# cut 17.mp4

**participant 17:** [00:00:00] Okay. One of my friends has a special supermarket in eindhoven, and they use this kind of containers for the reusable part.

**Xueqing:** [00:00:10] Yeah. So what kind of store?

**participant 17:** [00:00:14] Well, almost everything. Yeah, it's a special biological supermarket. Very small.

**participant 17:** [00:00:26] Yeah. So they try to minimise all the plastic waste.

**Xueqing:** [00:00:30] Yeah. Yeah. That's good to have this interview so that you can let him or her know how the other things works.

**participant 17:** [00:00:38] Similar things. They were looking for something. They also have an app on their mobile phone and they were looking for something like this. Yeah, but they didn't have the right maybe smart container to make it work. Yeah.

**Xueqing:** [00:00:54] Yeah. And now this system, the app is not mandatory things. You can also use cups system without the app just to provide you more information. Maybe for some some consumers, they want to know more from the app. So yeah, so now you can start to try the containers. And specifically I would like to fill the small cup with that. You can start from the small cup and secondly is a large cup with whatever you want with your station. And the last one is your own container and you can fill whatever you want. So today we only provide you with six products just as examples, and now they are unbranded. But in the supermarkets you can buy the product that as your preference and with some branding. Whatever you want. Do you have any questions?

**participant 17:** [00:02:01] No, no, no. Use it.

**Xueqing:** [00:02:03] Yeah, you can start to use it and you can find all the smart cups in the box. So there is a screen on your left, so you need to follow the instructions on the screen. Just imagine that now you are in the supermarket.

**participant 17:** [00:02:21] Yeah, yeah. And for me, it's time to buy some Coconut cookies. And these are MIWA cups? Am I right?

**Xueqing:** [00:02:31] Yeah. MIWA. You can think aloud during your exploration, but I will keep silent until you ask me questions.

**participant 17:** [00:03:12] What am I doing wrong?

**Xueqing:** [00:03:28] You can check the instructions on the screen. You need to find a button to press.

**participant 17:** [00:03:35] I do need to push here, but. For me, this would be a no go. Yeah, right now.

**Xueqing:** [00:04:02] Yeah. I think you already find the button just to press it. I think press is a is a correct button, but. Don't. Check it. This.

**Xueqing:** [00:04:50] Okay. Then you try the other. Maybe. Therefore, they want to buy this. Already finished?

**participant 17:** [00:05:28] Yeah. It's too. That's it.

**Xueqing:** [00:06:44] Then you can start the second one.

**participant 17:** [00:06:49] Okay. Ready? Yes.

**Xueqing:** [00:07:47] Okay. Before you start the next one, I will check the one. This one doesn't work.

**participant 17:** [00:08:19] All four right? Only two.

**Xueqing:** [00:08:22] Did you buy the jasmine rice coffee beans?

**participant 17:** [00:08:27] Yes. If you think.

**Xueqing:** [00:09:04] You can try your own container with the system. Yes. Thanks for shopping with the. Although some accident happens. But it will also happened in the shop.

**Xueqing:** [00:10:23] So it's a normal situation, but the way we discuss about the whole experience. Could you share with me or general opinions regarding the system?

**participant 17:** [00:10:35] Well, there are a few things. One problem is I didn't have any clue about any costs. There's no price at all. Or so you're just pushing the button and hoping in the end it will be okay. So for me, maybe this will make sure I would take to the prepacked stuff which is priced so I know what I will be spending.

**Xueqing:** [00:11:11] So at which moment you do have to see the price.

**participant 17:** [00:11:15] Well, probably just beneath the name of the product.

**Xueqing:** [00:11:20] Yeah.

**participant 17:** [00:11:21] Okay. So at the very first moment, you will see price. Yeah. And secondly, it just has to work. Because if it doesn't work out. Just like I said before, I would be gone. Yeah.

**Xueqing:** [00:11:43] And you have other any thoughts?

**participant 17:** [00:11:46] Well, I do like the way of thinking with all the projects. Reusable. Whether it's your own or it's the other. The first one I put on the scale without any lid. And with the second one I thought, Yeah, well, maybe I should put a lid on first. So because it's also it has to be weighed, right? Yeah. So I'm not sure what a store is expecting.

**Xueqing:** [00:12:20] When you were weighting the product on the scale, you need to remove the lid.

**participant 17:** [00:12:28] Yeah, well, with my own container, it says put on a scale without any lid. Yeah. So we can put scale onto the neutral tare. Yeah. But this one I put on with the lid. With the lid and this one with that. Pay more. Yeah. But I'm not sure. Yeah. If you say well it has to be without. Yeah. Maybe that's something which needs to be over there as well.

**Xueqing:** [00:12:59] Yeah. Yeah. Okay. And if you could use three words to describe the system. What would you say? Good.

**participant 17:** [00:13:09] First impression. First impression? Only three words. I like the look of it. It looks a. It looks a kind of biological or or it looks like it's good stuff. And if it works, it works.

**Xueqing:** [00:13:38] Why do you think this looks?

**participant 17:** [00:13:41] I don't know. Maybe the picture above gives me the impression. But it's just an impression. But I do drink a lot of coffee at home and I normally use beans. I don't think I'd buy these. I haven't got a clue what kind of beans that are these? These are. But just like you explained before. Maybe if we put the Lavazza coffee mark on it because that's the piece which we're in, it would be different.

**Xueqing:** [00:14:25] No, the product information on the screen, you can try it if you find there is a. Maybe search that information is discoverable products. Take some time. But you said that you would prefer to have the information together with the.

**participant 17:** [00:14:59] So because if you're for me as a guy walking in the store, I don't feel the need to do any research about all the products before. I just want to buy coffee beans because they're already done at home. I need them. I'd like the one I prefer, so I will take them now. If it's taking this long, I'm already gone and gone. But I'm very impatient. So maybe that's it. Yeah. But on the other hand, if it's in. Yep. I probably will have picked it before.

**Xueqing:** [00:15:48] Yeah. You mean you would you would prepare the app before to. Yeah.

**participant 17:** [00:15:54] Yeah. Right now I'm using the albert heijn app with my girlfriend, so we both put in the groceries and I will be scanning with my phone in the store. Everybody's probably country of origin, the Netherlands.

**Xueqing:** [00:16:23] For the research reasons. No. Okay. How do you feel concerning the two packaging solutions that you just experienced? Why is to use a smart reusable cup provided by the system. And then the other one is to use your own container.

**participant 17:** [00:16:51] I probably. I do like the look of it, but if I'm looking at my own content, we did a lot of research about our containers because this one is freezer friendly. It can be used in a dishwasher, can be used in the oven because it's a glass. So it's very user friendly can be used everywhere if you take off the lid. It's the only thing I don't like. But this can be used on top of each other in a cupboard. This takes a lot of space. Yeah.

**Xueqing:** [00:17:37] And this one is not. You couldn't put it in the dishwasher.

**participant 17:** [00:17:43] But this is only for, for for your food to put in.

**Xueqing:** [00:17:51] Yeah, yeah.

**participant 17:** [00:17:53] Yes I do have a do you know the Pieter pot.

**Xueqing:** [00:17:57] Yeah.

**participant 17:** [00:17:58] We do have it at home, but also these kind of pottery. It's. It's taken all the space at home.

**Xueqing:** [00:18:09] Yes. We will also discuss it.

**participant 17:** [00:18:11] Yeah. Okay.

**Xueqing:** [00:18:13] Okay. Uh, so if in your grocery shopping, which solution would you prefer to use?

**participant 17:** [00:18:21] Well, depends on the moment where I'm shopping. If it's if it's in the weekend and I've get all the time in the world, I will bring my own. And if it's after work, where I have to stop by for some of the few things I missed in the weekend, we'll probably use these.

**Xueqing:** [00:18:38] Okay. Okay. So after you take it back home and finish the product, would you prefer to return it and get a refund? Or you would like to keep using it for many times.

**participant 17:** [00:18:55] I probably will take it back for refunds. Until the next time, I will need it.

**Xueqing:** [00:19:03] Oh, yeah. Okay.

**participant 17:** [00:19:05] So I won't be taking these every time, because if it's done, it's done. And it will take up all the space, just like I mentioned before. But if it's there, it's okay. But if it's empty, I will bring it back. Just like the. The empty bottles. Depend on that.

**Xueqing:** [00:19:25] But, uh, why would you prefer to return it rather than keep reusing it?

**participant 17:** [00:19:31] Because I probably will using these kind of things.

**Xueqing:** [00:19:35] Yeah. So it's just like to transport.

**participant 17:** [00:19:38] Yeah, it's only transport. Yeah, that's it. Yeah. Yeah.

**Xueqing:** [00:19:41] Okay. And how would you judge the different steps to your experience of the system, such as? For first glance, it's how do you feel about it? And you already share some insights.

**participant 17:** [00:19:56] Yeah, well, I. I do think it needs the push here sticker. But if it's work, if it works, it works. And also the the chip doesn't take it in the very first push. I had to look into it before. It's really is it working? And especially with the coconut cookies, it wasn't working. So what am I doing wrong? Probably. It's just the empty. And maybe. Maybe it's because these kind of containers, they are also pretty plastic. Yeah. One of the things I prefer this one is you can see what's in it. If it was a see through thing with the cookies, I could have seen that or finished and it's done. So on the one hand, I think it's very un environmental friendly. And on the other hand, it's all plastic. It's a bit contradictory.

**Xueqing:** [00:21:18] Okay. And how how how do you feel your when you are learning how to use it. From the instructions on the screen.

**participant 17:** [00:21:29] Instructions were clear. The instructions were clear. I did manage to find the button and managed to find everything. But if it's not working, you still think it was something I didn't do, right? Yeah. Yes.

**Xueqing:** [00:21:57] And how do you feel when you are controlling the dispenser and filling the product?

**participant 17:** [00:22:03] Well. The the product doesn't come in a in a one. Uh, one normal name the normal but one, uh, fluently amount of product is a lot and then a little bit for a few times and then a lot. So I didn't feel like I had all the control in pushing a button. It didn't just get the same amount of every time. I just push a button, which no one. I mean.

**Xueqing:** [00:22:46] Yes. And what are the positive elements coming to light regarding the system?

**participant 17:** [00:22:55] Well, maybe these kind of things. You don't need any packaging you have to throw out. Whether it's plastic or paper.

**Xueqing:** [00:23:09] And what are the potential problems coming to it?

**participant 17:** [00:23:13] Well, it has to work. It has to work. It has to be refilled. Probably quite a lot.

**Xueqing:** [00:23:24] It's quite a lot.

**participant 17:** [00:23:28] Yeah. And I don't know that.

**Xueqing:** [00:23:31] It's the same size. Yeah.

**participant 17:** [00:23:35] Yeah, I don't know. But if you put it in coffee beans, it could be empty quite and quite often it's not. An awful lot in the in the container. So that's one thing I think about.

**Xueqing:** [00:23:54] How do you evaluate the system in terms of the hygiene especially? A special period.

**participant 17:** [00:24:04] Yeah, well, you do have to push all these buttons, which all the other people also have pushed. But on the other hand, because of the plastic lid and your your cup, we need. Yeah, well. And nobody touches the product. So yeah, it's okay I think, but I'm not sure how these are. But they do have the sticker on it, so they probably are cleaned.

**Xueqing:** [00:24:38] the sealed ones are the cleaned ones. You open it. Yeah.

**Xueqing:** [00:24:44] Touch it. Use it. So do you think that you will use this to use this system if this one is available in your supermarket?

**participant 17:** [00:24:59] Uh. Yes, yes, I would use it, but not always.

**Xueqing:** [00:25:04] For so as which moment you perhaps will use it.

**participant 17:** [00:25:08] And probably for the weekend groceries. When I bring my own. Bring my own things. And for special products.

**Xueqing:** [00:25:20] A special product such as what?

**participant 17:** [00:25:22] Well, depends. Depends on what's in it. I don't know about, uh, the crackers with the pumpkin and the seeds and the garlic, but if it's not pre-packed at the same supermarket, I might be thinking about taking one of these. Yeah.

**Xueqing:** [00:25:40] Okay. So here today we only provide you with six products as example. In the real lives, there are a lot of other product categories or possibilities. So for which kind of product would you find that this system is useful?

**participant 17:** [00:25:57] Cereal.

**Xueqing:** [00:25:59] Why do you think cereals?

**participant 17:** [00:26:01] I would use it to take my cereal or my home or something. But. Maybe dry. dry things like. Like the. The. The rice and the. Actually, these are the categories I would think of. Not very much else.

**Xueqing:** [00:26:31] Why do you think it should be the dry food?

**participant 17:** [00:26:34] Well, wet food.

**Xueqing:** [00:26:37] How do you feel about.

**participant 17:** [00:26:39] Probably it would stick. I do not know what. I would store the dry food in these kind of containers at home, probably.

**Xueqing:** [00:26:56] And how do you feel about the non food product? Besides food products.

**participant 17:** [00:27:02] Which kind of non-food would you buy in bulk? I think it all has to be the bulk. Yeah. I'm not sure which. Yeah. Like maybe the, the, the detergent for a washing machine or something. Wow. That could be. It could be.

**Xueqing:** [00:27:29] The detergent, the means to the liquid.

**participant 17:** [00:27:32] Or the powder. Yes. Both. Both can apply, I think.

**Xueqing:** [00:27:41] Yeah. How do you imagine that you refill the detergent from this kind of system. You still use it? Yeah, it's kind of.

**participant 17:** [00:27:52] Yeah. Or or anything else, but just. Make sure it's underneath and the powder will come up.

**Xueqing:** [00:28:03] Okay. And do you think this system offers benefits for our environment?

**participant 17:** [00:28:09] Of course. Yeah.

**Xueqing:** [00:28:12] What is the biggest environmental benefits in your mind?

**participant 17:** [00:28:16] Well, all the plastic material we use to put in all of our products at all the supermarkets. It's not even even a mango is highly sliced in and put in plastic.

**Xueqing:** [00:28:38] Okay. And for which kind of products do you think this system will offer the greatest environmental benefits?

**participant 17:** [00:28:50] For all the dry, dry, dry food.

**Xueqing:** [00:28:55] There are some specific features of. Do you think this system can provide the largest the biggest environmental benefits?

**participant 17:** [00:29:13] Well. Well, actually, all of them, I think, because if I buy rice at the store at the moment, it comes in a kind of plastic bag. Same with my coffee beans. Same with my coconut cookies or my cracks or whatever. Everything is packed for big amounts in plastic.

**Xueqing:** [00:29:49] Yeah. What do you mean, the big amounts?

**participant 17:** [00:29:53] Well, almost everything is packed in plastic at the moment. You will see more and more it's put in a cardboard box or something or some some other material. But still, there's a lot of things in plastic. Yeah. And if we can reduce all these plastic things, probably will benefit the entire ecosystem.

**Xueqing:** [00:30:21] And as you mentioned, that you will prefer to return the cup rather than reusing reusing it. So that's because of the cup in history used maybe by the others and the others. They also return the cup back to the system and. Cups will be cleaned and resealed again.

**participant 17:** [00:30:42] That's also yeah. Well, at the moment, um, how we use it at home is we would probably have two of these. And if, if we use it, we have two of these at home and if one of it is, uh, is empty, I will take it back and we'll reuse the other one. And if it's the system with these kind of things, I will probably keep filling it and taking it. So if it's, if it's a system where I, uh, I prefer not to use the smart containers, then it's now, and then I will, I will use it, and then I will bring it back to the store.

**Xueqing:** [00:31:33] So such for the rice. You might prefer to reuse it.

**participant 17:** [00:31:38] Well, if I do have enough storage. And if then. Yeah.

**Xueqing:** [00:31:42] Yeah. How many times do you think you will re-use it? Or at which moment you think I need to return it? I don't want it.

**participant 17:** [00:31:55] At home. We may make use of home delivery of our groceries all the time. And all these things are coming in boxes, in plastic boxes. And at a moment you have a lot of these kind of things, and they are quite useful to put in all kind of stuff like clothes and everything. But there's one moment you have too much and then you will put them back to the store. I think this will be the same for these. You will use them until you have too much empty of these, and then whether you will refill them or you will return them. And there's not a normal amount of uses before. And we will say it's it's done. But right now, we do have a lot of big containers at home. And I will buy rice and put it in my container. And but I do have a big container, so I won't be taking it to the shop to refill.

**Xueqing:** [00:33:10] And as you can imagine, after several we used to circles, it met through some little scraps of the little damage on the surface of the cob. And how do you feel about this kind of science of usage?

**participant 17:** [00:33:26] I don't care as long as it's still working and if it's still clean.

**Xueqing:** [00:33:33] But what if the scratches or the little damage are not made by yourself, but made by the others, by their previous consumers?

**participant 17:** [00:33:41] I don't care. If it's clean, it's okay. Yeah.

**Xueqing:** [00:33:49] Okay. And how do you have any feelings of the. Oh, you will see the squares and think about something.

**participant 17:** [00:33:59] Well, depends on. On the type of scratch. If it's all on the outside, I don't care if it scratches on more than the inside. I'll probably take another one. Yeah.

**Xueqing:** [00:34:14] Yes. Okay. So we can move to the next section. As you also mentioned, the robot. There are some other systems also provide solutions for consumers to use. So in this section that I would like you to compare the systems with the system you used today and for the first one is called loop. In this one, the producer will preview the. Find out in the metal package. And you as a consumer, you buy the product in the supermarket or in the store with a small deposit for the package. And after you finish the product inside, you need to return the empty package and you couldn't reveal it in the store. Just return it and get a refund for this one. You also don't need to clean it by herself. Maybe just simply rinse it all. So you don't need to clean it seriously. And there's a difference between the system that they use a different material for the packaging and also they have the the brand information and all of the product information on the packaging itself. Just like what you. What we buy from the supermarket. Yeah, yeah, yeah. So, and the second one, you already know it and so well. Yeah. I also use it already. That's, that's nice. And they do have already tried to review it again. And how do you feel about the experience?

**participant 17:** [00:35:56] Yeah, we, I don't know. We did. We don't use the now we don't use this refill thing. We have the pot version I think. But I think it's Ecover.

**Xueqing:** [00:36:08] Yeah. Yeah. Now they have a station.

**participant 17:** [00:36:11] Yeah. But they also use pots. So it's yeah. It's small kind of things with the liquid detergent which you will put in your bottle and you put water with it. Shake you also.

**Xueqing:** [00:36:22] Yeah. That's another version of the system. Yeah. Yeah. The system.

**participant 17:** [00:36:30] I don't the thing I if I if I look at these kind of things and maybe it's the same with you, but you still have to bring your old thing with you. It's a lot of caring and you have to be prepared well while shopping. And just like I said, we use the system with a double and double thing. Because if my rice is finished and I'm done at the end of the evening and I'd like to cook and there's no rice, that's not good. I'm grumpy. So we do also have the how do you call it the the water where I can put CO2 in to have the bubbly water. We do have two bottles of CO2 because if one's empty, I can take the other one and I will take the empty one to the store. But a bit of both. We we have been trying, but there are some of the products which will go first and then you have all these empty books and some of them will last. And to find the right moment to place another order. That's a challenge.

**Xueqing:** [00:37:55] Yeah.

**participant 17:** [00:37:57] So we do have still have a lot of these kind of pots and we are still using them. But I did receive a lot of emails from people saying, Where's your next delivery? When's your next order? Yeah.

**Xueqing:** [00:38:13] So you order all the product online. Do they also I think they also have some physical stores, but maybe not in Delft?

**participant 17:** [00:38:21] No, maybe not in delft.

**Xueqing:** [00:38:24] And how do you feel about if you can refill a glass jar in the physical stores. Of course. Pieter pot shop.

**participant 17:** [00:38:34] Well, yeah, it would be okay at the moment if you have them home delivered by postnl. Um, they said, please don't clean. We will do all the cleaning. So they probably will clean it after every use. Depends if it's the dry stuff or maybe more the peanut butter or something.

**Xueqing:** [00:38:59] And how do you feel about the appearance of the glass jars?

**participant 17:** [00:39:06] Well, I do like the glass, but also it's not stackable. That's it. Because all. If it's empty, just make sure it can put inside each other. So it takes least amount of space if it's empty. Yeah. But maybe that's because I don't have very, very big house.

**Xueqing:** [00:39:34] That's not your fault. Yeah. Okay. To, uh, so in comparison to the newer system, what do you think the, the specific pros or cons it provides compared with the other solutions?

**participant 17:** [00:39:51] Well, I do think the Ecover and it's only refillable for the amount of the bottom. Yeah, well, this system, you can make sure you can only have half a bottle or three quarters. So that's that makes this a better product.

**Xueqing:** [00:40:14] And for, uh, e cover, I think it only allows you to refill the same product. That's true.

**participant 17:** [00:40:21] Yeah. Yeah. Yeah.

**Xueqing:** [00:40:25] What kind of, uh, product you buy from the Ecover.

**participant 17:** [00:40:30] We do have the, uh, the. The cleaning, uh, the cleaning stuff. Yeah. So.

**Xueqing:** [00:40:38] And how do you feel about your second refill experience?

**participant 17:** [00:40:43] Well, we don't use the refill station, so that's that's quite different. We have the pods to put it in, just like something you would put in your dishwasher, but you just put it in there.

**Xueqing:** [00:40:54] You told me that.

**participant 17:** [00:41:00] The loop. I didn't know.

**Xueqing:** [00:41:01] The loop is not exist in the Netherlands is based on the US and also maybe UK. And for a loop. They also have a delivery service that you can receive all the product at home, and after you finish the product, they will Pick up that.

**participant 17:** [00:41:22] Just like Pieter pot.

**Xueqing:** [00:41:24] Yes. And how do you feel about the brand information on the package. Does That matter to you?

**participant 17:** [00:41:35] Well, Pieter Pot has it on, uh, the top. Yeah. So you know what's in it? Uh, it has only its own brand, I think. Yes. And I do like the. The way it looks at loop. You know exactly what you have what it is.

**Xueqing:** [00:42:09] So you think in your life you will check and compare the different product by the some of the branding?

**participant 17:** [00:42:18] No, because if you look at the pieter pot, um, they also have the, uh, the, the, and normally by the toolbar, right. Yeah, right. It also has Tide. So I don't care if it has the brand on it, but I'd like to know if it has the product. Yeah.

**Xueqing:** [00:42:48] Well, almost done.

**participant 17:** [00:42:49] Really?

**Xueqing:** [00:42:51] Do you have any thoughts or ideas or other anything you want to add to this system? I'm not the designer or the inventor. you can say Anything you want.

**participant 17:** [00:43:07] No, no. I do think if you put it in a shop, it probably will need a little more explanation with the steps. Yeah. Well, just like I said, one of my friends has a store in Eindhoven and they all have big cardboard containers with all these kind of problems that people just scoop and put it in in these kind of things.

**Xueqing:** [00:43:41] How do you feel about that kind of solutions?

**participant 17:** [00:43:45] Well, the the the main thing for this is it's it's much more hygienic because nobody touches the product. And that's one thing I prefer. Yeah. But they, I think they were looking at these kind of things but couldn't find it yet. So i will send a text message.

**Xueqing:** [00:44:05] Yes. Okay then. Thanks for sharing your time with me. And we did a follow up interview that we will discuss at the end. But I'm so very sorry today you couldn't take back the coconut to take the coffee beans instead of the cookies. And I hope this works for you or.

**participant 17:** [00:44:27] I can take it. Yeah, okay.

**Xueqing:** [00:44:30] You can take them and you just use it as you normally do at home. This is quite a new, new product and no one touched it before you come here.

**participant 17:** [00:44:39] Perfect.

**Xueqing:** [00:44:40] Thank you. Yeah, and I already checked the information of the product on the Internet.

**participant 17:** [00:44:54] I will put them in my machine, and, yeah, I will give you something to I will. I will tell you my my remarks, my feelings. Yes.

**Xueqing:** [00:45:07] Yes. So in the call we will just discuss about how you use it at home and how you maybe where do you place the cup or some other place and how you perhaps clean it. Or You don't clean it, depends on yourself. It doesn't matter.

**participant 17:** [00:45:25] So how do you think I should clean it?

**Xueqing:** [00:45:29] Yeah, but I think sometimes people said if they refill the dried fruit, perhaps they won't clean. And each time you just refill it or they will smell it.

**participant 17:** [00:45:39] With my coffee beans. I do have a special container for it and I just refill and refill and refill.

**Xueqing:** [00:45:45] Yeah. If you would like to take some photos for it at home.

**participant 17:** [00:45:53] Perfect. Have you put myself on a Friday?