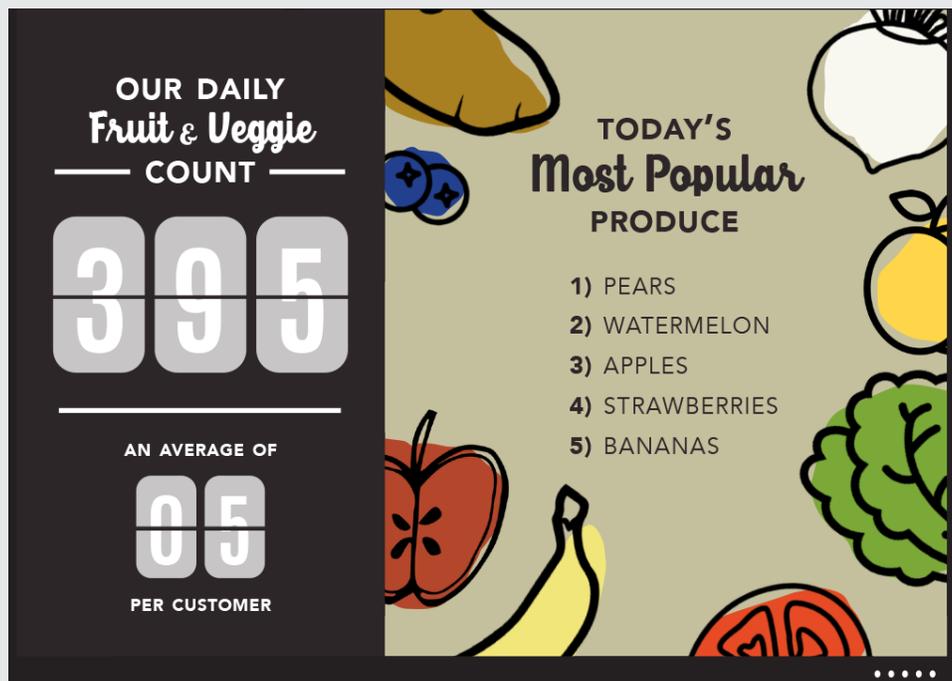




## Community Fruit + Veggie Count

PROVINCIAL HEALTH SERVICES AUTHORITY AND THE BC MINISTRY OF HEALTH

December 2015 – March 2016



PRODUCE DISPLAY

TOKENS

### THE PROJECT

Commissioned by the BC Ministry of Health in partnership with the Provincial Health Services Authority, and conceptualized by the Health Design Lab at Emily Carr University of Art + Design, this project's goal was to increase the consumption of fruits and vegetables in BC. The focus of this project was the development of a grocery store intervention that would employ nudge theory and social marketing strategies to influence customer behaviour and encourage healthy choices. The Canadian Produce Marketing Association, a key project partner, planned to facilitate the implementation of the intervention in one or more pilot stores in 2016.

## THE OUTCOME

- 1. PRODUCE DISPLAY** The key element of the design intervention is an LCD screen in the produce department that displays real-time data about the number of fruits and vegetables purchased in store each day, and the average number purchased per customer. This tracking will occur whether the customer directly engages with the screens or not.
- 2. CHECK-OUT DISPLAY** In addition to the LCD screen in produce, when a customer is paying at checkout they would be able to view on the cash register screen how many fruits and vegetables they purchased. This offers a chance for feedback and recognition of what customers have personally contributed.
- 3. TOKENS.** In order to increase engagement and add an element of 'fun', we came up with a token concept. When a customer purchases fruits and vegetables at checkout they would be given a token that indicates how many different types of fruits and vegetables were purchased.

## THE PROCESS

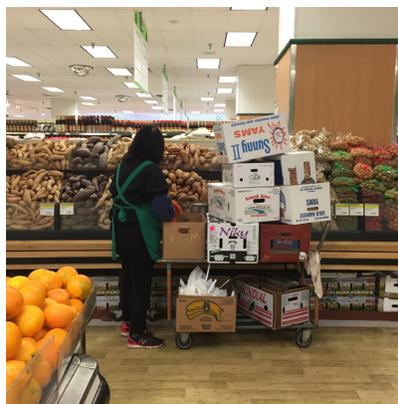
The HDL team worked collaboratively to generate over 100 different design ideas to address the problem space. A wide range of approaches were considered. As we generated ideas we organized them into general categories which emerged, including promotions, games/digital platforms, physical objects, and signage. These were presented to the Steering Committee and attendees narrowed the selection to two main concepts.

The HDL team presented the revised “Community Counter” and “Food Pairing” concepts to members of the Steering Committee and representatives of local grocery stores. These seven representatives encompassed Managers, Produce Managers, and Dietitians from a variety of retailers including: Loblaws, Choices, Save-on, Thrifty’s, and Overwaita.



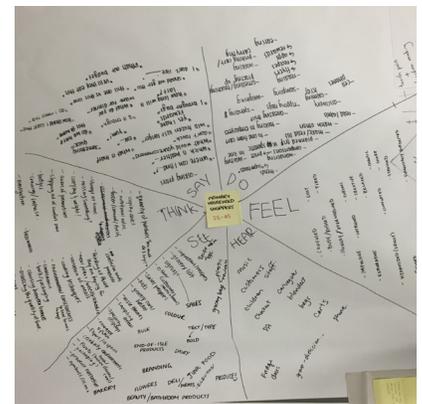
### INTERVIEWS

The HDL team conducted four interviews at a range of grocery stores in Vancouver, North Vancouver and Richmond with Store Managers, Produce Managers and an in-store Dietitian.



### OBSERVATIONS

With permission from participants, the HDL team followed three customers throughout their grocery shopping trip in different store environments, noting their behaviours and photo documenting their experiences.



### EMPATHY MAPPING

On an empathy map, the HDL researchers organized their findings into six categories based on what they learned that customers might say, do, think, feel, see, or hear in the grocery store setting.