

## **Team 1 – Weekly Recipes**

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Your work focused on nudging, and you approached the context through a special shelf in store environment, supported with a digital dimension. As the final concept you delivered a service to introduce “weekly recipe” shelf to stores to promote sustainable food choices, with vegan and vegetarian options to add to conventional meat dishes.

The final design and service concept narrowed your early reasoning nicely into a concise idea that stands out quite well. The final concept really nailed several considerations that were important to your work. There was clearly the element of nudging, but you considered the system a lot also from the practical perspective. Perhaps here you had also some few weaknesses, as some practical details could’ve thought even further.

Your tutor as well as Nina from S-group were both very pleased with the eventual outcome. Despite some practical challenges, pilot application of such idea seemed feasible. It seems also that as a group you managed rather well, although some members were able to contribute a bit less to the case work.

Your communication of your work was refined, and the reporting was rather good. Lastly, you managed to add supportive elements, such as user reactions, that were very nicely facilitated in Zoom, and although they were not maybe strong enough evidence to buy your concept directly, they supported the final communication really well.

1. Initial ideation and research (30%): 4-
  2. Final design concept (30%): 5-
  3. Communication & reporting (40%): 4+
- = Overall: 4,25