

3RD TO 5TH OF NOVEMBER 2017

WINNER OF EUROPE'S LARGEST DESIGN HACKATHON
"INSECTS FOR MASSES"

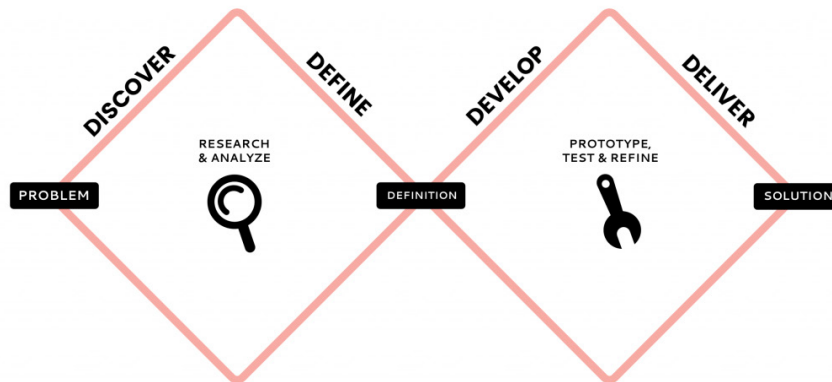
DASH

AT STARTUP SAUNA, OTANIEMI, FINLAND

HACKATHON FOR DESIGN-THINKERS

Dash is a design-hackathon like no other! This weekend-long gathering of the brightest young talents is the largest design-focused hackathon ever organized in Europe. At Dash, we focus on the design process at its purest, and pay extra attention to the research needed to create innovative and working solutions to the problems of today.

The greatest potential of this event lies in connecting the hipsters with the hackers and the hustlers. We don't want to find well-rounded people; we want to create well-rounded teams. We want to embrace the differences in people attending the event and want to use those differences to bring the projects to a whole new level.



IT'S ALL ABOUT PROBLEM SOLVING

In many hackathons the design process tends to revolve around the companies participating instead of the challenges being solved. This needs to be changed. Design hackathons have the potential to solve real problems, and this is a potential we are going to embrace at Dash.

One way to figure the design process is through a double diamond -model. There hasn't been a hackathon yet that would have its participants go through the whole thing. Hackathons have focused on just the second half, developing and delivering. Dash will be the first hackathon going through the whole double diamond, creating more mature and creatable solutions to problems.

The participants where asked to conduct the first step of the double diamond - model before coming to Finland where the three last steps will be conducted with a interdisciplinary team during 3rd-5th of November.

THE BRIEF - INSECTS FOR MASSES

BACKGROUND

The word 'nutrition' is on everyone's lips right now. All kinds of vegetarian and 'super' variations of traditional foods are popping up, and no wonder: for example, it takes 20,000 litres of water to produce 1 kg of beef. No need to say how unsustainable that is.

But there is some hidden potential that hasn't been unleashed yet. That being a 10 quintillion (that's 10 with 18 0's behind it) -large group, able to reproduce itself in just a couple of months. The insects.

CHALLENGE

How should we tap into this potential?

How should we add the insects in the products?

How should the products be packed and marketed, so that the masses will overcome their prejudice and understand what a great nutrient they actually have in their hands?

How will we get the masses to eat insects?

CLIENT



MY ROLE

Design researcher

Concept developer

Storyteller

Pithching

TEAM 29



Marta Adamska
MA Collaborative &
Industrial Design



Milla Alaraatikka
BA Interior Design



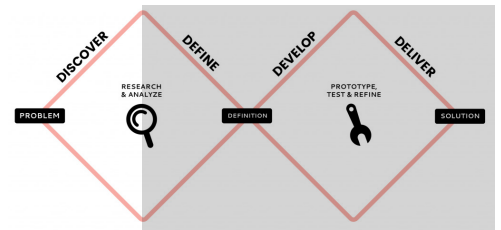
Sonja Kristiina Nielsen
MA Creative Sustainability



Jasmina Aleksic
MA Digital
Experience Design



Teodor Georgiev
MA Visual Narrative



THE DISCOVER PHASE

Design thinking cannot begin without a deeper understanding of the people you are designing for.



GUERRILLA INTERVIEW

In order to make the brief understandable before the start of the hackathon, I started off by doing primary research.

Guerilla interviews were conducted at the local grocery store “Hemköp Mariahallen”. I picked the location because I wanted to hear from the people who work around food all day, their opinion and feelings about the food in general and how they felt about alternative food resources.

FOCUS GROUP INTERVIEW

I reached out to friends and family that are full-on food lovers.

People who enjoy meals at home and when traveling, where exploring food is more of a lifestyle rather than a must in order to survive.



FOOD WASTE SEMINAR

What was the take away?

I attended a seminar about food waste and sustainable food resources, which gave me a better perspective about the global challenge of food production and how it effects the environment.



CASE STUDY

What are the marketing strategies of the competitors?

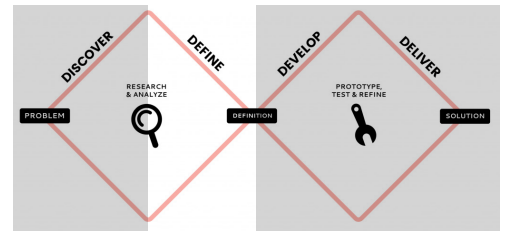
Who are the competitors?

Who are the ground breakers in the alternative protein source food industry?

DESKTOP RESEARCH

The concept of eating insects, "Entomophagy", isn't new at all. On a global scale, these protein-packed bad boys have been an important part of the diet for millennia. Really, Western cultures are just late to adopt this food trend. But they're not just good for you, they're good for the environment. The amount of red meat we consume in the West is an 'environmental nightmare', and as population increases, it's simply unsustainable.





THE DEFINE PHASE - DAY 1

The second quarter represents the definition stage, in which designers try to make sense of all the possibilities identified in the Discover phase.



SYNTHESISE

Making sense of the qualitative research and sharing everything that the team has seen and heard during the discovery stage of the double diamond- model.

The team used colorful post it notes to spot themes, patterns and cluster insights that lead to opportunities to design.

INSPIRATIONAL TALK

One of the mentors from Fazer - Juhani Sibakov - gave a short presentation about the story of Fazer and why insects matter.

It helped us to focus on the bigger picture and not limit ourselves in the creative process.



QUOTES GATHERED FROM CONDUCTED RESEARCH:

"I know that insects are very nutritious and good for environmental reasons that's why I wouldn't mind eating them, but only if they were disguised, so I don't have to see the whole insect in the food." - Hector, 23

"When I was 11 years old my father bought flavoured crickets and I tried it. Now I wouldn't be able to try them because I would get disgusted by seeing the whole insect." - Julia, 18

"Well if I knew that a dish contains insects, I would probably not want to eat it... maybe I would consider trying it as a powder. I don't need to know that it is actually insects." - Barbara, 23

"It is the habit of not eating insects that makes me disgusted." - Moses, 24

WHICH LED US TO THE INSIGHTS OF:

1. People being aware of the nutritious values of insects-based foods, but yet struggling to overcome their barrier of the visual disgust.
2. The visual appearance of the insects affect people negatively however by disguising the food more are willing to try it!
3. People are open to explore new foods and combining with their existing food lifestyle, but the lack of knowledge about the insect food is discouraging to take the next step.



WHAT WE HAVE LEARNED

People are aware of the health benefits and how food production is affecting climate change but they are still not ready to take steps towards eating alternative sustainable protein sources.

CHALLENGE

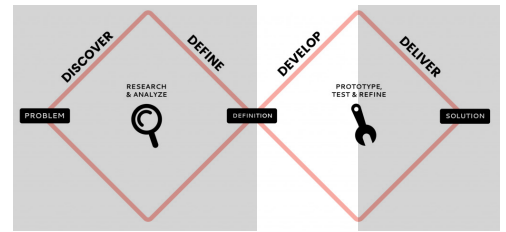
How do we eliminate the fear of insect based food and help people overcome the YUCK barrier?!

HOW MIGHT WE STATEMENT

“How might we” (HMW) questions are short questions that launch brainstorms. HMWs are seeds for your ideation that fall out of your point-of-view statement, design principles, or insights.

Our team created a question that was broad enough for a wide range of solutions but narrow enough so that the team could think of specific and unique ideas.

How might we change people's negative perceptions towards eating insects through triggering their curiosity and making them more open to discover new food experiences?



THE DEVELOP PHASE - DAY 2

The third quarter marks a period of development where solutions or concepts are created, prototyped, tested and iterated.

STRANGE THINGS INSIDE

OUR CONCEPT

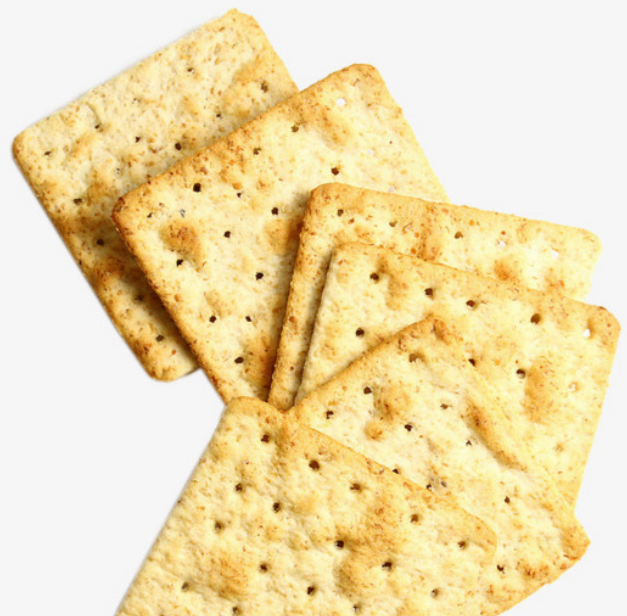
So how are we going to help Fazer lead the food revolution?

By introducing Strange Things Inside we aim to change people's negative perception of eating insects by triggering curiosity and encouraging exploration within sustainable food resources.

CRICKET CRACKERS

How would we add the insects in the crackers?

Our decision to add insects in the form of flour/powder came from our insights and research, which was that people are more keen on trying insects when they actually can't see them in their food.



EXPLORING FAZER

Fazer is a traditional bakery company and since 1952, fresh bread has been delivered to retail stores.

By looking closely at the Fazers existing products we discovered a big market potential. The range and varieties of crackers was limited. So we went for it!

We have built a concept around not only the packaging itself but also adding value to the product by creating a manifesto hidden inside the package.





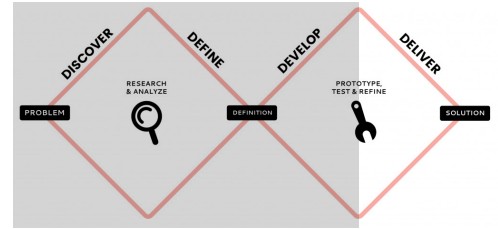
BECOME PART OF THE STRANGE MOVEMENT



There is something we all share—the natural sense of curiosity and eagerness to explore new possibilities. This boldness makes us playful and elevates our everyday, and we therefore want to embrace.

In a world with scarcer resources, we want to trigger our curiosity and expand our perception on what food can be. We want to start a revolution that is not about giving up on things but, instead, about providing new exciting experiences to lead a more fun, healthy and sustainable lifestyle.

#DOESNTBUGME



THE DELIVER PHASE - DAY 3

The final quarter of the double diamond model is the delivery stage, where the resulting project is finalised, produced and launched.



Yuck!
 “Bad” “Dirty”
 “Disgusting”

THE BIG QUESTION IS: HOW DO WE OVERCOME THE YUCK?

So how are we going to do this? We aim at triggering people’s curiosity to challenge them to get over their fears with irony and humor both with the packaging design and with marketing concept.

We want to start a revolution! That is not about giving up anything but gaining new exciting experiences through healthy and sustainable lifestyles.

INSPIRATION

How did we lose the desire to explore food through adulthood?

How do we get back in touch with our childlike curiosity?

We want to address the community of adventurous food lovers as well as enhance the “why not” instead of “why should I”.



Work and leisure time...

...because we do want to bring a positive change to our community.



Sharing and socialising...

...because we do want to bring an ice-breaker for new conversations.



STRATEGY & IDEA

The Strange Things Inside concept would trigger the customer's curiosity and encourage exploration in sustainable food resources.

When opening up the package customers discover a growing community of adventurous food lovers, which they can join either through the web site or by using the #doesntbugme posting and sharing pictures of insects-based food on instagram.

We envision our product as being a part of people's everyday life. It was created with the idea of sharing, enjoying and exploring alternative sustainable food resources with others.

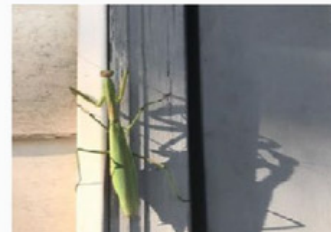
Various social media channels have become an essential part of our online marketing strategy. The web site and instagram serve as a way to communicate our manifesto with other customers and update adventurous food exploring community. This would be a great channel for the product to gain exposure within the community.

Our web page's main purpose is to enhance the transparency in our production because as conscious consumers we appreciate authenticity and transparency about the products that we consume.

#doesntbugme





44 posts

Top Posts




#doesntbugme

Entomoom ▼ Select language ▼







   

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ENTOMOPHAGY 101

INSECTS ARE THE FUTURE OF PROTEIN

HEALTHY:	SUSTAINABILITY:
 CATTLE 29%	 50x It's estimated that crickets are 20x more efficient as a source of protein than cattle.
 PORK 43%	 80x Crickets produce 80x less methane than cattle.
 CHICKEN 31%	 100x 100 g less of water creates 1g of cow protein, 11g of chicken protein, and 231g of cricket protein.

Percentage of protein based on 100g

OUR MANIFESTO

There is something we all human beings share - the natural sense of curiosity & eagerness to explore new possibilities. This boldness makes us playful and elevates our everyday, and is, thus, something we want to embrace.

In a world with scarcer resources, we want to trigger our curiosity and expand our perception on what food can be. We want to start a revolution. A revolution that is not about giving up on things but, instead, about providing new exciting experiences to lead a more fun, healthy and sustainable lifestyle.

#DOESNTBUGME

MARKETING CAMPAIGN

Our idea is to launch our product in stores by creating bold looking stands that trigger curiosity within the consumer in order to tap into the mood of exploration.

What would be the marketing concept and the main message?

To trigger people's curiosity we want to challenge them to get over their fears with irony and humor on the packaging and not by adding too much "boring facts".

What is new about the packaging?

The packaging itself is only the first part of our products onboarding process. The second part is the message inside the package where there is information about the launch of web platform and our movements manifesto "Strange Things Inside". And lastly the material chosen for the packaging is made from a 100% natural recyclable brown cardon, which is unbleached paperboard that retains the color of the wood fibers and has a visible fiber structure.

Why is the positioning of our product so crucial when hitting the market?

Recent market research report stated that 80 % of the purchasing decisions that customers make are within the retail store.

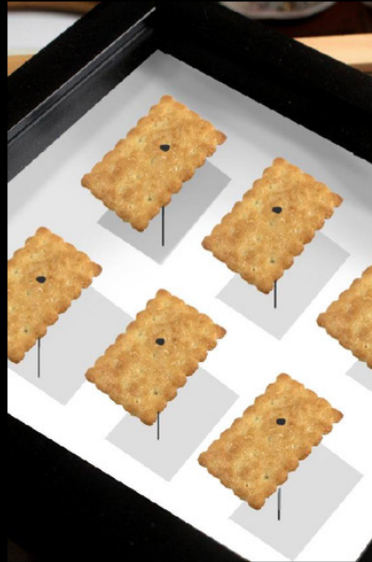
Where could we place our product in stores to encourage people to explore it further?

We believe that by placing our product far away from the cracker stands and other predictable areas we would get much more footfall - because we do want to stand out and intrigue customers.

Where would we start introducing our product to people outside of stores?

We want to bring the "curiosity" to where customers are most willing to try new experiences, like the FLOW FESTIVAL in Helsinki.

Product launch campaign



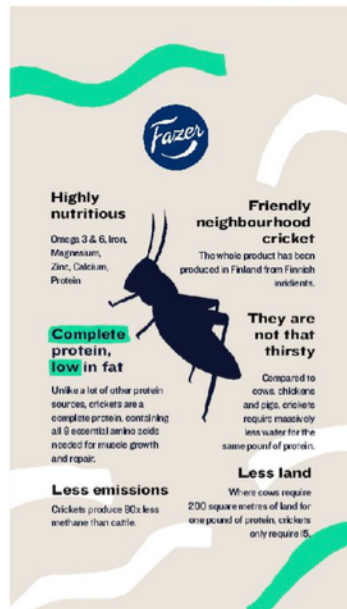
Campaign



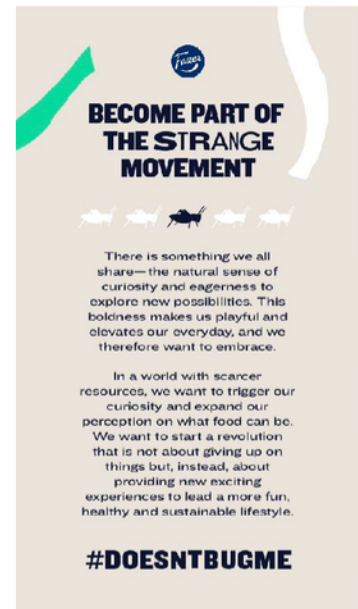
Inspiration



Front package
The pull of the customer



Back package
The information for the customer



Inside package
The involvement of the customer

Product launch campaign





THANK YOU!