# cut 22.mp4

**Participant 22:** [00:00:00] Yeah. Oh, that's good. And does it also, for instance, scan with the. Well, probably. Maybe not. How much if you still need it. For instance, I have several of these cups and I'm in a supermarket and the system lets me know. Okay, well, you're almost finished with the product and you need to buy some more. Or isn't there?

**Xueqing:** [00:00:31] Oh, you mean where you get some product inside the app will let you know how many left?

**Participant 22:** [00:00:38] Yes, something like that. But that's probably more difficult with just a chip. I'm sorry. Yeah.

**Participant 22:** [00:00:48] But it could be more with some products. Could be maybe a bit more predictive. More? Yes. Yes. I think how many times I am, it takes before I need a new. How would you say the new product again. Yeah. Yeah, it could be predictive in future.But probably that's that's a long way.

**Xueqing:** [00:01:15] I'm sorry for this one. It couldn't let you know when you need to buy the new product, but it will let you know how many waste you reduced.

**Participant 22:** [00:01:24] Yeah, that's good already.

**Xueqing:** [00:01:27] Yeah. And maybe also inform you if the food will be expired.

**Participant 22:** [00:01:35] Yeah. Yeah, yeah. And if I may ask, is the the cup itself also from recycled material or tested it doesn't interact with the product itself.

**Xueqing:** [00:01:52] Yes. After you return this cup back to the system, the empty cups and also the empty containers will be sent back to the factory. And in the factory it will be professional cleaned. Oh yeah. And the result again. And then it will come back to the supermarket for the next. Poser. Oh, yeah, yeah, yeah. It is. Doesn't work anymore than it will be recycled in the factory.

**Participant 22:** [00:02:24] Yeah. And the product now itself is also already from a recycled material. Or is it.

**Xueqing:** [00:02:30] Yeah, it's from the recycled material.

**Participant 22:** [00:02:33] Plastic.

**Xueqing:** [00:02:34] Plastic. Yeah.

**Participant 22:** [00:02:35] Okay.

**Xueqing:** [00:02:37] But I'm not very familiar with how they do the recycled things and remade the cup.

**Xueqing:** [00:02:43] So I'm not an expert, but maybe I'm already asking too much. No, it's okay. You can ask any kind of questions. Come to your mind during our interview and the discussion. Yeah. So that's how it works with app. And that's the app is not necessary or not mandatory for you to use this system. Yes. You can always use a cup with the system without the app.

**Participant 22:** [00:03:12] Yeah. That's right. Yeah. Oh, that's good.

**Xueqing:** [00:03:30] Yeah. Here in this interface. We didn't have the interface to show you how it's to show you the plastic waste prevention. It's not included. In this interface.

**Participant 22:** [00:03:47] It's already this is already something that it's that's good. And this is to scan to scan your product for more information of when you're in the shop. This is probably for more information.

**Xueqing:** [00:04:04] Yeah. This way is to how to connect your cup with your app.

**Participant 22:** [00:04:11] Yes, exactly.

**Xueqing:** [00:04:13] I know this cup is belong to you.

**Participant 22:** [00:04:15] Yeah. Yeah. How cool. Yeah and.

**Xueqing:** [00:04:22] Yeah. Today we just provide you with six products as examples. And now the unbranded product, we remove the branding information. They come from the branded products. And yeah, but these are just four examples. And actually in the supermarket you can always find the other products as to preference all other brands which you would normally like to buy.

**Participant 22:** [00:04:54] Yeah. Yeah. So I can imagine that there will be more and even for I don't know exactly the brands, but just like Pepsi, Coca Cola or whatever and they are next to each other.

**Xueqing:** [00:05:07] Yes. So in the real supermarket, there will show you which brand it comes from and all the more information about the products. But here we didn't use the brand because it will. It is about us.

**Participant 22:** [00:05:22] And it's about how we experience the product, how the process goes, if it's easy or not. Yes. Yeah. Yes. Okay, cool.

**Xueqing:** [00:05:35] So in your exploration that I would like you to start from the small cup and you fill it with coconut cookies from the station, and the second day you use the large cap and fill it with whatever you want. Yes. Refill station. And the last one is your own container. Your self container. You. Choose whatever you. want from this station.

**Participant 22:** [00:06:03] And these are example containers. Yeah.

**Xueqing:** [00:06:06] Yeah. And also, if the participants didn't bring their containers

**Participant 22:** [00:06:10] So.Cool.

**Participant 22:** [00:06:12] Use this. Yes.

**Participant 22:** [00:06:13] Because I have several at home as well. So some of these are different depending on the I use this sometimes depending on the product itself. Yeah. So otherwise sometimes they use something like that. But plastic is sometimes more durable. Yeah.

**Xueqing:** [00:06:33] Depending on what kind of product you will use. The metal packaging.

**Participant 22:** [00:06:38] This for tea

**Participant 22:** [00:06:40] Yes. Yeah. And this is more for sugar. This is also more for sugar. Yeah, depending if there is. What is it oder.Yeah. On it.Or not. Like for coffee. I wouldn't use this one. I know. What I noticed is that it's also easier because you know that it's really tight. Yes.

**Participant 22:** [00:07:19] Yeah. So.

**Xueqing:** [00:07:21] Do you have any questions?

**Participant 22:** [00:07:22] No. Do I first need to read this?

**Xueqing:** [00:07:26] That I already explain all the things to you. This is how the system works. Already explained to you. And how the reuse process will. That would be conducted. And that's why as for the six products, just glad to know if you have any qualitative issues. Yeah, this is an interface, but we don't use the app to date. It's fine now.

**Participant 22:** [00:07:55] So it's now for me to look whether I know how it should work without explaining.

**Xueqing:** [00:08:03] No, you just to think you are in the supermarket and you are, you want to try the the system by yourself.

**Participant 22:** [00:08:11] Yes.

**Xueqing:** [00:08:12] So I will keep it. But if you have any questions that.

**Participant 22:** [00:08:16] Help you and I can use that one. Or do you want me.

**Xueqing:** [00:08:19] You can pick one clean.

**Participant 22:** [00:08:21] Yeah.

**Xueqing:** [00:08:22] That is clean Ones, there are samples.

**Participant 22:** [00:08:24] Yeah.

**Xueqing:** [00:08:29] And this cup called MIWA cup, as you can see on the screen.

**Participant 22:** [00:08:36] So I would say I have a look for this one. I want to have the coconut cookies. There. Not.

**Participant 22:** [00:09:01] Probably I have to tap here.

**Participant 22:** [00:09:30] Thank you for any smart. So. Oh, my goodness.

**Participant 22:** [00:10:13] The video on the left goes to dispenser.

**Participant 22:** [00:10:20] This one. What? I feel really stupid. Oh.

**Participant 22:** [00:11:16] I'm feeling a bit stupid now.

**Xueqing:** [00:11:21] No, it's not your fault. Perhaps the system has some problems now. So would you like to have someone to help you?

**Participant 22:** [00:11:33] Do I have to fill this up?

**Xueqing:** [00:11:39] You do need a shop assistant?

**Participant 22:** [00:11:42] Yes, I need a shop assistant. Please.

**Xueqing:** [00:11:48] Thank you. It's correct thing, but the.

**Participant 22:** [00:11:57] Why you choose and you already unlock it. Yeah. Yes. And then you push the button and you only find the button. Yeah, but nothing happens, right? Yeah.

**Xueqing:** [00:12:21] Perhaps some product is stuck inside.

**Participant 22:** [00:12:31] Maybe because I started the wrong way. I started. I felt a bit stupid, but that's good.

**Xueqing:** [00:12:42] No that's not your fault. I didn't.

**Participant 22:** [00:12:49] Because it does. Yeah.

**Participant 22:** [00:12:51] That's what I saw.

**Participant 22:** [00:12:53] Oh, okay. Now it's green. Yeah. Yeah, that's good.

**Xueqing:** [00:12:59] The push button.

**Participant 22:** [00:13:02] Here. It says if the product doesn't.

**Participant 22:** [00:13:05] Dispense as.Expected, which.

**Xueqing:** [00:13:17] There is something. No, something. Me. You can try this on first. And then we go back to the small one. Yeah.

**Participant 22:** [00:13:28] Thank you. So this one I used. This is sealed.

**Xueqing:** [00:13:36] And for the big container you can feel the other products.

**Participant 22:** [00:13:49] Jasmine Rice. It's okay.

**Participant 22:** [00:13:52] He's. Whoa. container. Yep. Yes. Yes.

**Xueqing:** [00:15:01] You can try again with the small cup.

**Participant 22:** [00:15:03] That's good. That's. Yeah. You. Hey, that's.

**Participant 22:** [00:15:34] The container. Okay. And what I missed was that it said, well, feel free to fill more something. Yeah. Yeah. Please print it. That's what it used to be. Print and check out. Thank you. Yes.

**Xueqing:** [00:16:13] Try it with your own container. Yes.

**Participant 22:** [00:16:25] I have another container. Okay. Without the lid on the scale. Tare. Yep. Coffee beans. But. If I want to continue. It smells good. Can I have another one?

**Xueqing:** [00:17:37] Yeah, but you can only do to add more when you are waiting. We are weighing for the food.

**Participant 22:** [00:17:44] Yeah.

**Xueqing:** [00:17:45] Just steak you can't add. But after you printed the label, it's. It's not possible to go back.

**Participant 22:** [00:17:56] Cool. All products.

**Participant 22:** [00:18:18] Should have done this before.

**Participant 22:** [00:18:30] Take some time. Well, that's cool, because now I can. Can also. look at which products are good for what?

**Xueqing:** [00:19:23] So you didn't notice. There is the discover the product before, you know.

**Participant 22:** [00:19:29] No, no, I didn't notice. No, no, I was just looking at this. But I've already seen something, you know, and. But I think because that's more visual. Yeah, it's attractive. So you're looking at a product. But for instance, maybe if there was no if there is, for instance, another type of like basmati rice as well. I don't know whether I would have here to know what is it? Because this is really prominent. Yeah. But this is. This is great. What's in it? Yeah, but maybe you will be able to ask me questions about it as well.

**Participant 22:** [00:20:31] I don't know. That's what I noticed. The first thing is you look at them at the pictures, and if you want to have other information, it's like, okay, I'm going on. But when I notice there is more information, that's interesting to me. Yeah.

**Xueqing:** [00:20:55] So where would you prefer to have more information? Now it's on the screen. Perhaps you have other better options.

**Participant 22:** [00:21:09] Yeah, I think. I would prefer that. Well, that's what I was thinking about. This is a space which isn't used. Yeah, you know, so I can imagine this is for scale. That's logical. That's the process I'm buying, I'm filling. This is what I want to know.

**Participant 22:** [00:21:30] But I think for me.To have the information, it's more this is more the place to be. That's drawing my attention. You could put it here, for instance, here, but there will be a lot of information. And on a screen, you can put more information on the screen and have it here. And what I do like is that it's quite calm and inviting. If you have more information, it will distract from me buying and wanting to buy it. Now that's really the food and emotion. And if you have a lot of information, it's more distractive. That's why I already thought about this. This is to me. Yeah. You need to shake it. Not being used to using it. The first thing I would do is do this instead of. Yeah. But about the information, I would either here on a screen. But if you have it here, you can have it here, of course, as well. But it's a bit small.

**Participant 22:** [00:23:05] Yeah.

**Participant 22:** [00:23:06] To me, I must confess, using my glasses, it's just like I have to meet the father. The father? And this is okay. I can read it. I don't need my glasses. Yeah. For what is it? Spectacles. I don't know. What spectacles? So yeah, it's a pity because this is such a or having a different colour, you know, it's not catching my eye.

**Participant 22:** [00:23:43] Yes. It's like help. Know if you know. Yes of course. It's got the sign of search. It's just. But this is really. It's easy. It's easy. Navigation. It's clear. I really like how it is. Yeah. No information is given you know to the left away can use it for and this is really the product information that's good that's that's really fine it's easy it's clean even for me without instructions.

**Xueqing:** [00:24:32] Now notice that you are trying to enlarge the.

**Participant 22:** [00:24:36] Yeah. Yeah. Yes.

**Xueqing:** [00:24:43] I think because the distance from your eyes to the screen is quite a not very short distance. So sometimes you need to read it clearly and see it clearly.

**Participant 22:** [00:24:58] Yea. Yea. Yea.

**Participant 22:** [00:25:01] So this is so good. But that's for me, you know, that's. Older people surfing.

**Participant 22:** [00:25:09] No you are not old.

**Participant 22:** [00:25:13] But it's clear.I like that it's. It's clean and visible. And the the the the pictures are attractive. It's really. Yeah. I can imagine this being in a supermarket. Yeah. Yeah. cool system. Yeah, but it's strange that I wanted to do this. And I felt stupid. That I didn't get it.

**Xueqing:** [00:25:55] it's not your fault. The system. It brings you stupid feelings. So it's not your fault. Yeah. Yeah.

**Participant 22:** [00:26:03] Oh, that's good. That's why it's probably product development.

**Xueqing:** [00:26:08] Yeah, I'm not. I'm not the designer or the inventor of the system, so you can feel free to say anything.

**Participant 22:** [00:26:16] Oh, no. Even if you were inventor. It could be valuable. Yeah.

**Participant 22:** [00:26:22] And why is this?

**Xueqing:** [00:26:24] Yeah. I think this is more for the hygienic things. Especially when. When people are talking in front of the machine.

**Participant 22:** [00:26:37] Yeah, exactly. Yeah.

**Participant 22:** [00:26:44] On the other hand, I'm just thinking if I want, for instance, I've got three. To use where I want to place them. And this is why I need this space. Yeah. Yes. Otherwise, if you have a screen here and you want your products here. Yeah. That's what I do understand. Oh, that's cool. Yeah. Bring them back.

**Xueqing:** [00:27:48] Yeah, we can have a discussion about your feelings and the experience of the system. So could you share with me your general opinions towards the system?

**Participant 22:** [00:28:02] Yeah. Well, I. I do like it. It's. It's clean.

**Participant 22:** [00:28:14] Uh, what I saw, I said. The whole appearance is attractive. Also, you can't really, um. It doesn't really. You don't really notice that it's a container like that. So that's also what I do do like, because sometimes you have containers and you can see how much is still in it. And I think that's a bit distractive. Also, this gives me a feeling that it's still kept fresh. So, for instance, with the coffee, it's important that it that the freshness and the other still stays. Okay. Yes, it has an appearance that it's not too. How would I say it? Like unnatural. It doesn't really look unnatural or plastic. It's more the feeling with your. This is smart reuse. I'm sustainable. I'm buying something sustainable. That's the appearance it has, I think.

**Xueqing:** [00:29:45] Yeah. And why do think that appearance gave you the feeling of sustainable.

**Participant 22:** [00:29:53] It's not really the cups I must confess.

**Participant 22:** [00:30:01] But that I know that it's bigger container. It's also the whole appearance, it's the way the photography is. I know that the product in there is ok it's still fresh, it's kept well. I myself can decide when I want to, how much I do want or not. So you don't think that's a good thing. You don't need to buy something which is too big or. Now, if I want this amount of rice, I can weigh it. The only thing I was wondering right now is can I also? Because now if I use it, there's a certain amount of products coming out. Can I also decide, okay, I want, for instance, 100 grams or.

**Xueqing:** [00:31:18] Now, it's not possible now. Only decided by your press.

**Participant 22:** [00:31:24] Yeah. Because I think that would be great if I, for instance, think, okay, I have two other visitors and I.Need about 200 grams of rice or whatever that I can fill it in and maybe have my cup and then push the button. And 200 grams already comes out. But maybe that's difficult.

**Xueqing:** [00:31:56] You have to understand your purpose.

**Participant 22:** [00:32:02] And well, the flow of the product coming out of the container was eally, really cool. I must confess, I really liked it because it. And then it stopped. What I did like was the one coffee bean pop coming after.Yeah. The sustainability is really in the in the pictures and the way you use it. And to me, even what? I want to talk to you if you want to use it like more sustainable, it would be I have so many persons I want 100 grams of rice. I will buy hundred grams of rice. Yeah. Or just tell Ok one scoop. More or less. One scoop is about. Yeah. Because at this time I didn't.I do know it. Now I can. Yeah. Grass.

**Xueqing:** [00:33:27] There's a product weight. Also container's weight.

**Participant 22:** [00:33:44] So that's really cool.

**Xueqing:** [00:33:48] And how do you feel concerning the tools to package packaging solution that you just experienced while still trying to use the card provided by the system and the other ones to use to solve?

**Participant 22:** [00:34:13] If I have already this one, I would use this one. I was thinking of having the cup from system would be better because I don't have to think about it. And I already. I can get a refund if I have too many, isn't it? Yeah, that's good. Because if I forget to bring my own cup, then there is still one available. Yes. And with this one, then I'll be there. Oh, shit. I forgot. So that's. That's good. But if I must confess. The design isn't really attractive.

**Xueqing:** [00:35:06] Why do you think it's attractive?

**Participant 22:** [00:35:08] Not. It's not really Attractive. No, it's. Yeah.

**Participant 22:** [00:35:19] Maybe it's because it's white. That could be. You know, this is good because you just see how much product you still have. But maybe this thing is a bit too more like medicine. Stupid for me to tell me to say it. But this looks more sustainable to me. Although it's wood and wood doesn't have to be sustainable, but a white in comparison with the wood and all the colors. That's different. That's a contradiction.

**Participant 22:** [00:36:18] And well, it just it's just being the positive and a critical critic and optimist. But also like what I do like is the lights, I must say. Well. It took some time out. I really have to use this to, uh, to get it working. It works. And but also sometimes this that's really, really good look more industrial this but I understand that it works like this. So that's no problem. that's what I would change. This is okay. But this is what I will change. Because it isn't attractive and everything is attractive. Only just. But I do like this better than my own solution. Now this is more difficult. Smells good. Smells better.

**Participant 22:** [00:37:44] Yeah, sure. Close as well. So that's what I. Yeah, yeah.

**Xueqing:** [00:37:52] So which one would you prefer to use in your. Daily grocery shopping. Because we're both for the second time, you need to bring the reusable containers. The process is almost the same. But which solution you would prefer?

**Participant 22:** [00:38:19] It's one. Yeah.

**Xueqing:** [00:38:21] Why is this one?

**Participant 22:** [00:38:23] And do I have to choose between the one and small one? This one? Because I think it's easier than my own. And this is no mother. What I do like with this is that it's trying. What is it rectangle? It's the square. The square? Yeah. And the square. Sometimes it's more practical using in your kitchen. Yes. Because in your storage, you have more. And this is, I think even for the producer, it's better in your packaging. It's more efficient to have it in. And what did you say again?

**Xueqing:** [00:39:13] The square.

**Participant 22:** [00:39:14] Yeah. The square. Yeah, but I like this more. It's. It's it's firm. It looks good. It's clear. I love it because it's reusable. And I really do think that the reaction with the product in this material is good. If I'm really looking at the sustainability, that's not what I cannot really read.

**Xueqing:** [00:39:50] Oh, yes.

**Participant 22:** [00:39:51] Oh, cool.

**Xueqing:** [00:39:52] Decor is in there language from Czech Republic. So it's not Dutch or English.

**Participant 22:** [00:39:59] Yeah.

**Xueqing:** [00:40:03] The stickers. Just explain to you how you can use the cup at home, such as you couldn't put it in the dishwasher because there is a chip on the bottom f the cup.

**Xueqing:** [00:40:15] Oh, yeah. And also the. The mircrowave. Possible.

**Participant 22:** [00:40:23] I would use it for storage. Not in a microwave, but in a dishwasher. Would be good.

**Participant 22:** [00:40:46] But for me, it wouldn't be a big problem as I don't have a dishwasher. But I think for a lot of people, they want to use it in the dishwasher. Depending on the product, of course. Yes. Because with rice, for instance. You don't it's not really you don't need to clean it a lot. But I think with coconut cookies, that's a different thing.

**Xueqing:** [00:41:48] Yes.

**Participant 22:** [00:41:50] And with coffee, I wouldn't. I wouldn't clean it either. With the crackers. Yes. Lentils? No. Yeah. But I do. I really do like the presentation. Yeah.

**Xueqing:** [00:42:24] Yeah. Which presentation.

**Participant 22:** [00:42:27] Well, like this and also in the in the whole call it. How. Yeah. That's what I do like.

**Xueqing:** [00:42:46] How do you feel when you are learning how to use it through the instruction?

**Participant 22:** [00:42:57] Well, the searches on the screen were Ok, but still I didn't really. That's what you saw. I didn't really get it.You know. The first thing is you look at this and I and I have a. miwa cup.

**Participant 22:** [00:43:23] I know I can do it.

**Participant 22:** [00:43:26] Other container, but still. Okay, now what? Now? Place it. Yep. So the first thing I was already. Going into action without really looking. Okay. What should I do? Yeah. Maybe it's too bad you say, okay. One, two or one, two, three.

**Participant 22:** [00:44:13] And it's a bit stupid. This is drawing my attention more than just the first screen you now I think okay that's what I need to do. Pick it because it's moving.

**Participant 22:** [00:44:39] Yeah.

**Participant 22:** [00:44:39] But the first was, it's like cancel. What container you're shopping with. It's just like if I go to the supermarket and get my bananas, I get my bananas first and then I go to the scale.

**Xueqing:** [00:44:57] Yeah.

**Participant 22:** [00:44:58] And now I have to do something here before I get my banana.

**Participant 22:** [00:45:02] Yeah. Yeah, that's. But that's probably what is in my mind. I don't know. Yeah. So about the process. I was directly going into action without looking. Yeah. Yeah, I know how it works. I don't know how so. And then you're feeling. Oh, goodness. First this, then that. And then. Honestly, honestly, at this moment, I don't know yet. I don't know anymore. Did I. Did I first have to scan? No. I have first need to take the cup and then the scan.

**Xueqing:** [00:46:02] Select which can.

**Participant 22:** [00:46:04] You. Yeah.

**Xueqing:** [00:46:05] And then after that and you push the button and you weigh for products and and then you just put it. Yes. Yeah, yeah, yeah.

**Participant 22:** [00:46:25] Because the weighing on the scale that was really clear. Okay. To the left, to the side and then the way the cup that was easy when after I realized, okay.

**Participant 22:** [00:46:45] That's the instruction.

**Participant 22:** [00:46:47] It was okay but the first step. Yeah. Yeah. What's more difficult. But I think the next time I will, now I will know.

**Participant 22:** [00:46:59] Yeah. Even if I told you that I don't know any more. But it's because, you know. Okay, first do this and then go on with the process. Yeah.

**Xueqing:** [00:47:15] So for the first time, perhaps the screen, the instructions on the screen would be more useful than your second time and the future terms. Otherwise, you just. The position of the cops.

**Participant 22:** [00:47:29] And maybe it's even a small change like now it's more more or less static information. And if it's moved, if it moves like in the, for instance, saying welcome.Or blah, blah, blah. And then what container are your shopping with? Then it's drawing my attention. Yeah. And it could be that when I'm distracted, what's happening, my attention will be drawn towards the screen, which will help me buying the product.

**Participant 22:** [00:48:07] Yes. Yes. That's what I think because it's yeah.

**Participant 22:** [00:48:16] It looks now it looks like the scale in the supermarket for fruit and veg. Yeah. Yeah. Yeah.

**Xueqing:** [00:48:33] What are the positive elements coming to our mind regarding the system? Positive elements.

**Participant 22:** [00:48:41] It's sustainable when it looks fresh. When I used it, it was like, Wow. You know, when when the products, the cookies came out. It's funny. But also, you're really thinking about. Yeah, why do I need packaging? It's so easy. It's so easy. I can reuse it if I forget my other. It's when I first saw it. That's that's what I come up with.

**Xueqing:** [00:49:31] As a potential problems come into my mind regarding use using the system.

**Participant 22:** [00:49:37] Potential problems.

**Participant 22:** [00:49:40] If get stuck and feeling dumb or not. Dumb.Yeah. Stupid. Yeah.

**Xueqing:** [00:49:50] So what will you do if the thing happens in the supermarket?

**Participant 22:** [00:49:59] Well I think my behaviour was a bit like I would be in the supermarket like oh my goodness, it's me, I got something wrong and it first look at is there any help? Well.

**Participant 22:** [00:50:15] That's why I looked at you and I was thinking, oh, I should come up with it myself, you know, and I will search for a solution. But if I cannot find a solution, then I will leave it and I will try it again. Yeah. So that it got stuck. It was good that you help me, because otherwise it would be really disappointed. Because I open it, I want to try it. And if my first experience is, Oh gee, I'm stupid or I'm doing something wrong, then I wouldn't use it again. So it's the fear of doing something wrong. I think, yeah.

**Xueqing:** [00:51:14] Yeah.

**Participant 22:** [00:51:15] Yeah. Of course, if a label, if it's, you know, if the label is out or if it's not functioning, that's okay. But if I am doing something wrong, like, yeah, that's one of the things I thought it was really it wasn't really clear that I had to push it from below, but that's because I wasn't looking at the screen.

**Participant 22:** [00:51:44] Yeah.

**Participant 22:** [00:51:47] Yeah. And that's really I wasn't paying attention, but that's you know, you're in the supermarket, you want to do something and trying. Okay, I'm doing it. I love that. Okay.

**Participant 22:** [00:52:05] Yeah. Some maybe even. Yeah. No, I would say first you need a bigger instruction, but there are so many primary or first clients that wouldn't it would be too much, you know, half the instruction because then it's the whole sustainable elements are gone if you have instructions. Or even if you have the app, you want to use it. You can have it in that or with a QR code or something? Yes.

**Xueqing:** [00:52:51] You mean the.

**Participant 22:** [00:52:52] Instructions? Yes. Yes. No. Still, I think the best solution is having something happening here to draw your attention towards the screen. At least for me what I'm and is one so.

**Xueqing:** [00:53:30] I will let you how other participants think about after we ask the Questions.

**Participant 22:** [00:53:35] Yeah yeah but what really what I do like and that's because it's more new to me is the chip and the chip reading there.

**Participant 22:** [00:53:47] If you know the system that's okay. Yeah. Yeah.

**Xueqing:** [00:53:55] Then, because now today we only provide you with six products in the review stations. In reality, in real life, the real supermarket, there could be a lot of other product categories and. Options which can also be suitable for the system. So for which kind of product you will find this system useful or suitable for your daily grocery shopping? Just think about what you normally do. Which product could be suitable?

**Participant 22:** [00:54:36] Well, of course, there is the the the group of rises and dried, dried vegetables like the. The lentils and the peas and stuff. Coffee. Tea. Cookies. Looking at sustainability, I would say yes, but because with cookies and stuff there is so much packaging. But for me personally, I think I want to try, but personally I don't know what I would use it. Crackers, let me have a coffee. Coffee? Tea. Um, of course we have in Holland, but it's already exists. The Hagelslag, the small chocolate sprinkles. Sprinkles? Where would I use it for pastas? You can use it not for spaghetti, but, you know, I tell sell macaroni strings what I use it for. Just think about it. Yes. Nuts. Nuts. A lot of nuts. Peanuts. Yeah. Pecan nuts.

**Xueqing:** [00:56:41] And how. How about the non-food?

**Participant 22:** [00:56:49] That's a good one. That's a good one.

**Xueqing:** [00:56:52] What kind of product are coming to mind non-food product?

**Participant 22:** [00:57:00] Yeah, because I was thinking about that.

**Participant 22:** [00:57:03] I was working in the AH when I was when this.

**Participant 22:** [00:57:10] I think you could use there are those, those pots, you know, for the washing machine or for the dishwasher. Yeah. You can use it for maybe even. Well if it has detergents like to fill that in but I don't know what whether the system. It's good to use it because it's a very different use system, of course. But I would use that. Probably products like crackers or cereal. Non-food. Non-food. Well, talking about washing machine washing powder. Why not? Yeah. Yeah. And that could be great in a in a cup like this or a bigger one. Yeah. Yeah. Why not? Because that's and then it's powder. It's not a fluid, but a powder.

**Participant 22:** [00:58:33] Washing powder. That's a difficult one.

**Xueqing:** [00:58:49] Oh, what kind of product do you think the system is not useful or not suitable?

**Participant 22:** [00:58:57] Well, at this point, I think about what I. What I just said or the fluids. Yeah. Yeah. The fluids and also the highly how would you call it the highly. Like fresh, fresh fruit, like meat, vegetables, fruit. I wouldn't see it for those really fresh products because to me, I don't know how long it's been there. Know with rise coffee I expect the container to be this good that it will be still will be fresh but for fresh produce or bread or stuff. No, no, no. Those are even. Well, for fluids. It's not like apples. Tomatoes. I can imagine it falling down or. Cold products is and isn't an item either. Like. Not really ice cream, but like. Oh, my goodness. My English.

**Xueqing:** [01:00:33] You mean something need to be put in the refrigerator? Yes. Yes.

**Participant 22:** [01:00:38] Yes, exactly. Yeah. Yeah. Oh, what would be a good one as well? It's not non-food, but herbs. Herbs? Yeah, yeah. Because I have a lot of the small also small pots for herbs and basil and stuff. And each time I need to buy new ones. Yes. Yes. Me too. Yeah. And also for this curry or. What is it? Curry. It's the yellow. Yellow stuff. You need a lot normally, but all the cups are like this. So they're so small. Yeah, and that would be great if you have a refill and really in a storage cup or box, which is good and which keeps your herbs well and well stored. Yeah. That would be great.

**Xueqing:** [01:01:48] For which product you think the system would offer the greatest environment?

**Participant 22:** [01:02:04] Looking at this or really what I also suggested. Um, I think for instance washing powder. But also. For coffee.

**Xueqing:** [01:02:27] Why do you think there's two kinds of products?

**Participant 22:** [01:02:32] Well, for for the coffee, for instance, a lot of coffee it has the more or less the aluminium, plastic, packaging and then also paper. Yeah, the two of them. So I think that's why, you know, and of course it's a vacuum. But if you have really good, a good container which keeps the coffee beans or the coffee fresh. You don't need them both. You can have a good cup. Because what we do, at least what I do if I buy a coffee, it also goes into a container. So why do I need the packaging? Packaging away so that where it would be really suitable for. And with washing powder, for instance. Yeah. With the powder. I also put it in the container. I must confess with rice as well. Same thing. Rice pasta. Because it looks better. And I love it. I love to see it. Yes. Yeah. So why? Yeah. You get it out of the packaging, put it in a container yourself like this, you know? Why you need where you need packaging for.

**Xueqing:** [01:04:12] Okay. Then as you know, the for this cup, if you want to keep reusing it, then you will use as many times as you want. So how many times you think you will use the cup or at which moments you will decide to return it? Such as for rice?

**Participant 22:** [01:04:40] How many times? Well, I know. Look at this one. I can use it for a long time. But many times. But of course, if you have it in your bag, it will be damaged. I think I would return it if the damaging is. That? Yeah, well. If I can't look at it properly anymore and if it's really getting more filthy, that's when I would return it. But if it's staying clean and I will wash it and then it's okay and it's fine with me.

**Xueqing:** [01:05:31] Yeah. And and you mentioned there might be some little damage to the scratch on the surface.

**Participant 22:** [01:05:38] Exactly.

**Xueqing:** [01:05:39] And how would you feel about that kind of signs of usage, if you really noticed that?

**Participant 22:** [01:05:47] Well, at the beginning, I don't mind because it's you know, it's reusable. And yeah, look at this. It's also being used. But if there is a better option, then I can replace it for a new one. I would, but I must confess that it would take some time because I also know that if I'm replacing it, this one needs to be in transport, it has to be reused. It's also taking a lot of CO2, you know, so carbon footprint, blah, blah. And even I'm. Maybe it's even. That I wouldn't. And get the refund and just stay with one. Yeah. Yeah. I'm not a kind of a person who will change your interior every two years or so. I will stick with the same product. And if I like it and it looks good, then to me it's fine.

**Xueqing:** [01:07:03] And what if the scratches are not made by yourself, but made by the previous consumers? When you get them, they already show some little damage over the squares, which is not made by yourself. It was made by the previous ones, but it still is already cleaned and received just to show some signs of the use.

**Participant 22:** [01:07:28] I don't. I don't know. I don't know. Could be that I'm pickier than I think I am. Yeah. Yeah.

**Participant 22:** [01:07:40] I think I would stick with my own one then? Yeah, maybe I would change it for one, which would be to me.Kind of new.

**Xueqing:** [01:07:56] So you mean that you would select or compare the the cops?

**Participant 22:** [01:08:02] Yes, because I think I'm. Yeah, yeah, yeah. Thinking about it, I'm quite normally well, I'm looking at my things now. And I'm thinking, oh gee, normally in a home I'm quite neat to my stuff. Yeah. So if. Yeah. I think it would irritate me if it's damaged too much. Yeah. I would see it every time I like because I know for instance, if this is in my cupboard for two weeks, you're looking at it every time. Yeah. Yeah. And food is nice to look at. Even this. I know it's from the sticker when I. Yeah. Maybe I'm pickier than I thought I was.

**Participant 22:** [01:09:08] But it really it depends, because there are also, for instance, bottles which have been used like for beer or for Coca Cola. You don't pay attention to that as well, but it's probably because you buy it and it's not really you leave it in the cupboard or. Interesting question.

**Participant 22:** [01:09:37] Yeah, interesting question.

**Xueqing:** [01:09:39] Just to try my best to encourage you share more opinions.

**Participant 22:** [01:09:44] Yeah. I'm thinking about. Yeah. Yeah. Okay.

**Xueqing:** [01:09:50] We're almost done.

**Participant 22:** [01:09:52] Yeah.

**Xueqing:** [01:09:52] Do you have any thoughts or ideas or whatever you want to add as to this system?

**Participant 22:** [01:10:05] No, I would just I would change that thing where I don't know, where does it remind me from? I know that something works the same. And maybe I would do make the bottom bit more attractive. But that's not about the system. That's how it looks.

**Xueqing:** [01:10:30] It's also interesting, important consideration for the consumers. If you really want to use it.

**Participant 22:** [01:10:38] Yeah. No, I'm really thinking. Oh, yeah. About the herbs, for instance. That's what I yeah I'm thinking now.

**Xueqing:** [01:10:55] Of be a good choice and now I can say what I agree or disagree with. But before we finish it, I couldn't.

**Participant 22:** [01:11:04] Yeah.

**Xueqing:** [01:11:05] Share my opinions otherwise. Would you please.

**Participant 22:** [01:11:08] Yeah. Oh that's what I noticed now as well. And it's stupid but with the red lentils is bio. Yeah. Despite our. Where do enough? I almost expected to be biological.

**Xueqing:** [01:11:34] You mean all the products? Yes. Why are you saying that? To make more sense.

**Participant 22:** [01:11:42] Because it's really a sustainable, really environmental friendly solution. And it often goes with biological products. You know, it comes in together, but even it doesn't need to. But it's cool. First. Theme. Yeah. That's, that's yeah. It's a good idea.

**Xueqing:** [01:12:15] So the purpose to do this research is to get more understanding from the consumers because now they already have the concept and the idea, and they even already put this station in the supermarket of the Czech Republic.

**Participant 22:** [01:12:33] Yeah, yeah.

**Xueqing:** [01:12:34] But still, it's doesn't seem to work very well with the consumers. So no, we're doing the research for them and understand how the consumer is perceived. This kind of. And I went into the consumer's know a lot of situations such as there will be some scraps and how about a little damage and you need to always bring the containers back with you when you are doing the shopping. Yeah. So they will have a lot of consideration because first time, if you're just to see this and try it, maybe you will find it is very interesting to or attractive. But after you consider all the things behind it, then maybe somebody will have the very different perceptions and they will think it also brings some troubles for them. Yeah.

**Participant 22:** [01:13:34] Yeah, I can imagine that depending on the the supermarket where you are, if it's more. Yeah. What I would say is a sustainable or environmental friendly supermarket or biological supermarket. I can imagine that this system would start better than in a big supermarket like Jumbo. Yeah, because there everyone's hurrying up and wanting to buy something and then go again. And where people are more environmentally conscious with the bio products that they're more willing to pay attention to the system and bring their own cups. And, you know, okay, on the other hand, you really need to get acquainted with it and accustomed to it.

**Xueqing:** [01:14:40] Yeah, probably. Yeah. Yeah. Yeah. And some other participants. They also said perhaps it is more suitable for some small stores, such as you said. The fact that the bio Supermarket or somebody mentioned it could be in some store like the Starbucks, so it only sells the coffee beans. Yeah. And even when the people are still waiting for their product or waiting for their coffee, they can have some time to review their product. Yeah. So in that kind of store, maybe you only need one or two refill stations will be there with all.

**Participant 22:** [01:15:28] Of the specialty specialty tea stores. Yeah. Stores, yeah. Yeah. Or like here you have similar levels with all the coffee and. Yeah, I know that. Yeah. So in a big.

**Xueqing:** [01:15:43] Supermarket, it seems very difficult to let the consumers get used to the new shopping model.

**Participant 22:** [01:15:54] Yeah. Yeah. But for instance, in Ecoplaza.

**Xueqing:** [01:15:58] Yeah, yeah.

**Participant 22:** [01:15:59] That's where I would see this. And I know for instance in Austria they also also have a lot of the dried vegetables, like lentils, like beans and stuff. And I. Rice porridge. That's what. What they would sell. Wheat flour? Yeah. That's also something you could use for this system. All kinds of different wheats for. For instance, for a bakery.

**Xueqing:** [01:16:38] Yeah, the bakery.

**Participant 22:** [01:16:39] Can buy stuff. But it's really a mind changing system. It's really it's really. A type of customer which has time and willingness to use it. Yes. And we. Cornflower. Cornflower. Corn dried. Yeah. Yeah. I know, for instance, in Brazil, they have also coffee, but also a lot of beans, different types of beans, dried. And you need to like black beans and that will be good to use this as well.

**Xueqing:** [01:17:32] I think it would be much easier if you combine this system with the function of the store itself, such as in the bakery you sell some flowers and in the coffee shop and you serve the coffee beans. I think that's going to be much easier to.

**Participant 22:** [01:17:57] And maybe maybe even they can look at a different type of cup.

**Participant 22:** [01:18:04] Like not like this. I would just say. A strong it's not a strong one, but a cup which you can fold, which is easier to bring. You can put it in your bag and fold it out and then use it. Something like that.

**Xueqing:** [01:18:30] Because this is the new version of the Cup and before this one they have the stackable cups which you can put all the cups together without the OC. That's what would be a good idea, but I don't know why they changed it to this kind of shape for the new version.

**Participant 22:** [01:18:49] Yeah. Yeah. And if you're looking at fluids. I know I've been in cosmetics. And if you're looking at fluids and biological product, you always have to look at does the PP or PE react with the product itself?

**Participant 22:** [01:19:07] And that's what is also really important. I think if you're looking at the segment of bio products or really food conscious people, they will look at. The ingredients of the cup itself as well. But it's interesting. Yes, it's very interesting.

**Xueqing:** [01:19:35] And there's also my PhD research field, reusable packaging system. But my focus is more from the consumer's perspective and such as the company, sometimes they they will trying to improve the usability of the system. Or the design of the system. But still the acceptance from the customer is not satisfied.

**Participant 22:** [01:20:06] Yeah, but that's what you do. You notice, you know, I'm trying and I feel, oh yeah, I'm clever. I can I understand how it works, but I don't. And even if I need three, four or five cups in my bag, maybe it's even better to have a different kind of cup. Yeah. The bowl.

**Xueqing:** [01:20:30] And the for the screen it's. Yeah. I said that I would let you know how the other participants think of it. So people are like, you didn't notice there is a screen and you need always check the instructions on the screen. So they just focus on the most function part.

**Participant 22:** [01:20:50] Yeah. Yeah.

**Xueqing:** [01:20:52] And they said perhaps the screen should be on the same level of the function part so they can see it. Or perhaps the light could be more functionality, could be more functional to inform you what you should do.

**Participant 22:** [01:21:10] Yes, yes.

**Participant 22:** [01:21:12] Because everyone probably is going directly to.

**Xueqing:** [01:21:15] Yeah, it is a quite common behaviour. I think they feel if you need always check something and you need to, to know your focus here and then you need to see the other place and check again and again.

**Participant 22:** [01:21:37] It's tiring. Yeah. Yeah. And you need to refocus each time. Focus. Don't understand. Oh, yeah. True, true.

**Xueqing:** [01:21:51] And sometimes because the light will change the colour. But perhaps you don't know why it changes the colour. And then you realized, oh, perhaps I need to change to check the screen. That is also knowing if the lights change the color already that you know what you should.For the next.Yeah, it would be much easier.

**Participant 22:** [01:22:14] Yeah. I was like, Oh, it's green. Yeah, I probably I did something correctly because. Yeah, it's green.

**Xueqing:** [01:22:24] But if it is red, then you will think something's wrong.

**Participant 22:** [01:22:29] Yeah, yeah, yeah, yeah. Okay. Oh, I have to look there. Okay. How does it work? Yeah. I felt. I felt stupid.

**Xueqing:** [01:22:43] Yeah, it's.Not your fault. It's just the system makes a consumer feel stupid.

**Participant 22:** [01:22:53] Yeah. It's an idea to have on eye level the screen. Yeah. But on the other hand I think I like. I like pictures like that. Yeah.

**Xueqing:** [01:23:05] And also the function part, there are too many functions close to each other. So a lot of participants, they just try from the lever as what you did. And if it doesn't work, they will move it below and try to tap here. Yeah, They tap it a lot of times but nothing happened. They were a little bit below.The light. And they're trying to play with the lights to explore whatever is there. So finally they will find the button. Because that one is most. Mostly the lower level and through there working they're trying. So. Then it makes sense. They should to know where is the button? It's the first time I see the beginning. Otherwise they just try it. Everything. And finally they find the practicing. Yeah. So it's a problem of the position or the layout of the function area.

**Participant 22:** [01:24:18] Yeah. Maybe already. If they just change it like the switch having it down low and the other one like this one up here and. And this one up here. It may be already. Still it's.

**Xueqing:** [01:24:48] And it's not readable if you focus on the the image. You couldn't see the button, especially for the taller Dutch people.

**Participant 22:** [01:25:05] I mean, you really need to push. Still, you know, second time. I'm just. Oh, yeah, I just want to. It's like a printer to grab the paper.

**Xueqing:** [01:25:31] In the dispenser you can press this button. You can also like this. But you don't need to push it.

**Participant 22:** [01:25:48] That's. Yeah. That's also a holiday.

**Xueqing:** [01:25:57] I think the system is tired. Yeah, that's it is.

**Participant 22:** [01:26:02] Well, even the green for us. I'm not really tall. You're not really tall. But still, the green doesn't really you don't really notice the green because you're living like this.

**Participant 22:** [01:26:16] Yes. Yes.

**Xueqing:** [01:26:17] The people also said that they couldn't say that, that they can say there are some green shadows.

**Participant 22:** [01:26:23] Yeah.

**Participant 22:** [01:26:24] Yeah, exactly. Yeah. Maybe what they could do if you have a screen up here. Now, if the instruction you can have the coconut cookies. Pictures here. I don't know.

**Participant 22:** [01:26:40] What it looks like. No. I want to go back to the spirit of your bag or container.

**Xueqing:** [01:26:54] But that is also one problem. You couldn't come back to.

**Participant 22:** [01:26:57] The last step. You can just continue doing it. Nothing. Yeah.

**Participant 22:** [01:27:18] And the label is too big for a cup. Wow. Cool. Okay.

**Xueqing:** [01:27:30] We finished. And thanks for sharing your time.

**Participant 22:** [01:27:34] Yeah.

**Xueqing:** [01:27:35] Most of the time. But it's very happy and pleasant conversation with you.

**Participant 22:** [01:27:40] Yeah, thank you very much as well. It was really great and I didn't expect this was so interesting. Yeah. Do you have more people coming or.

**Xueqing:** [01:27:53] Yeah, I almost finished all the interview, but still, perhaps I have four or five.

**Xueqing:** [01:28:01] More in the on Friday and next Monday.

**Participant 22:** [01:28:04] Okay. But I'm the last one today.

**Participant 22:** [01:28:06] Yeah. Yes, yeah. Okay. I don't know what time is.

**Participant 22:** [01:28:17] Oh, yeah, really? Long, long talk. Yeah, yeah, yeah.

**Participant 22:** [01:28:23] Okay. Hey, what about the follow up?

**Xueqing:** [01:28:26] The follow up interview will be 10 to 15 minutes for an interview. And you can take the small cup. Yeah, this one with the coconut cookies back home. So you don't need to return it. It's yours.

**Participant 22:** [01:28:40] Yeah.

**Xueqing:** [01:28:42] And just use it as you normally do at home. Can it consume the next quiz?

**Participant 22:** [01:28:50] Yes, I will.

**Xueqing:** [01:28:51] Yeah, yeah. I did it for the follow up interview. I will just ask you several questions about how you use the cup at home, like where you store it, put it. Yeah, and how you wash it or you use it for the other purpose for other products.

**Participant 22:** [01:29:09] Yeah. Yeah. Okay.

**Participant 22:** [01:29:11] Simple. Good.

**Participant 22:** [01:29:12] Yeah. Yeah. And.

**Xueqing:** [01:29:15] And you can take this one.

**Participant 22:** [01:29:18] Oh, that's great. Yeah.

**Xueqing:** [01:29:21] It's always a good quality product.

**Participant 22:** [01:29:24] Yeah, yeah, it smells really good. Wow. Thank you. Yeah, I took a lot of your time.

**Xueqing:** [01:29:31] Oh, no, no, it's my pleasure, because I got more insights from you than the others.

**Participant 22:** [01:29:37] Okay, okay, good. But this one's for you.

**Participant 22:** [01:29:42] Yes. I mean, yeah, we can right here.

**Xueqing:** [01:29:47] And I.

**Participant 22:** [01:29:47] Will.

**Xueqing:** [01:29:48] Organize everything tomorrow because I know the university will normally close at 10:00 so we can leave together.

**Participant 22:** [01:29:59] Good. Thank you.

**Xueqing:** [01:30:03] Okay. I was able to switch off the equipment and then we can go downstairs.

**Participant 22:** [01:30:09] Yes. Okay.Super.

**Xueqing:** [01:30:14] And I will send you the email with the invitation and all the information. But tomorrow morning. Yeah.

**Participant 22:** [01:30:21] That will be fine.

**Xueqing:** [01:30:23] Tonight, if I send the invitation to the other participants, including you. And I think no one will react to.

**Participant 22:** [01:30:32] For Me. It's no.Problem. No problem at all. It's already late, I took you a lot of your time. No, no.

**Xueqing:** [01:30:42] I'm very happy with that. I really want people can be talkative and share me more inside. So that will help me to analyze all the things I got. If they just spent less time with me, then I think I will get less insights .

**Participant 22:** [01:31:05] But it's a lot of a lot of information and a lot of computions.

**Participant 22:** [01:31:09] And. Yeah, yes. It's good to know to know that everyone wants to see more or less the same things. I have a lot of other accidents happens.

**Xueqing:** [01:31:21] During the interview. Sometimes the dispenser doesn't work. Like you also met. Something. Sometimes the printer doesn't work, so they couldn't get the label from the printer and also sometimes they overfilled with the product. So a lot of pieces dropping on the table.

**Xueqing:** [01:31:45] Oh yeah. But it's good that A lot of different accident happen so I can inform the company how they should improve,

**Participant 22:** [01:31:59] The better your research will be. Yeah, yeah, yeah, yeah. And they can improve their products with all the different. Yes, yeah.

**Xueqing:** [01:32:10] Just with me. Yes.

**Participant 22:** [01:32:12] Yes, of course. Yeah.