

BON PREU CARRIES OUT THE SECOND “SMART FOOD” WORKSHOP WITH CONSUMERS



After the execution of its first “Smart Food” workshop with consumers last 25th of April, Bon Preu Group has now carried out its second workshop inviting the same participants to test for the first time the first release of the Tailored Information for Consumers – TIC – application.

On April 25th, a panel of consumers consisting of 15 Bon Preu regular customers were invited to participate in the SAF project within the TIC pilot that is being developed for an improved consumer awareness, with the objective to know what product information consumer would like to

know while doing their shopping, and how consumer would like to get this information.

The conclusions of that first workshop showed that a high percentage of participants ignored the existence and the meaning of a big amount of logos and had different priorities concerning attributes that would like to know about products in the supermarket, hence reinforcing the need of the concept of *Tailored Information*.

The second workshop was held last 6th of November in Bonpreu’s “Consumer’ space” where the same panel of consumers were invited to come and test the first mock-up of the TIC application that has been developed during the last months. The main objective was to present to consumers the developed online application and to carry out a first validation process that allowed detecting functional problems, knowing consumers opinion about the app interface, design, operability, content, etc. in order to solve the detected problems, improve the app considering the panel recommendations and expectation and then validate this first release to continue working for a second release of the TIC app.

A variety of selected products were used for the experimentation, having each product its unique QR code. The process was quite simple: consumers needed to connect to Bon Preu WIFI and to access to the online app using an URL, select the language, then register to create their own consumer profile by filling a short questionnaire about their preferences (“I am interested in: food origin, sustainability aspects, chemical content, allergens, animal welfare, etc.”), afterwards scanning the QR code to get the product information that fits with their consumer profile and finally the application showed the tailored information of that product.

In general, participants showed a big interest in the TIC app, they found it an innovative tool with high capacity for improving awareness concerning agri-food products; it is user-friendly and intuitive. However, some problems and improvements were detected mostly in Samsung Galaxy Smartphone regarding web browser constraint and QR scanning.

Participants made interesting proposals concerning the interface (how to show product information) and enriched the attributes by suggesting new ones (like cholesterol level, harmful products for pregnancy...).

Developments will continue for a second release of the TIC app which will solve detected problems, include new features (such as logo recognition) and increase its reliability and interoperability. Bon Preu panel of consumers will be able to test it again next January 2013.