

Shop Digital

Understanding the influence of digital on shopping behaviours

shiftdesign.org
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Product design for social change

Commissioned by:



Shift

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Introductions

Nice to meet you

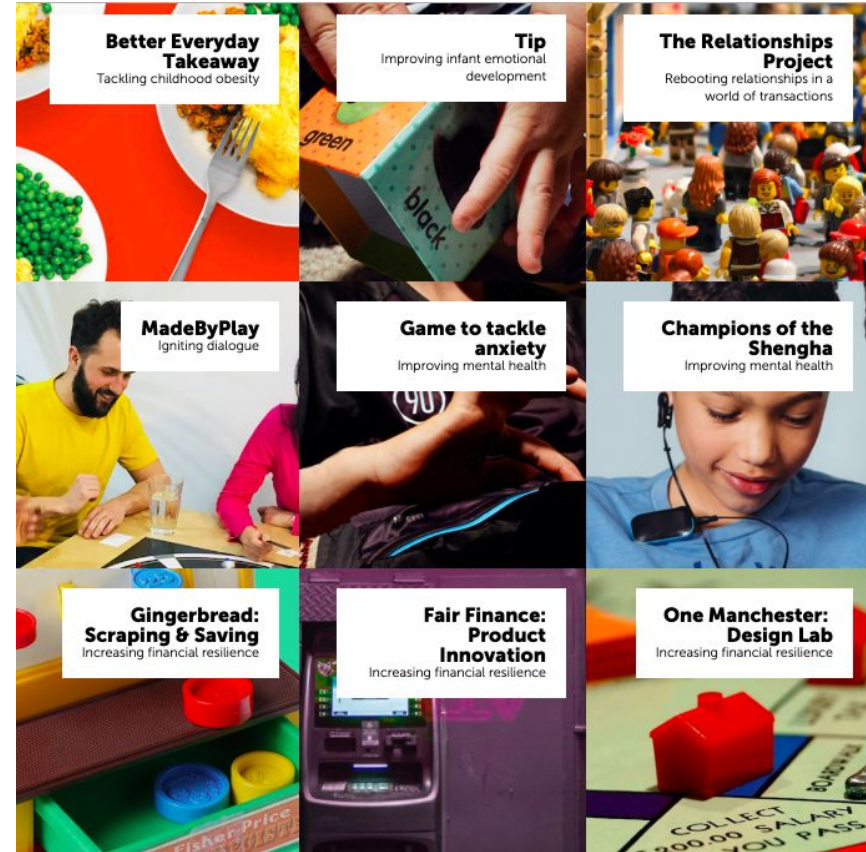
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Introducing Shift

Shift brings together rigorous research, ambitious creativity and commercial expertise to design solutions to challenging social problems, together with partners and collaborators.

We work on complex social issues including childhood obesity, mental health, infant development and financial resilience.



Introducing Guy's and St Thomas' Charity

Guy's and St Thomas' Charity is an independent urban health foundation. It works in partnership with Guy's and St Thomas' NHS Foundation Trust and others to improve health in the London boroughs of Lambeth and Southwark. Through its childhood obesity programme, the Charity aims to close the childhood obesity inequality gap by bringing the high rates of childhood obesity in neighbourhoods with the lowest incomes down to the level of the more affluent ones. The programme focuses on making sure all children have healthy food options and places to run and play by redesigning the spaces where children and families spend their time.

All children should have the opportunity to be healthy, no matter where they live. Yet children's chances of being overweight depend strongly on where they grow up. The moment families and children step outside, they are flooded by invitations and incentives that encourage unhealthy food options. This is amplified in inner-city high streets.

The Charity commissioned Shift to look at the role of digital technology in supporting families on lower incomes to navigate often confusing in-store food environments. The goal was to see where the opportunities lay and how digital can make it easier for families to find healthier options.



Introducing Shop Digital

The shopping experience and environment makes unhealthy food options easier to find, harder to ignore and more affordable, meaning the family food shop can be a real challenge for many people on a lower income.

Shop Digital is a rapid research project exploring whether digital products and services could be harnessed to help nudge healthier food choices in store.

Objectives and Methodology

What we did

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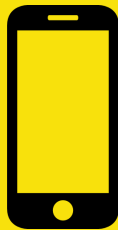
Research Aim

Shop Digital was designed to explore the extent to which personalised in-store digital technology reflects the needs of families on lower incomes in Lambeth and Southwark and how it can support them to find healthier options.

Our aim was to understand how, if at all, Guy's and St Thomas' Charity might invest in this space. We focused on the following three categories:



**Personalised
Nudges**



**Realtime
Mobile Nudges**



**Wearables &
Sensors**

Research Objectives

1. To understand local families' needs and barriers around making healthy switches
2. To understand what this type of support might mean to them (i.e. what they need help with, barriers they want to overcome, if any)
3. To understand their attitudes to using digital in store and explore how these will or won't fit in with shopping habits
4. To evaluate parent responses to six value propositions supported by example product ideas to explore what does and doesn't work

Methodology

The project had three phases, each involving different methodologies:

Phase I: Scope	Phase II: Immerse	Phase III: Develop
Kick-off Scoping Session	2 x Local Parent Focus Groups	Analysis & Synthesis
Desk Research	3 x Local Parent Shopalongs	Opportunity Space Workshops
Expert Interviews	Analysis & Synthesis	Final Debrief Workshop

Who we spoke to

Subject Matter Experts

Phase I: Scope	Phase II: Immerse	Phase III: Develop
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Who we spoke to

Subject Matter Experts



**Dr. Carmen
Piernas-Sanchez**

University of Oxford
The Oxford Martin Programme
on the Future of Food



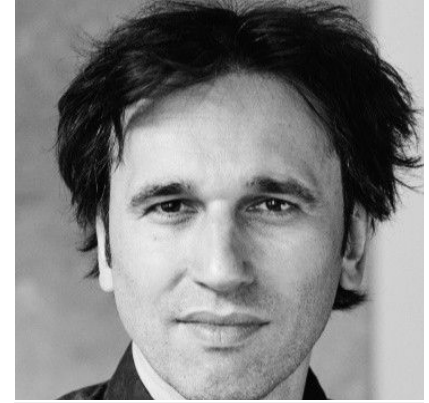
Tim Chadborn

Public Health England
Head of Behavioural Insights &
Evaluation Lead



Professor Ivo Vlaev

**Warwick Business School,
University of Warwick**
Professor of Behavioural
Science



Markus Stripf

Spoon Guru
Co-founder and Co-CEO

Who we spoke to

Focus groups with local parents

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Who we spoke to

Focus groups with local parents

8

Lambeth

8

Southwark

13

Women

3

Men

All

5 - 11 yr olds

All

C2DE (<£25k)

Mix

Ethnicities

All

Main Shopper

All

Open to Healthy

None

Tech Rejectors

Who we spoke to

Shopalongs with local parents

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Main Shopper

Range

Open to Healthy

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Tech Rejectors

The Wider Context

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Hey Lancashire,
what's in
your
family's food?



#1

Ten years of healthier eating campaigns and interventions have positively influenced awareness and attitudes amongst the parents we met.



Find out b
Be Food S
Download on the
App Store

WE
EA
CHAMP



#2

Most families we spoke with didn't struggle to understand the core principles of healthy eating and why it was important for their children.



#2

Most families we spoke with didn't struggle to understand the core principles of healthy eating and why it was important for their children.

During the focus groups we asked parents to share self-reported healthy habits in their home.

Healthy habits included:

- Cooking from scratch
- Trying not to fry
- Drinking lots of water
- Cutting down on juice
- Not having snacks in the house
- Lots of fruit for snacking
- Fewer processed food items
- Less meat/ meat alternatives
- Eating 5-a-day
- Opting for low sugar options

#3

What was clear, however, was that amongst the parents we met there was still a gap between awareness and action.



#3

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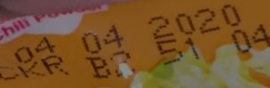
During the focus groups we also asked parents to share self-reported unhealthy habits in their home.

Unhealthy habits included:

- Eating takeaways and/or fast food (at least once a week)
- Constant snacking and grazing
- Rewarding children with snacks
- Fizzy drinks
- Processed carbs (i.e. noodles, pasta, rice etc.)
- Ready and convenience meals
- Limited fresh fruit and veg to avoid waste
- Not having consistent meal times or eating late
- Not having a table to eat at

#4

This is unsurprising, given the highly permissive local (and national) environment in which empty calories are cheaper, less-perishable, tempting and easily available.



STION /
DE PRÉSENTATION
IP

HALAL



NOODLES

4. SOEP NOEDEL

WT. / POIDS NET / NETTO GEWICHT : 75g
POIDS NOUILLÉS / NOEDLS GEWICHT: 68g
POIDS ASSAISONNEMENT / KRUIDEN GEWICHT: 70g



#4

This is unsurprising, given the highly permissive local (and national) environment in which empty calories are cheaper, less-perishable, tempting and easily available.

“Unhealthy calories are three times cheaper than healthy calories”

– The Food Foundation in April 2019

#5

The system makes it easiest not to change, so campaigns that target behaviour are asking parents to battle against the grain.



So What?

For digital interventions to be effective in changing in-store behaviours, they need to overcome the political, environmental and economic barriers that make calorific foods the easier choice.

Shopping Behaviours

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Planning

We heard and observed a range of ways in which parents planned their shopping. Some common themes included:

Making Lists

Many parents reported making lists as a way to 'stick to plans' and ensure shopping 'stayed on track'

Meal planning

Some parents described shopping 'in meals', planning meals for the week up front and buying accordingly

Flex planning

Some parents described relying on 'flexible ingredients' that enabled them to adapt plans and day-to-day decisions about what to eat

Popping in

Some shopping was more spontaneous and prone to 'treats', with top up shops tending to appear less planned amongst the parents we spoke to

Going list free

A small group of parents we spoke with did not use lists and described their approach as 'less organised' which led to shopping 'mistakes'

Shopping

We heard and observed many similarities in the ways that parents shop. Some of their common approaches included:

Deal Sensitivity	Kid-free	Same Old	Aisle Avoidance	Limited Bulk
While the parents we met did not display signs of being budget conscious (with few setting weekly budgets) they were very deal sensitive	While many spoke of the challenges of pester power, we heard or observed mostly child free shopping amongst the parents we met	Many of the parents we met described sticking with common staples, and brands that they knew their family would like and wouldn't waste	While this wasn't common some parents described avoiding certain aisles. However, for many every aisle was visited as part of their shop	We only met one parent who described shopping on bulk to stock up on everyday staples. It was unclear how common this was amongst the others

“There are Snack A Jacks on one aisle and Walkers and Fatty Food on another. They differentiate, so it's up to you to go to that aisle”

– Parent, Focus Group Peckham

At Home

The eating habits of families we spoke with felt similar, with many of their common experiences appearing to drive their behaviour in store:

Need for Speed

Most parents we spoke with had jobs so they relied on their ability to throw together quick tasty meals that everyone would eat

Juggling Likes

Even in smaller families, competing tastes and preferences made meal time complex and meal planning a constant headache

Snack Drawer

Many parents used snacks liberally as a way to tide kids over between meal times, reward behaviour or as part of ritualistic family time

Added Extras

Parents we spoke with regularly added their own touch to products including jars, tins and ready meals, using seasoning that was often high in salt

Family Faves

While parents we spoke with didn't tend to cook from scratch day-to-day, when they did it was often food from their background or heritage

Meet the Shoppers

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Meet the Shoppers

In order to understand the interplay between the in-store environment and personal attitudes and behaviours, we accompanied three parents on their weekly shop. They represented one self-reported healthy shopper, one self-reported unhealthy shopper and one who reported more neutral attitudes and behaviours. We've categorised them as:

DENYING

"I would describe this trolley as the 'I want to give you diabetes' trolley" (Parent, Shopalong)

TRYING

"This trifle is half price and just too good to resist" (Parent, Shopalong)

DEFYING

"After a visit to the dentist, we cut out all snacks overnight" (Parent, Shopalong)



Attitudes and Behaviours

DAMI



31 years old, Married



5 year old twin girls, PCG



Black British



Under £20k Household Income



Tesco, Asda and Iceland

- Cooks most main meals from scratch and associates this with health
- Typically prepares West Indian and Caribbean dishes
- Believes 'home cooked' equals healthy
- Spends £50 every 2 weeks on snacks
- Will stock up on snacks if there is a promotion and loves 'a good deal'
- Believes cooking from scratch balances out snacks
- Awareness of general nutrition related health risks (esp. diabetes)
- Perceives no personal nutrition related health risks for family
- Actively avoids healthy eating initiatives and often finds them irrelevant

“My family is quite slim so I’m not really worried, I don’t think I really need to change our diet or watch our calories and weight”
(Parent, Shopalong)

This is a composite quote



DAMI

Shift's Observations

Dami filled her basket with highly calorific treats and snacks for her twins. She seemed throughout to chase the yellow 'save' stickers around the store.

These, plus her perceived family health, allowed her to fill her basket defiantly and *almost* guilt free





Attitudes and Behaviours

TINA



42 years old, Single



7 year old boy, PCG



Afro Caribbean



Under £25k Household Income



Morrisons, Tesco, Sainsbury's, Aldi

- Cooks most main meals from scratch
- Health aware and (slightly insecure) but not preoccupied by it
- Focus on health comes in waves. Diets about twice per year
- Sees a balanced diet as a more equal weighting of healthy vs. unhealthy foods
- Has a limited budget so shopping is dictated by cost and limiting waste
- Buys frozen vegetables and always checks discount aisle
- Continually tempted by price promotions
- Recommendation / easy introduction to try new things

“As a parent I am always looking for snacks and food he can eat but in the back of my mind, I want them to be healthy”
(Parent, Shopalong)

This is a composite quote



Shift's Observations

TINA

Throughout the shop, budget and waste were on Tina's mind; balancing what was 'good' for her son with what he'd actually eat. She wasn't sure she was doing a good job. At the end of the interview she said "it would be interesting to know how you think I shop. If I'm as healthy as I think I am".





Attitudes and Behaviours

DEREK



46 years old, Married



6 year old boy, PCG



Afro Caribbean



Under £20k Household Income



Sainsbury's, Asda

- Wife is in charge of the cooking, dictates what the family buys and eats
- Has a largely 'British' menu at home
- Diet includes salad, lean meat, no ready meals, very little processed foods
- Overhauled diet 18 months ago after dentist discovered hole in son's tooth
- Restricts the amount of snacks they have at the house
- A few treats or convenience based purchases (e.g. Aero Yogurt and Indomie)
- Uses on-pack messaging (i.e. low sugar, low calories) to navigate food choices
- Shopping aim is 'to get the best quality product for the cheapest price'
- Open to further support to make healthier changes to his family's diet

“We previously had lots of snacks in the house. We used Haribo's to reward good behaviour”
(Parent, Shopalong)

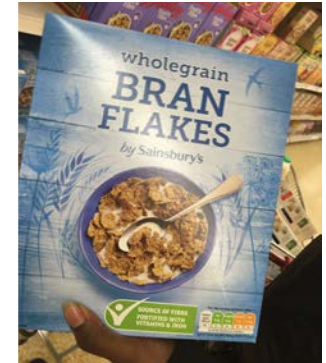
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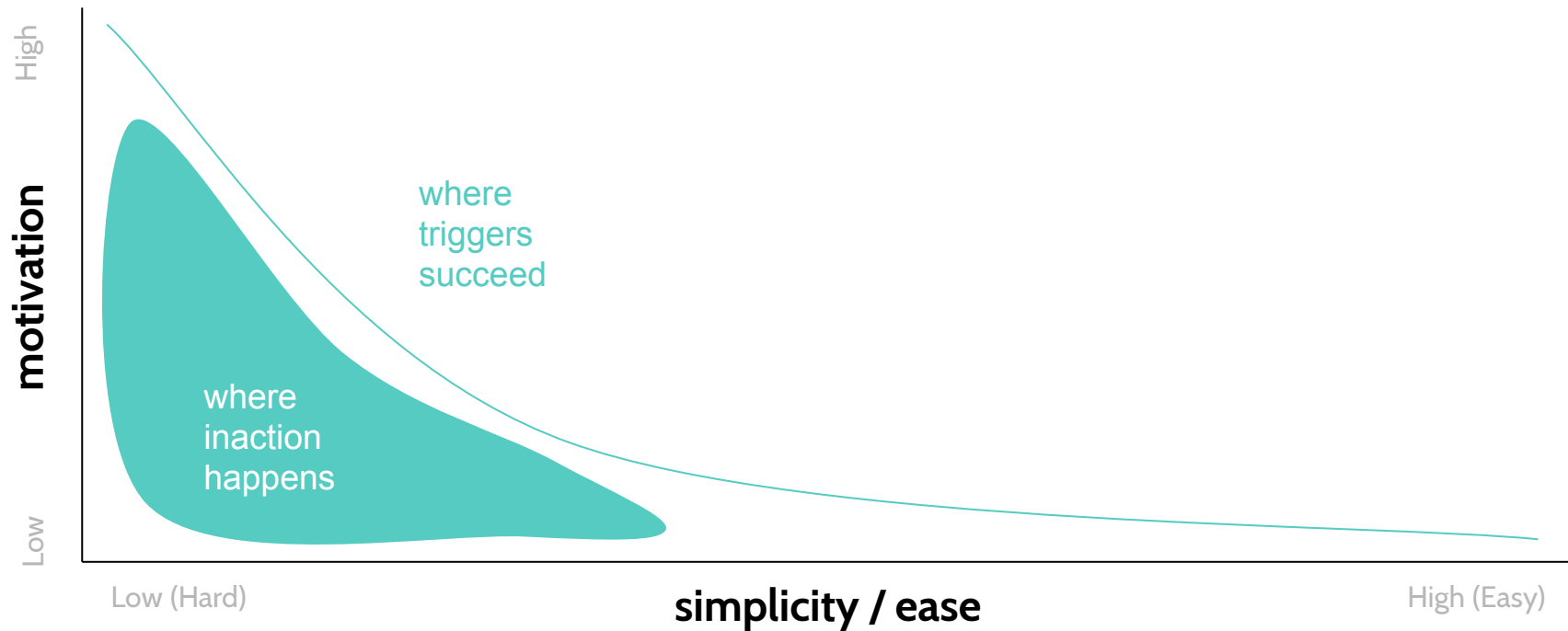
DEREK

Shift's Observations

Walking up every aisle Derek selected products based on perceived quality or instruction from his wife. His shop included organic or fair trade products and while he didn't pay attention to labels he used signals like 'Taste the Difference' as a marker of quality.



A model of behaviour change



B J Fogg Behaviour Model

Breaking down the model

BJ Fogg, describes the following model of behaviour change that highlights that when things are incredibly hard (or there are many natural barriers in our way), attempts to trigger behaviour change are futile. We should instead look at how we can create environments which make change possible for everyone - not just those who have the extremely high levels of motivations needed to jump through social, economic, cultural and structural hoops.

Motivation:

Our intrinsic and extrinsic drive to do something typically triggered by pleasure, pain, hope, fear or social cohesion / rejection. When we have extremely high motivation we can do very difficult things.

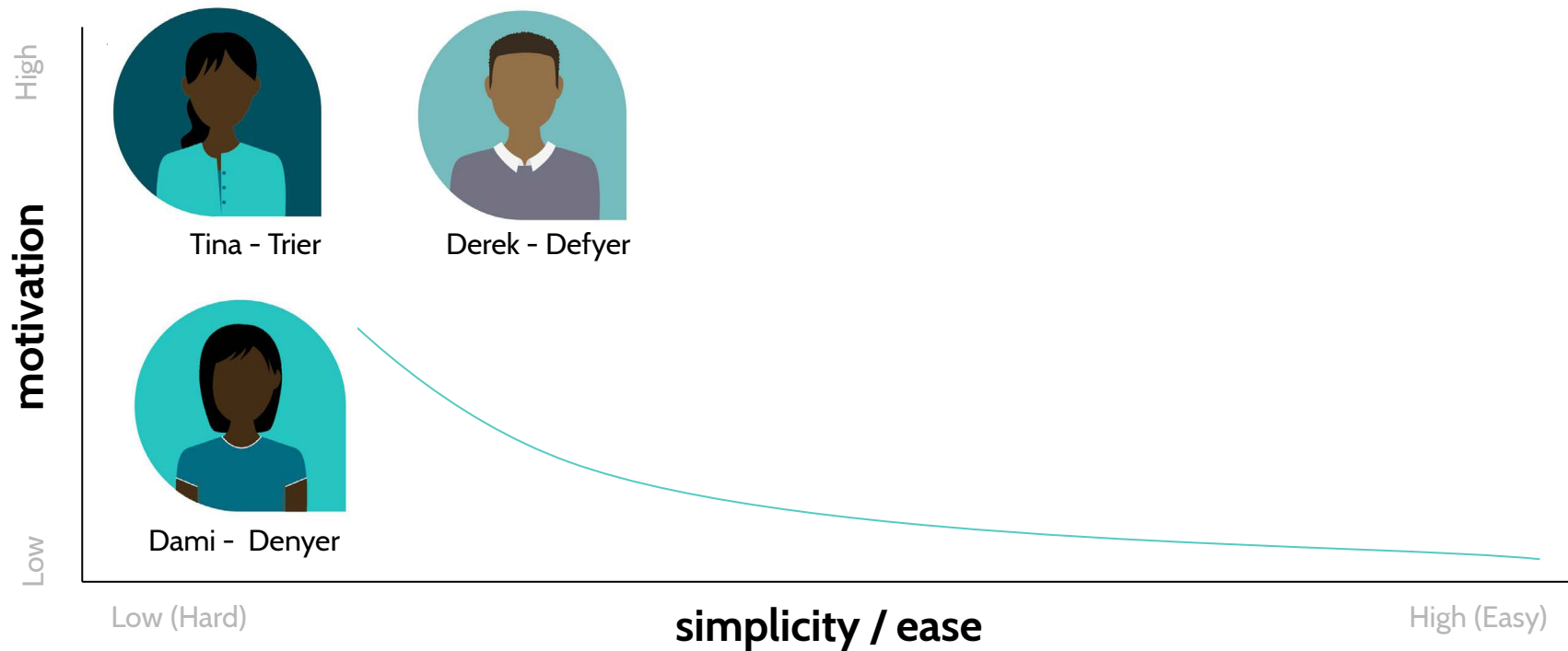
Simplicity / Ease:

How difficult a thing is to do. This is determined by actors like time, money, mental effort, physical effort, social deviance and non-routine. The more hoops I have to jump through the less likely I'll take this harder path.

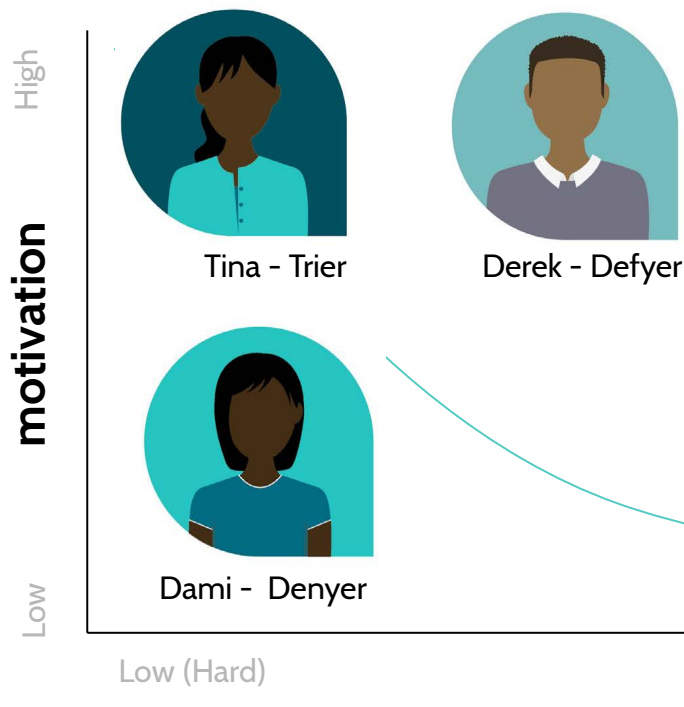
Triggers

the things that prompt action in the moment. These work best when both motivation and ease are high. If they aren't high it's best to work on increasing ease/simplicity and motivation first.

Plotting Our Personas



Plotting Our Personas



The reality is that it **isn't "easy"** for any parents from a low income household in Lambeth or Southwark to adopt and sustain healthier shopping behaviours. The social, political, economic and physical environment makes healthier eating the harder, more demanding choice. However, only a few parents we met had experienced a trigger big enough to have and sustain the motivation to battle against the grain. Our job then should not only be to help build and sustain motivation, and create timely triggers but also to **create an environment in which healthier eating is an easier decision to make.**

A Role for Digital?

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The brief for Dami

Barriers to Motivation and Ease

- Is heavily motivated and enabled by price promotions (esp. on calorific treats)
- 'British' foods signalled in most health messaging not relevant to her
- Believes slim means healthy
- Believes cooking from scratch means healthy
- Perceives only significant health events as a reason for behaviour change

To be adopted and to have an impact on in-store behaviour, a digital intervention would need to overcome or address the following barriers or leverage the following opportunities:

Health Disengagement

Dami cooks from scratch and her family isn't obese. In her eyes there is no need or motivation to change.

Cultural Relevance

Dami does not cook traditionally 'British' meals so health messaging often feels irrelevant to her.

Promotion Power

Good deals shows Dami she's a 'good shopper' and make it attractive, easy and permissible to stock up on snacks.



The brief for Tina

Barriers to Motivation and Ease

- Is heavily influenced and tempted by price promotions (esp. on calorific treats)
- Fears waste through perishable items and things her son won't eat
- Isn't sure where she is currently in terms of 'healthiness'
- Feels moderation (esp. moderating snacks) means her family's diet is balanced
- Weight gain is the only evidence of an event that has triggered behaviour change

To be adopted and to have an impact on in-store behaviour, a digital intervention would need to overcome or address the following barriers or leverage the following opportunities:

Unclear on Balance

Tina believes balance is all about moderation and so she's 75% sure she's doing a good job.

Waste Avoidance

Tina's limited budget means she fears food going to waste. Trying new things feels like a risk.

Cheap Treat Temptation

Special offers and money off are enough to erode all of Tina's ability to fight off the temptation to treat.



The brief for Derek

Barriers to Motivation and Ease

- Front of pack labelling is more influential than detailed nutritional info on the back
- The need for quick son-friendly favourites mean *some* high sugar or sodium treats
- A dental health scare has given motivation for healthier shopping for 18 months but it's unclear how long this motivation will sustain
- Sons 'sweet tooth' means sugary treats won't be cut out for good

To be adopted and to have an impact on in-store behaviour, a digital intervention would need to overcome or address the following barriers or leverage the following opportunities:

Being a Good Dad

The 'shame' of his sons dental scare was enough to transform the way Derek and his family shop and eat.

Front of Pack

Derek is influenced by the shortcut of front of pack labels meaning he's navigating health via 'product claims'.

Sweet Snacking

Derek's son's sweet tooth mean high sugar and sodium snacks are staples and are hard to fully cut out.

Our Recommendation

All parents from low income households in Lambeth and Southwark, including Dami, Tina and Derek are shopping in an environment where unhealthy calories are cheaper than healthy ones, price promotions on obesogenic treats are almost consistent, spotting healthier alternatives takes a lot of work, and healthier foods are perishable and easier to 'waste'. These things, and more, each make choosing healthier food in store harder. In the face of this, a parent would need near superhuman levels of motivation to make healthier food choices in store. So while digital could be used to increase motivation and act as a trigger for change, it will be more impactful if it focuses or works alongside efforts to make healthier options easier to access and find.

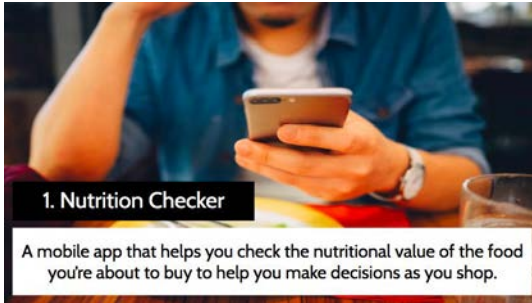
Testing Some Propositions

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What We Tested

We used a deductive research approach during this project, testing the validity, utility and landscape surrounding six specific digital propositions:




1. Nutrition Checker

A mobile app that helps you check the nutritional value of the food you're about to buy to help you make decisions as you shop.




2. Meal Planner

A mobile app that helps you to pre-plan nutritious meals and create a shopping list that helps you stick to goals / stay on track.



3. Personalised Nutrition

A mobile app that makes it easier to know which food is best matched to the specific dietary needs of you and your family.



4. Shopping Coach

A mobile app that acts as a nutritional advisor, so you can ask questions and stay motivated to stick to goals as you shop.



5. Little Swaps

A mobile app that helps you make tiny (healthier) swaps, as you shop, to improve your family's nutrition week by week.

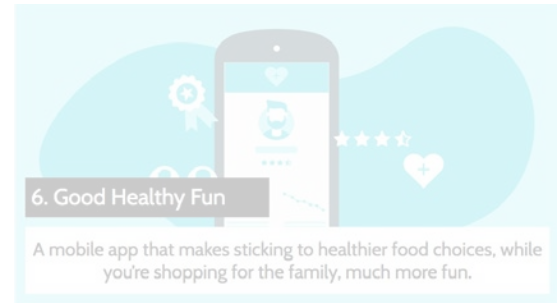
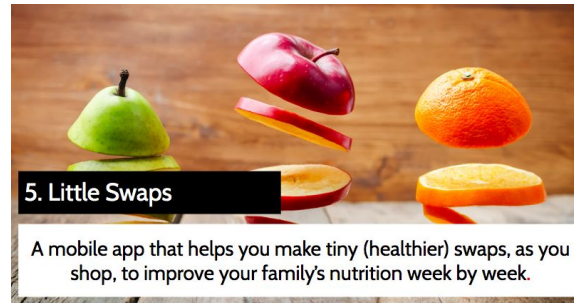
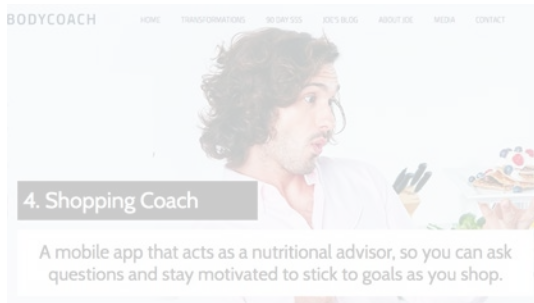
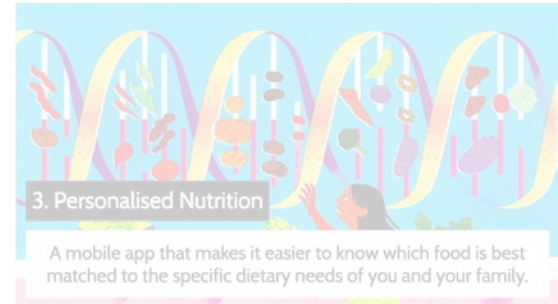
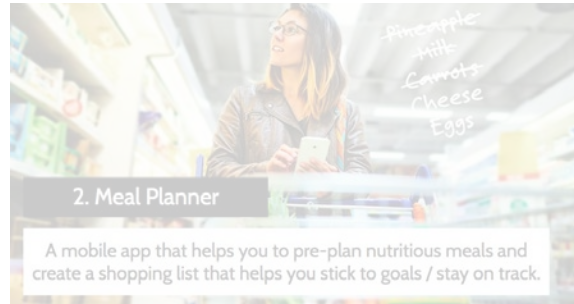
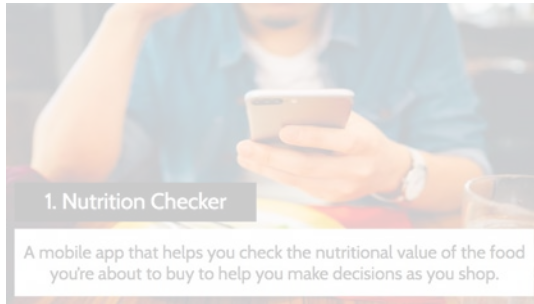


6. Good Healthy Fun

A mobile app that makes sticking to healthier food choices, while you're shopping for the family, much more fun.

The Winner

We used a deductive research approach during this project, testing the validity, utility and landscape surrounding six specific digital propositions:



A photograph of various fruits and their slices floating in the air against a wooden background. On the left, a green pear is whole, with another pear slice floating below it. In the center, a red apple is whole, with several apple slices floating around it. On the right, an orange is whole, with an orange slice floating below it. The background is a warm, textured wooden surface.

5. Little Swaps

A mobile app that helps you make tiny (healthier) swaps, as you shop, to improve your family's nutrition week by week

Support for Little Swaps

Parent Feedback

Clear winner for most parents

- Simple and easy to use
- Provides a clear, straightforward understanding of what action needs to be taken
- Would want suggested swaps to be for a comparative product at a comparative cost
- Some concern that it might be too time-consuming for bigger shops

Expert Insights

“What’s good about ‘Healthy Swaps’ is that it changes the paradigm from search to discovery... We think ‘Healthy Swaps’ will be key in changing behaviour because it takes the hassle out of reading labels and tells you how and why it’s healthier” **(Markus Stripf, Spoon Guru)**

“We did a comprehensive systematic review last year... economic interventions worked, and swaps were promising but there are very few studies on those” **(Dr. Carmen Piernas-Sanchez, Oxford University)**

“There is a big opportunity around swaps “ **(Tim Chadborn, Public Health England)**

Why Little Swaps Work

Digital interventions that share realistic and affordable ‘little swaps’ have the potential to make change easier by helping parents spot accessible products, ideas and options in their shopping environments that are otherwise hard to see.

Winning With Local Families

We believe there is a limited role that digital can play in driving long-term and sustainable change to in-store shopping habits amongst families living on a low incomes.

Pricing, taxation, regulation and bold moves are needed to change the environment that surrounds us, which makes unhealthy food cheap, attractive and easily accessible. We do however believe that while the environment remains obesogenic, digital's core role is to make healthier shopping choices the easier ones to make.

In order for such digital interventions to have the chance of achieving appeal, penetration and sustained use amongst parents, we advise that they must do the following...

- Provide **realistic** and comparatively prices alternatives
- Use price **promotions** and deals
- Refer to, include and address **culturally relevant** foods
- Address condiments, seasoning, sugar and sodium
- Be quick and **intuitive** to use
- Focus on child **physical and oral health** (not *just* obesity)
- Emphasise **flexible** ingredients not fixed plans and meals
- Help to review, clarify or **validate** good and bad habits
- Help to protect against **waste**
- Be **free** to use and require low or no internet connection

Appendices

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The Current Landscape

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Food Diaries and Trackers

An established and cluttered category of digital tools and apps, mainly targeted at weight loss:

- ✓ Offer food tracking
- ✓ Provide calories and nutritional information
- ✓ Often include barcode scanner to use in-store
- ✗ Effort intensive, requires an initial effort to set up goals
- ✗ Requires daily commitment with high risk of drop off
- ✗ Reliance on self report risks inaccuracy and partial report
- ✗ Often have an associated cost

Awareness and Relevance

High awareness and moderate usage amongst the parents we spoke with. The most frequently mentioned products were MyFitnessPal and Weight Watchers.

“I use MyFitnessPal whenever I’m going on a diet” (Parent, Shopalong)



Meal Planners

A few different apps aimed at supporting people to create meals around personal needs & requirements:

- ✓ Often consider diet, budget, food intolerances, nutrition targets, taste preferences, time constraints
- ✓ Some link recipe ingredients to online grocery lists
- ✓ Some offer instructional videos and in-app timers
- ✗ Often cater for typical 'British' diet and dishes
- ✗ Often focus on meal planning rather than flex planning
- ✗ Often struggle to take on each family members needs & tastes

Awareness and Relevance

Some awareness and low usage amongst the parents we met. Many didn't diligently plan meals and preferred instead to shop for flexibility. Many didn't shop for or cook a 'British' cuisine.

“Food is how you feel - it's instinctive. This kind of thing feels regimented”
(Parent, Group)



Information and Education

A few 'healthy eating' apps aimed at educating people about the nutritional content of foods

- ✓ Provide and / or translate information on nutritional guidelines
- ✓ Often help to make nutritional guidelines more accessible
- ✓ Often include a barcode scanner to use in-store
- ✓ Some include weekly coaching sessions
- ✗ Not a habitual behaviour to interrogate nutritional content
- ✗ Can add time, effort and complexity when used in store
- ✗ Often provide obvious or no new news (esp over time)

Awareness and Relevance

Broad awareness but low reported sustained usage amongst the parents we spoke with. Some parents reported a poor user experience, rapid drop-off and limited help with making choices.

“You might as well
just read the
information on the
back of the pack”
(Parent, Group)



Personalised Nutrition

A few different apps that use personal information and profiles to help find foods to match individual needs

- ✓ Aim at making suggestions / recommendations relevant
- ✓ Often provide food ratings from other users
- ✓ Often support dietary needs, health needs, food intolerances or allergies
- ✓ Some offer preset profiles, including 'healthy eating'
- ✗ Can require motivation and effort to set up initial profile
- ✗ Some (e.g. DNA) raise privacy concerns or feel too intimate

Awareness and Relevance

Relatively low awareness and no usage reported amongst the parents we spoke with. Some felt the concept of personalisation and relevance was interesting but the intimacy of sharing information (e.g. DNA) outweighed the potential benefits.

“Who holds the data? Who is paying for this?” (Parent, Group)

This is a composite quote



ShopWell



DNA DIET



Wearables and Sensors

Current technology is medical (e.g. glucose monitoring) but there is some emerging health technology, and early prototypes being developed to help with allergies, nutrition and health these included:

- Oral sensors monitoring things like metabolism and glucose, salt and alcohol consumption
- Tech to monitor a wider range of nutrients and build a database that can act as a digital substitute for a food diary and management system

Awareness and Relevance

None of the parents we met were aware of or using any non-medical wearable technology related to diet, food or nutrition.



Responses to the Proposition

1. Nutrition Checker

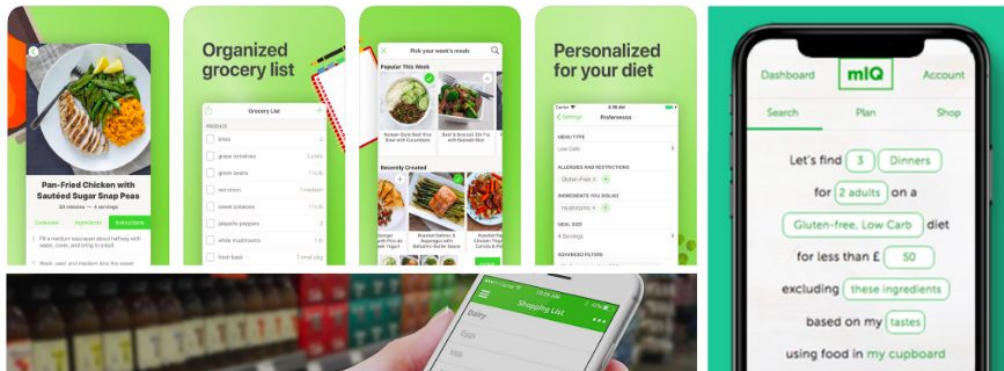
A mobile app that helps you check the nutritional value of the food you're about to buy to help you make decisions as you shop.

Create a profile for your family (e.g. ages, any nutritional goals)

Scan your food items before you put them in your basket

Look at an easy summary of the nutritional information

See a nutritional summary of your shop to help you make decisions before you get to the till



Parent Feedback

Not particularly excited by this idea:

- Felt it wasn't 'new' especially by those who had used MyFitnessPal and Change4Life scanner
- Effort intensive, both in the initial set up and then need to scanning every product while shopping
- Feel this nutritional information is readily available on pack
- Nutritional information didn't feel enough to motivate or trigger behaviour change

2. Meal Planner

A mobile app that helps you to pre-plan nutritious meals and create a shopping list that helps you stick to goals / stay on track.

Create a profile that is unique to you and your family's taste and preferences

Set your weekly shopping budget to make sure you always stay within budget

Choose nutritious meals for the week that your family will love

Automatically generate a shopping list for your weekly shop



Parent Feedback

A mixed response to this idea:

- Liked by some for its inspiration
- Budgeting felt useful (esp if linked with special offers and deals)
- Some felt it would take the fun and spontaneity out of cooking
- Some needed a more flexible approach to deal with unexpected events during the day or week
- Felt it was important to take on cultural relevance and context

3. Personalised Nutrition

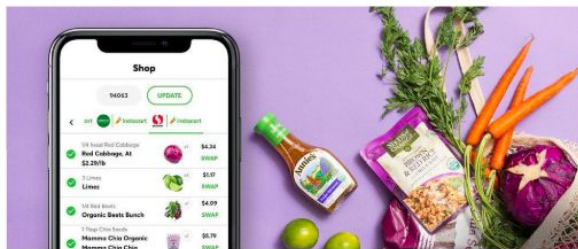
A mobile app that makes it easier to know which food is best matched to the specific dietary needs of you and your family.

Share some info about you and your family (e.g. age, gender, height, weight, allergies, etc).

Include any relevant medical conditions or genetic predispositions (e.g. are you pre-diabetic)

Scan or enter food items as you shop to see if they're a good fit for you and your family

Use the information to make decisions before you get to the till



THIS PERSONAL



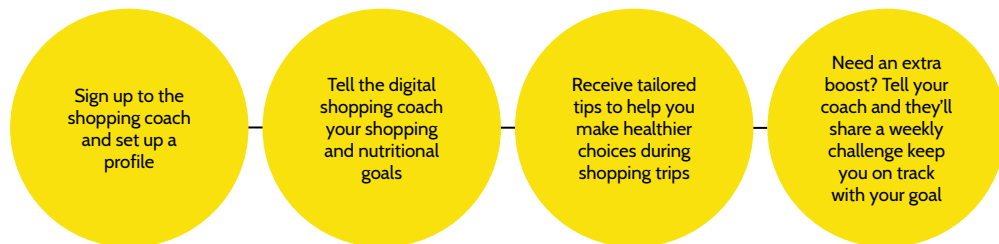
Parent Feedback

Positive with some essential barriers:

- Liked the idea of tailoring food choices to the nutritional needs of individual family members
- Concerns emerged around the effort to set up and the ease and simplicity of the information provided
- There were barriers to providing their DNA unless it was linked to understanding food intolerances - felt intrusive

4. Shopping Coach

A mobile app that acts as a nutritional advisor, so you can ask questions and stay motivated to stick to goals as you shop.



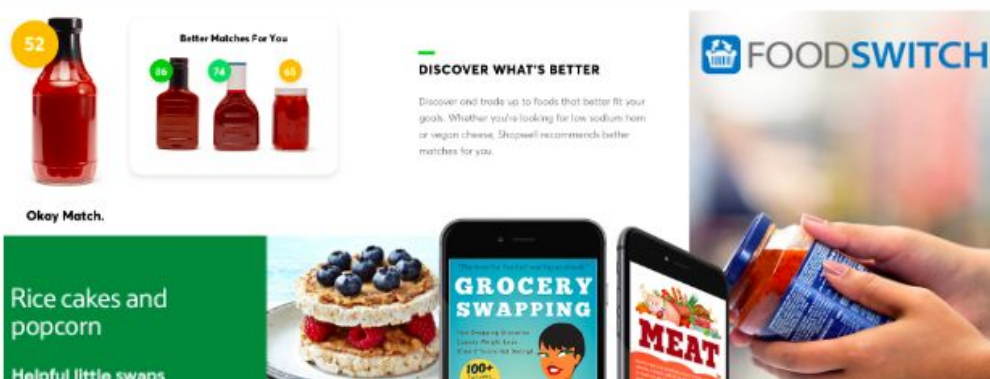
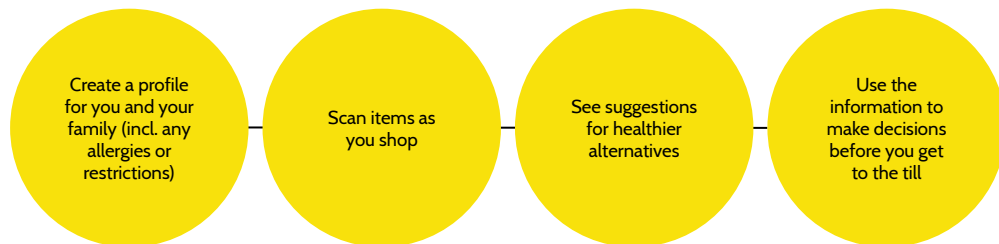
Parent Feedback

This idea as a digital product lacked appeal:

- Felt too 'hands on' and didn't feel easy or intuitive
- Unclear about what information it would offer that couldn't be searched for quickly online
- Many cited bad phone reception in store as a barrier and a reluctance to use their phone while shopping
- Raises concerns around how much the service would cost
- Open to an in-store nutrition advisor

5. Little Swaps

A mobile app that helps you make tiny (healthier) swaps, as you shop, to improve your family's nutrition week by week.



Parent Feedback

Clear winner for the majority

- Simple and easy to use
- Provides a clear, straightforward understanding of what action needs to be taken
- Would want suggested swaps to be for a comparative product at a comparative cost
- Some concern that it might be too time-consuming for bigger shops

6. Good Healthy Fun

A mobile app that makes sticking to healthier food choices, while you're shopping for the family, much more fun.

Set up a profile
for you and your
family

Pick a challenge
or goal for that
days' shop (e.g.
less sugar, less
salt)

Play the game as
you shop to see
if you can
complete the
challenge or
meet your goal

Try again next
week to see if
you can beat
your previous
score or
maintain a
winning streak



Parent Feedback

This idea lacked appeal for the majority:

- The gamification of shopping was felt to be unnecessary, with potential to increase the stress of shopping
- People are not looking for 'fun', they're looking for quick, easy and efficient
- Some potential benefit to use as an educational tool with kids... but it could also be an annoying distraction
- Gamification felt neither appropriate nor motivating in this context

Get in touch

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Product design for social change

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