



Process Book

SDES 704 - APPLIED THEORY

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Derrick

I am an Product Designer from Hong Kong. I am pursuing my M.A. Industrial Design at SCAD. I don't like junk food. But I need to eat fast food because it is fast. It would be great to have fast and healthy food that can make my life easier!



Hina

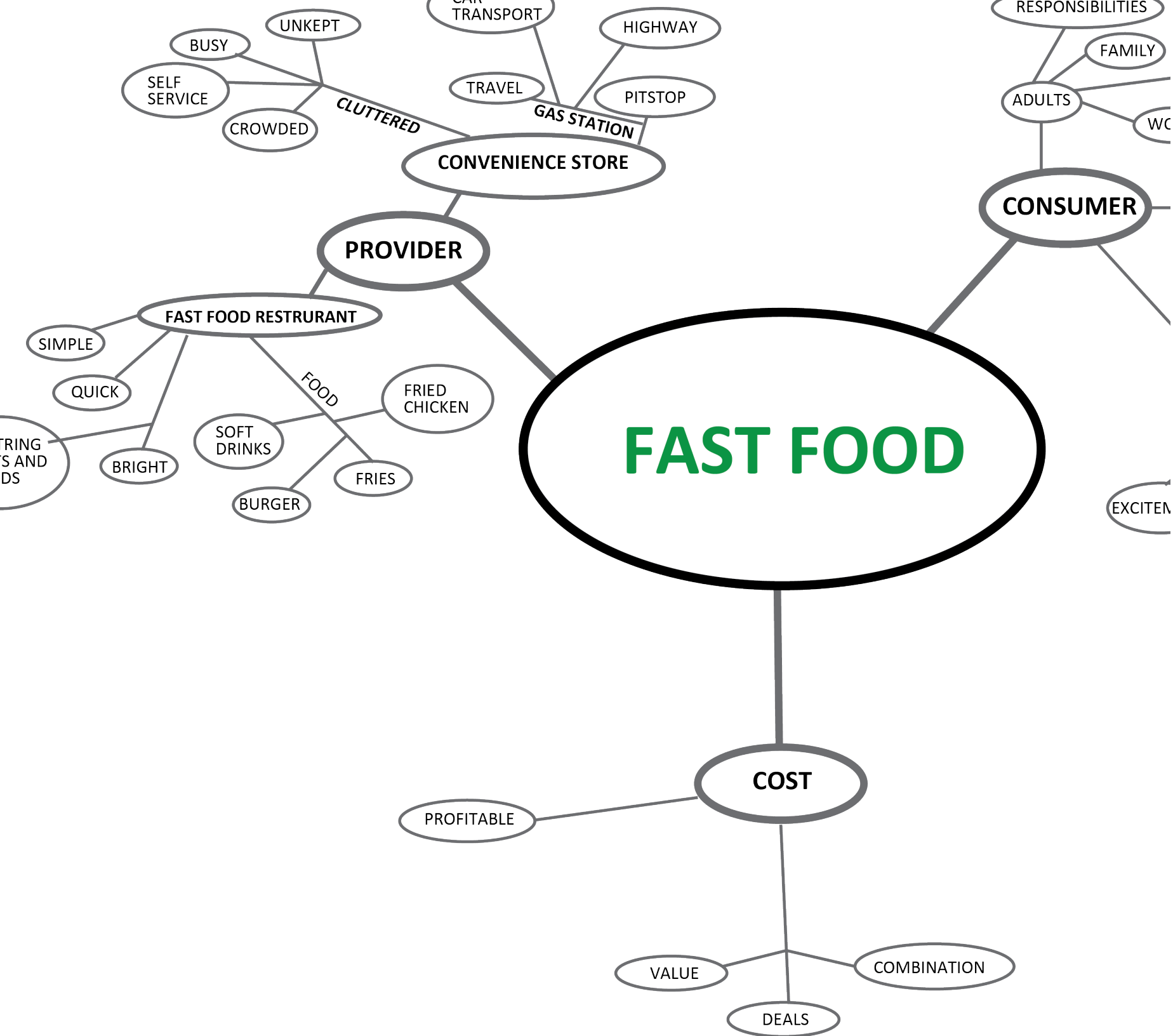
I am an Interior Designer from Pakistan. At present I am enrolled in the M.F.A Design Management program. I love cooking and trying new recipes from time to time but when the school is in session I end up relying heavily on afst food options, healthy and unhealthy both!



Yuan

I am from China and I am studying my M.F.A Industrial Design here at SCAD. Well, I like fast food when I really hungry. because is fast and tasty. However, when I have other choices I will definitely not consider it as my food.

About Us



Introduction

Project Scope

Our focus is on convenience stores in some key locations within 1.5 miles of the city center. The key locations can be described as points of intersection between people of different walk of lives, age groups, income and ethnicities. The solution will help in adding value to the convenience store's business model.

The scope of this project includes the following:

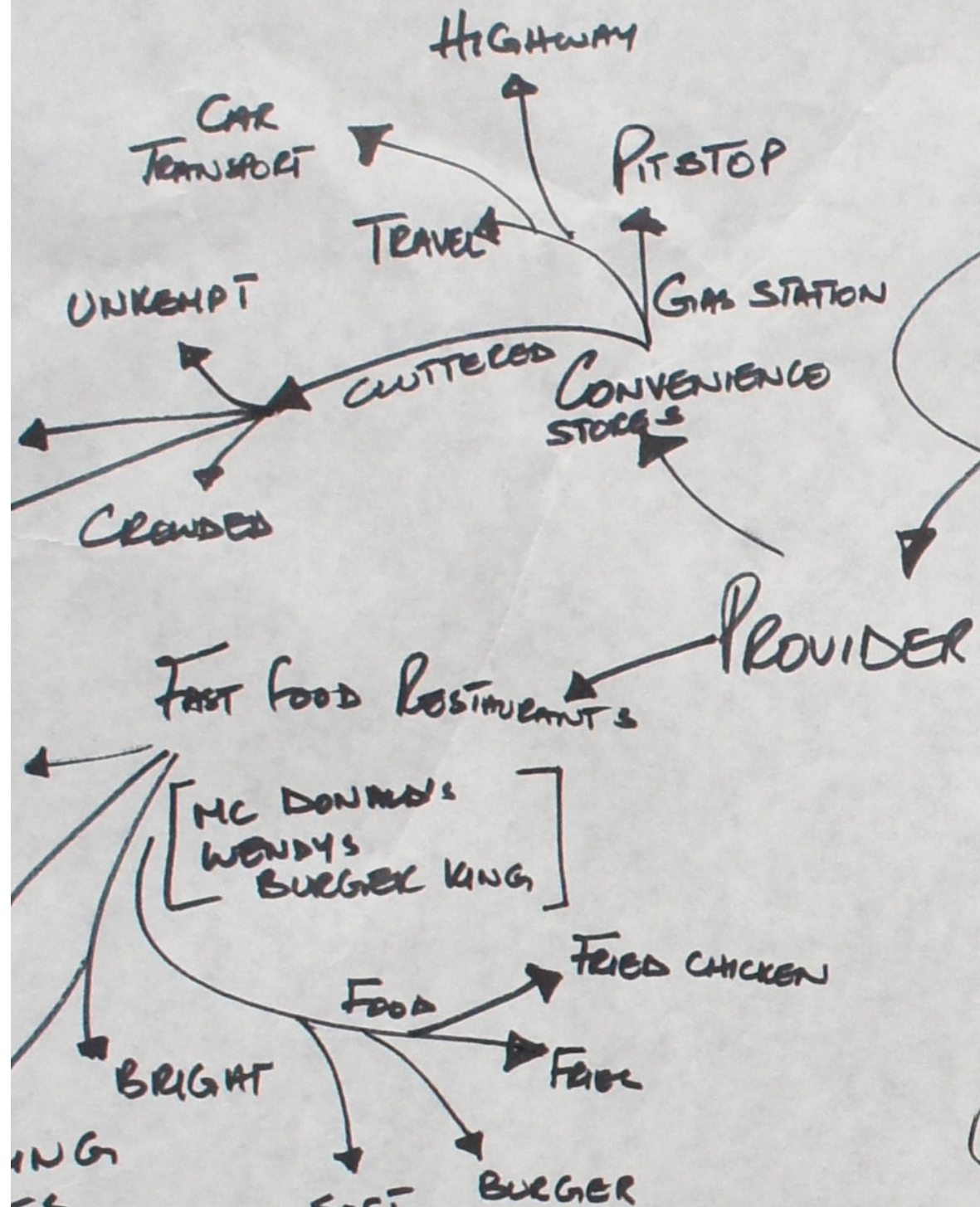
- Conduct Contextual Research (ethnographic research)

- Identify design opportunities

- Create solution

- Generate Prototype(s)

The final solution may be in form of products, business model, service model or any other offering to the stakeholders of the convenience store business.



Secondary Research





RESEARCH QUESTIONS:

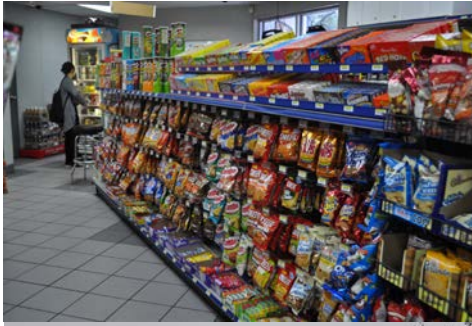
What is fast food?

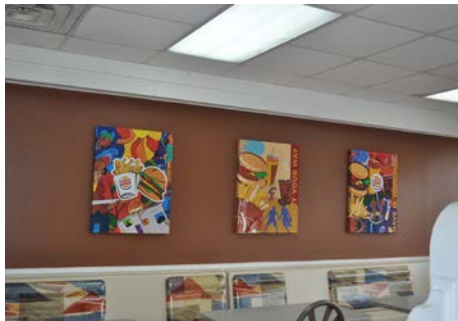
When and why did fast food become part of American culture?

Why do people eat fast food?

Where do people go for fast food?

Who are the consumers of fast food?







Grocery Store Research



“Even sandwiches in the convenience stores are not healthy. The only healthy fast food maybe is fruit bowl only!”

~ Sarah



"I eat fast food because it is cheap and fast. Besides, the place that I work has nothing to choose from."

~ Taylor



“Healthy fast food is something with more vegetables and less meat. Subway is a healthy fast food option!”

~ Bob & Ginny

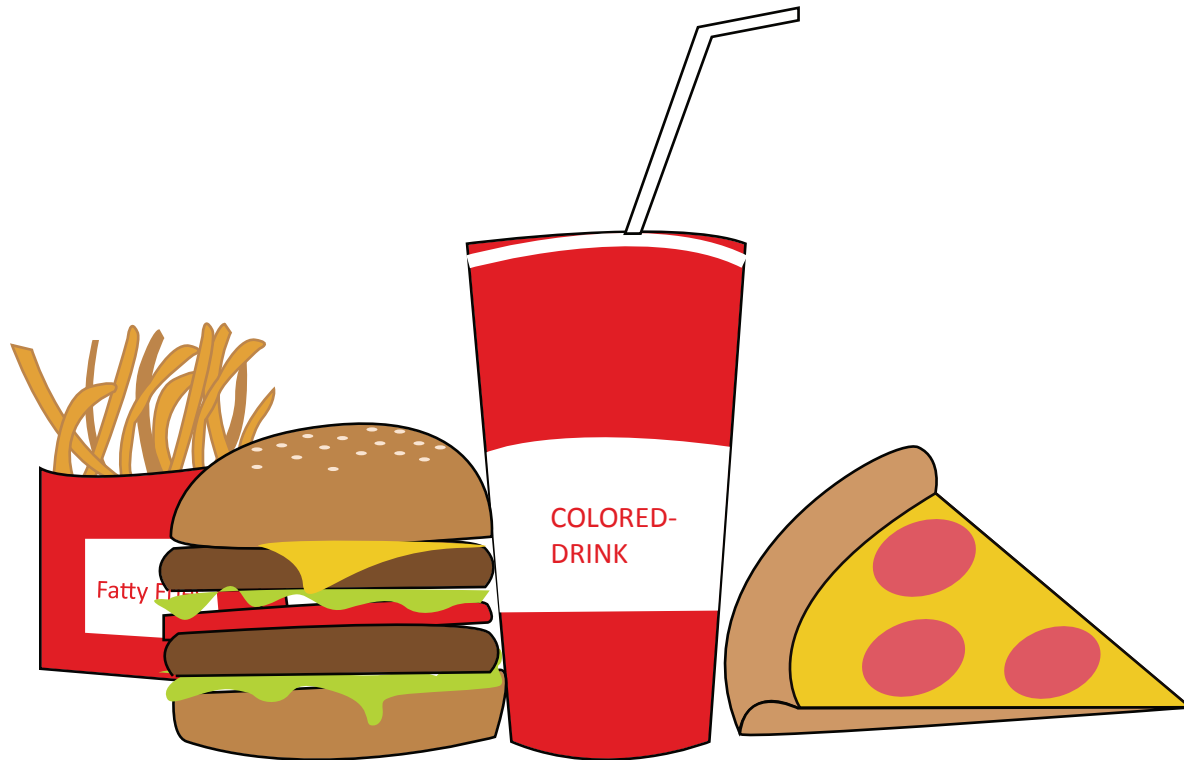


“I eat several times a week.
It is the only thing that i can
get around school.....”

~ Chen

Just how common is fast food in America?

According to this Google map, there are close to 50,000 fast food chains across the United States, with McDonalds being the largest restaurant chain. In the world, there are more than 500,000 fast food places. Kids between the ages of 6 and 14 eat fast food 157,000,000 times every month. Ninety-six percent of kids in school could recognize an image of Ronald McDonald, the face of McDonalds. The only recognizable figure that ranked higher was Santa Claus. To top it off, Americans spend nearly \$100 billion on fast food every year.





Common medical complications due to fast Food diet

Obesity

High calories from the fat and sugar in fast foods can cause weight gain over the years. A study shows that eating fast foods more than twice a week to a gain of 10 pounds. Being overweight can lead to obesity, or a body mass index of 30 or more. Obesity raises your risk for respiratory diseases, gall bladder disease, incontinence, arthritis and depression.

Insulin Resistance

Fast foods create body changes directly related to their nutritional content that may precede the disease. It will increase insulin resistance, a major risk factor for type 2 diabetes. 80 percent of people with diabetes are overweight or obese. This chronic condition can lead to life-threatening complications, including heart attack and stroke.

High Blood Pressure

The nutritional imbalance in fast foods can raise your sodium levels above healthy limits. Sodium intake, which comes mainly from salt, influences your blood pressure. Developing hypertension, or high blood pressure, can also lead to fatal cardiac events such as heart attack.

Clogged Arteries

Fast foods such as cheeseburgers and fried shrimp that are high in fat and cholesterol can cause a buildup of plaque in your arteries over time. This condition, called atherosclerosis, affects your heart function and can also produce dangerous blood clots. Atherosclerosis can also cause potentially fatal heart attacks and strokes, as well as reduced blood flow to the extremities that may result in gangrene and require amputation. The progression from atherosclerosis to coronary artery disease increases the risk of death.



ELICITATION TOOLS:

Fast Food Consumer Survey

1. Please list your name _____, age _____, ethnicity _____, sex _____ and occupation _____.
2. Do you eat fast food, if yes please list reasons.

If not, then please list reasons

3. How often do you eat fast food?

4. What are your favorite fast food items?

5. What do you think is healthy diet and what is healthy fast food for you?

6. What are your food related childhood memories?

7. What is your favorite childhood meal and how often do you eat it?

8. How often do you exercise and do you have any food related health problems?

9. How often do you eat vegetables and fruits?

10. Do you know the nutritious value of your fast food meals?

Convenient Stores Owners/Fast Food Restaurant Owner Survey

1. Why did you choose to open your store here?

2. Who are your consumers?

3. What are their age groups?

4. What are their ethnicities?

5. What kind of food sells the best?

6. What are your busiest timings?

7. What are your strategies to sell fast food?

8. What are the three top purchases in your convenient store?

9. Who do you think is your competitors?

10. How frequently do you replenish the fast food in your store?

11. What are the biggest concerns regarding the sale of fast food?

12. Why don't you sell fresh food likes salads, fruits and vegetables?

RESEARCH Part 3: SURVEYS / INTERVIEWS [ETHNOGRAPHIC RESEARCH]

WHAT IS HEALTHY FOOD?

Health fast food is salad.

Vegetable is health food.

Healthy Diet
Fresh Food,
Not Re-made Processes

Healthy Diet is
not yummy

HEALTHY FAST FOOD
↓
NUTRITION

1 Portion of Meat
3 Portion of fruit
Vegetables

OPINION ABOUT FAST FOOD

Subway is an
example of healthy
fast food

McDonald's Happy
Meal is popular
childhood memory

Pizza, French Fries,
Hamburger are the
popular fast food.

FAST FOOD REPRESENTS
EVERY WEEK,
ALL CONVENIENCE STORES

EVEN SANDWICHES
ARE NOT HEALTHY

"FAST FOOD" IS
HANDY, QUICK
AVAILABLE

NO "FAST FOOD"
IS HEALTHY

McDonald's is
childhood memories

Half Interviewee
knew the nutrition
value of fast food

PEOPLES
EATING HAPPY

PEOPLES
EATING HABIT

PEOPLE DO NOT EAT
VEGETABLES & FRUITS AS
MUCH AS FAST FOOD

Balance
Diet

86.4% of Interviewees
eat fast food

1/3 of Interviewee
eat several times
a week

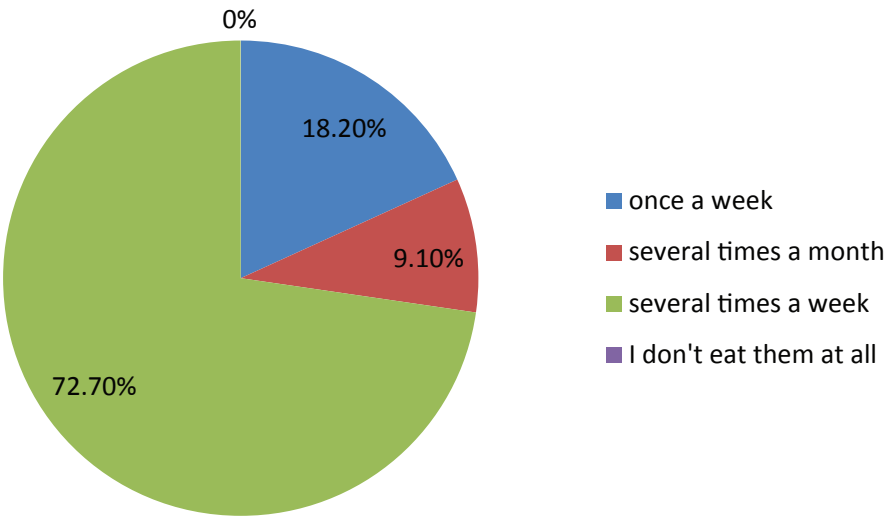
No one Buy
Fruit & Vegetables in
Convenience Stores

space
FAST FOOD IMAGE
PERCEPTION
Healthy Diet

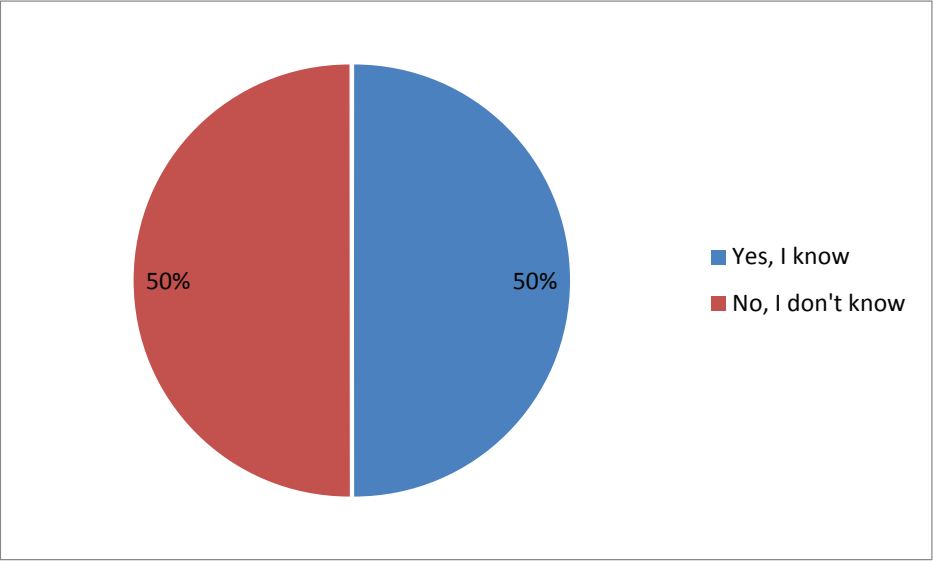


Survey result

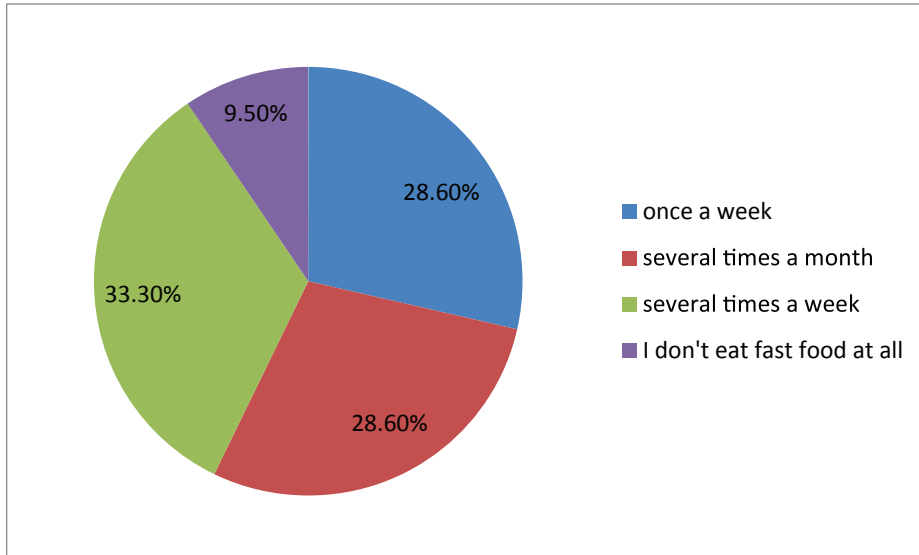
Frequency of Interviewee Eating Vegetables or Fruits



Percentage of Interviewee Knowing the Nutrition Value of their Fast Food Meals

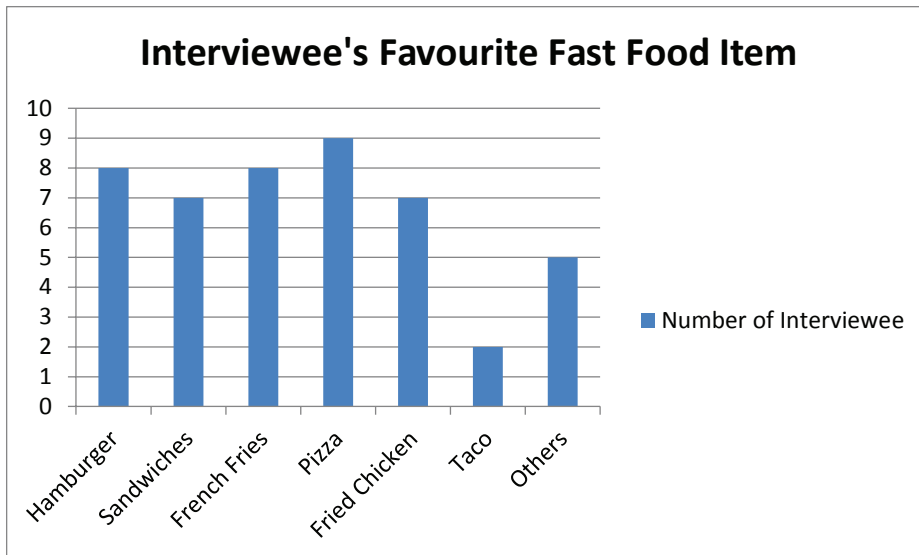


Frequency of Interviewee Eating Fast Food



“What do you think is Healthy Diet and what is Healthy Fast Food for you?”

- Healthy Diet is something that can be digested quickly.
- Healthy Fast Food doesn't have too many preservatives and prepared in a healthy way.
- Healthy Diet is fresh food, not pre-made and packaged.
- There is no Healthy Fast Food.
- Healthy Diet is balanced diet
- Subway is Healthy Fast Food
- Healthy Fast Food is MODERATION



“What is your favourite childhood meal?”

- Grilled hamburger
- Fried chicken
- McDonalds' Happy Meal
- South India Food
- Chicken Nugget
- Nutella & cheese sandwiches

Analysis Affinitize diagram

Healthy Food Perception

- Salad is healthy fast food
- Healthy Diet is fresh food that is not pre-made and packaged
- Healthy fast food is about moderation
- Subway is healthy fast food
- Healthy food is not yummy
- Eat 1 portion of meat with 3 portion of fruits and vegetables

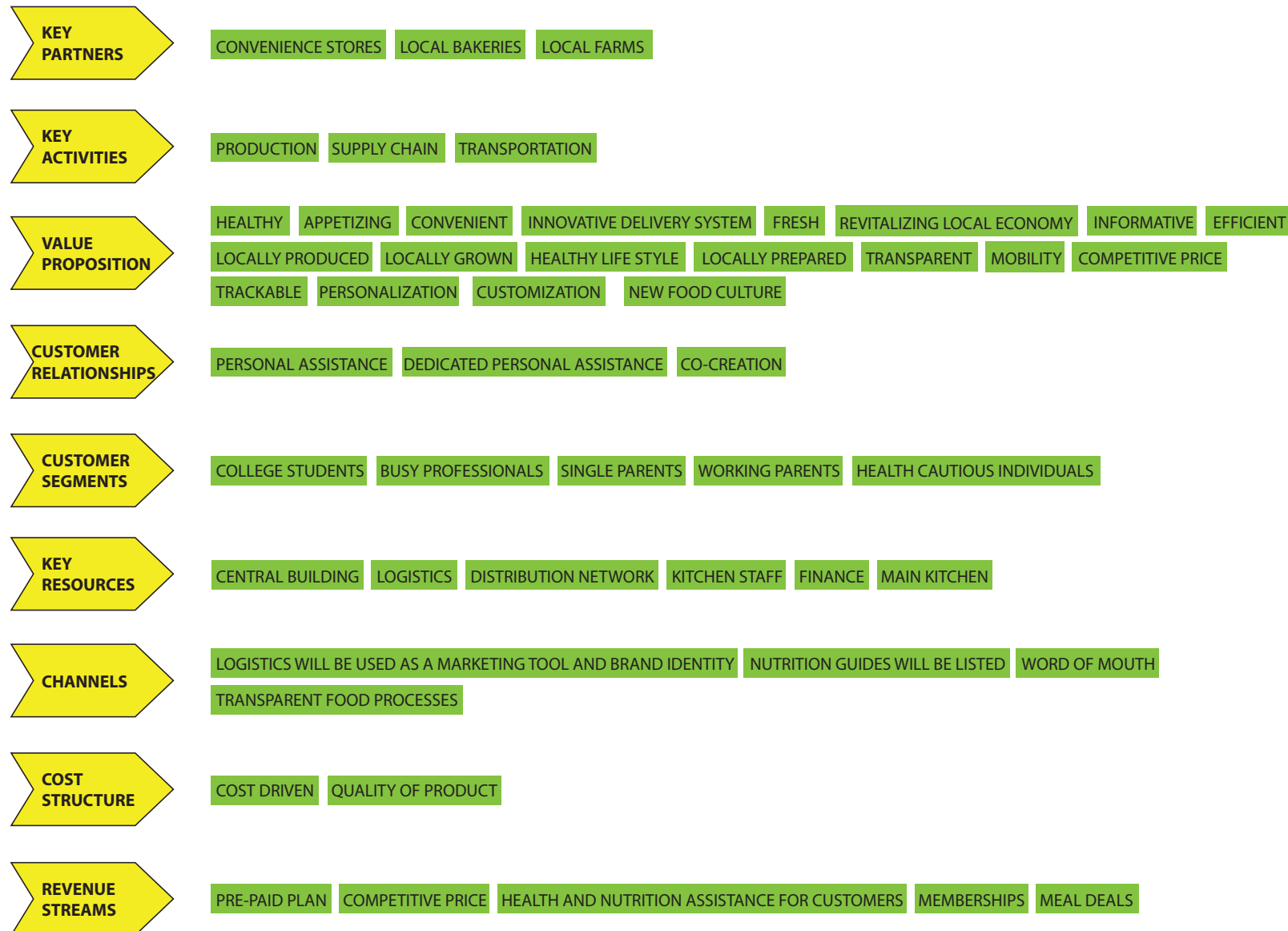
Opinion on Fast Food

- McDonlads' Happy Meals is popular childhood memory
- Pizza, French Fries and Hamburger are popular fast food
- No fast food is healthy
- Half of the interviewee know the nutrition values of fast food
- Fast food replenish every week in convenience stores

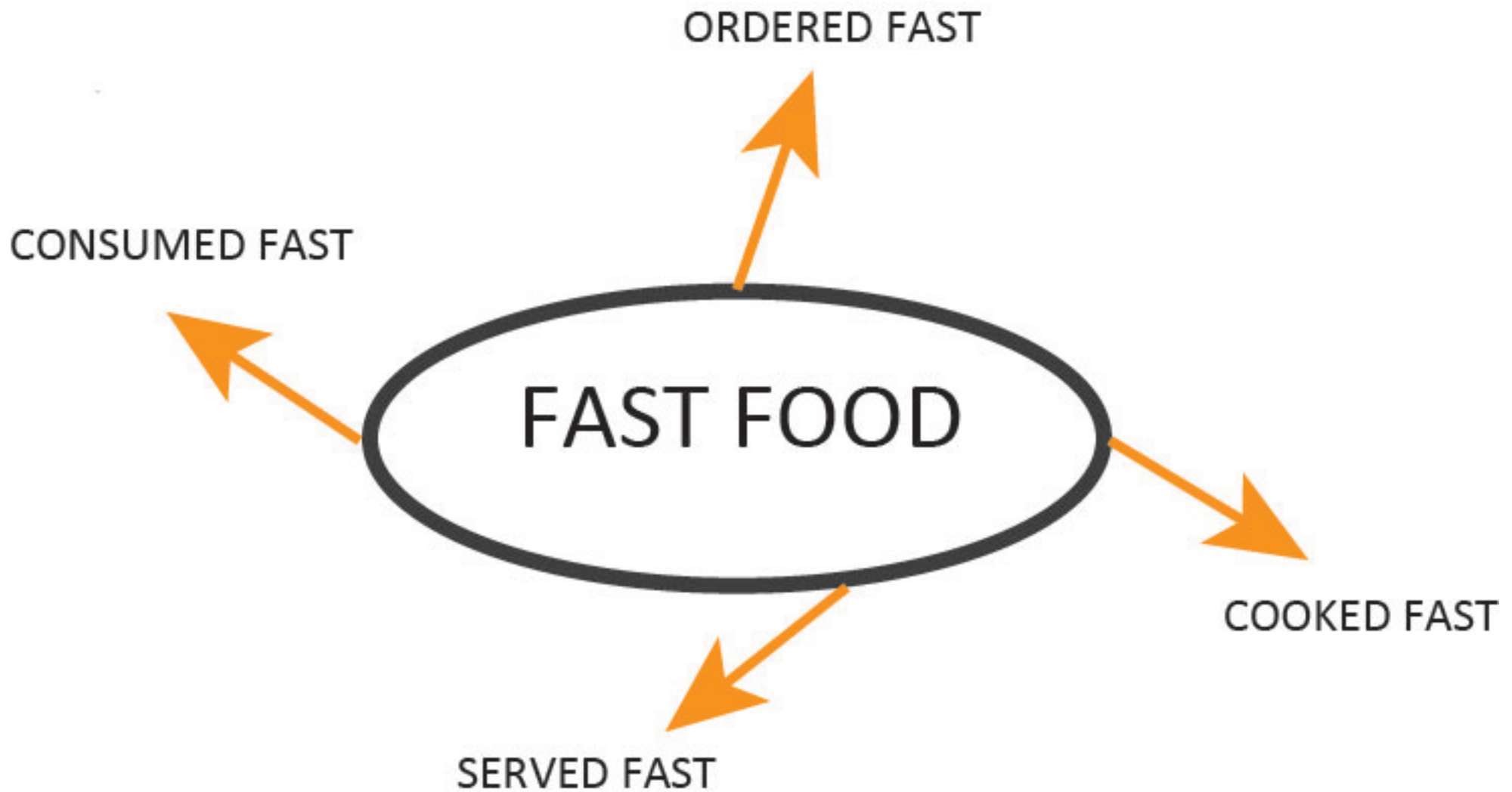
People Eating Habit

- People do not eat vegetables and fruits as much as fast food
- Healthy Diet is balance diet
- 86.4% of interviewee eat fast food
- 1/3 of interviewee eat fast food several times a week
- No one buy fruits and vegetables in convenience stores

Insights



Reframing Fast Food



Second Reframe



Fast to Fit is a new business model where the customers pay by the calorie. More the calories the more you pay. The less the calories the less you pay. It is a disruptive business strategy where consumer behavior is modified by affordability and availability of a healthy alternative.



Solution

Key Partners

- CONVENIENCE & STORES
- LOCAL BAKERIES
- LOCAL FARMS
- POULTRY
- VEGETABLES
- DAIRY
- CITY OF SAVANNAH

Key Activities

- PRODUCTION
- SUPPLY CHAIN
- TRANSPORTATION

Key Resources

- CENTRAL BUDDY
- LOGISTICS
- DISTRIBUTION NETWORK
- KITCHEN STAFF
- FINANCE
- MAIN KITCHEN

Value Proposition

- HEALTHY
- APPETIZING
- CONVENIENT
- FOOD
- INNOVATIVE DELIVERY SYSTEM
- FRESH
- LOCALLY PRODUCED
- LOCALLY GROWN
- HEALTHY [PRODUCT]
- LIFE STYLE
- [INTERESTS OF FOOD]
- LOCALLY PREPARED
- TRANSPARENT
- INFORMATIVE
- TRACKABLE
- PERSONALIZATION
- CUSTOMIZATION
- NEW FOOD CULTURE
- COMPETITIVE PRICE
- MOBILITY
- EFFICIENT
- CONVENIENT
- SOCIAL CONTEXT
- REVITALIZING LOCAL ECONOMY.

Customer Relationships

- PERSONAL ASSISTANCE
- DEDICATED PERSONAL ASSISTANCE
- CO-CREATION [CUSTOMIZABLE]

Channels

- LOGISTICS WILL BE USED AS A MARKETING TOOL & BRAND IDENTITY.
- 1. THE WORD OF MOUTH COMMUNITY AROUND IT.
- 2. DIRECT INTERACTION
- EVALUATION PROCESS WOULD BE TRANSPARENT & PART OF THE BRAND. NOTATION GUIDES THE GOOD, THE BAD & THE UGLY WOULD BE LISTED FOR CONSUMERS.

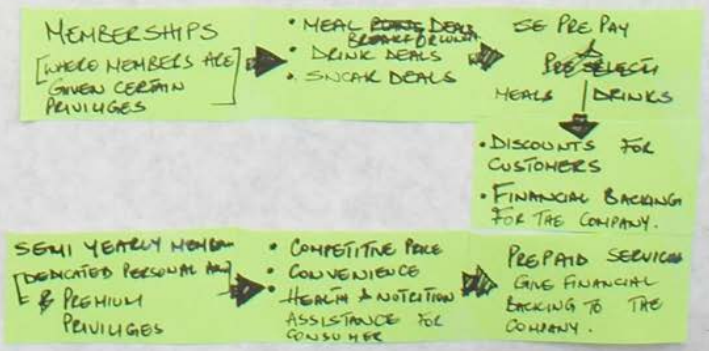
Customer Segments

- COLLEGE STUDENTS [18-25]
- BUSY PROFESSIONALS [OFFICE WORKERS] [25-50]
- SINGLE PARENTS
- WORKING PARENTS
- HEALTH CONSCIOUS INDIVIDUALS

Cost Structure

- COST DRIVEN
- QUANTITY OF PRODUCE

Revenue Streams

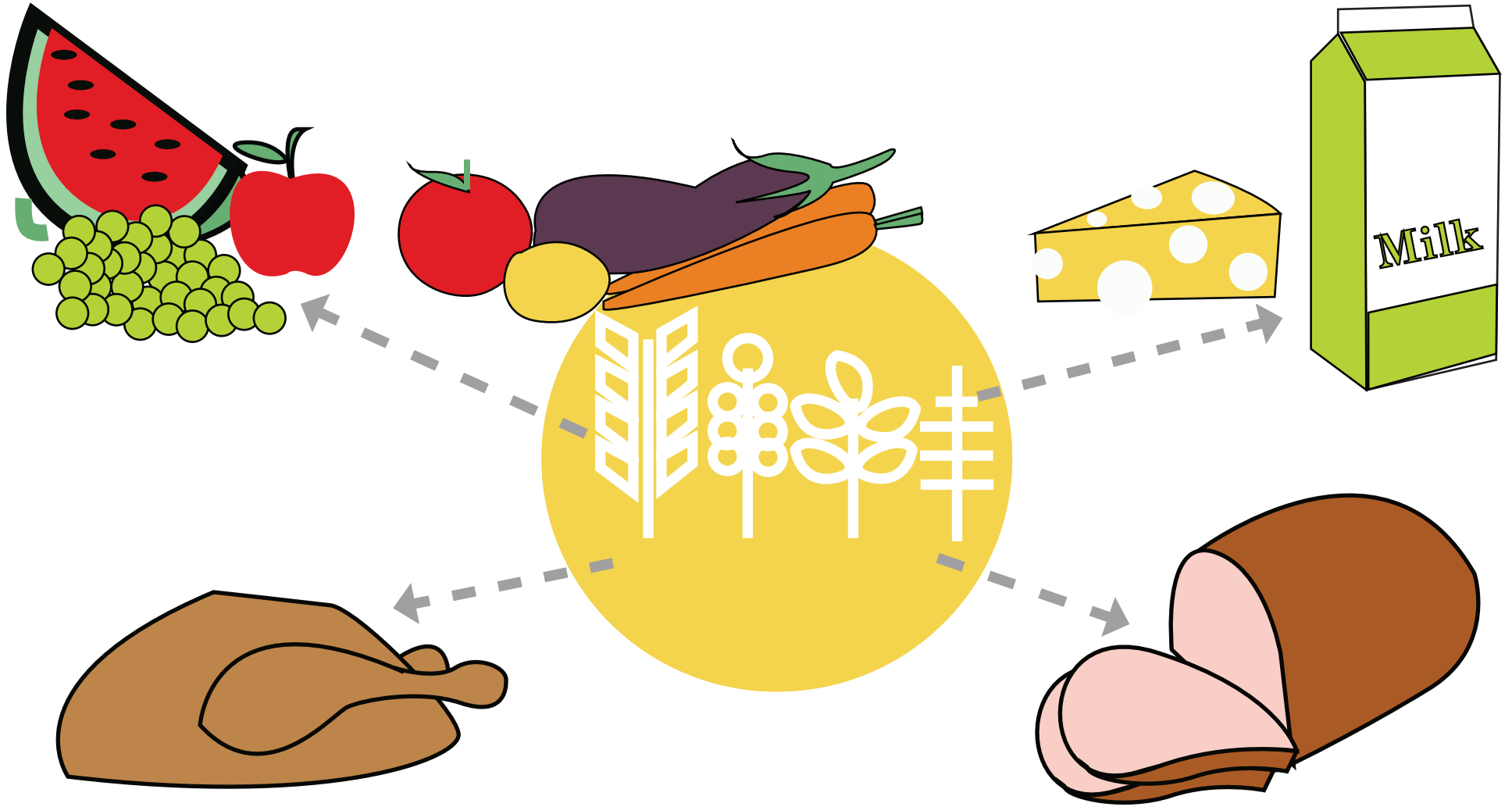


Business model lay out



Fast food a locally sourced and operated business caters to Downtown Savannah, offering a healthy alternative lifestyle for people on the go.

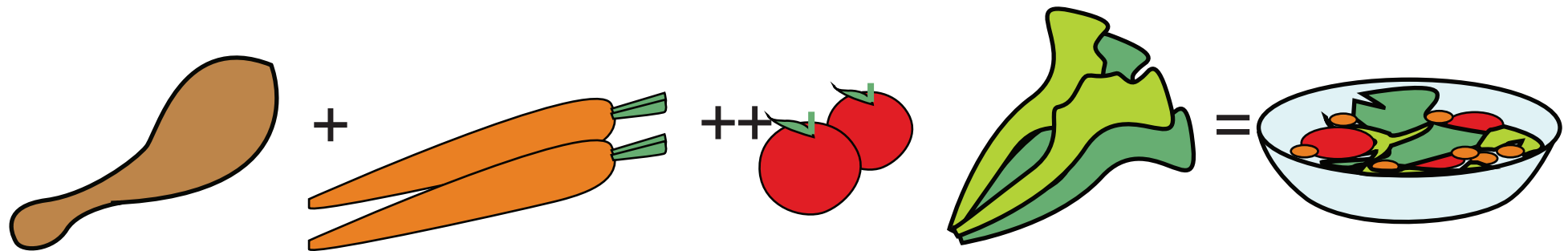
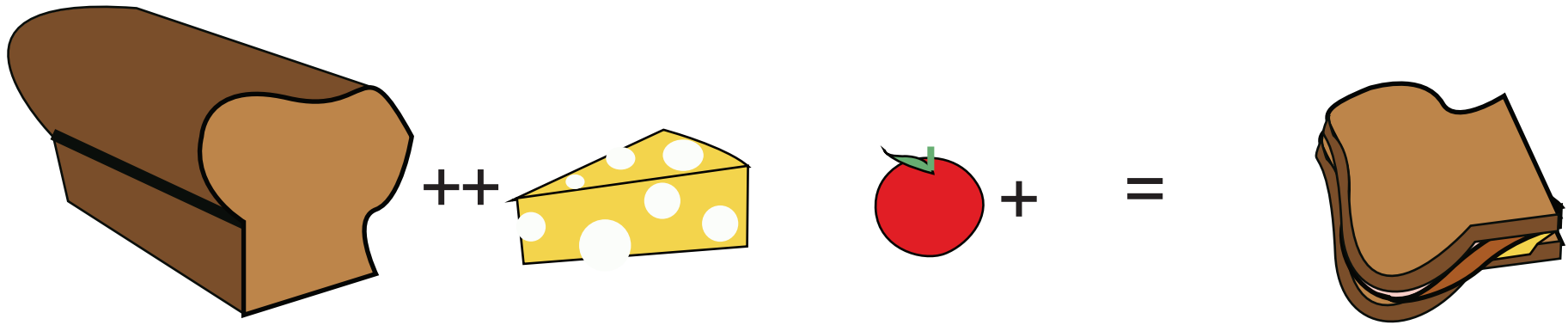
Fast food minus the preservatives is prepared fresh & delivered on wheels. Our motto is: **Eat healthy pay by calorie.**



Food sourced from the local farms



Food sourced from the local bakeries



Fresh produce prepared by the order

Savannah River-Farms
Newington, GA

B & G Honey
Register, GA

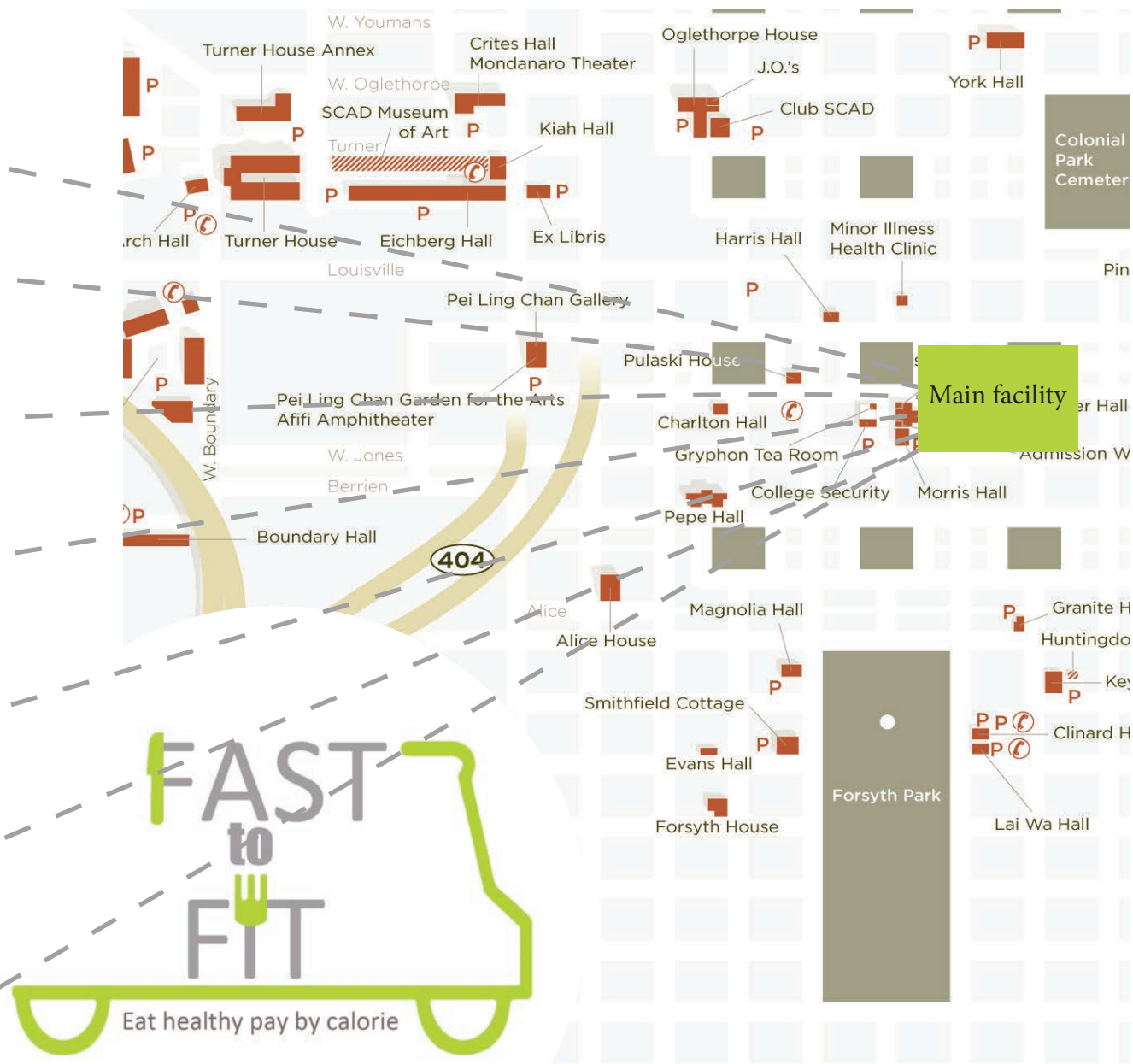
Boskey Wood-Mushrooms
Swainsboro, GA

Clark & Sons -
Organics
Portal, GA

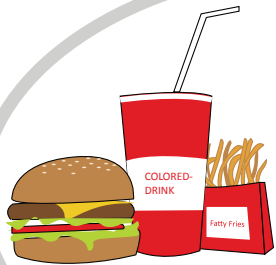
Vegetable-Kingdom
Beaufort, SC

Dubberly's Seafood
Savannah, GA

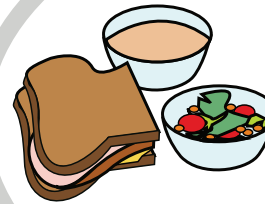
Harris Bakery
Savannah
GA



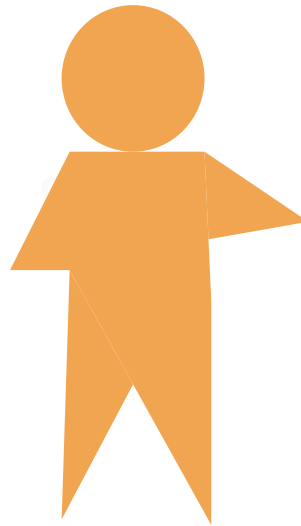
Produce sourcing system



***yum!
greasy.... unhealthy?!
good quantity for the price!
\$ 6.00 (not bad)
hmmm.....
should I...
maybe not!***



***not sure how it will taste!
but sure is healthy!
\$ 4.00 (not bad)
hmmm.....
value for money!
maybe I can give it a try!***



WE BELIEVE IN

SMALL HEALTHY CHOICE

BIG HEALTHY VOICE

