Final report

Innovative Interactive Red Meat Category Shopper Solutions

Project code:	V.RMH.0098
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Abstract

MLA has recently been investigating advances in Smart Packaging and mega trends such as Gamification, including use of embedded augmented/virtual reality. This project led by Wundermand Thompson used key MLA Category drivers and consumer behaviour insights to present an overview of the platform and develop concepts applicable to red meat merchandising in Australia.

A series of concepts were developed and tested with a 'Plan + Scan' format receiving the best feedback from consumer groups and Coles Supermarkets who were part of the discovery team.

Combinations of phone camera QR coding platforms and integrating recipe cards from existing website collateral was developed. A concept for a digital BBQ and butcher interface where the raw product was simulated into a cooked, plated offer plus 'help pick the best cut'. This aimed to bring to life Meat Standards Australia pathways. Merging data sets from loyalty card programs (e.g. Coles Flybuys) to improve prediction/suggestions were also considered.

In summary, key components that sought to address the need for personalised experiences include:

- Helping shoppers save money and drive value
- Helping them broaden their cooking repertoire
- Inspiring them to choose what to make for dinner
- Personalised their content
- Simplified their journey in some way; pre, in or post store

Executive summary

Households are eating less fresh meat – buying less volume and spending less by trading to cheaper meats. This is particularly true of middle to low income demographics. Red meat purchases are particularly price sensitive. Shoppers view red meat as being expensive, and therefore for special occasions only. The cheaper, value cuts are not generally considered for every day, weekday meals.

Added to this are the current negative perceptions around red meat from a health and environmental perspective.

To address this issue, and the impact it has on our industry, we needed to join forces with a key retail partner to develop joint business initiatives that help drive sales for the benefit of our industry, and for the retailer. Coles was a natural partner given their appetite for growth and innovation, and for their scale and national reach.

We undertook a strategic deep dive into the category, usage and attitudes, and existing initiative, and developed a series of conceptual prototypes and took them into concept testing.

We took the three most viable concepts into consumer testing, using interactive porotypes, and asked a serious of questions led by a facilitator. We led one hour in depth, qualitative discussions, ascertaining what they liked and disliked about the products, and gathered other contextual insights around the category.

This gave us a firm indicator of what type of product we would need to develop in order to inspire more shoppers to make red meat a part of their everyday meals. This will help build the credentials of Coles as a destination for quality and value red meat products, and in turn drive demand and volume for the benefit of our industry.

Key components of products that tested well were the ones that;
- Helped shoppers save money and drive value
- Helped them broaden their cooking repertoire
- Inspired them to choose what to make for dinner
- Personalised their content
- Simplified their journey in some way; pre, in or post store

The most viable product based on testing was a 'Plan + Scan' product that would allow shoppers to;
- Personalise their experience based on their circumstances and preferences
- Plan their weekly meals and shopping list
- Scan packs in store for product preview, shopping list, cross purchases
- Recipe guidance, tips and tricks
- Inspiration for the next red meat meal
- Have interactive and fun elements I.e. quiz type questions

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1. Background

Households are eating less fresh meat – buying less volume and spending less by trading to cheaper meats. This is particularly true of middle to low income demographics. Red meat purchases are particularly price sensitive. Shoppers view red meat as being expensive, and therefore for special occasions only. The cheaper, value cuts are not generally considered for every day, weekday meals.

Added to this are the current negative perceptions around red meat from a health and environmental perspective.

While Australia remains one of the world's largest per capita consumers at around 26kg of beef per capita, our domestic beef consumption has seen a gradual decline. (MLA State Of The Industry Report, September 2018).

The aim of this project was to re-engage our lapsed shoppers, and retain existing consumers, by educating them and inspiring them to make red meat part of their everyday repertoire.

2. Objectives

Drive red meat sales, specifically in key retailer, Coles, making their stores a destination for meat purchases.

How might we:
• Compete with more convenient options than fresh meat?
• Trade shoppers up to more premium meats?
• Educate shoppers on how to use better value cuts?
• Encourage increased frequency of purchase?
• Create more 'must buy fresh meat' occasions like Xmas?
• Create more engaging experiences in store?

3. Methodology
3.1 Discovery, Analysis & Strategy Development

Deep dive into the category; the problems that red meat is currently facing, and the barriers that are driving the decline;

● Lower volume
● Lower spend
● Lower frequency of purchase

Design a collaborative workshop session with key stakeholders from MLA, Coles, and strategic & creative consultancy Wunderman Thompson.

Collation and interrogation of inspiration material around AR and packaging activations that help to grow brands and categories. (Ref MLA Discovery Workshop in appendix)

Aim to collectively;
• Define the problem
• Define what success looks like
• Conduct an audit of what assets could be leveraged

- Discuss what approaches we could take to address the problem
- Explore some technology platforms that could house a solution

3.2 Preliminary Concept Development

Creative ideation of user & shopper experiences that answer our strategic challenges, and address the above issues that the industry, and the retailer are facing.

3.3 Refine concepts and create prototypes for testing

Identify most viable products to go into testing, and refine them as far as practical. Develop working interactive prototypes in order to give respondents a good trial of the products and their functionality.

3.4 Develop research proposal & structure, recruit respondents

Develop a strategic research proposal, including recruitment brief, discussion guide, and logistics including location, live streaming and recording.

3.5 Conduct research & compile results & recommendations

Conduct research with 8 respondents across 3 days. Live streamed to both Coles & MLA with offline recordings available post research. Compilation of results, implications and recommendations. Delivery of next steps/project plan to progress to store trial.

4. Results

4.1 Favourite Features

	Aisle info for ingredients	Meal plan	Remixing regular purchases (flybuys)	Dinner Quiz	Scan package for recipes	Cut information from Kev	Categorisation of recipes	Cut comparison
1				x				
2		x				x		x
3					x	x	x	x
4		x			x			
5	x		x		x			
6		x						
7	x		x					
8	x							x

4.2 What didn't test well

4.3 Overarching key takeaways and insights

4.4 Overarching Results

The key insights that we gathered from discussion with research respondents gave us a firm indicator of the type of product that we would need to develop in order to inspire more shoppers to make red meat a part of their everyday meals.

Key components of products that tested well were the ones that;

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The most viable product based on testing was a Plan + Scan product that would allow shoppers to;
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- Inspiration for the next red meat meal
- Have interactive and fun elements I.e. quiz type questions

5.   Discussion

5.1   Practical Implications / Learnings

5.1.1 Retail Partnerships

Long-term retail partnerships must be set up from the beginning to allow for time to go through the varying research, testing and implementation phases. The details of this partnership must be agreed to by all key stakeholders, and confirmed in writing due to the potential change of staff over the journey of the project.

5.1.2 Interactive red meat packaging

Due to the fact that red meat packaging tends to not be something consumers want to engage with, interactive packaging engagement points needs to happen at either the point of purchase or the pre-cook phase at home.

5.1.3 Meat cut education

Meat cut understanding and education is a huge opportunity for category growth, especially with more savvy shoppers. However, the way in which we communicate the details and benefits is very important because it's a fine line between pushing unknown cuts onto a shopper versus inspiring new usages. The key is communicating it in a light-hearted and engaging way.

5.1.4 Shoppers want total grocery shop solutions

Any meal planning, shopping list utilities, shopping trip assistance or dietary recommendations needs to be grounded in either a total protein category or total grocery shopper mission recommendation. Shoppers don't just shop the red meat category.

5.2   Unanswered questions/additional research recommended

5.2.1 QR codes

Shoppers confirmed that they would use QR codes in-store as long as there was a relevant, worthwhile, and very clearly communicated benefit in doing so. Therefore, the key will be working through what the super simple key messages would be to ensure usage. Physical store testing would be required to uncover this and create a list of mandatory requirements.

5.2.2 Interactive packaging

For us to have a definitive point of view on whether interactive packaging is the right medium for certain communications, a viable product prototype needs to be created and tested in both a physical store and at home.

5.2.3 Connected Trolley

As part of the concepting phase 'Connected Trolley' was ideated, an idea that looked at linking a mobile app with a trolley to make the shopping experience completely seamless and cashless. Both shoppers and Coles absolutely loved the idea. More work and prototyping is is required to create the detailed features and benefits.

5.2.4 Traceability

As this project evolved 'traceability' was identified as an area that would be removed from the concepts and treated as a separate project due to the complexity and the fact that both Coles and MLA were working on many streams of work within this area. Nevertheless, during the process we uncovered 'traceability' is a topic that shoppers would be naturally connected to and one that could supply a wealth of rich content that could be used in many other channels. Therefore, we recommend that further R&D be conducted to look at how best to engage shoppers / consumer into the traceability (paddock to plate) story. It will become a mandatory piece of communication on every piece of packaging eventually.

5.2.5 Extension to global markets I.e. Korea

As the uptake of technology is even greater than Australia in some Asian markets, we recommend testing these exact concepts with a high export value market (I.e. Korea) to assess the differences in the results. The findings would confirm whether we would be able to just tailor the platform we create for the Australian market or create a new one.

5.2.6 Physical store versus online

Majority of concepts and testing focused on physical store purchasing, however, with the growth of online shopping (especially now with the impact of COVID-19) it might be worth assessing further whether adaptions of these concepts for the online area would be worth exploring.

5.2.7 Covid-19 impact on the way consumers/shoppers engage with the with our category

Covid-19 is changing the way shoppers shop both the supermarket and the red meat category from a physical store and online point of view. Many of these new behaviours offer huge opportunities for the red meat category based on the key learnings discovered in this R&D project I.e. recipe inspiration, education around meat cuts, engagement in the health details, and so much more. We recommend that a COVID-19 response plan is put together to research and then activate in the Australian market to ensure red meat plays a positive role in this challenging chapter.

6. Conclusions/recommendations

6.1   Viable Product

6.1.1 Defining the most viable product

We combined the most suitable and desirable features from testing to develop a well-rounded end-to-end product that caters for wide range of audiences.

Initially pilot MVP in a single store.

- Simple rollout
- On-site support for launch
- Easy observation and feedback

Market directly to a trial audience who usually shop in this store (i.e. via Flybuys).

- Smaller, more receptive audience
- Easy to track usage
- More likely to provide feedback and accept

Roll out iterative improvements.

- Use learnings to develop and prioritise feature backlog for future releases
- Roll out to wider selection of stores
- Design and develop additional features for release 2 and future releases

6.1.2 Feature set roadmap

We drafted a phased approach for trial and development of the product, broken into;

- Pilot – Release & launch
- Release 2 – Optimise & evolve
- Release 3 – Extension & beyond

| FEATURE CATEGORY	PILOT / RELEASE 1 (Create & launch)	RELEASE 2 (Optimise and evolve)	BEYOND
GENERAL	• Profile/login/save functionality • Contextual educational content eg. tips and tricks	• Supplier funded sponsored recipes • Detailed cut information and education for less experienced customers • Leverage promotional data to highlight 'recipes' on special • Promotional content and data	• Enhancing experiences with location aware features • Integrating FlyBuys data to inform recipe recommendations • Personalised meat-led boxes/kits • Rating of recipes to further optimise recommendations • CRM retargeting strategy
PLANNING	• Quiz to personalise recommendations • Meal plan	• Integrate with Coles App and Coles Online • Provide a more feature-rich meal planning experience	• Predictive/automatic meal plans
IN-STORE	• Package recognition with AR cooking meat • Pack-based recipe inspiration • Cut comparison tool	• Aisle information for ingredients	• In-store AR pathfinder for ingredients

6.1.3 Timings to develop recommended most viable product

Timings to get us to a point of release 1 and into the next phase of optimisation were drafted
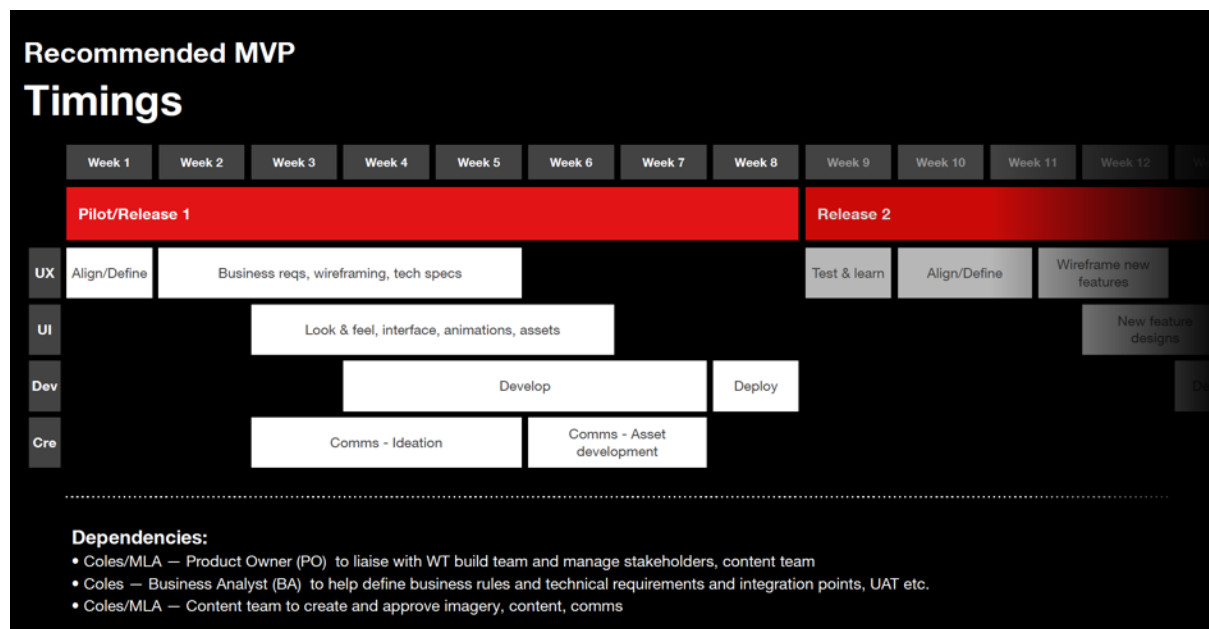
6.2 Creation of other programs / solutions

6.2.1 Key global markets further testing

The same program of insight mining, concept testing and retailer engagement could be efficiently lifted and leveraged for application in other markets, eg Asia.

6.2.2 Creation / exploration of a consumer traceability interactive packaging solution

Whilst the origins of this project were rooted in ambitions for a shopper facing, traceability packaging solution, at the time, the supply chain functionality was not ready to go live in store. If, in

the interim the technology has caught up, this would obviously be a key compelling story to engage shoppers and Retailers.

6.2.3 Covid-19 Research Findings Response

The effects on COVID-19 have of course been, and will continue to be far reaching. Significant and very immediate effects of COVID have been seen in the way we plan, shop, and prepare our meals. It would be interesting to revisit the research and see what has changed, particularly in areas of value, health and meal planning.

7. Key Messages

Developing this interactive shopper product will help us engage shoppers and ensure that red meat is a relevant part of their everyday recipe repertoire. It will educate and inspire them to integrate red meat into their meals, therefore driving volume and repeat purchase. In addition this would be a strategic joint business initiative with key partner Coles, demonstrating our commitment to growing the category, and ensuring that our red meat category is given attention it needs at a store level, and at scale nationally.

This research and concept testing is just the beginning of what could be a very retailer collaborative, and shopper centric approach to activations that drive engagement with the category and help to maintain relevance for our product. Other Retailers, other distribution channels, other markets, could all have compelling initiatives built from the basis of the consumer findings and concepts tested.

8. Appendix

8.1 Concept Testing Discussion Guide

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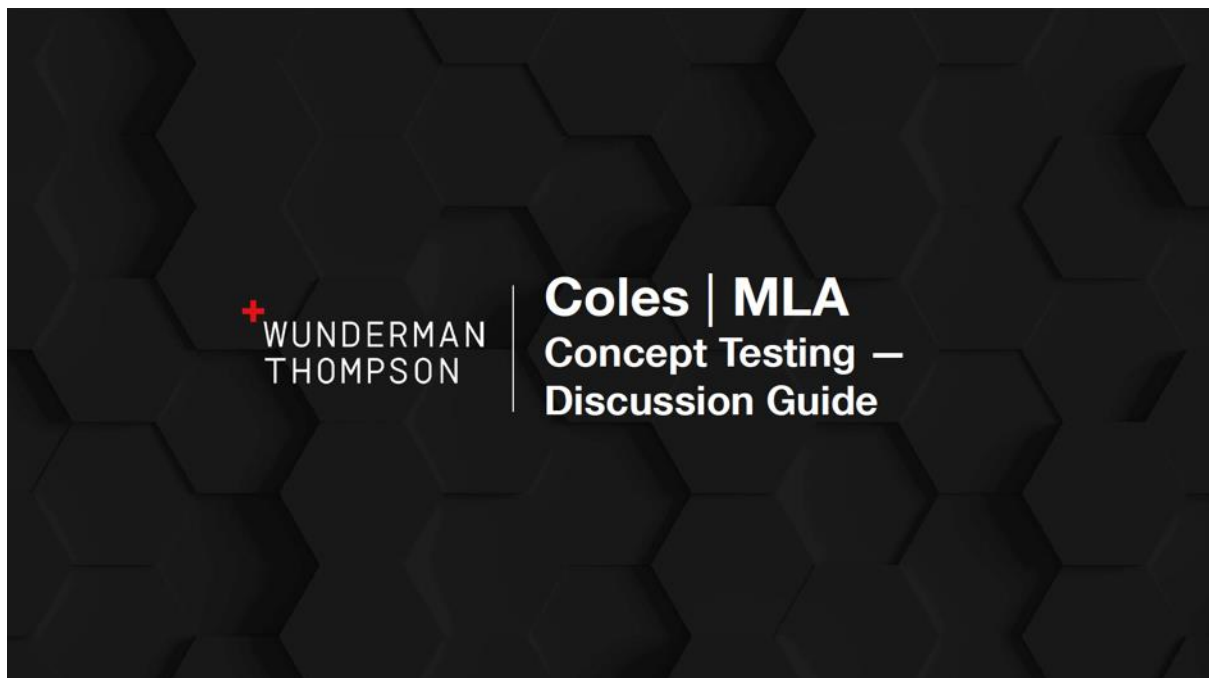
Intro
The testing process.

01

Intro & context

Better understand the participant and the way they shop, plan.

02

Test concepts

Depending on how the participant shops we will start with a different concept before moving on to other two concepts.

Participants who decide in-store: Concept 1

Participants who plan: Concept 3

03

Final impressions

After testing all three concepts we will ask a series of wrap up questions.

04

Exit survey

Before leaving the participant will complete a survey, the data from which will help us better understand their thoughts on the usefulness and desirability of features.

CONCEPT DESIGN & TESTING PAGE 2

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Intro
Context.

Introduce yourself as the interviewer and observers.

About our session today:
- We are testing some new concepts from Coles and MLA

A few important things before we start:
- We will be using prototypes. A lot of things won't work but that's ok, It's important to remember you're not being tested. You and I are testing the concepts together
- Don't be afraid to tap on things, they may work, they may not
- It would be really helpful you could talk us through your first impressions and what you're thinking as you interact with the concepts and verbalise your stream of consciousness as much as possible
- Introduce testing device(s) and recording tools
- No right or wrong answers
- We did not design these concepts
- Observers through web stream
- Recordings are confidential and will not be used for promotional purposes
- Any questions before we start?

HIT STREAM + RECORD

CONCEPT DESIGN & TESTING PAGE 3

Intro
Context.
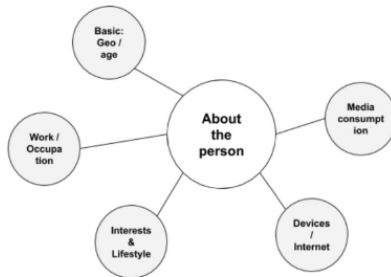
Shopping and Red Meat Context

Shopping
- Who does the shopping?
- Where do you shop for groceries (in-store | online | App)
- Are you a Flybuys or Woolworths Rewards member?
- How often do you shop? (top ups or big weekly)
- How do you find the experience of buying meat in store?
    - Do you interact with staff – Specifically butchers?
    - How confident are you in choosing red meat in-store?

Planning and recipes
- How do you decide what to cook?
    - I.e Protein-first, cuisine, price, recipes
- Talk me through how you plan for a shop?
- How often do you try new recipes?
- Do you look for recipes? (where and how?)
- What types of meat do you cook with — —> Red meat

Technology
-
- Devices (Mobile | Laptop | Tablet)
- Do you use your mobile at the supermarket?
- Do you keep digital shopping lists?
- Do you download apps? What are some of your favourites?

Concept 1.

Digital BBQ & Kev

Concept 1.

Link to Invision prototype ➡

| Use phone camera to scan packet and launch experience. | Customer lands on website, scans raw meat. | AR experience overlays steak cooking while content loads. | Plate with recipe displayed in AR on pack. | Shoppers swipe the plates left & right to see more recipes. | Recipes show aisle locations, allow changes to servings, provide guidance. | Shoppers can save their favourite recipes to their profile. |

CONCEPT DESIGN & TESTING   PAGE 6

Digital BBQ & Kev

Concept 1.

Link to Invision prototype ➡

Testing

1. QR code scan / short URL entry (from pack)
2. Recipe recommendations
3. Recipe details
4. Save recipe
5. Account creation / login

Objectives

- Pressure test the effort customers are willing to expend to access the platform.
- Test the clarity of the interaction and AR function.
- Explore how seeing the meat cooked affects customer perception of the product.
- Test how customers engage with Kev.
- Explore how many recipes, and what types of recipes users would like/expect to see.
- Explore how customers adapt their shop based on content viewed in-store.
- Test save feature and openness to creating an account.
- Probe interest in additional content such as wine pairings.
- Test how showing the cooking process affects customer confidence.
- Test expectations around length and variety of supporting recipe content.
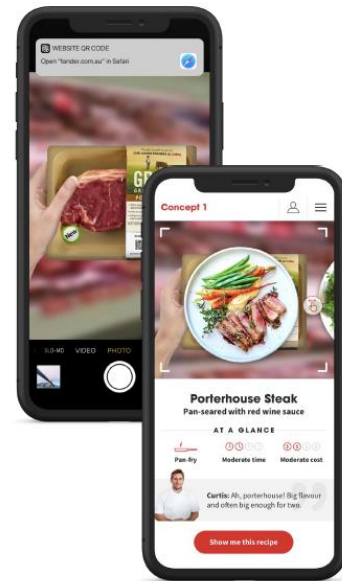
CONCEPT DESIGN & TESTING   PAGE 7

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Testing - Concept 1

Scan to view recipes

Scene setting: Imagine you're in-store in the meat section. You pick up a package and see this <Instructions + QR code>

- **Discuss — Before showing prototype**
  - What do you think you can do with this package?
    - Probe understanding of QR code *(Discoverability)*
    - Probe how they would scan (which app, etc.) *(Usability)*
  - Have you ever scanned a QR code before, Tell me more about that experience

- **Observe — Participant 'uses' prototype to scan package**
  - What catches participant's attention *(Content)*
  - Do participants naturally swipe through the recipes *(Interactions/usability)*
  - Do participants navigate through to view the recipe? *(Usability/discoverability)*

- **Discuss**
  - Before we continue, talk me through what just happened *(Understanding)*
  - Now that you've 'scanned' the product, what do you think you can do? *(Interactions)*
  - How many recipes would you expect to see here? *(Content)*
  - You just cooked the steak with your phone to see recipes. What do you think about that experience. — Do you think it could change the way you consider the product *(Impact)*

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Testing - Concept 1

Recipe details

You're interested in a recipe and want to learn more about it.

- **Observe**
  - What content do customers engage with, do they scroll, tap or swipe

- **Discuss**
  - Aisle information — talk me through how you might use this while shopping *(Usefulness)*
  - Process, Did you notice <Curtis>, what do you think he's here for? *(Content)*
    - Could you see yourself watching this video? Where?
    - Are there any other things related to the process that might be helpful — While your cooking *(Content/usefulness)*
  - Is there anything missing from this page? *(Content)*
    - E.g. Wine suggestions | Similar recipes | Dietary
  - Would you save recipes? — How? *(Usefulness/discoverability)*
    - Is that what you expected (sign up / log in), How do you feel about needing an account? *(Impact of account requirement)*
  - Anything that shouldn't be there? *(Content)*
  - Do you think this recipe content might affect the way you choose recipes?
    - Which content and how? *(Impact)*
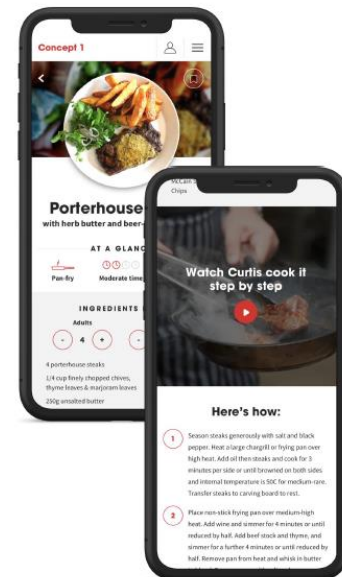
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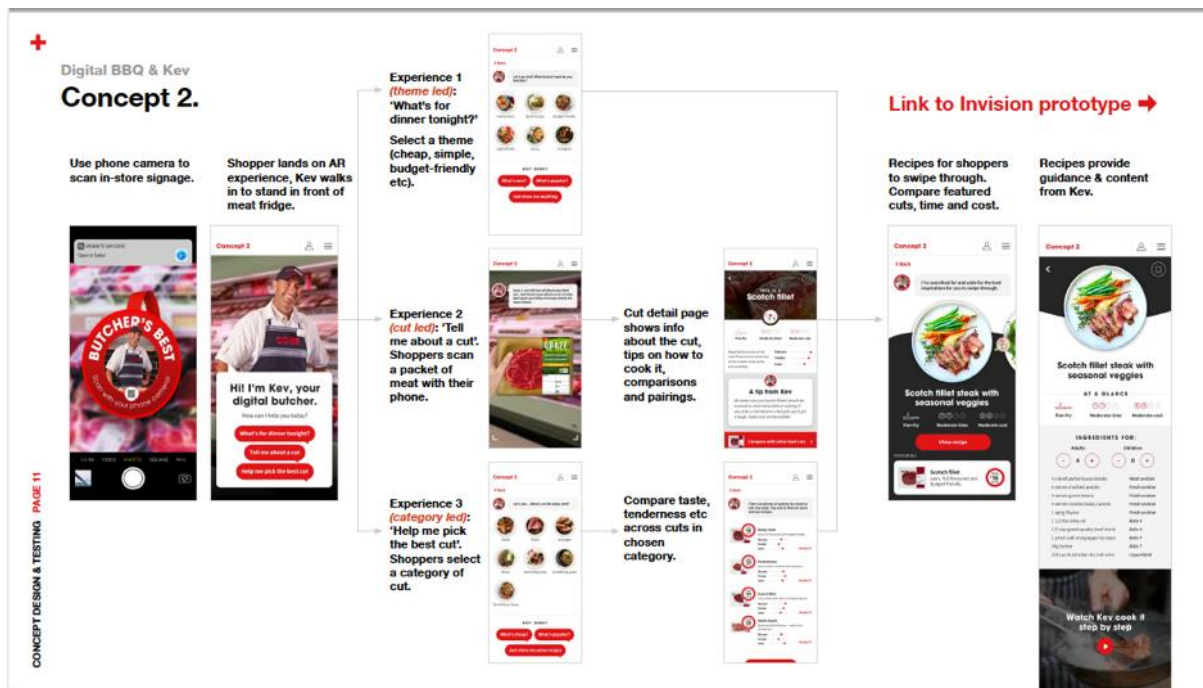
Digital BBQ & Kev

Concept 2.

Link to Invision prototype ➡

Hi! I'm Kev, your digital butcher.
How can I help you today?

What's for dinner tonight?
Tell me about a cut
Help me pick the best cut

Testing

1. QR code scan / short URL entry (from wobbler)
2. AR Kev + Initial options from Kev
3. Recipe finder ('what's for dinner tonight' category and recipes)
4. Cut details (pack scanner and cut details page)
5. Cut comparison (cut category and cut comparison page)

Objectives

- Pressure test the effort customers are willing to expend to access the platform.
- Explore how customers interact with the Kev experience.
- Test customer's expectations & assumptions around Kev as a character.
- Explore customer's interest in the two types of categorisation.
- Test the relevance of supporting content and its effect on propensity to buy.
- Test the value of comparison content and its effect on propensity to buy.
- Test when & where each of the features would be used.
- Explore the value of recipe content, how many, and what types of recipes users would like/expect to see.

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Testing - Concept 2

Digital Butcher

You're in-store shopping at Coles and while in the meat section you notice this (shelf wobbler)

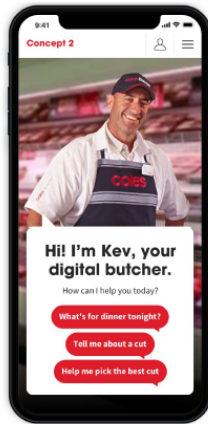- What do you think you can do with it? *(Understanding/discoverability)*

- **Observe**
  - What content do customers engage with, do they intuitively tap an option?

- **Discuss**
  - Talk me through what you see here? What can you do on this page? *(Interactions)*
  - Before tapping through — What do you think each of these do (chat options) *(Understanding)*
  - Who do you think the man on the screen is? *(Butcher impressions)*
    - Does it make sense to 'talk' to him? Why?
    - It may not be obvious on this prototype, but he's actually an Augmented Reality experience, — That means when you open the link on the phone it will use your camera and place him in the screen in the meat section *(Usefulness)*
- How do you feel about that?
- Imagine using this next time you're in-store, talk me through that experience, good or bad.
  - Now, imagine the last time you were at Coles shopping for red meat, which of these options would you most likely use?

Hi! I'm Kev, your digital butcher.
How can I help you today?

What's for dinner tonight?
Tell me about a cut
Help me pick the best cut
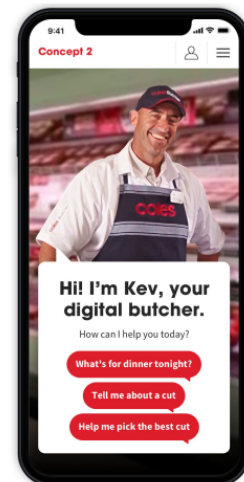
Testing - Concept 2

'What's for dinner tonight?'

[From home screen]

- **Observe**
  - Initial thoughts and reactions
  - What content do customers engage with, do they intuitively tap an option?

- **Discuss**
  - Talk me through what you see on the page, is this what you expected when you tapped on 'Tell me what's for dinner'? *(Understanding)*
  - What do you think you can do here? *(Interactions/usability)*
  - Talk me through the options you see, do any of them stand out? *(Content)*
  - Did you notice the butcher at the top? Do you find it helpful? *(Butcher impressions)*

- **Let's say you're looking for something a bit brighter and healthier, what would you do? (light & fresh -> Recipe results page)**
 - What do you think you can do with this page? *(Usability)*
  - Talk me through the information on the screen. Does it make sense? Is there enough here to interest you in the recipe/s? *(Content)*
  - How many recipes would you expect to see here? *(Content)*
  - Is there anything missing here?
    - You might have noticed the ingredients and instructions aren't on this screen. How would you find them? *(Interactions/usability)*
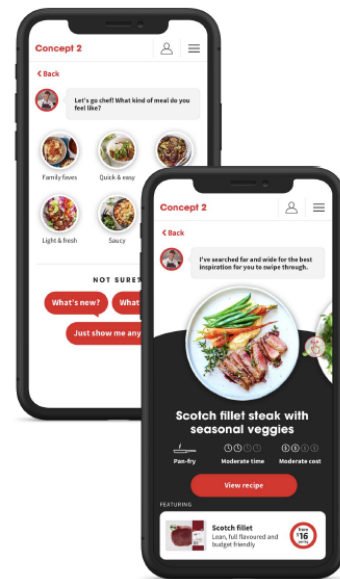
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Testing - Concept 2

Recipe content

[From Recipe Listing]

- **Observe**
  - Initial thoughts and reactions
  - Do/how far do participants scroll? What content, if any do they focus on?

- **Discuss**
  - How is this page different to the last recipe page you saw?
    - Butcher vs Chef *(Identity)*
    - Where/when do you think these additional tips might be helpful — in-store/at home *(Usefulness/Location)*
    - Do you think it makes sense for a butcher to talk you through the recipe *(Identity)*
  - How do these tips make you feel about cooking the recipe? *(Impression/Usefulness)*
    - Do you think they might help you feel more confident in the kitchen?
  - Imagine using this in a shopping experience, Do you think it could change the way you choose what to cook? *(Impact)*
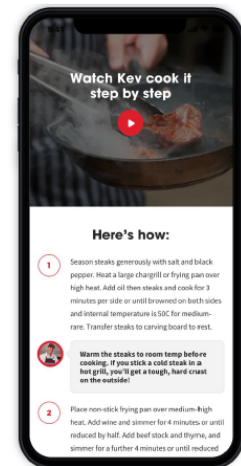
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Testing - Concept 2

'Help me pick the best cut'

[From Home] — Ask participant to navigate back to home if they chose a different option initially.

- **Observe**
    - Initial thoughts and reactions
    - What content do customers engage with, do they intuitively scroll or tap an option?

- **Discuss**
    - Talk me through what you see on the page, is this what you expected when you tapped on 'Help me pick the best cut'? *(Understanding)*
    - Talk me through the options you see, do any of them stand out? *(Content)*
    - What do you think You will see when you tap on one? *(Interactions/usability)*
    - Let's say you feel like a steak tonight what would you do?
    - Tell me about what you see on the screen *(Content)*
        - Is there enough information about the options to help you make a decision? *(Content/impact)*
        - Which information is most helpful? *(Content/usefulness)*
        - What do you think about the butcher at the top of the screen?
- Is what he's saying helpful? *(Usefulness)*
- How, if at all, do you think he relates to the options on the screen?
    - What do you think you would do from this page? — Buy a specific option, view recipes, etc. *(Interactions/usability)*

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Testing - Concept 2

'Tell me about a cut'

[From Home] - Ask participant to navigate back to home if they chose a different option initially.
- **Observe**
    - Initial reactions
    - Do participants notice the butcher?
- **Discuss**
    - What do you think you can do here? *(Understanding)*
        - Is this what you expected?

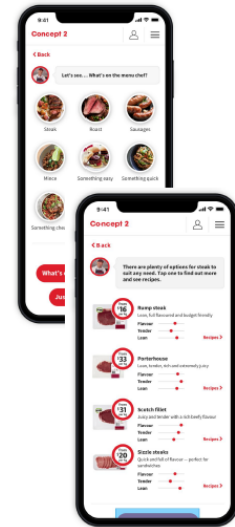**[Participant ['scans package']**
- **Observe**
    - Initial thoughts and reactions
    - Do/how far do participants scroll? What content, if any do they focus on?
- **Discuss**
    - Is this information what you were expecting to see?
    - Could you see yourself using this? Where? *(Usefulness)*
    - How does the 'tip from Kev' make you feel? *(Impact)*
    - Where would you go from here? (Buy the cut, recipes, compare) *(Usefulness/impact)*
    - How about the wine pairings? Is this something you might use? *(Usefulness)*
    - Is there anything missing here? *(Content)*
    - Is there anything that maybe shouldn't be on this page? *(Content)*
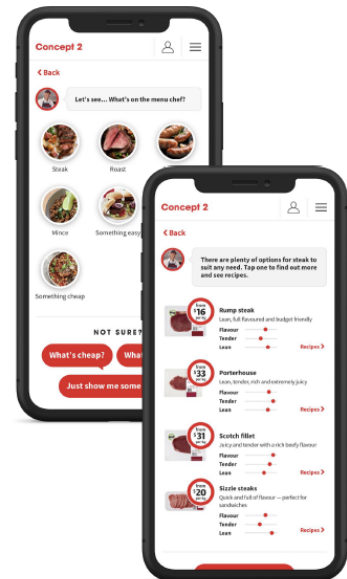
Meal Planning & Price My Recipe

Concept 3.

Link to Invision prototype ➡

Take a quiz or link Flybuys data to hyper-personalise a meal plan.

Quiz asks series of questions to build up data about the shopper.

A selection of meals are shown. Lock in what you like, reshuffle others, then save.

Edit meal plan, or add its ingredients to a shopping list.

Switch to Scan mode and scan a pack of Coles beef.

Apply value filter to stretch that cut over several meals.

Apply pairing filter to see what goes well with that cut.

Pairings can be alcohol or partnered with other food brands.

On-screen navigation guides to partnered product.

+

Meal Planning & Price My Recipe

Concept 3.

Testing

1. Entry from digital channel & homepage
2. Dinner quiz & Flybuys discussion
3. Recipe results
4. Meal Plan
5. Package scan
6. AR Filters

Objectives

- Test the clarity of concept and the value from customer's perspective.
- Test the value exchange of creating a profile to be able to enjoy full feature set.
- Test how soft-profiling questionnaire affects customer trust in recommendations.
- Explore the effect of recipe recommendations on propensity to buy.
- Explore the effect of recipe recommendations on propensity to buy.
- Test how the limiting of meal planning to beef will affect the willingness to use the tool.
- Test whether breaking down cost per serving or comparative pricing will change perception of beef as an expensive choice.

CONCEPT DESIGN & TESTING   PAGE 20

+

Testing - Concept 3

Plan & Scan

You received an email about a new tool from Coles to help you plan dinner. You follow a link in the email and arrive here. *Have quick browse remember to express your thoughts.*

- **Observe**
  - What catches participant's attention
  - Do participants naturally navigate anywhere

- **Discuss**
  - From what you've seen, what do you think you can do here? *(Interactions/understanding)*
    - What do you think Plan means?
    - What do you think Scan means?
  - What do you think will happen when you tap on the dinner quiz *(Interactions/discoverability)*
  - What about Link Flybuys? *(Interactions/discoverability)*
    - Would you link your flybuys account?
    - How do you feel about this tool taking the things you regularly buy and showing you different things you can cook with them? *(Understanding)*

CONCEPT DESIGN & TESTING   PAGE 21

Testing - Concept 3

Dinner Quiz

[From Homepage] — Let's imagine you were ready to plan dinner, what would you do?

- **Observe**
  - Initial reactions — what catches participant's attention
  - Do participants naturally navigate anywhere

- **Discuss**
  - Talk me through each question, they don't work but tell me how you would answer them and how you think they might affect what happens next *(Interactions/understanding)*
  - Do you feel like there are enough questions here
    - Is there anything else you might want asked? *(Content/usefulness)*
  - How many questions do you think you would be willing to answer *(Content/usefulness)*
  - Where/when could you imagine taking this quiz? *(Location/usefulness)*
  - Before continuing what do you think you will see on the next page? *(Understanding)*

Testing - Concept 3

Recipe Results

[From Dinner Quiz]

- **Observe**
  - Initial reactions — what catches participant's attention
  - Do participants interact with anything

- **Discuss**
  - Tell me what you see here? *(Content/understanding)*
  - What do you think you can do on this page? *(Interactions/usefulness)*
  - What do you think about the recipes that are shown here? *(Content)*
    - Do any of them catch your attention? *(Content/discoverability)*
    - What about the way in which they're displayed *(Understanding)*
- Do you find the categories helpful? *(Content)*
  - You might have noticed that they're all beef recipes, how do you feel about that? *(Content/usefulness)*
- Did you notice the little dollar signs on the recipes? What do you think they mean? *(Understanding/usefulness)*
  - Do you think this would affect the recipes you choose? *(Impact)*
- Do you think there are enough recipes here? *(Content)*
  - How would you see more? *(Usability)*
    - How many recipes do you think you'd pin?
- Let's imagine you've pinned all the recipes you want, what do you expect to do next? *(Usability)*

Testing - Concept 3

Meal Plan

[From Dinner Quiz]

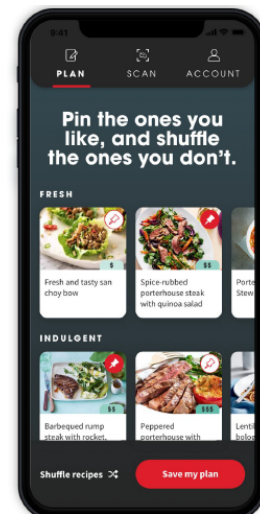- **Observe**
  - Initial reactions — what catches participant's attention
  - Do participants interact with anything

- **Discuss**
  - Tell me what you see here? *(Understanding/content)*
  - Is this what you expected to see?
  - What do you think you can do on this page? *(Interactions/understanding)*
  - Do you find this helpful? *(Usefulness)*
    - Imagine you completed this one day before heading to the shop, talk me through how it might affect the way you choose what to cook and shop? *(Impact)*
  - Now imagine you are heading into the store, Is there anything you might do on this page? *(Discoverability/usefulness)*
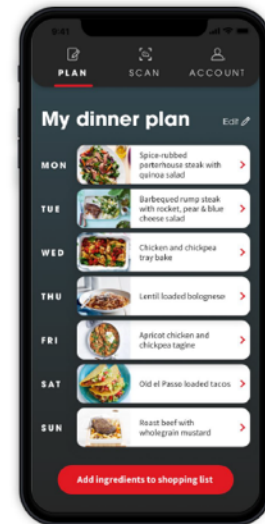
Testing - Concept 3

Scan

Now Imagine you're in-store in the beef section. How do you think you might use this new tool?

- **Observe**
  - What does the participant do – Do they navigate to 'Scan' unprompted?
  - Once there — What catches participant's attention

- **Discuss**
  - [Scan page] What do you think you can do on this page? *(Understanding)*
  - [in AR view] — Talk me through what's on the screen? *(Understanding)*
    - What has happened to the meat package?
    - What is being recommended at the bottom of the screen and why? *(Content/understanding)*
    - The recipes are showing the number of serves that you can get out of the pack you scanned. Talk me through how you might use this feature? *(Usefulness)*
  - Is there anything else you can do here? [change filter to pairings] *(Discoverability)*
    - Tell me what you think is on the screen? *(Understanding)*
      - Does this make sense – [recipe and wine/product pairing]? *(Content)*
      - And what do you think about this one [Old el Passo taco kit pairing] *(Content)*
      - Talk me through how you might use this next time you're in-store *(Usefulness/impact)*
    - Is there anything else you might want to see here? *(Content)*
  - How do you feel about the package changing on-screen as you hold it?

Testing - Concept 3

Pathfinder

Now let's focus on the Old El Paso recommendation.

- **Observe**
  - What does the participant do – Do they attempt to click through or use the show me where?
  - Initial reactions once there — What catches participant's attention

- **Discuss**
  - Is there anything different about this (taco kit) card? *(Discoverability)*
  - What do you think the 'Show me where' link means *(Understanding)*
  - Let's say you've decided you want the tacos. What do you do? *(Discoverability/Understanding)*
  - [After clicking] — Talk me through what's on the screen at the moment *(Understanding)*
    - Could you see yourself using this in-store? *(Usefulness)*

CONCEPT DESIGN & TESTING   PAGE 26

Conclusion.

CONCEPT DESIGN & TESTING   PAGE 27

Conclusion

Final thoughts
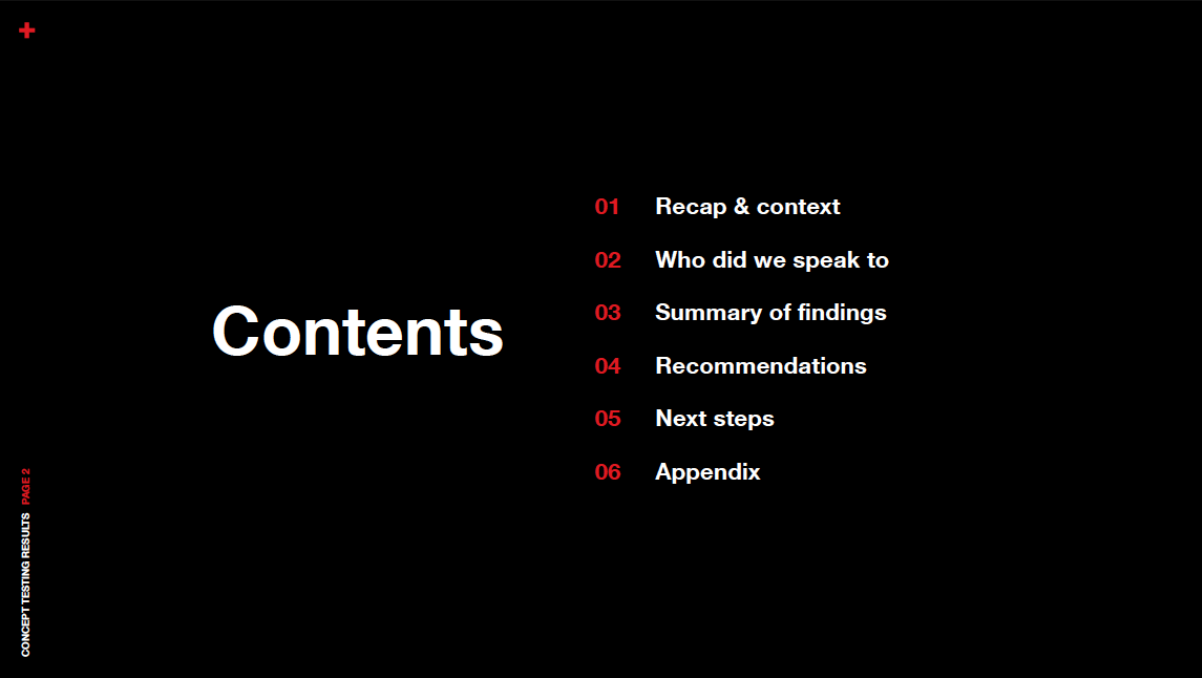
Now that you've had time to explore all three concepts we have some questions

- If you could only choose one of the three concepts you saw today, which would it be?
  - Why?
  - If you had to order all of them, which would come second and which would come third?
- We spoke at the beginning of the session about how confident you are when buying meat in-store — After exploring these concepts, do you think any of them might change how confident you are in your meat choices?
- What about red meat specifically? If you had tools like these do you think you might be more likely to consider red meat?
- What was your favourite feature from all of the concepts you've seen?
- Is there anything you really didn't like?

[Exit survey]

CONCEPT DESIGN & TESTING   PAGE 28

8.2 Concept Testing Findings
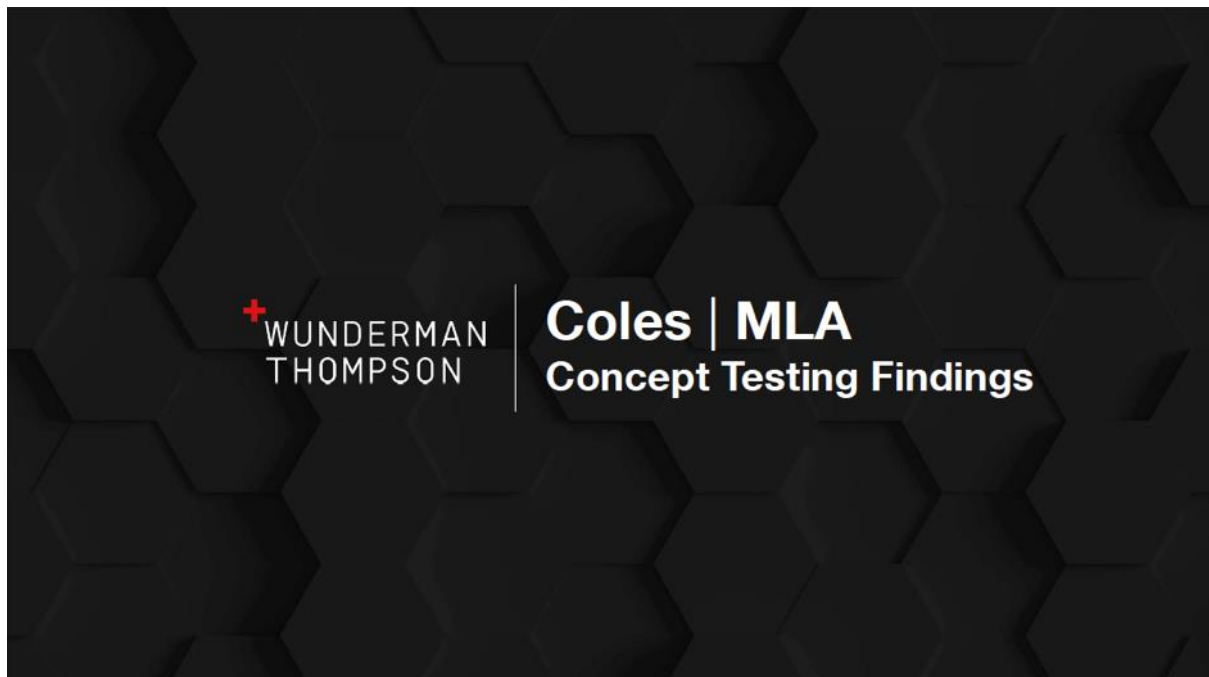
Contents

CONCEPT TESTING RESULTS   PAGE 2

Recap & context

CONCEPT TESTING RESULTS   PAGE 3
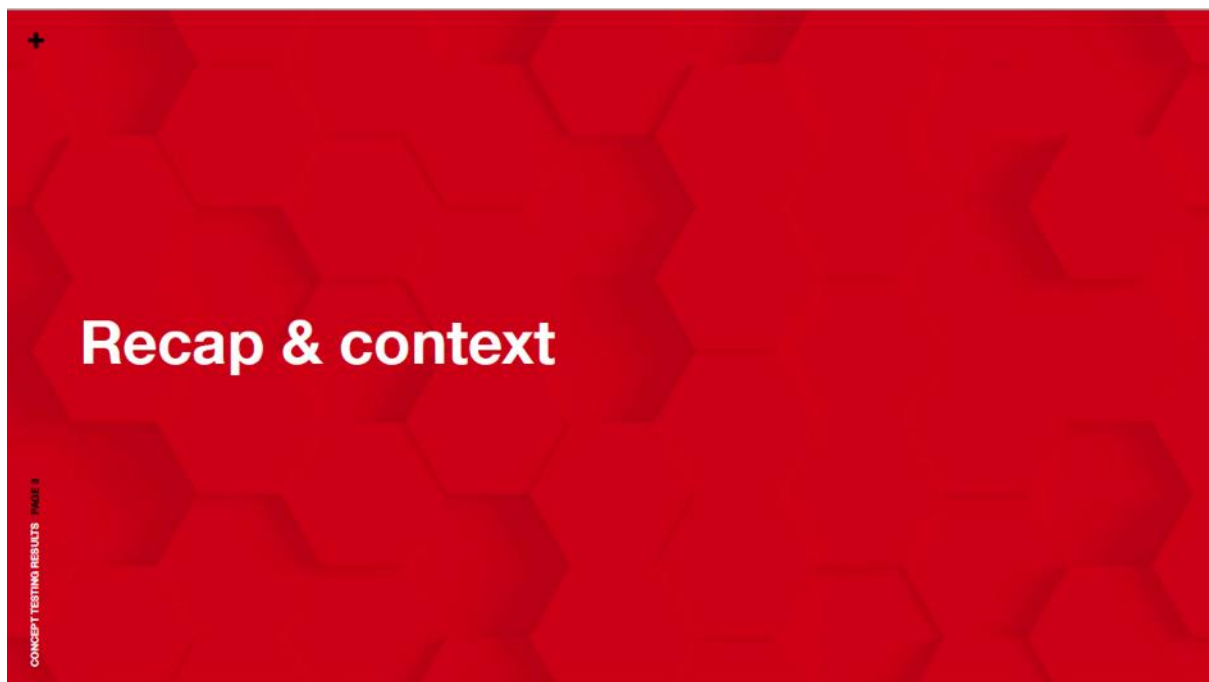
Recap & context

Research plan for MVP

The process so far.

01

Looked at customer journey to identify customer needs.

02

Aligned customer needs to chosen concepts to identify opportunities.

03

Developed testing objectives to validate our assumptions.

04

Developed stimulus and discussion guide / questions for the testing.

05

Professionally recruited suitable research participants.

CONCEPT TESTING RESULTS   PAGE 4

Recap & context

The project roadmap

01

Discovery

- Immersion
- Understanding: Category/Brand/Audience

02

Analysis & Strategy

- Technology options
- Strategy

03

Concept development

- Initial concept
- UX Design

04

Partnership check-in

- Presentation/s
- Refinements

05

Concept refinement

- Further concept development + /or refinement
- UX Design

06

Create

- Prototype (tech)
- Testing + refinement

07

Create & launch

- Technology
- Go to market assets

08

Optimise & evolve

- KPIs and UX

CONCEPT TESTING RESULTS   PAGE 5

Recap & context
What we tested

01 'Digital BBQ'

Scan a package to see it cooked and discover new recipes to use it in.

In-store scenario

02 'Digital Butcher'

Talk to your digital butcher to see what's for dinner, learn about a cut, or get some advice to help you pick the best cut.

In-store scenario

03 'Meal planning' & 'PMR'

Plan dinner for the week according to your personalised needs, link Flybuys to remix your regulars and scan a pack in-store to discover complimentary products and see what you can do with it.

Pre-shop. IE: At home

Recap & context
The testing process.

01
Intro & context
Better understand the participant and the way they shop, plan.

02
Test concepts
Depending on how the participant shops we will start with a different concept before moving on to other two concepts.

Participants who decide in-store: Concept 1 or 2

Participants who plan: Concept 3

03
Final impressions
After testing all three concepts we will ask a series of wrap up questions.

04
Exit survey
Before leaving the participant will complete a survey, the data from which will help us better contextualise their thoughts on the usefulness and desirability of features.

Findings summary
Favourite features

	Aisle info for ingredients	Meal plan	Remixing regular purchases (flybuys)	Dinner Quiz	Scan package for recipes	Cut information from Kev	Categorisation of recipes	Cut comparison
1				x				
2		x				x		x
3					x	x	x	x
4		x			x			
5	x		x		x			
6		x						
7	x		x					
8	x							x

CONCEPT TESTING RESULTS   PAGE 13

Findings summary
What didn't test well

What didn't test well	Suggestion
In-store AR butcher — seen as "fussy," "gimmicky," and "awkward in-store"	Possibly move to butcher education content (not AR), at home.
Messaging around benefits of scanning the shelf-wobbler — trade-off was unclear	Customer journey touchpoints to support here
Over-reliance on AR to continue content journey — they'd rather scan pack and put it back than continue to hold pack in hand	AR to be snappy, non reliant on heavy customer input or engagement
Pairings were seen as more valuable for special occasions	Don't invest as value wasn't perceived as high.
Video of how to cook a recipe	Additional tips, education tested better as an option
Sole red-meat focus in meal planning	Expand meal planning range, with skew to red meat. 'Coles meal planner', rather than 'Red Meat Meal Planner'

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Findings summary
Least favourite features

	Extended Pack AR experience	AR butcher	POS information overload	In-Store scanning	Personification of concept	Red meat only meal planning	Dictated days in meal plan	Unhelpful tips from persona
1	x	x				x		x
2		x	x			x		
3	x	x						
4	x	x				x		
5								
6		x	x	x		x		
7		x		x				
8		x			x		x	

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Findings summary
Insights and takeaways

General appetite for features and content that helped them:

1. **Save money + broaden the repertoire:** Recipe planning; categorised recipes; finding recipes for a new cut, cheaper cut or a cut on special; following tips for making the most of a cut; highlighting complimentary items on special
2. **Be inspired:** Industry tips and tricks, recipe categorisation, cut comparison
3. **Personalise their content:** quiz, create account, conversational interface
4. **Simplify their journey:** generating lists to shop in-store or online, find products in store

General indifference or disregard towards:

1. **Lengthy in-store experiences** that would make them spend extra time in-store or draw attention to themselves
2. What they see as **one-time-only tech experiences**
3. **Specific personality:** e.g. Kev or Curtis

CONCEPT TESTING RESULTS   PAGE 16

Findings summary

How features could impact participant's shopping experiences

P1: The tips from the butcher helped improve or validate her confidence in cooking red meat.

P2: Plans her weekly shop, but could see herself using Digital BBQ or Butcher's best to make different decisions in-store at times she doesn't have a meal planned.

P3: Imagines using digital BBQ in-store to discover new recipe options. Could see herself using Butcher's Best to learn about a new cut of meat or a cut on special to help decide if she should try it.

P4: Could see herself looking for inspiration in-store on occasion using Digital BBQ as opposed to purely planning ahead of time. Especially if the product expanded to encompass other meat options and not just beef.

P5: Open to trying new things so can see herself changing up her plans in-store by interacting with a meat package (digital BBQ). "It's an easy way to make a decision on the spot"

P6: Wouldn't typically order fresh produce online, but if he was able to export his weekly meal plan to an online order he could see himself ordering his fruit, veg and meat online.

P8: Has turned away from steaks to something more familiar in the past because he lacks the experience. Could see himself feeling more comfortable with an expensive steak cut with the guidance of a digital butcher.

CONCEPT TESTING RESULTS — **PAGE 17**

Findings summary

Favourite concept

"I love the recipe, how it's laid out and tells you where everything is" **P5**

"Sometimes I do stand at the meat section and think – I'd like to try something different." **P2**

"The meal plan for the week because that's how I cook and being able to adapt it to myself and what I want." **P4**

"I like that personalising of a plan, and saving recipes so I can refer back to them." **P2**

01
Digital BBQ

2 participants

P3, P5

02
Butcher's Best

2 participants

P4, P7

03
Scan & Plan

4 participants

P1, P2, P4, P6

"There were elements to each. The first one was the recipe, the ingredients and where to find them. The second was attributes of the meat and how to cook it – awesome – and the third one was put in a meal plan and spit out a list of ingredients and where to find them " **P8**

"If I did see that scanner thing on the packet I'd be inclined to scan it and see what came up. And then I'd make a decision on the spot. Easy.." **P5**

"I'd like it if I could scan it, walk away and get inspiration for recipes." **P4**

"The meal plan (for the week) was the best one. If that converted into a shopping list that adds value." **P6**

CONCEPT TESTING RESULTS — **PAGE 18**

Recommendations

CONCEPT TESTING RESULTS   PAGE 19

Recommendations
Defining MVP

We've combined the most suitable and desirable features from testing to develop a well rounded end-to-end product that caters for wide range of audiences.

CONCEPT TESTING RESULTS   PAGE 20

Initially pilot MVP in a single store.

- Simple rollout
- On-site support for launch
- Easy observation and feedback

Market directly to a trial audience who usually shop in this store (i.e. via Flybuys).

- Smaller, more receptive audience
- Easy to track usage
- More likely to provide feedback and accept

Roll out iterative improvements.

- Use learnings to develop and prioritise feature backlog for future releases
- Roll out to wider selection of stores
- Design and develop additional features for release 2 and future releases

Recommended MVP
Feature set Roadmap

FEATURE CATEGORY	PILOT / RELEASE 1 (Create & launch)	RELEASE 2 (Optimise and evolve)	BEYOND
GENERAL	• Profile/login/save functionality • Contextual educational content eg. tips and tricks	• Supplier funded sponsored recipes • Detailed cut information and education for less experienced customers • Leverage promotional data to highlight 'recipes' on special • Promotional content and data	• Enhancing experiences with location aware features • Integrating FlyBuys data to inform recipe recommendations • Personalised meat-led boxes/kits • Rating of recipes to further optimise recommendations • CRM retargeting strategy
PLANNING	• Quiz to personalise recommendations • Meal plan	• Integrate with Coles App and Coles Online • Provide a more feature-rich meal planning experience	• Predictive/automatic meal plans
IN-STORE	• Package recognition with AR cooking meat • Pack-based recipe inspiration • Cut comparison tool	• Aisle information for ingredients	• In-store AR pathfinder for ingredients

CONCEPT TESTING RESULTS PAGE 21

Recommended MVP
Pilot — Pre-shop

Features:

A five question 'quiz' to define their interests, needs and meal options

Browse, filter and save favorite meal options

Assign recipes to days of the week to create a plan

Use the plan to tailor/customise their shopping list

Shopping list can be imported to Coles Online to complete the purchase

CONCEPT TESTING RESULTS PAGE 22

Recommended MVP
Pilot — In-store

Features:

Cuts of meat have branded CTA's encouraging scanning of pack — once scanned, they see the cut 'cook' before they see linked recipes

On preview, all matching recipes have educational content/cooking tips, comparisons on cook time and type, as well as recipe cost per head.

Option to see cut details page/compare characteristics across cuts

Option to see recipe in detail/save for later

If quiz has been completed previously, all recipes are customised to user

Recommended MVP
Pilot — Post-shop

Features:

Simple and engaging recipe guidance

Tips and tricks on how to cook and store their meat/make the most of cut

Pack based AR could be used again as inspiration

Next steps

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Campaign experience framework

1

2

3

TRIGGER

EXPERIENCE

OUTCOME

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How do we drive people to our experience? Campaign? Channels? Tactics?

Create an experience that visitors engage with and that is linked to the campaign and its objectives

What do we want visitors to do? What are the outcomes of their engagement?

Campaign experience framework

1

TRIGGER

How do we drive people to
our experience?
Campaign? Channels?
Tactics?

Creative
campaign

Coles.com.au catalogue	Coles online
Coles.com.au Digital mag	Coles App
Coles.com.au Recipes & create	Social
Coles.com.au Homepage Banner	Taste.com.au
Package labelling	In-store signage

Recommended MVP
Timings

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	
	Pilot/Release 1								**Release 2**				
UX	Align/Define	Business reqs, wireframing, tech specs							Test & learn	Align/Define	Wireframe new features		
UI			Look & feel, interface, animations, assets									New feature designs	
Dev				Develop				Deploy					Dep
Cre			Comms - Ideation			Comms - Asset development							
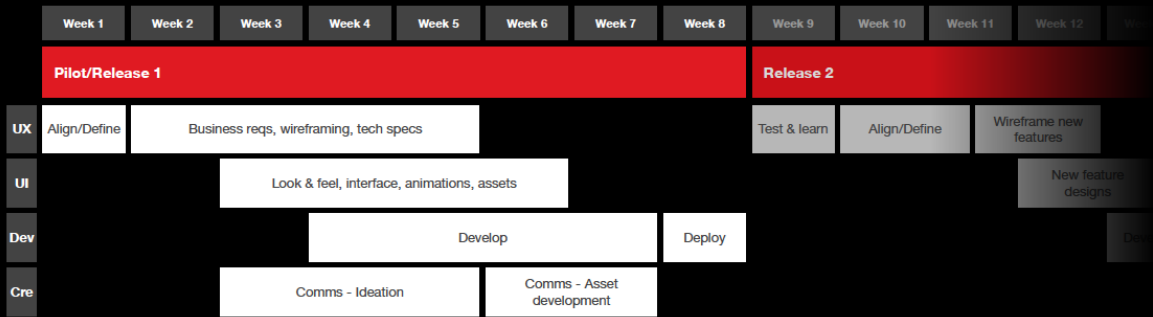
Dependencies:
- Coles/MLA — Product Owner (PO) to liaise with WT build team and manage stakeholders, content team
- Coles — Business Analyst (BA) to help define business rules and technical requirements and integration points, UAT etc.
- Coles/MLA — Content team to create and approve imagery, content, comms

Data Driven Marketing Strategy

Pilot / Release 1   Release 2   Beyond

Using analytics insights to get ahead of the purchasing decision

Test, Iterate & Learn

RETROSPECTIVE	REACTIVE	PREDICTIVE	PRESCRIPTIVE
Digital tools and analytics are used to understand and report on how customers have behaved in the recent past.	Digital tools and analytics are used to understand customer intent and respond in the moment, using limited data.	Digital tools and analytics are used to *anticipate* customer intent and tailor pre-defined interactions based on available data.	Digital tools and analytics are used to *prescribe* how specific interactions are delivered to the customer based on available data.

Food for thought: *long term solutions will require a platform that sits under all digital assets, to capture key data points.*

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Appendix

CONCEPT TESTING RESULTS   PAGE 01

Concept testing
Concept 1.

Concept 1
Objectives

Testing

1. QR code scan / short URL entry (from pack)
2. Recipe recommendations
3. Recipe details
4. Save recipe
5. Account creation / login

Objectives

- Pressure test the effort customers are willing to expend to access the platform.
- Test the clarity of the interaction and AR function.
- Explore how seeing the meat cooked affects customer perception of the product.
- Explore how many recipes, and what types of recipes users would like/expect to see.
- Explore how customers adapt their shop based on content viewed in-store.
- Test save feature and openness to creating an account.
- Probe interest in additional content such as wine pairings.
- Test how showing the cooking process affects customer confidence.
- Test expectations around length and variety of supporting recipe content.

Concept 1
Learnings

Overall

Cut-led inspiration was well received by ad-hoc shoppers but shoppers who plan struggled, at least initially, to find utility in the concept.

What worked well

Participants recognised and understood the QR code would launch an experience and noticed the instructions to use their 'phone camera'.

Many participants expressed excitement at seeing the product they were holding 'cook' in front of their eyes and the "final product" — recipes.

Aisle information was frequently cited as the best feature of this concept.

"Cool — It's hard to tell what to do with cuts of meat. It is useful. It takes it to the the end of the process and says this is what it could look like."
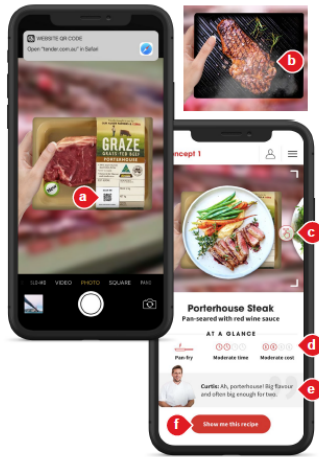
"Oh sick – that for me is an immediate buy in I just wanna get in and out as quick as possible."

What didn't work so well

Many participants did not react well to extended AR experiences involving the package in a cold environment while trying to complete their shop.

The recipe video, while seen as helpful, is unlikely to be viewed in-store.

Some participants didn't notice the 'carousel' recipe display.

What surprised

Price-conscious participants could see themselves using a tool like this to explore what they could do with cheaper or on-special products.

Curtis Stone, while expected was a divisive personality. Any chef would do.

Concept 1
Digital BBQ

A. Package QR code

All participants noticed the QR code and recognised it as something you could 'scan' with your phone. The 'scan me with your phone camera instruction was understood by all but one participant (P2).

Expectations varied about what would happen upon scanning and included: a game (due to the illustrative style), viewing recipes, and seeing instruction on how to cook the product.

Many (6) participants said they might scan the package to see what it was about if it seemed helpful — some (2) said they might do this once at home reinforcing the need to be clear about what they can do with the tool.

B. Digital BBQ

Most (5) participants liked seeing the cooking process. One reacted negatively to the AR experience of the pack turning into a grill comparing it to a Spider AR app. She felt uncomfortable that she was now holding a hot grill.

C. Recipe results

Most participants liked seeing recipes and expressed it was great being able to see the 'final product' of what you could do with a pack of meat.

Half (4) of the participants didn't realise they could swipe to view more recipes.

Most participants did not appreciate that they would need to continue holding onto the package to explore recipe options.

D. At a glance

Most (6) participants found this information helpful when choosing a recipe. Three however expressed some confusion about the relative values ($.$$,$$$) and would prefer actual time required to cook.

E. Curtis Stone

Most (7) participants were comfortable seeing tips from Curtis Stone. While many would prefer it be Curtis, they would be happy to see any chef provide these tips.

Some (2) expressed frustration when it the quote was superfluous i.e. "Ah porterhouse! Big Flavour and often big enough for two."

Concept 1
Recipe details
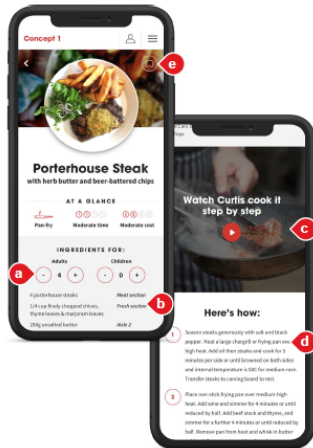
A. Dynamic ingredient quantities

Many participants (5) noticed the dynamic servings controller. All understood that adjusting it would modify the required ingredient quantities. Most (6) found this feature helpful.

Some participants (3) were skeptical about serving sizes and two (P2 and P3) would increase servings to allow for extra just-in-case or for leftovers.

B. Aisle information for ingredients

All participants reacted extremely positively to this feature expressing how it would help them complete their shop. Most (6) describing it as their favourite feature in this concept (closely followed by seeing the final product).

C. Cooking video guide

Many (5) participants expressed that they wouldn't watch a video in-store. Three said they might watch it at home. Of those who were interested in the video, most would want it to be a quick summary of the process and not a long-form video.

D. Process

Two participants specifically mentioned that each step of this recipe was a bit complicated and could be broken into additional steps.

E. Save recipe

Most (7) participants did not notice the save icon.

Upon prompting all participants understood why they were being asked to log in and most (6) would create an account if they found recipes they found recipes that were valuable to them.

Overall

The recipe details page was generally well received, most participants said it contained all the information they might need and that they wouldn't necessarily remove anything. Two specifically commented positively on the layout and design of the page.

Concept testing
Concept 2.

Concept 2
Objectives

Testing

1. QR code scan / short URL entry (from wobbler)
2. AR Kev + Initial options from Kev
3. Recipe finder ('what's for dinner tonight' category and recipes)
4. Cut details (pack scanner and cut details page)
5. Cut comparison (cut category and cut comparison page)

Objectives

- Pressure test the effort customers are willing to expend to access the platform.
- Explore how customers interact with the Kev experience.
- Test customer's expectations & assumptions around Kev as a character.
- Explore customer's interest in the two types of categorisation.
- Test the relevance of supporting content and its effect on propensity to buy.
- Test the value of comparison content and its effect on propensity to buy.
- Test when & where each of the features would be used.
- Explore the value of recipe content, how many, and what types of recipes users would like/expect to see.

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CONCEPT TESTING RESULTS

Concept 2

Hi! I'm Kev, your digital butcher.

How can I help you today?

What's for dinner tonight?
Tell me about a cut
Help me pick the best cut

Concept 2
Learnings

Overall — A butcher-led approach to the meat fridge was generally well received but an augmented reality butcher in-store was too awkward for most.

What worked well — Category-led recipe recommendations were well received and seen as a way to discover new things to do with beef, especially by participants who do not have a specific cut in mind.

While not expected, cut comparison by price and attributes such as tenderness and leanness, were seen as a helpful tool when choosing the right product. Three participants mentioned they might choose something they would not usually buy.

A butcher was generally (6/8 participants) seen as the best persona to give advice on meat (vs a chef)

Participants who were less-confident in cooking red meat expected to see information about the product and how to cook it when they scanned it.

Cooking advice and tips were seen as genuinely helpful by 7 out of 8 participants.

What didn't work so well — Participants struggled to understand why they should scan the shelf wobbler.

An AR butcher in-store was disliked by 7 out of 8 participants.

Wordy instructions with complex 'steps' were difficult to scan in-store.

What surprised — Price-conscious participants could see themselves using a tool like this to explore what they could do with cheaper or on-special products.

Some participants (3) would use this tool to discover new arrivals and products they haven't tried before.

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CONCEPT TESTING RESULTS

Concept 2
Digital Butcher

A.   Shelf wobbler
Due to the lack of product features, many participants struggled to imagine what this platform could do and hence would be hesitant to interact with it. P6 said he would not interact unless given reason and said it looked too much like an infomercial

P1 expected to interact with the butcher on the wobbler via AR due to the way he appeared "cut out".

P7 expected the experience to be an interaction with a real butcher in-store.

B.   AR Kev
Most (7) participants reacted negatively to the idea of an AR butcher in-store. They struggled to see the benefit of interacting with a virtual presence in-store. It was seen as fussy, gimmicky and potentially awkward.

Many would be more comfortable if the butcher was static or a video without sound.

C.   Digital butcher

Most (6) participants were happy to interact with the digital butcher via a conversational interface though P8 said he was weary of AI-style interfaces because they're not usually very functional.

P1 expressed concern that the two personalities shown (Curtis and Kev) were both middle-aged white men and would like to see some extra diversity on-screen.

Some (3) participants expressed varying levels of skepticism as to the authenticity of the butcher with P8 outright calling him an actor. Seeing videos of him working in recognisable Coles contexts was raised as a way to help alleviate some of these concerns.

Concept 2
What's for dinner
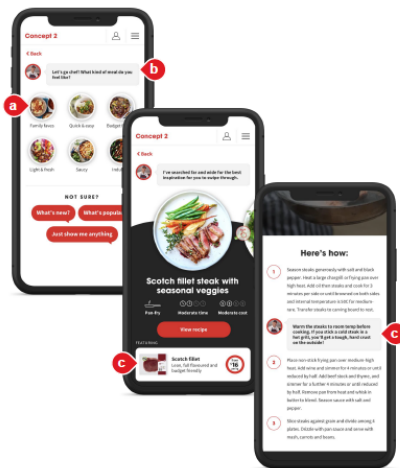
A.   Categorised inspiration
Most (7) participants appreciated the categorised path to recipes via styles or moods e.g. family faves and budget friendly.

Two participants would also like to see cuisine categories, e.g. Indian and Mexican. Interestingly one of these (P2) increasingly saw the value of theme-based categorisation as she interacted.

B.   Digital butcher UI
The continued use of conversational UI served as instructional with participants likely to read it if they weren't sure what they should do. The fact that it was a message from the butcher, however, didn't add much to the experience.

C.   Featured cut
Many (5) explicitly called out the featured cut as a helpful addition with the price information helping them make more informed decisions about the cost of the recipe. When prompted almost all (7) reacted positively toward the feature.
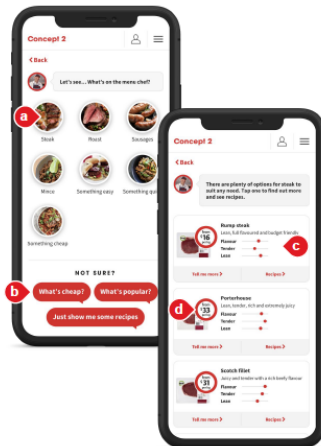
D.   Butcher advice
All participants saw simple tips presented within the recipe process as more helpful than a recipe video, especially in-store.

Concept 2
Help me pick the best cut

A. Cut category
Half of the participants understood that tapping help me pick the best cut would prompt them to answer what they were cooking and provide a recommendation. One expected to be able to search for a specific recipe and receive a cut recommendation for it.

B. Additional options
All participants noticed the additional options and some (3) were particularly drawn to the 'what's cheap' option. Two would like to see a 'what's new' option to find new products.

C. Characteristic comparison
While not expected almost all (7) participants reacted very well to the cut comparison view. They immediately understood the characteristic scales were relative to the other meat options and many started explaining which cut they might choose based on them.

D. Price comparison
Most (5) participants called out the price guides as a helpful feature when making a decision. They compared this alongside the characteristics when talking through their decision making process.
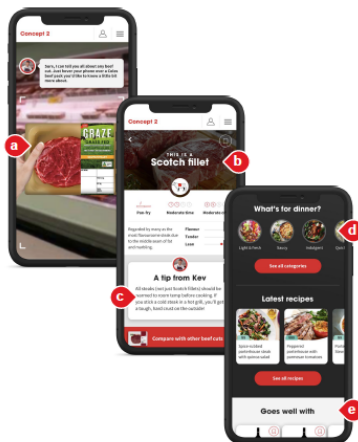
Overall
Help me pick the best cut, via cut comparison, was cited by many (5) participants as the best feature in this concept.

Concept 2
Tell me about a cut

A. Package recognition
All participants understood that 'tell me about a cut' would ask them which cut they wanted to know about and give them information about it including how to cook it and what they could cook with it.

Some (2) assumed they would be able to scan a package (likely because they had already seen concept 1) but almost all (7) were happy to see the scan via camera option two stating that it was much easier than typing something in.

B. Cut details
Cut details were well received, especially by those participants less experience with cooking meat. Two participants mentioned that this is what they expected to see in concept 1.

One wanted to see where on the cow the cut came from "for reference" and noticed the icon showing this.

C. Butcher's tip
Almost all participants reacted very positively to the 'tip from Kev' saying they didn't realise they should bring steaks to room temperature before cooking.

Some (3) would like to see additional tips and tips specifically about the selected cut i.e. cooking guides for the varying levels of cooking (rare, medium rare, etc.)

D. Recipes on cut page
Many participants (6) noticed the recipe categories and suggestions and when prompted all understood the categories would show relevant recipes for the selected cut of meat.

2 participants mentioned that they could see themselves using this feature to see what they could do with new, different, cheap, or on special cuts of beef.

E. Wine pairings
Few (2) participants scrolled to the bottom of the screen to see wine pairings. When prompted only 2 participants described them as useful for special occasions with the remainder already knowing what wine to buy or not interested in wine.

Concept testing

Concept 3.

Concept 3

Objectives

Testing

1. Entry from digital channel & homepage
2. Dinner quiz & Flybuys discussion
3. Recipe results
4. Meal Plan
5. Package scan
6. AR Filters

Objectives

- Test the clarity of concept and the value from customer's perspective.
- Test the value exchange of creating a profile to be able to enjoy full feature set.
- Test how soft-profiling questionnaire affects customer trust in recommendations.
- Explore the effect of recipe recommendations on propensity to buy.
- Explore the effect of recipe recommendations on propensity to buy.
- Test how the limiting of meal planning to beef will affect the willingness to use the tool.
- Test whether breaking down cost per serving or comparative pricing will change perception of beef as an expensive choice.

Concept 3
Learnings

Overall

Many could see themselves creating and using a personalised meal plan (with a few tweaks) but the in-store experience didn't quite hit the mark.

What worked well

Most participants, even those who did not usually plan their shops, were open to completing a quiz to receive personalised recipe ideas.

Linking a Flybuys account to find new ways to cook regularly bought products was well received, especially by participants who plan their meals around regular, favourite, recipes.

Seeing recipe options for the week and even weeks ahead was seen as helpful way to discover and try new recipes.

Recipes highlighting sponsored products were well received when the sponsored product was on special.

AR-based pathfinding towards complementary products was received with surprise and delight.

Most participants understood the need to create an account and if the meal plan was relevant enough would have no issues doing so.

What didn't work so well

Locking recipes into specific days was seen as a bit too pushy, although most participants suspected they could edit the days and remove recipes from their week.

Wine pairings and sponsored complimentary products did not make sense together.

There was some confusion about the difference between 'pinning' recipes when creating a meal plan and saving recipes.

Restricting the meal planning functionality to red meat alone, while understood by many participants, might make them less likely to continue using the tool.

> "I don't know if I'd do it if it was just for red meat... I definitely would i there were other options ... seafood and chicken." P4

What surprised

Questions about the participant's budget, caused some hesitation and may make a them less likely to complete the quiz. These could be expressed as filters on the results page.

Some participants were untrusting of the displayed number of recipe-servings possible with a meat package.

Concept 3
Meal Planning, Price my Recipe

A. The dinner quiz

Many (6) participants noticed and commended on the dinner quiz link unpromoted. Once prompted almost all (7) participants understood that they would answer some questions to receive some recipe ideas that better suited them. This particularly interested P1 who was genuinely excited to take the quiz and see what recipes she got.

B. Flybuys integration

Most (7) participants reacted negatively to the idea of an AR butcher in-store. They struggled to see the benefit of interacting with a virtual presence in-store. It was seen as fussy, gimmicky and potentially awkward.

Many would be more comfortable if the butcher was static or a video without sound.

C. Meal plan direct link

2 out of the first 3 participants saw take me straight to a plan and tapped that as their first option. This link was later disabled to ensure we covered the dinner quiz, but three of the remaining participants tried to tap it. This shows that there is a desire for meal plan ideas (especially amongst those that plan their week's meals all of whom tried to tap the link).

D. Red meat focused meal planning

Some (3) participants expressed concern about a red meat focussed approach to meal planning, saying they were less likely to continue using the tool if they were unable to plan non-meat based meals. Two did concede that it was likely 'funded by red meat' so they didn't begrudge the fact.

Concept 3
Help me pick the best cut

A. Dinner quiz

Most participants (7) liked the dinner quiz. P1 especially liked different forms of input and expressed excitement about completing the quiz to see the results.

Most questions made sense to participants. The budget question caused some hesitation as the options were a bit broad - some participants were concerned they would miss out on recipe options because of their budget choice. 2 participants would like to see cuisine-based categories and P1 expected to find a dietary requirement question.

B. Customise meal plan

Most (7) participants liked seeing the recommended recipes categorised by theme (e.g. Fresh, indulgent) and understood that the recipes shown were chosen due to the questions they had answered. Four specifically mentioned they would try new recipes that were recommended for them

P8 reacted particularly positively towards cheaper meals that could be stretched across multiple dinners and lunches and suggested a question about that in the quiz and a dedicated category of recipes.

C. Pin & shuffle mechanic

Most (6) participants understood that they could pin the recipes they were interested in. Three assumed shuffling would move their pinned recipes to the top and three understood shuffling would load additional recipes.

Some (3) participants were confused about the difference between saving and pinning a recipe.

D. Personalised meal plan

Half (4) participants expected to see recipes recommended by day. The other half were unsure what they'd see or assumed the previous page was their meal plan.

Most (5) participants understood that could change the days for recipes or remove unwanted ones. Two participants wanted the ability to stretch recipes across multiple days and include leftovers or lunches.
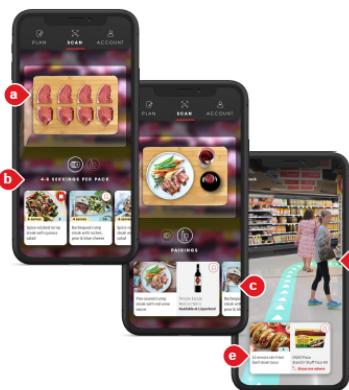
E. Add ingredients to list

Many participants (5) liked this feature. P6 who shops online saw this as one of the most valuable features of the concept. He would like to be able to send this list to the online store and place his order online. Her even mentioned it could convince him to purchase his fresh produce online.

Concept 3
Help me pick the best cut

A. Servings per pack AR

Some (3) of the participants understood the visual was showing the number of servings inside the package. Most (6) thought it was a helpful feature when it was explained by three participants mentioned they knew how much they needed for a serving and didn't quite trust the recommendations because they're usually too small.

Like Digital BBQ, most (7) participants liked being able to scan the package. Two liked being able to view the servings and pairings in AR but the necessity to continue holding the package while interacting was seen as fussy and gymicky.

B. Recipe-servings

All participants understood that the servings were for the recipe but few realised the servings shown were related to the weight of meat in the package they were holding. When explained many (5) found this helpful with some saying how they could compare options for what they could do the pack.

C. Pairings

Two participants were interested in wine tne pairings but only really saw themselves using it for special occasions.

P1 liked being able to move her phone to see the recipe and wine closer or from other directions while P7 disliked the ability to do so saying it would be uncomfortable and potentially invoke his vertigo.

D. AR pathfinder

Like aisle information for ingredients all participants like the AR pathfinder. Two said they would prefer to just be told the aisle number. P8 liked the way it helped him shop and made the experience feel like a game while P6 was self conscious about using his phone and wouldn't use it frequently.

E. Sponsored product pairing

Most (6) participants were confused why the Old El Paso taco pairing was alongside the wine pairing but understood how it might be helpful if it was seperated into a different category.

Two participants specifically mentioned that they would never have thought to use steak in tacos but given the inspiration in-store might try it instead of mince.

Three participants (including P7) also were excited by the fact that the taco kit was on special citing it as a reason they would consider changing their mind and purchasing this recipe instead.