

User centred innovation at Danisco A/S

DANISCO
First you add knowledge...

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User centred innovation

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First you add knowledge...

Surface

People Techniques Knowledge

Say/Think Interviews Explicit

Do Use Observations Observable

Know Feel Dream Co-creation Tacit Latent

Deep

From "Contextmapping: experiences from practice"
Froukje Sleeswijk Visser, et al.

What do consumers do?



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Say/Think

Do Use

Know Feel Dream


Who did we meet?

Where did we go?
* 6 CITIES * 3 COUNTRIES * EUROPE





3 key insights on consumer behaviour



- ➔ Consumers are rational in their own narrative
- ➔ Consumers are not always aware of their behaviour
- ➔ Food industry and consumers may have different understandings of food and different narrative logics

What did the study show?



1. What is the logic behind this?



Cathy, London

→ Cathy says she always buys natural food

→ But showing us her freezer – it's full of ready-made food

2. Consumers are not always conscious about their behaviour



Manuel, Seville

→ Manuel's uncle produces the oranges they eat - he only wants to buy from producers he knows. While he explains this, he has a Coca Cola right next to him.

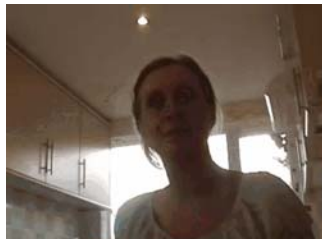


3. Consumers and industry have different views on what good food is



→ Louise, London

→ "Good food is imperfect"



What does a chef dream of?

Say/Think

Do Use

**Know
Feel
Dream**

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Fly in the soup

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Results

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Co-creation with customers





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Workshop: "Ice-breaking on the edge"







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Workshop Playmates:



- ➔ Hennig Olsen Is, Norway – ice cream maker
- ➔ Mads Nybro, Chef
- ➔ Tetra-Pak Høyer (packaging and ice cream moulds)
- ➔ Zentropa workZ
- ➔ IO-Interaction
- ➔ Consumers
- ➔ A WOW player
- ➔ + Danisco scientists and ice cream technologists
- ➔ Assistants:
 - Illustrators from Designskolen Kolding
 - Students from Workcamp06 as documentarians

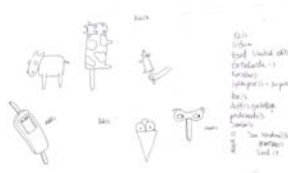





Heltt värdkæden 15

From problem to prototype in 24 hours!

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- ➔ Grouping of 325 ideas!
- ➔ Idea selection
- ➔ Concept creation
- ➔ Recipes for prototype ice creams
- ➔ Sketches and illustrations







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From problem to prototype in 24 hours!

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- ➔ From problem to prototype in 24 hours!
 - The first step towards concept creation for new ice cream concepts...
 - Background – why, trends, stories
 - Concept description – what is it, the unique
 - Packaging – the concept shows on the packaging
 - Product description – detailed description
 - Target group – who, expected buyers, age, gender
 - Market – when and where is the ice cream sold
 - Sketches and illustrations

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From problem to prototype in 24 hours!

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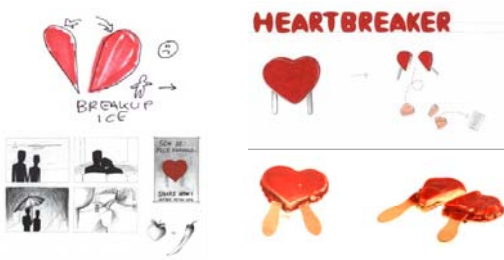
- ➔ Prototypes made in pilot plant
- ➔ Tasting and evaluation of prototypes
- ➔ Concept descriptions finished
- ➔ Result in 24 hours
- ➔ Problem - 325 ideas – distilled into six concrete concept descriptions and prototypes with sketches and illustrations





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Heartbreaking concept



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Thank you for your attention



Danisco is found in most food products

www.danisco.com

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