITIES TO TRAVEL AND EAT GOOD FOOD

GOING OFF CAMPUS CREATES AN INTERNATIONAL SPACE FOR CONVERSATION

EVERYONE HAS SO LITTLE TIME

I ACTUALLY LIKE IT WHEN SOMEONE ELSE CHOOSES THE PLACE

IT SHOWS WHAT THEY LIKE, WHAT INTRIGUES THEM

- EMPATHY MAP -

Say?



Think?



Do?



Feel?



Say?

Intentionality in social experience

Prefers going off campus for meals with friends

Because of the **intentionality** of the action

Because it shows that one is willing to put in the effort for the friendship

Adventurous person

My litmus test for a first date: If there are insects on the menu, the person must be willing to try

I like to experiment with my food

On choosing where to eat

I actually like it when someone else chooses the place to it

Shows what they like, what intrigues them

I go to places recommended by friends and individuals I trust

Familiarity - "I would come here more often if I had the time"

On reviews

"Never trust the numbers by itself", on the topic of reviews

I'll pay more attention to the bad reviews than the good ones

Interesting point about beliefs in aggregate reviews! Do most people feel the same way?

Do?

Context

Ate at Umami Burger with a friend before heading off to class in downtown Palo Alto

Scheduled the dinner 2 days ahead of time

Worked opposite J-bo, and came nearly every day

Sharing adventures

Over the summer, had Doordashed his way throughout, although the social experience of that is diminished

Experimenting with food

Ordered different food for co-workers, to expose them to different foods

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Workplace food adventures:
There was a cycle to who ordered food, but people always chose the same food places
He decided to spice things up a little, and met with initial resistance from his co-workers ("Oh the boss may not like it..." etc.)
He still went about it anyway, and it turned out that his boss liked it
Felt incredi

Smiled everytime he mentioned food on the Jack in the Box menu

Came to the same place nearly every day, whether with coworkers or alone

Making choices of where to eat

Chooses via research, convenience, and see what's there

But relies heavily on luck and what catches his eye

Is this food good and affordable?

Think?

Belief
about
what food
means

A person's choice
about their food is
a reflection of
their fundamental
aesthetics and life
philosophy

Choosing food
is another
dimension of
the social
experience
itself

Mobility

It doesn't
matter if
the place
is too far

Is the place
conveniently
located?

Feel?

Personal food experiences

Gratified when eating food that is appropriately and thoughtfully made

Reliability that there is food that he likes

Happy with his favorite food

Social food experiences

Frustrated when people are not thoughtful about their food

Proud when people like the food that he chooses

Trust on the majority regarding food quality

Frustrated when people are not thoughtful about their food

Hates choosing food places based on "an aggregate number on Yelp"

Quite infuriated by the existence of Yelp

Does not really matter to him

Comfort level

Being comfortable and familiar with the food is important

We were amazed to realized that...

choosing where to eat is a **social experience** in and of itself -- it reflects his friends' cultures, backgrounds, beliefs and aesthetics

It would be game changing to...

create an intentional moment of **deeper understanding** and **mutual appreciation** among friends when choosing a place to eat out

We were amazed to realize that...

a food place doesn't grow old for its users if if that place bring **comfort and joy** to them

It would be game changing to...

design food locations and food experiences with a **long-term relationship** between the provider and users in mind

GROCERY STORES





"GROCERY SHOPPING HERE IS ALMOST LIKE BRUSHING MY TEETH EVERY MORNING"

"IF THEY HAVE SOME SORT OF DIRECTORY THAT I CAN DIRECTLY SEARCH FOR THE THINGS I NEED, AND BRING ME TO THAT AISLE, THAT WILL BE AWESOME."



"I SPEND UNNECESSARY TIME WALKING AROUND THE AISLES FINDING THINGS."



"MOST OF THE TIME I WOULD COME WITH MY WIFE, AND WE TRY TO REMIND EACH OTHER THE THINGS WE NEED TO GET."

"THERE MUST ALSO BE A MORE EFFICIENT WAY OTHER THAN TAKING EVERYTHING OUT OF MY BASKET AND PUTTING EVERYTHING BACK IN."



"IT'S ANNOYING WHEN THEY RUN OUT OF MY FOODS"

"WHERE IS THE NEXT THING ON MY LIST"




"I ALWAYS MAKE A SHOPPING LIST BEFORE"





WALKED
THROUGH SOME
AREAS OF THE
STORE MULTIPLE
TIMES



WALKED
INTO AISLES AND
BACK OUT WHEN SHE
MADE A WRONG
TURN



REFERRED
TO HER PAPER
SHOPPING LIST
AFTER EACH ITEM

- EMPATHY MAP -

Say?

"I always make a shopping list before"

"Whenever I see a shorter line somewhere, I will rush over, hoping that it will be faster!"

"It's annoying when they run out of my foods"

"Most of the time I would come with my wife, and we try to remind each other the things we need to get."

"It is easy to get around and I can find most of the things I need."

"No, not this aisle"

"Grocery shopping here is almost like brushing my teeth every morning"

"My husband is a great shopping partner"

"There must also be a more efficient way other than taking everything out of my basket and putting everything back in."

"Is this the one we got last time?"

"Anything else we need?"

"If they have some sort of directory that I can directly search for the things I need, and bring me to that aisle, that will be awesome."

"Where did we get [x] again?"

"Things are clean, smells good, and there's plenty of space to move around."

"Whole Foods has great quality food"

"We like to eat healthy"

"Sometimes it is hard to find something new that I don't usually buy, but most of the time I come here to get the same stuff, so I know where things are."

"Difficulty comes when my memory fails me, and I spend unnecessary time walking around the aisles finding things when I am in a rush for time."

Think?

The checkout process should be a lot quicker and seamless

What item is the closest to my current location?

Will my husband be able to find the item or get lost?

Am I forgetting anything?

Where the heck do I find this?

Why have I never seen this here before?

How long have I spent here?

Would the item be in the same location as last time?

Where is the next thing on my list?

What else do I need to buy?

Do I need a shopping cart or a basket?

I wish my wife had not forgotten to buy things earlier today

Did they move the promotional items to the front?

Can someone tell me where to go next to get what I need?

If only there was an easier way to do this...

Do?

Referred to her paper shopping list after each item

Checking his mobile phone for a super long time

Shopping with a young child

Used a shopping cart to carry all items

Stood there scratching his head

Spoke to an employee to ask for directions

Walked into aisles and back out when she made a wrong turn

Kept referring back to his phone while looking at the shelves

Sent her husband off to find certain items on the list

Looked around for shorter lines

Walked back and forth the same aisles a couple times

Asked employees for help if it took too long to find

Puzzled frown

Walked through some areas of the store multiple times

Momentous smile while reading his text messages

Double checked every item off the list when placing products on checkout

Feel?

Happiness she is getting this errand done

Safety having her husband with her to help

Frustrated at inefficiency

Relief once she gets everything done

Feeling lost

Accomplished to get all the things for this week

Relaxed to be in a familiar setting

Confusion if she can't find her things

Frustration if she can't find the product

Engages his five senses to take in the surroundings

Happy with Safeway layout

Anxiety if she needs to be somewhere after

Blissful to be spending time with daughter

Anger if the item was moved

Helpless

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Helpless

We were amazed to realize that...

she spends **an hour or more** in the store per week gathering her food purchases.

We were amazed to realize that...

he depends **purely on memory** for his grocery shopping list, and for making his way around Safeway.

It would be game changing to...

give her a way to find products in the store faster so that she can be more **efficient** with her time

It would be game changing to...

give him an easy way to **collaborate** with his wife on building a shopping list, and **mark out** which sections of Safeway he could find those items.

SUMMARY

1. Surprises
2. Learning from our users
3. Moving forward

THANK YOU

