



New Economies Design Project 01

Group 3

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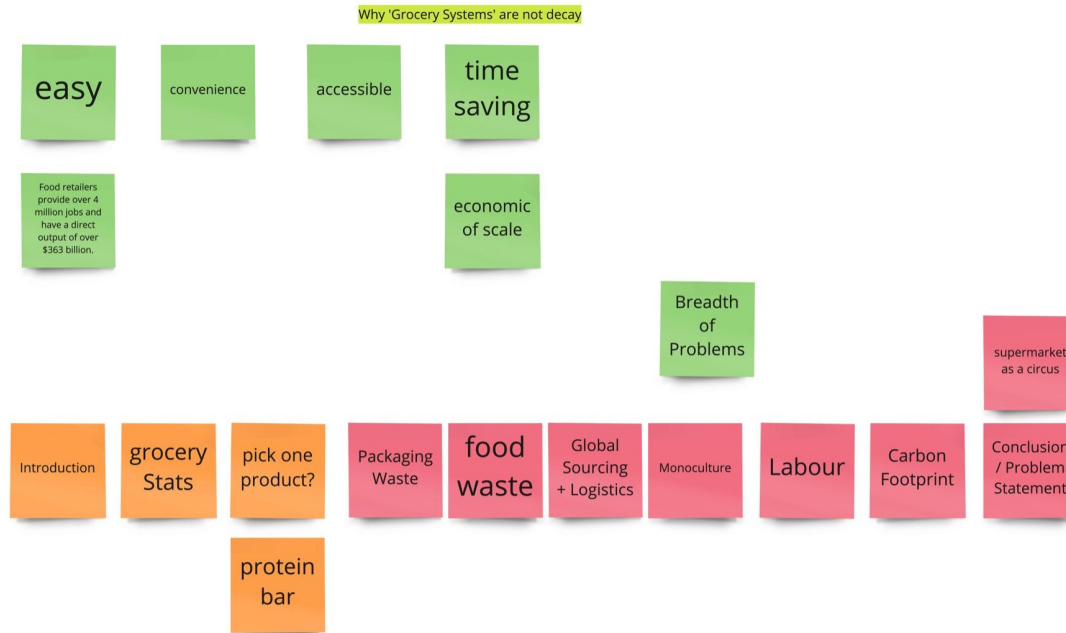
01. Concept Generation Phase

Identifying the 'decay'

Long List of 'Decay' Focus Areas



Covering the *breadth* of the 'decay'



Covering the *depth* of the 'decay'

Ifah

Balancing the Economy of the Grocery System and its impacts

- Grocery provide the convenience and opportunities
- Dependency in consumer's lifestyle
- Overbuying issue --> bad to environment but good for business
- Rig the actual demand and supply
- loss in production (time, labor, investment, environmental waste)
- Unfair labor treatment

Problems

- People are being more aware about sustainability --> result for grocery business to adapt
- grocery business/corporate being called to blame on (being target of responsibility)
- While the twisted in demand is causing by the consumer's behavior
- Grocery business needs to find the right balance to satisfy the need for consumer and being sustainable

- losing the customer is not an options--> Grocery has to adapt for what customer's needs.
- Finding the balance where grocery store and their supply chain's impacts

Valentina Essay Ideas:

Context

- eradicating hunger
- enough food to feed a growing world population
- Avoiding inflation;
- Double standard morals from governments and organizations
- modern slavery

Fishers

- prevalence of forced labor and exploitation in Thailand
- Fishers 37.9% are victims of human trafficking
- 76.2% accrued debt with their employers

Farming

- Workers do whatever to provide for their families
- get paid a rate piece
- immigrants are more vulnerable to be abuse at work
- seasonal jobs
- Wages are only 59% comparing to other industries
- farmers are exposed to

What is need it

- shared equitably value chain
- generates transparency and traceability
- engaging the private and public sectors
- improve internal policies and systems.

DS:

How Grocery stores are changing consumer behaviour

- History of grocery stores and how they have evolved
- Aisle Wars by suppliers
- Premium aisle spaces have to be bought at a premium / if it is frozen food or dairy pricing for the same is 4x
- Certain kinds (Heavily packaged, high on sugar and unhealthy items) are pushed more than the organic or healthier items
- This changes the way an entire community buys certain products
- The effect of this is also seen in the digital space. Every user on apps or websites are shown a tailored landing page to maximise sales
- Consumer Psychology and past consumer behaviour patterns (using big data) are responsible for driving sales

Pun

Grocery store as essential

Purpose of convenience

Connect to diverse groups (stakeholders)

Main focus only to serve customers leads to food wastage (affect other stakeholders besides customers)

Food wastage process

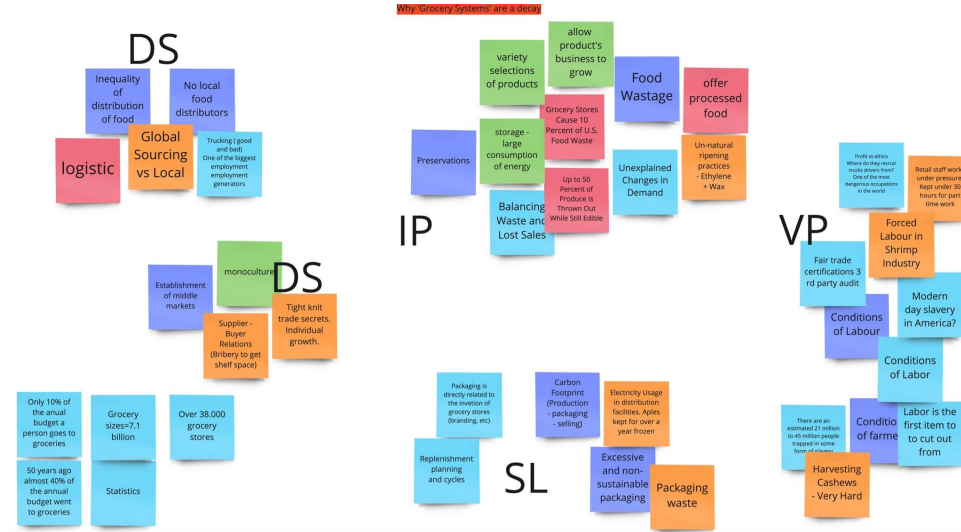
- Economical
 - Money spent on unnecessary goods
 - Drive up cost, inflate price
- Social
 - Mistreatment of labor (also related to economical/price)
- Environmental
 - Energy and water usage to grow, harvest, transport and package
 - Landfill decomposition

Not conventional for whole food ecosystem

Circular strategy

- > increase profit margin
- > invest in community

Merge ideas of the 'decay'



Re-organized Data by Stages

Stage 1: Early Production / Farm

Stage 2: Manufacturing

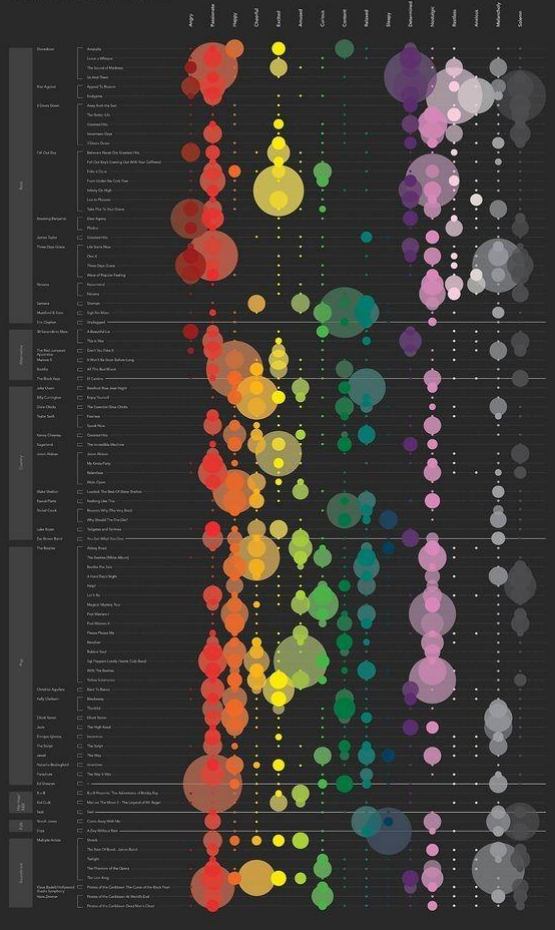
Stage 3: Transportation / Export / Last mile delivery

Stage 4: Grocery store

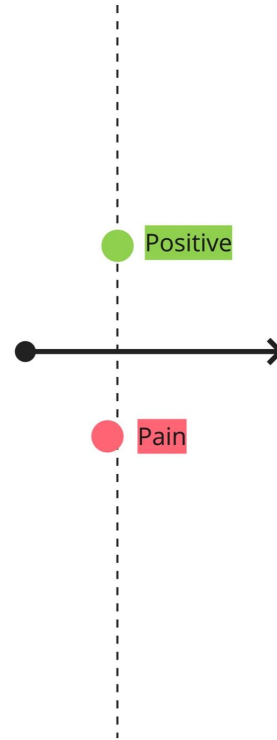
Stage 5: Consumer & Disposal

My Music Moods

Almost everyone uses music to put themselves in a certain mood or emotion as existing only when it is unintentional. Here is a visual interpretation of how each of our albums in my music library can affect my mood.

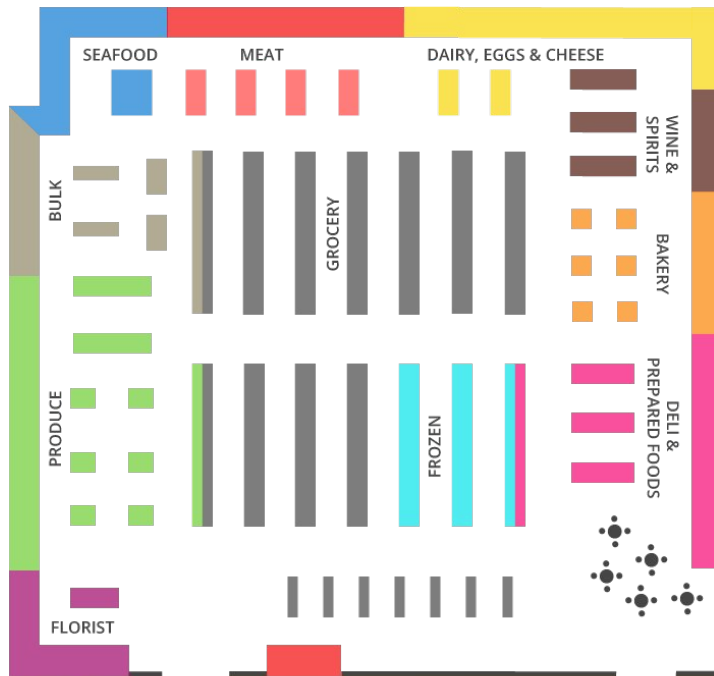
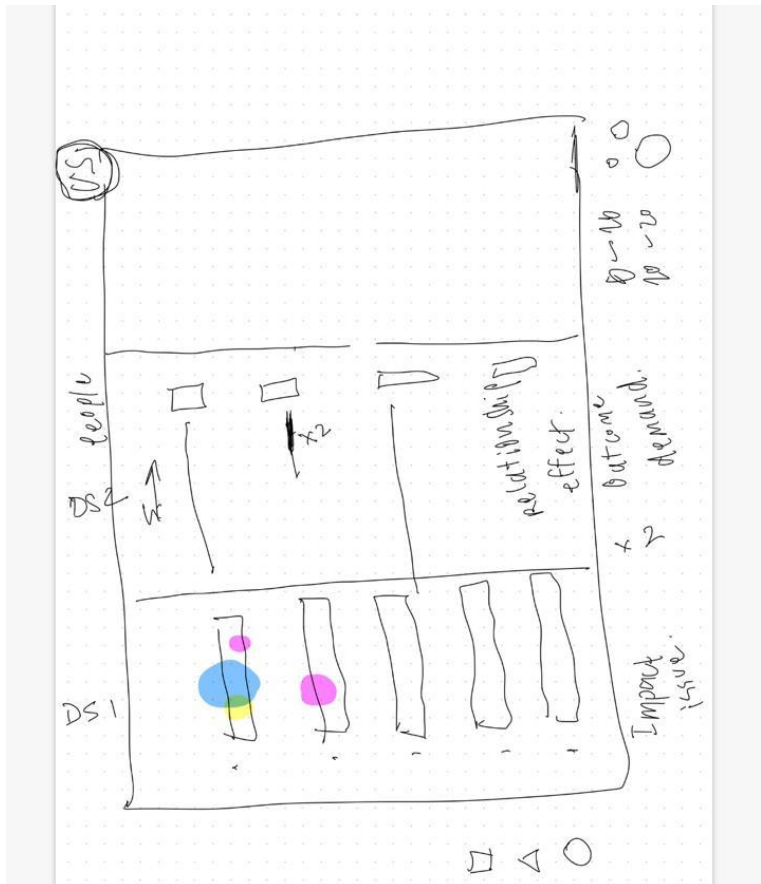


Categorized into positive or negative



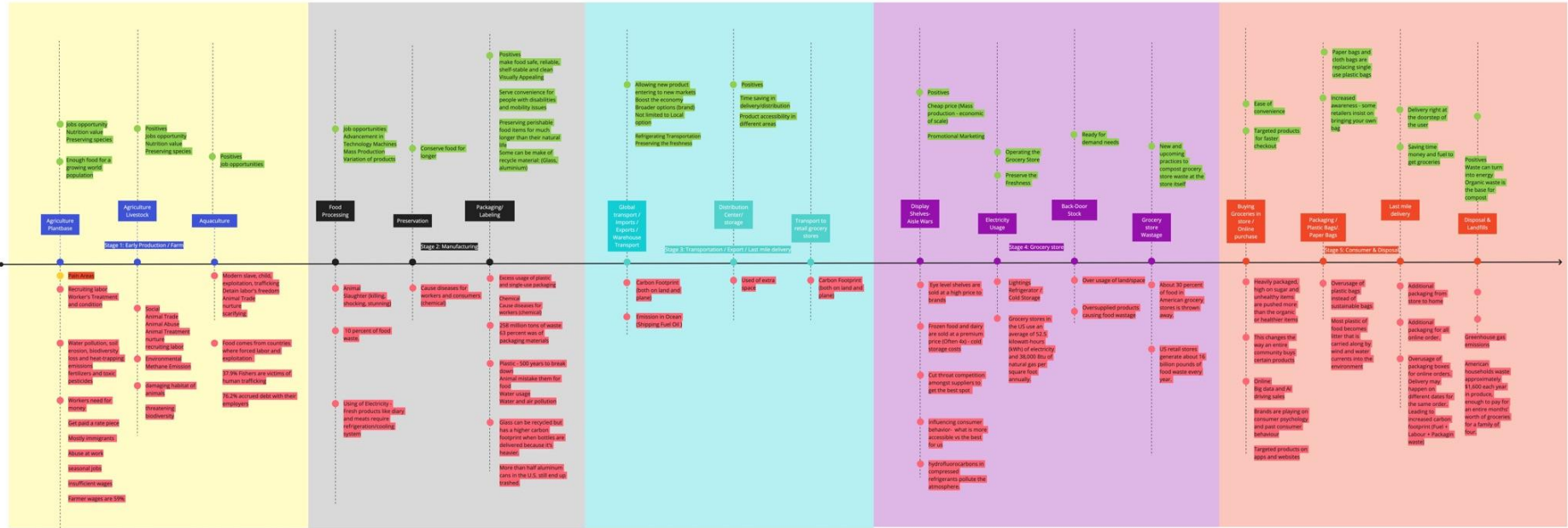
Inspiration

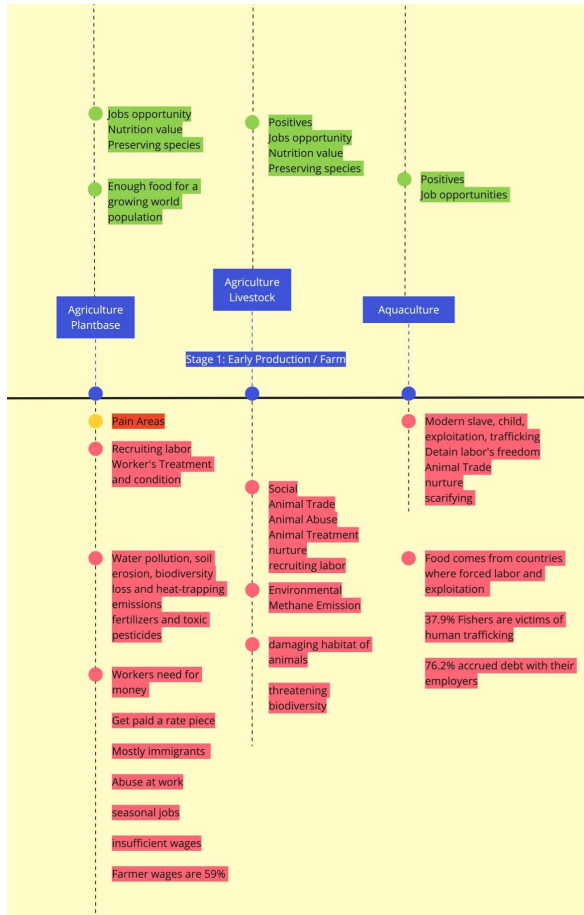
02.Sketch Phase



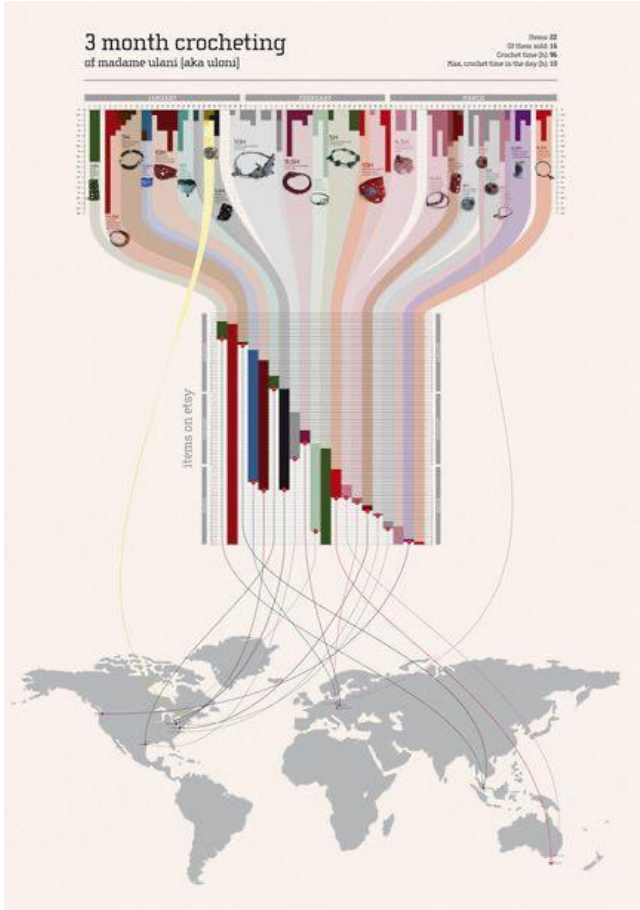
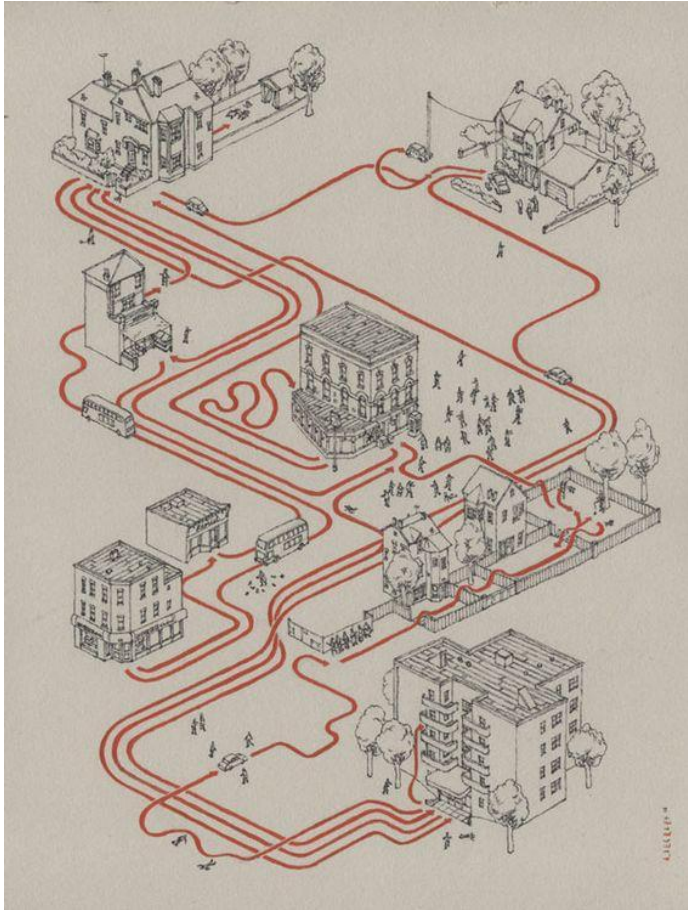
Rough sketch of the visual map | Concept creation

Mapping | Journey Map Version

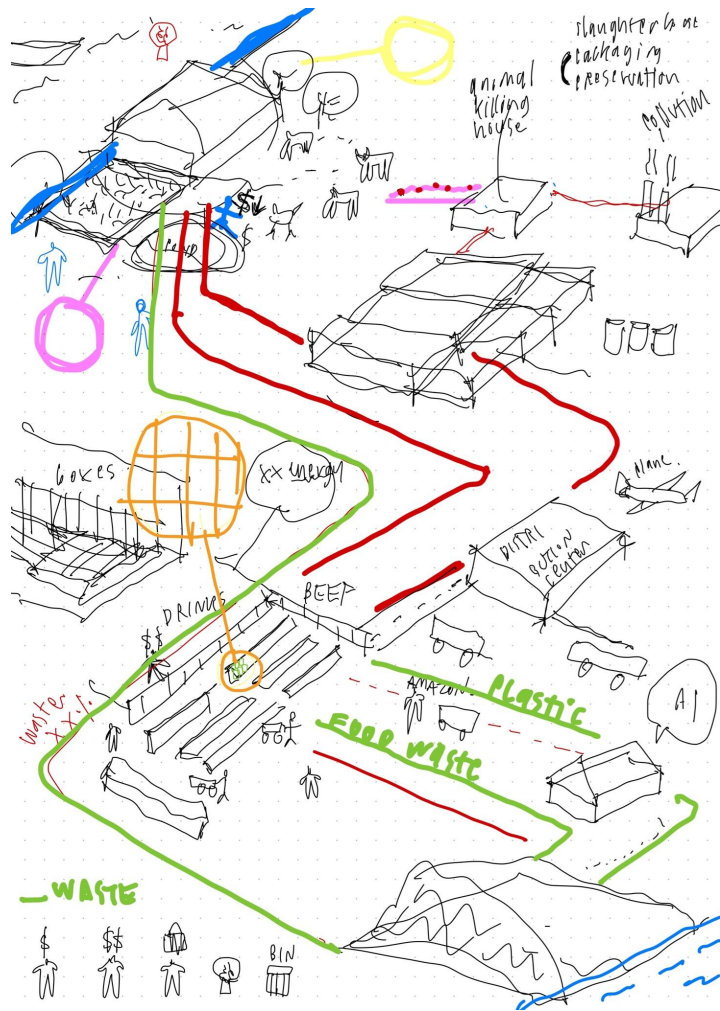




Categorized positives & negatives

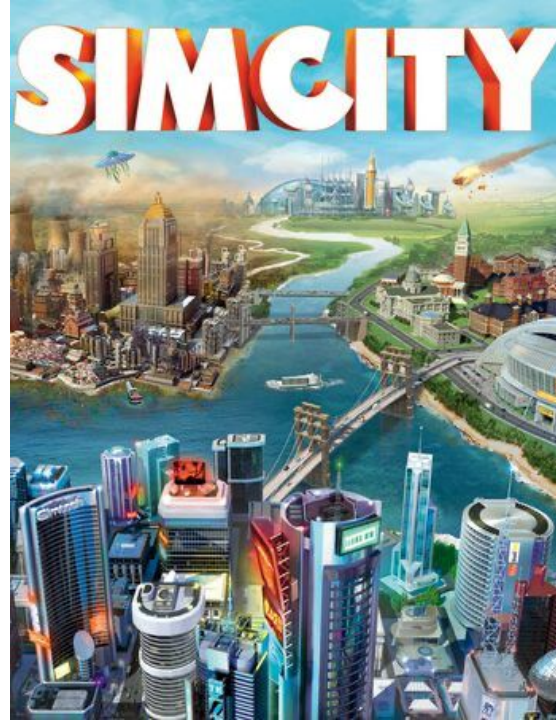


Inspiration



Rough sketch of the visual map | Concept creation

Simulation at scale



Using tools that can replicate 'game'



Collaboration as a key

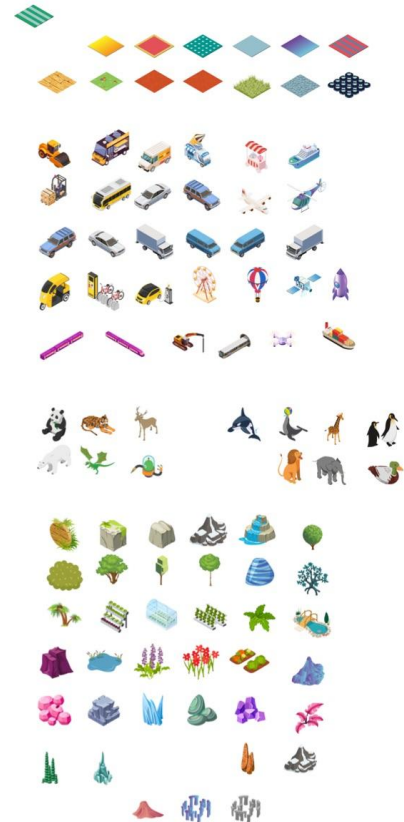


Simulation at scale x Game like tools x Collaboration as a key

Simulation at scale x Game like tools x Collaboration as a key
= Visual map of grocery store as a decay

03. Produce Final Artifact Phase

Our Approach | Working with various elements



Individual Miro boards

1



Connecting the dots

1



2



3



4





Iteration | Making connections





Thank you