

Food Programme

State of the Food Nation

Product design for social change

Shift

Agenda

45-mins


15-mins



A person is shown from the chest down, sitting and using a laptop. They are wearing a t-shirt with a vibrant, multi-layered graphic design. The top part of the design features a green and blue parrot. Below that is a landscape with a blue sky and white clouds. The bottom part of the design is a classical painting, possibly a religious scene. The person is wearing a black watch on their left wrist. The background is a textured, grey wall.

**Shift designs products
& builds social businesses
to help solve social problems**

Shift

A young Black woman with braided hair is shown in profile, eating a burrito. She is wearing a dark jacket and a white circular badge on her lapel that says "emoeswA" and "All the ingredients, none of the calories." The background is dark and out of focus.

Redesigning Obesogenic Environments

Build a venture that
reduces the calorie content
of takeaway food
in low income communities.

- reduces calorie content in existing outlets
- prefers new entrants that are healthier

What we've learned on the ground

1. Chicken Shops 	2. Boxed Chicken 	2. Healthier Entrants 
1. Healthscore 	2. Outlet Motives 	2. Healthier Changes 

- == Impact limited by market share
- == Barriers to healthier entrants high
- == 4-6 meals matter
- == New demand drives engagement

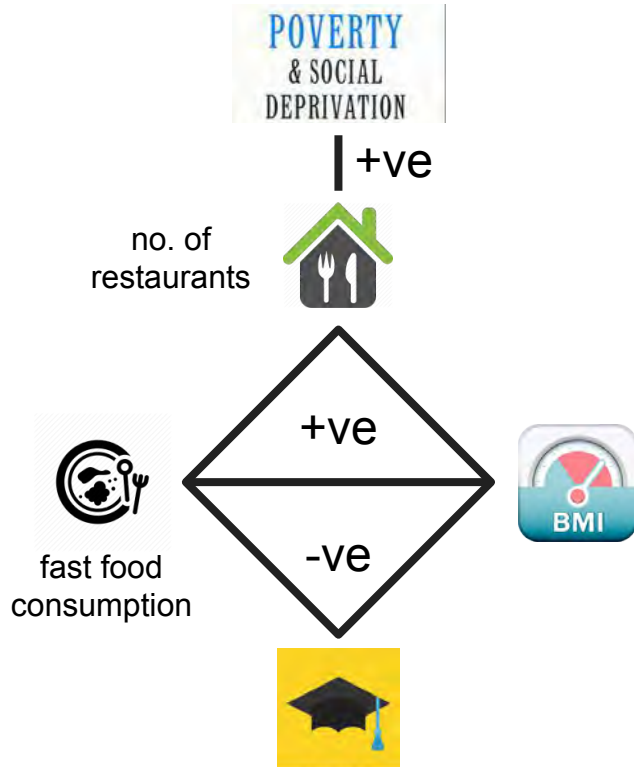
Agenda

45-mins

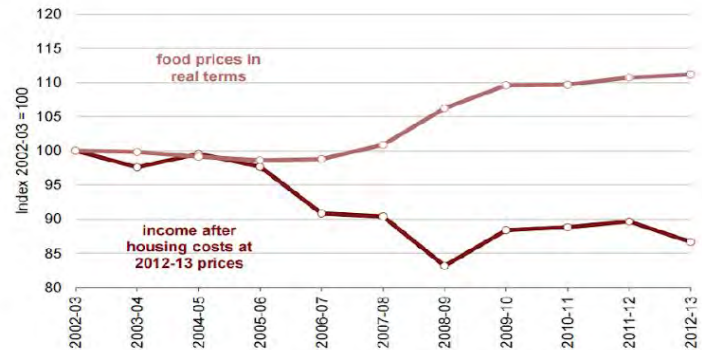
15-mins



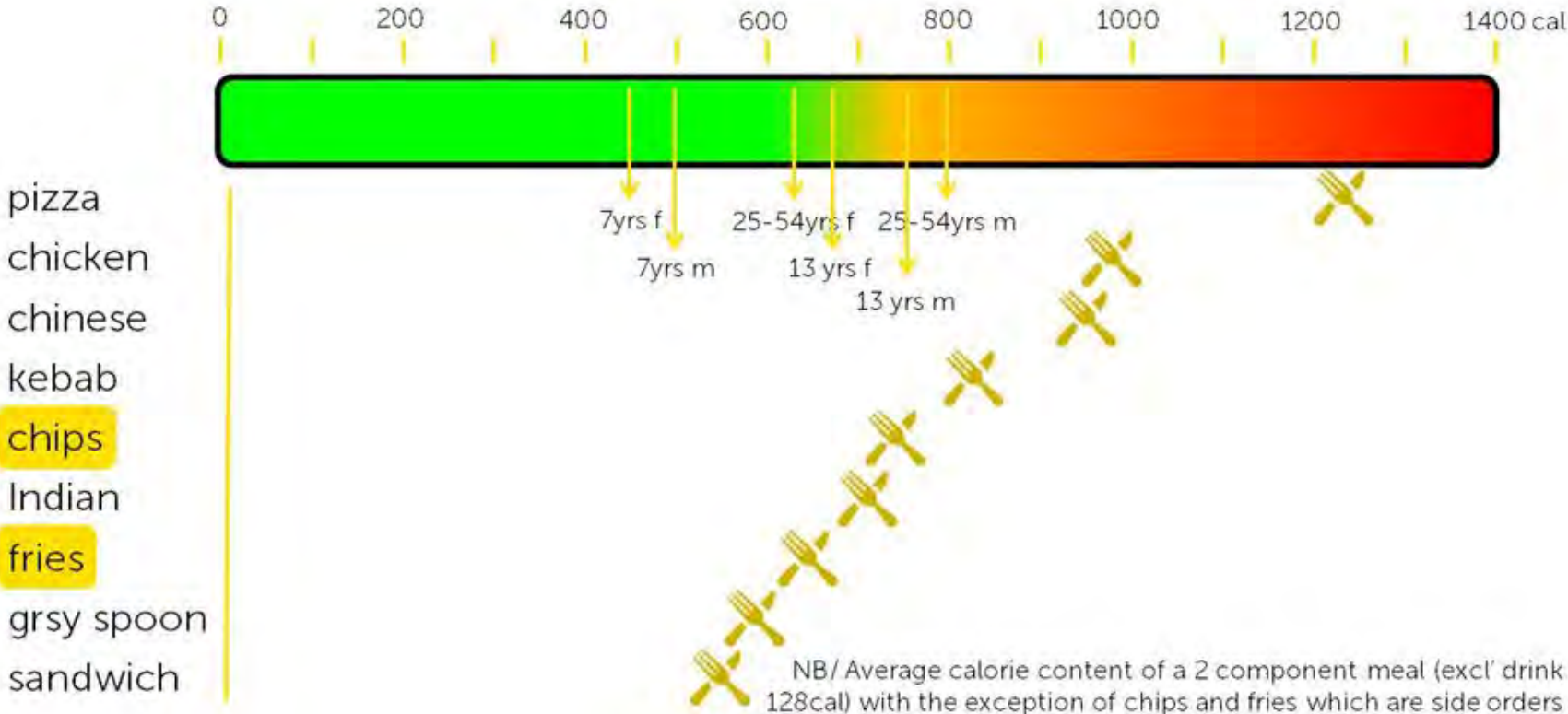
What's the connection to takeaways?



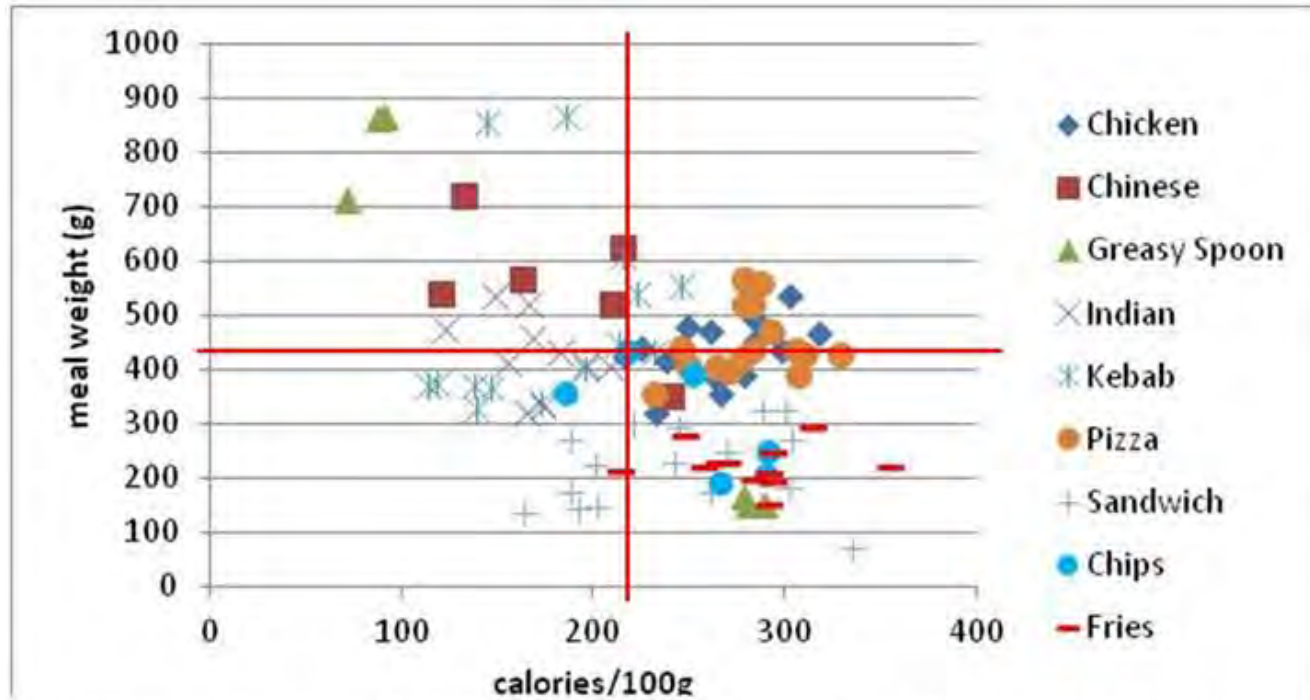
- stimulating local economy
 - micro eco'-system
- community benefit
 - social isolation
 - safe space for young people
- less to spend – cheap energy



Most meals exceed FSA meal allowances

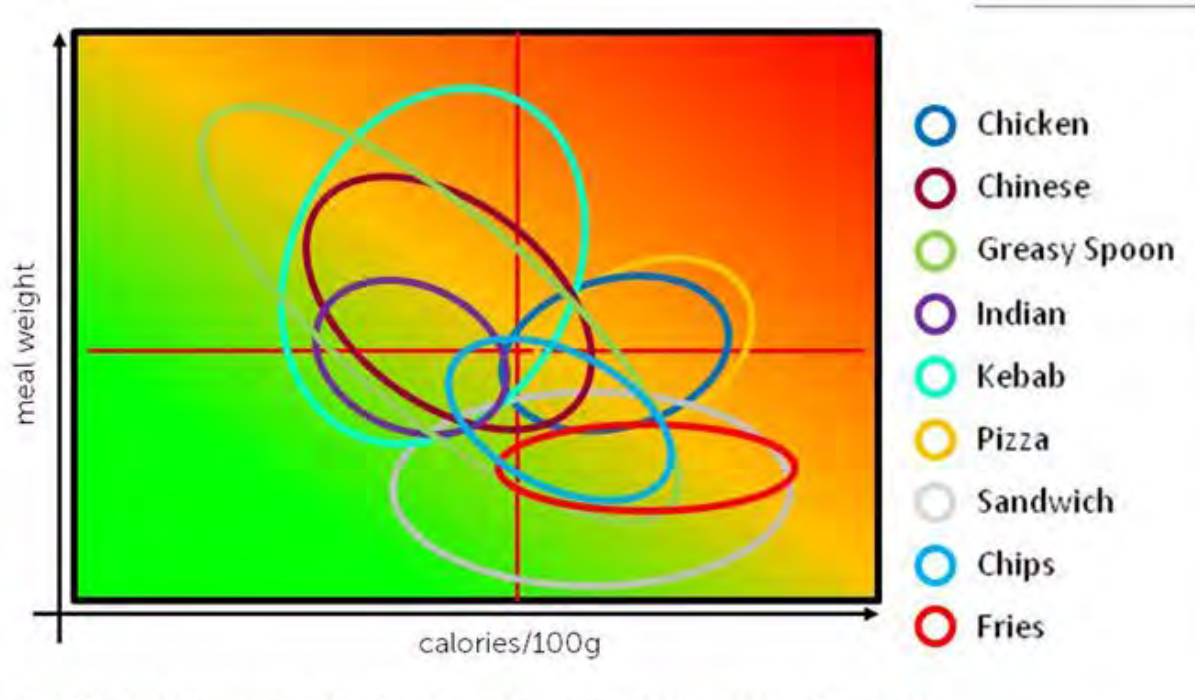


Portion size and calorie density drive total cals



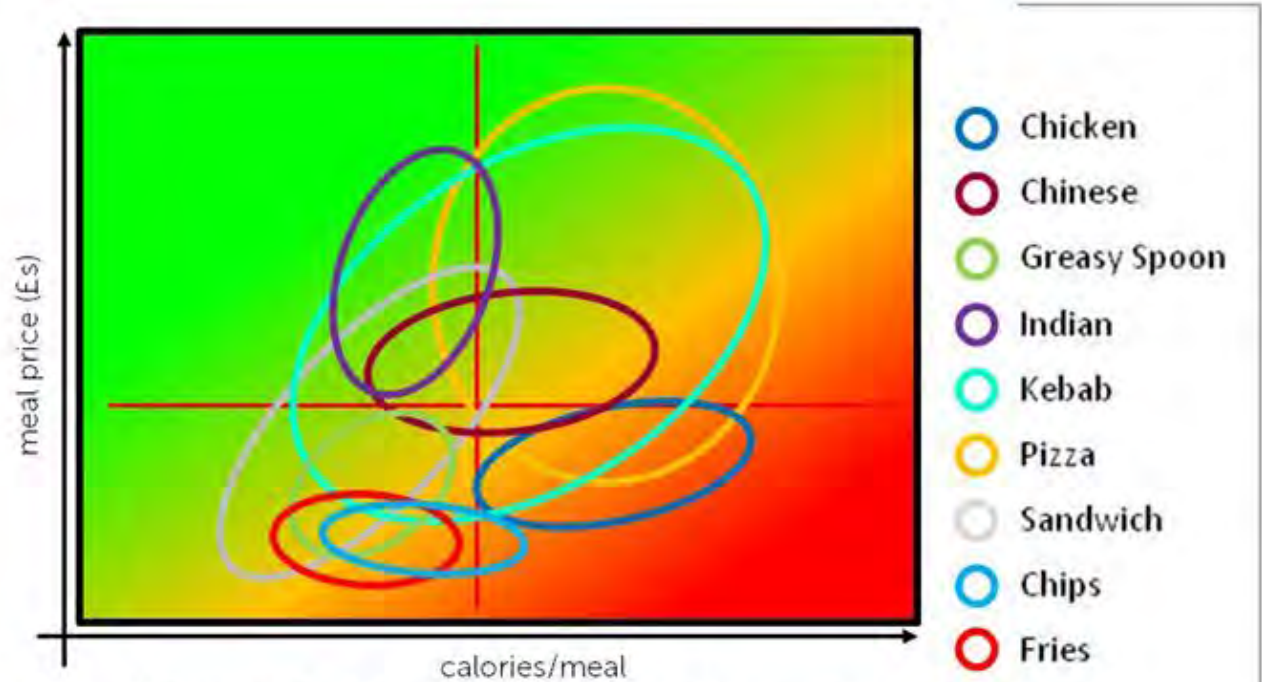
Calorie density increases with decreasing meal weight reflecting the underlying cost of calories in food ingredients and the need to hit key price points.. (red lines denote the all meal averages)

The top right quadrant is the least healthy



Pizza, Chicken and Kebabs significant contributors

Price determines ease of access (particularly for teens)



Chicken, fries and chips the primary focus for childhood obesity

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45-mins

15-mins



Our participants



44 participants

24 families

Children aged 0-16

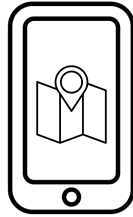
20 young people

Teens aged 12 - 18

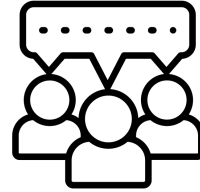
What did we do?



**Food
diaries**



**Location
maps**



**Tag
alongs**

one week

4 - 5 hours



Tagalongs

Tagalong activities



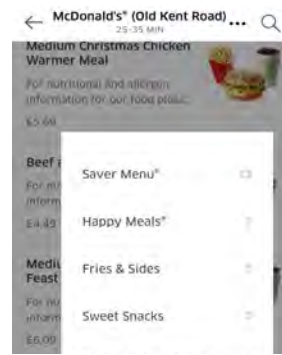
Walkabout



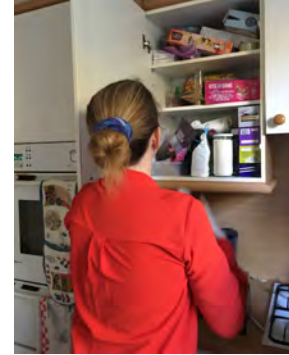
Grocery shopalong



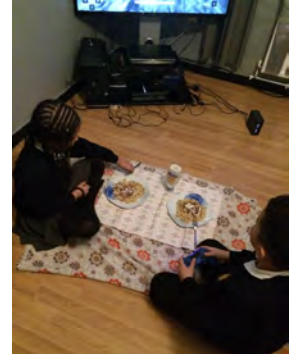
Takeaway shopalong



Online shopalong



Kitchen tour



Meal prep

5 Themes emerged

A black and white photograph showing a series of footprints leading away from a dark, textured area into a bright, snowy field.

1. Creatures of habit

An aerial view of several people walking on a paved surface, with their long shadows cast on the ground.

2. Social influencers

A silhouette of a person standing in a narrow aisle between stalls covered with dark plastic, likely a market or street stall.

3. Market gaps

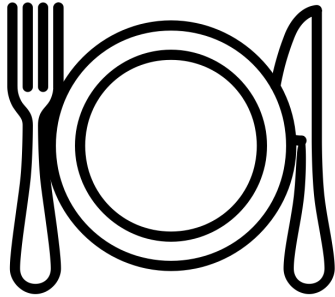
A blurred photograph of a supermarket aisle with shelves stocked with various products and a person walking in the background.

4. Environmental triggers

A photograph of a large construction site featuring several yellow cranes and a building under construction, with many birds flying in the sky above.

5. Changing 'normal'

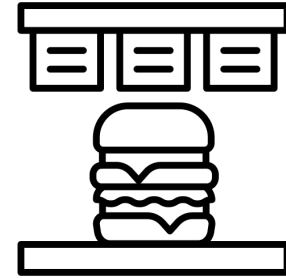
Home still the centre for eating



Restaurant



Supermarket



Takeaway

Families with
children
0-18 years



Teens
13-18 years



Traditional boundaries dissolving



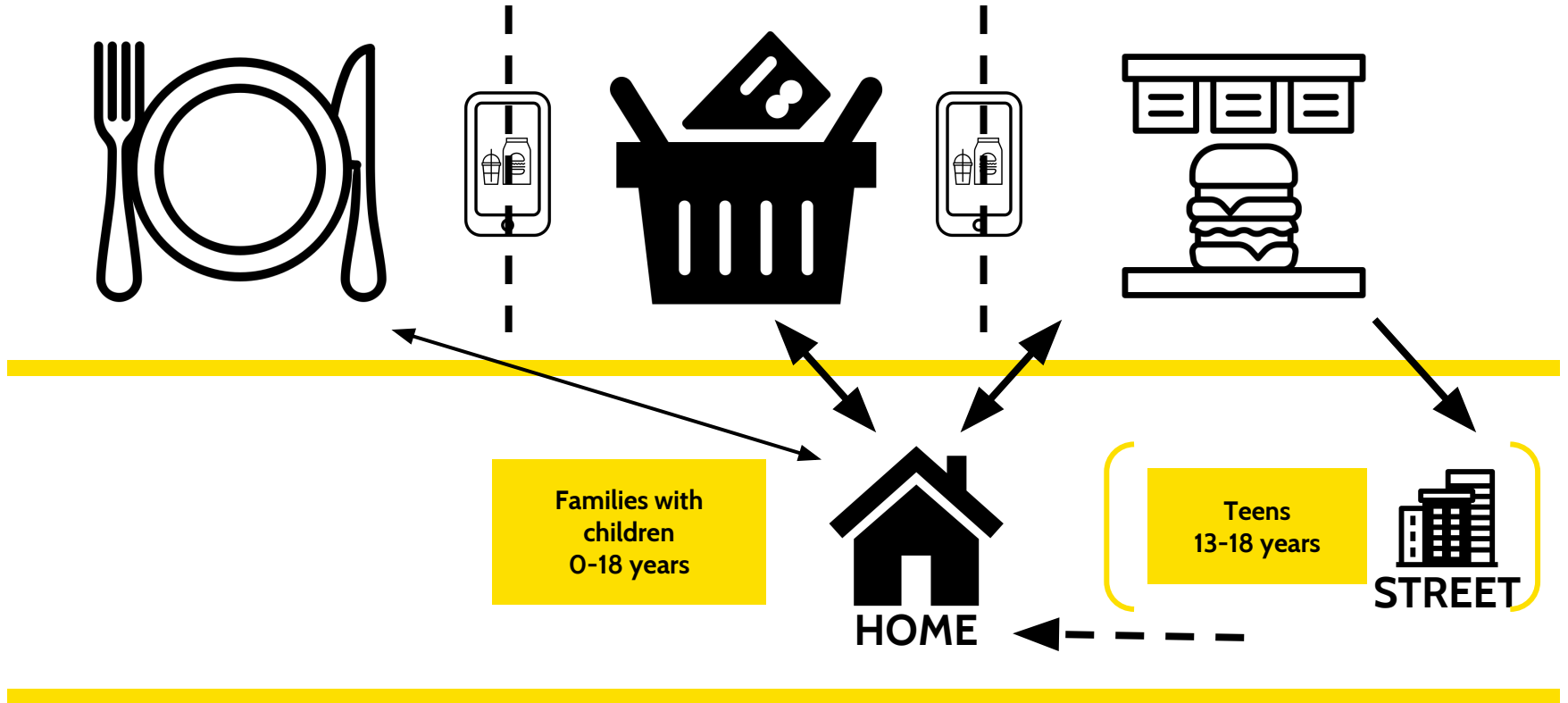
Families with
children
0-18 years



Teens
13-18 years



Primary food sources changing



Current fast food > ideal solution because

1. Cheap meals



2. Happy kids



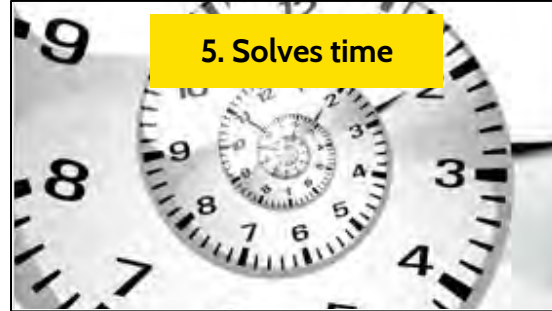
3. 'Buys' relationship



4. Avoids Stress



5. Solves time



The Market Gaps challenge

Takeaway is the perfect solution for parents with limited bandwidth. Families see it as just another option of having dinner: it's no longer a treat. But the problem is most takeaways are designed as a treat, and healthier home-style takeaway options are less accessible.

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45-mins

15-mins



The design challenge

**How might we populate the
online market with ‘everyday’
takeaway that’s just as convenient
and affordable, but better for
you?**

Introducing an **alternative takeaway service that delivers family meals, full of goodness, satisfying the whole family's cravings.**

How

Open the app, load it with credit or buy a family meal plan for the month. **We'll deliver you a hot, wholesome takeaway when you want it - straight from your local kitchen.**

Proposition hypotheses to test

Description testing

What's the best way to describe our proposition?

Interest in the proposition

Families are interested in this type of food - family meals as hot, delivered takeaway.

Willingness to pay

Families will “buy” this type of food - family meals as hot, delivered takeaway.

The right price

We can match price expectations of families on a budget

Description testing round 2

[Original] Order takeaway for the kids without you feeling guilty: ORDER NOW

CTR 1.9%

Guilt-free dinner for the **kids**, delivered to your door: ORDER NOW

CTR 1.3%

Grease-free takeaway for the **kids** delivered to your door: ORDER NOW

CTR 1.5%

Dinners you **don't have time to cook** for the **kids**, delivered to your door: ORDER NOW

CTR 1.5%

No more same-old takeaway. **Proper dinner** for the **kids**, delivered to your door: ORDER NOW

CTR 1.9%

[Original] Takeaway without the grease: ORDER NOW

CTR 1.6%

Guilt-free dinner for the **family**, delivered to your door: ORDER NOW

CTR 1.0%

Grease-free takeaway for the **family** delivered to your door: ORDER NOW

CTR 1.4%

Dinners you **don't have time to cook** for the **family**, delivered to your door: ORDER NOW

CTR 1.2%

No more same-old takeaway. **Proper dinner** for the **family**, delivered to your door: ORDER NOW

CTR 1.7%

Introducing “FamilyFeeds”

Proper dinners for you and the kids delivered to your door.

We’re a new meal service for young families on a budget who are tired of the same old takeaway everyday. Our meals are hot, nutritionally better family favourites in perfect portions.

Willingness to pay test

Landing page
with full menu



Meal page
and “add to basket”



Confirmation

Family Takeaway

No more same old takeaway.
Proper dinner for the kids, delivered
to your door.

What's on the menu?

Choose a proper meal for the whole family, then simply tell us how many adults and children will be eating and we'll deliver enough meals for each of you! Prices are £3.49 per child and £4.99 per adult.

Cottage pie Fish pie Mergers and mash

Family Takeaway

Cottage pie

Hearty cottage pie for the whole family. We'll deliver enough for each of you, including sides of broccoli and green beans.

Simply tell us how many adults and children you're ordering for and we'll send you the perfect amount for your family.

Adults - £4.99 each
1 adult

Children - £3.49 each
1 child

ADD TO BASKET

VIEW MY BASKET

Cottage Pie Fish Pie Bangers And Mash Roast Chicken Dinner Beef And Onion Pie Toad In The Hole
Spaghetti Bolognese Lasagne Chicken Noodles Tikka Masala

© 2020 Us

Family Takeaway

We're really excited that you'd like
to order from us, but we're not
quite ready :(

This summer we'll be launching a revolutionary new service - deliciously affordable takeaway meals, designed specifically for families.

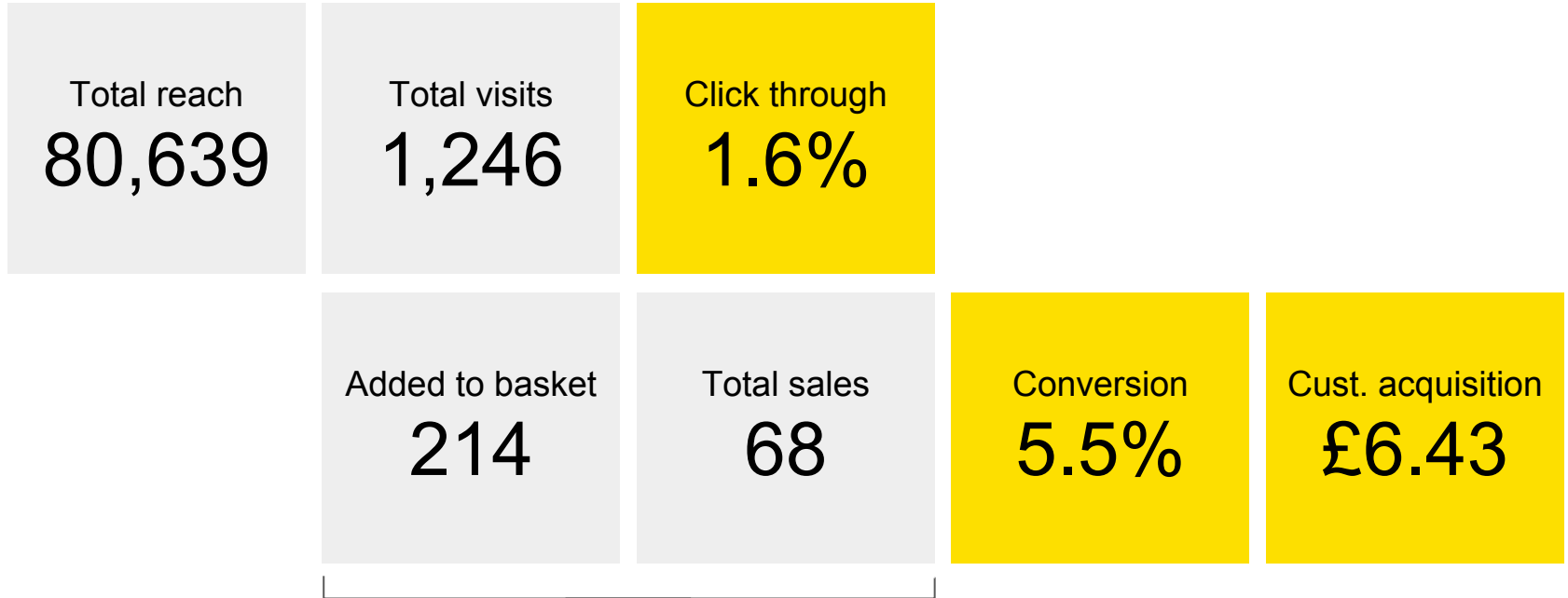
We'd like to thank you for visiting today. While we were unable to take your order, the food you chose will help us finalise our menu.

If you'd like to hear when we're ready to deliver in your area, just enter your email and postcode below. As a thank you, we'll send you exclusive offers as soon as we launch :)

Email

Post code

Willingness to pay: Birmingham



Assumed cart abandonment rate of 68%

Pricing test

Family Takeaway
Sponsored · €

Hot family meals to share - delivered direct to your door: ORDER NOW

Hot family meals to share - delivered direct to your door: ORDER NOW

WWW.FAMILYTAKEAWAY.CO.UK

Like

£2.99 kids

CTR 1.9%

Family Takeaway
Sponsored · €

Hot family meals to share - delivered direct to your door: ORDER NOW

Hot family meals to share - delivered direct to your door: ORDER NOW

WWW.FAMILYTAKEAWAY.CO.UK

Like

£3.49 kids
£4.99 adults

CTR 2.3%

Family Takeaway
Sponsored · €

Hot family meals to share - delivered direct to your door: ORDER NOW

Hot family meals to share - delivered direct to your door: ORDER NOW

WWW.FAMILYTAKEAWAY.CO.UK

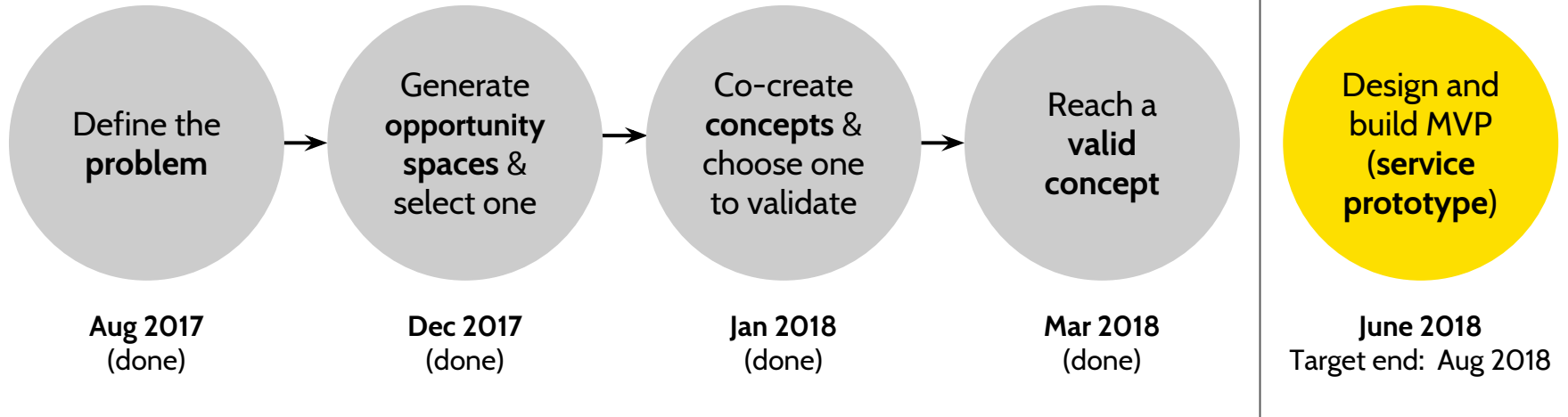
Like

£4.99 kids

CTR 2.2%

Pricing window

Where we are





- **Birmingham MVP1.0**
 - proposition test
 - w/c 16/07 - operational testing
 - w/c 23/07 - soft launch on Just Eat
 - w/c 30/07 - full launch
 - **London MVP2.0/2.1**
 - frequency of purchase/ scaling development
 - Lambeth & Southwark (Nov/ Feb-March)
 - Guy's and St Thomas' Charity supporting
 - **2 further restaurants planned in 2019**
 - scaling testing
-

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