

User-Centered Innovation

ETM 556/656

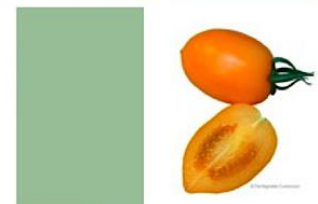
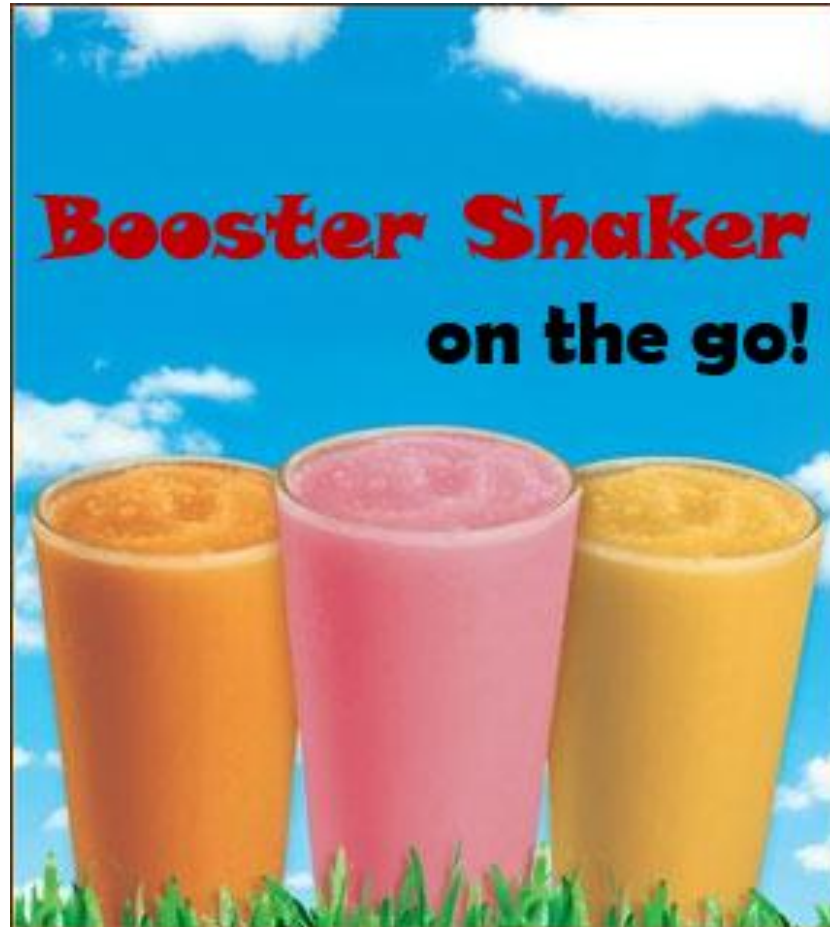
Spring 2010

Richard Mosier

Ibrahim Iskin

Nuancharas Phopoonsak

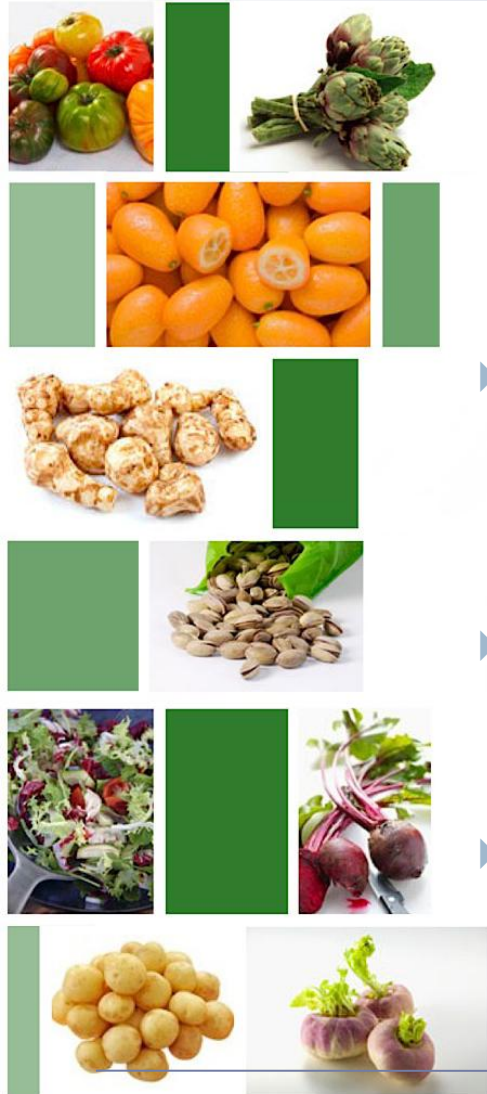
Yu-Hsian (Tony) Lin



Problem Discovery

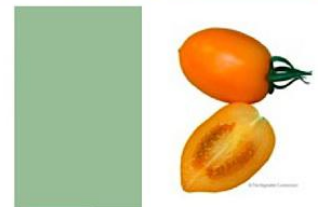
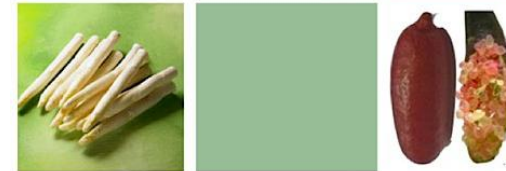


- ▶ Group members were asked to observe and record instances in their day that they felt were annoying and degrading to life.
- ▶ All the “problems” were brought to a group meeting where they were discussed for how they affected peoples lives.
- ▶ After each “problem” was thoroughly reviewed, the group members voted on their top 3 choices to pursue.



Literature Review

- According to Red Bull, the leader in the energy drink market in the world, the consumption of energy drink has increased since the 1997. There are more than 500 new energy drinks have been launched worldwide in starting in 2006 until now.
- In taking excessive amount of energy drinks daily could lead to health risks which include restlessness, increased blood pressure, possible dehydration and weight gain.
- Sometimes, vitamins water is not enough to enhance users' performance.
- Vending machines offer convenience, lower operation costs and can be installed in every area.



Data Gathering

- Ethnographic approach: observation, interview, and documents
 - Observation
 - 1st observation: General observation on participants' behavior towards healthy and nutritious awareness concept.
 - 2nd observation: Observed with open ended interview questions
 - Interview
 - Explain the objective of the study using preliminary information as a guideline to develop a participant insider's point of view upon the observation topic.
 - Ask open ended interview questions to give an opportunity for participants to tell their experiences and share perspectives about nutritious product



Data Gathering

- ▶ Ethnographic approach: observation, interview, and documents

- ▶ Documents

- ▶ The analysis starts from looking total picture of users' healthy perception, examining insight data, and then organizing the data into similar patterns or categories with descriptive details.
- ▶ The purpose of the analysis is to find the relationships between data what are the significant attributes of ideal nutritious product in order to provide the right product to the market.



Survey Construction

Construction Steps:

1. Meeting to discuss initial observations
2. Questions generated from interpretations of initial observations through brainstorming.
3. NGT voting on questions
4. Lots of reformatting and reordering
5. Three test interviews to help refine before formal interviews



Concept Discovery

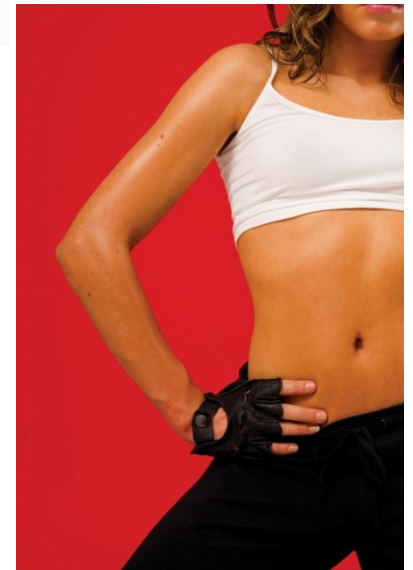
- ▶ “Cleaning mixer takes away my time.”
- ▶ “I want to drink healthy but I do not have time to prepare one.”
- ▶ “I know this drink is good for my health but I do not like its taste.”
- ▶ “My protein powder is expiring soon.”
- ▶ “I do not know how long I have to keep shaking.”
- ▶ “I rarely buy things from vending machines because I do not carry change s with me.”
- ▶ “I prefer fresh ingredients in my food.”



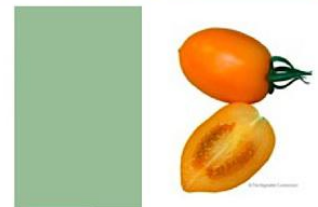
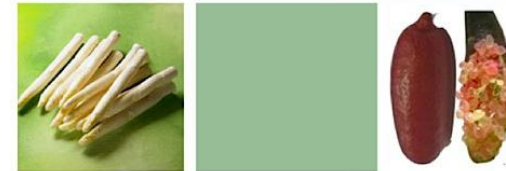
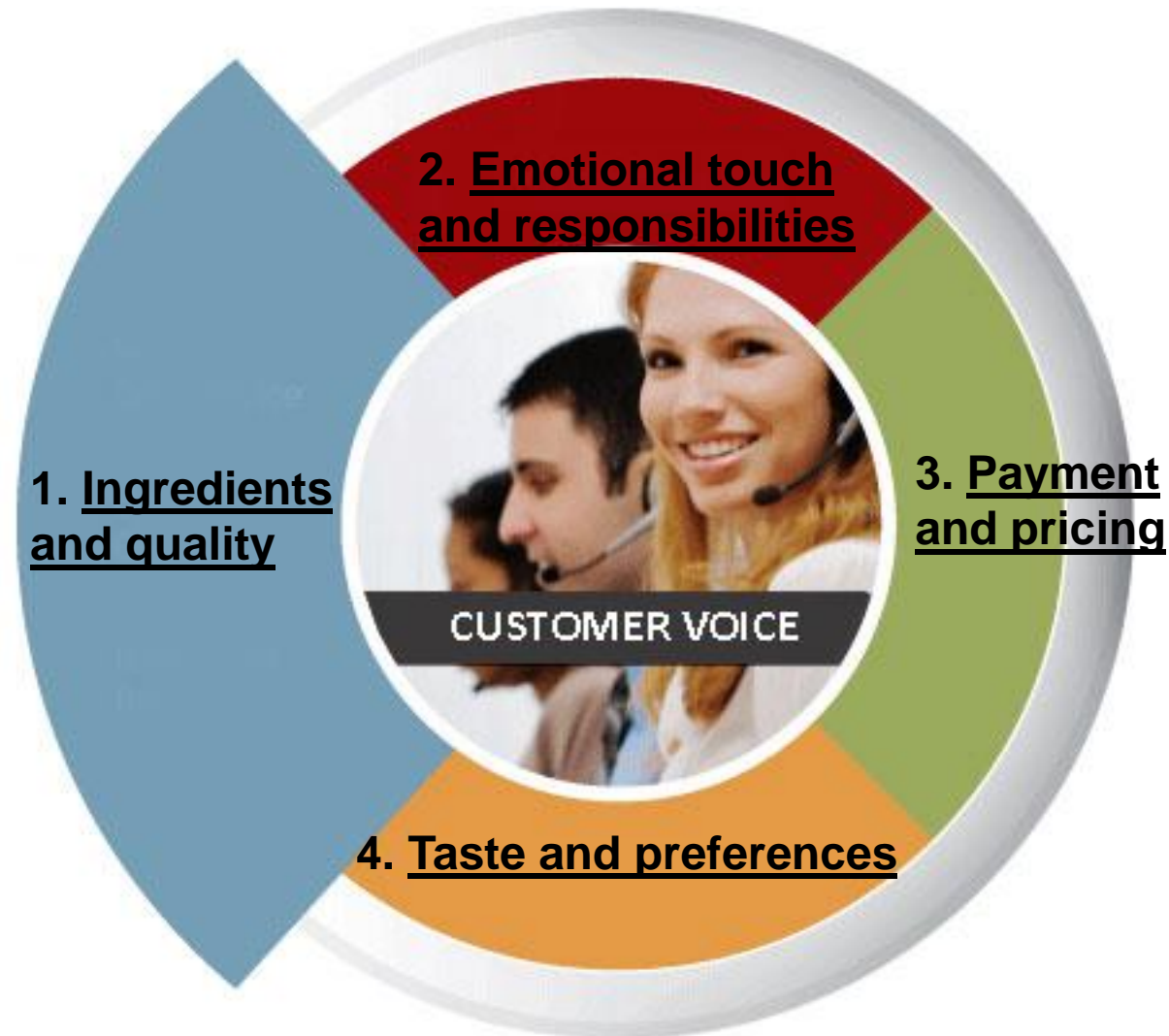
ON THE GO



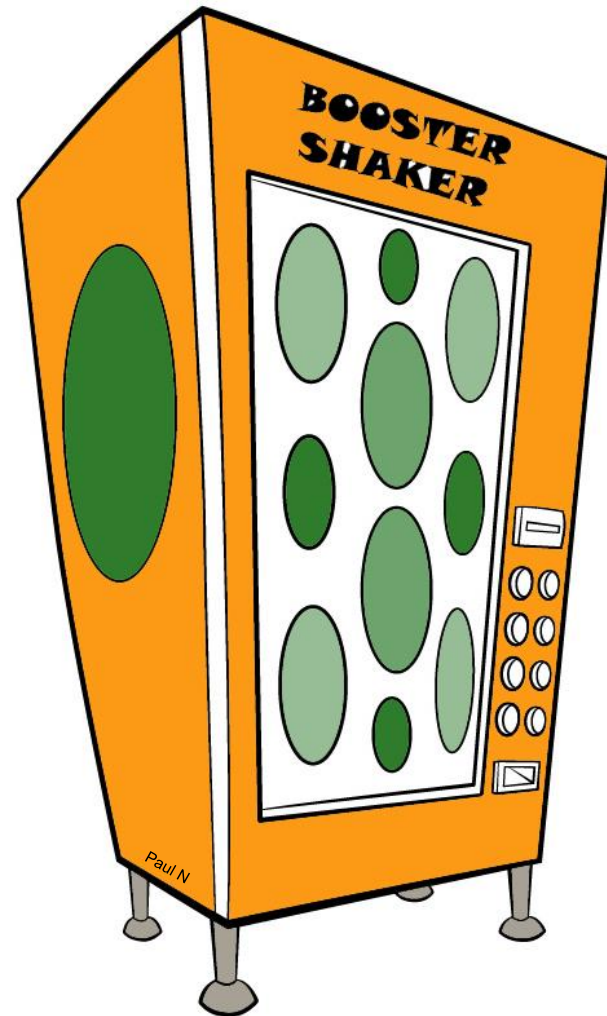
AFTER A WORKOUT



Customer Voice



Ingredients and Quality



Nutritional products are best thought of through the whole foods concept where all the products are produced from all natural products including frozen fruits and vegetables.



The freshness of the raw materials is extremely important.

The use of organic products does not carry a high priority, but being able to see that the food used and that they are whole is of great importance.



Emotional touch and responsibilities

Due to environmental awareness is a benefit but not a point that people sole base their consumer choices on.

Most people are visually based and directly correlate the benefit of a nutritious food to what they physically see go into the end product. Therefore, it is important to see the raw materials before and during preparation.

Customers want to know the potential nutritional value of the products before purchasing.

As practiced in Vitamin Water commercial product, we are proposing to serve readily available mixtures that are specifically prepared to supplement personal needs.

Healthy
Living



Payment and pricing



Price is an important point for purchase and potential products must be competitive such that they do not cost more for a product than a potential equivalent from a Jamba Juice, Orange Julius, etc.

People are very busy and seldom carry cash to purchase a product from a vending machine. Debit/credit options are a must to maintain feasibility with many consumers.

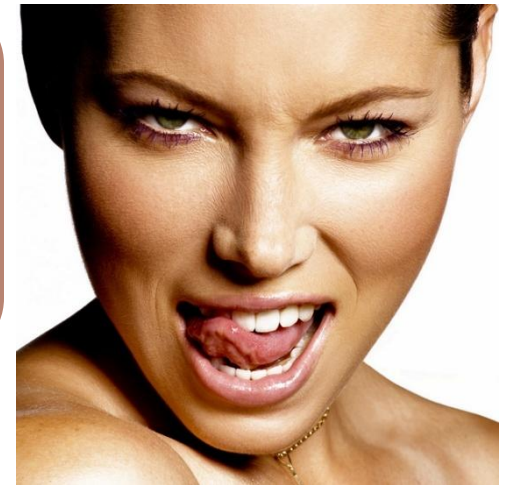


Taste and preferences



Taste is a very important part of the palatability of food for many people. People have different preferences towards taste, nutritional preferences, desires, textures, thus the ability to choose a flavor or nutrition combination is an important concept. It is common knowledge that people are less apt to blame a bad flavor on the product provider if they have personally chosen the combination.

In addition to customizable products readily available products is a must in order to reduce amount of time to pick the right ingredients for busy customers.



Concept Offering

▶ **Ingredients & quality**

▶ **Cold drinks**

- ▶ Fruit
- ▶ Spices
- ▶ Additional
- ▶ Texture

▶ **Hot drinks**

- ▶ Vegetables
- ▶ Spices
- ▶ Additional
- ▶ Texture

▶ **Emotional touch & responsibilities**

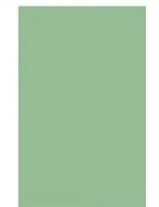
- ▶ Visuality
- ▶ Shape of the ingredient
- ▶ Personal needs
- ▶ Information
- ▶ Green Image

▶ **Taste and preferences**

- ▶ Customization

▶ **Payment and pricing**

- ▶ Payment
- ▶ Size



Objective



“To offer a quick, simple solution for health conscious people to enhance their life and to be the leader in introducing innovative, quality, and environmental friendly food services to our community.”



Vision



“To provide personable and health conscious solutions for people on the go with many different nutritional needs and goals.”

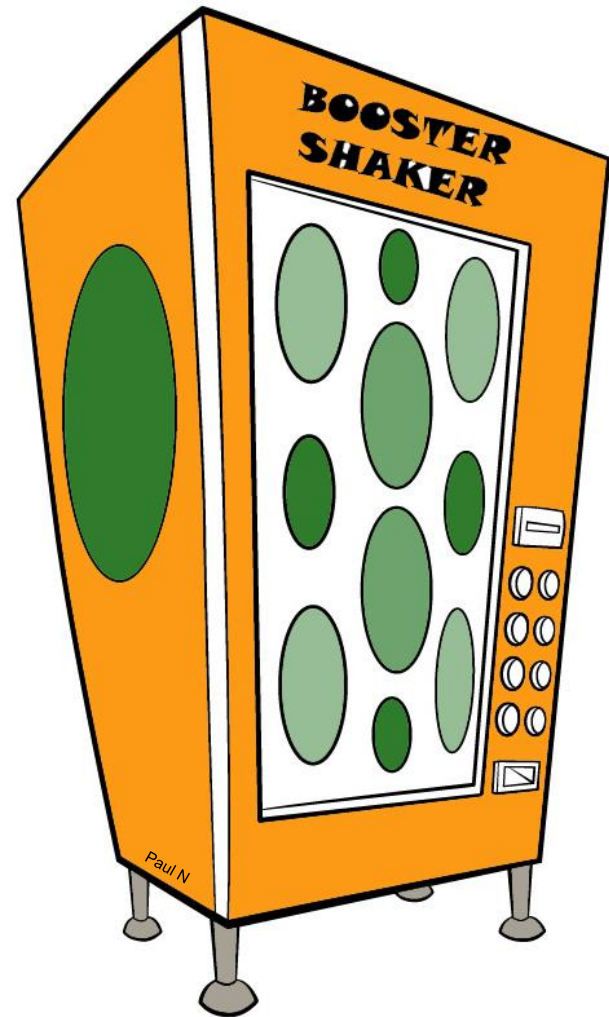


What we learned



- It was very difficult initially to empathize with other people and their struggles in daily life.
 - Survey construction took many iterations to focus the interview process so that interviewees would not feel overwhelmed and the proper information was gathered.
 - There was an incredible volume of information from the interviews that it was difficult to filter out.
 - There were so many options discussed that it was tiresome to parse down potential offerings while maintaining the fullest potential of the concept.
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Questions ?

