

SD50014

The Consumer as Producer

EAT LOCAL THINK GLOBAL



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Contents

From a case study to a new organization By creating a collaboration tool

01



Introduction of the topic

I will describe the state of play of large-scale food retailing, explain why I have chosen this topic and how, by creating an organization, we can find and propose to customers a new alternative method of food consumption in urban communities, which is more ethical, more sustainable, and more social.

02



Project development

Through a service design process, and by using different tools in each phase, I will illustrate the various stages of the creation of this new organization. The current organic food system in Hong Kong will be our starting point to develop our project in regard to the lifestyle of urban cities.

03



Brand Identity

I will introduce the brand Identity of the company: from the logo to the whole collection of media used to promote the company. Furthermore, the digital strategy will be explained, how we use online tools to communicate information about our organization, and how we involve customers by encouraging them to connect, share, and be a part of our activities.

04



What's next?

I will conclude on the potential future developments of our organization, what the expected benefits from this new system are, how it can be applied to different locations, and how consumers' role is crucial to growing this new business proposal.

Welcome to a new food lifestyle designed by and for people

“Food to a large extent is what holds a society together and eating is closely linked to deep spiritual experiences.”

Peter Farb and George Armelagos

“Tell me what you eat, and I'll tell you who you are.” wrote gastronome Jean Anthelme Brillat-Savarin in 1825. It's a bit of a cliché to start with this famous quote, but it's crucial to analyze the relation between food

and the body, and how food shapes us and culture.

In our modern society, large-scale food retailing is synonymous with progress, expansion and development, and it plays a central role in economic development.

Through the centuries, the market has been a fundamental social meeting place. We saw major changes in the way we buy food: before we bought it from markets or local food shops (butchers, groceries, etc.), nowadays we mostly go to supermarkets.



The current food system causes significant environmental impacts and social inequity in terms of access to balanced and affordable food.

These days, the majority of money spent on groceries, goes to supermarkets, and thus constantly the war chests of big corporations, like Wal-Mart or Tesco. The rise of the supermarkets has been orchestrated by a few worldwide companies, their global buying power having major consequences for the economy and ecology globally and locally. These corporations' business have had a great impact on our way of consuming products, but also on our economy, on a local, national and global scale.

Nowadays we can easily notice that we are over consuming, and continue to nurture this globalization and standardization not only in the food consumption field.

It will become essential in terms of environment and resources to shift our way of buying food, in order to implement a more ethical and sustainable system. All the stakeholders should work in symbiosis to be able to propose an alternative to our societies.

Indeed, we can observe consequences of this relentless rise of supermarkets:



Supermarkets can use very aggressive tactics to bring about local shop closures

A lot of independent shops are struggling to compete against the big stores. Meanwhile, a lot of new supermarkets are opening, and companies like Tesco are increasing the number of local convenience stores themselves.

These big corporations have flexible distribution networks and wide selections of different products as well as other facilities such as petrol stations and restaurants, and develop aggressive and tactical price-below-cost strategies.



Supermarkets harm the environment

A staggering percentage of fruit and vegetables is wasted, due to being rejected because they cannot reach the standards required by the supermarkets. In order to satisfy these requirements, intensive farming techniques are necessary, such as using chemical products to ensure a 'good looking' product. Supermarkets also generate vast quantities of waste that cannot be recycled, for example carrier bags and over packaged items. In response to the complexity of the entire distribution network, the largest retailers have centralized their distribution, meaning that there is a long distance between producer, packager, distributor and the final retail store, which generates pollution due to freight transport.



Supermarkets take money out of local communities

Compared to supermarkets, a bigger part of the turnover of an independent local store goes back into the local community. Furthermore, many independent stores buy their supplies locally, which can help the local economy, in contrast to the approach employed by supermarkets – in order to offer lower prices in order to maximize profits, corporations buy in volume and negotiate the lowest price possible from their suppliers, and thus do not consider local producers.

30,000 tonnes

Across the UK food industry, Tesco generated this amount of food waste in the first half of 2013 (<http://www.bbc.com/news/uk-24603008>)



Supermarkets have large-scale effects on local jobs

These companies often claim that they are providing jobs for local people, and use this argument to demonstrate the benefit of opening new stores. However, a lot of studies indicate just the opposite. In fact even if businesses grow, the number of staff does not grow as fast. They also affect the quality of life of other business owners (e.g. due to extended opening hours).

The large development of supermarkets causes the disappearance of local shops.



Supermarkets have an influence on food quality

Through their power on a global scale, they have influence over producers to sell their goods, and by using threats of finding new suppliers, they force prices down and at the same time the overall quality of staple foods.

Furthermore, industrial food production faces food safety issues. Some companies, ruled only by profit, may use some dangerous procedures which put consumer health at risk.



25% of waste is from the consumer

The US wastes 40% of its food

Developing countries lose 40% of their food

1,3 Billions tons of food wasted each year worldwilde

http://www.foodtechconnect.com/2013/09/27/infographic-stop-food-waste-feed-the-world/tackling_food_waste_crisis-1/

http://www.foodtechconnect.com/2013/09/27/infographic-stop-food-waste-feed-the-world/tackling_food_waste_crisis-1/

“Modern agriculture has thoroughly separated the agri from the culture. They’ve killed the meaning of the word—bifurcated it, completely, in just the last thirty or so years.”

Dan Barber, *The Third Plate: Field Notes on the Future of Food*

Despite this alarming situation, we can use sustainable communities to make our voices heard and manage to resist superstores. We’ve observed campaigns to prevent new supermarkets from opening. We should raise awareness about individual consumer choice and responsibility, and how important it is to support local economies and social benefits. That’s why I would like to propose an organization aimed at linking people together, around the local food economy. Through different communication mediums, people will be able to share, produce, participate in, be aware of their surroundings, and also be informed about sustainability, organizational activities, and lifestyles.

The project will focus on urban areas; indeed the urban population is out of touch with agricultural production. City food culture mostly focuses on fast food, processed foods and food distributed by supermarket chains, which will result in some alarming consequences for the local economy, environment, and people’s health.

According to the World Health Organization, since 2010 more than half of all people live in urban areas, and by 2030, over 60% of the world’s population will be living in a city, and this figure is likely to increase substantially. Meanwhile, with a capita calorie consumption that is steadily increasing, it may become necessary to develop a sustainable food system, in terms of equity and quality.

User involvement is a key element of this business proposal and the intangible added value will be created by people, by producing their own products (growing their own fruit and vegetables, craftsmanship and producing eco-friendly products), but also by promoting neighbourly goodwill, entrepreneurship, and thus reducing the social and economic impacts associated with the opening of new supermarkets.





Creating a sustainable Food organization in urban communities, Fast-food vs. Slow-food

Slow-food is a global organization which raises the awareness of preparing food using high-quality local and seasonal ingredients.

“Slow Food unites the pleasure of food with responsibility, sustainability and harmony with nature.” Carlo Petrini, *Slow Food* founder and president.



<http://www.slowfood.com/>

Slow-Food is a global organization created in 1989, with the objective of combating the disappearance of local food cultures and traditions.

With the rise of the globalization, and the consequence of the standardization carried out by food industry corporations, the Slow-Food organization started to promote how our food choices have a strong impact on the world.

It proposed an opposite approach based on three principles:

- **Good:** a fresh seasonal diet consistent with the local culture.

- **Clean:** production and consumption should respect the environment and the human health.

- **Fair:** fair conditions for producers and reasonable prices for consumers.

Its vision is based on the involvement of consumers and producers, by creating a community and network around the world.

I wish to introduce the concept of Slow-Food because the organization I would like to create shares the same ethical values, and community-based approach.

Intent Statement

This project focuses on a newly designed food provider system, in an urban community, that can meet the requirements of an urban population’s lifestyle, by proposing products that fulfil environmental and sustainability criteria, and preventing food waste. By providing a platform to promote the activities, the manufacture of products, consumers will be able to actively participate in order to change their perceptions, attitudes and behaviour in relation to food consumption.

Service Design Process

For the project, I will follow a Service Design Process. By using tools at each process step, we will be able to design interactions between services and people. In addition we need to consider users’ needs first, plan holistically, define people’s interaction with the service, and work in an iterative way between these steps.



Define Values, philosophy and goals, provide a direction, and guide decision-making

I will start the project by analyzing the current local food system in Hong Kong. In fact there are a lot of local farms producing food which can be found in some wholesale markets.

Hong Kong Organic Farming has a brief history. In 1988 it started an environmental education group, called Produce Green Foundation. Its main activity is using environmentally friendly practices and promoting a green lifestyle. As a result, it has helped other organic farming projects, and in the 90s, more people showed interest in these projects. During this period, there were around 10 organic farms, but the crops produced couldn't meet people's demand.

Rapid urbanization and the economic structure curbed the development of this niche market, despite more and more people being concerned about food safety and environmental protection. The government decided to provide a technical guide for farmers willing to cultivate organic crops. Furthermore,

the government worked with different Departments as Federation of Vegetable Marketing Co-operative Societies Ltd. and Vegetable Marketing Organization in order to provide technical and marketing support.

In 2002, it launched the Hong Kong Organic Resource Centre and started an organic certification service, with the aim of providing confidence to consumers and develop local organic food.

These initiatives mostly focus on farmers, government provided services and support to farmers who want to switch to organic farming cultivation. They also propose a retail site where consumers can buy the produced organic food (www.vmo.org), and operate a Farmers' market in different

locations in Hong Kong. As a consumer, and by looking at the market of organic food here, I think we could involve more people, and not only farmers, in this local and organic food lifestyle.

Even if agricultural production plays an important role, consumers should involve themselves more in this market. We have to provide a common platform to share, educate and promote entrepreneurship, and create guidelines and tools to communicate about this local food movement.

I will analyze the current Hong Kong Organic food organizations, using different tools in order to develop and elaborate a new service, where consumers will be involved and engaged in a local Organic food organization.



Vision

Descriptive value web: how value is created and exchanged among the stakeholders

I have used the descriptive value web to visualize the existing set of relationships among the stakeholders in the current context and see how the value is exchanged and flows through the system. There are five stakeholders presently in the system namely the government, local farms, customers, third-party organizations, markets/ supermarkets and shipping company.

The relationships and value flows are as described in the value web.

- Customers pay at distribution sites to exchange organic food products; therefore it generates revenue for producers.
- Markets and the different sales areas provide places to third-party organizations in return for these organizations collecting and dispatching the organic products from local farms.

- The government provides protocols for organic crop production, technical guides for farmers and new economic opportunities while linking producers to the industry players. Furthermore, it provides organic certification services through independent third-party organizations.



Hong Kong Government

The Agriculture, Fisheries and Conservation Department is in charge of the local Organic food industry in Hong Kong.



Local Farm

By following the Organic cultivation best practices, local farms produce vegetables and fruit from growing to harvesting.



Customers

Consumers are the people who buy and consume food from organic farms.



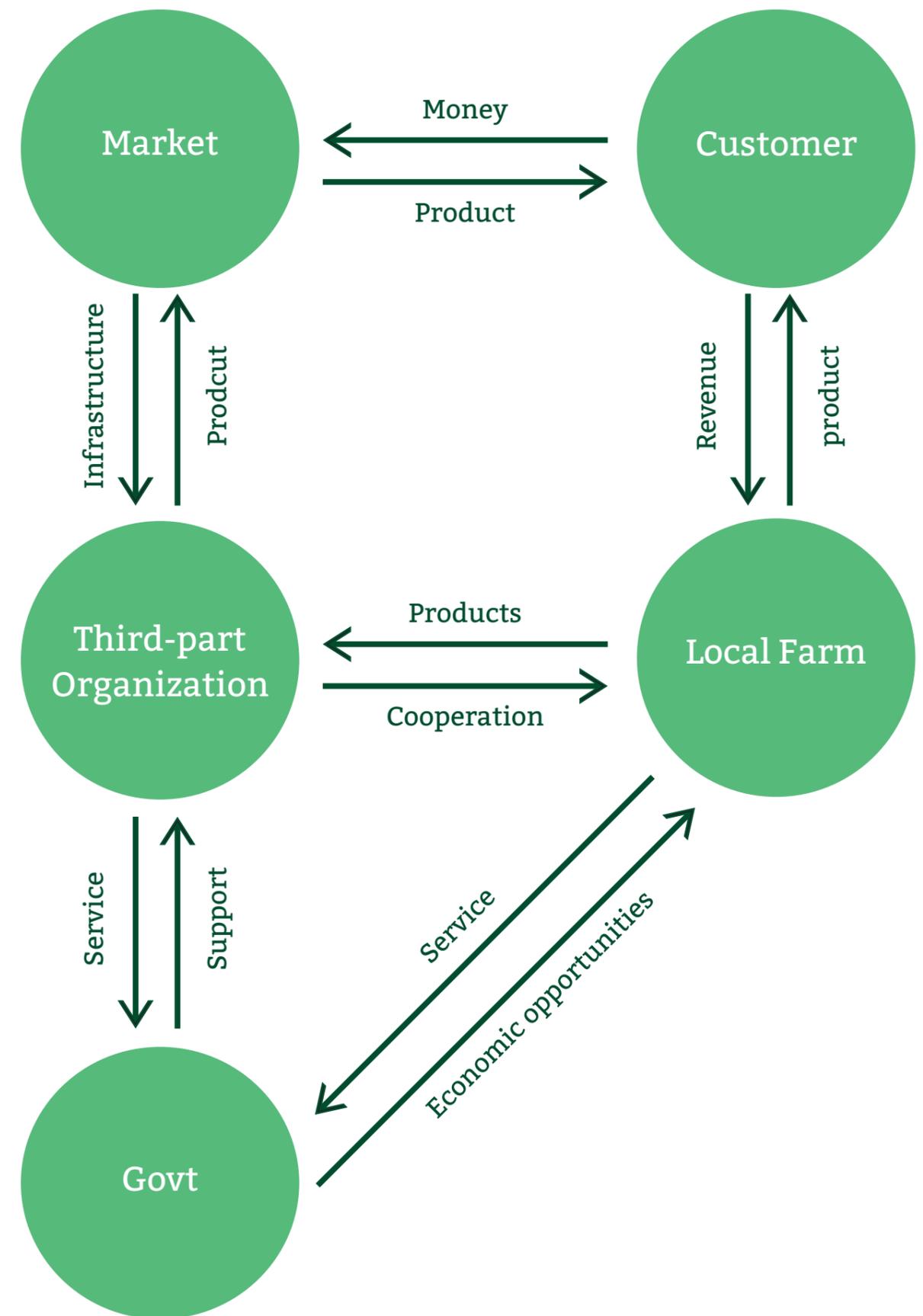
Third-part Organisation

These work closely in the marketing and promotion of organic vegetables and fruit; they also collect and distribute them via their market.



Market

These are sites that offer produced local food directly to consumers. They propose and organize the points of sale.



Define Values, philosophy and goals in order to provide direction and guide for the future

To define what the service philosophy of our new organization system is, I will use the tool, called ServicePlot. It will help to identify the current service philosophy and envision our philosophy for the future.

This tool will provide a holistic view of the current situation of organic food organizations. Questions are categorized around : *Emphasis, Structure, Staff Skills, Offering, Attitude and Success Criteria.*

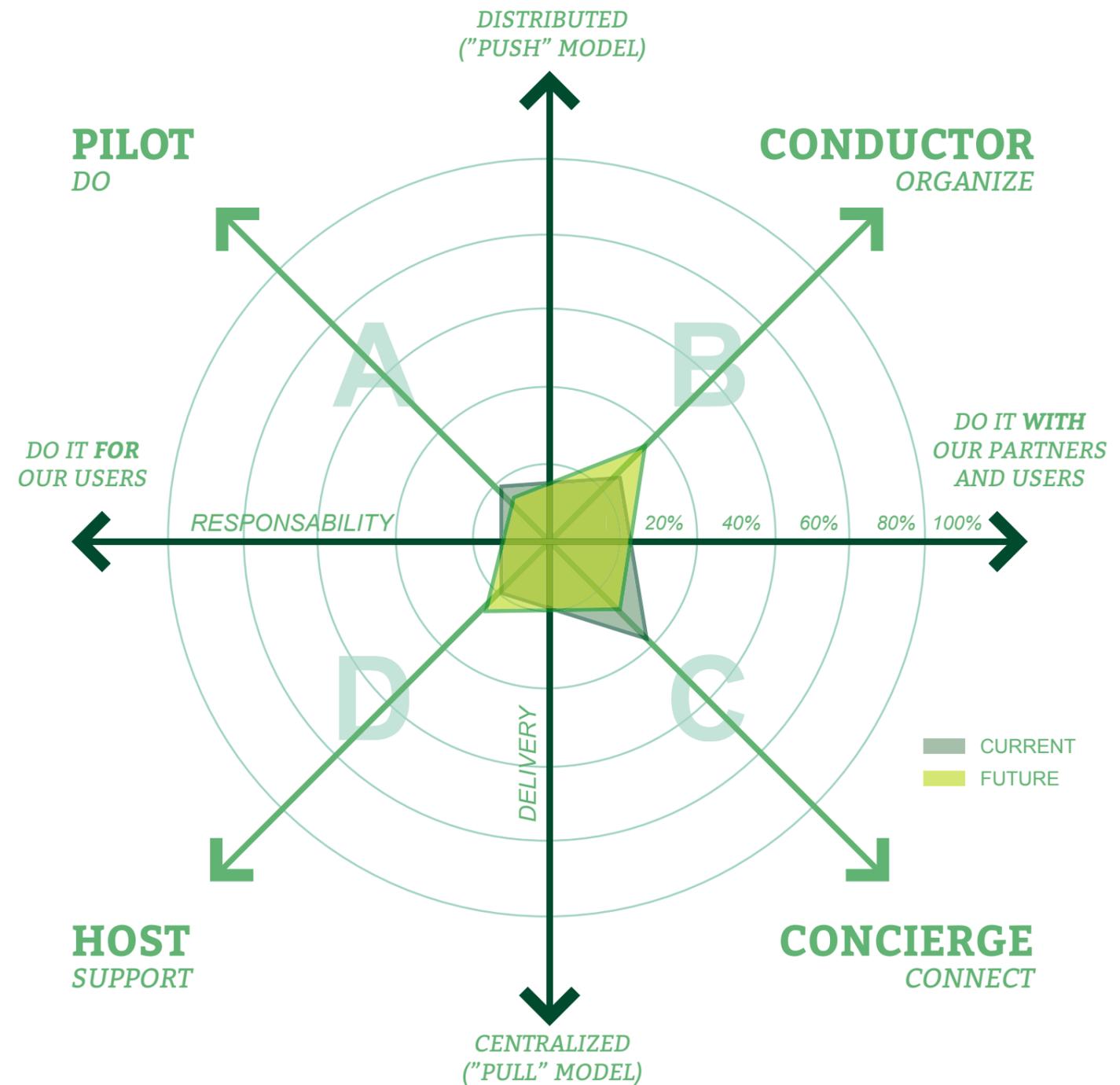
It will provide a picture of where we are and where we want to go with our new organization, the current state is from a current Hong Kong third party organization's perspective and the aspirational future state is about our new project.

From the result, we are able to define that the current organization is mostly based on how to connect their customers to different services, for

instance helping the local farmers who come to find them to get into organic cultivation. They organize operations which guarantee product quality.

For our new organization, the vision is to provide a common platform, with more flexibility. Therefore, more emphasis should be placed on the consumer, and not only farm activities.

The service will offer a structure for this community, knowledge sharing, encourage to participate and become involved as well as offer support and tools to help them work on the task in order to make them act as the protagonist of the organization.



A. Pilot

Pilot organizations like to do the work themselves in order to control the quality and take full responsibility. They organize their current service philosophy based on customers' needs.

B. Conductor

Conductor organizations DNA aim to work and collaborate with others. They tend to provide a flexible organizational structure. They offer services and organization with collaborators.

C. Concierge

Concierge organizations always connect to their customers to be able to know what's going on. They focus on their customers' needs, and facilitate the connections and the convenience of their users.

D. Host

Host organizations foster a sense of community among their customers, and make them feel welcome and supported. They are focused on their unique customer needs through empathy and attitude.

Define and summarize the key trends and how they interact with one another

In order to design a more sustainable system, I analyzed the changes happening today that will lead to the future direction of our project.

	Formely	Currently	Emerging
1	Traditional way of growing vegetables	Slow Food movement, reduce Carbon footprint, eco-friendly products	Connected objects, social media, wireless and data to manage ressources
2	Local Farm and market	Local corporation and association, Local market and specialised stores	Online shop, crowdfunding
3	Buy local food for convenience	Following a trend, concern about food quality	A necessity to preserve our environment and the local economy
4	Physical world	Digital word	Technology driven world
5	Isolated production	Emergence of a niche market	Responsible business, Sustainable, fair-trade

1. Technology

With the evolution of the Internet, and it being an important part of our lives, we will eventually see more connected objects. Whether aiming to inform and interact with consumers, or provide tools to improve the performance of the system, connected objects will be a possible future for local organic food.

2. Market

The market in Hong Kong is still a niche market, and is not well promoted and distributed. Even if the government provides support to farmers and third-party organizations work closely with the market participants, consumers need to have more convenient ways to buy and to participate in this business.

3. People

Nowadays, organic food is seen as a trend. As explained above, the local organic food concept is going to oppose the supermarket industry; it is for this reason that the challenge is huge. However, with the environmental and food safety concerns, mentalities are now changing for the benefit of organic food.

4. Culture

Especially in urban areas, the use of technology seems to be influencing the culture, attitude and behaviour of people. Social interaction through digital media is on the rise and this trend will grow in the near future.

5. Business

There is a great potential for this business because the demand for good and affordable food will continuously increase. In order to build a responsible and sustainable business, consumers also have to participate, in order to protect our local food and economy and be co-producers rather than just consumers.

Representative users defined by research
into behaviors and motivations

In order to understand our users' motivations
and behaviour, I used Personas. Indeed,
they're fictitious characters created to
embody key characteristics of our target
users

Personas





Joseph McGinley

“ I decided to live in a “remote” area, because I can plant a garden and this community system is prominent compared to downtown.”

What’s your lifestyle like?

In Portland, we have a strong sense of community, and know how local industry is important. We can find a lot of local products: there are plenty of microbreweries, food trucks and markets. I’m trying to live as sustainably as I can, by buying local products, riding a bicycle for short distances and using public transportation.

I’m concerned about environmental issues and pay attention when I buy products, but it’s quite difficult to find fair-trade and sustainable options. I’m aware that we cannot completely be outside the “supermarket” system, but I try to buy products from local farms or independent retailers because it’s a way to support these people and our local economy.

Living in Kam Tin offers me a chance to rent a garden, where I can grow my own vegetables. What I also like here is that each weekend there is a local market where you can enjoy local food and buy various organic products. I was also a volunteer in my local farm; for me we have to do more than just buy local organic food, consumer should play an active role, and be engaged to make a difference in people’s behaviour.

Joseph’s situation

Frustrations and pain points

- Hard to find sustainable option
- Hard to find informations about the current local food industry
- Organic food in the supermarkets doesn’t help local community and is pricy

Goals

- Leaving a Light Ecological Footprint.
- Contribute to the local economy.

Keywords

Food miles, fairtrade, Ecological Footprint

About Me

- 24 years old
- From Portland (Oregon, USA)
- Urban and landscape Planning major
- Lives in Kam Tin (Yuen Long, New Territories) with a roommate
- English teacher

My Needs

- Get a place to find local organic food product
- Barter systems for exchanging goods and services
- Get support and technical help to grow our own vegetables
- Attend workshop

What’s in my fridge

- Eggs from the local market.
- Some groceries from Welcome
- My fav spicy sauce from a local restaurant.
- Belgium beer.
- Vegetables from my last harvest.



Cindy Wong

“For me organic food is a guarantee of quality, which is the priority I set for my family”

What’s your lifestyle like?

As a mum, I am particularly sensitive to questions on food quality for my family. I keep abreast of food safety issues, and how organic food with less use of chemicals will be better at keeping us in good health. Since I have a daughter, I’m trying to change our lifestyle, by cooking with carefully selected ingredients, and I think we can already see the benefits in our lives.

I like going to the local market with my family, but it’s always a tricky choice choosing normal versus organic food, because organic food, in supermarkets, is often quite expensive, so it’s a constant balancing act when I go shopping. I pay attention to the certifications and labels, and if I can, I buy certified organic products.

With my daughter, I think like most kids, that we have to find a lot of different ways to create fun dishes, and cook differently to never get bored, especially to try to convince them to eat more veggies, and there is a long way to go.

Cindy’s situation

Frustrations and pain points

- Satisfy her daughter food taste
- Lack of time to spend with her friends
- Choose between organic or non-organic food

Goals

- Concern about her family’s health
- Find some healthy food and recipes
- Have more time to spend with family

Keywords

Pesticides, health, kids, natural, family, GMO food

About Me

- 36 years old
- From Hongkong
- Bachelor degree
- Lives in Stanley with a husband and daughter
- Sales assistant in a jewellery

My Needs

- Looking for kid-friendly recipes
- Finding local family-friendly events and markets
- Finding Organic Ready made dishes
- Quick and easy ideas to cook kids meal

What’s in my fridge

- A bunch of fresh vegetables from the local market
- Meat from the supermarket
- Coconut-oil, used to fried food
- Fresh eggs and fruits from an organic store



Chan Mei Lee

“Cooking is one of my favourite hobbies. I love to share and try new cuisine with my friends and family. I can spend the whole day looking for the right ingredient.”

What’s your lifestyle like?

Food is an important part of my life. I enjoy eating and cooking different kinds of cuisine, but also hosting dinner with friends and family.

Most of my friends don’t really share the same passion, so I would like to connect with other food lovers to share recipes, organic food and exchange some good addresses. Furthermore, I’m always looking to have the opportunity to connect with local producers. In fact, from them, I learn about seasonality, growing techniques and tips, and how we can prepare food.

I get excited finding and cooking with new ingredients and flavours. I have a lot of cookbooks but I don’t really use them as much as I would like to. I enjoy cooking tasty and easy recipes that are sure to come in handy.

I don’t like to buy too many fresh fruits and veggies from supermarkets because the quality and taste are not that good (except in City Super but it’s often too expensive for what it is, because it’s imported). So, each weekend I stock up at the farmers’ markets. It would be nice if I can have other options to find organic food.

Mei Lee’s situation

Frustrations and pain points

- Want to meet more people interested about cooking
- Some people caricatural perception of Local Organic food
- Cannot find easily affordable and good quality food around her living area

Goals

- Enjoy and share nice food with friends
- Find new restaurants and recipes
- Cooking savvy

Keywords

Restaurants, cookbooks, ingredients, seasonal, local markets

About Me

- 26 years old
- From Hong Kong
- Bachelor hospitality management
- Lives in Yau Tsim Mong (Kowloon) with her parents and sister
- Mandarin teacher

My Needs

- Know about the seasonal fruits and veggies
- Share good addresses and cooking tips
- Looking for specific recipes and ingredients
- Post recipe, photo via a website

What’s in my fridge

- Spices bought during my recent visit to Thailand
- Organic vegetables purchased at City Super
- My homemade cheese cake
- French wine



King Lam

“To accomplish my goals, I started to work out and get into a diet. I’m interested about new recipes and cook delicious and healthy meals.”

What’s your lifestyle like?

I signed up for personal training at the gym, and trying to eat more healthily, which means eating a variety of fresh fruits, vegetables, lean meat, and fish. I also started watching some TV cooking shows, and it was really helpful to have more ideas about how we can cook them to make more tasty meals.

In this TV programme, they strongly recommend the use of seasonal and local veggies, so I started to find some local markets around my place. I have been there a few times, and I really enjoy it. What I particularly like, after I finish my shopping, is to stop by a nice coffee place, chill for a while and meet regular market customers, from whom I have learned some cool recipes. We can clearly feel that it’s a real community.

As a single person, I have to admit that I don’t spend so much time cooking. Especially when I’m busy, I prefer to eat outside. One thing I noticed is the vegetables from the market last longer than the regular ones from the supermarket.

King’s situation

Frustrations and pain points

- Doesn’t know what to do with the food he has in his fridge
- Doesn’t have enough time to enjoy going to local markets
- The chore of shopping at supermarkets

Goals

- Stop eating anything and at random times
- Eat more healthy food to support workout and be in good shape
- Be more connected to the local food community

Keywords

Cafe, workout, TV cooking shows, community, skills

About Me

- 32 years old
- From Hongkong
- Bachelor degree
- Lives in Central and Western (Hong Kong Island), single
- Human Resources Administrator

My Needs

- Know more about what is in season
- Cooking tips and techniques
- Find recipes based on ingredients
- Connect to local community, and join events

What’s in my fridge

- Some fruits and vegetables waiting for go to waste
- Fresh organic eggs
- Chicken breast
- Soy milk

When, where and by whom
we will be will deliver our services

I will use the Service Location Planner to plan
where and when our services will be offered,
which could be a physical place or virtually.

Location Plan



How our services will be delivered to our user regarding place and time

Services	Online website	Our office	Markets	Farms	Partners shop
Support and assistance	24/7	Working hours	Specific day and time		Working hours
Workshops		Specific day and time	Specific day and time	Specific day and time	
Buying foods and goods	24/7	Working hours			Working hours
Meet the producer			Specific day and time	On demand	
Foods and goods delivery	Working hours				
Providing recipes	24/7		Specific day and time		Working hours
Learn about Organic food	24/7	Working hours	Specific day and time	On demand	Working hours
Collecting waste products		Working hours	Specific day and time		
Organized events	24/7	Working hours			
Find a partnership	24/7	Working hours	Specific day and time		
Be aware of hot topics (trends, key issues)	24/7				
Be an active member the local community	24/7		Specific day and time		

24/7	Specific day and time
On demand	Working hours

Identify touchpoints in the user experience through Customer Journey Map

Create different scenarios to understand how and when our user will interact with information, technology, service, other users.

I defined a Customer Journey Map to represent how customers will use our services. In order to identify and categorize these key moments, I used the AEIOU framework, representing: **Activities, Environment, Interactions, Objects, and Users.**

Through our defined personas, I defined different scenarios. By using this tool, we will set out key issues and intentions for our new business. From our new organization vision and the trend matrix, I decided to build an online community base, which will be the main element of our organization. Indeed, it seems important that through this website, we will be able to introduce our company, our activities, values and services.

People will have the opportunity to improve and share knowledge about

local organic food, and it can be a means to connect different consumers, and educate and build a community around the local food industry.

Furthermore, we will develop an online shop to meet people's desire to have a convenient way to buy organic local food.

We can define two main mediums to use our services, online and offline.

Journey Map



Journey map of Online/Offline customers through different times

	ENTICE	ENTER	ENGAGE	EXIT	EXTEND
Activities	<p>Looking for Local Organic food online, See online advertisements</p> <p>Shopping to a local market, see our market stand</p>	<p>Choosing food on our online shop and adding</p> <p>Looking at the products</p>	<p>Online payment processes</p> <p>Interact with the seller</p>	<p>Checking Email</p> <p>Looking at other stands</p>	<p>Waiting for delivery</p> <p>Looking at informations</p>
Environment	<p>Internet</p> <p>Local market</p>	<p>Internet</p> <p>Market stand</p>	<p>Internet</p> <p>Market stand</p>	<p>Internet</p> <p>Market stands</p>	<p>Internet</p> <p>Internet / Organization office</p>
Interaction	<p>Browsing our website</p> <p>Start to walk to that market stand</p>	<p>Adding products to the shopping cart</p> <p>Asking question to the seller</p>	<p>Checkout the order</p> <p>Paying products by cash, asking for a organization brochure</p>	<p>Receiving order confirmation email</p> <p>Looking at the brochure</p>	<p>Sign-up to newsletter, asking question to the customer service, join the online community</p> <p>Browsing our website, contact our organization</p>
Objects	<p>Computer, smartphone, tablet</p> <p>Shopping cart</p>	<p>Computer, smartphone, tablet</p> <p>Shopping cart, fruits and veggies, organic products</p>	<p>Computer, smartphone, tablet, Credit Card</p> <p>Shopping cart, fruits and veggies, organic products, money, brochure</p>	<p>Computer, smartphone, tablet</p> <p>Shopping cart, fruits and veggies, organic products, brochure</p>	<p>Computer, smartphone, tablet</p> <p>Computer, smartphone, tablet, brochure</p>
Users	<p>Customer</p> <p>Customer</p>	<p>Customer</p> <p>Customer / Seller</p>	<p>Customer</p> <p>Customer / Seller</p>	<p>Customer</p> <p>Customer</p>	<p>Customer, customer service</p> <p>Customer/ Organization staff</p>

Online customer
 Offline customer

Create new relationship among stakeholders and define what will be the intended value

Through a Prescriptive Value Web we will be able to introduce new stakeholders and the intended value that it will create. This new model explains how it alters the existing system by these new values.

We will be able to analyze what will be the impact of our new concepts, and what we have to implement in order to achieve our new values.

Our organization should have a central role in the local food system. Indeed if we want to involve customers more, we have to provide tools to let them participate and interact with the current actors of the system.

Through a website, we will be able to sell products to customers. By meeting the demand of the urban lifestyle, it will provide a convenient way to order online local products. Furthermore, it will let the user connect to the organic food community, and between each

other, they will be able to learn more about Slow Food benefits, and our organization activities.

With the view of getting all actors involved in the system, we will implement a crowdfunding section. With this we will be able to understand more what the opportunities of new activities, products and services are.

Consumers will have the opportunity to be members of this community, and share tips and tricks with the whole community.

We will work closely with the current third-party organization in order to share and extend the current market. Farmers

will be able to use our networks, use our support to sell their products but also participate in events.

Our organization shall not be treated as a new competitor for the existing organization, but be a new player with the aim of creating more interactions, more involvement from consumers, more support for the exciting organic local food and develop synergies between the current stakeholders in order to create a more sustainable system.

With this new stakeholder, the consumer will have the opportunity to participate at the points of sale, for example to assist sales, or even sell

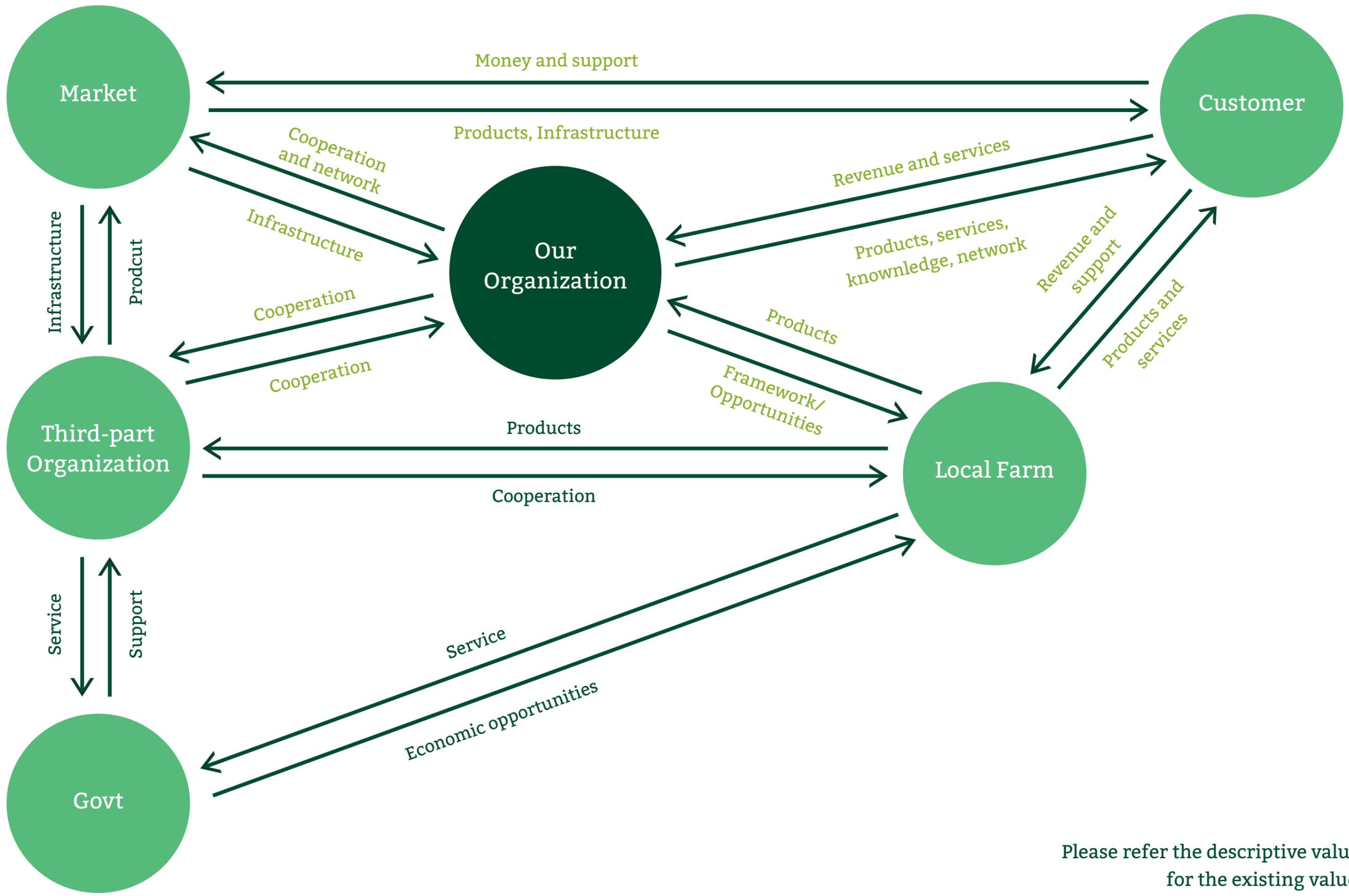
their own vegetables, crops or organic products. The current situation doesn't allow consumers to be active members of the system. In fact, with the exception of volunteering in a local farm, people only have a role of consumer.

By developing our organization, we will improve the facility to buy local Organic food, educate people and raise the awareness of this alternative economy.

The organization will play a role of centralization in the current system. Indeed our company should coordinate, support and centralize the resources and activities in the

different areas of the city, in order to provide a better service and better resources management, and establish a local support group in collaboration with the different stakeholders.





Please refer the descriptive value web for the existing value flow

Define a guidance on how the service will be provided through different channels

Create an operational planning to define the physical evidence of the service, how we want to provide our services, and understand and coordinate it across channels

Blueprint



How we connect front, back and systems through different channels

		SOCIAL MEDIA / EMAILING	WEBSITE	ONLINE SHOP	MARKET STANDS	ORGANIZATION OFFICE
<i>Interaction</i>	Customer actions	Open received newsletters, click on Call to Actions, view our posts, share and comment post	Browse the web page Create account Share content	Choose and buy products Comment and rate products	Ask question Choose and buy products	Ask information Talk about idea and concept Join workshop
<i>Visibility</i>	Staff actions Front-end		Assist people to use our tools (website and DIY kit) through workshop	Assist people to do shopping on our online shop through workshop	Welcome customers Introduce and advice products Answer customers question	Welcome customers Introduce our organization Promote our organization Answer people question
<i>Internal interactions</i>	Staff actions Back-end	Write Electronic direct marketing Maintain and develop customer database System administration	Write articles, moderate customer content, optimize the SEO, update website content	Add/update products, system administration		Organize workshops, staff recruitment, office maintenance
	Systems and infrastructures	Serveurs, maintenance, social media accounts	Emailing, phone, content management	Members profile, online payment, content management	Packaging, marketing collateral	Marketing collateral, samples

Designing the brand identity

We will create a 360-degree branding, and our communications will cover the digital and real world.

Instead of only having a nice-looking website to build our brand, we will design communication tools, in order to enable efficient brand communication. Through a website, various marketing collateral and a DIY kit, we will create an outstanding user experience, more importantly to meet the needs of consumers in the urban areas, by:

- *Buying organic local food online*
- *Interacting with the local community*
- *Learning about organic food*
- *Participating and being involved in this system*

Online and offline communication

Creating a logo which can translate our vision and values

From wikipedia Frugality is “the quality of being frugal, sparing, thrifty, prudent or economical in the consumption of consumable resources such as food, time or money, and avoiding waste, lavishness or extravagance.”

Prominent Greek philosopher Aristotle said “Let food be the medicine and medicine be the food” and also highlighted the virtue of moderation as a key to live a good life.

Litótija means Frugality in Greek. This word clearly reflects our organization value. The ancient Greek civilization is famous for its philosophy, art and culinary tradition. Our organization values have an anchor on the Greek civilization, in the sense that our network is based to create and ideas around good quality food and lifestyle.

Frugality has different meanings in different contexts. For instance, in science it has been defined as the way

to acquire goods and services in a restrained manner, in order to achieve a project over the long term.

This may be applied to our organization, because we want to create a sustainable system, and also raise awareness about environmental issues, with the aim to create effective changes in consumer habits. This means consume less, but consume smarter.

In the context of philosophy, frugality is considered to be a virtue, where humans can find meaning in nature instead of man-made consumption systems or even religion, an invitation to live a simple life, to improve one’s self-reliance and own what we really

need. It also has the idea that people should help others in need, a sense of charity. In the case of our organization, the word conveys a notion of community and the idea of a different way to consume, radically opposed to the waste and mass consumption.

Frugality could also be a strategy of cost reduction, a concept of being responsible and carefully managing resources, that which is part of our commitment.

The logo should translate the idea of simplicity and quality, and has to be versatile. Simple because it has to be easy to recognize and memorize and

effective to convey our organization’s values.

I used the font Helvetica Neue, in order to express this idea of quality and simplicity. I designed a plain colour background organic shape with a very slight curve. The organic touch is also translated by the leaf on the letter O.

The circle symbol is universal; it represents an aspect of cycles, for instance the movements of the seasons. It’s also a point of focus, a community, a group within a circle. It also represents the sun, the moon, the planet, but also humans (gender

symbol). In some civilizations, a circle has a protective meaning.

For our digital mediums we will introduce a colour scheme following the cycle of the seasons, and also create special versions of the logo, based on special events (Christmas, the beginning of spring and so on). We should emphasize our strong link to nature, but also create a dynamic brand image.



Spring
Warm light

Summer
Cool light

Autumn
Warm deep

Winter
Cool deep



An online platform focusing on our values : growing, delivering and enjoying

Our website will have an important role in our system. In fact it will be the medium to communicate and interact with consumers, but also the stakeholders built around three main objectives of Promoting, Sharing and Selling.

This tool will provide a holistic view of the current situation of the organic food organization. Questions are categorized around : **Service Emphasis, Organizational Structure, Staff Skills, Offering, Attitude and Success Criteria.**

It will provide a picture of where we are and where we want to go with our new organization. The current state is from a current Hong Kong third-party organization's perspective and the aspirational future state is about our new project.

From the result, we are able to define the current organization mostly based on how to connect their customers to different services, for instance helping the local farmers who come to find them to get into the organic culture. They organized an operation which guarantees product quality.

For our new organization, the vision is to provide a common platform, with more flexibility. Therefore, more emphasis should be given to the consumer.

Promote

Share

Sell

We have to promote our activities, philosophy and services, and raise the awareness of consuming local organic food. In order to create a craze for this lifestyle, we will highlight the benefits, events, where and how to buy local organic food, and inspire and motivate people around our values.

Though a blog section, we will write articles about local food topics and new trends in this industry with the aim of educating consumers. Furthermore, members will be able to share tips and tricks and create their own content among the community. We want to stimulate mutual aid between them.

In order to make our products accessible to as many people as possible, and also because people expressed that convenience is an important factor to determine what they eat, especially in urban areas, we will propose an online shop with fresh local organic food depending on the user location.



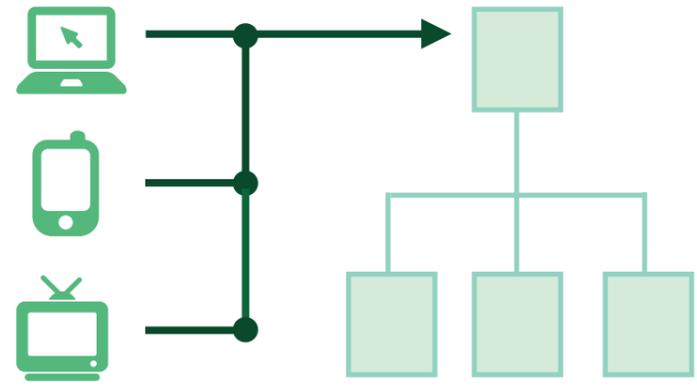
Our technical strategies and approach: a “one web” Philosophy

We will adopt the One Web philosophy, in order to have the same content and services available to users no matter what device they are on or where they are (computers, mobile devices, in their offices, homes or on the go).

Instead of creating multiple sites for different kinds of users, one website will be created that can successfully meet users' needs.

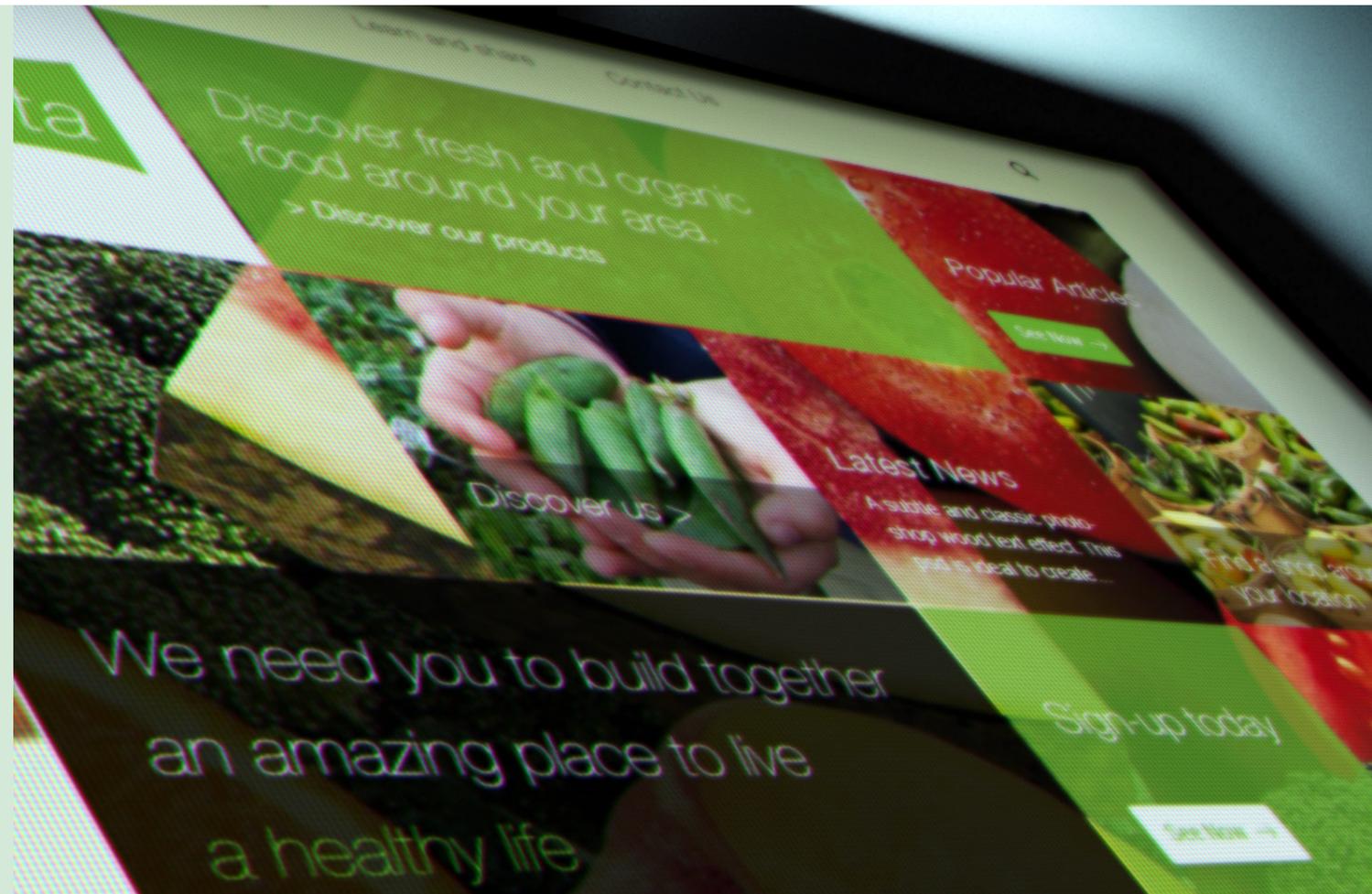
In order to achieve it, we will develop a responsive design, which means the layout will be adjustable and page designs adjust to the screen size, producing the best presentation of the content for the user. Content will be optimized, and image sizes and length of content can be tailored, producing streamlined pages for phones and richer pages for desktops.

- Our technical Strategies**
- 1- Target all devices** to create a seamless and consistent user experience across different devices.
 - 2- Build a sustainable codebase** to create an extensible framework following development best practices.
 - 3- create optimized content** to maximize sharing, SEO and the portability of the content.
 - 4- Deliver rich experiences** by using the latest web technologies for creating delightful interactions.

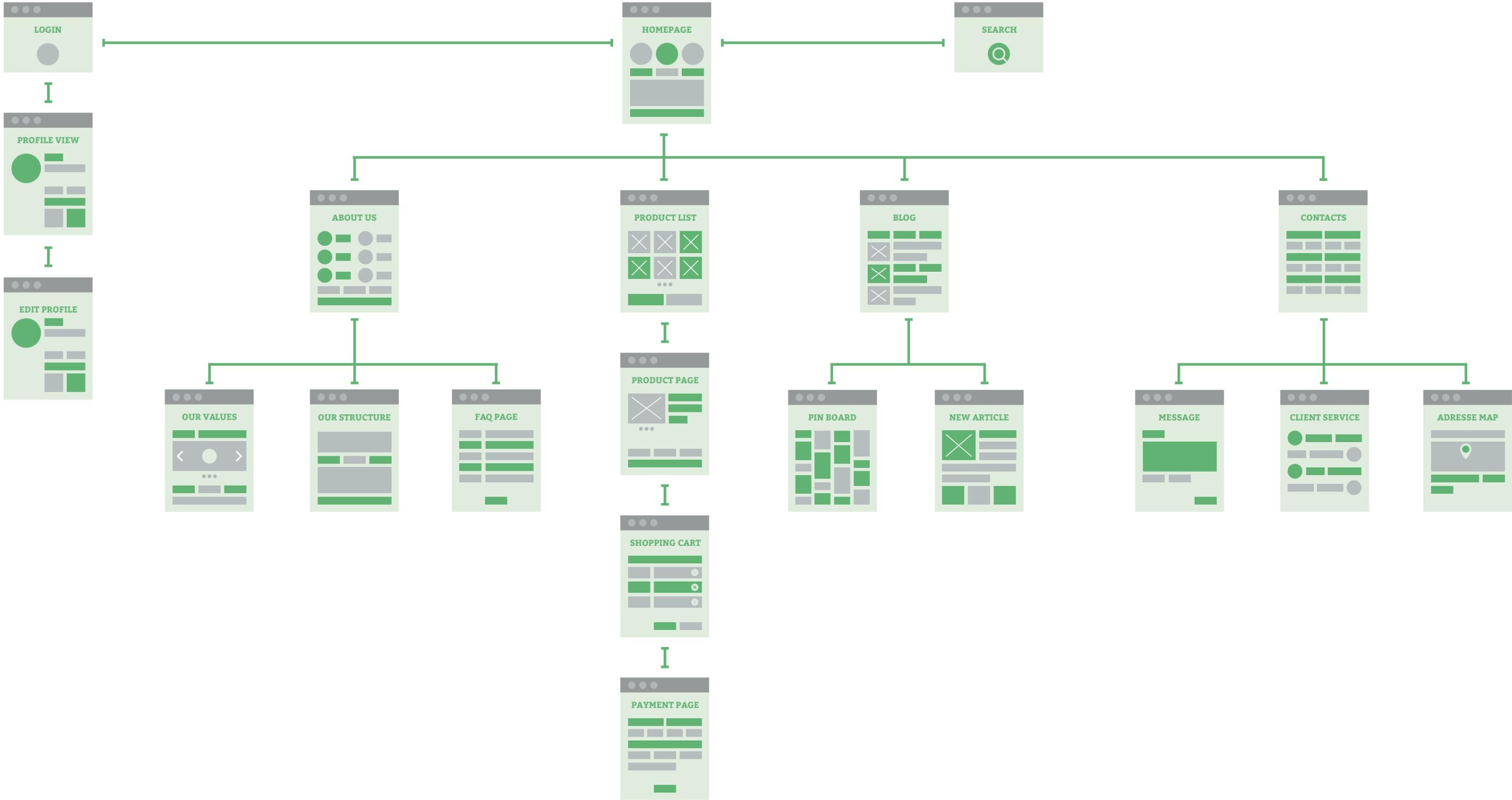


Give every device access to www.litotita.com

Any device that views our website will use the same URL scheme and see the same content, without the duplicate sites and clumsy redirection that confuses users and weakens SEO.



Sitemap



Creating a DIY Branding kit for consumer and farmers

In order to let the farmers and consumers shape their experience with our service, play and create they own packaging, we will develop a DIY Branding kit, available to our members.

Our organization promotes engagement and creativity, and wants to create an enjoyable experience around our products and services, and among the community.

Consumers and farmers will have the opportunity to create their own design. Indeed we will propose a DIY Branding kit, composed of different design elements, but also stamps, to express their creativity, and create a unique experience to the final consumer. The aim is to involve people in a playful way. The result will help us to create a memorable brand, making our products more attractive through design.

We will propose one kit for each season to promote seasonal veggies.



Our organisation in the future context

We designed our organization, taking the constraints of living in urban areas into account, and the necessity to offer a sustainable way to produce and consume food.

Meet consumer needs and give them a central role

Thought our defined personas, we tried to define consumer needs, behaviors, and pain points, with the aim to deliver an efficient solution and also give them the opportunity to interact to the local community, and be an active member within this local industry.

Build an organization and establish it in accordance with the current system

Our goal is to cooperate with the current stakeholders, because we need everyone's energies and strengths toward accomplishing a common goal, which is: creating a sustainable food system, and a long-term relationship with them.

Build an online community

We want to build a common platform where people can share, and learn about Local Organic food, a place where consumers can interact together, but also communicate with producers, propose new ideas and concepts, and by crowdfunding we will be able to facilitate financing to realize it.

In a possible future, we will have new technical tools which could help our services, for instance the use of drones to deliver goods, or even new organic organic cultivation methods. We would like to propose different goods instead of food (DIY, eco-friendly product) and also develop our solutions in different cities, using the same methodology, and make this local business become global practice.

“Create passion and engagement around Local, Sustainable, Organic Food.”





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Kim Goodwin and Alan Cooper, 2009, 'Designing for the Digital Age: How to Create Human-centered Products and Services'

Paul B. Ellickson and Sanjog Misra, 2008, 'Supermarket Pricing Strategies', Marketing Science

Richard R. Wilk, 2006, 'Fast Food/Slow Food: The Cultural Economy of the Global Food System'

Steven Pressfield, 2012, 'The War of Art: Break Through the Blocks and Win Your Inner Creative Battles' (in order to beat procrastination^^)

Internet resources

<http://www.upworthy.com/one-infographic-you-ll-want-to-take-to-the-grocery-store-and-tape-to-your-fridge>

<http://learningspacetoolkit.org/>

<http://brightspotstrategy.com/>

<http://www.slowfood.com/>

<http://www.urbact.eu/>

