

**Design Thinking:
Proposal for 'Eat More
Plant Protein'
Challenge**

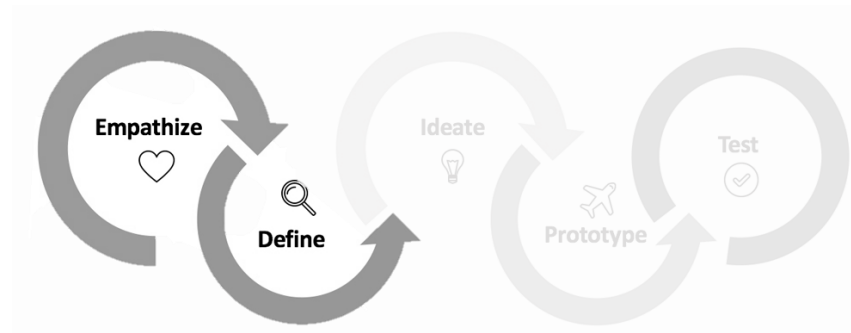
Aakifah Bahadur & Chloe Donohue

contents.

Brief & Challenge	03
Empathy Stage	04 - 14
Approach	
Research	
Aakifah's interview	
Chloe's interview	
Define Stage	15 - 23
Method cards	
Aakifah's UNI's & HMW's	
Chloe's UNI's & HMW's	
What's next?	24

the brief & challenge.

- To create a proposal for the 'Eat More Plant Protein' challenge.
- The challenge is to design an app that will help consumers make better choices when it comes to protein consumption. The app will engage, assist, educate and influence consumers to increase their use of plant-based protein. Can focus on any or all of the following areas:
 - Behaviour change
 - Health
 - Education
 - Sustainability
 - Money
- Should be targeted at Generation Z and/or Millennials.
- This proposal should have a focus on the first two steps of the established 5-step Design Thinking process adopted by d.school at Stanford University. The first two steps are *Empathise* and *Define*. There is to be 5 pages of content per group member, and 5 combined.



empathy stage.

Research, observe, understand, and create a point of view.

initial research

PLANT-BASED FOODS PACKED WITH PROTEIN



Chickpeas
(15 g.)*



Edamame
(17 g.)*



Chia Seeds
(5 g. per 1 oz.)



Mung Beans
(14g.)*



Nut Butters
(8 g. per 2 tbsp.)



Oatmeal
(6 g.)*



Hemp Seeds
(6 g. per 2 tbsp.)



Sunflower Seeds
(15 g. per ½ c.)



Quinoa
(8 g.)*



Seitan
(20 g. per 3 oz.)



Tofu
(20 g.)



Lentils
(18 g.)*

*(protein per 1 cup, cooked)



@ MeatlessMonday

MeatlessMonday

Key facts to consider before conducting the interview stage:

- Plant-based protein provides plenty of nutrients, fibre and antioxidants that can improve your overall health. Many people who switch to plant protein tend to have lower risk of some diseases such as heart disease and type-2 diabetes.
- Animal protein is still higher in demand however is generally considered less environmentally sustainable. Therefore, a gradual transition from animal to plant based protein food may be desirable to maintain environmental stability.
- Consuming a well-balanced diet devoid of meat can reduce the environmental impacts of the food system in high-income nations by reducing greenhouse gas emissions, nitrogen/phosphorus fertilizer use, as well as both land and water use.

<https://www.mondaycampaigns.org/meatless-monday/top-20-plant-based-proteins>

the approach

As a group, when we began to design our individual interviews we decided that it would be most important for us both to focus on the terminology and key-terms referenced in the assignment brief. These were terms such as: behaviour change, health, education, sustainability, money etc.

We each drafted a series of open-ended questions that would allow us to both record observations of what a typical series of meals would look like for two different individuals in the context of their own lives. We aimed for our questions to provide our conversations with a loose structure and hoped that they would allow for the interviewee to take control and detail stories of their own personal experiences.

Going into our interviews, we made sure to both remember that in order to best empathise with our selected respondents we would need to listen and engage with their responses even if that meant deviating away from our planned questions. Our primary aims at this stage were to identify awareness of (or lack of) certain topics (e.g. sustainability, health benefits) and record their opinions, which can then be used in the define stage of this process.

aakifah's interview.

interviewee background.

Age: 22

Occupation: Works at an accountant firm.

Why were they interviewed?

- Member of the target audience
- Likes trying new food
- Decides to eat vegan foods even though they are not vegan
- Regularly buys/makes meals

condensed transcript.

Do you know what protein is?

I have some idea. Protein is basically a positive thing for the body. It helps build and repair the body. Protein is something I often hear when I talk to people who are active or go to the gym.

Do you know what foods contain the most protein?

Animal based food such as chicken and fish have protein. I have heard that eggs are a good source for protein too.

How do you think vegans might get protein?

I don't know how vegans get protein. Vegans don't eat any animal based food so it must be difficult to fit protein in their diet. Maybe I'm just unaware but there could be vegan foods that do have protein.

Have you thought about protein in your meals?

No not really, I don't really think about protein in my meals. I just try to eat healthy when I can, and I assume within the healthy choices I make I get protein within them foods I might need to educate myself on the subject.

How would you educate yourself on this subject?

I would use resources around me. Probably looking at recipes. Using the internet. Look at ways to help me fit it in my diet.

Are you aware of plant protein?

No.

Are you aware about global warming and how the earth is reacting to it?

Yes, I am. I know that our earth needs help or it's slowly dying. We can see it in the extreme heat last year. A lot of brands are going eco-friendly. Some places use paper instead of plastic. I know that we need to do something now or else by 2050 the earth will be in a bad place.

Do you make changes in your life?

I try to. When I can I reduce how much plastic I use and I try to recycle.

How do you get to work?

I drive to work. I could take the bus, but driving is quicker, and I save a lot of money.

Would you change the way you get to work?

I wouldn't change. I feel like I already do my part to save the planet by reducing plastic and recycling.

Starter questions- Talk about the photos they provided

Monday Breakfast

What did you have for breakfast on Monday? Chocolate Oats with Bananas and tea.

Why did you make this choice? I start work at 9am so it's just easy, quick and simple. I find it very filling too. I get enough energy for the morning, and I don't see myself snacking much when I have this breakfast.

How often do you have this meal? My breakfast during the week is always the same, I might change my fruit of choice but that's it. It only changes during the weekend.

Do you look at any dietary requirements when eating such as vegan, vegetarian, gluten free? No. However, I do not use cow's milk anymore. I use almond milk whenever I need milk.

Why do you have almond milk instead of cow's milk? The main reason for this is because I prefer the taste of almond milk. It's also better for me. Even Though cow's milk is cheaper I wouldn't mind paying the extra for almond milk.

Monday Lunch

What did you have for lunch on Monday? Falafel & Halloumi hot wrap from pret, Chocolate buttons, water.

Why did you make this choice? Pret is quite close to my workplace. It's just easy and convenient to get something from pret. Plus I like the food at Pret. However, I already had water from this morning which I refilled, and the chocolate buttons were again something I took to work in the morning. I normally have a healthier snack like fruits than a bag of chocolate buttons.

Is this always your go to order at pret? Most of the time sometimes I might get a latte.

Do you always refill your water bottle? Yeah. I have a reusable water bottle, but I was running late so had to buy a water bottle. I would refill this bottle during the day because I don't want to damage the earth more by buying water bottles.

Why do you decide to pick a vegan wrap over a meat/non vegan wrap? I'm not vegan or vegetarian but sometimes I think the vegan option tastes better and it makes me feel healthier. Especially when I know the day before I was not as healthy. I think fully being vegan can be really difficult because I do enjoy eating meat.

How often do you have this meal? Once a week

Monday Dinner

What did you have for dinner on Monday?

Lentils dal with chapati and salad

Why did you make this choice? I wasn't that hungry. So, I decided to go for a light meal. Mondays, as you might have figured, is a day where I don't like to eat much meat. I could never go vegan or vegetarian, but I try one day a week to reduce eating meat.

Why did you decide to reduce meat on Mondays? It's a personal choice and I started this at the start of this year. I couldn't completely cut meat out of my diet that's why I choose Mondays to be my no meat day.

How often do you have this meal? Once in a while.



lunch



dinner

overview.

Summary: had strong opinions, provided images before the interview, is not vegan but does pick vegan options over meat options, is aware of global warming, didn't know much about protein.

Conscious about the earth.

- “I have a reusable water bottle, but I was running late so had to buy a water bottle. I would refill this bottle during the day because I don't want to damage the earth more by buying water bottles.”
- “I try to. When I can reduce how much plastic I use and I try to recycle.”

Wouldn't change the way they get to work

- “I drive to work. I could take the bus but driving is quicker and I save a lot of money.”
- “I wouldn't change I feel like I already do my part to save the planet by reducing plastic and recycling.”

Opinions on Protein.

- “Animal based food such as chicken and fish have protein. I have heard that eggs are a good source for protein too.”
- “I don't actually know how vegans get protein. Vegans don't eat any animal based food so it must be difficult to fit protein in their diet.”
- “No not really I don't really think about protein in my meals. I just try to eat healthy when I can and I assume within the healthy choices I make I get protein within them foods I might need to educate myself on the subject.”

Uses almond milk over cow's milk

- “I do not use cows milk anymore. I use almond milk whenever I need milk.”
- “The main reason for this is because I prefer the taste of almond milk. It's also better for me. Even Though cows milk is cheaper I wouldn't mind paying the extra for almond milk.”

Mondays are the days where they chose not to eat meat.

- “Mondays, as you might have figured, is a day where I don't like to eat much meat. I could never go vegan or vegetarian but I try one day a week to reduce eating meat.”
- “It's a personal choice and I started this at the start of this year. I couldn't completely cut meat out of my diet that's why I choose Mondays to be my no meat day. “

Tries to make effort by choosing vegan options.

- “I'm not vegan or vegetarian but sometimes I think the vegan option tastes better and it makes me feel healthier.”
- “I think fully being vegan can be really difficult because I do enjoy eating meat.”

Moving Forward:

The person being interviewed had some knowledge about vegan options. Opinions about this were very clear and were spoken confidently. They were also proud about what they accomplished so far and continues further on. Basic knowledge was given about protein which was expected as not many people would know about it. Recycling and reducing plastic was there way of helping the planet. But there behaviour showed that they knew they could do more for the planet. There opinions, thoughts and behaviour to each question asked allowed me to progress with the design thinking process.

chloe's interview.

interviewee background.

Age: 18

Occupation: Student (studies Fine Art)

Why were they interviewed?

- Member of the target demographic (Gen Z)
- Vegetarian
- Interest in sustainability

condensed transcript.

This transcript is a condensed version of the original interview, curated by listening to the original audio file and writing down the main responses to the key questions.

The two images featured were requested the day prior and link to the response of "Can you describe the last 3 meals you ate?".



lunch



dinner

How would you describe your current diet?

I'm a vegetarian, I don't eat any meat at all.

How long have you been a vegetarian?

I have been vegetarian for 5 years – I switched when I was 13 after watching a documentary at school about the meat industry. It's something I always talked about doing as a kid but when I learnt how animals were treated and how they were killed I couldn't eat meat anymore.

Can you describe the last three meals you ate?

For breakfast I usually have cereal, but I didn't have anything yesterday, for lunch I had a margherita pizza at college, and dinner was mushroom pasta. This morning I just had a cereal bar.

Do you think your diet consists of a lot of protein?

Probably not, I guess I mostly eat vegetables and carbs. I sometimes eat Quorn nuggets and fillets or similar things but probably not often enough to replace the amount of protein in a meat inclusive diet.

Has your current diet had a negative impact on your health at all?

I haven't noticed any negative impacts. Actually, before I was vegetarian, I suffered with quite bad acne, but this got a lot better when I stopped eating meat and reduced the amount of dairy I have. So, I'd say it's had a positive impact.

Have you considered going vegan?

I think I would like to be in the future, but at the moment it isn't practical for me. I think it would be too expensive. Also, I don't like the idea of restricting what I can or can't eat too much right now. I eat vegan meals often though it's not something I avoid or am against.

Are you aware of the benefits of increasing your consumption of plant-based protein?

It's not something that I've looked into really, but I can imagine that there are lots of benefits, not just for animals or people's health but it must help the environment too.

With you mentioning the environment, do you feel you try to be sustainable?

I try to, I recycle where I can, and I try not to over consume. I buy my clothes second hand most of the time, for example. I could definitely do so much more though and again it's not something I've done loads of research into. I'm not growing my own vegetables or anything.

Would you consider adjusting your eating habits to be more sustainable?

Yeah, definitely ... if it was realistic to achieve. If it was to cost a fortune I probably wouldn't, but otherwise I don't see why not.

Would you be willing to learn more about the benefits of plant protein?

Yeah definitely, I've never realised before that I might not be getting enough protein with my diet. I've also not really thought about sustainability around what I eat before besides avoiding food waste.

Would you use an app that could educate you about them (the benefits of plant protein)?

Yeah, I probably would.

overview.

Summary: provided insight from the perspective of someone with a long experience of following a non-meat diet, showed interest in sustainability as well as a willingness to learn more about it in the context of plant proteins, and expressed concerns about affordability given that they are a young student.

Makes an effort to be sustainable

- “I recycle where I can”
- I try not to overconsume. I buy my clothes second-hand most of the time.”

Against eating meat

- “When I learnt how animals were treated and how they were killed I couldn’t eat meat anymore.”
- “I don’t eat any meat at all.”
- “I have been vegetarian for 5 years.”

Unaware previously their diet may not be inclusive of protein

- “I’ve never realised before that I might not be getting enough protein with my diet.”
- [Do you think your diet consists of a lot of protein?] “Probably not, I guess I mostly eat vegetables and carbs.”

Sometimes consumes plant-based protein

- “I sometimes eat Quorn nuggets and fillets and similar things.”
- “I had mushroom pasta.”

Open to being educated further

- “I could definitely do so much more [...]. It’s not something I’ve done loads of research into”.

Concerned about the costs

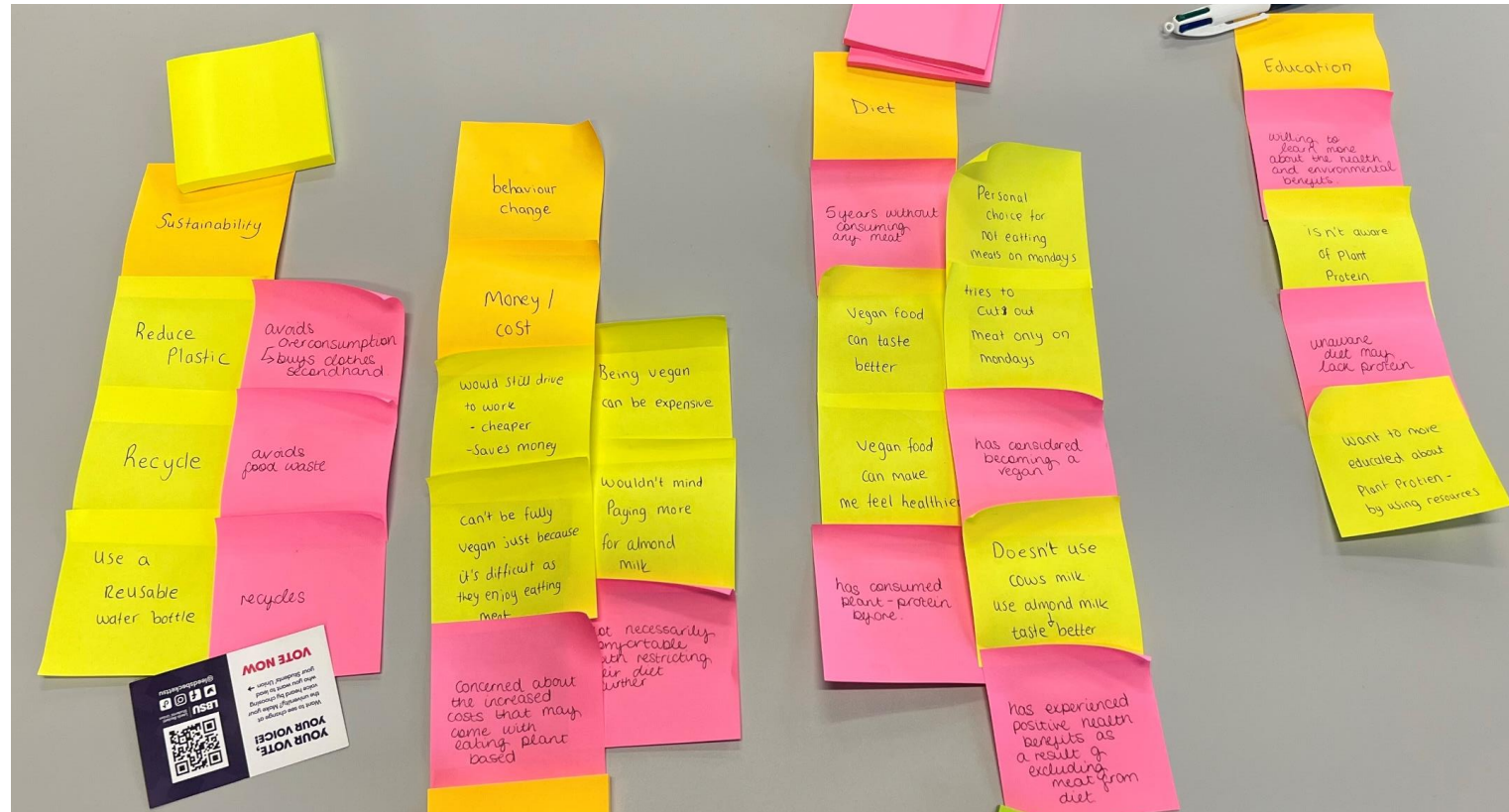
- “I would like to be in the future, but at the moment it is not practical for me.”
- “I think it would be too expensive.”
- “If it was to cost a fortune I probably wouldn’t”
- “If it was realistic to achieve.”

These key points will be highly considered in the methods to follow in the upcoming define stage.

define stage.

Define the challenge & explore the context

method cards.



Method: saturate & group

We separated our findings into the following categories: sustainability, behaviour change/cost, diet, and education. We found that certain findings overlapped themes, highlighting links we may have not otherwise have noticed. For example, we found that unwillingness to change behaviour often linked to cost, whereas willingness to change behaviour generally linked to pre-existing interests in sustainability.

aakifah.

user-need-insight statements.

POV 1

As an: Individual who doesn't eat meat on Mondays.

I need to: find ways to have more days where I don't eat meat.

So that: I can feel better of not hurting animals and helping the planet.

Insight: User enjoys having no meat on Mondays. However, the user struggles to full cut out meat from their diet. They have thought about being vegetarian but they enjoy eating meat and they might miss it. But they did like the idea of trying to have a vegetarian diet for a month as this will make them feel better

POV 2

As an: Individual who want a so have a vegan diet on a small budget

I need to: educate and plan my meals

So that: I can reduce expenses and be effective with my money.

Insight: This user enjoys is keen to have a vegan diet. However, this user worries that being vegan can be expensive. They are willing to educate on how to have a vegan diet on a budget whilst getting everything they need such as protein.

POV 3

As an: Individual who recycles

I need to: Increase my ways to help the planet by educating myself and learning different ways to be sustainably

So that: the planet is not harmed

Insight: This user recycles to help the environment but wants to do more. They want to change their lifestyle to be more environmentally friendly, However they might struggle first but are willing to learn to make it easier.

final user-need-insight statement.

POV 2

As an: Individual who want a so have a vegan diet on a small budget

I need to: educate and plan my meals

So that: I can reduce expenses and be effective with my money.

Insight: This user enjoys is keen to have a vegan diet. However, this user worries that being vegan can be expensive. They are wiling to educate on how to have a vegan diet on a budget whilst getting everything they need such as protein.

Why?

I chose this user need insight to take forward as it mentions both money and education. They were both mentioned in the approach. I feel as though this statement has a positive impact as they want to change but worry about the cost.

There are many different effective ways to tackle the problems that occur within the statement one could be by focusing on budgeting and pre planning meals or by making it easier to make the change to a vegan/plant protein diet. By easing the worry and concerns about the change that might occur.

how-might-we questions.

How might we: make a plant protein diet easy to plan on a budget?

How might we: make encourage different ways of having plant protein to keep users interested?

How might we: Help users to change, who may struggle to be sustainable?

chloe.

user-need-insight statements.

POV 1

As a: Vegetarian

I need to: Increase my protein intake

So that: My dietary choices don't have a negative impact on my health when I'm older

Insight:

The user recognises that excluding meat from their diet could lead to health problems later in life but is something they are yet to attempt to combat.

POV 2

As a: Person who tries to make sustainable choices

I need to: Educate myself on the sustainability of consuming plant-proteins as an alternative to meat

So that: I can make greater effort in reducing my harm to the planet on a regular basis

Insight:

The user currently eats meat but would be willing to change this if it is truly a way to be more environmentally considerate as it could be achieved each day. They would need to be presented with the tools to learn more about the sustainability of consuming plant-based proteins before making any changes to their diet.

POV 3

As a: Young student considering going vegan

I need to: Learn how I can affordably stick to a more plant-based diet

So that: I can sustain myself how I would like without it costing too much

Insight:

The user is keen to increase their intake of plant-based food but would only be able to do so if it was accommodating of their low income as a student.

how-might-we questions.

Taking into consideration my previous insights, I have compiled the following 'How Might We' questions. I feel that those in bold are considerate of what we've learnt in the empathy stage yet do not suggest or hint towards a solution, as this is to be worked out in the upcoming stages.

I ensured to avoid negative verbs such as 'reduce' and 'prevent', instead I tried to frame them more positively by using words such as 'promote' and 'engage'.

1. **How might we promote plant-protein consumption as accessible to young people?**
2. **How might we present plant proteins as a suitable alternative to other kinds?**
3. How might we portray a more plant-based diet as desirable?
4. How might we make plant proteins the norm?
5. **How might we engage with those unwilling to make dietary changes?**
6. How might we address the costs of plant proteins?

summary & what's next?

Aakifah

Overall the first part was good. I can see why its important to create UNI statements even though I did struggle with them at the start.

I enjoyed interviewing the person as I learnt a lot and I would it very interesting. I learnt ways on expanding answers by asking why and creating a conversation throughout.

I made sure I touched on every point without directly asking anything.

With my findings I was able to draw up conclusions and this will help me in the second part of the module.

Chloe

I found the empathy stage of this design thinking process to be very insightful as it allowed me to develop a deep understanding of one potential user's point of view. Unexpectedly, I did find enjoyment in conducting the interview especially when I realised I was successfully empathising with the interviewee.

When reviewing the interview responses and moving into the define stage, I was wondering if it would have been more beneficial to conduct a number of different interviews. However, when comparing with Aakifah's responses and considering opposing responses I began to understand the benefits of utilising this process.

next...

- Move to the ideate stage - Generate a large number of ideas about how to meet users' needs.
- Focus on the last 2 stages prototype and test.
- App designs
- finish with a 1-2 minute animated promotional video that demonstrates the app experience.
- outcomes from each Design Thinking step