

FORTH Project Details

Sector: Higher Education

User: Hanzehogeschool Groningen

Country: The Netherlands

Year: 2020

Online Offline

Facilitator(s): Doreen van Wieren & students Minor Consumer Behavior



Innovation Assignment:

The regional cooperative, Westerkwartier (the client) is an enterprise that acts as a driver for social and economic innovation. They have plans to build a 'Food Factory' to create a sustainable regional food chain.

Highlights of the process:

Students of the Hanzehogeschool, a University for applied sciences, had to develop consumer experience concepts which also meet criteria of food themes. Several groups of multidisciplinary students worked together with the client and their lecturers (design, marketing and psychology) on this assignment for two target-groups: families and foodies. They explored a lot of diverse opportunities, trends and technologies, discovered customer insights and frictions, and ideated over 3200 ideas.

Main results:

Students presented their outcomes for an audience of interested guests. An enormous variety of distinct well-designed concepts, with technological aspects such as Virtual Reality, 3D food printing and smartphone applications were presented. They also presented personalized meal boxes, a pop-up food film festival, workshops by master-chefs, a regional food brand and playful educational aspects to teach children more about food.

Many concepts were in line with the sustainable development goals, aimed to use and produce food more responsible, stimulate climate actions and well-being. As the future food factory is still in development, the concepts are ready to be realized when the time is right. The client became very interested in the FORTH methodology, additionally, students learned how to get to consumer-centred innovation through the effective FORTH methodology in practice, so they can make a meaningful impact.

