

The Virtual Food Choice Simulator

Graduate & PhD Course
Measuring Dietary Behaviour the intelligent way
Fudan University Shanghai
November 24th, 2015

Agenda

- Presentation of VFCS
- How can it be used?
- VFCS as a research tool
- Shop4Health as an educational tool



Virtual realities

There are various types of virtual supermarkets

- Yihaodan, Chinese e-grocer
- Peapod, American virtual grocery store
- Tesco, South Korean virtual supermarket
- Wageningen UR, Dutch virtual supermarket



See



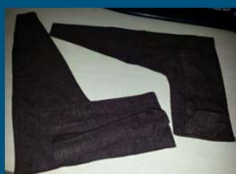
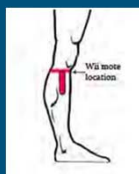
Grab



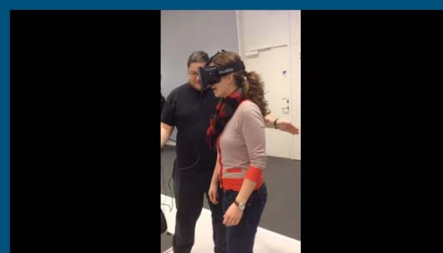
Grab video



Walk



Walk video



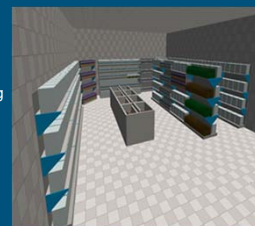
Video of VFCS

Video clip from Science Fair 2015
in Valby, Copenhagen



Use of virtual reality

1. The VFCS can be used for research
2. Shop4Health can be used for teaching



Our project with VFCS

Proofing the concept of The Virtual Food Choice Simulator (VFCS) in the design of a healthy virtual supermarket checkout aisle.

It forms the formative research needed to understand how consumer perception of healthier choice architectures in retail stores can be measured and whether virtual reality can be used in the design process of store layout

VFCS

Order	Location	Research activity	Purpose	Type of research
A (E1)	Campus lab	Using VFCS with job choices	Understand the customers choices	"see, walk and grab" + survey
B (Lid)	Living lab	Conducting questionnaires and observe	Get answers from the customers of their perception of a healthy checkout aisle	Observe + survey
C (E2)	Campus lab	Using VFCS with choices	Understand the customers choices	"see, walk and grab" + survey



Experiment 1 + 2

"Changing people's behavior in a predictable way without forbidding any choices" (Thaler and Sunstein, 2008)



Findings

A – Experiment 1 (Campus lab)

- Not reflective about choice of checkout aisle
- Support for a healthy checkout aisle

B – Lidl (Living lab)

- Not reflective about choice of checkout aisle
- Support for a healthy checkout aisle
- Few noticed the healthy checkout aisle

C – Experiment 2 (Campus lab)

- More visible
- Support for a healthy checkout aisle
- Free choice



Shop4Health

Aim:

The idea is to create a gamified virtual food reality that can be used as teaching tool for young people in home economics

Target audience:

4-6th graders = 11- 12 years of age

Game idea

Shopping lists:

Based on recipes for which the student need to create shopping lists. The game then asks questions while the student go shopping

Rewards:

Correct answers is rewarded with bonus points = kroner. At the end the palyer end up a shelf where the save kroners can be used for purchases

Play against your class mates

The game should allow for students to play against others in the class room or on the internet

Example of a game

- Arriving at the supermarket
- Grocery shopping for a certain recipe given to you at the entrance
- Getting questions when finding the groceries from the list
- Collecting points for the right answers

Sample question 1

Where does the avocado come from?

1. South of Spain
2. South of Mexico
3. South of Italy

Advantages / Dis-advantages

Technology/research

- VFCS can be feasible +
- VFCS is perceived meaningful by the participants +
- Further research is needed (bigger sample size) -
- There are technical issues -
- For educational use +

Store designers

- VFCS is cost effective \$\$ +
- VFCS is easy to use +
- Consumers are aware of the retailers increasing responsibility +

In general

There is still a need for further development!

谢谢