**Xueqing:** [00:16:39] Ok, now we can move to the discussion. First of all, could you share with me your general opinions towards this system?

**Participant:** [00:16:51] I think it's pretty great. And it reminds me of when I was younger. I remember watching the U.S. announce that their kids news broadcast center, which. And we're talking about these things as as a thing of the future. Of course, it never worked. I mean, I was 20 more than 20 years ago, and at the time they were talking about mostly cereal, I think, and greens and maybe some porridge or whatever. Um, but this type of technology must have existed for quite some time. But yeah, but I still find them very futuristic. Yeah. And I'm quite fun to use as well. Very easy to use as well. Um, the yeah, the plastic thing up front. I assume that's not that's not supposed to be there.

**Xueqing:** [00:17:45] Yeah, that's just for maybe the hygiene

**Participant:** [00:17:48] Actually that's what I thought as well. That's confusing in the beginning.

**Xueqing:** [00:17:52] If you could use three words to describe the system or describe your experiments, what would you say?

**Participant:** [00:18:02] Um, well, I think I mentioned them just now. I think there is some sort of futuristic aspect to them. Firstly, I think it's easy to use. I personally think it seems easy as well. But, you know, it's like getting a sweet and sweet shop in a way. Yeah. Um, you know, that's what I would say mostly.

**Xueqing:** [00:18:31] Yeah. Ok. And how do you feel considering the two solutions that you just experience. You explore both the MIWA Smart Cup and your own container and how do you feel about the both solutions?

**Participant:** [00:18:47] Well, I mostly think it's what I think is the best idea is, is that you can use both because I know there have been some suggestions of doing this only through store-bought cups or only bringing your own. And neither of them, you need the choice of the two because depending on where you live. But I can. My sister, for example, does this. She goes to shops and vegetarian shops where she gets a lentils and rice for these sort of products very specifically. But I mean, she could do it because it's close to her work, etc. There's a lot of spare time, but if you're too busy, you really need the opportunity to at least the possibility to buy like a jar in the store. Yeah. Um, I think that's a phenomenal system. And even even these jars are quite I mean, they're quite lightweight, so you can bring them. At first, I thought it was slightly too plasticky. Uh, I prefer glass for these sort of things, but I think they're really quite a good solution. So the fact that you have to bring them to the store, there's nothing. Let's say you have to refill five of these things. I mean, you've got five of these big glass jars in the bag. So yeah, I think that's a great idea. Also thought originally I thought, yeah, like the hygiene thing, which was sort of getting in the way of this, this specific type of container. But even then, it wasn't much of a problem to fill this up. So I probably prefer using my own sort of like empty jars or whatever, um, as I do now, anyway. So yeah, and then then I think it becomes very durable. And um, you know, you basically get rid of the plastic in the rice container or any other type of container. But I think that's why I didn't mentioned durability just now, because I think it depends how you use it very specifically.

**Xueqing:** [00:20:45] How would you judge the different steps during your experience, such as for your first glance? How do you feel about the system? The first look.

**Participant:** [00:20:57] I think it's fun. I think it looks really like it has some sort of a it's maybe slightly too. I mean, I can't really picture this in an ordinary supermarket, I think in a way. But then if I imagine like a road three or four times as big, which I assume is, is the idea right where you've got so many more products? I think it's a nice machine. It should be slightly higher, I think, but I'm not even a tall Dutch man, but it's slightly too short for me. But um, no, it's a beautiful machine. I like the nozzles and maybe the things up front, up top for a bit strange. It felt a bit, but a. Um, yeah, I wonder how it would work if you got like a row of this might say 10 meters wide. Um, because maybe they're quite close together. So if you've got multiple people trying to get to the same thing, that might become a problem. That's the one thing to do.

**Xueqing:** [00:22:05] Yeah. So normally in the store, there will be a lot of the modules in the shops, and you can choose which one you prefer. But as you mentioned that there might be a lot of people waiting and that will be an issue. Yeah. And also in the real shop, there will have some branding visuals on the module.

**Participant:** [00:22:28] Yes, that's very specific.

**Xueqing:** [00:22:29] Yeah, no we just remove it to avoid some influence on the product perception.

**Participant:** [00:22:36] Yeah. Yeah, yeah.

**Xueqing:** [00:22:39] And how do you feel when you when you are learning how to use it?

**Participant:** [00:22:43] Oh, there was actually quite easy. The only thing that was a slight difference between the video and the and the machine because it was like a big black circle. I think we had to push and I couldn't see it. And that's why I tried to do the the top. Yeah, like a maniac. But uh, apart from that,

**Xueqing:** [00:23:05] How do you feel when you are trying to control the dispenser?

**Participant:** [00:23:09] You know, it felt really great. Not not so much for the crackers. The biscuits were OK, but the crackers were a bi t fiddly. I think it's not. The system doesn't. I think it's pretty work for that type of solid food. But I can imagine for the lentils and the rice, it's going to be the same. It's going to be the same sort of a it's basically a nozzle which you open. So yeah, yeah, I imagine that felt really good.

**Xueqing:** [00:23:35] Yeah, Why do you think this one maybe not suitable for the crackers?

**Participant:** [00:23:39] I think the crackers got stuck inside. I think the cookie thing was just luck, I mean, if it was slightly bigger, you'd have the same problem. I mean, it's of small grains or, you know, tiny particles, they'll flow through much easier and maybe the beans. Yeah, I've seen these types of machines in coffee shops. So yeah, they must must work as well. So, yeah, OK.

**Xueqing:** [00:24:01] And how do you feel about filling the cup?

**Participant:** [00:24:12] I think the the chip should be on the top chip. Yeah, because now, at least on the side, maybe even, but then maybe not me, but because no, I had to do something which felt no, it didn't particularly feel right because if it was filled, I think I would drop everything. Yeah, right. So naturally, I would be inclined not to show the bottom rather than getting shot at the top, I think. But maybe that's the reason, I don't know, but I think the chip is in the wrong place, but fell off.

**Xueqing:** [00:24:48] OK.And what are the positive elements come to your mind regarding this system?

**Participant:** [00:25:04] Well, I think in the long run, this is a way to just you, very specific things like grains. I can imagine just having one store just to, you know, certain types of rice, for example, and particular, if you put it like in the back of the shop so you can fill in the bag. It seems quite efficient if you do that. Um. So, yes, I mean, the real positive sort of thing is sort of, I think, a progressive durability sort of change which could be initiated by these sort of small changes.

**Xueqing:** [00:25:41] And then what are the potential problems you think or which step you think may hinder you?

**Participant:** [00:25:49] Well, I think you mentioned it before. I think it's branding. I think branding is going to be a problem for this sort of stuff. I think that's always been the reason because you see it, for example, with the beer in the Netherlands very specifically right where 20 years ago every bottle was brown and then all these companies starting to realize they could brand quite effectively through shaping the bottle in a specific way. And that's why the entire exchange money starts if elses are same has basically been run down through brands essentially not wanting to participate in a collective program of recycling. I think that's true for this as well. I can imagine, say, Kellogg's, for example, not wanting to or maybe only wanting to have like one thing in the supermarket, right? So you basically got this. But then for Kellogg's, and then it means you have to have another one for the cheaper alternatives, the supermarket for this and this other brand. I think in the long run, it may actually be quite convenient for them. I think that's not particularly convenient for the consumer to be to have all these because there's less shelves, of course, in this rather than an actual supermarket set up already. I think there's too much choice anyway. Supermarkets, but you know, we're still talking about big companies trying to sell a particular product. I think that's a problem. Particularly, I mean, the conflict. Maybe that's a brand new coffee you can think of maybe more or less in terms of branding more in terms of the types that could work. But I'm pretty sure the way I would like to use these things to say where you've got this type of coffee, this type of coffee and that type of coffee, but that's not going to work. What's going to happen, of course, is that with extroverts and some other coffee brand and selling their own sort of ground and non ground coffee, I think, um uh, and I think that's even true for rice. So you get less types of rice and more types of brand of rice, actually. I think that's a problem. Yeah, I think that's also the reason why all of these systems have always failed, actually. Yeah.

**Xueqing:** [00:28:01] And how do you evaluate the system in terms of the hygiene? Do you think it's generic or you have some concerns on that?

**Participant:** [00:28:15] All right. A topical question, I think if it was two years ago, I probably say it was very hygienic or not not bothersome. So in that respect, nowadays I would offer things like more about that, particularly when it comes to bring own container because I can imagine that being sort of a big contaminant. Um, I mean, in this case, I think the corona, but you know, maybe another disease, um. Yeah, maybe I mean, I don't know whether you do fluids with this as well. Maybe that could be slightly less hygienic. I mean, I can imagine, you know, doing some sort of soda in this as well and get rid of all the bottles and just reuse the same bottle. Maybe that's slightly more milky. So I think it depends on the product, but I wouldn't say it's unhygienic, but I can imagine there's some concern there now.

**Xueqing:** [00:29:10] Yeah. And to what extent do would you like to use it if this system is available in our supermarket?

**Participant:** [00:29:22] Well, that depends on the type of things they're selling. So if this is sort of the end part, I think of the market where it's just something accessible to big brands, for example, because they're set up because it's a beautiful way to presenting a product. And basically it's a bigger sort of advertisement. So it would depend on that very specifically helps you. If it's a very specialized product. And I think this is perfect for that, like types of coffee or types and tea what types of rice. But um yeah. And also links all those different types of lentils. I mean, that sort of stuff. I think that's perfect for this. Dried beans.

**Xueqing:** [00:30:08] If it provides the products which you want.

**Participant:** [00:30:21] Yeah, yeah. Probably I might actually use it just for the fun of it again. But I don't know. In the end, you just go to the supermarkets or the markets or buy products, right? And I'm not going to get inconvenienced by anything in that. But. I can imagine it could sort of open up, maybe present particular products in a different way, like different beans you tend to get. And then you come across some of these sort of machines and think, Oh, I have this bean instead of the other one. Yeah, I can imagine.

**Xueqing:** [00:30:59] In the next session we will discuss about the product categories and options. And now we can just jump out of this six product we provide today and discuss about the other possibilities. So which kind of product would you find? This system is useful in your grocery shopping.

**Participant:** [00:31:32] Yeah, I think I think beans, lentils very, very specifically because I've seen not this, but like an analog version of this system, just a purely mechanically just jars which you sort of open up to fill a cup. I've seen those sort of systems and this is just an alternate version of it. I think that's ideal, for example. Um, because I mean, they just bought in bulk everywhere, right? And you buy them for a kilo or something in the in the ordinary supermarket and that's just a waste of plastic. So things like rice, I think. I don't particularly porridge, but I can imagine cornflakes in general, like cereal, which I also don't particularly eat. But you know, I can imagine coffee. I think work. And like I said before the coconut crackers and the biscuit, those are the things that probably maybe peanuts and like nuts I can imagine you could do. I also think in terms of liquids, whether you can sort of do it at night, you know, things like Oil olive oil was even Cheap oil. I think of things like soy sauce, for example, chili sauce. It would be ideal in this situation.

**Xueqing:** [00:32:41] Do you have any ideas on what kind of non-food product it can offer? We are discussing about the food product, but actually it's not only limited with food product, OK, can also be something inedible.

**Participant:** [00:33:07] Well, I can imagine, but some of it fell a bit finicky, so it depends how strong it is sort of built. But things like nuts and [00:33:32] bolts. [00:33:33] You know, in hardware shops, that sort of material could be distributed through this. But to me, this has always been sort of connected to food. Yeah, those are the things, but I think that be a waste of a machine like this. I think it's unnecessary.

**Xueqing:** [00:34:04] For which kind of product do you think this system is not suitable?

**Participant:** [00:34:12] Well, yeah. Unless you can convince me otherwise, but I really do think inedible things are just not. They don't need it, I think. I can't think of a good bulk material buy in a jar unless it's motor oil or something like that, um. And maybe the slightly long pier thing, maybe, oh, cat food, by the way, be a dog food, that sort of stuff is phenomenal.

**Xueqing:** [00:34:47] Do you think this system offers the benefits for the environment?

**Participant:** [00:35:01] Yeah, I think so, if used properly. I mean, particularly with the lentils and rice, you're getting rid of so much plastic. Hmm. But it does still depend on how you're going to fill the machines. I mean, if you yeah, sure, you maybe reduced like a tenth of the plastic, you can start using a tenth of the plastic you normally using. But if it still comes in big plastic bags, I think it might not necessarily be useful enough, particularly considering this cost more energy to use and produce. So I can imagine there's a problem there. But yeah, I think in general, I think people would think it's very durable and very good for the environment, but I think there's still some questions to be had there. I mean, based on my yeah, just my perception of it now. Um yeah. So they have to be convinced before that's actually true. But I think there's potential.

**Xueqing:** [00:36:06] So besides the packaging prevention, do you think it has some other environmental benefits besides reducing the plastic?

**Participant:** [00:36:24] But I mean, the entire chain around their rights. So it's the entire production chain of of, uh. I mean, I can imagine it's easy to transport large bags of rice, for example, than smaller bags. In the long run, that's going to have some sort of energy effect. So I mean, in general, that's more of my sort of cup of tea when it comes to environmental problems anyway. So yeah, I could see that. And that's true for the plastic, I think, as well. It's a reduction of plastic producing costs, etc. So I put it that apart from packaging. I mean, I don't know how much sort of energy it uses around only now. And so it's not just for reusability of this, that's sort of what I'm trying to say, but it's more around around the back end as well. That's what I think these. part from the packaging. I don't know.

**Xueqing:** [00:37:26] Yeah. Ok, thank you. And for which products using this system will offer the biggest environmental benefits.

**Participant:** [00:37:46] I assume it's things like lentils and beans and rice, the smallest of he things, yeah.

**Xueqing:** [00:37:51] Why do you think it's this kind of product?

**Participant:** [00:37:54] I think that alternatives. But if the biscuits, biscuits and the crackers, I think they're not always sold in plastic anyways. And I mean, people eat more rice globally at least than any of the other products. So it's going to be quantifiably more of an impact, I think. Yeah. Um, and it's the same for for for beans and lentils, I think. Yeah. So those those type of products, I think like staple food stuff. Essentially, that's going to be the most important change. And maybe things like oil as well. I think if you could use it properly for those sort of things, I think that could help. I mean.

**Xueqing:** [00:38:44] And as you know that this packaging will be reused again and again by yourself, or you can return it to the system and it will be cleaned and resealed again so it could be used by the others. So could you imagine how many times that you will reuse this cup before you return it or replace it? Such as for the rice.

**Participant:** [00:39:20] Probably not a lot, to be honest, because I'm still using all jars and cups I found in my student house years ago. Um, so I don't think you really need to, I think you will just out of convenience, right? Because if you're going to take this in any way, you can just exchange it for a new one, which I also think. Come to think of it as it might be a bit of a problem. Yeah. So it's too much consumer choice involved. But I think you don't need to reuse it, and I don't think you need to put it backit for the money. Yeah, I think this is perfectly fine. It looks perfectly fine.

**Xueqing:** [00:40:08] So you would prefer to return it after you use it and get your refund?

**Participant:** [00:40:13] No, I probably wouldn't. I'd probably make the conscious decision that is not the point of the system. And but I think there's no incentive not to. And therefore, people will do that right. I mean, it's just particularly if it's filled with something which isn't a dry good like oil, for example, then you just return it. You don't wash it up, you don't have to. And actually, there might be some energy reduction there by massive cleaning cleaning jars, but which was the point of most of the course. So if that's the actual purpose of it, then yes, I can. I can actually see that as an advantage, maybe. But otherwise I think you don't have to, I think.

**Xueqing:** [00:40:57] And after several reused circles by yourself or by the others, there might be show some little scratch on the surface of the cup. And how would you judge this kind of signs of usage?

**Participant:** [00:41:12] I personally don't mind at all.Yeah, no.

**Xueqing:** [00:41:14] Even it is made by the others?

**Participant:** [00:41:18] Oh other people. And no, I don't think so. The only thing I'm thinking of is that you have to have like a good place to dispose the cups. And so you're actually if you're 100 percent certain that the jars in the store, I can't be mixed with sort of used jars then. Yeah. Because that's of course, that would be the only reason for me to, um, to be slightly hesitant to pick up a um, like a slightly scratched or slightly damaged one. But otherwise, no, I wouldn't mind.

**Xueqing:** [00:41:57] Ok, then we will move to the next session, which is to encourage you to compare this system with some other similar solutions. For example, there are three examples, and I can briefly introduce each of them. For the first one, it's a loop. And this one, they fill the product in the metal packaging, as you see in the image, and then you can purchase the product from the supermarket. And after you use up all the product, you can return the empty packaging to the store. Yeah, but this one, they have some original branding visuals on the packaging, as you can see. Yeah, yeah. And you don't need to clean it. You just finish the product and the return it to the store and get your refund. It's a similar, uh, working process with this system. And the second one, you perhaps heard about it. It's a Peter Pot which is in the Netherlands, and they deliver the food product in the glass jar to your door. So you need to order them online and then they will deliver it to your door. And after you finish the product at home and you can just return the empty pods through a pick up service. So that's a second one, and you can see there are no branding visuals on the packaging. it is just the glass pods. Yeah. And the last one is named the cover, which is self owned branding shown on the original packaging, you purchase one product which is already filled. And after you finish it, you will return to the store and refill the same products in it with your original packaging. So these are three different but similar solutions. And do you have any questions towards them or you can also take some time to have a look.

**Participant:** [00:44:13] What exactly? I'm slightly confused about the difference between the first and third one.Just metal versus versus something else.

**Xueqing:** [00:44:23] Yeah, the first one. You buy the product, which is already filled in the metal packaging and you take it back home and use it. After you finish it, you return the empty packaging to the store.

**Participant:** [00:44:40] And in the third one, you're basically refilling the same packaging. Yes.

**Xueqing:** [00:44:45] Yeah. Ok, yeah. Just refill the original packaging you bought from the supermarket.

**Participant:** [00:45:08] I personally don't like the first one very specifically. I think I'm just going to destroy everything and deposit back. No, there's no point in that. I think the third one has some potential. I think this system is superior because it's more flexible in terms of what you put in on course. Like I said before, I think the branding is a problem. Um. I mean, just so you're basically reusing packaging, right? In a way, this system is the same as buying like a soap dispenser and then buying the, you know, the bigger bottle refilling. That's that's basically this, um, to some degree, because I think that's that's the very least that's where you should be as a society, we should be. But you know, and I personally really dislike the middle system. I think, um, I don't know. I actually don't know this company. But um, I think there's no point in then actually going house to house and dropping off the products. I think that's an error of judgment in terms of the big energy crisis that we're sort of in. It's not just the plastic, it's I mean, we're also talking about the gasoline, et cetera, et cetera. I think that's that's the major problem here. I also think there's another problem here is whether you can trust the company enough to feel something not with just the like a small bag of lentils, for example, which I'm sure they'll do and fundamentally, I think, should not trust companies like from a philosophical perspective. So I dislike the middle, I think the right one, but I think this is by far the better system compared to the industry. Um yeah. I mean, in theory that the middle one has some potential as a sort of if it wasn't, if you could do it yourself, I guess, or if it was a market, I would say that's a nice idea, but not as a company. I think there's something wrong with that.

**Xueqing:** [00:47:09] Yeah. So that's just to use it as a container and fill your own product inside.

**Participant:** [00:47:15] I mean, if you if if you let's say if you got like a local farm or somewhere to do that, I think that's a great idea, right? Well, distributing jam or whatever in your local village. But this is this is not the way to do it. I think this is completely opposite to how organized society should. You should organize food distribution, essentially.

**Xueqing:** [00:47:40] Or have you ever experienced similar packaging system like these?

**Participant:** [00:47:47] Like any of these?

**Xueqing:** [00:47:48] Yeah, or beyond of these, another kind of reusable packaging you experienced.

**Participant:** [00:47:55] Uh, I mean, yes but not on an industrial base. So I've been to, uh, there was an oil shop somewhere in town years ago where, you know, you just walked in with a bottle. There's quite a lot of breweries as well in the UK at the moment. Um, offering particularly grown a but before even where you just walk in with an empty bottle and you fill up the bottle with a like a pint of beer, for example, and a few pints, otherwise it's useless. But. So those yes, there's already like a culture. I think of doing something with stuff you've got lying around, but not with the packaging itself. I think that's the difference. So you still have to bring your own packaging essentially. Yeah.

**Xueqing:** [00:48:36] Yeah. Ok, thank you for sharing. And to compare with those systems, what do you think the MIWA smart reuse as for the pros and cons?

**Participant:** [00:49:03] What the pros and cons are with this. But they I thought I mentioned them before, but I think there might be a problem in terms of mass use. Because I think that's easily resolved. There might also be a problem in terms of space because it takes up more space, at least this set up. I assume you can do it slightly differently than a modern supermarket. I think that's a big con, or at least, at least at the moment, um. Um, yeah, another one, but I don't know what it's a pro or con, I mean, in terms of how much maintenance a machine like this needs, because I can imagine stuff getting stuck now and again. You asked them before about hygiene, by the way, I just realized, I mean, particularly the biscuits more and how I wonder how the system is closed off on the inside. It must be like a jar century,

**Xueqing:** [00:50:11] But it's like a capsule.

**Participant:** [00:50:14] Can I see that? Yes. Yes. Oh yeah. I think this is quite small. I think that's a disadvantage.

**Xueqing:** [00:50:43] Ok. Yeah, it's around three to five kg.

**Participant:** [00:50:55] There's a plastic bag in. Yeah, it has to be a plastic bag. Does this happen?

**Xueqing:** [00:51:03] Yeah, the products will be filled in this pouch, this plastic pouch and then insert it in the capsule.

**Participant:** [00:51:11] It's like a funnel, essentially. Mm hmm. I think in terms of mass use, I think this is no big enough for supermarkets and bigger ones, this one is 5 kilos you said. Yeah. I mean, that's maybe like 10 people. I think that's the problem. Um. If it could be bigger, I think it'd be a pretty interesting. Also, I'm slightly intrigued by the plastic thing inside because it does still mean you have to put in something different. It changes the entire thing, I think. Um, but I mean, on the plus, I do think it's convenient and it might actually be convenient to teach people to bring their own stuff to the supermarket. I mean, like if you go to the butcher, for example, to bring up a small thing. I mean, my sister does this everywhere. I think it's slightly too extreme. But uh, I think to some degree she's right, you know? I think that's yeah, I mean, that's what I like about. I also think it's just fun, but. it is easy to use as well. And also like this system. These were 120 for a jar, which is a really reasonable price.

**Xueqing:** [00:52:42] Yeah, OK. We're almost done. Do you want to add any thoughts or opinions towards the system?

**Participant:** [00:53:02] Yeah. I do have a question. How does this work? How do you fill it essentially?

**Xueqing:** [00:53:08] We have an equipment which you need to put the pouch in that equipment and then just pour the product in the plastic pot. And after that, you need to insert the whole pouch inside the capsule and then install it in the module.

**Participant:** [00:53:29] Ok, so you take that one and then you put like a new on it? Yes. Oh, that's I mean, so that's actually quite convenient.

**Xueqing:** [00:53:36] And you know, there would be like what you see behind you, there will have a lot of capsules stored in the supermarket and they just change the capsules when it is finished.

**Xueqing:** [00:53:50] So you could also just sell these boxes essentially and move them around in the from a central distribution centre and just drive these around. Yes. You could also completely also make this process. You don't need actual workers to do that.

**Xueqing:** [00:54:06] Yeah, that's a work of the company. They will fill the product and they will manage to maintain and clean the capsules, so they just deliver all the capsules to the producer.

**Participant:** [00:54:23] I think that's both a massive pro- and a massive con. Maybe potentially. Um, but that's I hadn't thought about that, but that's very interesting. I do.

**Xueqing:** [00:54:35] And also, this capsule reusable. So after the one finished, they just return the empty capsules to the company and they manage the cleaning.

**Participant:** [00:54:55] And the central company, which is the that's not the same producer as the machine itself.

**Xueqing:** [00:55:00] It is the same. They produce a whole system.

**Participant:** [00:55:06] And then they basically contract all the companies to build that product.

**Xueqing:** [00:55:13] Yeah. They cooperated with some global brands to sell their products in the capsule. Double loop.

**Participant:** [00:55:41] Um, I have to say it does change my opinion about this entire thing. I realize this because I think one for me, one of the main advantages really was as well that you can just fill it all over. You want essentially. And if you're a small, small company, even you could use it. But that's basically impossible now because let's say you produce coffee, you can't use a system of this, although I think you need to if you're small company. But let's pretend it is important you're still dependable on another company to to this part of the work, essentially for you.

**Xueqing:** [00:56:22] Your mean which work?

**Participant:** [00:56:25] Yeah, because let's say I want to install one of these things in the shop. Yeah, then this entire side is basically out of my control. I just I can only buy the products they are selling. What can I ask them to fill it with,Let's say I'm a supermarket.

**Xueqing:** [00:56:45] Yeah, you are a supermarket, you want to use this system for the products you are selling.

**Participant:** [00:56:52] Yeah.

**Xueqing:** [00:56:53] Then you need to ask the the producer of the product to contact the company and fill their products in the system. Because this this process is done by the food producers. They will refill their food inside the capsule and then deliver it to the supermarket.

**Participant:** [00:57:28] Yeah. So then but then they're still sending it directly to the supermarket, essentially. Yeah. So I mean, I don't know how this how these sort of change work and in practice, because at the moment, of course, every single supermarket is organized through massive distribution center, which would naturally quite easily tie into these things. But then this would be like an extra con in that chain, which isn't connected to production centers of most of the food, I would think. So I'd argue that unless they so for albert heijn, for example, this system would be absolutely phenomenal. I think, because they could just fill it with their own products, right? And not sell, not fill this with big brands essentially,

**Xueqing:** [00:58:19] Yes, they can fill their own product.

**Participant:** [00:58:21] In that case, I think that's a con because I think the negative side of it, I think, might be, um, increasing monopolization of particular companies of larger chains. Essentially, that's my big fear here. But I still like the system in a way. I think there's something interesting about it.

**Xueqing:** [00:58:45] But um, there's something in the backstage of how they cooperate with different parties.

**Participant:** [00:58:53] Yeah, besides. Yes. Yes, I think so. Yeah, I'd be the type of thing I'd be because I'm actually quite naturally distrustful. Um, I might get cynical about this if it was ever written in a store at some point.

**Xueqing:** [00:59:13] Ok. We are reached the end of the interview. Thanks a lot.

**Participant:** [00:59:18] Oh no, no, it was lovely.

**Xueqing:** [00:59:19] Yeah, it's a really pleasant conversation with you to discuss about it. Because now we are trying to provide more suggestions for the company on how to improve the system. So we want to understand more from the consumers.

**Participant:** [00:59:33] Yeah, I understand. Yeah, this is quite interesting. It's quite advanced. Already advancing research, I assume. Yeah, because usually I've been here a few times for things, and usually it's I haven't. I was never asked to do anything just to feel things and look at things. But yeah, OK. Yeah, yeah, it's a really interesting subject. And what are you doing specifically in this bigger project, I assume. Or is this your niche or century?

**Xueqing:** [01:00:09] Uh, yeah, my because it's quite like you said. The It's an advanced research. So my purpose is to understand the consumers perceptions on how they judge the different steps of the usage and how they perceive the environment benefits. Because I'm also doing the research on the circular economy. So I want to understand how the system can offer the environment benefits, maybe not only the the prevention of the plastic, but also some other, maybe more benefits. And as you said, that maybe it will increase some cost for the transportation or some maintenance. So that's also what we want to understand. So the final goal is to have an overview of this kind of system.

**Participant:** [01:01:07] It's really quite a big research. Uh, yeah, I could also see because you asked me for, uh, could you think of any other type of non-material product? What kind of non-material product could I be thinking about or should I have been thinking about? No, no. So sorry, non-edible product? Not on material products.

**Xueqing:** [01:01:26] Yeah, yeah, yeah. Now they only provide the food products, but in the future they want to expand the product categories such as for some liquid the

**Participant:** [01:01:38] Oh, so that example? Yeah. Yeah, bleach, you know, be amazing for that sort of stuff. Yeah, that's yeah.

**Xueqing:** [01:01:44] Yeah, now they only provide something like the small pieces and dried food. Yeah, but of course, the consumers want more possibility and more options from the system. So we're trying to figure out what kind of product will be a good choice for the company

**Participant:** [01:02:04] And also for the consumers. Yeah, no, no soap, and I completely forgot about that, but soap in the dishwasher? Yeah. I mean, that's that's amazing stuff for this because nobody really cares what they're buying, really. I mean, the present day. Yeah, I think.

**Xueqing:** [01:02:22] And you also mentioned the pet food. They already have one system which is providing the pet food in Switzerland.

**Participant:** [01:02:30] Oh, really? That's cool. So it's sort of experimentation on animals by proxy. Yes. Ok. Ok. Very interesting.

**Xueqing:** [01:02:41] Ok. Thank you so much. And we have thanks letter with the voucher. And you can take the small cup with coconut cookies back home and also the crackers side as well.

**Participant:** [01:02:54] Yeah. Uh yeah. Oh, thank very much.

**Xueqing:** [01:02:59] I hope you like this research and enjoy

**Participant:** [01:03:02] Yeah, it was quite fun. Uh, yeah. It's always fun to work with some new systems and think about them outlined, you know, never get the chance.

**Xueqing:** [01:03:15] OK, I will send you an invitation via Email.