

MUO-C3030 EMPIIRINEN TUTKIMUS 6 OP + CS-C3300 MUOTOILUANTRPOLOGIA 3 OP

AINEISTON JÄSENTÄMINEN JA TULKINTA

28.3.2023 | heidi.paavilainen@aalto.fi

A” Aalto-yliopisto
Taiteiden ja suunnittelun
korkeakoulu

6 OP LUOTAITUTKIMUS

- 28.2. 13-15 Intro. Orientaation valinta MyCoursesissa ennen 14.3. tapaamista (HP, NY)
- 7.3. 9-12 Tutkimussuunnitelman laatiminen (NY, HP)
- 7.3. 13-15 Muotoiluluotaimet (HP)
- 7.3. 15-17 Tutkimuksen suunnittelun periaatteita, case tekstiiliteollisuus (MF)
- 14.3. 9-12 Tutkimussuunnitelmien esittelyt-seminaari (NY, HP)
- 14.3. 13-15 Rakenteellisten värien tutkimus. Tutkimuskysymyksen ja aiheen rajaaminen (NY, HP)
- 21.3. 9-12 Tutkimusraportin kirjoittaminen (NY, HP, [EJ])
- 21.3. 13-15 Muotoiluantropologia (HP)
- 28.3. 13-15 Laadullisen aineiston jäsentäminen ja tulkinta (HP)
- 4.4. 13-15 Muotoiluajattelu (HP)
- 13.4. 23:59 Tutkimusraportin ensimmäinen palautus palautetta varten
- 18.4. 9-12 Näyttely + loppukritiikki (NY, HP)
- 21.4. 23:59 Valmiin tutkimusraportin palautus

3 OP MUOTOILUANTROPOLOGIA

- 28.2. 13-15 **Intro. Orientaation valinta MyCoursesissa ennen 7.3. tapaamista** (HP, NY)
- 7.3. 9-12 **Tutkimussuunnitelman laatiminen** (NY, HP)
- 7.3. 13-15 **Muotoiluluodaimet** (HP)
- 7.3. 15-17 **Tutkimuksen suunnittelun periaatteita, case tekstiiliteollisuus** (MF)
- 14.3. 9-12 **Tutkimussuunnitelmien esittelyt-seminaari** (NY, HP)
- 14.3. 13-15 **Rakenteellisten värien tutkimus. Tutkimuskysymyksen ja aiheen rajaaminen** (NY, HP)
- 21.3. 9-12 **Tutkimusraportin kirjoittaminen** (NY, HP, [EJ])
- 21.3. 13-15 **Muotoiluantropologia** (HP)
- 28.3. 13-15 **Laadullisen aineiston jäsentäminen ja tulkinta** (HP)
- 4.4. 13-15 **Muotoilujattelu** (HP)
- 13.4. 23:59 **Luento-miniessoiden palautus MyCoursesiin**
- 18.4. 9-12 **Näyttely + loppukritiikki** (NY, HP)
- 21.4. 23:59 **Luotainluonnoksen palautus MyCoursesiin**



Taiteilijan näkemys NASA:n Parker aurinkoluodaimesta ohittamassa Venusta. Kuva: NASA/Johns Hopkins APL/Steve Gribben

Päivä 1

ma ti ke to pe la su

1. Millainen sinun päiväsi oli tänään?

2. Miten kuvaisit päivän tunnelmia? Mikä ilahdutti / harmistutti?

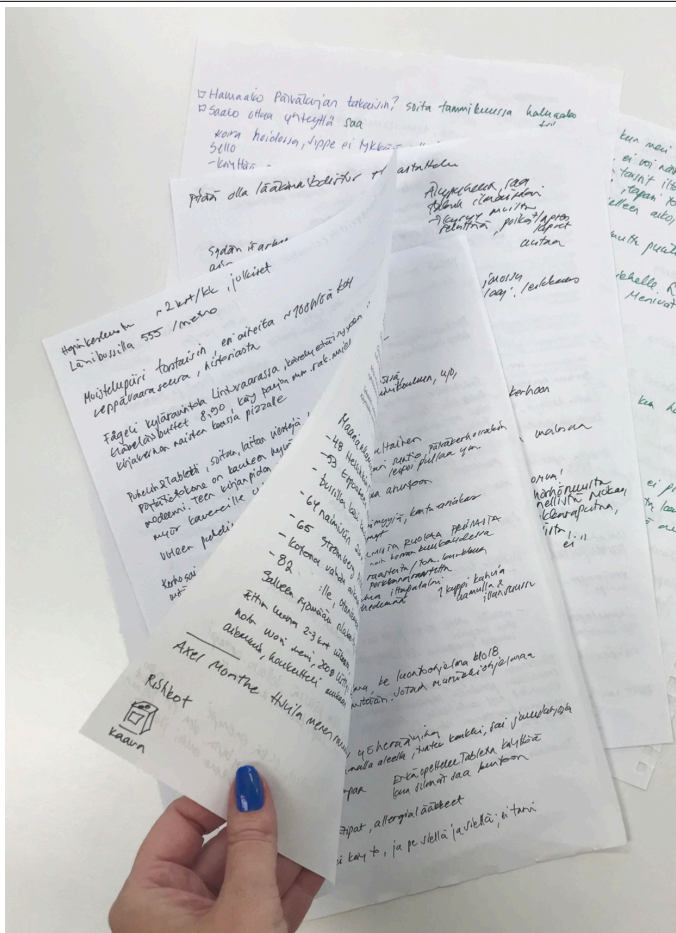
3. Mihin olisit käyttänyt Taikasauvaa?



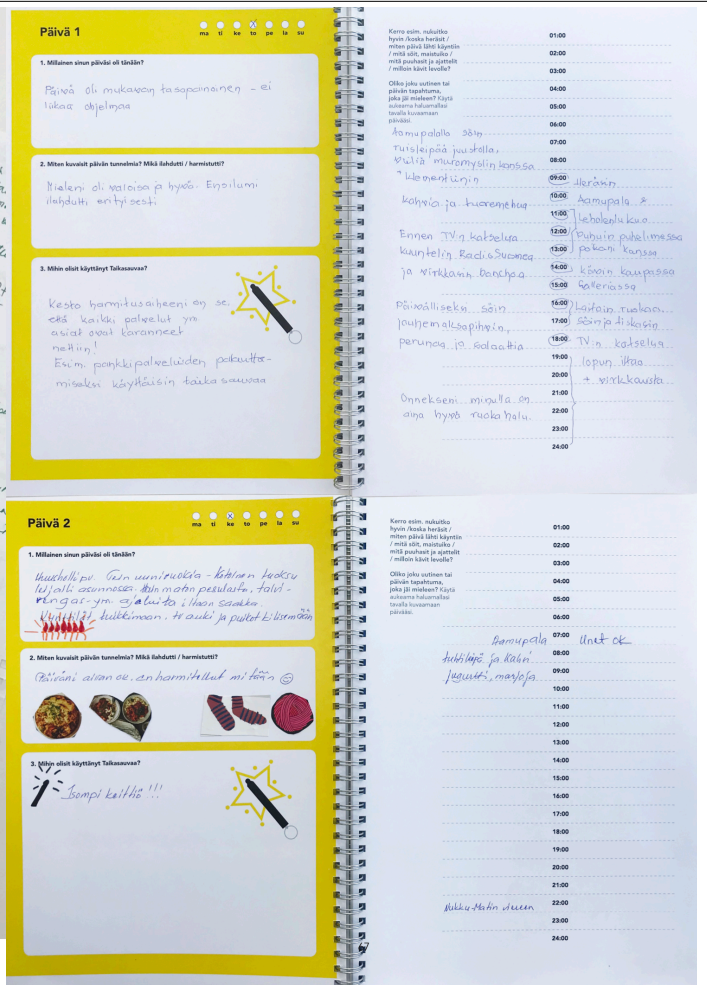
Kerro esim. nukuiko hyvin /koska heräsit / miten päivä lähti käyntiin / mitä söit, maistuko / mitä puhastit ja ajattelit / milloin kävit levolle?	01:00
	02:00
	03:00
Oliko joku uutinen tai päivän tapahtuma, joka jäi mieleen? Käytä aukeama haluamallasi tavalla kuvaamaan päivääsi.	04:00
	05:00
	06:00
	07:00
	08:00
	09:00
	10:00
	11:00
	12:00
	13:00
	14:00
	15:00
	16:00
	17:00
	18:00
	19:00
	20:00
	21:00
	22:00
	23:00
	24:00

3

Lähde: Niemi, Satu (2020) Kohtaamisia ja tarinoita. Seitsämäkymppiset ja kauppakeskus Sello, Espoo: Aalto-yliopisto. Taiteen maisterin opinnäyte.



KUVA 11: MUISTINPANOJA. Toin muistinpanoja luotaimen luovutustilanteessa.



Lähde: Niemi, Satu (2020) Kohtaamisia ja tarinoita. Seitsämäkymppiset ja kauppakeskus Sello, Espoo: Aalto-yliopisto. Taiteen maisterin opinnäyte.

Aineiston keruun jälkeen

- **Aineisto järjestellään tuloksiksi**
- **Tavoite: kokonaiskuva**
- **+ keskeiset tutkimustulokset**
- **Useita tapoja, vähän sääntöjä**

Jäsentämisen tapoja

- **Tematisointi**
- **Nelikenttä**
- **Aika- ja toimintajanat**
- **Persoonat**
- **“Platzgeist”**

Platzgeist

Like Zeitgeist, spirit of the time, but about place.

It's a "mood database." Record sensory experiences: sounds, flavours, smells and tactile samples.

Not so much an independent method but a great way to be reminded about the origin of data during analysis.



Tematisointi

VAPAAMUOTOISUUS

- Tematisointiin ei ole yleisiä sääntöjä, joten menetelmän tarkka kuvaaminen edellyttää huolellista tutkimusprosessin ja aineiston käsittelyn dokumentointia, jotta muistetaan mitä tehtiin.
- Tematisointi voi keskittyä tosiasioihin, olla luonteeltaan käsitteellistä tai tulkitsevaa: melkein mitä tahansa suoraviivaisesta tilanteen kuvauksesta teoreettisiin pohdintoihin: ranskalaisista viivoista esseisiin.
- Ytimeltään luova, syventyvä prosessi. Vrt uusi romaani tai tv-sarja.

PROSESSI

- Aineisto saatettava "luettavaan", helposti hahmotettavaan muotoon. Tämä edellyttää aineiston läpikäymistä.
- Luotaimissa aika tyypillistä on muodostaa persoonia.
- Tavoitteena aineiston tiivistäminen havainnoiksi (insight), joiden pohjalta tulkinta voidaan kuvata osuvasti ja inspiroivasti.

ESIMERKKI

- Esimerkkinä tavaralajien tunnistaminen aineistosta sen perusteella että haastatellavat puhuivat tavaroistaan erilaisissa narratiivisissa rekistereissä.
- Esimerkissä ei muodosteta "persoonia" ihmisistä vaan tavaroista.



Etäisyyttä ottava rekisteri

“Distant designs”

These are the products that have “nothing to do with me” - hideous stuff left by the previous tenants, horrible gifts and heirlooms from relatives and unfortunate past decisions turned sour.

Some are hidden in the cupboards but some are in heavy daily use because no-one cares enough to get rid of the thing.



Photo: Heidi Paavilainen

Selittelevä rekisteri

“To-do designs”

These products are in the home's to-do list, sometimes years or decades.

These products are about to be moved somewhere or waiting for fixing, restoration, right conditions or new owner.

The products have no current value to the household but they have potential and are waiting for future in an optimistic manner.



Photo: Heidi Paavilainen

Ilon ja onnen rekisteri

“Great designs”

These are the products the people tell happy stories about.

The great, the nice, the comfortable, the reliable and the fun - a robust bed, reliable cigaret lighter, comfortable chair and a television with lots of “vibes value” (fillisarvo) - even though the television is broken and the lighter horrible to use.

To these things people feel attachment and talk fondly about them.



Photo: Heidi Paavilainen

Ajankäytön ja subjektiivisen kokemuksen teemat

4 domestication styles	Little time is used	Lots of time is used
Straightforward experience	“Supervised ease”	“Autonomous ease”
Complicated experience	“Confused care”	“Involved care”

How domestication is done

Koodaus

LAADULLISEN AINEISTON KOODAUS

- Koodilla tarkoitetaan tutkijan kehittämää, aineiston pientä palasta kuvaavaa sanaa tai fraasia.
- Koodi kuvaa tiiviissä muodossa mistä tutkijan mielestä aineiston kohdassa on kyse, mihin argumentaation kohtaan tulos liittyy.
- Soveltuu kaikkien laadulliseen aineistoon: haastatteluihin, kenttämuistiinpanoihin, päiväkirjoihin, dokumentteihin, esineisiin, valokuviin, videoon, nettisivuihin jne.. Vrt. Hyvin nimetty kirja tai leffa.

KOODITYYPPEJÄ

- **Kuvaileva koodaus:** aineisto koodataan kohtaa kuvaavilla sanoilla, joilla ei tarvitse olla keskenään yhdenmukaista linjaa. Varmasti yleisin muotoiluantropologian koodaus.
- **Arvojen koodaus:** aineistosta koodataan arvot, asenteet ja uskomukset. Myös yleinen tapa.
- **Prosessikoodaus:** aineisto koodataan toiminnan tai tuntemuksen mukaan ("toiveikas", "epäilevä", "kiitollinen"...)
- **"In vivo" koodaus:** aineisto koodataan tutkittavan omilla käsitteillä ja sanoilla.
- **Dramaturginen koodaus:** aineistosta koodataan tavoitteet, ristiriidat, menettelytavat, asenteet, tunteet ja taustalla olevat ajatukset.

I: Are you actively looking for another job now?

P: ¹ I've picked up the Job Search newsletter and looked through it just to see what's out there, ² but I think it's too early to leave here. I've gotta get some more years under my belt before I start applying—you know, more experience to make me look like I know my stuff.

³ But, I also check some online job search sites each day, ⁴ check my e-mails to see if there's any response to letters I've sent out. ⁵ Friends tell me to just keep looking, something eventually turns up, so I hope they're right.

¹ "JOB SEARCH"

² "EXPERIENCE"

³ "JOB SEARCH"

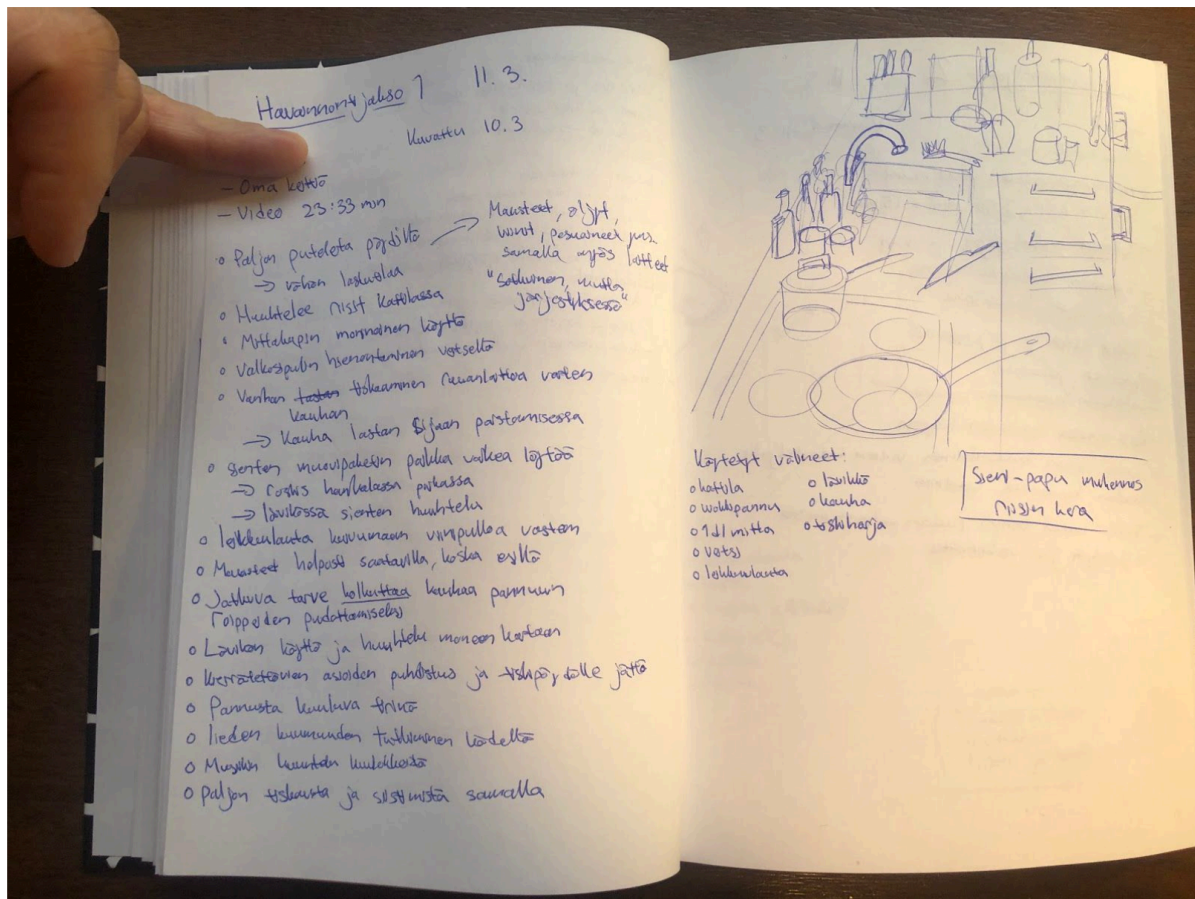
⁴ FOLLOW-UP

⁵ ENCOURAGEMENT

Lähde: Saldaña, Johnny. 2011. Fundamentals of qualitative research. Oxford: Oxford University Press.



Leikkuulauta viinipulloa vasten



Havainnoinnin muistiinpanot

Opiskelijatyö 2021. Kurssin harjoitustehtävästä.

Aika nopeasti huomio kiinnittyi nimenomaan puhtaudenpitoon kokatessa.

Erilaisia huomioita olivat esim.:

- Paistamisessa kääntelyn välineet
- Tarve puhdistaa veistä
- Tarve puhdistaa kauppaa
- Aineiden huuhtelun menetelmät
- Välsiivouksen ajoitus ja ongelmat

		Koodi	Ryhmittely
67	Astiakaapin tyhjennys	Säilytys	Välsiivous
68	Kaapit sekaisin, kommentti: "Tämä on kaaos"	Säilytys	Myöhemmin siivottava
69	Vanhohen tiskejen tiskaus	Tiskaus	Välsiivous
70	Sipulin kuoriminen pöydälle	Kuorinta	Myöhemmin siivottava
71	Sipulin kylmällä vedellä huuhtonta, jotta kuori irtoaisi, kuoret altaaseen	Kuorinta	Myöhemmin siivottava
72	Kanan leikkaaminen samalla veitsellä sipulin kanssa	Kapine	Ennakoiva
73	Käsien ja veitsen välipesu	Tiskaus	Välsiivous
74	Kommentti: "Yleensä kannattaa leikata kaikki vihannekset ennen kanaa"	Kapine	Ennakoiva
75	Kommentti: "Voitko kerätä biojätteet pussiin?"	Jäte	Välsiivous
76	Osa biojätteistä jää pöydälle	Jäte	Myöhemmin siivottava

Opiskelijatyö 2021. Kurssin harjoitustehtävästä.

Koodien prosessointi & ryhmittely

LAADUNVARMISTUS, DOKUMENTOINTI

- Pienenkin aineiston koodauksesta kannattaa pitää kirjaa ("Koodikirja"), jotta voi seurata oman ajattelun/ tulkinnan kehittymistä, ja että muistaa, mitä mikäkin koodi tarkoittaa, jotta pystyy käyttämään koodeja johdonmukaisesti ja tarkasti ja esim tunnistaa tilanteet, jolloin tarvitaan uusi koodi.
- Myös kannattaa pitää tutkimuspäiväkirjaa, jossa prosessoi tulkintaa ja mahdollisuuksia.

KOODIEN RYHMITTELY

- Vaikka aineistoon kannattaa ja pitää palata useaan otteeseen, myös pelkkien koodien avulla edistetään tulkintaa.
- Tärkeimpänä keinona aineiston jäsentämiseen ja tulkintaan toimii koodien kategorisointi tai ryhmittely.
- Ohessa esimerkki edellisen opiskelijatyön ryhmittelyharjoituksesta.
- Seuraavassa muutama lisäesimerkki.

Siisteys ruokaa laittaessa

Ennakoiva	
	Huuhdeltu
	Kapine
	Kuivaus
	Kuorinta
	Käsin
	Paketointi
	Sotku
	Uudelleen käyttö
Välisiivous	
	Huuhdeltu
	Jäte
	Kuivaus
	Käsienpesu
	Paketointi
	Sotku
	Säilytys
	Tiskaus
Myöhemmin siivottava	
	Jäte
	Kapine
	Kuivaus
	Kuorinta
	Paketointi
	Siivoaminen
	Sotku
	Säilytys
	Tiskaus

Lähde: Saldaña, Johnny. 2011. Fundamentals of qualitative research. Oxford: Oxford University Press.

Opiskelijatyö 2021. Kurssin harjoitustehtävästä.

Koko esine-aineisto:

I	furniture (321)
II	lamps (168)
III	decorative objects (142)
IV	utensils (127)
V	dishes (126)
VI	works of art and graphic design (111)
VII	ICT's (108)
VIII	clothes, textiles, surface materials (78)
IX	devices other than ICT's (73)
X	baby stuff (19)
XI	storage piles (10)

Näyte esine-puheesta:

L: tällä hetkellä meillä ei ole kirjahyllyä kun meillä on siis iso Lundia, mutta me ei haluttu enää koota sitä tässä asunnossa, kun meillä se Lundia-mitta tuli jotenkin (naurh) täyteen, niin me ollaan teettämässä tähän sellasta koko seinän kokoista kirjahyllyä. [...] Et me eletään sit tässä kirjahyllyttömyyden epämukavuudessa vielä kauan kunnes saadaan. Et ei me (tauko) Se ei ole sit se ratkaisu et sit mennään Ikeaan ja ostetaan joku valmis kirjahylly sieltä siks aikaa. (Laura 04 78-94)

Esineet niiden kanssa asumisen näkökulmasta:

I	experimental objects
II	objects that require special treatment
III	wonderful objects
IV	mistakes
V	extra objects
VI	placeholders
VII	objects that wait
VIII	objects that are looking for their places
IX	absent objects
X	future objects
XI	objects that are easy to dispose
XII	objects that are in everyday use
XIII	seasonal objects
XIV	objects that are common
XV	useful objects



Photo: Matthew Weprin

“AFFINITY DIAGRAM”



Photo: Matthew Weprin

Coding applied to interview data about “Pet Birthdays”

Piece of data	Primary coding	Secondary coding
Our dog Bella turns 2 years next month.	Fact	Fact
We will have sausages because they're healthy.	Info & Belief	Food
Let's hope it's not going to rain.	Threat	Weather
Soysausages would be great	Dreams	Vegan food
But Bella's BFF is allergic to them	Problem	Special food
There are many vegan dogs in our area	Belief	User group
We cannot have fish because it'll be so warm then.	Belief	Weather

Ensimmäinen kierros väljästi käyttäjän näkökulmasta

Toinen kierros väljästi tuotesuunnittelun näkökulmasta

Tuloksena mahdollisuuksia

- **Koirajuhlien säänkesto tuotesuunnittelun lähtökohtana: miten pitää koirat kuivina ja kalat kylminä?**
- **Lemmikkien ruoka-allergiat avaavat yhden suunnan ja kentän tuotesuunnittelulle.**
- **Kolmas löydös on havainto uudesta käyttäjäryhmästä: vegaanikoirat. Niihin keskittyminen vaatisi lisäaineistoa.**



67	Astiakaapin tyhjennys	Säilytys	Välisiivous
68	Kaapit sekaisin, kommentti: "Tämä on kaaos"	Säilytys	Myöhemmin siivottava
69	Vanhojen tiskejen tiskaus	Tiskaus	Välisiivous
70	Sipulin kuoriminen pöydälle	Kuorinta	Myöhemmin siivottava
71	Sipulin kylmällä vedellä huuhtonta, jotta kuori irtoaisi, kuoret altaaseen	Kuorinta	Myöhemmin siivottava
72	Kanan leikkaaminen samalla veitsellä sipulin kanssa	Kapine	Ennakoiva
73	Käsien ja veitsen välipesu	Tiskaus	Välisiivous
74	Kommentti: "Yleensä kannattaa leikata kaikki vihannekset ennen kanaa"	Kapine	Ennakoiva
75	Kommentti: "Voitko kerätä biojätteet pussiin?"	Jäte	Välisiivous
76	Osa biojätteistä jää pöydälle	Jäte	Myöhemmin siivottava

Opiskelijatyö 2021. Kurssin harjoitustehtävästä.



Opiskelijatyö 2021. Kurssin harjoitustehtävästä.

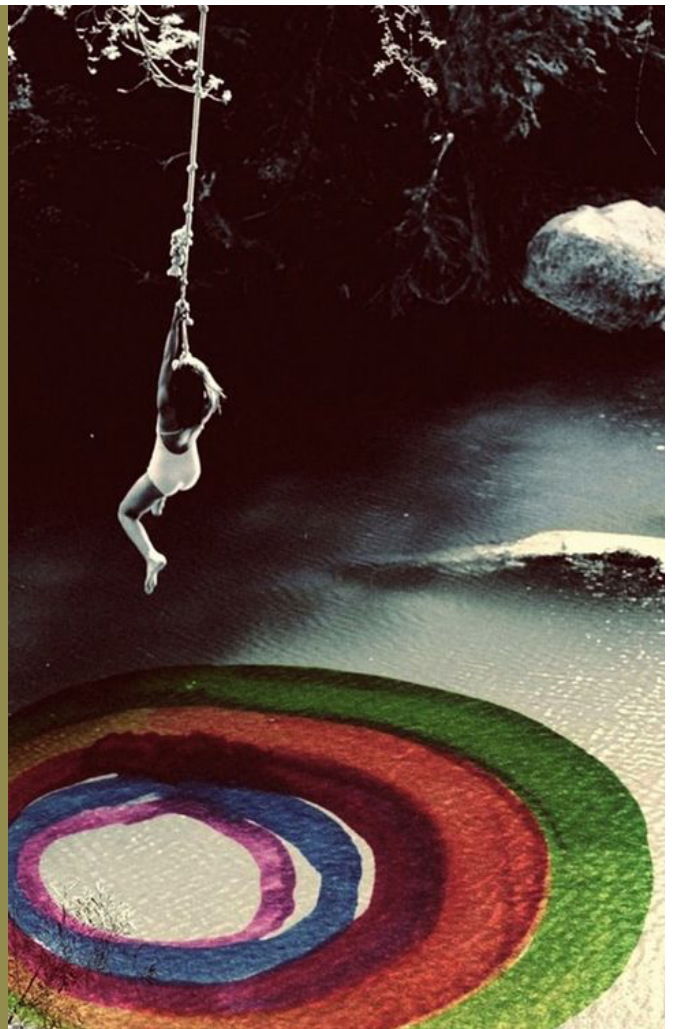
Nelikeenttä

- Tunnetuin sovellus SWOT
- Kaksi akselia, kaksi ääripäätä tai vastakkaisuutta
- Erittäin aineistokohtaista, mitä akselit kuvaavat



Tutkijan tinder...

Eli parien löytämisen vaikeus. Akseleiden ääripäiden miettimiseen kannattaa käyttää aikaa ja mielikuvitusta. Mikä kombinaatio tuottaa kiinnostavia tuloksia?



2x2 table applied to ICT's

Pro technology

“A product becomes unique when you can add your own features.”

“A low-tech product or a ritual related to it, preparing coffee for instance, can be an exclusive experience.”

Rational choice

Emotional choice

“Experiencing nature and outdoors, I don't need technology for that.”

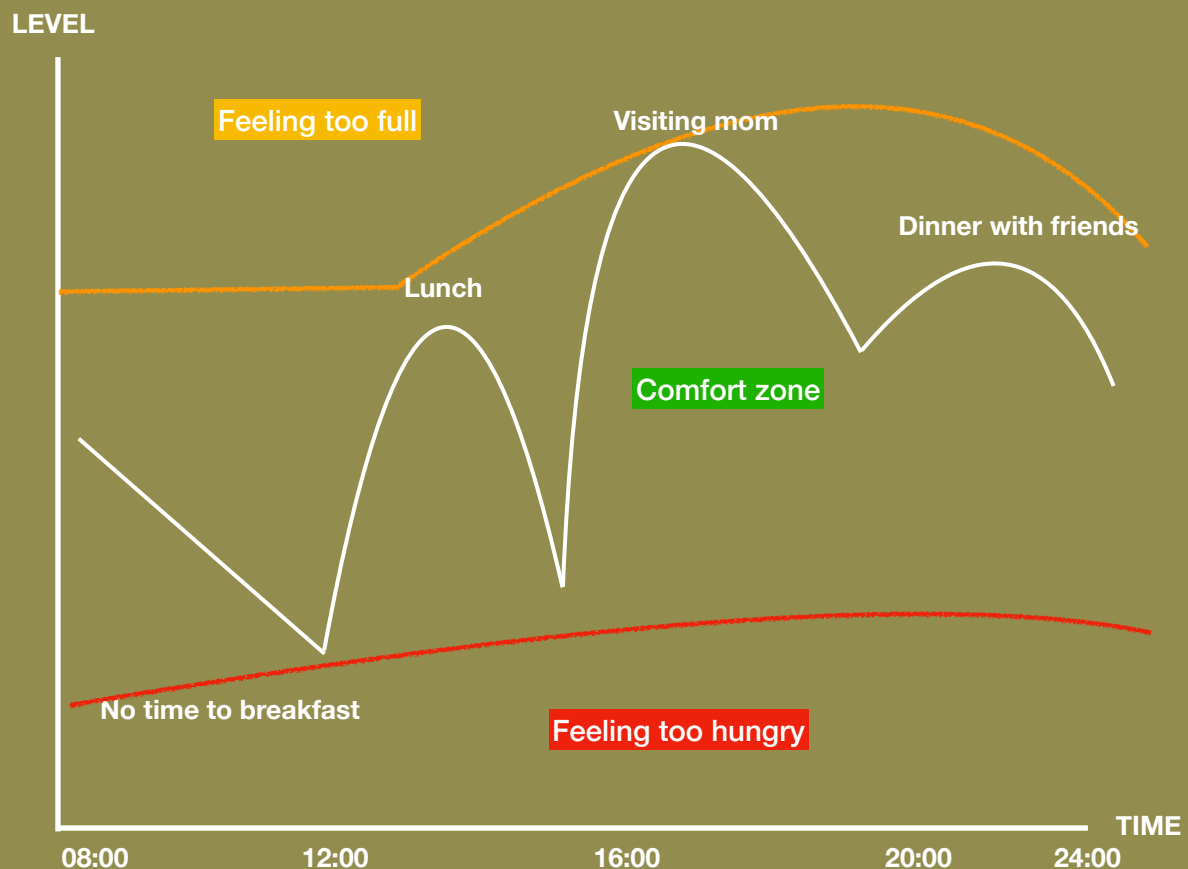
“Digitalization and automatization won't compensate personal contact and service.”

Anti technology

Aika- ja toimintajanat

- Ilmiön, aiheen ääripäiden ja niiden välisen mukavuusalueen kartoitus.
- Soveltuu hyvin yksittäisiä ilmiöitä/tilanteita käsittelevän aineiston jäsentämiseen ja sitä parempi mitä enemmän aineistoa.
- Threshold-menetelmästä enemmän: Chipchase, J. (2013). Hidden in plain sight. How to create extraordinary products for tomorrow's customers. New York: Harper Business.

Threshold analysis applied to eating and hunger



“Comfort zone”

The area between the two thresholds is the comfort zone. We try to stay within that zone.

Thresholds are not stable. Smell of good food makes comfort zone to shift from “not really hungry” to “I’m starving!”.

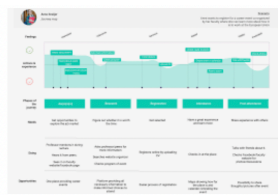
Key questions: how do people get back to their comfort zone? How can design team help them to do it?



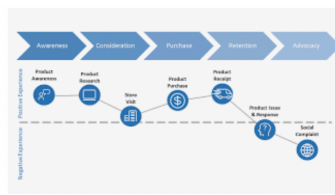
stomer Journey M...



7 Ways to Analyze a Customer-Journey M...
nngroup.com



Pretty vs Ugly User Journey Mapping | by Buk...
uxplanet.org



Learn Customer Journey Mapping... in 7 Bookmarks | by ...
medium.com



8 Customer Journey Map Examples
edrawsoft.com



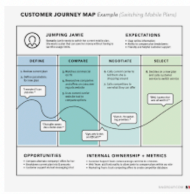
plate |...



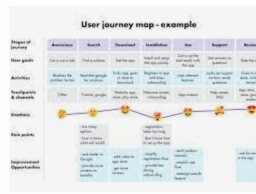
Quadient® Customer Journey Mapping | Qua...
quadient.com



How to Create a Customer Journey Map | ...
lucidchart.com



Journey Mapping 101
nngroup.com



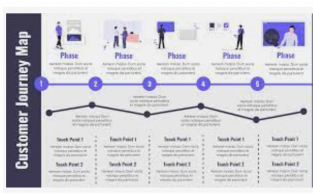
A Beginner's Guide To User Journey vs Us...
digitalnatives.hu



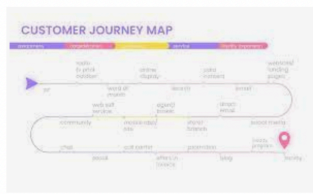
How to Create a User Jour...
wyzowl.com



plate | User Journe...



Understanding Customer Journey Map | Customer J...
online.visual-paradigm.com



What Is Customer Journey Map Stages, Types, and ...
expressanalytics.com



12 Ways to Improve Your Customer Journey, the Ea...
commbox.io



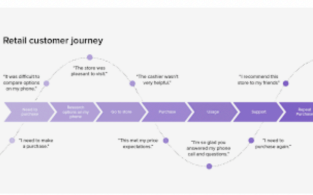
User journey - Wikipedia
en.wikipedia.org



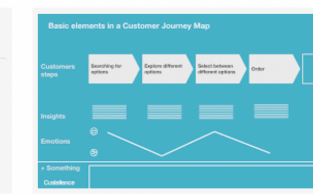
ourney Map in 30 mi...



Customer Journey | Business MakeOver
businessmakeover.eu



Customer journey map: What it is and why you need one
delighted.com



What Lanes do I need in My Customer Journey Map?
custellence.com



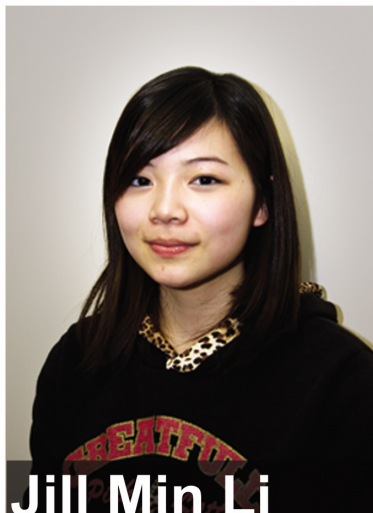
Dark Online Custo
ar.vengage.com

Arkkityypit, persoonat

- Tutkimustulokset voidaan jäsentää arkkityypeiksi (tai persooniksi), joiden erilaisuuden ja ominaisuuksien kautta kerrotaan tuotteesta, sen käytöstä ja mahdollisuuksista.
- (Persoonat kuvaavat demografioita, arkkityypit toimintaa.)
- Kerrotaan vain oleellinen, ei elämäntarinaa tai cv:tä.
- Joskus **skenaariot** kerrotaan henkilötarinoiden kautta. Menetelmiä käytetään ristiin.

PERSONA

User Group -
Male & Female aged 18 - 25 international Students studying in UK



Jill Min Li

Age: 20
Gender: Female
Marital Status: Single
Ethnic Origin: Korean Chinese Mix
Occupation: University student
Year 2 Undergraduate
Place: Private Residential Apartment
Interests: Cooking, Socialising, TV & Film, Leisure Sport, Shopping & Travelling.

Lifestyle

Jill has been studying in UK for 7 years and has been very dedicated in her education as an overseas student. The years away, she has been socialising with her friends. At first her cooking skills were basic but gradually improving. In which at this moment, has helped her introduce her personality, through the food she cooks and shares with friends.



Quotes

"I hate eating alone"

"To me, cooking is a great way to meet new friends"

"It is very hard to find ingredients that are from home, so I will get a lot at a time but never finish them all."

"When I am cooking for myself I will cook quickly but try to stay healthy"

"I prefer my kitchen to be clean at all times but I never do the washing up after cooking"

GOALS

- Effectively using "Home Food" to produce well cooked meals
- Intergrating own food culture and experience to share with her friends.
- Socialise and creates great memory from the gathering
- Being more organised and avoid building mess after cooking.
- To create exciting and presentable dishes.
- Eating healthy



fakecrow.com



boardview.io



keepitusable.com



xtensio.com



pinterest.com



contentharmony.com



optinmonster.com



behance.net



angelportfolio.com



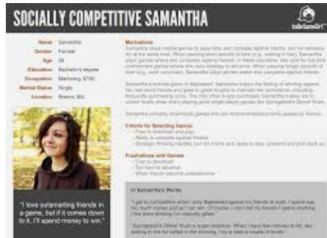
keepitusable.com



goldminddigital.com



mockplus.com



blog.filestage.io

Persona

Team

Draw your persona here

About this persona
Name?
Background?

1 Pains
Fears, frustration and anxieties

2 Gains
Wants, needs, hopes and dreams

3 Jobs to be done
What are they trying to do and why is it important for them?

4 Reality
How do they achieve those goals today? Any barriers in their way?

5 Stories and observations
Write down quotes or observations that best describe their experience

6 Context
Are there other factors that we should take in consideration?

Overused?

Think carefully what's the point of Persona and is she making the point you want her to make.

So obligatory part of UCD presentations that sometimes is doing more harm than supporting findings and argument.

Critical is to build the persona based on data. Persona is not an exercise in creative writing.



© Marieke van Dijk 2018 / Design Driven Foresight Course Aalto

RESULTS PART 2: TOWARDS THE FUTURE

From different perspectives

If we take a closer look at the (dis) agreement with statements from different perspectives we find the following:

Agriculture: disagrees with every statement, except for meat substitutes, they are divided between yes and no.

Working: disagrees mostly the restrictions (statement 1 and 2), also quite a lot on raising own animals and the influence social environment. They mostly agree with 'animals should not be harmed' and 'no problem with substitutes'.

Students: have, relatively, the least of a problem with substitutes. They are divided on whether their social environment influences their choices or not. Although most of them disagree with statement 1-3, still around 1/3 of does agree.

categories of attitudes

POSITIVE ABOUT REDUCING MEAT

"awesome study"
"this is a great and interesting topic, it needs solutions"
"I'm vegan, and believe that everyone else should be"
"My sister is eating vegan. She cooks for us sometimes and made me aware of the impact."
"Would love to eat more meat substitutes!"
"Initiatives like raising your own chickens and pigs would raise awareness and appreciation if you would do this"



"The vegan / the activist"

NEGATIVE ABOUT REDUCING MEAT

"My worries are that farmers become extinct"
"Livestock is not a cause of climate change"
"I felt like a criminal, not fitting in your answers!"
"In my opinion there are other ways to reduce the impact we have on the environment. If people are serious about the subject, they wouldn't or shouldn't have a problem with reducing the number of flights they take for fun and holidays and the amount of products they buy and import from the other side of the world."
"I don't have a problem with farming and I feel a little discriminated"



"The meatlover / The farmer"

NEUTRAL ABOUT REDUCING MEAT

"I am concerned about nutrients"
"Are alternative trustworthy"
"which animals get a good life"
"I suppose if everyone was a vegetarian I might eat less meat"
"In my opinion there are other ways to reduce the impact we have on the environment. If people are serious about the subject, they wouldn't or shouldn't have a problem with reducing the number of flights they take for fun and holidays and the amount of products they buy and import from the other side of the world."



"The Undecided"



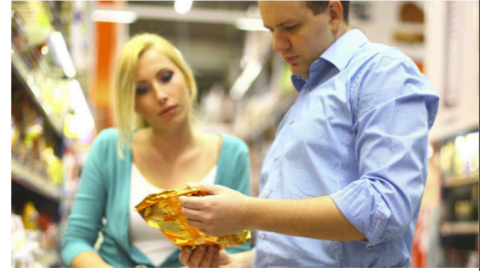
concerns of the undecided

MAIN CONCERNS TO REDUCE MEAT CONSUMPTION

For companies the 'undecided' group is the most likely to be attracted, convinced or seduced by new alternatives and possibilities to a future of eating less meat. The trend of veganism has gained interest: now companies can, by use of new designs and developments, support the undecided in their choices towards meat consumption by responding to their concerns. In the survey, many participants commented on the answers they had given. Their comments were elaborating on their concerns about possibly reducing their meat consumption. On this page the comments about the concerns are listed.

On the next pages, you will find four persona's: profiles of people who would like to reduce their consumption, but all with different concerns. The concerns are derived from the most mentioned, thus important concerns, and the persona's are inspired by the different comments people gave in the survey. The profiles can be used to target or specify a company's strategy on one specific consumertype.

Picture 17: although we see many people tend to reduce their meat consumption, their concerns that leave them 'undecided' differ a lot.



Health:

"How do I know I get the right nutrients?"
 "Where to find the right nutrients in vegan products?"
 "Is it really the same to eat laboratory meat as it is to eat fresh? Can I really trust it?"

Social:

"My concern is that farmers become extinct."
 "Its annoying to 'force' your roommates to participate in your choices when eating together"
 "My partner likes to eat meat"

Taste & Looks:

"Taste! Will anything else be tasty?"
 "I'm very used to eating meat every day, and so many of the recipes I see which are vegetarian sound absolutely ridiculous/disgusting that it doesn't truly motivate me to eat less meat."
 "I just like meat tooooo much"

Price

"In a student budget, to stop consuming animal products makes it complicated to reach nutritional value. Egg particularly is a very cheap protein intake."

Origin:

"I like to eat locally produced products. I think it is important to know that the meat i consume has had a good life."

Discipline/habit:

"Eating meat has become a habit and therefore very hard to change."

Information:

"I don't know how to in a healthy and nice way."
 "Better less, but from a known origin. I like to eat locally produced products. I think it is important to know that the meat i consume has had a good life."
 "Information about meat is strongly influence by biased groups of people".

Time:

"I don't know how to prepare vega meals quickly"

None:

"Why would I stop eating meat?"
 "I just like meat and don't want to stop eating it"
 "Already vegetarian"
 "Cattle is not the cause of pollution"
 "We care very well for our animals, I don't have to eat less because of that."

What
 about
 my
 nutrition?



Motivations

Live a healthy and sporty life
 Find joy in organizing events
 Care about the future of our planet

Concerns

Health: optimal nutrients for optimal achievements in sports
 Information: how it's made
 Time: can it be prepared quickly?

Needs

Correct and concise information
 Easy preparable food

References + influences

Newspapers
 Blogs about sports and health
 Fellow athletes

support strategy

Thomas is a disciplined athlete, but he also has a parttime job. Thomas can be attracted by easy preparation of food, healthy alternatives, concise information and especially trustworthy products that help them to be sure about his nutrition. He could be supported by showing how to implement this diet into his current lifestyle. Also a note on how products might affect environmental impact is of Thomas's interest.

Main concern: health

Thomas

- the athlete

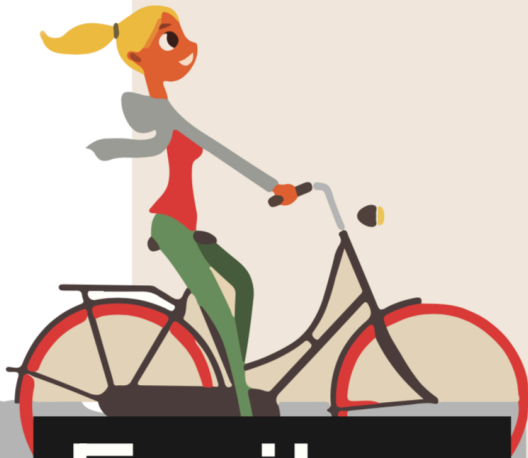
"I exercise and work out every day, yeah, you could say my life is about sports. I thought I might reduce some of the meat and dairy products, I don't need them every day and it's not that good for the environment. But how do I know I get the right nutrients? What about the proteins I need for recovery? Can I really trust the alternatives?"

Age | 27

Occupation | athlete, parttime eventmanager

Personality | disciplined, critical

What
about
my
budget?



Emily

- the student

Motivations

Have fun with friends and roommates
Good condition to study well
Experimenting with tasty cooking

Concerns

Price: how to fit it in budget
Social: cook for others in student flat
Information: origin of the food

Needs

Affordable products
Support to experiment

References + influences

Research articles
Friend, fellow students
Blogs, social media

Main concern: price

"I've been used to eat meat, my father always prepared some kind of meat or fish. Now two of my roommates are vegetarians, and I started to be creative with vegetarian dishes. Still I think it is hard to find fresh, organic and local food for a reasonable price, and meat alternatives are ridiculously expensive."

Age | 22

Occupation | student psychology

Personality | extravert, cheerful

support strategy

Emily isn't living on her own that long, and enjoys her freedom very much. She can be seduced by things that enable her to experiment and experience new things. She is creative and likes to learn about anything and doesn't hide for a small challenge. You can find her mostly online, but what is offered should be cheap and fun to work with and adjustable to other people.

What
about
my
family?



Hannah

- the mother

Motivations

Healthy children
A comfortable home for husband
Care for patients to my best

Concerns

Social: partner likes meat
Health: children's nutrition
Taste: tasty for children

Needs

Trustworthy information
Animal friendly products

References + influences

Woman's magazines
Newspapers
Friends and family

Main concern: social

"Animal rights are an issue for me. I would like to reduce my meat consumption, but my husband likes to eat meat every day, that makes it difficult. Furthermore, I have to make sure my kids will eat the food I cook to grow up healthy."

Age | 38

Occupation | mother, nurse

Personality | caring

support strategy

Hannah cares the most about her husband and children. Cooking is therefore complex if she would like to eat less meat. The dishes should be able to make including meat and meat-free, be healthy and be attractive to kids regarding taste and looks. Hannah likes trustworthy information, so visual models could help her, or advice from government/health institutions. Products and services can catch her attention in women's magazines or by 'tupperware party' concepts.

What
about
the
taste?



Alex

- the cook

Motivations

An interesting job with room to try new things
Provide the most tasty to customers
Possibilities to surprise and be surprised

Concerns

Taste: at must taste amazing
Looks: the food must allow for creative looks & adapting to different plates
Price: price-quality balance

Needs

Adjustable products
Good quality
Not only the usual, also rare ingredients

References + influences

Cook critiques
Innovative restaurants

Main concern: taste and looks

"As we see more people like to eat vegan food at our restaurant, I started to learn to cook vegan food with spices to make it tasty. In my job, taste and looks are everything. I am concerned I can't make delicious food without meat or with meat alternatives."

Age | 46

Occupation | chef

Personality | hard-working, experimental

support strategy

Alex, a hard-working and experimental cook, is not afraid of a little change! New ways of experimenting with new food? Interesting! Alex is in need of the best ingredients to support cooking without meat, information about the origin of quality meat and also meat alternatives. Food needs to be very adjustable to different tastes and looks, and also be combined with spices. High quality products with a reasonable price can definitely support Alex.