



Story of MyProfile

WP 400

Project acronym & number:	SmartAgriFood – 285 326
Project title:	Smart Food and Agribusiness: Future Internet for Safe and Healthy Food from Farm to Fork
Funding scheme:	Collaborative Project - Large-scale Integrated Project (IP)
Status:	Draft
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Organisation:	MTT Agrifood Research Finland
Due date of deliverable:	
Document identifier:	
Revision:	001
Date:	01.07.2011

A Family Story

Who are we?

Our family has three members. I am 40 years old housewife married with 45 years old man. We have one 16 years old teenager. We just bought a new dog.

Within our family our needs for information about food are versatile; our teenager is allergic to nuts and my husband has some problems with his heart and he has to avoid salt and harmful fats. We also need dogfood for our dog. I am also very interested in environmental issues and I want to by food stuffs with small carbon footprint.

How Future Internet can help our family?

Internet allows easy access for us to relevant food information, more versatile than product labels. We all have different profile. There are different ways to customize this profile. It may be easily accessed.

How do we make our profiles?

First I customized my profile in internet. Firstly I want to be aware of allergens in food products. My second criteria for food stuff are based on carbon footprint. Thirdly, the profile is self-updating based on my realized purchase decisions. For example as we got our new dog and started to buy dog food, my profile suggested this dog food item for me after purchasing it a couple of times.

Doctor recommended to my husband special food products, which are tailored specially for people with heart problems. My husband loaded a profile targeted to these people by Heart Association and shared it with me, because I am also shopping for him.

Our teenager shares his profile with his friends in social media. They have fun clubs for special product made for youth. He also has added price of a product as one criteria to his profile.

How we do our shopping?

Shopping with MyProfile is extremely easy. When I enter the food store enter the myProfile ID to the intelligent shopping trolley, which recognizes the ID and my personal profile. When I saunter in the retail store, the intelligent trolley communicates with the shelf sides, recognizing all the time the product category in front of which I am walking. When I cross i.e the bread zone, the trolley tell me which bread match best to my profile requirements, and I can choose my products based on this information.

Well, you know I have many criteria in my profile, and the decision is based on all of these attributes, but the information is integrated to allow for simple, quick and real-time use in real shopping situations!

In some stores the trolley also provides information on the real-time accumulated price of its content – making also paying at the counter faster and easier. It also gives us some special offers of products which fit our profile well.

The Local Food Story

Who are we?

I am a 55 years old lady and I am living together with my husband who is 60 years old. We prefer eating local food and especially we love local fish but the problem is that it is not available very easily in our local food store.

How Future Internet can help our family?

Internet is very helpful for us to get local food in an easy way and we also get information when there are local fishes available in the store.

How do we make our profiles?

We made a common profile with my husband in internet. We loaded a ready profile provided by a local food association of our area and added there some of our favourite products. Then we also added a local fish service provided by our local food store.

How we do our shopping?

We do normally shopping in our local store. Because we have a local fish service in our profile, we always get an announcement when there is local fish available in our store.

Then we buy as much local food as possible. We make our orders by internet and we get the shopping bag directly to home. In internet we have the on-line situation to be seen what food stuffs are available at the moment in the farms that belong to the service. We also see the photos of the products. It is almost like shopping in the market place except it is easier to do at home.

The Smart Fridgerator Story

Who am I?

I am 30 years old single man. I eat often in restaurants but I also love cooking at home and having guests for dinner. I love to try new recipes and I also like to use

How Future Internet can help me?

Future Internet helps me finding new recipes and best of all, help me to do shopping. I also have an intelligent fridgerator, which helps me a lot with my shopping.

How do I make my profile?

I did my profile in internet.

How do I do my shopping?

I normally go for shopping after work. I find new interesting recipes in internet or I share them in social media. I load a nice recipe to my profile and in the store I get the shopping list by my profile. It is integrated to my fridge, which tells me what do I have already at home and is therefore not needed to buy.

In the store I sometimes want to know more about the products just to know if they are really worth of their price. Then I just look about the discussions in the internet to have experiences from other consumers. Of course I don't want read all the messages in the store (I don't have time for that) but the smart trolley tells me how many positive and negative comments the product have got from other consumers.