

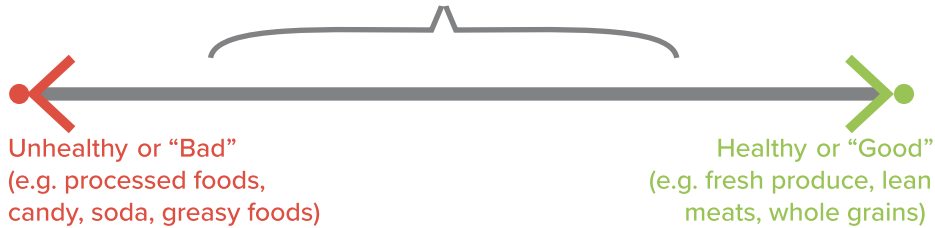
Knowledge

Why we find it hard?

1.

/Design Principle/
Empower consumers with better knowledge of nutrition.

~ ~ ~



Insight #1

People "know" what is categorically healthy vs. unhealthy, but there is a significant grey area in the middle of that spectrum and many of our assumptions about what falls into these categories are based on long-held orthodoxies.

<interview activity>

/Observation/

People spend more time in fresh area of grocery store, as they are struggling to decide which one to choose and how will they prepare it.

/Observation/

People couldn't figure out/ spend longer time when they try to attach nutrition labels to food fall in 'grey area', such as Apple Pie.

/Theme/

Processed food purchase

/Quotes/

"I mean I made sure to get plenty of veggies, fruits, and meats, not a ton of processed stuff. Didn't spend time though looking at labels... for the most part I have a sense of what is good vs. bad for you." —N., 26

"I prefer food that has good taste... I feel guilty sometimes, then I start eating healthy for 1-2 days, then I give up." —P., 23

Connection

2.

/Design Principle/
Make connections between planning | purchase and consumption



Insight #2

There is a disconnect between moment(s) of purchase, moment(s) of consumption, and eventual feedback. The "modes" we are in during shopping—our mental states, needs, sensory experiences, and emotions—do not equal those we are experiencing as we eat or prepare the food we previously purchased (sometimes days prior).

<interview+shoppershadow+cultural probe>

/Observation/

People buy fresh vegetables but it ends up rotting in the fridge.

/Observation/

People understand health by evaluating their energy level, skin condition. (external motivation)

/Observation/

People in the shopping environment make impulsive spending

/Theme/

follow through on diet

/Quotes/

"I buy a lot of healthy things but sometimes cheat. I feel like you cheat more when you actually go grocery shopping and end random things." —H.&P., 27

"When there's pimples on my face, I know I am not healthy and I need to control my diet, eg, less sugar." —Z., 19

"I spend lots of time wandering at fresh grocery area because I know it is good to me. But after I bring it back home, I will never cook it. I have to throw it into the bin when it goes bad." —H., 24

Motivation

What do we need to achieve healthy eating?

3.

/Design Principle/

Tap into intrinsic motivation whenever possible



Insight #3

Most people's motivation for making nutritious choices comes from external, superficial, or temporary factors, such as losing weight for that perfect "bikini body" or getting an energy boost to get through a late night of studying.

<cultural probe + interview>

/Theory/

External motivation&Introjected motivation- the behavior are experienced as pressured by some external force or come from negatively focused motivation eg. feeling of guilt or shame.

Internal motivation- There is a strong sense of personal importance and meaningfulness in the task. And the task produce energizing emotions such as interest, enjoyment and challenge. Internal motivation is crucial for the efficacy and efficiency of a behavior

/Quotes/

"Well, lately I have been focusing more on what I eat because of my wedding in July... my nial dress tting is in a few weeks, so I have been buying more vegetables in preparation." —C., 27

"I try my best to make the things I cook or have at home be healthy or low carb. So that way when I go grab lunch or dinner with friends or whatever, I know I'm at least trying." —T., 26

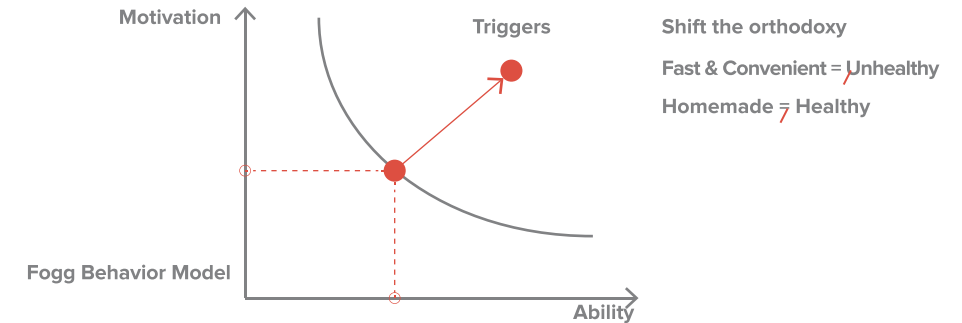
"If I have a class during the night I'll eat protein (before) so I would stay awake." —P., 23

Convenience

4.

/Design Principle/

Make "healthy eating" seem as convenient or effortless as possible.



Insight #4

In our very connected world, "time shrinkage" is a perceptual reality for most people. This leads them to make tradeos in the form of convenient choices, which are typically seen as incompatible with nutritious choices.

<Shoppershadow>

/Interview/

People's instinct for healthy food is inconvenient. Convenient food represent unhealthy food.

In the home setting, the amount of time allocated to meal preparation has decreased in recent years [8,9,10]; suggesting consumers are increasingly relying on convenience or ready meals which require less preparation time.

/Quotes/

"This frozen food is unhealthy, but sometimes we have to buy it just for convenience. We can basically replace everything we eat with this frozen stu because it's what we cook anyway, but we try to minimize it because it's bad for you." —H.&P., 27

"People always think that frozen vege is bad, but actually it is much better than fresh vege that lose freshness in the fridge. " —N., Expert

Conscious

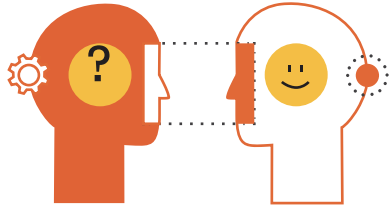
Cognitive-ease

How do we read labels

5.

/Design Principle/

Less automatic decision-making, more conscious decision-making



Insight #5

People tend to ignore nutrition labels.

- They make **impulsive purchase** because of the temporary pleasure and add-on social value of it without considering the consequence of their behavior.
- They only check labels for new product to learn and forms a “healthy” image in their mind. So as they know about the product they buy regularly, it is hard to notice changes due to alterations in product recipes or new labeling policies.<interview>

/Theory/

Impulse buyers who are more social, status-conscious, and image-concerned will therefore buy as a way to look good in the eyes of others.

Impulse buyers tend to experience more difficulty controlling their emotions, which may make it harder to resist emotional urges to impulsively spend money.

Impulse buyers tend to buy as a way to improve their mood and less likely to consider the consequences of their spending.

/Quotes/

“For me, I feel like I’ll look things up until I know what it is and have no need to track. I feel like I generally eat the same things, so why go through the hassle of tracking or looking up the same thing over and over again.” —T., 26 (Diabetic)

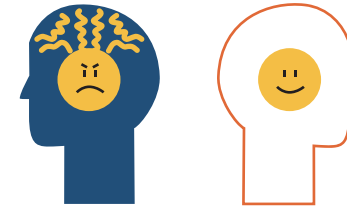
“ I buy this cupcake only because it looks sooooo cute and I want to have it, although I know I need to control my sugar.” —GCY., 19

“I feel I am quite healthy as I seldom eat meat, why would I check nutrition facts for vegetables?” —Y., 24

6.

/Design Principle/

Switch from cognitive overload to cognitive ease



Insight #6

When people look at nutrition labels, they only look at the 1-2 key elements they understand as being “bad,” like saturated fat, sugar, or calories. They rarely look for “good” or pro-nutritious ingredients, and also do not understand the “good” ingredients and their effects on the body as much, either. <Shopper shadow>

/Interview/

People match the image of food with nutritious labels by identifying and comparing the “bad” elements.

/Observation/

People only look for the “bad” elements on the nutrition labels when they are shopping.

/Quotes/

“This frozen food is unhealthy, but sometimes we have to buy it just for convenience. We can basically replace everything we eat with this frozen stuff because it’s what we cook anyway, but we try to minimize it because it’s bad for you.” —H.&P., 27

“Today is all about how convenient things can be. People are less interested in cooking... they just don’t have the time.” —N., Expert