# cut 16.mp4

**Xueqing:** [00:00:25] What will you do if something happens like this in the supermarket when you are using the machine?

**participant 16:** [00:00:33] Depends. If I'm in a hurry, I'll just ignore it and then won't have any products. And if you stop something out of the shelf prepackaged. And if. If I see someone who works supermarkets. I could ask them. It all depends. If. If. If I see someone.

**Xueqing:** [00:01:00] Yeah. So now I'm the shop assistant. And so we take some time.

**participant 16:** [00:01:08] Okay.

**Xueqing:** [00:01:09] So we started.

**participant 16:** [00:01:26] I got it.

**participant 16:** [00:01:40] It's empty. In French, but that was expected.

**Xueqing:** [00:02:25] Yeah, you can try it with your own container. Yeah. That's it. Okay. Thank you so much for shopping with the system, although some accident happens today. But now we are going to discuss your experience and the feelings of the system. You can enjoy your coffee or tea. Okay. So first question, could you share with me your general opinions regarding the system?

**participant 16:** [00:03:57] General opinion. It's it's not really easy to use. So it takes some getting, getting, getting used to. And I noticed I made a mistake with this one that I put on the lids.

**Xueqing:** [00:04:14] Yeah.

**participant 16:** [00:04:15] When I was finished getting it. So uh, it's, uh, included the weight of the top of the lid. So I paid more than I should have.

**Xueqing:** [00:04:26] Yeah.

**participant 16:** [00:04:27] And, uh, also with these large, uh, things, it's. It's, uh, a bit more difficult to, to get them out of the system. I think it's, it will work fine for. For rice and coffee beans.

**Xueqing:** [00:04:45] Yeah.

**participant 16:** [00:04:45] Something as larger and with a square shaped like this is, it's not easy to, to get, get it out of the container. Yeah.

**Xueqing:** [00:04:58] Yes. Okay. And if you could use three words to describe the system, what would you say the first impression, any kind of words.

**participant 16:** [00:05:12] Uh, in, in innovative, uh, not finished. It's good.

**Xueqing:** [00:05:22] What the second word is, uh.

**participant 16:** [00:05:25] Finished.

**Xueqing:** [00:05:25] Finished. Not finished.

**participant 16:** [00:05:28] It needs some, some, some work to, to get it to make it more and more practical. And, uh. Yeah. I think, uh, sustainable is also a word I would use.

**Xueqing:** [00:05:46] Yeah. What do you think?

**participant 16:** [00:05:47] It's sustainable because it reduces the. The packaging needs.

**Xueqing:** [00:05:54] Yeah. Yeah. Okay. And how do you feel concerning the two packaging solution you just experienced? One solution is to use the curve provided by the system, and the other one is to use your own container to fill the product.

**participant 16:** [00:06:11] Uh, I think it's nice that that you have both options. I would prefer to use my own containers, but, uh, as I also use the plastic bags for he vegetables at the supermarket. Now I tend to forget those. So then I'm at the supermarket and. Oh, the bags are at home.

**Xueqing:** [00:06:39] Yeah.

**participant 16:** [00:06:40] So then it's it's nice to, to to also have this option.

**Xueqing:** [00:06:42] Yeah. Okay. And why would you prefer to use your own container if you if you remember to bring it that way? Why you prefer to use the own.

**participant 16:** [00:06:53] Container with my own container. I'm yeah, I'm more familiar with this one. And I'm also sure it's clean. Uh, this should be cleaned, of course, but I don't find any, uh, get guaranteed that it's, it's. It's really being cleaned thoroughly. Yeah. So that that would be the case that I would prefer to, to, to use my own container.

**Xueqing:** [00:07:30] Yeah. Yes. Okay. And how would you judge the different steps during your experience of the system, such as your first look? And how do you feel about the whole system?

**participant 16:** [00:07:47] Well, as I said, I think it needs some work.

**Xueqing:** [00:07:51] Uh, for first look, you already feel it needs some work before you use it.

**participant 16:** [00:07:59] Uh, before I used it, yeah. Uh, but it looks like a good system if, uh, when I didn't use it. Uh. The lights may make it obvious which of the containers is active. And, uh, it's logical to first weigh, uh, the, the, the container empty, then fill it and then weigh it again. So the idea is, is, is all obvious to me.

**Xueqing:** [00:08:33] Yeah. Okay. Uh, how do you feel when you're learning how to use it? Through the guidance on the screen?

**participant 16:** [00:08:43] Uh, on the screen, uh, yeah. I've started to use the screen, uh, to be able to, uh, uh, to, to weigh the container. But, uh, then tend to forget the screen and try to get the stuff out of the, the, the, the, how you call it, uh. The large. The large container. Yeah. And, uh, I didn't look at it at the screen at that time, so maybe there were some hints there, but I didn't see them.

**Xueqing:** [00:09:15] Yeah. Yeah. And how do you feel when you are controlling the dispenser.

**participant 16:** [00:09:21] As dispenser.

**Xueqing:** [00:09:22] Filling the products?

**participant 16:** [00:09:24] Well, the thing that wasn't obvious to me was the, uh, that the button to, to, to, uh, release the goods from the dispenser. So, uh, you focused on the tap here and the light, but not that there's a button below there. So something like, uh, press here would. Would make a large difference.

**Xueqing:** [00:09:49] Yeah. Yes. Yeah. And how do you feel when you when you find you couldn't switch between the different products? Like, what happened? Are you.

**participant 16:** [00:10:01] That's. That's annoying. Yeah. So. Yeah. Well, then you try to figure it out if it doesn't work. Yeah, it's, uh. If I can't find someone who can help me with it, then it's okay. Nevermind. I'll just leave it. But, uh, if you have your own container filled with products and it doesn't work, then you, you need to find someone to, to help you. Yeah. It's not really social to, to just open the container, drop the contents and walk away. So that's. That makes it a bit, uh, cumbersome.

**Xueqing:** [00:10:47] Yes. And what other positive elements come into your mind regarding the system? Positive elements.

**participant 16:** [00:10:57] Uh, the positive elements, uh, as I describe the idea to reduce to packaging, it is positive and. The lights to see which which of the dispensers is active, is positive. Um, the, the menu, uh, for for weighing the, the containers. It's, it's, it's beautiful for for for for itself. Yeah.

**Xueqing:** [00:11:25] Yeah, And what are the potential problems coming to your mind?

**participant 16:** [00:11:30] Yeah, the potential problems are the dispensing of the product itself, which, as I said, it was easy to, to, to dispense. And it could also be that, uh, it's, it's drops more than I would like to in one batch. Yeah. And you can't, uh, put it back. So then. Then you have to accept that you have to purchase more than then you would like to.

**Xueqing:** [00:12:07] Are there any other problems?

**participant 16:** [00:12:11] Yeah. The dispensing itself is. It's really smooth and. I think that's about it. I think you could all observe the problems I had with the device. Yeah.

**Xueqing:** [00:12:29] And how do you evaluate the complexity of the system?

**participant 16:** [00:12:36] For me. Not so complex. I think if if you also have some older participants, they might might find it hard to get through the menu and use the chip on the button. Those kind of things.

**Xueqing:** [00:12:55] Yeah. Okay. And how do you evaluate the hygiene of. Hygiene.

**participant 16:** [00:13:05] Oh, hygiene. I think that's. That's okay. Um, if you. Well, uh, if it's really in a supermarket and it's been used a lot, then it could be that some of the products will be on the table below. Yeah. So that could be an issue if that isn't being cleaned regularly, then people will stop using it.

**Xueqing:** [00:13:39] Yeah. Okay. And would you use this system if it is available in our supermarket? Would you like to use it?

**participant 16:** [00:13:52] If it's a cheaper than the products in the shelf which are prepackaged for the same price than I would use it. If it's more expensive. I don't think so.

**Xueqing:** [00:14:11] Yeah. Okay. And as you know, that if we want to use this system that you need, always remember to take the empty containers with you when you are shopping. So do the things that will be a problem or trouble for you.

**participant 16:** [00:14:31] Yeah. As I said, I tend to forget those. Yeah. So it could be a it could be an issue. But if these containers are also available, then that would also be a good alternative.

**Xueqing:** [00:14:50] Yeah. Yeah. But you will have a lot of containers at home if you.

**participant 16:** [00:14:55] Yeah.

**Xueqing:** [00:14:56] For the each time.

**participant 16:** [00:14:57] It's not something I forget every time. So if I think about it and then all those containers will get back eventually.

**Xueqing:** [00:15:07] Yeah, yeah, yeah. And would you prefer to re-use the same cup for each time you or you prefer to use it for one time, and after you finish it, you just return the package.

**participant 16:** [00:15:22] I'll think I'll re-use it.

**Xueqing:** [00:15:25] You will try to re-use it. Yeah. Okay. Okay. Then, as you know, today we only provide you six products as examples, but actually there are a lot of other product categories or other options. This system can also be suitable for other products. And now we will discuss about the other possibilities for which kind of products you would find this system is useful?

**participant 16:** [00:15:57] I think for dry non sticky products.

**Xueqing:** [00:16:00] Yeah. Why do you think it should be dry?

**participant 16:** [00:16:04] Uh, if it's a though, I don't think you can use liquids in this point. Uh, it's, it's, uh, a discreet opening and closing of the system. So I think it's, it's, it's leaky if you, if you use it for, for, for for liquids. But maybe I'm mistaken, but it looks like it's. It's made for dry food.

**Xueqing:** [00:16:33] Yeah. So besides this, what kind of dry product come into your mind?

**participant 16:** [00:16:43] Well, the first thing when I saw this, it made me think of of the sweets dispensers at the candy shops. And, uh. What kind of other products? Maybe she knows things like. Like sugar, salt. We really bulk products.

**participant 16:** [00:17:16] Like things you buy in in a large quantity.

**Xueqing:** [00:17:19] Oh, yeah. And how about the non-food product? If there are any options coming to mind.

**participant 16:** [00:17:31] Non food products. Yeah. Like detergents. And cleaning agents. In most non-food products use are liquids. Something like. So that's cold. But that might. That might be become sticky. If you have something which is beats which tend to to stick to, to, to the container, you also stick to the dispenser. So that would make it less usable.

**Xueqing:** [00:18:20] Okay. And do you think this system offers benefits for our environment?

**participant 16:** [00:18:27] As I said, it reduces packaging.

**Xueqing:** [00:18:30] Yeah.

**participant 16:** [00:18:31] So, um. Yeah, I think so. It also depends how the. The. These dispensers are being filled. If they come in bags with their own packaging, then the benefits are limited.

**Xueqing:** [00:18:52] Yeah. What do you mean by this container?

**participant 16:** [00:18:57] Yeah. This dispenser, if it's filled with its own bag of products.

**Xueqing:** [00:19:07] Oh, yeah. I mean, if there is another package for the large container.

**participant 16:** [00:19:13] Then the benefits would be limited because it is these products. This thing itself also has to be built and produced.

**Xueqing:** [00:19:25] Yeah. Yes. Okay. Okay. For which products you think do you think this system will offer the greatest environmental benefits?

**participant 16:** [00:19:43] That's a difficult one. I don't think it's really. Makes any differences. If you use it for coffee, beans or for rice, I don't see it makes any differences. Uh. The coffee beans is. I don't know if I would use this for coffee beans. They are the packaging of coffee beans is also to, to, uh, keep the air out of, of, uh. So the coffee beans are packaged in such a way that they keep their flavour. Yeah. So if they are in a dispenser like this, it could well be that if they are not. If to turn around off the coffee beans isn't high enough, then I could get all those coffee beans which don't have so much flavour anymore. So that's I don't know if if I would use it for coffee beans.

**Xueqing:** [00:20:53] Okay. So do you mean that if for some products, which has strong flavors, then you will have some concerns on the.

**participant 16:** [00:21:04] If it stays fresh.

**Xueqing:** [00:21:12] So for this cup, after you bring it back home, you finish the products inside, you can choose to use it or return it. So how many? If you choose to reuse it, as you said before, you will keep reusing it rather than return it. How many times could you imagine that you will use it? Such as for these cookies or for the crackers.

**participant 16:** [00:21:42] It's. Yeah. I think I could also, uh, clean it at home and then keep reusing it. Yeah, but, uh. Maybe say ten times or something.

**Xueqing:** [00:21:57] Or maybe when you will decide to stop using it. Stop reusing it. At which moments you said you think this is not a reusable again.

**participant 16:** [00:22:11] Yeah, well, I think it's it's not really that I would use it six times or eight times or ten times. I think it's more like if I think to if I remember to, to to bring my, my own container, then I could also bring back this one. And then use my container.

**Xueqing:** [00:22:32] Yeah. So you can as you can imagine, after several we the circles, it perhaps shows some scratches or the little damage on the surface of the cup. And how do you feel about this kind of signs of usage?

**participant 16:** [00:22:55] Yeah, if it's only a little bit, then it won't bother me. If it's really scratched from all sides, then it's time to bring it back and get another one.

**Xueqing:** [00:23:08] Yeah, but what if the little damage is not made by itself, but made by the previous consumers? How do you feel about it?

**participant 16:** [00:23:20] Uh, it won't bother me that much, I think. As long as it's clean, that's. That's the most important thing.

**Xueqing:** [00:23:31] Yeah. The whole you how you will check the if it is clean. How you judge it. Um.

**participant 16:** [00:23:40] Uh, visual inspection and maybe. Smell it.

**Xueqing:** [00:23:44] Smell it, smell it before you open it. You couldn't smell it?

**participant 16:** [00:23:51] No. Then you have to take the lid off. Smell the bit and then start using it. Or not. Yeah. Okay.

**Xueqing:** [00:24:00] Okay. Okay. Then we can move to the next section. There is one example card. Cos besides this system you experience today, there are also some other solutions which also encourage consumers to reuse the packaging. So in this section, we will compare this system with the one you experience today. As you can see, there are three examples and the first one is called Loop. And in this system, the producers will review a three revealed the product in the metal package and all the cluster. And it can be the any kind of product which you bought from the supermarket, like some cleaning products or the food product or the shampoo or the personal care product. So you purchase the product in the supermarket with a small deposit for the metal packaging, and after you finish the product at home, you can return the empty package in the store and get a refund. This one, the difference between Loop and the system you used today is they have the branding and all the product information on the package, as you can see. So it's very similar to the ones we bought from the supermarket and they just change the material to the more durable metal package. And the second one, the middle one is a petrol pot. And for this one, the you will receive your product in the clusters and you can order them online or you can also go to the physical stores and you will get all the products in the glass jars at home.

**Xueqing:** [00:25:55] And after you finish the you still need to pay the deposit. When you buy the product and when you finish the product, you can return the empty post through a pickup service or you return it by yourself to the store and get a refund. So for this one, the difference between this one and the mirror system is that they use the cluster. So it's another material. It's not plastic. Yeah. And they don't have the branding or the any kind of things on the surface of the cluster, just on the bottom of the cluster, we have some basic information of the product inside. Yeah. So this is the second one and the fourth. The first one and then the second one. You don't need to clean it seriously. You just maybe rinse it and then return the empty package. And therefore the last one is called E cover. And for this one they have their self owned brand branding products and you just buy the pre food products in the supermarket or in the store. And after you finish it, you can review the original packaging in the supermarket with the same product.

**participant 16:** [00:27:23] So refill.

**Xueqing:** [00:27:23] Yeah. So it's a refill. And for the last one there are no deposit for the packaging because you just buy the product which is already filled and then you finish it. You can use the same package to refill it again. Yeah. For this one, you can only refill the same products because you already have all the information on the package and you couldn't return it. So you can decide how many times you want to reuse.

**participant 16:** [00:27:53] So you don't have to return it.

**Xueqing:** [00:27:55] You don't have to return it because you don't pay for the package itself. It's just your your product. When you buy it for the first time, it's already there. So. Okay. So that's a very different but similar system with the one you used today. And my question would be, have you ever bought or experienced any kind of reusable packaging? It could be like something like this or some other kind of reusable packaging.

**participant 16:** [00:28:32] Well, I use one of those glass pots at home, but as a storage container. Not so. Something might be the properties you just bought at the IKEA.

**Xueqing:** [00:28:49] Yeah. Yeah. And how you use it that kind of year with your food?

**participant 16:** [00:28:55] I use it for cereal. So. So? So I make my own cereal. Cereal mix using that.

**Xueqing:** [00:29:05] Yeah. Yeah. And you mix the different cereal by yourself or you bought something from the supermarket. Yeah.

**participant 16:** [00:29:12] I make my. My own mix.

**Xueqing:** [00:29:15] Oh, yeah.

**participant 16:** [00:29:17] Uh, other products like this. Don't think we used them.

**Xueqing:** [00:29:26] Yeah, okay. Okay. So how do you evaluate? Three systems. In terms of the solutions they offer and the incorporation to the new system.

**participant 16:** [00:29:42] Okay.

**Xueqing:** [00:29:44] You can say whatever you want and just like some specific pros and cons or whatever coming to your mind.

**participant 16:** [00:29:53] Well, I like the like the glass pots. Um, but, uh, to order them online and have them delivered and have them returned, it's. I think it's too cumbersome for just a few of the of the glass pots and. So there's the whole online and the delivery. I think that that would be just too much hassle.

**Xueqing:** [00:30:31] Okay. And they also have some specific store just for support itself. And they will offer the review products in the store and can also bring the glass jars with you and review it in the way.

**participant 16:** [00:30:49] That would make it more, more, more, more usable than if.

**Xueqing:** [00:30:56] It is not in the supermarket is their own shop. Yeah.

**participant 16:** [00:31:02] And the other ones. Uh, but the refill thing, um. This is kind of similar with what what you already have for some products where you can buy a new product and uh, and a refill where, for example, only the head of the product with the spray thing is, uh, is missing. Yeah. Um, for this, you have to refill it yourself. Yeah. It's about the same idea as. Is this only for liquid?

**Xueqing:** [00:31:44] Yeah, for liquid and only for the same product. You use the original package, so you always feel the same product. And you need to clean or not clean it. Depend on yourself. Yeah. Yeah.

**participant 16:** [00:32:01] Yeah. That's what make it easier. Then you have total control of the package yourself. But as I said, I tend to forget those things sometimes. If you forget it. Yeah. You need to buy a new one or, uh, refill it on the second visit to the supermarket. Yeah. Mental packaging. I don't know. I don't think I would use it. To be honest, I do think they want metal.

**participant 16:** [00:33:08] I think it's. It looks expensive.

**Xueqing:** [00:33:13] Yeah, but it's deposited so you can get a refund. Yeah.

**participant 16:** [00:33:18] Yeah, that's true. Yeah.

**Xueqing:** [00:33:28] Oh, how do the mental package make you feel?

**participant 16:** [00:33:31] Well, if I see that there are lots of different packages. So if you. Yeah. You don't have to refill it. Of course. You know, it's the same thing. You have to remember to bring it back to to the store. Yeah. So it's better for convenience if you don't have to do that. I think it's pretty similar to this one. Yeah. Besides that, you don't have to fill your shot.

**Xueqing:** [00:34:13] Yes. Then we're almost done.

**participant 16:** [00:34:20] I think that this method is more likely to be accepted by by the supermarkets themselves, because they only have to to place these differences in the shelf and place one of those return points.

**Xueqing:** [00:34:44] Yes. Yes. And so it's very similar to what we have now in the supermarket. Just to change the form.

**participant 16:** [00:34:53] Yeah, this, uh, this system, uh, needs maintenance. So that would be, uh, a, a I think, uh, a a drawback for for the for the market. Yeah.

**Xueqing:** [00:35:10] Okay then we're almost finished. Do you have any thoughts or ideas or whatever you want to add to the system?

**participant 16:** [00:35:18] Um, no, I think I. I've mentioned most.

**Xueqing:** [00:35:26] Of the things. No. Yeah. Yeah. I'm very sorry for the printing issues. Today, I started to give you the label. If you want to have a look label, we will look like this. And with the barcodes, with the weight of your product and the basic information ingredients. Yeah, yeah. Without any issues. It's just the test.

**participant 16:** [00:35:55] And if you reused it this again can you can label.

**Xueqing:** [00:35:59] Easily try to remove it if you.

**participant 16:** [00:36:03] Feel yeah because some labels you can it's really tricky to to get get get them off so yeah if you don't use the right label that would make reusing it a bit harder.

**Xueqing:** [00:36:19] Yeah. Yeah. Okay. So how would you feel about it if some. Sticky stuff left on the. Cop because of the label.

**participant 16:** [00:36:31] Uh, I was probably just stick the new label over the sticky stuff.

**Xueqing:** [00:36:39] Yeah. Och och. Then we have reached the end of the interview and thanks for your time and sharing your thoughts with me. It was a pleasant conversation with you. So we have the debriefing with the sensitive matter and the voters for your contribution today. Thank you. And we will have a phone call with you after at the time you feel it. And we will discuss about how you use this cup at home and how you clean it or how you store it, something like that. Very simple questions. So you can take this one, the small cup with the coconut cookies and you don't need to return anything is yours. Thank you. Okay. Thank you so much. I think I need some time to solve the trouble.

**participant 16:** [00:37:35] Yeah, but the label printer is really a blocking issue. If you can't change to change the product. If it doesn't print.

**Xueqing:** [00:37:42] Yeah, And there is a solution that when the printer doesn't work, then there will be a digital label on the screen. So the consumer, they need to take a photo of the digital label and pay it at the cash. That's a current solution. But do I think this this issue is necessary to be solved, otherwise the consumers will find it?

**participant 16:** [00:38:11] Yeah. Otherwise, you would need to to integrate with the scanners, like the albert heijn users or the other shops that you can also scan, scan, scan the barcode from full screen.

**Xueqing:** [00:38:24] Yes. Yes. Yeah.

**participant 16:** [00:38:29] Okay. Thank you. Thank you. All right.

**Xueqing:** [00:38:35] How do you want a copy of the consent form?

**participant 16:** [00:38:38] Uh, nothing. Okay.

**Xueqing:** [00:38:39] I will send you the email with the information about the follow up interview. Okay.

**participant 16:** [00:38:45] Thank you. Bye bye. Bye.