Promoting Sustainable Food Consumption

Redesigning a digital platform for trading of locally produced food

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Abstract

Promoting trading of locally produced food is one way to challenge the more conventional way of producing food while contributing to a more sustainable consumption. Through empirical research and design practice closely related to its users, this study has explored the motivational aspects behind trading within the platform and concept of REKO-ring Malmö. An analysis of the existing service in relation to its producers and consumers has been made to formulate problems related to how the platform works today. The study results in a design proposal of a new digital platform that shows improvement in meeting the needs and expectations of the consumers found during the empirical research.

Keywords

Interaction Design; Service Design; Locally Produced Food; Local Food; Food Trading; Sustainability.
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1 Introduction

Local food production is an alternative approach to the more conventional larger-scaled, industrial methods of producing food. By choosing to purchase locally produced food, you can question these methods which traditionally contributes to larger emissions and ecological footprints (Wretling Clarin, 2010). According to Naturvårdsverket (2008), throughout the chain of food production and consumption, the production has the largest negative impact on the environment. But the private consumption is not to be overlooked. When looking at how much impact our private consumption has on the emissions in Sweden, what and how we choose to eat stands for 25%, being higher than the emissions related to travel (Naturvårdsverket, 2008).

Apart from the environmental benefits of supporting locally produced food, it helps within socio-economical aspects as well. The food sector is the fourth largest industry in Sweden, making it crucial for creating job opportunities (Wretling Clarin, 2010). The Swedish government has therefor stated it beneficial for agriculture to promote production of local food and seems to play an important role in supporting rural small-scaled farmers (Wretling Clarin, 2010).

At the same time, the general interest for locally produced food is growing among consumers. As many as 67% of participants asked in a study made by Jordbruksverket (2014), were willing to pay extra for a product produced in Sweden. Several interactive tools, services and communities has emerged during the last decade to help promote this type of consumption and REKO-ring Malmö is one of them. This study focuses on the community of local food production and consumption within the digital platform of REKO-ring Malmö. Through their platform, local and small-scaled food producers can trade their products directly with the consumer.

1.1 Aim

Through practice of design methods within interaction design and service design, this study seeks to understand the needs and goals of people trading locally produced food through REKO-ring Malmö, with the aim to explore new design opportunities within the service. This study was done by investigating the cultural and ideological approach to locally produced food, existing issues in communicating between user groups and the management of tasks connected to using the platform.

1.2 Research Question

How does the existing platform of REKO-ring Malmö meet the consumers’ and producers’ expectations, needs and goals of trading locally produced food?
How can the existing platform of REKO-ring Malmö be designed to help maintain and promote trading of locally produced food within the service?

1.3 Target Group

The target group for this study includes consumers and producers. Consumers in this case refers to people in the region of Malmö that consumes food. Consumers can be both potential and existing customers of REKO-ring Malmö. Producers in this case refers to people producing food within the guidelines for being part of and selling products through REKO-ring Malmö, set up by administrators within the platform. Producers can also be both potential or existing producers of the service.

1.4 Ethical Concerns

This project follows the ethical standards as formulated by the Swedish Research Council (2017). All participants in this study were provided with a letter of consent beforehand. The letter included information about how and where the data gathered from their participation will be used and published. It also stated what personal data will be presented and not, and that they have the right to ask for anonymity. When audio recording has been used for documenting, it has been approved by the participant beforehand.
2 Background

This chapter will present the background in the area of this study together with a short analysis of related works.

2.1 REKO-ring Malmö

REKO-ring Malmö is a part of a nationwide, location-based, platform for trading locally produced food. The concept of REKO-ring is open source and based on voluntary involvement, which means that anyone can open up a platform in their area. The initiative is grounded in the idea of supporting smaller scaled, local food producers with an organic approach. This opens up an opportunity for producers to sell their produce directly to consumers without involving wholesalers or other types of middle-men which increase their profit. The concept originally appeared in France and was introduced in Finland in 2013 (Ekonu, 2018). REKO-ring started to spread quickly and in 2016 the first REKO-ring appeared in Sweden as well (Jordbruksverket, 2018). It is hard to estimate the amount of rings since the concept is open-source, but Jordbruksverket (2018) listed around 50 REKO-rings in March 2018.

Today, the online communication and trading between producers and consumers goes through separate Facebook groups depending on city. The producer posts pictures and information about what they have to offer and consumers comment what they want to order. The payment goes most commonly through the Swedish mobile payment service Swish or cash. The groups are administrated locally by different people that organizes dates and places for trading the orders. REKO-ring Malmö started in May 2017 and has at the time of publication of this study around 3000 members.

2.2 Locally Produced Food

Locally produced is used variously depending on consumer, producer and organization (Wretling Clarin, 2010). In some cases, it is defined broadly as “being produced within a certain area” but other definitions are more detailed, mentioning the border of kilometres. In an attempt to approach a definition of it, Wretling Clarin (2010) further states that the most common aspect repeatedly shown from several studies is that the term regards food that has been produced near the consumer. How far away near means, is not defined further.

While there is no consensus in the definition of locally produced, there is no doubt about an increased interest in the area. In an article by Blevis & Coleman Morse (2009), several terms within alternative food practices are

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1 https://www.facebook.com/groups/REKOMalmo, accessed on 2018-05-18
defined. One term they bring up is locavorism, explained as a part of locally produced food but in a more ideological way. A locavore would be a person that prefers locally produced food rather than transported food. Further on, a local organic farm would be an extension of this ideology (Blevis & Coleman Morse, 2009). Ideological terms like locavorism, even if defined outside of Sweden, suggests an interest in the area of locally produced food. Looking specifically at Sweden, back in 2010, the demand of locally produced food has never been bigger with 70% of the consumers requesting it. Producers also shows an interest with 60% of farmers wanting more of their production to be sold more locally. The interest shows especially in younger farmers on small-scaled farms (Wretling Clarin, 2010).

In this study, locally produced food is defined as REKO-ring Malmö has decided within its platform. This means food that has been produced within the Malmö region. The most important aspect within REKO-ring Malmö is that the producer finds it profitable to transport products for delivery. As long as they do, they are within the frame of the definition. The consumers power in demand also defines the what producers fits within the definition, meaning the platform itself decides what is local enough depending on what the consumers prefer.

2.3 Small-scale Food Production

As well as locally produced, the definition of small-scale differs depending on context. What commonly separates small-scale from large-scale is the fact that small-scale food producers operate several steps in the production themselves, in contrast to large-scale producers which tends to divide these steps between different actors (Wretling Clarin, 2010). As well as in how the line is drawn for locally produced, the consumer has the power of accepting or denying a producer to be called small-scale.

2.4 Related Work

Both within the platform of REKO-ring and the larger area of locally produced food, several interactive tools and services have been created. This section will present some of the resources already launched within the area, serving as inspiration and input to the design process.

2.4.1 Local Food Nodes

Local Food Nodes is a web-based service in which consumers can find locally produced food in their area². This service is based on a membership, paying an annual fee to be able to be a part of the service. The amount is decided by each member and is presented as more of a donation to the organization. The purpose of this service is, similar to REKO-ring, to try creating a more direct contact between farmers and consumers. In contrary to REKO-ring Malmö,

Local Food Nodes is not open source and the trading within this service goes through their own webpage or mobile application. As seen in figure 1, products, producers and information about pick-up is shown to the user on each food node, representing a pick-up place. By becoming a member, you are invited to search for nodes near you on a map. Further on, you can join them and order directly from the platform. REKO-ring Malmö is shown on their map, but only as a link to the REKO-ring Malmö group on Facebook.

Figure 1: Screenshot of a food node

2.4.2 Gårdsnära

Gårdsnära is a web-based service offering a platform to search for local food producers. On this website, consumers can based on place, food or other categories find local farms, stores and likewise. The website it built on search functions with categories, allowing the user to choose from place, product and type of producer (figure 2). It is not possible to order or purchase anything on this platform, it is solely for the purpose of finding local producers.

Figure 2: Screenshot of the menu on Gårdsnära’s website

3 https://www.gardsnara.se/, accessed 2018-05-18
2.4.3 Ägg nära dig

Ägg nära dig is a group on Facebook that allows trading of locally produced eggs from small-scaled farms\(^4\). This group works similar to REKO-ring Malmö in the way that producers can sell their eggs to consumers directly but the process is different. In this group there are online documents in which producers post what they have to offer and consumer buy eggs by contacting them. The orders are placed by posting a comment on the document or messaging directly in a private message. It is also common to post directly in the group asking for eggs in your own area as a consumer, or marketing the production of eggs as a producer. The posts allow for people to answer directly by posting a comment. The group has around 8000 members and covers the whole nation of Sweden.

2.4.4 Rekorder

Rekorder is a digital tool developed in Finland for their REKO-rings\(^5\). The tool helps producers and consumers to order and collect order by a sheet available on the website. A preview of a sheet can be seen in figure 3. The customer can see products for sale and order directly from there, instead of through the Facebook group. The largest difference from the platform on Facebook is that this sheet does not allow for comments and is only focused on information about each producer and ordering from them separately.

![Figure 3: Screenshot of a test order sheet](https://www.facebook.com/groups/418376221595510/, accessed 2018-05-18)

![Figure 3: Screenshot of a test order sheet](https://rekorder.fi/, accessed 2018-05-18)

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\(^4\) [https://www.facebook.com/groups/418376221595510/](https://www.facebook.com/groups/418376221595510/), accessed 2018-05-18  
\(^5\) [https://rekorder.fi/](https://rekorder.fi/), accessed 2018-05-18
2.4.5 Location Map for REKO-rings

A online database has been made on the initiative of Jordbruksverket to collect all REKO-rings within the nation\(^6\). The purpose of the database is to help locate and count REKO-rings and is one part of a whole program created to promote the concept of REKO-ring (Jordbruksverket, 2018). The map is interactive and all REKO-rings are located by geo-pins. By pressing on a pin, quick information appears on that specific REKO-ring and a link to its separate Facebook group (figure 4).

![Location Map for REKO-rings](image)

*Figure 4: Screenshot of the location map for REKO-rings*

The initiative as a whole has received some critique against the way Jordbruksverket handled the contact with the people involved in the service (Eriksson, 2018). Arguments against the initiative included that administrators did not get enough information and a general questioning of where they had chosen to put the funding. Jordbruksverket then replied to the critique and emphasised that the intention of the initiative was only to promote and help further growth of more REKO-rings in within the nation (Purfürst, 2018).

3 Methods

This chapter will present the design process that lead this project forward and the methods applied.

3.1 Design Process

The design process within this project is inspired by a Service Design process, to help apply a more holistic view and take several user groups in consideration while designing. The design process within Service Design is iterative and consists of four stages put together in inspiration of several other frameworks with similar approach to a design process (Stickdorn & Schneider, 2014). The four stages include exploration, creation, reflection and implementation. They present it as a basic approach to a design process, since most processes are of a more complex nature. Some stages within the design process of this study is closely related and therefor divided into two stages in my design process: exploration & problem identification and creation & reflection. The part of implementation will not be reached within the timeframe of this bachelor project. The design process in detail is presented in figure 5.

3.1.1 Exploration & Problem Identification

In this part of the design process, empirical research has been conducted to gain knowledge in motivational aspects and important values within the community and to identify issues and problems within the existing service of REKO-ring. Further on, the insights are visually presented and analysed to show the structure of the service and its problem areas.

3.1.2 Creation & Reflection

During the second stage of the process, the insights from previous research is the foundation for idea generating methods and prototyping. Prototyping and usability testing is closely related and iterative.

3.1.3 Service Design in relation to Interaction Design

Digital interactions are increasing rapidly within services. Consequently, the experience of the interactivity is a vital part to the overall experience of the service. A poor consideration of the interactions involved in a service are one of the main reasons a service is not properly connected to its users (Stickdorn & Schneider, 2011). Service Design and Interaction Design is therefore two design practices that when combined could be of benefit for the user experience of the service. Since this study is investigating a service in which the usability is important to several user groups, it will combine the detailed focus on interactions within Interaction Design with a more holistic view from Service Design. This to eliminate the risk of harming an overall
experience of the service by only focusing on only the digital interaction within it.

**EXPLORATION & PROBLEM IDENTIFICATION**

- Interview with producers/administrators
- Interview with consumer
- Observation of producers
- Gathering and analysing data
- Analyse the result
- Creating journey maps
- Creating stakeholder map
- Creating problem statements

**CREATION & REFLECTION**

- Co-creative session
- Prototyping
- Usability test
- Iteration
- Prototyping
- Iteration
- Usability test
- Prototyping
- Usability test
- Iteration

*Figure 5: Design process in detail*

### 3.2 Methods

The research is conducted with an ethnographic research approach. Methods originating from ethnography is combined to focus on both individual experiences and more broad understanding of the area. Since Service Design is relatively new as a methodology within design, the term is in constant change and its definition differs depending on who you ask (Stickdorn & Schneider, 2011). The Service Design methodology in this study will be based on the definition brought up by Stickdorn and Schneider (2011) in *This Is Service Design Thinking*, in which several tools and methods are presented.
They define Service Design as: “...an interdisciplinary approach that combines different methods and tools from various disciplines.”.

3.2.1 In-depth Interviews

The first part of the research were done through in-depth interviews. In-depth interviews are based on several prepared questions but should be of a more conversational manner. This type of interview offers the participants to feel more engaged in the meeting and lowers the risk of them feeling interrogated, which will further lead to more candid answers (Muratovski, 2016). According to Cooper, Reimann, Cronin and Noessel (2014) interviews early in the design research process benefit from being broad and open-ended in its questions, to be of a more explorative nature. The in-depth interviews in this study has adapted this approach and was conducted in the purpose of two aspects. Firstly to get an overview of the management and administration connected to the service and secondly to gain knowledge about the motivational aspects of commitment in the service, on behalf of both producers and consumers.

3.2.2 Observation

Secondly, observations has been used as supplement and support to the interviews. Observations is a good way to assure that the data from interviews is reliable (Muratovski, 2016). Additionally, Cooper et al. (2014) argues that the most effective technique for collecting data is to combine interviews and observations. In this study, observations are used in purpose of both qualifying gained knowledge from interviews and to collect further information which is harder to explain in words. This type of observation gathers data through a direct observation in which the researcher will not engage in the tasks of the studied.

3.2.3 Stakeholder Map

To help analyse the existing service, stakeholder mapping was applied as a method. Stakeholder maps are made to visualize the involvement of different stakeholders and user groups within a service. Several actors connected to the service are mapped in relation to each other and their involvement to the service (Stickdorn & Schneider, 2011). In this study, a stakeholder map is created to help highlight issues regarding the relations between the user groups.

3.2.4 Journey Map

A second method to help during analysis of data was journey mapping. A journey map is similar to stakeholder maps in its purpose, but concerns the individual user group and their involvement in the service in detail. Different journey maps are created for different user groups by identifying touchpoints in which they interact with the service. (Stickdorn & Schneider, 2011). In this study, this method is used during the analyse of data to help get an overview
of and identify all the aspects that could influence the experience of the service.

3.2.5 Co-creation

According to Stickdorn and Schneider (2011) a co-creation can be applied to design process in several ways and include different kinds of participants depending on the purpose of the session. The power of co-creation however, is that the people being designed for is part of the design themselves which could help the design in the right direction. During this study, a co-creative session was held together with the users to complement research in a more creative way and involve the users’ inputs in the final design decisions.

3.2.6 Brainstorming

Based on a generative mindset instead of a critical, a brainstorming session is focused on deriving as many solutions possible within a limited time span (IDEO.org, 2017). Brainstorming is a method for idea generation in which usually several people are engaged in, but in this study, an individual brainstorming session is used to come up with solutions. The general concept of brainstorming, such as quantity before quality and staying focused on the topic, is applied.

3.2.7 Prototyping

According to Houde and Hill (1997), a prototype is something that represents a design idea, no matter what form it is in. They also state that a prototype makes it possible to evaluate and test design solutions, making it crucial to have a purpose for the prototype. Their model of what prototypes prototype, the main areas are role, look and feel and implementation. In this study, the role of design features are discovered through empirical research. Prototypes within this project will therefore focus on the look and feel of design proposals. The purpose of each prototype made within this study is presented in more detail in paragraph 4.9.

3.2.8 Usability Testing

The method used for gathering feedback and answering the purpose of the prototypes is usability tests. According to Interaction Design Foundation, usability tests involve a moderator to inform a participant what tasks to perform while observing (Interaction Design Foundation, 2018). To help understand the actions of the participant, one can ask them to think aloud while testing (Preece, Rogers & Sharp, 2016) This setup is adapted in the usability tests of this study. Each participant is firstly asked to think aloud while interacting with the prototype, to later receiving a task to perform. More detailed information of the tests are performed is described in paragraph 4.9.
4 Design Process

This chapter will present the results from all empirical research made in this study, the analysis of data collected and design work. Firstly, the result from interviews and observation is presented together with the main insights drawn. Further on, a presentation and analysis of the existing platform is followed up by design practice including co-creation, ideation, prototyping and usability testing.

4.1 Interview with Producers/Administrators

The two respondents are producers within REKO-ring Malmö and also act as administrators for the digital platform and remaining parts of the service. The interview was held with both respondents at the same time. It took 50 minutes and was documented by audio and notes. A series of questions was sent to the participants beforehand, together with a letter of consent. The interview was based on these questions but with more questions coming up during the interview and were of a more conversational manner. The purpose of the interview was to gain knowledge within two areas: motivation & involvement and administration & management. All of these aspects are in relation to both production and consumption of local food in general and within the platform of REKO-ring Malmö.

4.1.1 Outcome

Both respondents were positive to the concept of REKO-ring in terms of business-related aspects, such as them making a larger profit without a middleman and getting orders in advance which makes it easier to plan the harvest. Further on, they emphasized the importance of building and maintaining a network between small-scaled framers to be able to support each other. They elaborated by explaining that REKO-ring Malmö makes it possible for several farmers to work together, creating reliability for them as producers but at the same time making them dependent on each other’s professionalism.

According to the respondents, their customers are highly motivated by supporting locally produced organic food. This group of people are perceived as very conscious in their decisions leading to a more sustainable way of living. They brought up the problematics in that their existing customers are driven by this motivation hard enough to spend some extra time on their consumption, which can lead to missing other parts of the demography. They also explained that the goal of REKO-ring Malmö is to make the trading as easy as possible and they are considering changes of the platform such as several pick-up places in hope to attract consumers in other parts of Malmö. One of the most important motivational aspects of both consuming and producing food through REKO-ring, they think is the direct contact between
producers and consumers, which often lacks in web-based e-commerce services. They described the increased interest from consumers by stating the growth of members since the opening event in May 2017 in rough numbers. At the time for the interview, the group had 3400 members.

The respondents told me that they have taken on a roll as administrators within the service but outside of the digital platform as well, adding that they both are hard-working and like taking responsibility. The deal is to rotate this responsibility between all administrators but it has not worked that well yet. They continued by explaining their roles as administrators for the Facebook group, which includes tasks such as deleting previous posts, creating cover photos for information about pick-ups, motivate producers and customers and approve posts from producers. They expressed the thought that this is the reason why REKO-ring Malmö has been successful so far; there are people who take care of it and supports it voluntarily. In general, they consider the management of this type to be more demanding than the administration of them as producers within the service.

When I asked them to describe their process while using the service as producers, it seemed to differ a bit depending on the amount of orders. However, they always keep notes on their orders to keep track of them, since it is more convenient than checking the original orders on the Facebook post back and forth. When we talked about how many orders they get at the highest, they started elaborating on the limitations concerning how many different products they can post and orders they can take while still being able to handle it within a reasonable amount of work. It is mentioned that if they want to expand a bit they need a way to do it more systemized regarding the harvest, bags and administration. Hereafter, the issue with expanding the platform to several pick-up places were brought up and they discuss that there need to be some changes to make that happen.

The fact that the platform is on Facebook is something they see as a necessary evil when they compare the work they give for advertising to what they get for free from the format of social media. However, they are afraid they miss some of the demography here as well. A second positive aspect with Facebook as a platform is the fact that the posts pop up in members’ feeds even if they do not check the REKO-ring Malmö group by routine.

4.1.2 Insights

- The producer’s largest motivation to be part of the service is the fact that there are no middle-man involved in the trading
- The producers value the community and network within local food production and find it necessary for their work
- The producers are dependent on other producers’ professionalism
- The producers find the administrative workload concerning the service a bit heavy
- The producers keep extra notes to be able to keep track of orders
– The producers want to reach out to a broader target group
– The producers want to extend the service to include several pick-up places when the demand increases
– Facebook is not the optimal platform but the best option based on the situation

4.2 Observation of Producers

To get more detailed information about how the producer interacts with the service at different stages, observations were made in the respondents own environment while interacting with the service. The purpose of this observation was to get a clearer picture of what tools they use to help them interact with the service and in what order and situations they use them. Some of this information was told during the first interview, but some more detailed knowledge was gained by being able to observe them in their own environment and while performing their tasks.

4.2.1 Outcome

The land on which they farm are placed within an urban area shared together with three other urban farming companies and I was able to observe their actions in relation to preparation for the pick-up event the same day. They measured vegetables, wrote names on bags and double checked everything. One producer showed me the list of orders from Facebook which they always make in Google Sheets. She told me that when they have more than 5-6 orders they print the list, otherwise they look at it in landscape mode on their smartphones. This list helps them during and after packing to double check that each bag’s content is correct. A double check towards the orders on Facebook were lastly done to be sure they have written the same on Google Sheets. For this she used her smartphone and the mobile Facebook application. Both of them stated it crucial to have a list to be able to manage all the orders while preparing.

More detailed insights of the steps of the process during the use of the service are presented in paragraph 4.4.3.

4.3 Interview with Consumers

The three respondents are consumers and potential customers of REKO-ring Malmö. Before the interview, each respondent was asked to use the existing service and pay attention to the experience of specific steps of the service flow. The interview was partly based on these specific steps, sent to the participant beforehand. These steps are presented in figure 6.

![Figure 6: Steps of the process in preparation for interview](image)
The second part of the interview was based on questions regarding motivational aspects and values in consuming locally produced food, both in relation to REKO-ring Malmö and in general. The interviews were held separately, took 20 minutes each and was documented by audio and notes. The respondents were set up with a computer to be able to help communicate the actions to me in a better way. The purpose of the interviews was to gain knowledge within same two areas as previous interview: motivation & involvement and administration & management.

4.3.1 Outcome

The interview started out by me asking for expectations and first impressions during the first step of joining the platform. Respondent 2 told me she had expected it to be more of a flow in the group and instead she was welcomed by a feed which seemed inactive. She told me:

“If I had stumbled upon the group, I would not have done this because it is nothing there. You do not understand what this is all about.” (Author’s translation)

This made her feel uninformed about what the market could be filled with the next week. At first glance Respondent 3 thought she got some indication of the concept from the cover photo, in which she made her own assumptions from the information about next pick-up event. None of the respondents read through the information and instruction from the producer beforehand and instead they looked at the behaviours of other members to learn. To seek for a clearer understanding about the purpose of the group, all respondent scrolled through the group to look at posts before navigating to the about-section. Respondent 3 started to look for information after placing her order and then read the descriptions, which she mentioned is not very visibly placed. She added that she had not read all the information because it was too much to take in:

“It is about this balance, it is too much info to process and not enough information to trust it.”

Regarding the instructions, Respondent 2 mentioned that they existed and was also complete when she read it, but she was looking for a quicker way to understand guidelines than reading through each post separately. During the interview with Respondent 3, she was still not entirely sure whether REKO-ring Malmö was a group or a company.

Regarding the browsing, all respondents enjoyed it more when not looking for anything specific, but frustrating when to. Also, the way sale-posts and general posts were mixed contributed to confusion. Respondent 1 told me:

“Even when I had found things I wanted to buy, I still did not know if I had found everything that were up for sale.”
All respondents found it confusing that the posts from previous pick-up events were deleted and Respondent 2 explicitly asked for one particular week.

All respondents also expressed confusion concerning the ordering and paying by wondering what way is the correct way since there were general comments in the comment section together with orders. Respondent 2 especially put weight on that you are supposed to order and pay differently depending on from what producer you buy from.

“When I was about to place an order, I did not get if I were supposed to make a Swish payment right away or how to do it. It is different on each producer which makes me confused, should I write a comment this way?”

All respondents expressed positive thoughts about the direct contact with the producer. Respondent 3 stated this as the reason why she would buy food this way; she want to cut the middleman out. However, Respondent 1 expressed some trouble with the fact that everyone could see her order and confirmation of payment; that everyone are involved in her own direct contact.

Whenever an order was placed, payment was sent and a confirmation was given from the producer, there was mutual feelings of satisfaction. In retrospect the process was experienced as quick and easy.

Before the upcoming pick-up event, the expectations differed between the respondents. The feelings expressed from Respondent 1 was nervous and troubled by not knowing things like: do I need a bag, will there be signs and will I find the right producer? The feelings expressed about after the pick-up event was more positive. The expectations of both Respondent 2 and 3 were positive but the actual experience mostly negative. Respondent 2 expressed disappointment in that the producers had not taken responsibility in keeping track of her orders and Respondent 3 said she expected more service, such being given a bag. This seemed to lower the trust for the whole concept and not the individual producer. Respondent 1 had not expected the producer to keep track of her orders but she still experienced it better when the producer took initiative to take contact during the pick-up event.

After the pick-up event the experience differed once more. Respondent 1 was feeling confident and proud that she had put some extra effort on her food. Respondent 2 got one of her products in a package with a logo from large scaled cooperation within food industry, making her questioning her trust for the producers. She mentioned that her greatest motivation to consume food this way is to promote the smaller scaled food producers and wants to make sure that all of the profit really reaches this producers and only them. This was brought up by Respondent 3 as well. She wants to know more about the producers to make sure the product she buys has been fairly produced and that 100% of the profit goes to the producer. Since her greatest motivation is
to promote local producers as well, she is a bit two-sided in her argument. She feels that as a consumer you are more protected when buying something from a supermarket but at the same time she understands that producers in REKO-ring do not have the opportunity to do quality-checks or guaranteeing more than they do. However, she do mention that they need to put extra effort on transparency of their production:

“It sounds really good to cut the middleman out, simply because they make more profit on it. But then I ask myself: why is this profitable for me as a consumer?”

According to Respondent 1, there is a contradiction in her experience of trust as well, but mainly in relation to animal products. She believes that meat from this type of platform is better when it comes to ethical aspects of agriculture, but at the same time she trusts them less. She found it a bit “sketchy” to buy meat from someone’s trunk.

All respondents did not find the extra effort to go to the pick-up event that big but the consumption is dependent on a good placement. To go further than they did for pick-up would not be an option.

The respondents’ opinions on a Facebook-group as format for the platform, was positive in the way that it is familiar. Negative thoughts included that it is important to be able to see everything for sale in a better way and that the platform felt more like a community rather than a digital market. Respondent 1 expressed some insecurity due to the platform feeling like more of a network, making her want to follow social guidelines to not feel like an outsider. Respondent 2 understood why it was on Facebook in terms of marketing, but at the same time, all posts did not reach her feed. Respondent 3 mentioned that she lacks being inspired and guided forward due to the platform being within the group format on Facebook. All respondents expressed some resilience in having to sign up somewhere else, especially if having to create a profile, while at the same time they mutually rather saw the platform separated from social media.

4.3.2 Insights

- The first time consumers has a hard time grasping the concept and purpose of the platform
- The consumers do not spend enough time on looking for information and instructions
- The consumers are confused while placing orders and paying
- The consumers are confused and frustrated while browsing for products
- The consumers find it necessary to have the pick-up events close to home or on the way home
- The consumers trust the producer less without a middle-man
- The consumers do not know what to expect during the pick-up event
The consumer's risk of feeling left out from the platform from the community/network in it

Further more detailed insights on the steps of the process during their use of the service are presented in paragraph 4.4.2.

4.4 Service Analysis

This section will present the structures of the existing service through describing the relationship between user groups involved, steps in process for consumers and producers and the tools used to perform tasks. Later follows the main insights drawn from empirical research into problem statements, representing the main issues of the existing service.

4.4.1 Stakeholder map

A stakeholder map was created to see get a better overview of the different actors related to the service (figure 7). This map helped visualizing how these groups communicate and act in relation to each other. To be able to design for REKO-ring, these actors and their need of communication between each other needs to be taken in consideration while designing.

![Figure 7: Stakeholder Map](image)

4.4.2 Customer Journey

To further analyse how the existing service was used, a detailed description of the consumers journey of the existing service was created, presented in figure 8. The customer journey map helped visualize the flow between the tools the consumer uses while interacting with the service.
Figure 8: Customer Journey

The customer journey of the existing service is quite simple if looking at the different touchpoints used for performing tasks. There are not that many different tools used throughout the process and they do not have to switch between them too much. The biggest issue in this customer journey is the last part, which implies a confusion in who has the responsibility to keep track of orders at the pick-up event. With these types of tasks there is a potential in using only one device and one program, except for Swish, throughout the whole customer journey.

4.4.3 Producer Journey

The producer journey map was created in the same purpose as the customer journey map and is presented in figure 9.

Figure 9: Producer Journey

In difference from the customers journey, the producer has not the same simple way of managing their tasks. They switch a lot between different tools
and has to do this several times over a longer time period. The result from the producer interviews showed that the producers do not think this administration is too much since it is their job. On the other hand, the result from the consumer interviews showed that producers have to manage this in a coherent way in order to minimize the risk for being experienced as unprofessional during contact with consumers.

4.4.4 Problem Statements

Based on the insights from the empirical research, problem statements were created to pinpoint the problems of using the existing service. In figure 10, the result from both producers and consumers are connected to each other and formed into problem statements.

<table>
<thead>
<tr>
<th>INSIGHTS</th>
<th>PROBLEM STATEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>The producer value the community and network within local food production and find it necessary for their work</td>
<td>The format of the platform makes it hard to grasp the purpose of it</td>
</tr>
<tr>
<td>The producer want to reach out to a broader target group</td>
<td></td>
</tr>
<tr>
<td>The consumer has a hard time understanding the concept and lacks the feeling of digital market</td>
<td></td>
</tr>
<tr>
<td>The consumer risks feeling left out from the platform from the community/network in it</td>
<td></td>
</tr>
<tr>
<td>The consumer do not spend enough time on looking for information and instructions</td>
<td></td>
</tr>
<tr>
<td>The producer find the administrative workload a bit too heavy</td>
<td>There is no overview of products and producers</td>
</tr>
<tr>
<td>The consumer is confused and frustrated while browsing for products</td>
<td></td>
</tr>
</tbody>
</table>
When looking at the problem statements derived from the insights, there are three conclusions that can be drawn:

**Format of digital platform**

To begin with, there is a clear correlation between the problem statements and the existing digital platform. This includes its inability to provide the needed and expected basic functionalities to solve what the problem statements are built upon, simply because of the framework Facebook has.

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*Figure 10: Insights formed into Problem Statements.*
By placing the platform on Facebook, the possibilities are restrained significantly, both in terms of changing current setup of interfaces and adding new functionalities. One important aspect to have in mind if to separate the platform from Facebook is to keep the positive parts that the existing platform gets from being on social media. This includes things like less commitment in terms of logging in and creating profile and not lose some of the social aspects that makes the platform feel more personal and intimate.

**Consumers are affected the most**

Secondly, no specific insights or problem statements are involved in a scenario in which the service risks losing producers. The consumers’ experience on the other hand has several points where their needs and expectations are neglected. Each problem statement in first hand affects the consumer’s experience negatively, consequently leading to the risk of losing consumers. With the consumer as a vital part of being able to maintain and promote the trading within REKO-ring Malmö, there are several customer needs that has to be looked over. But since this service is dependent on both producers and consumers, further design practice would benefit from keeping the producers needs in mind as well.

**Problem statements in relation to steps of process**

The third conclusion is that the problem statements are well connected to the consumer’s steps of the process. At every step, there is a threshold which does not guide the user forward but rather interrupts them and makes them confused. At the same time there is a pattern of positive feelings after they have completed a step. These thresholds risks being one or many reasons why a consumer chooses not to be part of the service. The connection between the problem statements and the steps of the process are shown in figure 11.

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**Figure 11: Problem statements in relation to steps of process**

At the first step of *joining the platform*, the overall experience of the group creates hesitation because of the unclear presentation of the concept. This risk leading to the user questioning the actual purpose of being there and if they fit into it. There are good information and instructions but the user does
not look for it themselves. Instead they expect it to be handed to them. When they have to spend too much energy and time on trying to understand what to do next, they express confusion and insecurity. When understanding the concept and how to be part of it, the user feels more comfortable.

At the second step of browsing products, there is no overview making it possible to browse the way you want. This risks tiring the user out and creates frustration and insecurity in not knowing if something has been missed. At the third step of ordering & paying, the user finds it hard to put an order in due to lack of clear instructions. However, after a product has been ordered and payed for it feels like it went quick and easy.

At the fourth step of picking up orders there is a threshold making it hard to imagine what to prepare for and what responsibility one has to take, both in remembering the orders and taking initiative for contact at the event. Additionally, if the pick-up is far away from home, the user does not have enough motivation to add an extra marketplace to their consumption pattern. This together with the fifth step of consuming in which the user has a hard time trusting the quality without a middleman, lowers the motivational aspects of consuming food through the service. After a first time buy, the user tend to experience positive feelings regarding this type of consumption, creating motivation for a continuous consumption.

4.5 Co-creative Session

To be able to know how to move forward from here, a workshop was held with Respondent 1 and 2 of the consumers (Respondent 3 was not able to participate), to try to sort out the most important needs connected to the digital platform. I wanted to gain insights directly from the consumers on how they connect insights to each other and what motivates them most in their use of the existing service.

In preparation for the session cards were created based on the problem statements but formulated similar to the way they had expressed it during interviews. The cards represented eight different aspects and are presented in figure 12.

![Figure 12: Cards used during co-creative session](image-url)
Time were given to the participants to read through the cards and secondly, they were asked to put these in order from most important to least important in relation to using the service. They were encouraged to think freely, making it possible to add own cards, remove cards and pair cards with each other. Afterwards the participants were individually asked to go through their choices out loud and explain why it was more or less important to them. Connections between aspects were brought up as well. When both had went through the placement of their cards, a short discussion of some changes in their placements were held, since they had listened to each other’s arguments.

4.5.1 Result

Figure 13 shows how each of the participants placed their cards in the end, with the most important at the top and least important at the bottom.

Respondent 1 argued that the feeling of a digital market is most important because of the fact that this is necessary for her to even stay on the platform. If it feels more like a network, it will make her leave. Secondly, she thought
an overview of products was important, because of the fact that this is the first thing that helps to perform her goal of buying food. The third most important aspect was the guarantee of quality of the products, since this is one of the motivational arguments for choosing this type of consumption. Additionally, even though it was put on seventh in order, several pick-up placements were crucial if the one in use now were placed far away from her.

Respondent 2 argued that the guarantee of quality, especially when it comes to agriculture and promoting locally produced, is the reason for consuming food through REKO-ring Malmö instead of in conventional supermarkets. Therefore it is the most important aspect for her. Secondly, two cards were put together because of their relationship to each other. She argued that the insecurity she experienced of what type of platform it is makes her unsure of the way to order. Likewise, the third aspect has two cards which correlate, but in the way that an overview is dependent on the possibility to see previous products as well. Lastly, she mention that the fourth aspect of an overview of producers is somehow necessary to be able to sort out between these and get quick information about their farming or agriculture, consequently contributing to trust. As well as with Respondent 1, she does not request several pick-up places as long as there are one near to her. If not, it is crucial for consuming through the service.

Summary

The four most important aspects from the co-creative session are collected by combining the top three from both participants. The result is presented without order in figure 14.

![Figure 14: Four most important aspects derived from co-creative session](image)

4.6 Ideation Session

The task after this was to come up with solutions connected to a digital platform, to later form a prototype to test how these functions would affect the experience of the service. Even though only four of the problem statements were proven to be most important from the co-creative session and going to be focused on during prototyping, the ideation session tried to take the remaining two problem statements in consideration as well. By keeping this holistic view, the solutions derived from the session were more likely to work together with the rest in possible further development. For an example, the need for several pick-up places were crucial for involvement in the service even if not placed high during the co-creative session proving it to be important to take in consideration. Also, an easier management for
producers could benefit the guarantee of quality, which was placed as one of the most important aspects.

The setting of the ideation session included a white board on all the problem statements were written down. By clocking each problem statement, I tried to come up with as many solutions for each one of them as possible. The best solutions derived from this session are presented in figure 15, each one in relation to problem statements.

**Figure 15: Best solutions derived from ideation session**

### 4.7 Choice of platform

Before moving forward in the design process, there was a task of deciding in what format the new platform should be in. What could be missed when moving outside of Facebook could be the issue of losing marketing and advertising possibilities since there are no way of tempting members to visit the platform continually. A web-based platform would mean that the customer themselves has to take initiative to visit, even if being a member already. This on the other hand could be more covered within a mobile platform since it is downloaded on your device. Additionally, there are possibilities for personalized notifications.

One of the opportunities of having a desktop version as well is the fact that they could work together, allowing the user to decide when to use one or another. This would relate back to both the customer journey (4.4.2) and
producer journey (4.4.3) in that both user groups use both versions in parallel. However, due to my research, there are no indications on that both desktop and mobile versions are important. On the other hand, a mobile version is crucial for both producers and consumers since it is used in preparation for and during the pick-up event, where a desktop version is out of reach. The functions of the following design proposal will therefore be tested within a mobile format. What type of mobile platform would need to be discussed further and taken under consideration if to be implemented in the future. Within the format of this report, this choice will not be discussed further, since the functions within the design proposal could be adapted to several format.

4.8 Design proposal

Based on the solutions from the ideation session, previous insights from the producer’s perspective and with the service analysis in mind, a new digital platform is proposed which focuses primarily on the mobile use. The overall structure of the platform is presented in a service flow chart and is an overview of the proposed system from the perspective of both producer and consumer (figure 16). Within the span of this project, the consumer are in focus and only some parts will be prototyped and iterated. The parts in focus are based on the result from co-creation and are highlighted in the service flow chart.

Figure 16: Flow chart over proposed digital platform

In this system, the structure differs between producers and consumers to focus on their specific needs, even if both systems allow for a similar overview of what is up for sale. With this kind of system, the workload of the administrators is reduced in the way that the pick-up events can be run without interference. But since the platform does not run itself in all parts of
the service, their role is still needed in terms of creating events, posting general information and during the pick-up events. These functions could be added to individual producers. There are also possibilities for consumers to take contact with them through the platform.

Looking back at the stakeholder map (figure 7), this system would not prevent a continued use of other platforms for the purpose of communicating between user. The design proposal would mainly be focusing on point 1 and 2 while being open for further development to cover 3 and 4 as well. Concerning the journey maps (figure 8 and 9), this proposal would lead to limited devices and programs involved in the service for both producers and consumers.

4.9 Prototyping and Usability testing

The purpose of the prototypes was to explore the *look and feel* of the separate functions based on the most important needs defined from the co-creative session. These four aspects were: overview, order & pay, guarantee of quality and feeling of a digital market. In order to find the ultimate way to meet these needs, different versions of the first three aspects were created in separate prototypes. Since the overview was going to work as a foundation of the shaping of the platform, this was exclusively focused on in the first prototype, allowing for iterations to happen in this early stage. The formation of how to order & pay was based on previous iteration. Following, guarantee of quality was based on previous two iterations. Feeling of a digital market were incorporated in all prototypes, since it is an overall interpretation dependent on the core of the platform.

The participants for the usability tests were Respondent 1 and 2 from previous co-creative session and the test was performed as a think aloud test. The tests were held separately with each prototype presented on a smartphone and took about 10 minutes each. The participants were presented with one variation at the time, encouraged to tell me about their interpretations of the content in front of them. Later they were asked to perform a task and describe what they felt during and after. The sessions were documented by notes.

4.9.1 Prototype 1

The first prototype was created with the purpose to explore how different versions of an overview would affect the experience. Main focus was on how the participants interpreted the content and how it helped them in their task of browsing for products and producers. The prototype ended up with 4 different versions, including aspects such as: overview focused on producers, overview focused on products, browsing through posts, browsing through lists and display of producers. Mock-ups of the versions within the prototype are presented in figure 17-20.
Figure 17: Version 1

Figure 18: Version 2

Figure 19: Version 3
4.9.2 Usability Test

Both Respondent 1 and 2 thought an overview based on post-wise presentation of products felt better than a list-wise. They both expressed positive feelings about categories in theory but felt less inspired from it in practice because of all the steps. Also, both respondents wanted to see products in advance of producers.

Respondent 2, however, looked for quick information about the producer while Respondent 1 did not put too much value into this. This lead to Respondent 2 preferring the version where products were presented within frames of separate producers. Respondent 1 on the other hand, preferred the one which presented products within frames of categorized products. By Respondent 2, the version where information about producers could be reached by switching between tabs on the main page was experienced as easier to access than the ones where she was navigated to a new page. Even if the same amounts of clicks were used. Respondent 1 did not want to look at producers several times while browsing and did not experience it as disturbing to be navigated to a different page.

Respondent 2 seemed to think it was important to give more information about the products at the main page, such as how much it is left and how many orders placed. There were no problems in performing the task, but she was a bit surprised when detailed information about the product appeared when clicked on the thumbnail. Personally, she does not seek for information about the products individually and asked for being able to order right away on the main page.

4.9.3 Iteration

Based on the insights from Usability test 1, the prototype was iterated. The new prototype involved an overview with products shown first in a feed with posts. Even though there were no united thought on if to present products categorized on producers or products, I chose to proceed with the one where
products are presented within a frame of each producer. A solution to both preferences would be to add a function in which the user can choose which way to sort products by. But within the timeframe of this project this would mean a much more complex prototype. Therefore I chose to move on with an overview based on producers, to not move away too far from the existing platform. The view of products were now shown in prior to information about the producer. Further on, new information was added about how much there was left of each product. The iterated prototype is presented in figure 21 and can be used in an online version found in the appendix.

![Figure 21: Iteration of Prototype 1](image)

4.9.4 Prototype 2

Based on the insights from previous usability test, the second prototype was created based on the chosen design for an overview. Main focus was on how the participants experienced the navigational flow and how it helped them in their task of ordering and paying for products. This prototype was exploring how different versions of placing order & paying would affect the experience. The prototype ended up with 2 different versions including aspects such as: order and pay from chosen product, order and pay from chosen producer, staying on the main page and being navigated to new page. Mock-ups of the versions within the prototype are presented in figure 22 and 23.
4.9.5 Usability Test

Both respondents found the two versions useful depending on how many products one would like to buy. The one where navigated to a new page were experienced as more of in a flow than the one where you order on the main page right away. This because it offered more information in each step and was familiar to e-commerce services in general. They both also commented on that they want to order from chosen product and be navigated to a new page if it is a first time buy. However, if they know for sure they want to buy several products from the same producer, ordering from chosen producer and staying on the main page was found useful. Especially if to order the same products over and over since it was more efficient.
4.9.6 Iteration

Since both versions were appreciated in different contexts I chose to keep both functionalities as separate options on how to order. The main function was then to pay from chosen product, with navigation to a new page. This version contained more information and more steps. The second way became more of a quick version for customers with repeating consumption patterns, with start position from chosen producer and staying on the main page. This version contained less information and less steps. The iterated prototype is presented in figure 24 and can be used in an online version found in the appendix.

![Figure 24: Iteration of Prototype 2](image)

4.9.7 Prototype 3

The third prototype was created with the purpose to explore how different versions of guarantee of quality would affect the experience. Main focus was on how the participants interpreted the content and how it affected their judgements of quality in relation to both producers and products. The prototype ended up with 4 different versions, including aspects such as: visible stock, visible orders, rating system of producers and comments on producers. Mock-ups of the versions within the prototype are presented in figure 25-28.
Figure 25: Version 1

Figure 26: Version 2
**Figure 27: Version 3**

**Figure 28: Version 4**
4.9.8 Usability Test

In general, the version with a visible stock created a behaviour in which the consumers used the information to evaluate producers and products. Both respondents started to argue with themselves over which product they would trust more. Also, there seems to be a strong connection between how much was left of a product and how much they wanted it. They both explicitly said they got stressed out when seeing products being sold out, and consequently wanted products from that producer, creating a positive spiral for that particular producer but perhaps a negative one for another. Respondent 1 comments that this affects what she wants to order but there are no producer she would stop considering, rather other producers she would look at in first hand. What seems to be frustrating for Respondent 2 in particular, is the fact that she starts to question her own choices of what to order. At the same time she does not know what to trust since there are no information on how people actually had reasoned while ordering.

The same pattern goes through the versions with visible orders and ranking system. The visible orders do not trigger any specific feelings of guarantee or trust in any of the respondents. The rating system is responded to very positively but the cause behind every rating is important. Respondent 2 does not have much trust in other peoples’ judgement and prefers a feedback system in which she can see the reason for an opinion. Respondent 1 does not seem to have as much issues with this, but she prefers the information about how many that has answered, to be able put the rates and amount of orders in a larger perspective.

The version with comments were almost entirely perceived as positive, since they get a feeling for if another consumers opinion correspond to their own or not. Respondent 1 preferred a rating system in correlation to comments with the argument that it makes it more nuanced while Respondent 2 liked the commenting function the best. Respondent 2 also added that she was mostly interest in the comments regarding the quality of the products and producer and not any general questions.

4.9.9 Iteration

There were benefits with all versions except for the one with visible orders. I found this surprising, since the consumers expressed during the interviews that visible orders within the existing platform is making them trust the quality of the product more. Within this format, it seemed to be more important to keep the aspect of visible comments, rather than orders. Simultaneously, they responded positively to statistics since they connected this to quality of the product, but only if the opinions behind the numbers were based on reasonable arguments. This made me wonder if a rating system with forced comments would be a good function. But at the same time, since the actual need was to know the opinion and the statistics would make them re-consider their first choices, there may be no need of ranking at all.
The consumer would get the possibility to both out their own opinion and read others, while the producer would get a more fair chance to sell products. A commenting field would however not be a solution to the fact that statistics were appreciated. To be able to give the consumer this and still keep a fair competition between producers, I propose to keep the stock visible in the main overview but without colours marking which ones are about to run out to make it more neutral. Visible stock status is good function to keep for improving the overview, but the consumer also gets a hint of which products sells the best. In the iterated prototype, the consumer can firstly get some indication of the quality based on other consumers choices by glancing on stock status. Secondly they can form their own opinion on the producers legitimacy by having their presentation one click away. Lastly they get the possibility to dig deeper in other peoples’ opinions and get their own out there in the commenting section. The producer gets a chance to answer their customers as well. The iterated prototype is presented in figure 29 and can be used in an online version found in the appendix.

Figure 29: Iteration of Prototype 3
5 Result

This study has conducted research in the purpose of exploring the existing platform of REKO-ring Malmö, which result has been used to form a new design proposal within the service. Parts of this proposal have been represented through three prototypes, used for evaluating its outcome through usability tests. The design process has been inspired by established methods from the field of Interaction design and Service design, to create a balance between designing for detailed interaction within the platform and the platform as a whole. The first research question framing this study was:

*How does the existing platform of REKO-ring Malmö meet the consumers’ and producers’ expectations, needs and goals of trading locally produced food?*

Firstly, the empirical research showed that the existing service in general was formed in a way that was more beneficial for producers rather than the consumer, due to its concept of direct trading without middlemen. This was the main motivational aspect for both user groups but without the middleman, the consumers’ need for guarantee of quality was bigger and not taken in consideration while trading food through REKO-ring. Secondly, the consumer experience differed from the expectations in several steps of the process related to the digital platform. The most important and shared problems was the lack of overview while browsing, different ways to order and pay and the format of the platform leading to confusion regarding the purpose of involvement. Consequently, this created feelings related to confusion and frustration while interacting with the digital platform.

The second research question framing this study was:

*How can the existing platform of REKO-ring Malmö be designed to help maintain and promote trading of locally produced food within the service?*

The results from research lead to a design process in which consumer’s needs were in focus while not interfering with the producer’s. Through design practice closely related to its user, this study result in a proposal for new digital platform (described in chapter 4.9.9) in which some of the lacking aspects from the existing one has been re-designed and tested with consumers. These aspects included management of user tasks such as browsing, ordering and paying, together with more motivational aspects such as guarantee of products and feeling of a digital market.

The usability tests overall showed a more positive attitude to using the platform. The respondents acted more straightforward in performing user tasks and expressed positive feedback in terms of stronger distinctions between different functions, clearer understanding of how to act and better accessibility to information, making the process of trading more effective, comfortable and transparent. Overall, the understanding of the concept and
purpose of involvement was clearer in this type of platform due to the separation from social media. The positive feedback concerning these areas of the service are all aspects showed important for the consumer’s motivation to consume food through REKO-ring Malmö, consequently, the improvements of this would help both maintaining and promoting trading within the platform.
6 Discussion

The result from usability tests, separated from the overall structure of the design proposal, points to an enhanced positive approach towards trading within the service. However, how this would work in the context of a completely new system is still unexplored. The role of the new functions within the platform are proven to be beneficial for the motivation to involvement, but there are still aspects around these functions that may result otherwise.

For an example, the design proposal for a new digital platform within this study, is closely related to the fact that the framework the existing platform is within, do not offer any possibilities of improving functions and structures. The framework of social platforms is in itself on the contrary beneficial for the platform. This leaves the decision to move away from Facebook questionable in how much the platform would actually gain from doing this, in relation to what it could lose. This is completely based on the fact that REKO-ring Malmö is open source and run on voluntary basis.

Within the frames and time span of this study as a bachelor thesis delimitations were made in order to match this. These delimitations offers a perspective which not necessarily is matching the reality entirely. With more participants during the research phase, the result could have turned out to be more nuanced. Also, a broader range of demographical aspects could have helped the validity of the result. Within this study, the participants on behalf of the consumers were within a similar demography in terms of gender and age. Their profile also matched the common consumer within REKO-ring today. It would be interesting to further on target the ones who are the least common group of people in the platform today, in the purpose of broadening the target group of potential customers. More research on behalf of the producers would be necessary to ensure the result represent the reality. If to take this project further, this would be absolutely necessary in order to produce a solution that fits both consumers and producers.

The insights drawn from interviews, solutions derived from ideation and design performed during prototyping are only based on my interpretation and perspective as a designer. With more people to be able to assist me in both interviews and observation and the later design work when analysing the data, the result could have turned out differently.

Concerning the usability tests, the respondents were the same as the ones used for research in order for them to understand the context. Since I separated the prototypes from the rest of the system and putting them outside a context, I found this necessary. A test on a person who had not been using the service before would not have delivered as much insights as one who had been using it, even though it is interesting to see how a first time consumer would react to it in contrast to the reactions I discovered in my research on
the existing platform, especially when it comes to motivational aspects such as the feeling of a digital market and trust in the guarantee. Those are aspects which could benefit from a first time user to get a valid result. Additionally, one of the participants on behalf of the consumers that were part of the empirical research did not participate further on in the design process. If this person would have been able to attend the co-creation and usability tests, the result could have been more nuanced.

Since the parts that were tested within the design proposal was found successful in terms of maintaining and promoting trading of locally produced food, it would be interesting to further test and develop solutions for remaining parts of the system. It would also be interesting to try the system out as a whole unit and see how this flow would work out in the right context.
Literature


Appendix

Links to Prototypes

Iteration of Prototype 1

https://xd.adobe.com/view/3ac8a199-f421-429d-5013-ab105cca38c8-4cf9/screen/fb7cb434-8930-449a-a3bo-0640b41eb5ac/Endast-S\nder?fullscreen (Published in May 2018).

Iteration of Prototype 2

https://xd.adobe.com/view/3a661c18-8349-4e74-6d68-b1682702b2c9-4c57/?fullscreen (Published in May 2018).

Iteration of Prototype 3

https://xd.adobe.com/view/ece1741c-d297-4bec-7ba4-af428d2737d8-9ado/?fullscreen (Published in May 2018).

Letter of Consent

(In Swedish)

Innehåll från intervjun i form av anteckningar, observationer och inspelningar kommer främst granskas av mig och min handledare innan publicering. I enstaka fall kan innehållet komma att diskuteras med utomstående personer i relation till mitt examensarbete i form av andra handledare på Malmö Universitet samt studenter inom samma utbildning.

Medverkande personer i intervjuer har rätt att få vara anonyma till olika grad om detta meddelas. Namn kommer ej att publiceras så länge inga motiv till detta uppstår. I övrigt kan demografiska uppgifter i form av kön och ålder komma att presenteras i samband med resultat från intervjuer. Roll inom organisationen/plattformen kommer att presenteras.

Resultatet från min forskning kommer efter granskning av handledare, examinator och studenter att publiceras i form av en kandidatuppsats tillgängligt för allmänheten. Observera att innehåll från medverkan inte nödvändigtvis leder till publicering i slutändan utan kan komma att användas som inspiration, vägledning eller liknande i min designprocess.

Interview Questions: Producers

(In Swedish)

Motivation & Engagemang

Berätta om din roll och ditt engagemang i REKO-ring Malmö.
Vad betyder lokalproducerad mat för dig?
Hur påverkar din medverkan inom REKO-ring dig som person?
Hur tror du att REKO-ring påverkar samhället i stort?
Hur har intresset för REKO-ring utvecklats, både hos försäljare och konsumenter?
Vem enligt din uppfattning, är den typiska konsumenten/försäljare?

Administrering & Organisation
Hur ser administreringen av försäljning ut? Berätta gärna om processen från säljbar produkt fram till upphämtning.
Hur fungerar de event-baserade upphämtningarna?
Hur administrerar ni era orders?
Hur ser ni på relationen mellan spenderad tid och inkomst?
På vilket sätt ansvarar ni för försäljare och konsumenter inom REKO-ring och hur går era tankar kring det?

Interview Questions: Consumers
(In Swedish)
Vad är din definition av närproducerat?
Handlar du närproducerat i vanliga fall?
Hur ser du på att handla där igen?
Är det någon speciell produkt som du hellre köper genom just REKO-ring?
Hur ser du på att ha Facebook som plattform?