

# Consumer Interaction

## The learnings of Veggipedia

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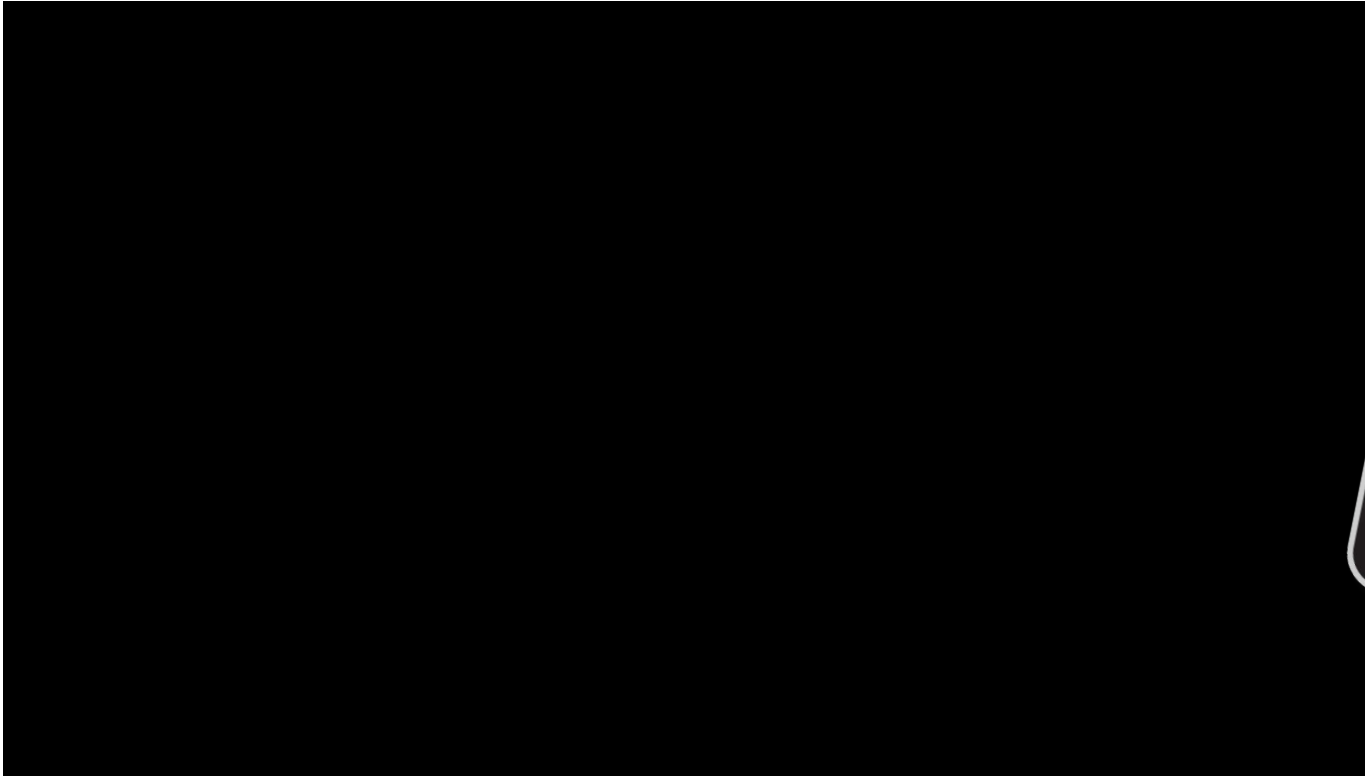
# Motivation

- Large and growing numbers users of smartphones and tablets
- Increase:
  1. Consumers' perception of added value of fruit en vegetables
  2. Interaction with consumers
  3. Consumers' confidence in safety horticultural food

→ Veggipedia app



# Veggipedia app



*Download  
in the  
appstores*

**Veggipedia**

# Purpose Consumer Interaction

More insight into:

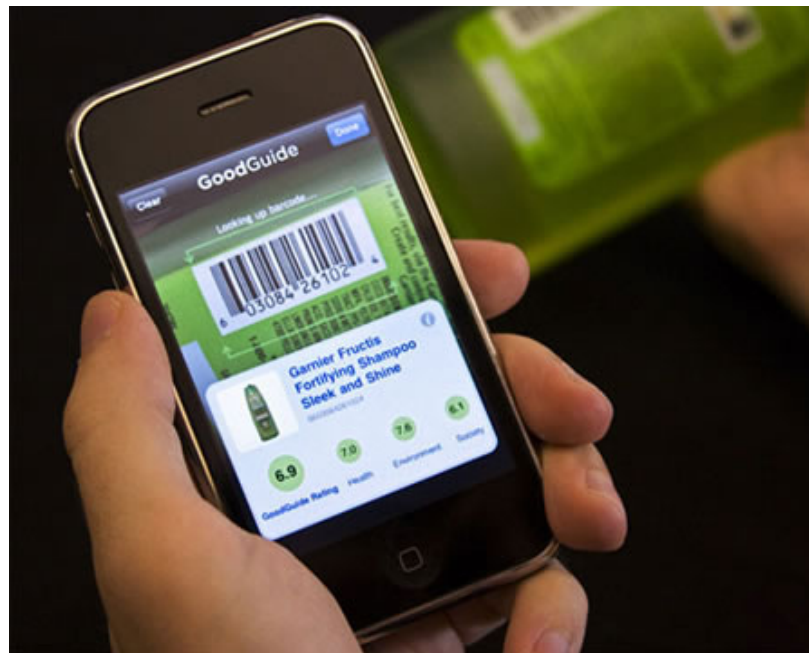
1. The possibilities and effectiveness of apps as a form of communicating with consumers → *literature study*
2. The strengths and weaknesses of the Veggipedia-app according to consumers → *qualitative consumer study*



# Purpose literature study

More insight into:

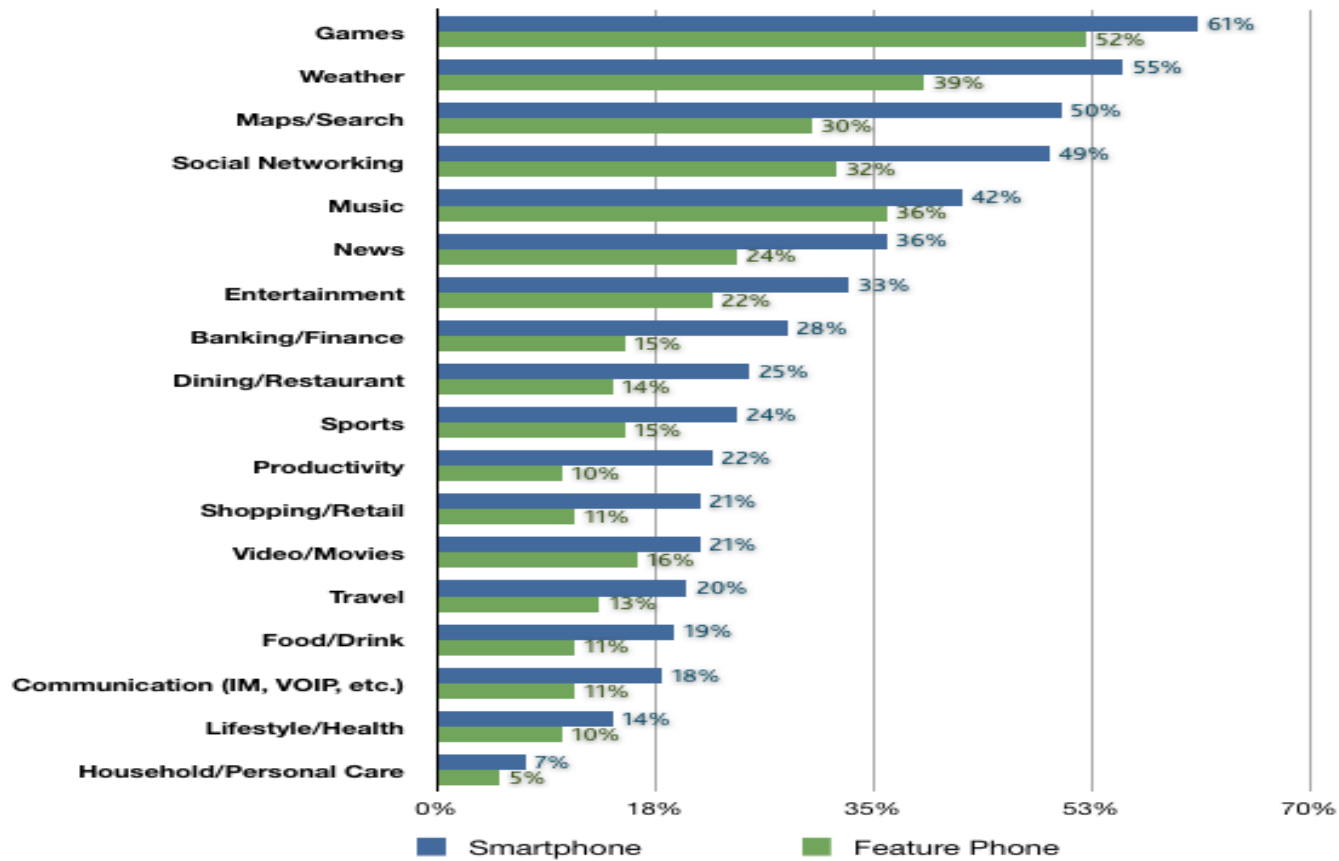
1. Offer and use of apps
2. (Conditions for) effectiveness of apps
3. Specific challenges Veggipedia app



# Offer and use of apps in general

## Most Popular Categories of Apps

(Among those who report having downloaded an app in the last 30 days)



August 2010  
Source: The Nielsen Company



# Apps on fresh food

**NATIONAL INSTITUTES OF HEALTH**  
**Food Allergy Information**

**Quick Facts**

**What Is a Food Allergy?**

**Allergic Reactions**

**Cross-Reactive Food Allergies**

**Common Food Allergies**

**Allergies in Infants & Kids**

Chicken tonight honing-mosterd pot 495 ml

Dit product is glutenvrij.

**Lactose:**  
Bevat lactose

**Tarwezetmeel:**  
Tarwezetmeel vrij

**Producent/winkel:**  
Knorr

**EAN:** 8712566053247

**Soort:**  
Sauzen

**Besmettingsgevaar:**  
Kans op besmetting onbekend

Voor het laatst geupdate augustus 2011.  
Informatie verkregen via website van de fabrikant.

**allthecooks**

Grid of recipe images including: Lisa's Chicken Buffalo Bites, Breakfast in A Cup, Easy Cornflake Bites, Peanut Butter Cup Bites, Meat Balls, Bombay Potatoes, Cheesecake Cookies, Russian Meatloaf, Extra Cheesy Mashed Potatoes, New York Cheesecake, Sweet Potato Fritters w/ Buttery Dipping Sauce, and Good Morning Pancakes.

**Delhaize**

Menu items:  
- Promo  
- Winkels  
- Mijn lijstjes  
- Producten  
- Mijn mandje  
- Mijn bestellingen

delhaizedirect.be

**IS MY FOOD SAFE?**

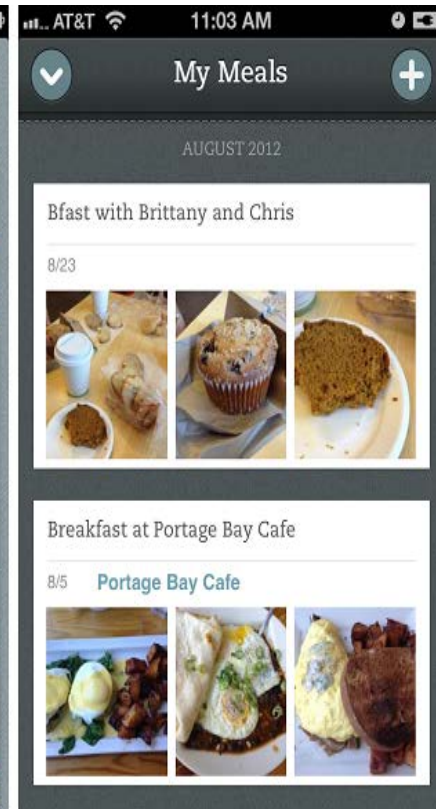
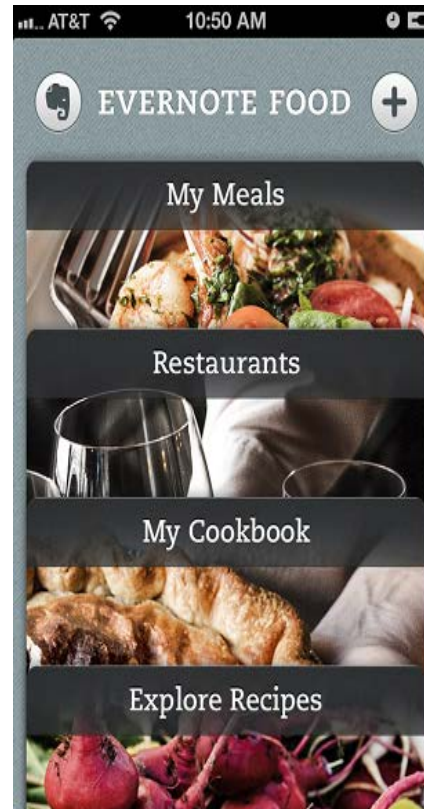
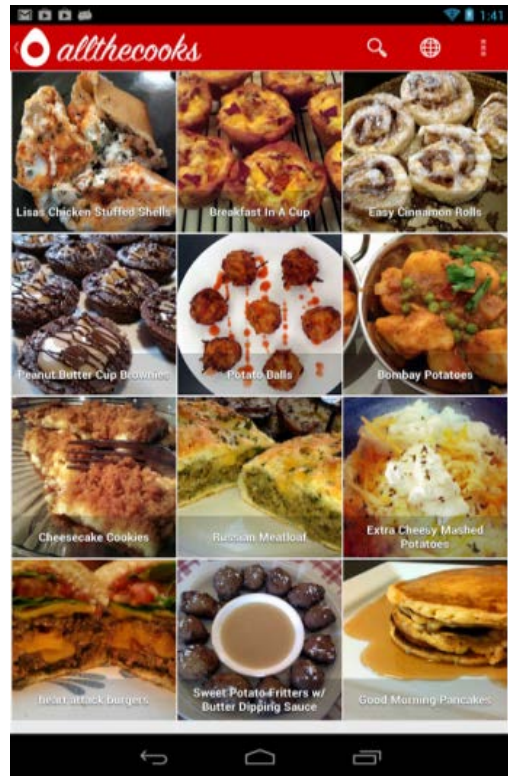
**IS IT DONE YET?**  
Safe Cooking Temperatures

**TIME TO TOSS?**  
Food Storage Guide

**IS MY KITCHEN SAFE?**  
Quiz: Test Your Knowledge

ConAgra Foods | Academy of Nutrition and Dietetics | MORE

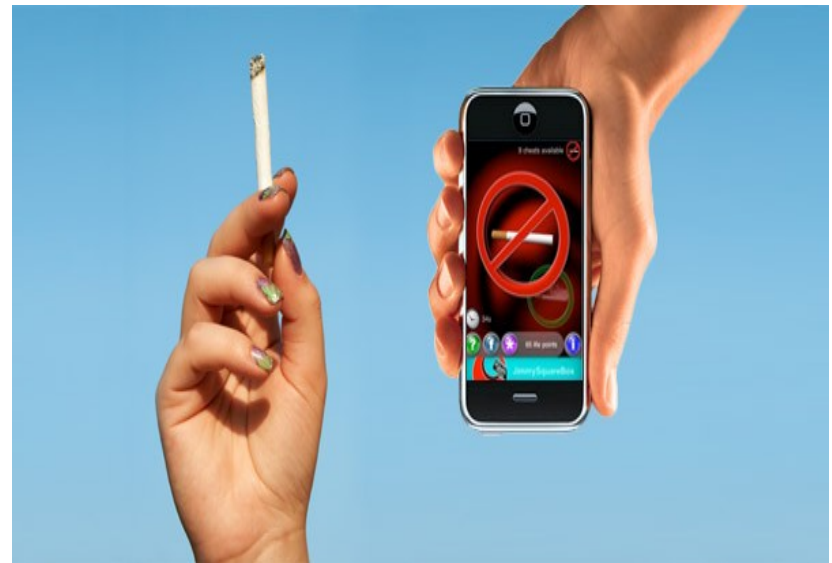
# The most popular food apps are...





# Effects on attitude and behavior

- Too little research
- Persuasive technology
- Advantages
- Conditions:
  - Support users' goals
  - Exchange information
  - Credibility
- *Mobile* persuasive technology potentially extra effective



# Challenges Veggipedia app

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## 1. Increase perception of added value:

- Taste, affordability, health, food safety and convenience!!!!
- (regional) origin, traceability, sustainability

## 2. Increase interaction with consumers:

- Value
- Control
- Full picture

## 3. Increase consumer confidence in safety horticultural food:

- Communication!

# Consumer research

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- 44 respondents
- Homework
- Six, three-hour group interviews:
  1. What do respondents like and dislike about the app?
  2. To what extent is the app considered to be credible?
  3. Expect respondents to eat more fruit and vegetables and appreciate these products more?
  4. Does being approached by polls, participating in a particular consumer forum on fruit and vegetables and the addition of information on sustainability, appeal to respondents?

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# Conclusions

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1. The serene appearance, abundance of information and alerts are appreciated, but most of all the app's versatility and objectivity
2. Information about products and recipes is regarded as more valuable and reliable than information about grower, dealer or retailer
3. Information about products and recipes might contribute to eating more types of fruit and vegetables

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# Conclusions

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4. Polls, participating in a particular forum on fruit and vegetables and addition of information on sustainability, are not very popular
5. Several concrete suggestions for improving the app were made



# Recommendations

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1. Emphasize that the Veggipedia app contributes to healthy, tasty, varied, seasonal and safe food, and improve the app with regards to these issues
2. Emphasize the app's versatility and objectivity and improve the app with regards to these issues