Coop Mad Process Report

Group 8
Service Systems Design
December 2019

AALBORG UNIVERSITET

Study programme: Service Systems Design
Project title: *grocer it*
Collaboration partner: Hello Great Works
Semester theme: Coop Mad
Duration: September - December 2019
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ABSTRACT

Abstract

This semester project report shows the process of developing a service concept that should make more people prefer to shop for groceries online. We developed *grocer it*, a service within Coop Mad that offers a fast/instant grocery delivery service within the city center of Copenhagen.

Through desk research, quantitative and qualitative research we show the current market situation as well as the users' behaviors. The insights gathered after the research helped us to define a target group and understand the potential users. With the knowledge acquired from the research combined with design methodologies, we found a lack of uniqueness in Coop Mad's service. With this in mind, we developed two concepts as possible solutions and chose one to develop further and to do some testing.

Note: *Throughout the report we will refer to online grocery shopping as "OGS"*

INTRODUCTION

Introduction

Throughout this report, we will explain and illustrate the design process of our first-semester project at Aalborg University - Masters in Service Systems Design.

For this semester we are collaborating with Hello Great Works and their client: Coop, respectively Coop Mad. We were assigned to find a solution to a problem that Coop presented to us at the beginning of the semester: "How might Coop Mad make more people (prefer to) do daily shopping online?"

For the development of the solution we used the double diamond methodological approach with its four main phases; discover, define, develop, deliver and we applied the theories and the knowledge that we have accumulated throughout this first semester at Service Systems Design.

We illustrate how we used various tools and methods in different phases to zoom in and out, ideate and get a holistic understanding of the area that we investigated.

We also rephrased the initial problem statement after our research, because we believe that we found a new focus point within the problem statement that needed improvement. We will explain how we generated our final concept service solution, the design process and the testing of it.

Methodological Approach

The Double Diamond

As a group, we decided to use the double diamond as our methodological approach because we think it aligns very well with the methodology suggested by Hello Great Works (Understand - Hypothesise - Experiment - Learn methodology). The model will help us to simplify and structure our design process and find the right tools/methods for this project.

The double diamond is a model which was created in 2005 by a British company called "Design Council". The model consists out of two diamonds which represent four stages of the design process: Discover, Define, Develop and Deliver. (Infolio.co., 2019)

The shape of the diamond is purposefully chosen to guide the user of the model through the four stages, visualizing easily whether to "think divergent" or "think convergent".

"Thinking divergent" is used to describe the process of gathering as many ideas and thoughts as possible and on the contrary, the "convergent thinking" is used to describe the process of narrowing the many ideas and thoughts down to find the best and most suitable one.
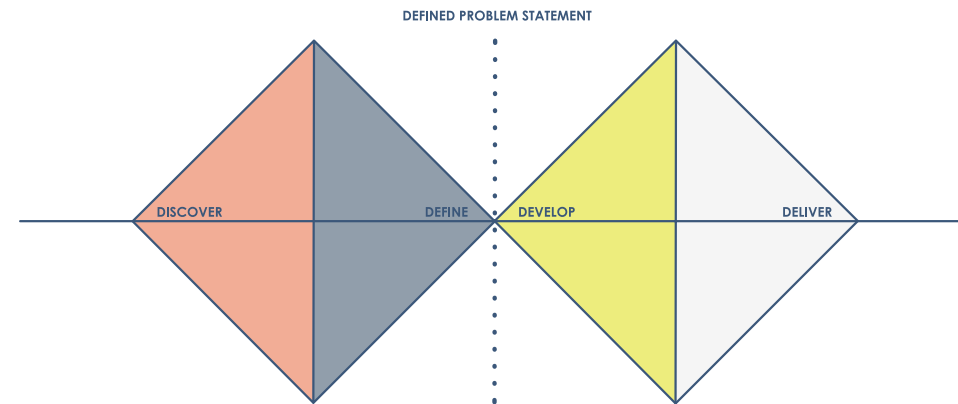

Figure 1:
The double diamond

Double Diamond
Discover, define, develop and deliver

Discover

The discovery part is the first phase designers go through when starting a new project. The designers enter in the divergent phase which means to gather, research and brainstorm as many ideas and thoughts as possible, focussing on the user and their problem. The full understanding of the user and the user's problem is the aim.

There are different tools that help to understand the user and the problem which can be for example desk research, interviews, questionnaires, moodboards, shadowing and brainstorming. It is important to gather as much information as possible in this phase to get as close as possible to the understanding of how the user thinks, acts and what he/she wants.

Define

After gathering as much information as possible about the user it is time to cluster all the information and insights and to make sense of all the material gathered in the first step.

This step of narrowing down - thinking convergent - will help us to understand and pinpoint our target group and their problems and needs and thus will be a vital step towards a defined and detailed problem statement.

Develop

After realizing and defining the detailed problem our user is dealing with, it is time to open up again - to think divergent. It is time for ideation and to brainstorm as many solutions as possible. In this stage, concepts are developed and theories are tested. Helpful tools in this stage are sketching, prototyping and testing.

Deliver

The final quarter of the double diamond is where the ultimate solution for the initial problem is prepared and presented.

This means again that convergent thinking is needed to narrow down all the material gathered through the ideation. In this last step, it is important to make sure that the user's problems are solved and their needs are covered by the final solution created/found.

Methods and Tools

The design methods are tools in a step-by-step guide on how to come up with a solution to the problem statement. After choosing the methodological approach for the semester project, we tried to place the methods we found useful in the different phases of the design process.
Each of the methods used brought us closer to a final solution.

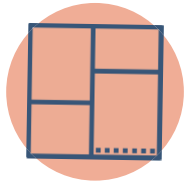On the following three pages we present the tools used in this project.

Discover Methods

Desk research

What: Explore given topic by looking at public material related to the design challenge. (Articles, papers, competitors, the client, world situation, data, etc.)
Why: To gain knowledge about the theme and leads for future research.

Moodboards

What: Collect visual material related to the topic.
Why: To get visual inspiration, knowledge about the field and find inspiration in a visual language.

Interviews (Qualitative & Quantitative)

What: Ask questions about behaviors, opinions, personal experiences to the people designed to.
Why: To confirm/disprove assumptions about the target group and to get additional input.

Define Methods

Clustering part 1 & 2

What: Sort large amount of information into categories.
Why: To choose the most relevant data.

Personas

What: Based on our qualitative research, we define our target audience with fictitious characters.
Why: To understand user needs, experiences, goals, motivations, etc. (To get to know them)

Current System Map

What: A map showing the service flow and all the actors / componets involved.
Why: To understand the service structure, importance of different actors and notice gaps in the service experience.

Current User Journey

What: A visualization of the user experience before our design is implemented .
Why: To visualize the problem statement and define specific pain points.

Recreate "how might we"

What: Frame our insights with a "how might we"-question to define the design challenge.
Why: Hello Great Works already presented us to the
HMW: "How might Coop Mad make more people (prefer to) do daily shopping online?" but we wanted to specify it later in the process.

Develop Methods

100 ideas in 5 min

What: In 5 minutes the group has to come up with 100 ideas, do not think about quality but quantity.
Why: To think outside the box and get out of our comfort zone - fast thinking.

The Lotus Blossom

What: Brainstorming tool to extend the eigth most potential ideas.
Why: To go in depth with the best ideas and see opportunities.

I don't like statements

What: A method we invented in the group; Invent different I don't like statements and center the ideation around the statements to come up with solving solutions. (Example: I don't like grocery shopping)
Why: To extend the ideation and come up with more ideas.

Mind mapping

What: To externalize and organize ideas / thoughts around a concept or a key word.
Why: To find the relations between ideas.

Clustering part 3: Wow/How/Now - Matrix

What: An idea selecting tool to give us an overview of the complexity of each idea and help us picking wich ones to pretotype.
Why: To structure all of the ideas and to choose which ones to prioritise.
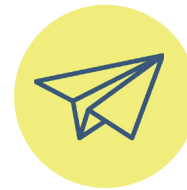
Pretotype/Testing

What: To come up with solutions which require minimal investments but are usable for testing. A MVP-version of our design solution. (MVP: 'Minimum viable product')
Why: To pick the right idea.

Deliver Methods

Prototyping/Pilot testing
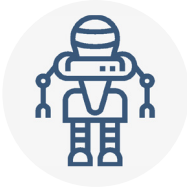
What: A close to reality version of the service.
Why: To test different functions, potential pain points and the service flow.

Eco System Map

What: A map showing the touchpoint, service providers, access providers, infrastructure and how they are all connected.
Why: To see the relations between the different actors and describe our new service solution.

New System Map

What: A map showing the service flow and all the actors / componets involved.
Why: To understand the new service structure, importance of different actors and notice gaps in the service experience.

Proposed user journey/Storyboard
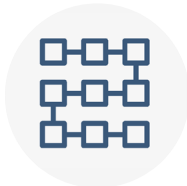
What: A visualization of the user journey after our design solution has been implemented.
Why: To explain our concept.

Service design blueprint

What: A technical drawing that zooms in and visualizes the customer journey and touchpoints front-end and back-end.
Why: To map understand how specific touchpoints can affect the service experience.

Process Plan

On the following pages, we showcase the tentative plan and the actual process which we went through highlighting the important milestones.

In the tentative plan (timeline 1), we showcase how we planned our project before developing it. Some of the methods which are illustrated in the timeline were not used after all, and other methods were moved or used more times during the process.

In the actual process (timeline 2), we illustrate how our design process in reality went. Our time process ended up being different than expected because we realized that we needed to spend more time in different phases. For example, with the ideation or with the in-depth interviews. We also discovered new methods during classes that we wanted to add to the project.

Tentative Plan
September 2019

DISCOVER	DEFINE	DEVELOP	DELIVER

DISCOVER
- Desk research
- Brainstorm
- Moodboards
- Interviews

DEFINE
- Cluster Insights
- Personas
- Current User Journey

DEVELOP
- New "HMW"
- Brainstorm
- 100 Ideas in 5 min
- Sketching
- Mind mapping
- Pretotyping Testing
- Success Criterias

DELIVER
- Proposed user journey
- Blueprint
- Prototyping

September — October — November — December

Status Seminar (10/10/19)

Defined Problem Statement (20/10/19)

Midterm Presentation (21/11/19)

Written Report (15/12/19)

Actual Process
December 2019

Desk research
Moodboards
Interviews 1 / Quantitative
Cluster Insights part 1
Interviews 2 / Qualitative
Cluster Insights part 1
Personas
Current System Map
Current User Journey
New "HMW"
100 Ideas in 5 min
The Lotus Blossom
I don't like statements
Mind mapping
Cluster Insights part 3
Pretotyping
Prototyping
Eco System Map
New System Map
Storyboard / Journey
Blueprint

| DISCOVER | DEFINE | DEVELOP | DELIVER |

September · October · November · December

Status Seminar (10/10/19)

Defined Problem Statement (08/11/19)

Midterm Presentation (21/11/19)

Written Report (15/12/19)

DISCOVER PHASE

Discover Phase

The following chapter will give the reader a general understanding of OGS in actuality, then we will point out some of the findings we made regarding this.

Together with the desk research and the findings plus some assumptions, we determined a broad target group.
After this, we went out and made digital and physical questionnaires to determine our final target group.

Desk Research
Coop History

We were assigned to help Hello Great Works' client, Coop, to strengthen their position on the market of OGS by finding a way to convince their customers to purchase groceries online. The first step in our research process was to investigate who Coop is and how it developed throughout history in order to be able to understand our client's story, vision, and mission.

Coop MAD:

Coop is a cooperative (the company is owned by its members) which operates in many countries in Europe, with Denmark as the broadest retailer for goods. Part of the Coop family are stores like Kvickly, Super Brugsen, Fakta, and Irma. ("Bliv medlem", 2019)

As we discovered Coop has a considerative timeline through which it developed and grew as a cooperative which will be shown on the following page:

In 1961 Kvickly opened in Aalborg as the first store in Denmark that was selling both food and nonfood products.

1990 - Irma and Fakta became a part of the cooperative. The Brugsen chain was created with the focus on selling fresh, local products.

2015 - Coop Mad was created as a unique platform where customers have access to at all the supermarkets that operate under the wing of Coop.

1961

1990'

2015

1866

1976

2013

In 1866, Hans Christian Sonne started the first Danish union movement. He was inspired by the English weavers who were selling basic food products at affordable prices.

1976 - The cooperative (with another name) suggested people how to eat healthy by creating the first food pyramid.

2013 - The Coop name is dated since this year when major changes happened inside the company. Around that period, Coop relaunched the food pyramid, created a membership card and won a few prizes for sustainability and environmental initiatives and launched a food manifesto addressing topics as ecology and food waste.

Coop Mad
Our client

In 2015, Coop has launched their new service Coop Mad, which provides the opportunity to shop for groceries online. The service is accessible through their website www.coop.dk, where the visitors can choose between two options: Coop Shopping and Coop Mad. Coop Shopping offers different nonfood products while Coop Mad covers all the groceries from all the supermarkets from the Coop cooperation.

Coop Mad is offering to deliver groceries to the whole of Denmark with a minimum order of 500 Dkk and a waiting time of approximately a day.

The extra delivery fee depends on the delivery time chosen and can be viewed and picked while ordering. The delivery slots vary from one to two hours.

The goods are delivered by an external delivery company that collaborates with Coop Mad and all the goods are picked up at the Coop Mad Warehouse that is located just outside of Copenhagen.

Competitors
Nemlig, Aarstiderne, Simple Feast

To understand the trends in the Danish market, we took a look at online grocery services similar to Coop Mad.
We choose three popular services in Copenhagen, Denmark and tried to understand what they are doing great and why they in some cases might be preferred over Coop Mad.

1. Nemlig.com

We discovered that Nemlig.com might be Coop Mad's biggest competitor in the market right now and that the two services have been compared in several articles;

One example will be an article released by the Danish newspaper, Politiken, with the title "Coop will try to defeat Nemlig with a new weapon". The article referred to a new delivery solution that Coop wanted to try to challenge Nemlig, who was mentioned in the article as Coop's biggest competitor. ("»Så ringer chaufføren på andre steder«: Coop vil vinde over Nemlig med nyt våben", 2019)

The two services are very similar and probably also inspired by each other when it comes to improvements in their service system. It is difficult to tell why people choose one service over the other but it seems like Nemlig.com has a stronger brand awareness - this might be because they have existed longer than Coop Mad and also have started the grocery delivery service - at least in Denmark.

Furthermore, Nemlig.com uses a great number of branding opportunities with the help of different Danish influencers and it seems like they focus more on the visual expression than Coop Mad does. Coop Mad seems to focus more on the practical side of the service by offering a catalog that is very much aligned to the physical one you can get in the stores.

2. Aarstiderne

Aarstiderne offers meal boxes with 100% organic ingredients and recipes so you do not have to decide what to cook for yourself. In our research of the service, it became clear that what makes Aarstiderne most different compared to Coop Mad is the story behind the brand. If you subscribe to Aarstiderne you also subscribe and support the story of the locals who organically grow their fruit and vegetables. (A/S, 2019)

3. Simple Feast

On Simple Feast, you can also subscribe to meal boxes. The difference compared to Aarstiderne is, that you have two possibilities; vegetarian or vegan meals. They brand themselves as a sustainable service you subscribe to if you want to make a difference in climate change and create a better future for your children and their generation. ("Simple Feast - Join the mission.", 2019)

Simple Feast uses sustainable packaging, for example, the trays in which the food is delivered consists of wood fibers from pine and fir trees. The material is FSC (Forest Stewardship Council) approved which means that the trees come from sustainable forestry. ("Nem aftensmad med Simple Feast - Fredes Blog", 2019)

Competitors
Mood boards

To get a visual understanding we created four small mood boards (one for each of the services we picked and one for Coop Mad). The mood boards were used as a visual tool to understand the services, their differences and to have a discussion about their pros and cons.

The mood boards are represented on the following four pages.

1. Indtast postnummer

1718 København V

2. Vælg dato

◀ 📅 Søn. 15. sep. ▶

3. Vælg tidspunkt

Kl. 11 - 13

Tidspunkter, hvor du ikke behøver at være hjemme ⓘ

Formiddag	Eftermiddag		Aften
	Kl. 12 - 16	15,-	
	Kl. 16 - 20	15,-	

Vælg billigere levering

Lørdag 21. sep. — Gratis

Tirsdag 17. sep. — 14,-

Deadline for bestilling

Deadline for bestilling vil fremgå øverst i venstre hjørne af skærmen, når du har valgt et leveringstidspunkt.

Tidspunkter, hvor du skal være hjemme ⓘ

Formiddag		Eftermiddag		Aften	
Kl. 11 - 12	29,-	Kl. 12 - 13	29,-	Kl. 17 - 18	29,-
● Kl. 11 - 13	19,-	Kl. 12 - 14	19,-	Kl. 17 - 19	19,-
		Kl. 13 - 14	29,-	Kl. 18 - 19	Fuldt booket
		Kl. 13 - 15	19,-	Kl. 18 - 20	Fuldt booket
		Kl. 14 - 15	29,-	Kl. 19 - 20	29,-
		Kl. 14 - 16	19,-		
		Kl. 15 - 16	24,-		
		Kl. 15 - 17	14,-		
		Kl. 16 - 17	24,-		

🏠 Dagligvarer | Tilbud | Fast lav pris | Opskrifter | Måltidskasser | 365 | Specialbutikker | Erhverv | Min Top 100 | Genbestil

ØKO HVERDAGSDRUER FRA IRMA

2 stk 199,-

Irma øko hverdag

Køb her

⏱ 40 min

Club sandwich med kylling, bacon og karry

ca. 69 kr./person

4 personer ▾   🛒 Læg i kurv

DEN NYSGERRIGE

Spændende retter fra hele verden.

✓ Fås økologisk
✓ 2 eller 4 personer
✓ 3 eller 4 dage

SE OG BESTIL

Sådan!

Du har lagt ingredienserne til din første opskrift i kurven.

Billigere og mindre madspild

Tilføjer du flere opskrifter, får du fx kun 1 pose gulerødder, når du både vil lave råkost og gulerodskage – hvis 1 kg er nok til begge opskrifter. Billigere for dig. Mindre madspild.

Flere opskrifter?

Klik let flere opskrifter i kurven. Så har du mad til flere dage – eller din egen madplan til hele ugen?

Tak - så ved jeg det

coop.dk MAD

25

45 min.

Lasagne med salat og flute

| 4 personer ▾ | Anbefalet ▾ | 🛒 |

Følgende varer indgår:

| 4 personer ▾ | Anbefalet ▾ | Læg i kurv |

DISCOUNT
Lasagne
450 g / Agnes
51,36 kr.   3 stk. ☑
Vælg et alternativ ›

Salat sunflower ø...
270 g / Inkl. dressing / S...
25,00 kr.   2 stk. ☑
Vælg et alternativ ›

Rustik baguette ...
350 g / Vadehavsbageriet
13,13 kr.   1 stk. ☑
~~17,50 kr.~~
Vælg et alternativ ›

| 4 personer ▾ | Anbefalet ▾ | Læg i kurv |

Varer i alt: 6 stk	217,21 kr.
Pakkegebyr: 3 zoner ⓘ	11,25 kr.
Fragt:	39,00 kr.
nemlig konto:	-0,00 kr.
Kortgebyr: ⓘ	-

OBS! Et eventuelt kortgebyr kan ses i betalingsvinduet.

I alt 267,46 kr.

Sparet på tilbud: 4,37 kr.

Silas Holst
Se hvordan han får mere tid til livet med nemlig.com

Alt til frokosten - nemt og lækkert

Frokostfavoritten

| 15 personer ▾ | Anbefalet ▾ | 🛒 |

TAK
nemlig.com er kåret til Danmarks bedste online supermarked

Som tak giver vi levering til kun 9 og 19 kr.*

*Gælder kun med levering nu på lørdag (14/9-19)

Måltidskasser
Priser fra 39,- pr. kuvert

Køb din kasse her

nemlig·com
DAGLIGVARER NÅR   DET PASSER DIG

AARSTIDERNE

VORES MEST POPULÆRE

KVIKKASSEN

1-5 PERS | 3-5 DAGE | 30 MIN

Skønne og varierede måltider, du kan tilberede på 30 minutter. Kassen er fuld af gode, nemme grøntsager og velkendte fisk og kødudskæringer, der er hurtige at tilberede.

fra **275** kr.

VEGETARKASSEN

1-4 PERS | 3-5 DAGE | 45 MIN

Grønne måltider med kant. Hvad end du er ny i det vegetariske køkken eller garvet grøntsagsentusiast, er denne kasse fuld af inspiration til spændende vegetariske retter.

fra **305** kr.

NYHED

JERES FAVORITTER

2-4 PERS | 3 DAGE | 20-40 MIN

I Jeres Favoritter er det jer, der bestemmer! Kassen indeholder tre måltider, som har fået topkarakter af vores kunder. Du kan både møde helt grønne retter og retter med kød og fisk.

fra **415** kr.

NYHED

PESCETARKASSEN

2-4 PERS | 3 DAGE | 30-40 MIN

Grønne måltider til alle fiske-elskere. I kassen får du 1 dag med fisk og 2 dage med vegetariske retter.

fra **389** kr.

< VEGETARKASSEN

👤 2 PERS | 📅 4 DAGE

Hvor mange personer skal kassen være til?
1 **2** 3 4

Hvor mange dage skal kassen være til?
3 **4** 5

Tilføj til din måltidskasse

☐ +BRØD
Pris 77 kr. 101 kr. (Spar 23%)

☐ +MEJERI
Pris 102 kr. 132 kr. (Spar 22%)

PRIS
399 kr.   NÆSTE
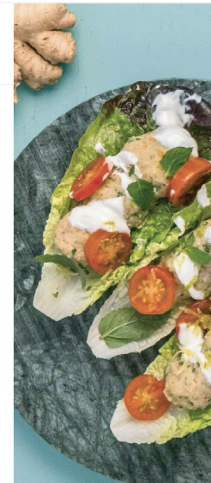
< VEGETARKASSEN

👤 2 PERS | 📅 4 DAGE

Hvor ofte skal kassen leveres?
Hver 4. uge

Hvornår skal kassen leveres første gang?

Bemærk: Vores uger starter søndag med ny menu.

UGE 38

SØNDAG 15. sep. | **MANDAG 16. sep.** | ONSDAG 18. sep.

UGE 39

SØNDAG 22. sep. | MANDAG 23. sep. | ONSDAG 25. sep.

PRIS
399 kr.   LÆG I KURV

		FØRSTE LEVERINGSDAG	HVOR OFTE?	
VegetarKassen 2 personer / 4 dage Abonnement	1 stk. à 399 kr.	Mandag d. 16. sep.	Hver 4. uge	399 kr.
Din gave GaveKittet	1 stk.	Mandag d. 16. sep.		0 kr. 169 kr.

Klik her for at angive rabatkode
Rabatkoden er tilknyttet til kurven

Levering Mandag d. 16. sep.
Total for denne leveringsdag   399 kr.
Fri fragt

SIMPLE Feast

WHAT YOU GET

- 3 deliciously prepared organic meal
- No extra shopping is required
- Sustainable packaging without plastics or Styrofoam
- Everything is organic

ORGANIC, PLANT BASED DINNERS THREE NIGHTS A WEEK. READY TO SERVE IN 10 MINUTES.
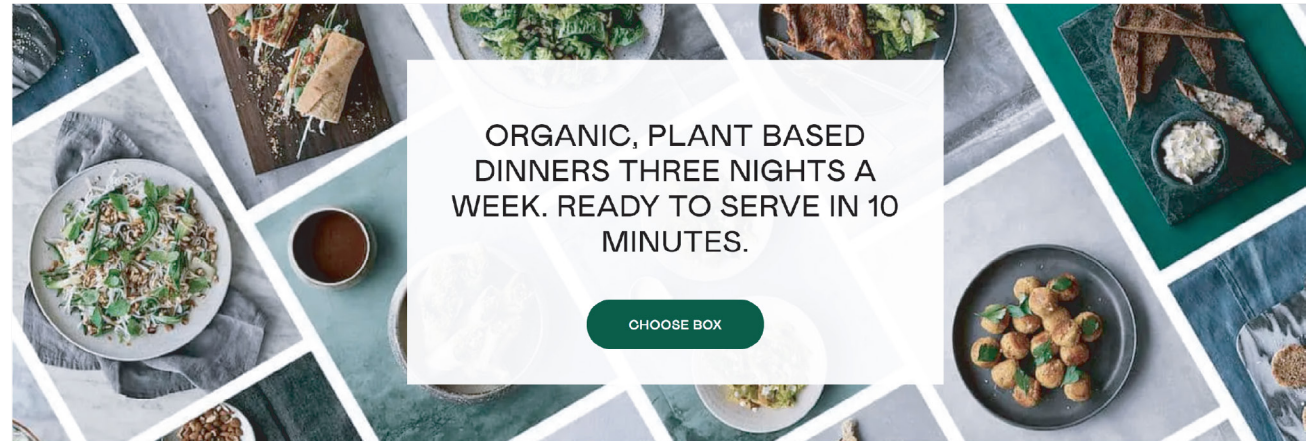
CHOOSE BOX

HOW IT WORKS

Choose Your Box
Select either our Family Feast or Green Feast box

We Deliver to Your Door
We deliver straight to your door. The box must go in the fridge right after you get it.

Delicious Food in 10 min.
Everything is nearly prepared. All you have to do is complete, serve and enjoy

E-Commerce

Through our desk research, we realized that e-commerce is an important field to look into in order to understand the global market situation of OGS.

E-commerce is a wide platform of trading goods and services using the internet, that has been growing at a high rate all over the world.

"E-commerce has deeply affected everyday life and how business and governments operate. Commerce is conducted in electronic marketplaces (or marketspaces) and in the supply chains working on the Internet-Web. Consumer-oriented marketplaces include large e-malls (such as Amazon), consumer-to-consumer auction platforms (eBay, for example), multichannel retailers (such as L.L. Bean), and many millions of e-retailers." ("e-commerce | Definition, History, Types, Examples, & Facts", 2019)"

Figure 1 illustrates how e-commerce has grown and is expected to keep on growing in the future. This will happen due to reasons like the proliferation of social media users, the continuous progress in technology and digital communication, the mobile shopping boom revolution and the ease of cross-border shopping (buying things from companies outside your country).
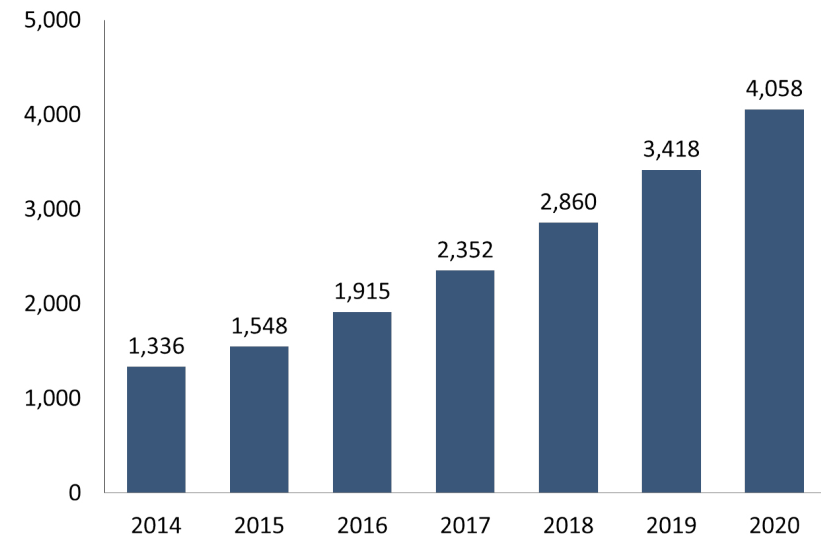
Figure 2. © Statista 2019 Speculation of the e-commerce growth over the years

E-Commerce in Denmark

In "E-commerce in the Nordics 2017" by PostNord, it is stated that 97% of the Danes have access to the internet, while 63% of them shop online every month and only 8% of the products that they buy are groceries. One out of four online purchases is done by using the phone.

Therefore, regardless of the general acceptance of e-commerce, when we look at OGS we discover that people have not accepted it to a full extent. Many factors are contributing to this. One of the main factors that we have discovered is that to buy groceries online is more expensive for the customer but also for the company than to go to the physical supermarket. It seems this is hard to change due to the complexity of delivering groceries: "it will always be cheaper for grocery stores to have customers coming to them and do all the work of shopping themselves, than for the stores to bring the groceries to the customers." (Semuels, 2019).

Another factor is that grocery delivery encompasses more variety of products that could have unique characteristics, which make the packaging and delivery more complex than common packaging delivery (for electronics or general products).

Figure 3 © Statista 2019 Share of individuals who purchased food or groceries online in Denmark from 2007 to 2016

For example, an online grocery order can include eggs that have to be handled carefully, ice cream that has to be kept cold, vegetables and fruits that have to be carefully selected (not to mention that the quality of them is very relative and subjective). A bottle of wine that if handled incorrectly could potentially crush and smash the fruits or crack the eggs.

Considering the points mentioned above, the next question could be addressed: why would a company want to provide the service of OGS, when it is more expensive and takes more resources?

Through research we discovered that this is due to the fact that the general e-commerce market is growing in a fast pace, people are more used to buy products online in their everyday life; this also includes online grocery shopping (the growth is not as drastic, though). (Semuels, 2019).

Figure 4 © Statista 2019 Number of online shoppers in Denmark (in millions)

First Reflection of OGS

- based on our e-commerce research

Even if grocery companies have barely any profit in offering the service of OGS, we believe at this stage that they need to offer this service due to the competitors. If the competitor like Amazon in the US offers this service - a service that is growing - and you want to keep your position on the market, you have to offer the service as well and if possible in a better and cheaper system.(Semuels, 2019) So it is not a matter of wanting to deliver this service, it is more like a necessity due to the competitors offering it and the speculation that in the future it would have a much bigger market.

We consider that the main problem is related to the human behavior and their habits, expectations and the logistics of delivering the service, more than innovation in a platform that the user might use to access this service (app, website).

" To succeed in the e-commerce market in Denmark, you need to have as attractive a price as possible. The shopping experience must also be convenient, informative..."

-**Carsten Dalbo Pedersen,**
Head logistics, Postnord in Denmark

Early Findings

Assumptions

In an early stage of our desk research, we firstly discussed and structured in a matrix, positive and negative aspects of ordering groceries online. When we looked at the topic from the customer's perspective we identified various factors that could have influenced people's choice.

For example, time and physical experience - usually people consider that to shop in stores will take less time than to make an order online and that to smell and touch the food matters when we are buying vegetables and fruits.

We also discussed that probably, purchasing food online makes us less vulnerable to buy products that we do not need because we are less distracted by advertisements and eye-catching techniques which are usually used in physical stores.

Another factor which we identified is transportation. We discussed that this is probably not that convenient for the company because they have to spend considerable resources on vans and on the delivery employees. As a consequence, the service will turn out expensive both for the company and for the customers.

Finally, based on the above-mentioned assumptions and on the statistics that we found about e-commerce we divided the users into three categories: people that do not order groceries online (at all), people that order online but not groceries and people that order everything online including groceries.

1, People who don't do online shopping   **2. People who do online shopping** (Not OGS)   **3. People who do OGS**
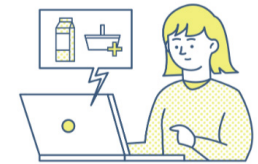
We choose to focus on the last two categories because we see them as potential groups in adapting OGS in their lives. After this, we created a questionnaire in order to find out which are the motivations of customers to buy groceries online.

Quantitative Questionnaires

Online- and physical survey

The questionnaire was created after a brainstorm session knowing that it will be addressed to two groups of people (people that buy online products but not groceries and people that buy online products including groceries).

First, we wrote down all the questions we wanted to ask and then we selected the most relevant ones. The aim of the quantitative questionnaire was to give us knowledge and feedback of the behavioral attitude that people have when buying online groceries as well as some insights into which are their favorite brands to order online groceries and how popular Coop Mad is within this field.

Moreover, we also aimed to get insights into why people do not shop for groceries online and what they see as an advantage or disadvantage when shopping online.

We created the questionnaire online, with a Google drive form and we shared it through facebook with our work colleagues, friends, and family. Later on, we also shared it with the facebook-group "what are we having for dinner tonight" in order to reach a broader audience since, in the beginning, we had mostly students that answered the survey. We also made a physical version of the questionnaire and shared it in the Absalon church.

Making the questionnaire in Google form gave us the freedom to create various pathways for the questionnaire. For example, if a person will respond that he/she is not an online buyer of any kind, then the questionnaire will end for them as they will be out of the audience we were aiming to reach.
Another example is that they will be asked what goods they bought from Coop Mad only if they had responded that they had ordered before in the first place.

The first part of the questionnaire consisted of questions related to general online buying aspects like positive and negative aspects of it and accumulating informative data about our respondents. While the second part started with questions regarding online groceries and if they have awareness of Coop and Coop Mad and which device they usually use for making orders.

Quantitative Questionnaires
Results & analysis

We had a total of 158 online respondents where 23 were not considered because they do not buy online products of any kind, meaning that they are not in our target group.

This means we ended up working with 153 online respondents and 9 physical surveys from the field research day in Absalon. We found the online survey more effective and efficient because we managed to reach more people in a short amount of time, while the physical surveys were more demanding as we needed to ask people if they were willing to fill it out.

However, in some cases we receive more feedback then we expected because the respondents dared to comment more upon some questions - they were not forced to answer yes or no. Some of them were also very open for discussion and therefore we ended up with some good insights after all.

In the first part of the questionnaire, we asked personal data, such as age, occupation, and gender. This information helped us to understand who is buying groceries online.
Most of the respondents were students and employees between 25 and 50 years old.

13%

6%

36%

46%

● student   ● employee   ● self-employee   ● job hunter
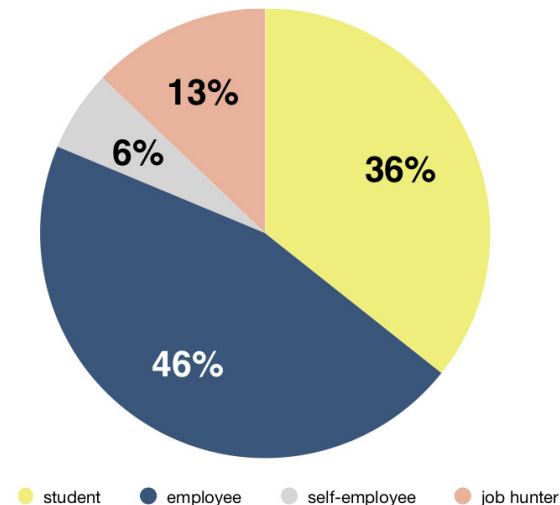
Figure 5: Overview of occupation of our respondents

We asked general questions about online shopping, what are the advantages and disadvantages of buying online and which are the products that people are usually buying online.

Most of the people declared that they buy clothes, books, electronics and some of them also mentioned food. However, the answer "food" was unclear for us since we do not know if they meant ordering groceries or fast food/ready made food. We realised, we should have asked more specific questions in order to avoid misunderstandings.

Nevertheless, we also observed that most of the people that mentioned "food" were employees.

What do you usually shop online?

138 responses

Clothes
Clothes
Tøj
clothes
tøj
Clothing, shoes
Clothes, books, music
Technology, Small gadgets, Clothes
materials
Clothing, electronics
Present for friends
Travel related stuff, other random goods

Figure 6: What the target group prefer to shop online

135 · · · · · · · · · · · · · · · · · · · Buy online

109 · · · · · · · · · · · · · · · · · Know Coop.dk

45 · · · · · · · · · · · · · · · · Know Coop Mad

41 · · · · · · · · · · · · · · · Have ordered from coop.dk

25 · · · · · · · · · · · · · · · Buy groceries online at least once
per month (any brand)

05 · · · · · · · · · · · · · · · Have ordered from Coop Mad

*Figure 7: Overview of the findings
based on our questionnaire*

In the second part of the survey, we went more in-depth with the topic of OGS and we asked questions about Coop.dk and Coop Mad. We found useful insights; for example, we discovered that from a total of 135 respondents, 109 have knowledge about Coop.dk but only 45 out of them have awareness about Coop Mad. Moreover, when we asked people which service provider they are usually using for ordering groceries online only five people had mentioned Coop Mad.

We considered that this was not enough given the fact that, as mentioned before, 45 people knew about the existence of Coop Mad as an online grocery store. As we expected, among the most used services of OGS most people preferred Aarstiderne or Nemlig.

Which service provider do you use?

27 responses

Coop MAD	5 (18.5%)
Nemlig	20 (74.1%)
Aarstiderne	8 (29.6%)
Netto	0 (0%)
Simple feast	1 (3.7%)
SIMPLEFEAST	1 (3.7%)
HØRKRAM, Grøntgrossisten	1 (3.7%)
Skagenfood	1 (3.7%)
Skagenfood	1 (3.7%)
Zalando	1 (3.7%)
Brinklund	1 (3.7%)
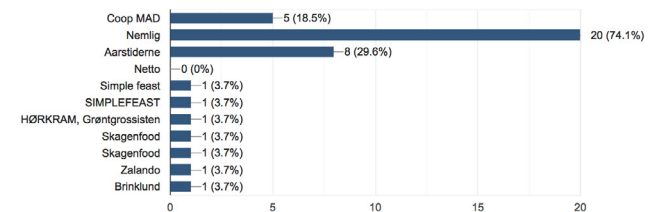
*Figure 8: Overview of the used
service providers*

Lastly, we asked people what device they prefer to use when ordering groceries online because we wanted to have a general knowledge of how this is done. From here, we could also assume whether people order online groceries from home or while commuting or in any other situation.

However, while analyzing the survey we realised that the question was not that reliable as we did not give the possibility in the online survey to choose within more devices.

How do you order?

27 responses
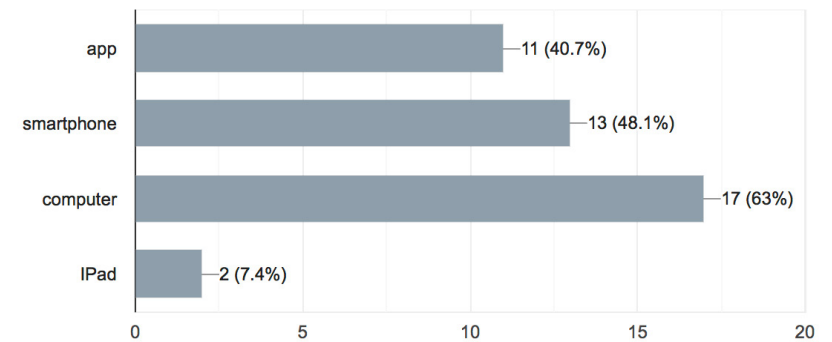
Figure 9: Overview of devices used for OGS

Main Findings

After analyzing the quantitative research we came up with five main findings:

1st Finding:

Students and employees had almost the same shopping patterns in everything except when it comes to OGS; There, we discovered that the students do less OGS.

2nd Finding:

Physical experience is important. When asked why they are not using online grocery stores, most of the respondents said that missing the physical experience is one of the biggest disadvantages of OGS since online you can not experience, touch or smell. Some examples of answers were: "I like to touch and see the quality of the groceries before purchasing" or "I would rather see what food I am buying then someone else gets it for me". (See survey responses.cvs in the appendix)

3rd Finding:

Time. The respondents mainly agreed that for them it seems more time consuming going browsing the internet, scrolling through products, selecting and paying in online platforms than going directly to the supermarket. One respondent declared that "I am more used to buying at the spot and not planning ahead, while buying groceries in the current systems in Denmark requires a more systematic and planned approach" while another one said that "I like the convenience of picking out what I want on a spontaneous need. Also I am not well organized enough, (my schedule changes a lot last minute) to shop for groceries for the next week."

4th Finding:

Variety. In general people agreed or made comments on that one big advantage of doing online shopping was that it offers a bigger variety of products. Some examples of comments are a "broad selection of goods and also I can take my time and make informed decisions from the comfort of my home" while another respondent pointed out that it is "easier to compare prices and can be done any time of the day".

5th Finding:

Nemlig.com: Most people that do OGS do it through Nemlig.com and even the people that do not do OGS are more aware of Nemlig.com than of Coop Mad.
This can be seen in Fig. 6, which shows that out of the 135 respondents, 20 ordered through Nemlig.com while in contrast only 5 from Coop Mad.

Coop Manifestation

On the 11th of October, we visited an event organized by Politiken and Coop, called "*Hvordan starter man en (mad) revolution?*" about sustainable grocery consumption, where we had the opportunity to participate in the conversation and state our questions.

This event was a very good starting point, where we got a better understanding of Coop's plans and visions about this topic.

Figure 10: Group 8 at the Coop Manifestation

Interviews
Preparation

Based on the quantitative research and our findings, we started to prepare qualitative research in the form of interviews. We picked six people for the interviews with specific and different interests and habits in OGS.

One person is buying from Nemlig.com regularly, two are Coop Mad customers very infrequently, one orders from Aarstiderne and the other two are not shopping for groceries online at all. Even though two of our six interviewees are using the competitor or a similar service to Coop Mad, we thought it might be a good idea to get their input to get another angle, inspiration or ideas.

When we entered this process we first discussed what the main insights were, we aimed to investigate.
We all agreed that the purpose of interviews was to get in-depth knowledge about the user's OGS habits and to create personas out of our findings.
We wanted to find the main motivation why people do shop for groceries online or what thoughts keep them away from doing it. Furthermore, we wanted to hear where the interviewees see pain- and gain-points (both online and offline) and how their attitude and awareness towards sustainable solutions are.

Based on that, we started creating a template with all the questions that came to our minds.
After brainstorming these questions, we clustered and divided them from the non-necessary ones to the relevant ones - by always questioning ourselves of how this question can be beneficial for us and the project.
We rephrased them to be unbiased and logically structured.
After creating this template, we modified the questions based on our six interviewees and their OGS habits - we ended up with six modified and personalized interviews.

Because we wanted to keep the interviews rather informal with the possibility of adjusting and also adding questions we have decided to work with the semi-structured interview technique.
This allowed us to be more flexible and more responsive to the replies and reactions of the interviewee.
Therefore, we used the six personalized interview templates as a guideline for the semi-structured interview.

Interviews
Execution

For every interview, we tried to be at least two persons attending and we have also tried to record all the interviews. Through recording, we could easily transcript and analyze them all together as a group.

Unfortunately, one of the interviews we could not record and we are aware that it could have some biased information since we had to base the transcript on personal notes and memories. Additionally, one interview was held in danish and the translation into English might bias the information given.

For one of the other interviews, unfortunately, only one person could attend but a video has been taken there of how the interviewee orders on Coop Mad which showed clearly where the confusion arose and possible problems occurred.

Even though the questions in our questionnaire template were written unbiased, the semi-structured interview brought the interviewer sometimes into unknown and impossible foreseen situations where questions had to be improvised and therefore sometimes could turn out a little biased. We are aware of where that happened and took this into consideration when working with the findings.

Interview Overview

The people we did interviews with...

CLARA	HENRIK	ELLEN	FINN	SOFIA	ZSOLT

| AARSTIDERNE | coop.dk MAD | nemlig·com | coop.dk MAD | ✕ | ✕ |
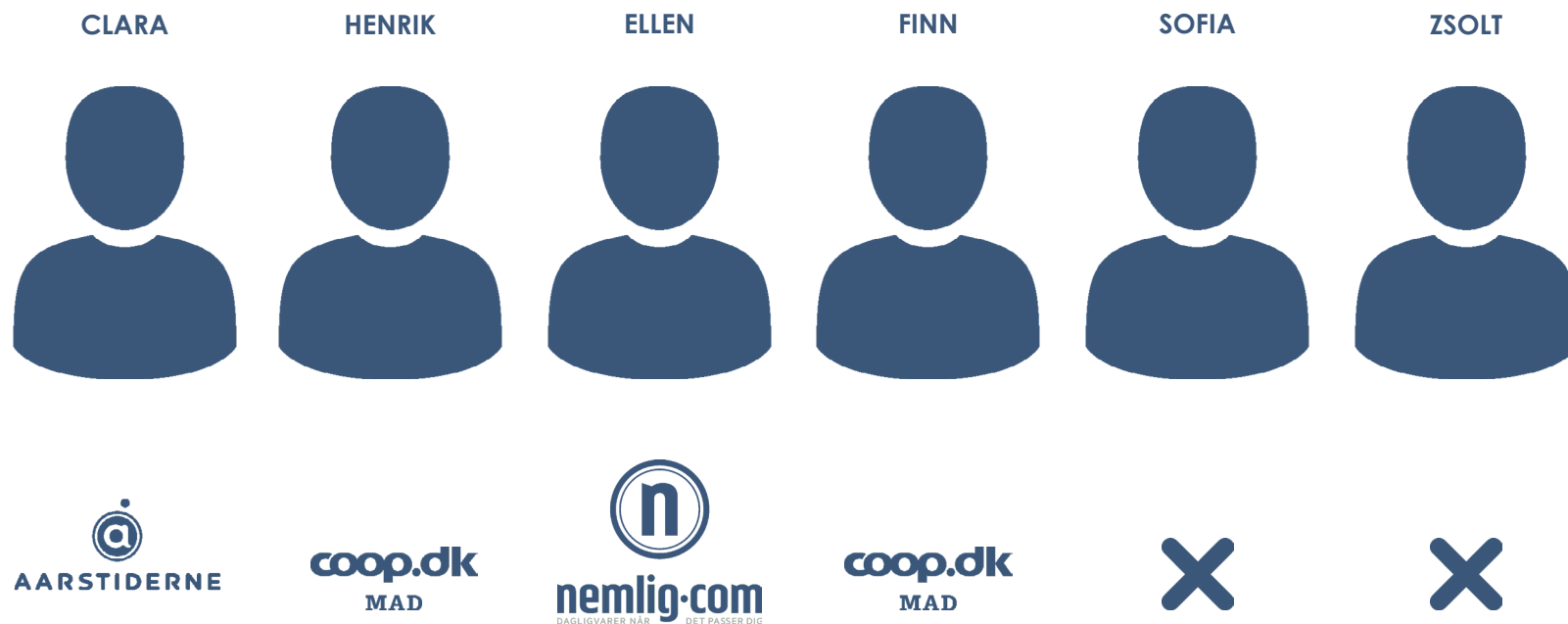
DEFINE PHASE

Define Phase

Throughout this chapter we explain how we consolidated our understanding about the Coop Mad service. Firstly, we present the main findings from the in-depth interviews.
Afterwards, we explain the process of creating our four personas and we will depict each one of them. Finally, we illustrate the Coop Mad user journey and the system map.

After Interviews
Reflection and personas

Willingness to do grocerie shopping online:

HIGH .... ELLEN ...... CLARA HENRIK ...... FINN ZSOLT .... SOFIA .... LOW

Quality of groceries:

LUXURY .... ELLEN .... HENRIK FINN ...... CLARA ZSOLT ...... SOFIA .... BASIC

Frequency of grocery shopping:

DAILY .... SOFIA .... ZSOLT .... FINN .... ELLEN .... ONE TIME PER WEEK

Brand loyalty:

HIGH .... ELLEN CLARA HENRIK FINN .... ZSOLT .... SOFIA .... LOW

Awareness of sustainability:

HIGH .... CLARA ELLEN .... SOFIA FINN HENRIK ZSOLT .... LOW

Knowledge about Coop MAD:

USE IT .... HENRIK FINN .... ELLEN .... ZSOLT ...... CLARA SOFIA .... DON'T KNOW IT

Figure 11:
Value creation bar

Analyzing the interviews

After holding the interviews, we transcripted them and analyzed each interview together as a group.
We highlighted the positive and negative thoughts about OGS, insights of why or why not they use it and general interesting inputs - inputs that we have not thought about before.
Patterns tried to be found and in order to cluster all the information and to get a better overview, we tried to use several critical factor bars in order to compare and visualize the values of each interviewee.

It was interesting to see that while creating the value rating, every person in the group "rated" the interviewees in a different way, even though, we analyzed the interviews together as a group. The fact that not all persons were attending the actual interview or also that some people knew the interviewee might have had an impact and must be mentioned as possible bias for the outcome.

After agreeing on the values for each interviewee, we started to create the personas based on all the previous research but with a focus on the insights of the interviews. (see fig. 11)

"Personas are not real people, but they represent them throughout the design process. They are hypothetical archetypes of actual users."

-Alan Cooper, The Inmates Are
Running the Asylum,
published in 1998

Personas

4 Personas and the "Green being"

When we entered the process of gathering qualitative data, we already knew that we will create a few personas from the results. These personas should help us to proceed further in the development of the project.
Initially we were discussing to create three to five personas; and the process of analyzing our data, led us to the result of having four personas.

We had interviewees with very diverse habits, which helped us to divide them into four categories that we identified as: the regular customer of OGS or the superuser, the occasional user of OGS, the person that shops online but not groceries and the person that rarely shops online.

The tool of personas gave us new insights and helped us to go in depth with the potential user groups; now we had four categories of users instead of three categories which we identified after the quantitative data. (people that do not order groceries online (at all), people that order online but not groceries and people that order everything online including groceries.)
Based on the four categories, we created one persona for each category - primary personas.

As we set up a goal in the beginning of trying to approach this from a sustainable point of view, we created a secondary type of persona - the green being.

This persona is fictional and based on our knowledge within the topic of sustainability.
Its main function is that when/if "adopted" by our primary personas it will help them to see the service from a sustainable perspective.

The process of creating personas

As a starting point, we built a general template that we used thereupon for every persona. The first part of the template contained general information about the user such as name, family status, occupation and so on. The middle part contained a small "about me" section in which we wrote particularities about the persona emphasising upon their relation with OGS and we attributed two or more quotes that define them.
Lastly, we established their favourite hobbies, brands and famous ego with which our persona was most likely to identify with. The whole template was one page per persona and most of the information it contained came as an inspiration from the in-depth interviews. For example, in most cases we used real quotes from the interviews which we just slightly adjusted or merged in order to make it fit with the overall portrait of the persona.

Persona 1
The Superuser

Name: Edith
Nickname: The Superuser
Age: 46
Gender: Female
Family status: lives with her husband and kids, two girls.
In an apartment in the center of Copenhagen
Occupation: Director of a school
How many times does he/she order online groceries: Every week.

About me

I am the director of a high school and I have been ordering groceries for five years already. (Since I became a director) It is a really time-consuming job but it is fine because I am passionate and I see my job as my hobby. After a long day at work, I enjoy spending my evening with the family playing board-games or even buying groceries online together. I love exploring new things, and I have therefore also tried some different online services.

Two important quotes that define our personas

- " After we moved to our apartment in the center of Copenhagen, I couldn't imagine surviving without online grocery shopping. For me, it would be a huge project to go out, find a place to park my car in the city, buy groceries, drive back and carry the heavy bags up the stairs several times."

- "What I like about ordering groceries online is actually that I can be with my family and ask them what they would like to eat; I can make the family participate. Moreover, the fact that I can check in my kitchen if I ran out of a specific product makes OGS easy."

Hobbies: Cooking with family, read & yoga

Famous Ego: Michelle Obama, JK Rowling, Elon Musk, J. R. R. Tolkien (Lord of the Rings)

Willingness to OGS
HIGH ———●————————— LOW

Quality
LUXURY ————●———————— BASIC

Frequency of grocery shopping
EVERY DAY —————————●— ONE DAY PER WEEK

Brand loyalty
HIGH ———●————————— LOW

Coop MAD Knowledge
USE IT ●————————————— DOESN'T KNOW

Brands

amazon kindle

AARSTIDERNE

InWear
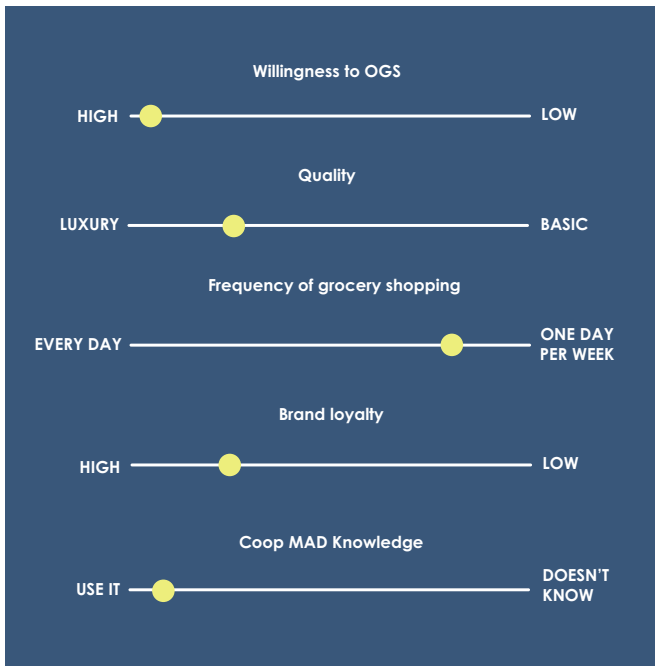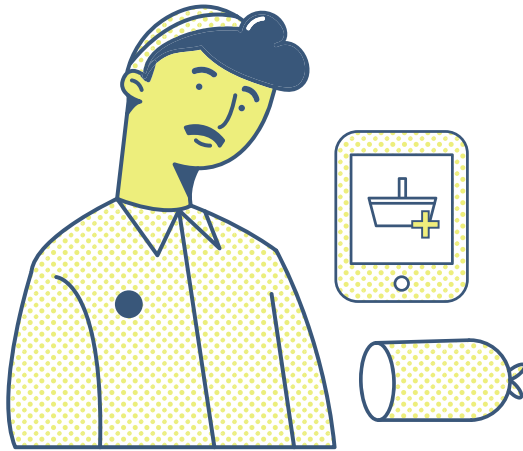
Persona 2
Shops Online Occasionally

Name: Kristoffer (Kris)
Nickname: The Cool Curious
Age: 35
Gender: Male
Family status: Lives with his boyfriend in Nørrebro
Occupation: Freelancer - Graphic / Web-Design
How many times does he/she order online groceries: 2 pr. month

About me

I am an open-minded, very creative guy that lives the best time of my life in Nørrebro. My social life is very important to me and I have friends with various backgrounds and nationalities. Occasionally, we are having "culture dinners" in my apartment and when this happens, we do OGS.

Two important quotes that define our personas

- *"When I am planning dinner for the Culture Dinner, I like to prepare something special from another cuisine and I am therefore in need of special ingredients.*
All these ingredients I can easily pick in one place online and get them delivered right to my doorstep the next day and I am ready to work in the kitchen."

- *"Sometimes I order vegetarian meal-boxes with the belonging recipes as well. I wanted to learn a little bit about how to cook beans and generally vegetarian. I grew up with many meal-dishes and didn't really know how to cook really nice diverse vegetarian meals."*
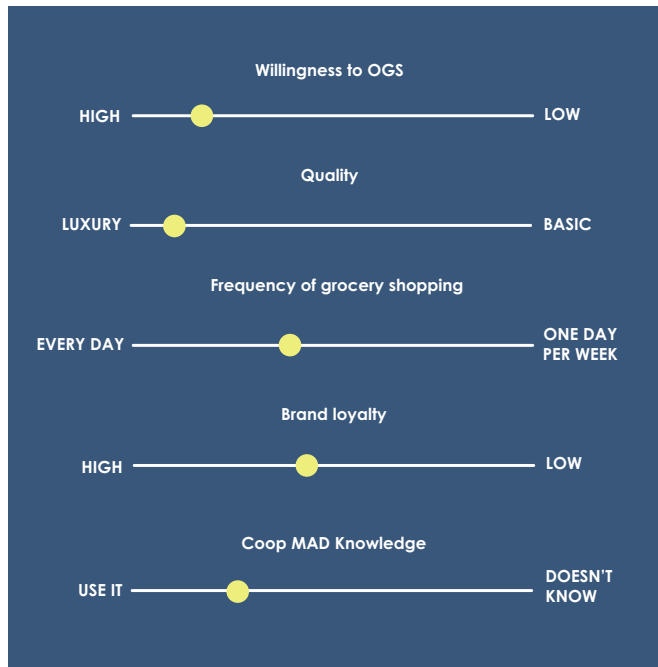
Hobbies: Homemade chef, going out/dancing & exhibitions

Famous Ego: Jamie Oliver, Alex Turner & Olafur Eliasson

Willingness to OGS
HIGH ————————————— LOW

Quality
LUXURY ————————————— BASIC

Frequency of grocery shopping
EVERY DAY ————————————— ONE DAY PER WEEK

Brand loyalty
HIGH ————————————— LOW

Coop MAD Knowledge
USE IT ————————————— DOESN'T KNOW

Brands

Acne

Persona 3
Shops online, but not groceries

Name: Thomas
Nickname: The Browser
Age: 30
Gender: Male
Family status: Single
Occupation: Constructor
How many times does he/she order online groceries: Never.

About me

I am a single guy, living in my two-room apartment in Valby. I am a constructor working in a bigger company. In my spare time, I like to play PlayStation and practice kickboxing. For me relaxing is to spend time on my laptop hunting the best deals online. I enjoy finding good offers and usually I find it cheaper online than in the stores. Sometimes I use Wolt but I have never tried to buy groceries online.

Three important quotes that define our personas

- *"I would not buy meat online because I can't see it. Because of my diet, I need lean meat and when I can't see it, I can't tell what kind of meat it is."*

- *" I actually don't like the idea of buying groceries online too much. If it was half-price, I would be convinced though. But I prefer to go to a store physically. If I ordered groceries online, I would order large amounts, then it can be ok too."*

- *"I often use Ebay. I buy music and electronics, but also missing parts from objects. There is a big selection of things!"*
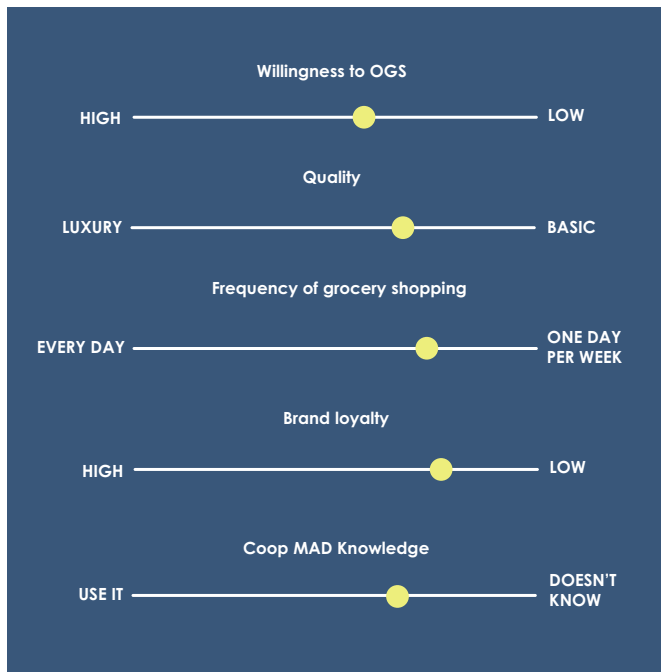
Hobbies: Training, reading comics, wood crafts

Famous Ego: John Cena, Batman, Bruce Lee

Willingness to OGS
HIGH ——————————●—————————— LOW

Quality
LUXURY ——————————●—————————— BASIC

Frequency of grocery shopping
EVERY DAY ——————————●—————— ONE DAY PER WEEK

Brand loyalty
HIGH ——————————●————— LOW

Coop MAD Knowledge
USE IT ——————————●————— DOESN'T KNOW

Brands

ebay BOSCH CAT

Persona 4
Rarely shops online

Name: Sarah
Nickname: The Mainstream
Age: 26
Gender: Female
Family status: She has a boyfriend (doesn't live with him)
Occupation: Student (finishing her master) and has a part-time job
How many times does he/she order online groceries: never.
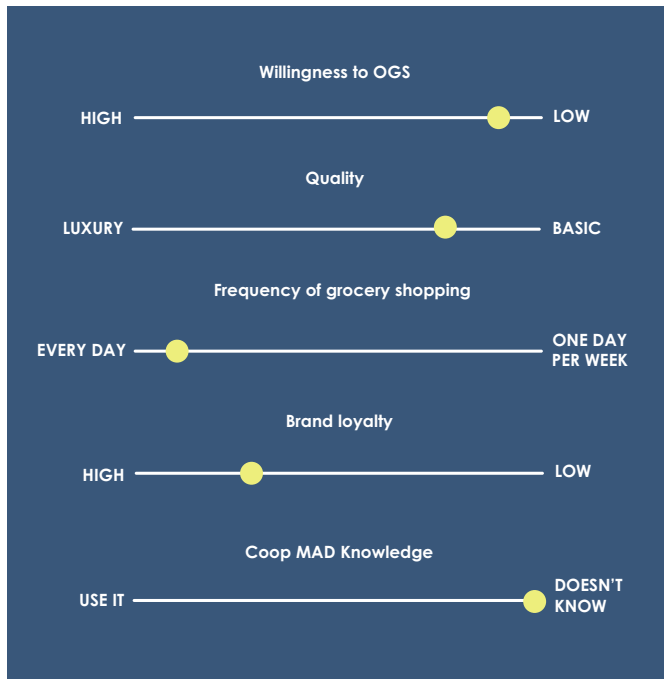
About me

I am a spontaneous girl living with my three best friends in a flatshare downtown Copenhagen, I can access everything the city has to offer, supermarkets, stores and bars, no need to buy stuff online. During the week I often meet up with friends after work to grab a drink and the weekends I like to keep open to do spontaneous things and to go out and party.

Two important quotes that define our personas

- " I don't like planning stuff a lot, so I prefer just going to the supermarket without an aim. If I have to shop online I need to be prepared, so I need to kind of already know what I want to cook and what I want to buy. For me, it seems just as easy as going to the super-market"

- "Right now I wouldn't do OGS but probably in the future when I have a family and I don't have enough time to shop, I think I could maybe buy groceries online."

Hobbies: Having drinks with friends, clothing & interior design.

Famous Ego: Carrie Bradshaw, Gigi Hadid & Justin Bieber

Willingness to OGS
HIGH ——————————————— LOW

Quality
LUXURY ——————————————— BASIC

Frequency of grocery shopping
EVERY DAY ——————————————— ONE DAY PER WEEK

Brand loyalty
HIGH ——————————————— LOW

Coop MAD Knowledge
USE IT ——————————————— DOESN'T KNOW

Brands

THE COFFEE COLLECTIVE   ARKET
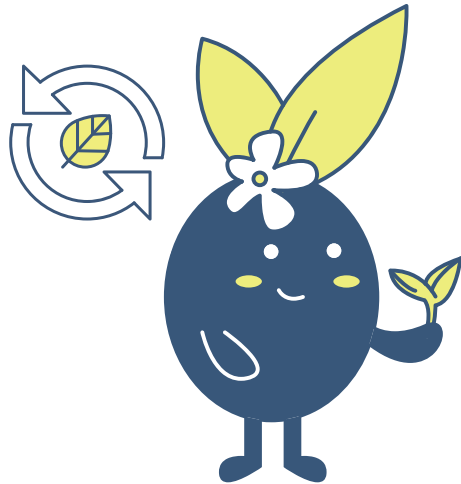
Persona 5
The Green being

About me

I am a child of the earth that everyone can adopt if they want. I want to take care of my home and make the future more sustainable. The first step is being aware and the second step is to take action. The service of OGS has the potential to be a sustainable solution but it needs some improvements.
The service of OGS is surging so it can be shaped towards an ecological path.

Organisations

Important quotes that define our personas

- " It bothers me that I get a lot of huge plastic bags and I don't know what to use them for. I would like if it was fabric or something like that. It is nicer and more sustainable, something that could just be reused and reused."

- "I feel like supporting some local stuff more than going to some big grocery store. I like the quality of the food better plus you feel like you are just eating something they have just pulled up from the ground."

- "Even if producing CO2 was good for the environment, given that we're going to run out of hydrocarbons, we need to find some sustainable means of operating."
(- Elon Musk)

 - "We have a subscription on the vegetarian meal box. We don't eat that much meat and we just prefer cutting down on it."

Famous Ego: Rachel Carson, Greta Tunberg, Leonardo DiCaprio, Buddha & Stella MCcartney.

Define Target Group

Kris, Thomas and
the green being

After we created all the personas we reached an agreement that we might not use all of them throughout the development process and that it will make more sense to only focus on the ones that will help us to achieve a more realistic goal. Therefore, we chose to focus on Kris and Thomas (Persona 2&3) of course with our green being in mind.

Edith, our Superuser, was the persona we could take as a role model in order to have a goal for both Kris and Thomas. Sarah was out of our reaching goal right now with her values and habits with any OGS service.

Current User Journeys

Offline & Online

Based on Kris we decided to make two user journeys; one of the online shopping experience and one of the offline (store-) shopping experience.

The online journey helped us to zoom into Coop Mad's service experience and to identify the main pain points, so we knew where there was a need for improvement.
We also created the offline journey in order to identify both pain- and gain points about doing grocery shopping in supermarkets. The two journeys worked as a tool to compare the physical and digital user experience in order to figure out what the area we wanted to improve was.

Both journeys are centered around the shopping experience of Kris, from the moment he enters the store/website in the pre-service phase to when he recycles the leftover plastic in the after service phase.

Both journeys also consist of possible negative scenarios that will have an effect on the journey and mood development of the user.

CURRENT USER JOURNEY
Coop Store Experience with Kris (Persona 2)

PHASES:

PRE SERVICE	IN STORE	GOES HOME	AFTER SERVICE

CUSTOMER ACTIONS:

Use Case

Transportation	Parking spot	Search	Ask	Queue	Payment	Transportation	Unpacking	Cook	Awareness	Recycle
Kris goes to a Coop store by car.	Kris finds a parking spot and pays a small fee.	Kris enters the store and searches for products.	Kris can not find a specific product so he asks an employee in the store.	Kris is done shopping and finds the queue.	Kris reaches the check out and pays with his credit card.	Kris leaves the store and goes home by car.	Kris unpacks his groceries.	Kris cooks dinner with his friends.	Kris talks about his experience in the store with his friends	Kris recycles the leftover packaging.

Find products — The employee shows Kris where to find the product.

No products — The employee explains Kris that the product he is looking for is sold out.

TOUCH-POINTS:

EMOTIONS SCENARIO 1 (BAD):

- It is impossible to find a parking spot
- Now I have to change my recipe or go to another store
- The queue is so long....
- WOW! The person behind the desk is rude and slow.
- This must be the highlight of my day!
- I have to tell you about my bad experience in Fakta today.

EMOTIONS SCENARIO 2 (GOOD):

- This store is super clean and has a lot of different products.
- Great service experience and sweet employee.
- What a sweet person behind the desk and fast as well.
- Fakta is such a great store! You should go there.

TOUCH-POINTS EXPLAINED:

= Car   = Parking spot   = Parking ticket   = Plastic bag   = Products   = Credit card   = Leftover packaging   = Wayfinding   = Coop Employee   = Basket   = Receipt   = Price tag   = Store

CURRENT USER JOURNEY
Coop Online Experience with Kris (Persona 2)

PHASES:	PRE SERVICE	ORDERING	DELIVERY / WAITING	AFTER SERVICE

CUSTOMER ACTIVITY:

Use Case — Use Case

Going Online	Selecting	Pick delivery	Selecting	check out	Confirmation	Reminder	Waiting	Receive	Unpacking	Cook	Awareness	Recycle
Kris enters CoopMAD.dk	Kris adds one product he needs to the basket.	Kris picks delivery option before continuing.	Kris adds more products to the basket.	When Kris is done shopping he goes to check out and pays.	After payment Kris receives a confirmation in his email inbox.	On the day of the delivery Kris receives a reminder in his email inbox.	Kris is now waiting at home to receive his order.	Kris receives his order.	Kris unpacks his order.	Kris cooks dinner with his friends.	Kris talks about his experience with Coop Mad.	Kris recycles the leftover packaging.

Delay	Costumer Service
Kris receives a notification, his delivery is dlayed.	Kris calls costumer service for more info.

Missing products	Costumer Service	New products / refund
Kris discovers that a product is missing.	Kris calls customer service.	Kris is promised a new product and a refund.

TOUCH-POINTS:

(icons: Phone / APP, ... APP, ..., Email, Email, APP, Coop Employee, Products / Coop Employee, Products, ..., ..., Products/Leftover packaging)

EMOTIONS SCENARIO 1 (BAD):

- Why do I have to pick already?
- Oh, it is today! I forgot, but now I'm ready!
- Ah! Now I have to spend more time on this!
- My costumer service experience was really nice.
- My order is finally here! I'm so exited!
- What! Something is missing...
- This was a pretty basic experience....
- Hey guys, don't do groceries online...

EMOTIONS SCENARIO 2 (GOOD):

- Why do I have to pick already?
- Oh, it is today! I forgot, but now I'm ready!
- Wow! All the products I picked are here.
- Hey guys! Have you heard about Coop Mad?

TOUCH-POINTS EXPLAINED:

APP = App	= Calendar	= Receipt	= Plastic bag	= Products	= Credit card	= Leftover packaging	= Email	= Coop Employee	= Phone

System Map
Introduction

In order to understand the service better and have an overview of all actors and interactions, we decided to illustrate the connections in a system map. This also might help us to see, if there is any point, that should be changed or could be developed in order to optimize the system.

We created the system map from Kris's perspective because we see him representing the ideal target group - which is open to the service and therefore immediately and easily reachable.

System Map

Bank

Coop Mad - Digital

Coop MAD database - Backend

Coop Mad - Frontend

WEB

APP

Order confirmation Mail

Customer support / mail

Customer support / Phone

User - Kris

Farm/ grocery producer

Packaging factory

External Brand- Warehouse

Coop - Warehouse

Delivery company

Coop Supermarket
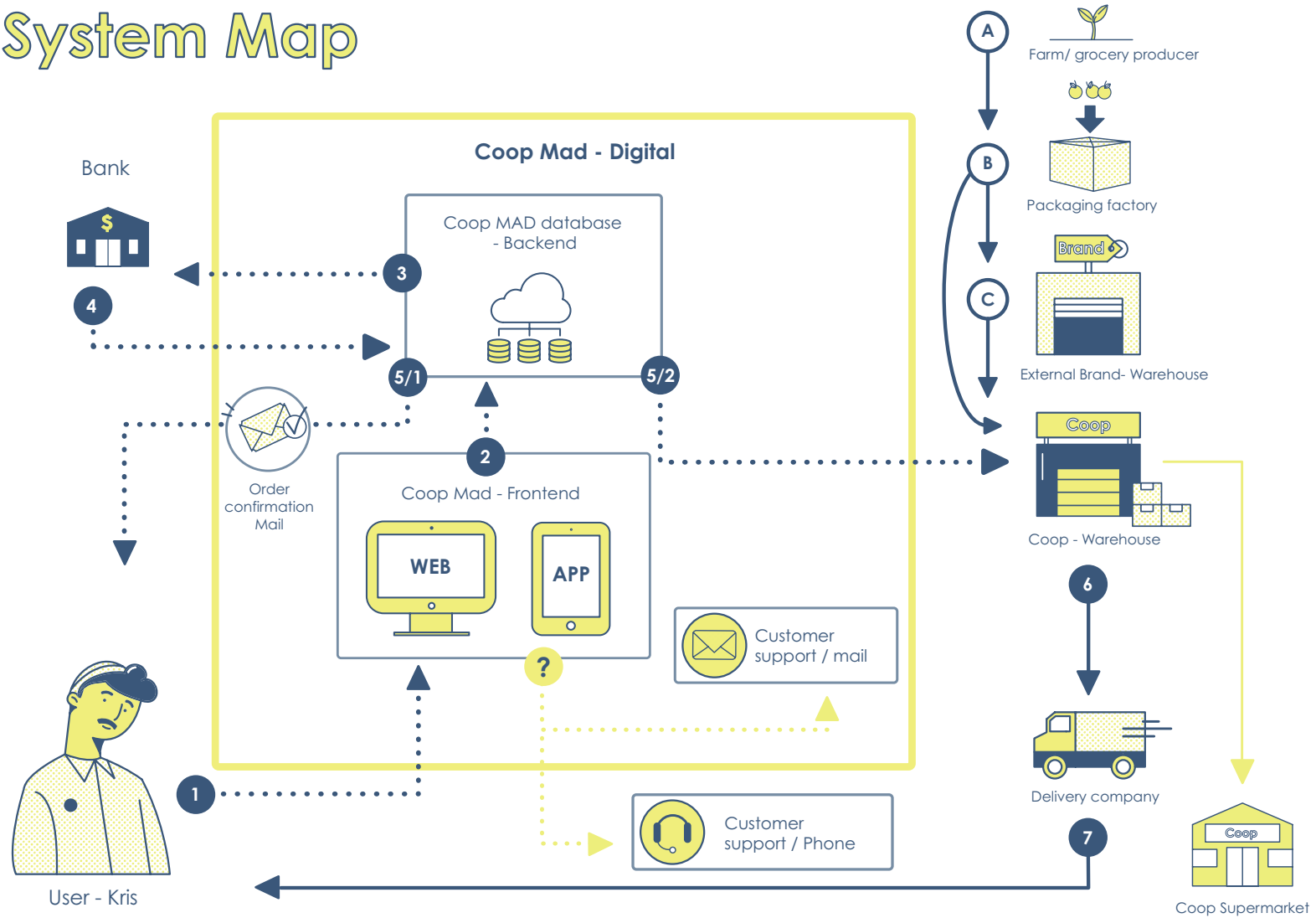
1 = The service flow   **·········** = The information flow

A = The food supply flow   ────── = The material flow

System Map
Explanation

On the system map the numbers are illustrating the service flow

1. Kris decides to order groceries from Coop Mad. He goes to the website / uses the app to create and confirm his order.

2. The user profile information and the list of products are accessed from the database.

3. The bank checks the credit card information that has been typed in frontend and that is now stored in the database.

4. The bank confirms the requested data and supports the transaction.

5/1 Kris receives a confirmation of the successful purchase by e-mail along with the invoice.

5/2 The Coop-warehouse receives the request to have the order collected, packed and made ready for delivery.

6. The delivery company picks up the package of the order and delivers to the customer.

7. Kris receives the ordered products by the delivery company.

The letters are representing the food supply flow

A. The groceries are transported from cooperating farms / grocery producers to the packaging factory.

B. The packed/handled groceries get delivered either to an external brand-warehouse or directly to the Coop-warehouse.

C. The products that go through the external brand-warehouse, get transported to the Coop-warehouse.

After point "C", at point 6 the material flow merges and becomes the same as the service flow.

Problem Statement

After the research and the define phase we concluded that Coop Mad was missing a unique feature in their online grocery service. Most of the competitors like Nemlig.com or Aarstiderne have either a story to tell or some special characteristic that helps them to stand out and reach in a profound way to their customers by creating value and brand loyalty.
Examples:
Aarstiderne sells local and organic food; the customers feel like supporting locals by being healthy.
Simple Feast: Vegetarian and Vegan meal boxes; the customers feel like doing something good for the environment by eating vegetarian/vegan.
Nemlig.com: First grocery delivery service in Denmark; the customers interact with an aesthetic interface and try this new and interesting service that helps them to save time in their everyday life.

On the contrary, we find that Coop Mad lacks some characteristics to be considered a strong brand that consolidates a solid bond to the customers.
With this main finding in mind, we have decided to redefine the original problem statement to have a more clear and specific goal/target to focus on. It should pinpoint a crucial aspect that if treated/acted on correctly, could give Coop Mad the boost they were searching for.
The redefined problem statement is as follows:

How might Coop Mad design a unique service, so they have more stories to tell?

In a broad and general definition we consider that a unique service is a service that provides something new and different or something existing in a special/outstanding way.
In the case of Coop Mad, we can say that the current service is not very much differentiating from the service that Nemlig.com is providing. Therefore, our goal is to restructure or add a feature to the already existing service of Coop Mad in order for them to stand out and differentiate themselves from their competitors.

We believe that a unique service works as a base for every brand; As service designers and throughout this project, we aim to help Coop Mad to find their story by creating a new core which should function as a solid starting point and tool to tell stories which is important in order to create loyalty with customers.

"How might Coop Mad design a unique service, so they have more stories to tell ?"

-Redefined problem statement

DEVELOP PHASE

Develop Phase

In this chapter we will describe the concept development process. We will explain the ideation phase we went through and the various methods that guided us towards the final ideas and concepts.

We will continue by introducing the tool of pretotyping, what it is and how we used it to help us to choose one of the concepts. Finally we will reflect on the limitations we had and discuss different approaches we could have taken seeing it in retroperspective.

Ideation

100 ideas in 5 min &
The How-Now-Wow-Matrix

For our process of ideation, we went through three major phases in which we defined, clustered and developed the main ideas that we chose to focus upon. Initially, we set for one or two sections of ideations but while we were in the process we had many interesting discussions and we realised that we needed more time to understand the ideas that we wanted to develop.

First phase of ideation:

As a starting point for the ideation phase, we discussed the methods that we intended to use.
We decided to use some of the techniques which we presented in the program report but considered first if our project can/will benefit from it. Additionally, we added some new ones that we have discovered online. ("Tools - Board of Innovation", 2019)

We decided to start with "100 ideas in 5 min". This is a method that encourages fast thinking and it is usually used with the purpose of quantity over quality. We counted five minutes and at this time, each group member had to write down as many ideas as possible and then present them to the group. When some ideas matched or were similar, we clustered them together; for example, all the members considered the packaging and working with seasonal food.

We also had some "out of the box" ideas worth developing further.

To move further in the ideation process we agreed to use the "how-now-wow-matrix" method which helped us to structure all of the ideas and helped us to choose which ones to prioritise. In the left, bottom part of the matrix, which represents the "now", we placed the ideas that are average and easy to implement. In the left top part, we placed ideas that are average but impossible or hard to implement. If an idea is placed in the left top part, it means that it should be discarded. Also, the bottom left ideas are not the ones to prioritize.

The right top part represents the "how" because it is showing all the innovative but hard to implement ideas. Here, we gathered the ideas which had potential but which were more abstract in definition, in a way that we needed more time to dig in and develop them. In the right bottom part of the matrix the "wow" is represented which keeps all the ideas that are innovative and rather easy to implement. (see figure 12) After placing all the ideas in the matrix, we clustered them once again into "yes", "no" and "maybe" by encircling them with different colors.

IMPOSSIBLE TO IMPLEMENT

#HOW?

AVERAGE IDEA

INNOVATIVE IDEA

#NOW!

#WOW!

EASY TO IMPLEMENT
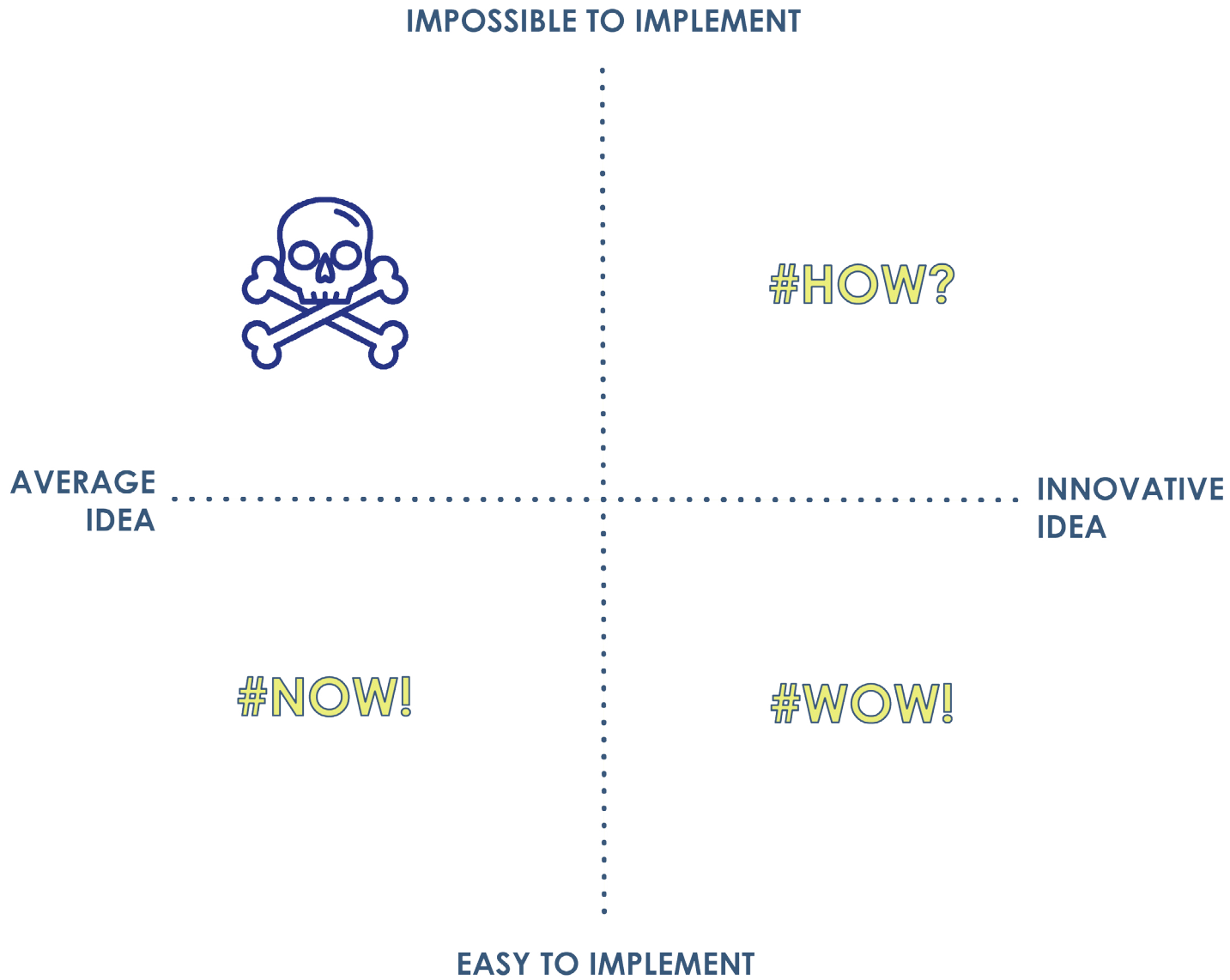
Figure 12:
The Wow-How-Now-Matrix

Ideation
The lotus blossom

From here we moved further on with the "lotus blossom" technique. Prior to use this method we chose eight ideas (out of the "yes" and "maybe" from the matrix) with the purpose to further develop them with the lotus blossom method.

The lotus blossom method works as a zoom in into all the already generated ideas. In the middle we placed the problem statement and around, all the ideas previously picked. Now, we ideated again around all the ideas in order to extend them.

We found this technique quite efficient because it helped us to understand which ideas have potential and which to leave out due to various reasons. One of the reasons for example was that once we zoomed into the ideas, we realized that some of them had another purpose than helping us to answer our problem statement.
Moreover, we realized that some of the ideas could not be developed much further and could act more as a nice feature to one of the other ideas.
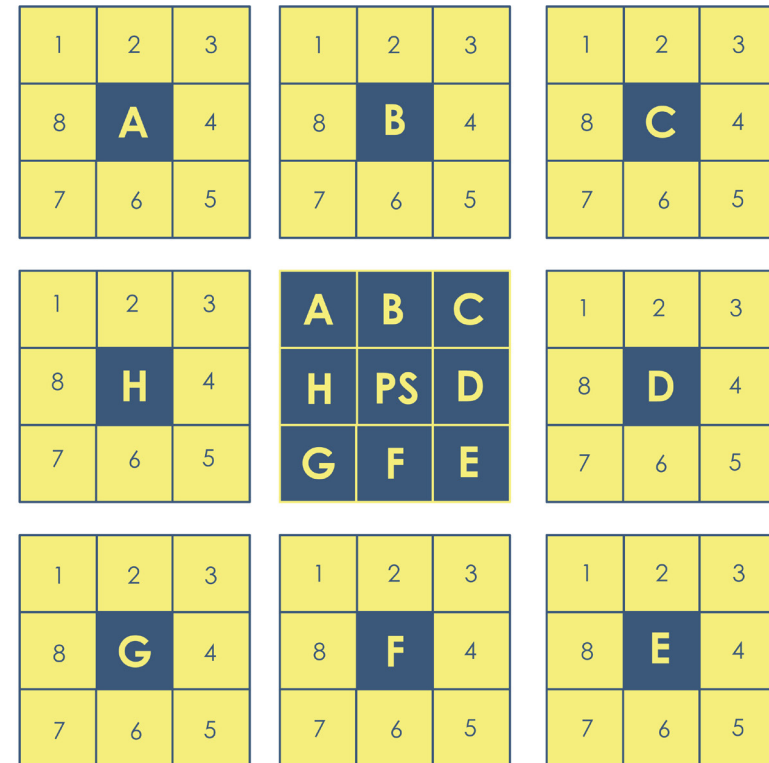
A - H = Ideas   **PS =** Problem Statement   **1-8 =** Extended ideas

2ⁿᵈ Phase Ideation

Mind mapping &
I don't like -statements

For the second round of ideation we wrote down what we identified (based on our data and our research) as pain points within the Coop Mad service. We wrote the pain points as short "*I don't like statements*" and then we developed them further by using the mind mapping method. This method helped us to combine our previous ideated ideas with the pain points from our research and made clear for which ideas there is a demand.

The above mentioned process helped us to decide on our three ideas we wanted to develop further

1. Coop + Education

2. Instant bike delivery

3. Sustainable packaging

We brainstormed around the statement "I don't like the waste of packaging" and we generated several solutions. For example, one solution could be that Coop Mad can adopt a sustainable way of delivering their goods by using bags made from organic materials instead of plastic, or, as a future solution they could design a personal packaging kit for every Coop Mad customer which can be reused with every order.

We saw the latter idea as a great potential but we had to discard it as we realized that currently, the goods are wrapped in by the providers and afterwards sent to Coop. This is a process that is out of our spectrum and therefore not possible to investigate in.

After discarding the above mentioned idea, we created mind maps for the other two ideas of the "bike delivery" and the "Coop kids", aiming to develop them into concepts.

I don't like...

- Coop Mad.

- the waste of packaging.

- not touching and seeing my food.

- grocery shopping.

- if people are late.

- food waste.

- planning.

- waiting.

Ideas

Idea 1: Instant bike delivery

After ideation we ended up with two ideas we could see potential in and wanted to develop further.

First idea - instant/fast delivery

Through all of our research it became clear that OGS was not a very common habit to do because of many different reasons. Some of the reasons of not buying groceries online were because it required more planning and restricted freedom so the whole mundane and everyday habit/system of grocery shopping suddenly became more complicated when thinking of ordering it online.

That is how we came up with our first idea of having the groceries delivered in a fast and easy way. A smaller amount of products, personally shopped for and delivered to you seemed like a niche that could be used as kind of like a bridge into OGS at Coop Mad.

Our initial idea was therefore, that since it should only be used for a smaller amount of products that come directly from a store instead of the warehouse, the process could be accelerated and the planning of the buyer could be minimized through the instant delivery.

The concept is similar to other food delivery services (e.g. Wolt) and since people are already used to use this kind of easy and fast service, they might also give our fast grocery delivery a try. In this way and as we see it, people would use it without being aware that they shop for groceries online in the same sense as they do when there is so much planning involved in the process. Moreover, the fact that there would not be any commitment required and you would not have to invest or spend a lot of money on it, might be an attractive addition as well to start with it.

They would get comfortable with the service and interface of our concept by ordering small amounts online and might therefore also take the online grocery delivery service of Coop Mad into consideration when needing bigger amounts of groceries.

OMG! THAT WENT FAST!

Ideas

Idea 2: Coop + Education / Coop Kids

Second idea - Coop +Education / Coop Kids

Our second idea developed out of our last round of ideation. After the first ideation part, a lot of ideas within the delivery arose which was no surprise due to the fact that the delivery part included a lot of pain points. Nevertheless, we decided to try to think outside that problem and started to ideate again to see if we could find anything interesting in other areas - ideation around the pre-service, after-service and a specific target group (focus on seniors and kids).
And that is how we came up with the concept of Coop Kids.

The initial idea was to create an interface that is created only for children. The children can go online and help their parents to do their groceries by adding products into the basket but without having the possibility to buy. The design of the interface should be children-friendly and with some playful features. This should make the grocery shopping a family event where the whole family would be united and would spend time together.

From this idea, we ideated and developed further into the concept of Coop+ Education which we saw as an agreement between Coop Mad and primary schools in Denmark. The service should educate students to become more sustainable aware with a focus on food/groceries.

Coop Mad could create a curriculum and interface to teach children about grocery shopping, seasonal shopping, Danish products, healthy products, how to make a budget, how to make a shopping list, vegan/vegetarian options,... All with playful and digital features to keep it exciting for the children.

This curriculum could be used in cooking classes, after school activities or in any other occasion fitting the schedule. This again, could include a children-friendly online interface where the children get used to shop for groceries online. The idea with this was to create a habit in OGS from an early age. The children would get used to the fact that groceries do not always have to be shopped offline (in a physical store) but that there is the convenient option of OGS.

To summarize, the concept was to create a habit in OGS from an early age and through remembering the positive experience during the classes, the children will grow up as kind of like superusers (like our persona Edith).

Additionally, parents might get curious by the stories from classes that the children tell at home and might give OGS a try as well.

The two ideas with our personas in mind

Both of the above briefly explained initial ideas, we saw as an exciting starting point to develop further into actual concepts. Having our two personas Kris and Thomas in mind, we could definitely see potential in both of the ideas - having mainly Kris in mind when thinking of the fast/instant delivery service and Thomas when talking about the more future-oriented idea of the Coop Kids.

Pretotyping
Fast testing

The aim of using the pretotype method in this project was to investigate the potential of both ideas before choosing and building the final concept.

Due to our project's strict time-limitation, we also needed an agile method for testing our ideas and to make decisions quickly. Pretotyping is a perfect tool for start-ups to test ideas rapidly before doing major investments and it is also a way to collect data about the interest from the potential market.

Pretotyping is a collection of various tools and techniques that helps the process of idea generation at the level of decision making to see fast and clear, whether an idea is worth to invest time and/or money in or not. The advantage of these tools and techniques is that it is all done on a very rapid and cheap way, which makes the whole process of making decisions very quick and smooth. ("Pretotyping.org", 2019)

To clarify and decide which of the pretotyping techniques we should use, we visited the company called pree.to, where we also got a bit of a better understanding of pretotyping. First, we got introduced to a couple of techniques we could choose from, then we picked two of them, the ones we thought were the most relevant for us:

The Fake Door and The One Night Stand. At this stage, we still had two concepts to go with: Coop Fast Delivery and Coop + Education. We made sketches of plans on how these two techniques can help us, but finally, we used only The Fake Door. Meanwhile, we had a small discussion with an expert, Anders Brandt, where he shared his ideas and recommendations on what and how we could do as the next steps. Based on his input, we worked further on the concepts and finalized them together with him.

The Fake Door technique can be defined as a fake entry for a non existing product and its purpose is to get the reaction from potential customers. ("Pretotyping – Techniques for Building the Right Product", 2019)

The technique can be executed in several ways and we decided to use it to test both ideas. Before starting the pretotyping test, we had several discussions about ethical issues and how to do the experiment in a moral way.

The fact that we wanted to present the idea without having the responses biased, meant that we could not tell that this was a school project. After discussing it for a while, we ended up with presenting the concepts as start-up ideas. We found it morally more acceptable due to the possibility that this might be the case in the future.

Pretotyping Idea 1

Introduction

As mentioned earlier, we also used the "The Fake Door" to pretotype the fast delivery idea. We wanted to test our idea through building a website along with a Facebook page, using a Facebook ad for two days to measure the interest by the number of people interacting with the ad. Furthermore a webpage was created where people could sign up for the pilot test of the service.

The preparation

In the session of pretotyping we created a fictional brand called grocer it for our service to not use the Coop name. We created an english webpage using "Wix" , a facebook page and a Facebook campaign ad for two days using 20 Euros as the budget.

The purpose of this was to simulate the service and to make a quick estimation of how would unbiased people react to our idea and how many engaging responses it would get.

The experiment consisted of a Facebook ad where our targets were linked to a fake website (Figure 14) if they decided to click on it. On the website there was a small description of our service concept and a fake opportunity to download the app by pressing a button. If our they decided to press the button they were linked to another page where we explained that we were still in the beginning phase and in need of participants for the pilot testing.
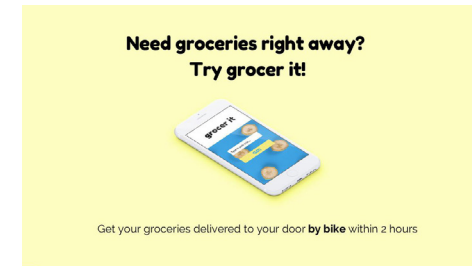
Figure 14: grocer it - Fake Door ad
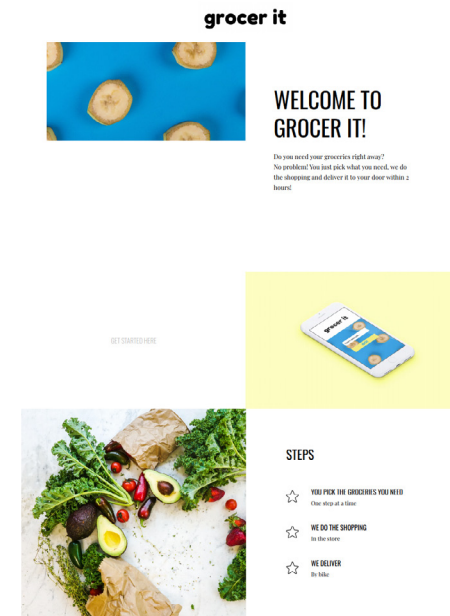
Figure 15: grocer it Fake Door website page 1
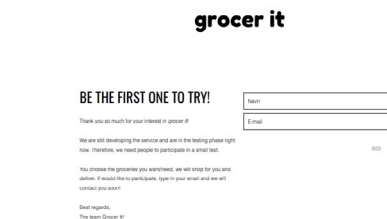
Figure 16: grocer it Fake Door website page 2

Pretotyping Idea 1
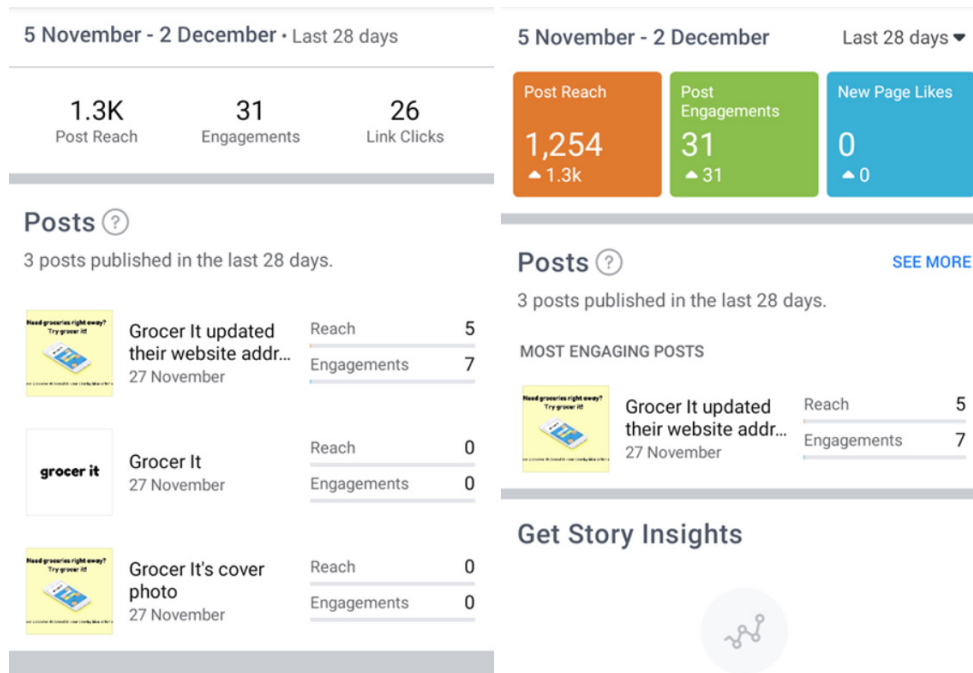
Figure 17: results

Results

This test ad ran for two days and during these two days we got to the following results: The advertisement reached 1,254 people, there were 31 Engagements, 26 link clicks and 1 person signing up for the pilot test.

We decided to contact the one person who signed up via e-mail, telling him all the details about the service grocer it and also that it was a school project. Unfortunately, we did not receive any reply after that.

Reflection

Even though we are very happy with the test results and even having one person signing up for testing the service, there are aspects that could have been improved for maybe even having a better result. First of all, having done the Facebook page and Facebook ad in Danish could have had an impact since our target group is living in Copenhagen.

Another impact was for sure the budget, the planning in terms of branding and the durance of the campaign on Facebook. Furthermore, having a real domain instead of the "wix-domain" would have had a greater positive impact since it looks more professional and legit.

Pretotyping Idea 2

Introduction

We started off the pretotyping for our Coop +Education idea by planning all the steps that needed to be prepared in order to see if there is an interest in our idea out there.

As mentioned before, we used "The Fake Door" to test the the Coop +Education concept, with the idea of calling a couple of primary schools to tell them about our concept and to get their feedback. The initial idea was that if the interest was there, to send them a one-pager and in a best case scenario, to schedule a meeting with them to introduce our idea in person and to talk about possible testing ideas.

The preparation

We started off by doing research about the primary schools in Denmark. There are around 150 primary schools in the area of Copenhagen. ("Grundskole København - Skole liste i Danmark - største skoledatabase", 2019)
We decided to contact about 20 schools first, and expected that about 10% will agree on a meeting with us, where we could explain our concept and agree that their students could try out and test our idea of this service.

The purpose of our experiment was to test if there was an interest from the schools in our concept.
Moreover, we also created a one-pager containing all the information given. It served us as a guide during the phone call and could be sent afterwards if the interest was there.

Pretotyping Idea 2

Results

With our pitch and one pager prepared we ended up calling around seven schools. We realised that it was hard to reach out to the people to which we wanted to present our idea as almost in all cases, we were attended by the secretariat.

This was something unexpected and did not lead to the desired result of getting feedback or insights of the demand of our service. Nevertheless, we were fortunate enough to get one contact within the Copenhagen International School where we also sent our one-pager and an explanation about our design project. After almost a week we got the following e-mail as a reply:

Dear Chantel & Co.,

I am excited to know that you are interested in a design project to teach children about sustainability around issues of food. I wonder if you are familiar with the curricula published by the UN FAO (Food and Agriculture Organization). Check out the files in this folder.
I will be happy to meet with you. I am available almost every day, 10.20 - 11.00, before or after school.

Green regards

Reflection

Even though we could not reach out to talk with the people with which we intended and planned, we had however the one contact from the international school which we considered as a good input.
Nevertheless, the time frame made us having to decide on one of the ideas to develop into a concept and we chose the other idea since the results showing after pretotyping were more tangible. Additionally we have not heard anything back from the teacher yet; We got a reply from Mr. D. only after having made the decision of going with the fast delivery idea.

Overall Reflection of Pretotyping

- and decision making on which of the ideas to develop further into a service concept

The tool of pretotyping helped us in the process of developing both ideas further and to realize which of them was more realistic for us to implement in the time that we had left. We knew beforehand that there is a difference between the two ideas, both in how much they were developed as well as in the amount of time that we would have to invest to test them. This was because Coop kids was quite an innovative idea and we had carefully planned all our steps in order to create it while for the bike delivery we could get inspiration of how to do it from different sources (for example Wolt).

The process of pretotyping made us even more aware of how hard and time consuming it will be to implement the Coop kids idea in our time frame. For example, when calling the schools, we realized that this idea was mostly dependant on external factors in terms of time (waiting for responses - e-mail) and implementation (not reaching further than the secretary in this phase).

We see pretotyping as a very realistic tool because it shows if there is an interest and demand in the idea and it also reveals all the obstacles that might come up.

When we had to make the decision which of the two ideas we wanted to develop further into a concept and only after discussing it for a while, we came to the agreement to proceed with the grocer it idea since we had more tangible results but also because the further procedure was not dependent on external factors anymore and could be planned by us.

DELIVER PHASE

Deliver Phase

In this chapter, we introduce and explain the process we went through when prototyping for grocer it. First, we introduce the detailed, final concept behind the grocer it service.
Then we explain why and how we mapped the Coop stores in the Copenhagen area and describe the design process of the artifact (delivery box). We continue by explaining how we tested the service grocer it. Lastly, we present and illustrate the grocer it services throughout different methods such as user journey, an ecosystem map, service map, and blueprint.

Grocer it
Final concept

The concept of our service consists of offering a fast/instant delivery service within the city center of Copenhagen. The key actors that make this service happen are the shopper and the biker (apart from the customer).

We decided that the shopper is a regular employee of an Irma, SuperBrugsen or Fakta supermarket which whenever he receives a grocer it order takes the role of the shopper. Once he is done with the orders he returns to his regular activities within the store. He shops and places the products in a special grocer it box which is, later on, picked up by the biker.
Anyone with a bike can become a grocer it biker by signing up for it and bypassing the hiring procedure (questionnaire and info-meeting).

The service can both be used by Coop Mad customers as it can be accessed directly from the Coop Mad webpage but also by anyone without an account.
Grocer it can be both used through a phone app or a webpage and as mentioned before, can also be accessed from the Coop Mad website.
The customer has the possibility to choose between the product assortment of three stores; Irma, SuperBrugsen, and Fakta - but eventually can only order from one of the stores.

He/She can either choose to access one of the three brands and then browse through the products of the chosen brand or get inspired by seeing all the products in the beginning and then limit the options to one of the brands when picking the first product.

The customer picks all the items needed with a weight limit of 12 kg and a dimension limit of our grocer it box. The restraint is automatically determined by the algorithm of the app and it will inform the customer whenever the limits are reached.

This is also where we see the opportunity to bridge Coop Mad and grocer it by giving the customer the possibility of redirecting to the Coop Mad's webpage in order to shop a bigger amount and a larger variety of groceries.

In this case, the customer chooses to get an ordinary delivery through Coop Mad and not a fast, instant one.

The shopper receives the shopping list and prioritises the order over the ordinary duties in the supermarket. He and the customer can communicate through the app's chat in case some products are missing from the store. In the chat, the shopper will suggest alternative products to the missing one and the customer needs to approve or decline the alternative.
The shopper shops with the grocer it box that has an eco-friendly/sugarcane bag inside where all the products will be placed.
After completing the shopping, the shopper places the box on the grocer it shelf - on the shelf with the number stated in the order.
The biker picks up the box in the stated shelf and bikes to the customer. The bag with the products inside is handed over to the customer when delivering and the empty box is returned to the store where he picks up the next order.

Grocer it
Main hotspots and other spots

Main hotspot and other spots

Prior to testing the service, we wanted to understand in which areas of Copenhagen grocer it could operate as a service and also to determine in which places we could do our testings.

We reached an agreement in that we will map three stores from the Coop family branch; Irma - as it provides only organic and local food and slightly different quality products when compared to the other stores. It is also the most expensive store within the Coop family. Fakta - as it is the most accessible in regards to price and it offers a big range of products and SuperBrugsen - as it is a combination of Irma and Fakta both in regards to price range and quality of the products it offers.

We went through different steps in the mapping process:

First, we discussed in which area grocer it will operate. Looking at the position of the stores on the map, we had to choose within two options; either to focus on developing a service in the center area where we can find most of the stores or to provide a service in the areas surrounding Copenhagen center where fewer supermarkets are operating.
As a starting point, we chose the first option, as we see it more economically convenient for Coop.
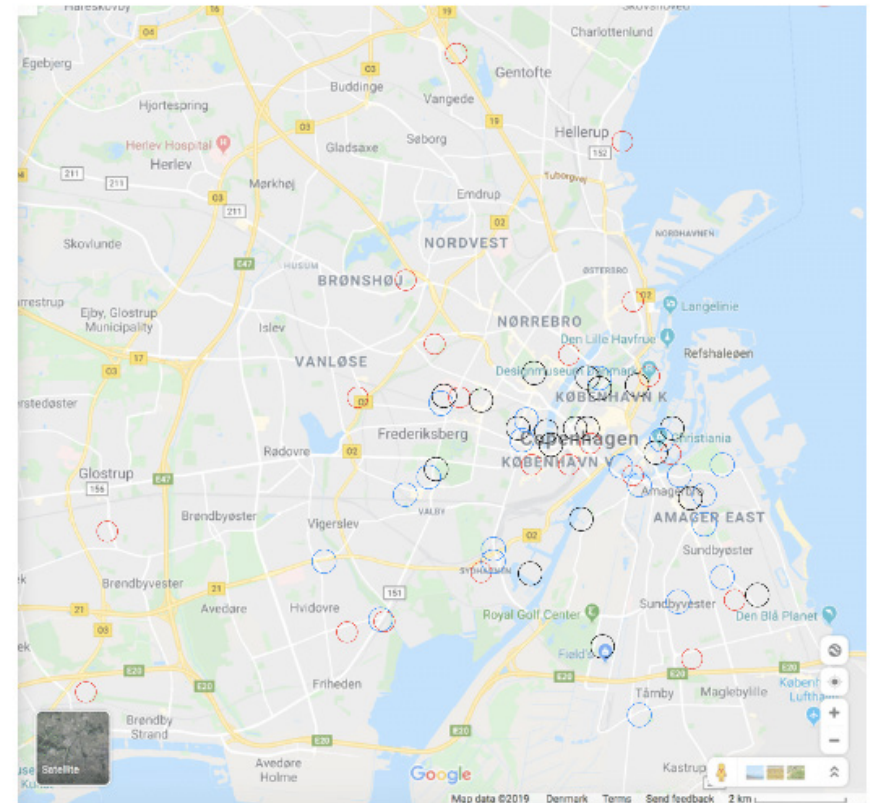
Figure 18: Copenhagen store map

Having access to more supermarkets in the city center could be an advantage due to the fact that the biker will have a faster access to various supermarkets, therefore it will be able to deliver more orders in a shorter time.

Then we discussed how the service will function; especially how and when the biker will be able to receive orders and we tried to create some constraints for it to happen in a more efficient way. Most of the features we discussed are inspired by a similar delivery service - Wolt.

We agreed that we will have a main hotspot in the city center and that the biker should go to in order to activate/start the working shift. Among the main hotspot, there will be few other spots operating; when the biker will be delivering he can receive orders which are within the area of one of these other spots. In case that there are no orders in the specific spot, he will return to the main hotspot and hopefully will receive other orders.

We discussed that a spot will operate wherever we will have the three stores aligned at a close distance to each other. Therefore, we took the stores as a central point and then we mapped out the range of distance in which the service will operate.

In total, we determined five groups of spots with various coverage of distance range; 5 km and respectively 3 km in diameter and one main hotspot (marked in red). See fig. 19

We chose the distances according to the number of minutes that Google maps suggests from one distance to another on a bike. For example, for 5 km it should take approximately 20-25 minutes to bike from one end to another and for 3 km approximately 15-20 minutes. We agreed that by using these distances the biker should have enough time to deliver the orders within two hours.
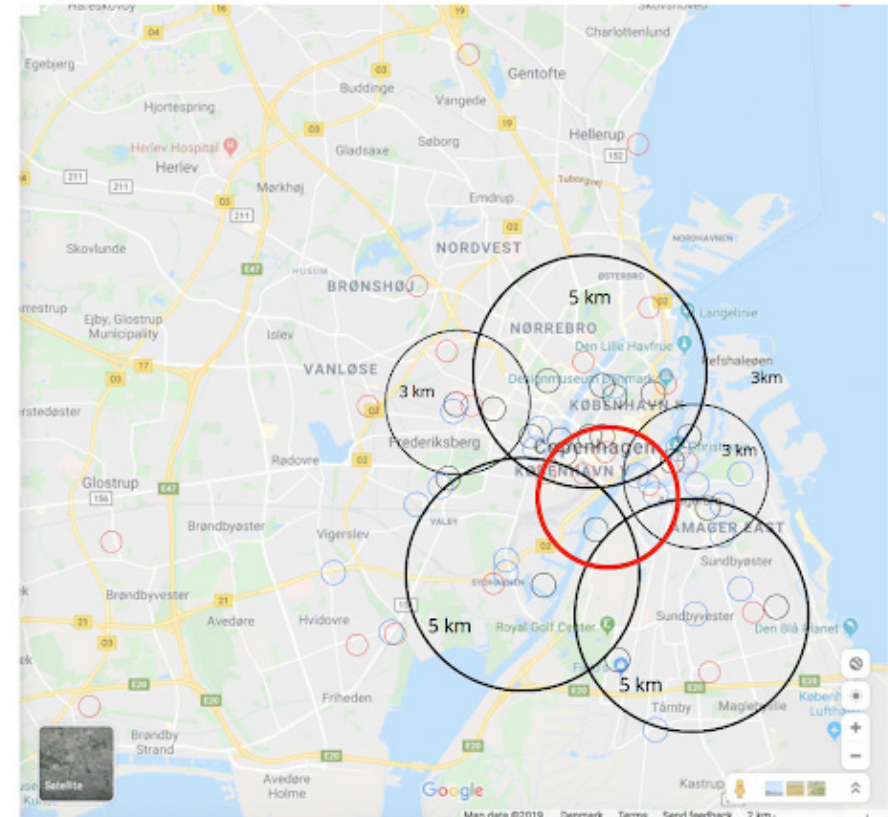
Figure 19: Hotspot map

Grocer it box
The artifact

The artifact is a main part of the service as it represents the touchpoint for both the shopper and the biker, thus, when we were designing it we had to take into consideration the fact that both parties will have to interact with it.

We started the design process with a brainstorm through which we briefly discussed the shape and the material of the artifact and other qualities that should have such as impermeability and visibility (in terms of color).

Inner structure

Mainly, in terms of shape, we discussed if it should be a backpack or a box. A backpack, on the one hand, will be less bulky than a box and easier to operate with but on the other hand, a box affords a better overview over the products and thus will allow the shopper to place them in a safer way. We did not go too much into detail with deciding the material of the box but we agreed on, that it should be made from a light material and as a starting point, it could be made from recycled plastic.

Like this, the weight of the box will just add a little to the weight of the products and therefore will be easier to carry.
Inside the box, the shopper will place a sugarcane bag in which he will put the products. When it will be necessary, e.g. when a customer orders meat or fish, a cold isolation box will be placed inside the box.

The products in the isolation box will be taken out before handing it over to the customer.

Outer structure and chest harness

We discussed that the outside of the box is covered with reused canvas which is also a waterproof textile. This kind of material also has a flexible texture that will afford rolling or extension (in order to fit products with more volume).

On the side, there are two loops, from where the chest harness will be attached. This should facilitate the shopper to carry the box around in the supermarket and the biker to carry it to the bike. When riding, the box will be attached to the handlebar with hooks that are placed in the front of the box.
This avoids putting too much weight on the shoulders when biking.

GROCERY BOX

*<10kg
Square box structure
Covered with waterproof canvas
Chest harness (to carry)
Hooks for attaching to bike
Cold isolation box*

Square box structure

300

400

300

+

Canvas tex-
tile.
Waterproof
Resistent
Flexible

Hooks to
attach
harness
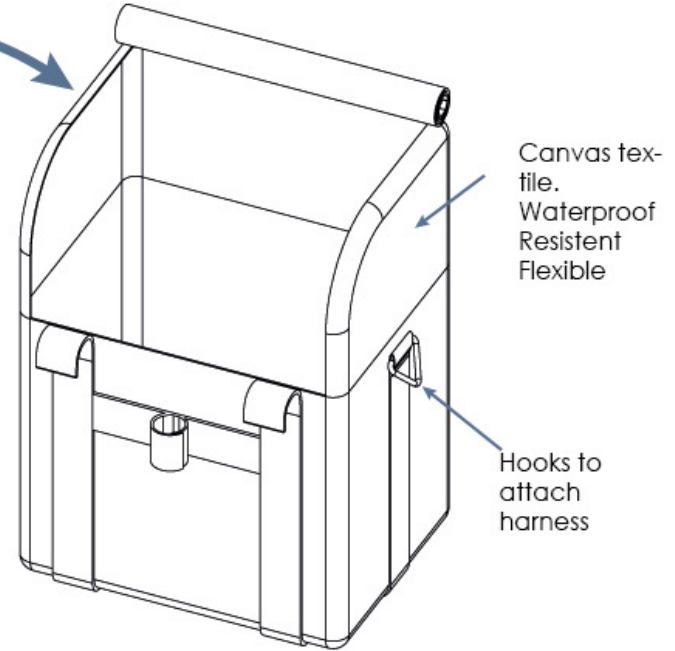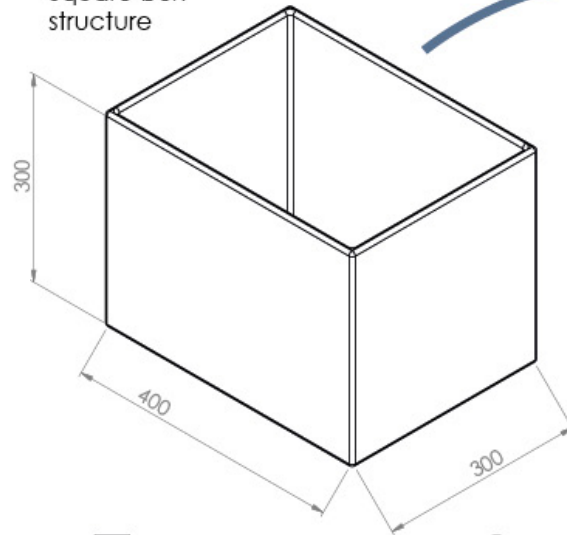
Harness
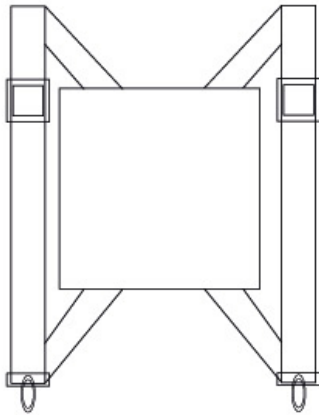
Hooks for
bike
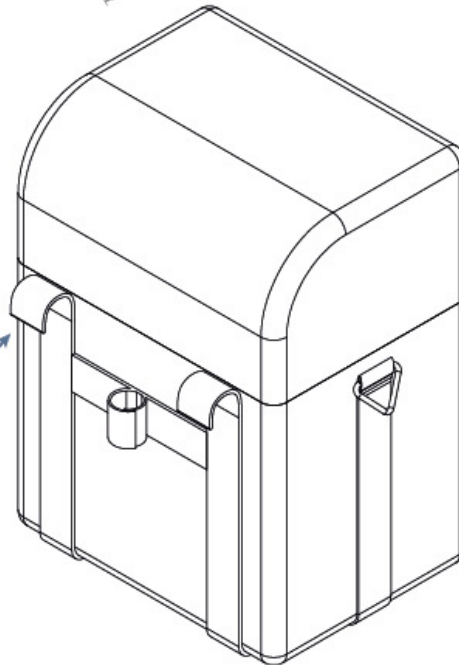
Isolation box.
modular

140.00

180.00

130.00
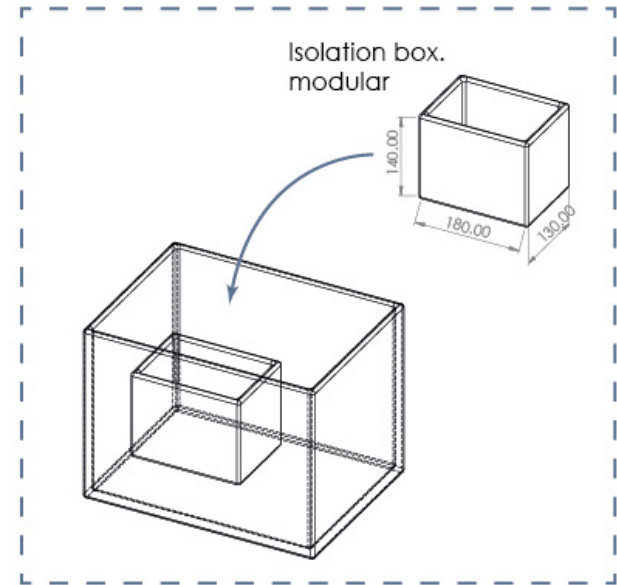
Testing grocer it

When testing the grocer it service we conducted two rounds of tests. With the first test, we wanted to find out the average amount of time that a shopper will take in order to complete an order and with the second experiment, we tested the whole grocer it service in order to determine the complete time from the order to the delivery but also in order to better understand the flow of events and to maybe detect unforeseen pain points. The tests were conducted over two days:

Test/Day 1

Three members of the group went individually to a SuperBrugsen placed within the areas that have been mapped out previously. We all had the same grocery list which contained ten products and the aim was to simulate the shopper while performing an order and taking the time while doing so.

We had various time ranges; 15 minutes, 10 minutes and respectively 7 minutes with an average time of 10.6 minutes.

Due to the fact that many variables influenced our group members when testing, such as not being familiar with the placement of the products in the supermarket or not being sure if a product is in stock or not, we concluded that it is fair to consider that the shopper will complete the order within the average time.

Test/Day 2

Note: Since we did not receive an answer from our user (that signed up on our webpage) we decided to use a familiar person in order to test grocer it. Due to this fact we agreed that we will only test the service flow and not the experience of the service in order to avoid having biased data.

Prior to testing the service in the supermarket we had a small meeting in which we planned the flow of events and assigned the tasks to each group member.

We divided the roles as such: the shopper, the biker, the person documenting the simulation in the supermarket and keeping track of time and the person helping the "user" to send the list of groceries and waiting until they were handed in. We shopped in one of the Fakta that was in the spot of where the user lives.

Challenges

Unfortunately we had some communication issues during the testing. Because of this, we did not follow some steps completely like initially planned, but we were still able to test the service and to properly keep track of the time.
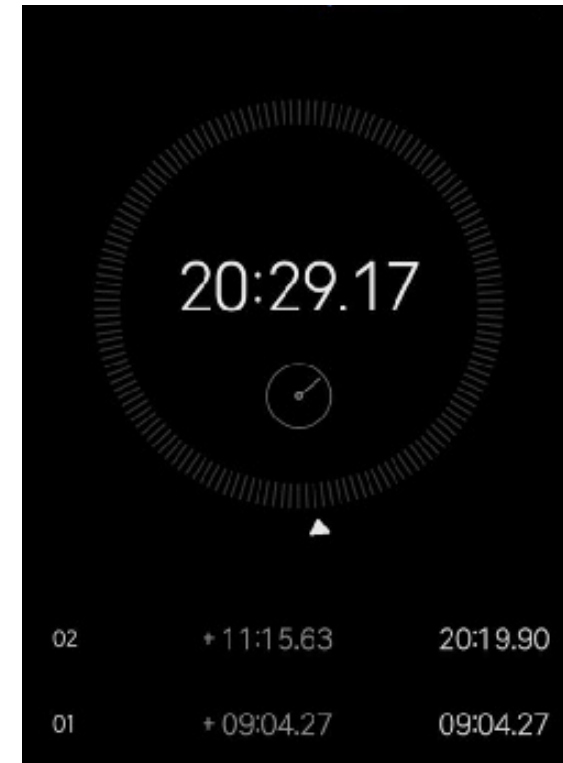
Figure 20: Time test of grocer it

The flow of events

1. The test person prepares a list with 10 screenshots from the Fakta webpage showing the products she would like.

2. The shopper arrives in the supermarket and confirms it to the user. The shopper receives then a list with the 10 products picked out by the test person and starts to shop.

3. The biker receives the address of Fakta and bikes towards the store. He waits until the shopper is ready to hand over the box.

4. The shopper finds the products within 9 minutes. In this time he also communicates with the user through the chat suggesting an alternative product to a missing product.

5. The shopper completes the order and then hands over the box with goods to the biker which was already waiting for the order.

6. The biker takes the delivery box and heads towards the user's home where he arrives within 11 minutes.

Roxana in Fakta pretenting to be a grocer it shopper.

Javier handing out groceries to our test person.

Testing grocer it
Reflections

As we mentioned above, it took us around 20 minutes to complete and deliver an order; which was less than the amount of time that we actually expected.

We had the advantage to shop in a store which was quite small and therefore it was easier to find the products, even if we did not know beforehand where they were placed within the store.

We discussed that the stands with products could be mapped out with different colors in the shopper's version of the app or there could be an algorithm helping to sort the products according to the stores' placement of the products.
Like this, time would be optimized because the shopper will have a better overview.
It might be uncomfortable for the shopper to grab products which are placed at a lower level on the stands due to the size and the position (in front) of the box but it was not impossible.

We also received unexpected feedback from the test person after the test who told us that she received a rotten fruit, which is a big challenge we already noticed when stating our findings. (See 2nd Finding - Physical experience is important)

Ecosystem Map

To understand all touchpoints, service providers, access providers and the whole infrastructure surrounding grocer it we decided to map them out in an ecosystem map.
The purpose was to understand the connection between all actors and figure out who Coop needs to take into consideration to make the new service solution work.

The structure of our ecosystem map is as follows (From the inside- to the outside of the circle):

Circle 1:

In the center circle we show our user Kris because he is our main target group in this project. Kris is the person who will be interacting with touchpoints, service providers and access providers during the whole service experience.

Circle 2:

In the second circle we map out all visible and possible touchpoints Kris will interact with during his service experience. Some of these touchpoints will appear several times in Kris's journey.

Circle 3:

In the third circle we map out all the service providers who will make sure all touchpoints are functioning during the service experience.

Circle 4:

In the fourth circle we map out the access providers. The access providers gives access to both touchpoints and service providers during the service experience.

Circle 5:

In the fifth circle we show the infrastructure which are all the basic facilities needed for a modern society to work. We decided to map those who are relevant in this case.

The different actors in the ecosystem are linked with dotted lines which shows the value exchange between them.
Depending on how you look at it some of the service providers and access providers might also be touchpoints since the user needs an interaction with them to get access to the touchpoints in the inner circle.

After doing the ecosystem we felt that we had a starting point to extend the service system of grocer it with a new system map, a user journey and a blueprint.

INFRASTRUCTURE

ACCESS PROVIDERS

SERVICE PROVIDERS

TOUCHPOINTS

THE USER

E.g. Google

Email provider: e.g. Gmail

Email

Bank

Bank account

Credit card

Plastic bag

Grocery producer / Farmers

External Warehouse

Packaging factory

E.g. Instagram

E.g. Instagram Business

Ads

Products

Shopper

Coop

Internet provider

E.g. Facebook

E.g. Facebook Business

Phone

Grocer it app

App

Costumer support hotline

Biker

Grocer it

Coop Warehouse

Apple

Telecommunications company ex Telenor

Hotline staff

Coop

E.g. App Store Apple

New System Map

Introduction

To ensure that we have all the touchpoints and interactions well considered, and to make sure we don't miss to add or investigate any crucial point, we mapped out the new system as well and double checked all the important points. It is also a help for us to see it compared to the previous system, so it is easy to recognize those points that we developed through our solution.
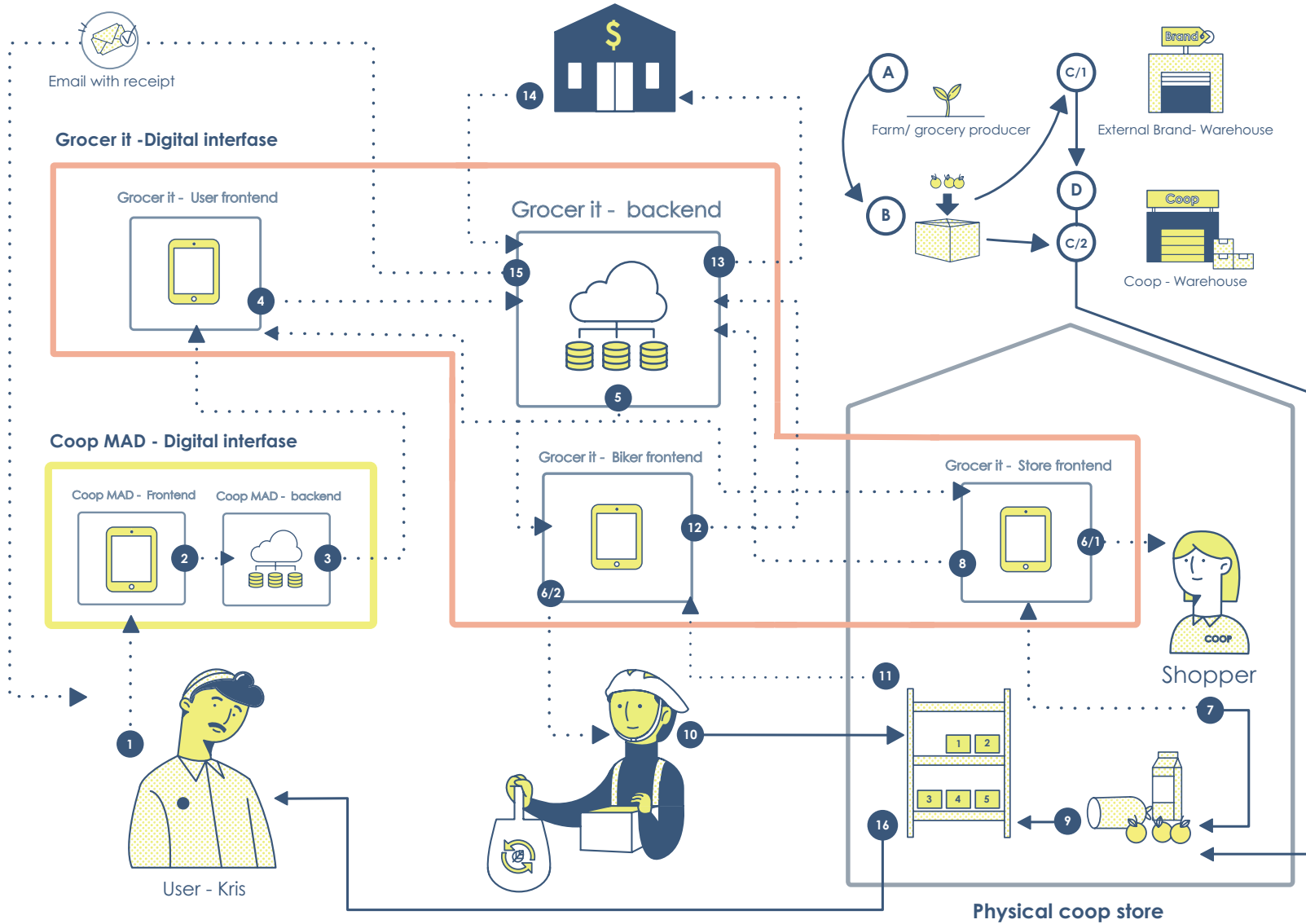
Email with receipt

Grocer it -Digital interfase

Grocer it - User frontend

Coop MAD - Digital interfase

Coop MAD - Frontend   Coop MAD - backend

Grocer it - backend

Grocer it - Biker frontend

Grocer it - Store frontend

A = Farm/ grocery producer
B
C/1 = External Brand- Warehouse
D
C/2 = Coop - Warehouse

Shopper

User - Kris

Physical coop store

1 = The service flow   ············· = The information flow

A = The food supply flow   —————— = The material flow

95

New System Map
Explanation

The numbers are the points of the service flow

1. Kris decides to order groceries from Coop Mad. He goes to the website / uses the app to create his order. Then he decides to use the new service, grocer it, because he needs the groceries delivered as soon as possible and he makes his order.

2. The user profile information and the list of products are accessed from the database.

3. The backend realizes the existing profile and forwards the user to the grocer it app.

4. The order of the chosen products gets forwarded to grocer it -backend.

5. Grocer it -user frontend, grocer it -store frontend and grocer it -biker frontend get all confirmed about the requested order.

6. 1   The shopper receives the request through grocer it to collect the ordered products.

6. 2   The biker receives the request through grocer it to pick up the ordered products.

7. The shopper confirms that the request was received and starts collecting the ordered products.

8. Grocer it -backend receives the confirmation through grocer it -store frontend.

9. The ordered products are all collected, packed and placed on the shelf ready for delivery.

10. The biker comes to pick up the package of the ordered products.

11. The biker confirms the pick up through grocer it - biker frontend.

12. Grocer it -backend receives confirmation of the pick up from grocer it -biker frontend.

13. Grocer it -backend sends a request for payment to the bank.

14. The bank confirms the purchase and informs grocer it -backend.

15. Grocer it -backend sends a confirmation of the successful purchase to the user in an email along with the invoice.

16. The biker delivers the package to the customer.

The letters are representing the material flow

A. The groceries are transported from cooperating farms / grocery producers to the packaging factory.

B. The packed/handled groceries get delivered either to an external brand-warehouse or directly to the Coop-warehouse.

C/1. The products that go through the external brand-warehouse, get transported to the Coop-warehouse.

C/2 and D. Products get delivered to the supermarket.

After point "C/2" and "D", at point 7 the material flow merges and becomes the same as the service flow.

New User Journey

After making the ecosystem map and system map we had enough design principles defined to make a storyboard of Kris using grocer it.
We decided to have Kris as our service narrator since he is also represented in the current user journeys and as mentioned earlier because he represents our main target.

The storyboard on the following pages tells the story of Kris using grocer it before having dinner with friends. It consists of wireframes, offline actions and all touchpoints are also mentioned.
In this case we used the storyboard as a tool to communicate the service experience from A to Z.

PRE SERVICE

ORDERING

1. Awareness

Kris wants to arrange a dinner with some friends. He enters CoopMAD.dk and discovers their new instant delivery solution. (Both offered as an app and a website)

Touchpoints: *Phone/Computer, App/Website.*

2. Select products

IRMA

Kris gets the option of choosing one of the three brands to shop but he decides to browse through the product page first. By choosing the first product, the belonging brand with is product is picked and only these are shown on the website.

Touchpoints: *Phone/Computer, App/Website.*

3. Pop-up window

"Sorry, you have too much weight in your basket... Please remove an item"

Kris continues shopping on the website. When he reaches the 12 kg weight limit a pop-up window appears and asks him to remove some products from his basket if he wants instant delivery. He also gets the opportunity to use the original delivery solution.

Touchpoints: *Phone/Computer, App/Website.*

4. Check out

Check out

Login

Don't have an account?... Sign up **Here**

Continue as guest

Kris reaches check out and now has two options: to sign up/log in or continue as a guest. Kris has used Coop Mad before so he logs in to his existing account.

Touchpoints: *Phone/Computer, App/Website.*

5. Payment

In total:
246,5 kr

Confirm Order

Because Kris already has an account, Kris does not have to type in his credit card information. He just types in the security code + pressrs a confirmation button and the money is ready to be charged when his order is picked up.

Touchpoints: *Phone/Computer, App/Website, Credit card.*

DELIVERY / WAITING

6. Order number + Email

Your order number is:
29A72T09

You have recieved an email with all information about your order!

Kris receives an order number in the app and an email with all details about his order.

Touchpoints: *Phone/Computer, App/Website, Email.*

7. Reminder

Remember to keep an eye on your electronical device for the next 15 minutes... We might text you!

After confirming, Kris also gets notified that he has to stay close to his phone for the next 15 min in case some of his products are missing in the store and the shopper wants to get in contact with him.

Touchpoints: *Phone/Computer, App/Website.*

8. Interaction with shopper

Clara, Coop

Hi Kris,
We have no more Arla milk, is there another milk you would like?

Best Clara, Irma

If a product is missing Kris recieves a message in the chat from the shopper in the store. The shopper asks if he needs anything else instead of the missing product and Kris replies.

Touchpoints: *Phone/Computer, App/Website.*

9. Biker approves picking up

Your money has now been charged and your order is on its way to you!
You can expect it in **15 min.**

When the shopper is done shopping and the biker confirmes picking up the order, the money is charged from Kris' account and a final receipt is send to his email. He is also notified in the app.

Touchpoints: *Phone/Computer, App/Website, Email.*

10. Follow biker

Kris can follow the bikers route from the store to his apartment in the app.

Touchpoints: *Phone/Computer, App/Website,.*

AFTER SERVICE

11. Receive order

HELLO

When the biker arrives, Kris receives his order in an eco friendly plastic bag.

Touchpoints: *Biker, Products, Plastic bag.*

12. Unpack

Kris unpacks his groceries and everything seems as expected.

Touchpoints: *Products.*

13. Rate service

How would you rate this service?

★★★★★

Submit

Kris looks at his watch and realizes that he received the groceries within one hour. He is happy about the service experience he just had and rate it with 5 stars.

Touchpoints: *Phone/Computer, App/Website.*

14. Cook / Create awareness

Coop

Later the same day Kris cooks dinner with his friends. He makes them aware of his great service experience with Coop Mad.

15. Recycle

After cooking Kris recycles the plastic packaging and the ecofriendly bag.

Touchpoints: *Plastic leftovers.*

Blueprints

For this project we have decided to create three blueprints in order to zoom into the service grocer it from three perspectives - the customer, the shopper and the biker.

We decided to do so, to get a holistic view and understanding of the service, the critical points, the touchpoints and the backend- and frontend actions.

Blueprint - Online service grocer it

CUSTOMER

	BEFORE			DURING							AFTER
STEPS	Awareness	Download App	Open App/ Webpage	Choose one product/brand	Pick products	Check-out	Type information	Notification 1	Notification 2	Delivery	Rating
USER ACTIONS	The potential customer becomes aware of the service grocer it.	The customer opens the appstore and downloads the grocer it app.	The customer opens the app or website of grocer it.	The customer either chooses to shop by brand or by selecting the first product.	The customer picks all the products wanted of the accessed/ selected brand.	The customer picked all products and checks-out.	The customer types in the address and creditcard information for the delivery.	The customer receives a notification with the order number and the message to expect chat messages from the shopper.	The customer receives a notification that the biker is on the way. The receipt is sent and money is charged.	The customer receives the products by the biker. All the goods are handed over in a sugarcane bag.	The customer rates the service in the pop-up.
PHYSICAL EVIDENCE	-	PHONE, APPSTORE	APP/PHONE	APP/PHONE	APP/PHONE	APP/PHONE	APP/PHONE, CREDITCARD	APP/PHONE, E-MAIL	APP/PHONE, E-MAIL	BIKER, BAG	APP/PHONE

····· *Line of interaction* ·····

FRONTSTAGE ACTIONS

APP / PHONE
- Becomes aware of the service through advertisement fx using the phone
- Uses the phone to access the appstore
- Opens the app on the phone
- Shops either by brand or browsing the product page
- Chooses all products from one chosen brand
- After picking all the products, the customer checks-out
- Types in the address and creditcard information and checks-out
- Receives a notification confirming the order (order number) and to expect chat messages
- Receives an e-mail that the products are picked up by the biker, the receipt and that the money is charged
- Gets the option of rating the service in the app

APPSTORE
- Downloads the app grocer it from the appstore

E-MAIL
- Receives an e-mail confirming the order (order number) and informs to expect chat messages from the shopper
- Receives an e-mail that the products are picked up by the biker, the receipt and that the money is charged

BIKER
- Receives the address information of the customer
- Biker confirms that the products are picked up and that he is on the way to the customer
- Gets all the ordered products delivered by the biker

CREDIT CARD
- Takes the creditcard information

SUGARCANE BAG
- The biker hands over all the products in the grocer it sugarcane bag

—— *Line of Visibility* ——

BACKSTAGE ACTIONS

DATABASE
- The picked products are stored and the list is sent to the shopper
- The typed in information is stored and the address information sent to the biker

SHOPPER
- The shopper receives the (by the system) sorted shopping-list (sorted according the store layout)

CUSTOMER SERVICE

BIKER
- The biker receives the store location information and route by confirming the task

BANK ACCOUNT
- The money is charged

—— *Line of Internal Interactions* ——

SUPPORT PROCESSES

E-MAIL PROVIDER
- Processing the check-out request and the automatic e-mail notification is sent
- Processing the biker's notification and the automatic e-mail notification is sent to the customer

BANK
- Checking and approving the creditcard information and the transaction
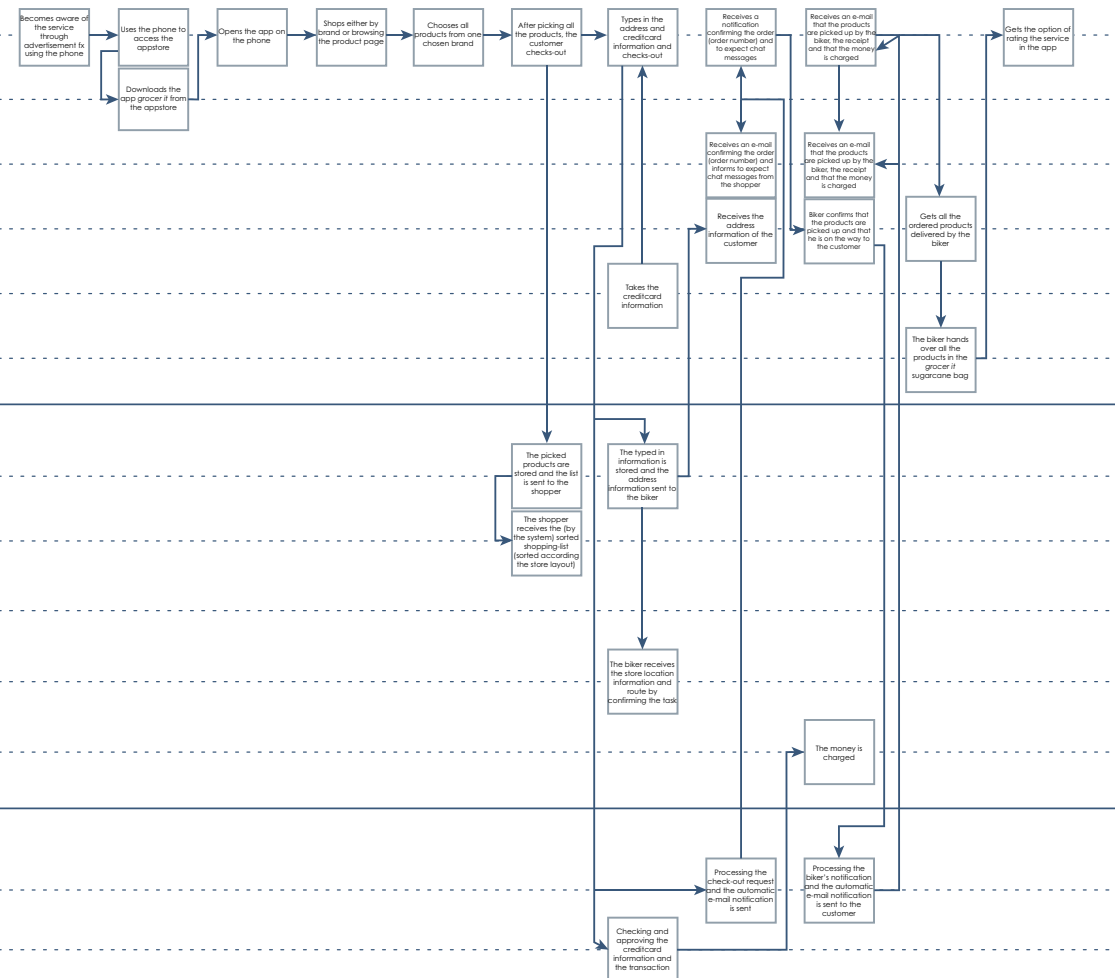
* All actions happening with the App/Phone could have also been happening through the webpage on a computer/laptop.

Blueprint - Zoom in 1
TOUCHPOINT - SHOPPER

STEPS	Notification	Get ready	Shopping list	Shop and scan	Confirmation	Place box
USER ACTIONS	The shopper receives a new order.	The shopper puts on the *grocer it* harness and attaches the *grocer it* box with the sugarcane bag inside to the harness.	The shopper is ready to shop and clicks a button in the app to see the shopping list created by the customer.	The shopper picks up the items and scans them before putting them into the bag in the box.	The shopper confirms in the app that the shopping is done and all products are packed.	The shopper places the box with the groceries on the *grocer it* desk to be picked up by the biker.
PHYSICAL EVIDENCE	APP/PHONE	HARNESS, BAG/BOX	APP/PHONE	SCANNER/PRINTER, BAG/BOX	APP/PHONE	BAG/BOX, BIKER, STORE/SHELF

Line of interaction

FRONTSTAGE ACTIONS

APP / PHONE
- Receives a new *grocer it* task
- Clicks a button in the app to view the shopping list created by the customer
- Receives the (by the system) sorted shopping list (sorted according the store layout)
- Uses the phone for displaying the shopping list and scanning the items before putting them into the bag/box
- Confirms in the app that the shopping is done and all products are packed in the bag inside the box

HARNESS
- Gets ready by putting on the harness (to carry the box)

SUGARCANE BAG/BOX
- Places the bag inside the box and attaches the box onto the harness
- Puts all scanned items into the bag inside the box
- The box is filled with all the items

STORE/SHELF
- The full box is placed into the *grocer it* shelf. Ready to be picked up by the biker

BIKER
- In case the biker is early, the box can be directly handed over to the biker

Line of Visibility

BACKSTAGE ACTIONS

DATABASE
- The stored shopping list is retrieved and sent to the shopper
- The confirmation information is stored

CUSTOMER
- Orders. Checks-out
- The customer picked all products and checked-out
- Receives an e-mail that the products are picked up by the biker, the receipt and that the money is charged

CUSTOMER SERVICE

Line of Internal Interactions

SUPPORT PROCESSES

INVENTORY SYSTEM
- By scanning the products, the inventory system's database is getting constantly updated

Blueprint - Zoom in 2
TOUCHPOINT BIKER

STEPS

| Prepare for the shift | Bikes to hotspot | Notification & Confirmation | Receive route Store | Bike to store | Enter store | Attach box | Confirm | Request route Customer | Receives route Customer | Bike to customer | Deliver bag | Confirmation delivery & new task | Receive route Store | Bike to store | Enter store | Deliver empty box | Attach new box |

USER ACTIONS

| The biker puts on the harness for the shift. | The biker bikes to the hotspot to start the shift and to receive tasks. | The biker receives a notification that there is a new task and confirms the task through the app. | The biker receives the location information of the store and the route. | The biker bikes to the store by following the route of Google Maps displayed in the *grocer it* app. | The biker enters the store and finds the *grocer it* shelf. | The biker finds the box with the corresponding number (number given in the app) and attaches it to the harness. | The biker confirms in the app that the products are picked up and that he/she is on the way. Leaves store. | The biker requests the location information of the customer and the route. | The biker receives the location information of the customer and the route. | The biker bikes to the customer by following the route of Google Maps displayed in the *grocer it* app. | The biker delivers the *grocer it* sugarcane bag filled with the products to the customer. | The biker confirms the delivery to be done and also confirms the new task that shows in the *grocer it* app. | The biker receives the location information of the store and the route. | The biker bikes to the store by following the route of Google Maps displayed in the *grocer it* app. | The biker enters the store and finds the *grocer it* shelf. | The biker delivers the empty box from the previous delivery. | The biker finds the box with the corresponding order number and attaches it to the harness. |

PHYSICAL EVIDENCE

| HARNESS | BIKE | APP/PHONE | APP/PHONE, GOOGLE MAPS | APP/PHONE, GOOGLE MAPS BIKE | STORE/SHELF | APP/PHONE, STORE/SHELF, BOX | APP/PHONE | APP/PHONE GOOGLE MAPS BIKE | APP/PHONE, GOOGLE MAPS BIKE | APP/PHONE GOOGLE MAPS BIKE | BOX, BAG, CUSTOMER | APP/PHONE | APP/PHONE, GOOGLE MAPS | APP/PHONE GOOGLE MAPS BIKE | STORE/SHELF | BOX, STORE/SHELF | BOX |

Line of interaction

FRONTSTAGE ACTIONS

APP / PHONE
- While being in the hotspot, the biker receives a new task. Confirms the task in the app
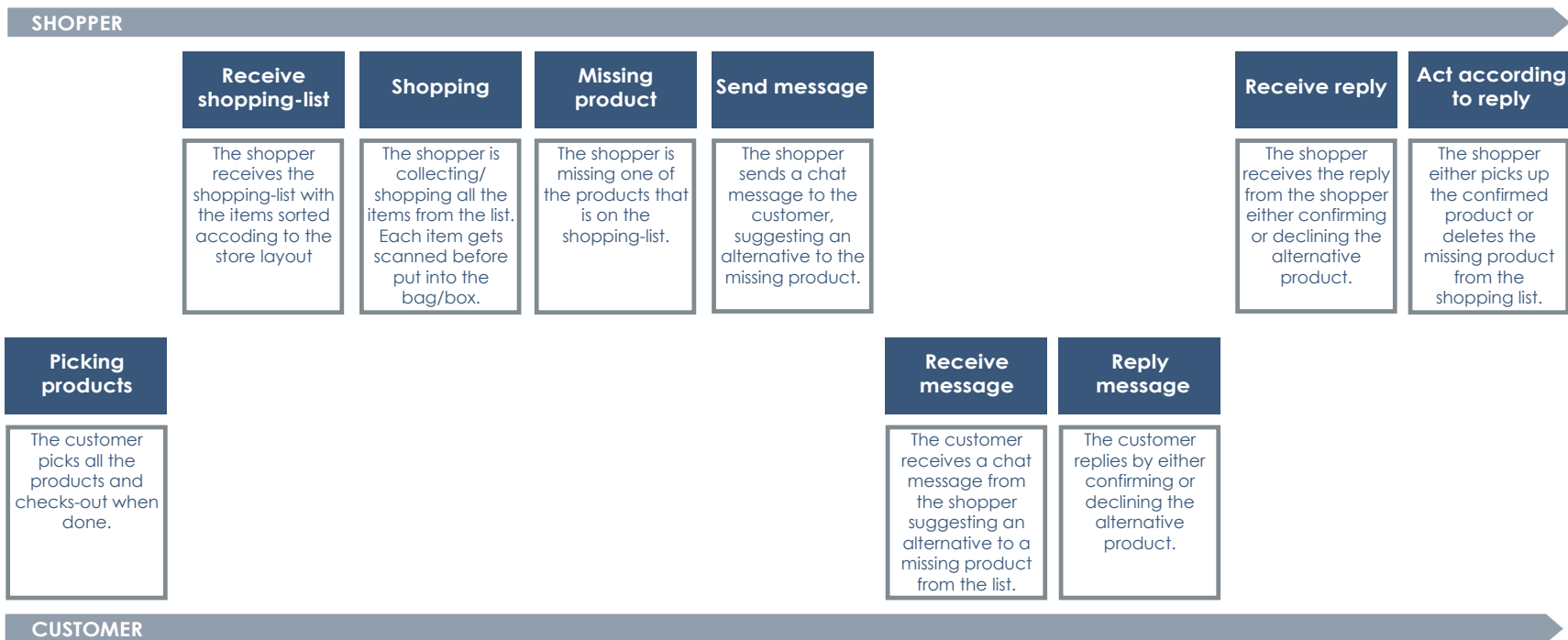- Receives the store location information and the route, displayed in Google Maps through the app
- Uses the app on the phone to display the route to the store
- Bikes to the store, following the route given by Google Maps
- Checks the shelf number in the task in the app
- Confirms that the box is picked up
- Requests the customer location information and the route, displayed by Google Maps through the app
- Receives the customer location information and the route, displayed in Google Maps through the app
- Uses the app on the phone to display the route to the store
- Bikes to the customer, following the route given by Google Maps
- Confirms the deliver and also accepts/confirms a new (waiting) task in the app
- Receives the store location information and the route, displayed in Google Maps through the app
- Uses the app on the phone to display the route to the store
- Bikes to the store, following the route given by Google Maps
- Checks the shelf number for the new order in the app ∞

BIKE
- Bikes to the "hotspot", wearing the *grocer it* harness

HARNESS
- Prepares for the shift at home by putting on the *grocer it* harness

BOX
- Attaches the box inside the correct shelf to the harness
- Takes the bag with the groceries out of the box
- Attaches the box to the harness

BAG
- Hands over the bag to the customer
- Delivers the empty box from the previous delivery in the "return-shelf"

STORE/SHELF
- Enters the store and heads to the *grocer it* shelf.
- Finds the correct shelf number
- Enters the store and heads to the *grocer it* shelf.
- Finds the correct shelf number and takes the box

CUSTOMER
- Receives an e-mail and notification in the app
- Arrives at the customer's location
- Hands over the bag to the customer

E-MAIL
- Receipt (money is charged) and notification that the biker's on the way is sent to the customer

Line of Visibility

BACKSTAGE ACTIONS

DATABASE
- Stores the bikers location (when accepting the task) and the store location (connected with the order)
- Stores the biker's location (the assigned store location) and the customer's delivery location
- Stores the bikers location (when accepting the task) and the store location (connected with the order)

SHOPPER
- In case the biker is early, the box can be directly handed over from the shopper to the biker

GOOGLE MAPS
- The information is transformed into a the fastest biking route
- Provides the constant updated route to the store and the estimated time it takes to bike there
- The information is transformed into a the fastest biking route
- Provides the constant updated route to the customer and the estimated time it takes to bike there
- The information is transformed into a the fastest biking route
- Provides the constant updated route to the store and the estimated time it takes to bike there

BANK ACCOUNT
- The money is charged

Line of Internal Interactions

SUPPORT PROCESSES

GOOGLE
- The bikers location and the stored store location information (connected with this order) is retrieved
- The changing location information of the biker is retrieved and provided to Google Maps
- The biker's location (store location) and the stored customer location information is retrieved
- The changing location information of the biker is retrieved and provided to Google Maps
- The bikers location and the stored store location information (connected with this order) is retrieved
- The changing location information of the biker is retrieved and provided to Google Maps

BANK
- Processing the bikers confirmation and releases the payment with the stored information

E-MAIL PROVIDER
- Processing the bikers confirmation and sending the automatic e-mail notification to the customer

Extra Case

CASE: MISSING PRODUCT

SHOPPER

Receive shopping-list	Shopping	Missing product	Send message			Receive reply	Act according to reply
The shopper receives the shopping-list with the items sorted accoding to the store layout	The shopper is collecting/ shopping all the items from the list. Each item gets scanned before put into the bag/box.	The shopper is missing one of the products that is on the shopping-list.	The shopper sends a chat message to the customer, suggesting an alternative to the missing product.			The shopper receives the reply from the shopper either confirming or declining the alternative product.	The shopper either picks up the confirmed product or deletes the missing product from the shopping list.

Picking products

The customer picks all the products and checks-out when done.

Receive message

The customer receives a chat message from the shopper suggesting an alternative to a missing product from the list.

Reply message

The customer replies by either confirming or declining the alternative product.

CUSTOMER

THE NEXT STEPS

Future Developments

In this section of the report, we are elaborating on some of the ideas which we had regarding the next/future steps of our created service grocer it.

In regards to grocer it there are few aspects which could be developed in the future. One of the ideas we discussed is that when/if the service will grow then the shopper, which right now is a regular Coop employee, could be hired to only focus on performing the shopper job.

Moreover, since for the moment the customer can order goods only from Irma, Fakta, and Superbrugsen separately, in the future, there could also be an option for the customer to choose and order products from different supermarkets together. We also discussed that all the other supermarkets from the Coop family should become a part of the grocer it service.

Another further development could be that the range of grocer it could widen into a bigger spectrum, first in the entire area of Copenhagen and then to the whole of Denmark.

CONCLUSION

Conclusion

With this project (and the problem statement in mind) we wanted to create a new core for Coop Mad that should be used as a tool to tell stories. Throughout the project, we realized that this base we could not create by only changing Coop Mad's service but more by giving the customers a new and fresh perspective and through that changing their habits when shopping for groceries but also to bond with them.

Therefore, we came up with the instant grocery delivery service - grocer it - which should work as an easy bridge into the already existing Coop Mad service. The idea with this feature service is to bring people into OGS by chance and without them noticing because the service works almost like any other food delivery service.
They should get comfortable using this easy service for smaller amounts of groceries and with fast delivery and then easily bridge over into Coop Mad's service for the bigger amounts of groceries. (new perspective and habit change)

By adding this new and different "daughter" service of Coop Mad, we both try to change the customer's behavior towards OGS but also to give them a tool to tell stories and through that bond with the customers and to create loyalty.

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Figures:

Fig. 1. Double Diamond illustration by Julie Bregenov Jönsson

Fig 2. https://www.statista.com/statistics/715803/sales-turnover-of-online-groceries-in-denmark/. (2019). [Image].

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Fig. 4. https://www.statista.com/statistics/778961/number-of-stores-of-coop-danmark-by-chain/. (2019). [Image].

Fig. 5. Own figure

Fig 6. Created by Google Form

Fig. 7. Own figure

Fig. 8. Created by Google Form

Fig. 9. Google Form.

Fig. 10. Own photo

Fig. 11. Own figure & icons from www.flaticon.com

Fig. 12. Own figure with one icon from www.flaticon.com

Fig. 13. Own figure

Fig. 14. Own figure made in Canva

Fig. 15 & 16. Own Webpage made in Wix

Fig. 17. Facebook results

Fig. 18 & 19. Google maps

Fig. 20. Own figure

Icons page 12-14 from https://www.flaticon.com/

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Persona logos on page 51-54:
Amazon Kindle, Aarstiderne, Inwear, Instagram, Acne, Apple, Ebay, Bosch, Cat, Coffee Collective, Arket, FSC, WWF, The Ocean Clean up and Certified Vegan.

User journey icons on page 58 & 59: Icons from www.flaticon.com

Icon on page 71 is from www.flaticon.com

The pictures on page 7, 11, 19, 20, 57 & 78 are from Pexel.com:
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Technical Drawing of grocer it is an original creation of Javier Campero Nunez.
Blueprints are original creations of Chantal Beck.
All of the rest of the illustrations are original creations of Julie Bregenov Jönsson.

Appendix

survey responses.csv
These are the 163 answered questionnaires, we gathered online and in Absalon church in the discovery phase of our project. The survey is an original creation, and developed by all the members in this semester group.

interview transcripts- all.pdf
These are the six transcripts of the in-depth interviews we conducted in our discovery phase. The transcripts are an original creation, and each of the group members transcripted at least one interview.

henrik interview.mp3
This is the file with the in-depth interview with Henrik. He is one of our six interviewees and he has ordered groceries from Coop Mad. The interview is an original creation of our group and was conducted via phone by Chantal Beck.

ellen interview.mp3
This is the file with the in-depth interview with Ellen. She is one of our six interviewees and she is a regular customer of Nemlig.com. The interview is an original creation of our group and was conducted by Julie Bregenov Jönsson.

clara interview.mp3
This is the file with the in-depth interview with Clara. She is one of our six interviewees and she is ordering from Aarstiderne every second week. The interview is an original creation of our group and was conducted by Chantal Beck and Julie Bregenov Jönsson.

sofia interview.mp3
This is the file with the in-depth interview with Sofia. She is one of our six interviewees and she is not shopping for groceries online. The interview is an original creation of our group and was conducted by Julie Bregenov Jönsson.

den grønne skole.pdf
This the one- pager that served us as a guide for presenting the Coop kids idea for the schools and which could be sent to them in case they will be interested. The paper is an original creation of Chantal Beck.

ellen video testing.mov
This is the video file with one of our interviewees, Ellen, browsing through Coop Mad and trying to make an order which we assigned to her. The video is an original creation of our group and it was recorded by Julie Bregenov Jönsson.