# cut 6.mp4

[00:00:09]

**Xueqing:** [00:00:35]

**participant 6:** [00:00:45]

[00:00:48]

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

[00:04:16]

**participant 6:** [00:04:50] now we can move to the discussion about your experience. Ok, so first, could you share with me your general opinions towards this system?

**Xueqing:** [00:05:06] At first, it is quite difficult to understand the procedure. It is not quite clear you have to, as you saw, have to look how how it works. It takes too much time. Yeah. The second time, it went a lot better because I understood the the system. I had a problem with the, in this case, the chip at the back. So it took me some time to if you experienced this for the first time. It is a bit difficult. Yes, I can understand that people will say, well, I don't understand the system. Perhaps there are people waiting for you behind you. I will do it another time and I try to follow the procedure when there's nobody waiting for me because that makes you a little bit nervous. It is in general, I think this is quite difficult to understand. Yeah, that's my general view about it.

**Xueqing:** [00:06:24] Yeah, OK. And if you could use three words to describe the system, what would you say?

**participant 6:** [00:06:36] The system looks good. If you know how it works, then then, uh, it is not difficult to operate. So. It shows very clearly what product you want to take. So that's not a problem. Um, so in general, I think that is okay. So difficulties is in procedure, not in the working forefront of the system itself.

**Xueqing:** [00:07:11] Yeah. Ok. And how do you feel concerning the two solutions that you just experience? The one solution is to use a cup provided by the system and another otherwise used to own container. Yeah.

**participant 6:** [00:07:29] This is big enough for the product you want to choose. When you know the system, you know that there's a chip at the bottom, so that works. If you know that there is a chip which you should use, then this one gives a bit of a problem because you, you miss a chip, there's no chip on this, this package. So personally, I would choose this one instead of using this one. But if you have learned to operate this one as well, you will have to pay for this one, I think, in the shop. And then personally, if I would understand the system, I would take my own cup. Yeah, because it's no, it's no big deal taking it with you because you have it in a bag where you rucksack, as I did know. So then personally, I would prefer this one over this one.

**Xueqing:** [00:08:38] Yeah, yeah. So for this one, you need to pay for the deposit. So when you return it and get your refunds or you can choose to reuse it for a lot of times, yeah, yeah, OK. And how would you judge the different steps during your exploration, such as for your first glance, how you feel about it?

**participant 6:** [00:09:03] The the blue chip, you mean and the tap at the bottom? Yeah, OK. The I would start with the tap at the bottom that worked perfectly. If you push it, then it works automatically. That good. Yeah. And the blue tap, if you hold the chip before in front of it, that works perfectly as well. So I have no problem with that. With the lever. I don't see how it it's a bit stiff, so you don't feel too much movement and it feels as if it is stuck. Yeah. So I try to move it a few times, so I experience that as being a bit difficult. What? What is it doing? Yeah, but the other two types are clear enough.

**Xueqing:** [00:10:03] The lever is just to use for that if you are trying to fill in something but no product comes out, then you need to shake the lever. Maybe it's some products stuck inside. And how do you feel about when you when you are learning how to use it?

**participant 6:** [00:10:25] Um. My general feeling is one of investigation. What is happening, what am I doing wrong that? Is this the idea? Because, you know, it works should work. It feels a bit like you are silly because you do not understand it. And somebody else may immediately understand how it works. So that was my general feeling. But once you know that it is not really a problem. But that's the you want to to understand how it works. And these are just a few minutes. You just don't know how it works.

**Xueqing:** [00:11:05] Yeah, yeah. Yeah. How do you feel about when you are controlling the dispenser the products.

**participant 6:** [00:11:17] Can I make a difference between these ones? Ok, so this one is OK because it fills up completely. But this one is too small as you. There's coming out too much of a product. It over fills, and this gives the feeling that it's a bit of a waste because the rest is out there. So this one is too small, I think, for the product, for the amount of product which comes out, but this one is OK for this one is no problem either, because I could use it two times, even three times. So this is big enough. This is big enough as well. You don't have to be afraid that you spoil the product, but on this one you have to be afraid that you spoil the product because it's it over fills that this one is a little bit too small. Yeah.

**Xueqing:** [00:12:16] And how do you feel when you overfilled the products and maybe drop to some pieces?

**participant 6:** [00:12:23] Well, first of all, what am I going to do with it? We're going to, uh uh, to close the cover. Uh, and the feeling of it is a waste. It's a waste of products. Yeah. So regret it is a waste of product. Yeah. But then in the end, there's no other solution then that you take of the product, which is too much, and only then you can, uh, close the cover. Yeah. So yeah.

**Xueqing:** [00:13:00] Ok. And what are the positive elements coming to your mind?

**participant 6:** [00:13:06] Positive element to the mind comes that it is, in fact, if you know how it works, it is easy. It is easy because you can refill it and you have a feeling that you don't waste a product, you don't use too much plastic. And the next time when you buy the product plastic again, which you throw away after one time. So it's good for the environment. So in that respect, I think it's a very good idea.

**Xueqing:** [00:13:41] Yeah, yeah. And what are the potential problems come to your mind?

**participant 6:** [00:13:48] Um. There's actually only one problem if you use the first time and you don't know how it works. It takes too much time. And the feeling that you have waste product, which you can, you can't sell it anymore. That is the only problem. But furthermore, I oo not see any problems, so it would be used would definitely be useful.

**Xueqing:** [00:14:18] Yeah. So if for the second time that you need to bring this cup back to the store and reuse it again? Do you think it will bring some problems to bring it back, and you need to take it in a normal shop, you don't need to take anything.

**participant 6:** [00:14:37] No. Yeah. I would not have a problem with that because it will be. You have your woven bag with you. So you have something to carry to the shop because you have to take your products with you home. So it is no problem at all to take such a cup with you to the shop to refill it. Yeah. So I think that that is only positive. Yeah.

**Xueqing:** [00:15:06] And how do you evaluate the hygiene of the system?

**participant 6:** [00:15:17] Well, the blue tap is not a problem because you don't touch it. Yeah, um, the tap on the bottom. That may be a bit of a problem, because everybody touches it, yes, especially in these times, and will be important to wash your hands after you've used it because it can be contaminated. So that's my feeling about. But there's also if you have sweets which you take up with a shovel. It's the same problem, of course, so. I don't know how that could be avoided. You know, it cannot be cleaned every minute, of course, or every half hour, so there is a bit of a hygiene risk, I think. And perhaps it would be wise to put a dispenser to clean your hands.

**Xueqing:** [00:16:30] To what extent would you use this system if this one is available in our supermarket?

**participant 6:** [00:16:44] It depends on the products which you need. It takes a little bit more effort for, for instance, if you, uh, if you want to buy some rice jasmine rice, there's something you have to do for it. You have to turn open the the cover, if you put it under the system, if you'd have to do some, some movements. It is. Um, it takes me more effort than when you take just one package from the store. Um, but I think it is a price to which would have to pay, which I would. Be glad to pay. Just make an extra effort to use it.

**Xueqing:** [00:17:45] Yes. Ok. And today, as you know, we only provide six products as examples but actually it can be a lot of product options or the categories the system can be used. So now we move to the next section to discuss about the other product categories. Yes. Yes. And for which kind of product would you find this system is useful?

**participant 6:** [00:18:20] Um, I think it has to be products which are in small pieces because the terms are going to come out of. Yeah, it has to be put in a cup. So Rice would indeed be a good idea. I see lentils. I do think. Um, some seed products would be right, uh, that would be a good idea, I think. Um, it's something which I put in my yogurt. It's just some type of of seed, which I do not know the English word of. But it's um. It's even smaller the rice of those kind of products. Something like cornflakes, like those those. All all these kinds of products which are small enough to come out of the, uh, that, uh, what is the English word for it? This capsule? Yeah. Yeah.

**Xueqing:** [00:19:48] And it can also be some non-food product. If you could come up with some other options for the non-food product. Do you have any ideas on what kind of product it could be used?

**participant 6:** [00:20:14] And that's always a difficult question,

**Xueqing:** [00:20:18] And also something with personal care product, some liquid. Detergent.

**participant 6:** [00:20:34] That's something like fruit drinks or something that would be good, yeah, um. All the products which you have now in a bottle, for instance. I know that albert heijn they have the fresh orange juice. Yes, it's the same. That would be a very good idea as well. I think the system also in cinemas where you can get Coca-Cola or Fontan, the kind of stuff. Perhaps the form of the box would be a bit different, perhaps, but that could be used as well. I think.

**Xueqing:** [00:21:29] And for the other kind of product, other category, which is not food,

**participant 6:** [00:21:34] Um, they have a small candy.

[00:21:39]

**Xueqing:** [00:21:44]

**participant 6:** [00:21:53] I'm trying to think of something. Yogurt, perhaps. We have fruit drink, yogurt, milk, Milk, dairy products. Small candy. A fresh coffee as well. Coffee beans, fresh coffee. That's, um, not the beans, but uh, when there's already been molded coffee, which which is in the red packages, that stuff, um. But that has to be fresh. And if it is not sealed and free, then it will not be fresh. So I don't think that will be a good option. But like yogurt, a milk dairy products that that would be useful in the system.

**Xueqing:** [00:23:06] Yeah. And how do you think about something like shampoo or some lotion, which is not edible, but you also use it very frequently?

**participant 6:** [00:23:18] Yeah, that would be possible as well, because the the um, it doesn't lose its freshness, you can store it for a long period so that would be possible as well and will be a good idea. Yeah, that would be good idea. Would save a lot of plastic.

**Xueqing:** [00:23:41] Yeah, yeah. And before which kind of product? You think this system is not useful?

**participant 6:** [00:23:49] Um. vegetables. I don't think that would be possible. Potatoes because they are too big potatoes. And then. Perhaps a product like oranges and apples and so on, because. Those products are too big for these cups. So you would need quite big cups, and so I don't think that's going to work. But you should use it for small products as well. Like rice.

**Xueqing:** [00:24:38] And do you think this system offer benefits for the environment?

**Xueqing:** [00:24:43]

**Xueqing:** [00:24:48]

**participant 6:** [00:24:57]

**Xueqing:** [00:24:59]

**participant 6:** [00:25:10]

**Xueqing:** [00:25:28]

**participant 6:** [00:25:29]

**Xueqing:** [00:25:35] Could it be used as a basis for other products to use the same system for other completely other products and then food to me? Um. I think that would be possible only. I cannot give you an example right now. You know, then it should be used in completely other industries than the food industry. Perhaps different types of lubrication for for cars or airplanes or trains with that kind of stuff. You know, I'm not really into that business, but that might be a possibility. And other industries, perhaps as well, because it might save a lot of plastic, a lot of material, and it may also be more efficient to work with because you don't have to to take one product from store each time you can just go to one point and just, well, fill it up with a specific type of oil or something.

**Xueqing:** [00:27:00] Yeah, yeah, OK. And how many times do you think you will reuse this cup before you return it or replace it?

**participant 6:** [00:27:10] Um, it depends on how much rice you eat in case of rice, for instance, I don't eat rice too much, but if you say you would eat the rice that say once every week, which is quite a lot as long as it doesn't break indefinitely? Definitely.

**Xueqing:** [00:27:34] Yeah, but after several reused circles there might show some scratches on the surface of the cup. And how you charge that kind of signs of usage.

**participant 6:** [00:27:49] Um, you mean somebody else has used it and it has a bit? Well, there's use of damage. There are scratches. Yeah. Um. That may be an issue for some people because they they may think that it may cause an hygiene issue for some problems because people may think that if there are scratches, there may be bacteria in the scratches. Somebody may take a new cup if there are several cups to be taken. It can take just one cup like over that and you see a cup with which has scratches then. I think it's more likely that somebody takes a new up to avoid the cup with the scratches for hygienic purposes. Yeah, because it involves food which has to be cleaned fresh and hygienic before, so that may be an issue. So I think it's important that the material is so good that there will not be scratches. But if this cleaned well enough, it is no problem to take any cup.

**Xueqing:** [00:29:14] Yeah, OK. Yeah. Ok, then we will move to the next section. Besides this system, actually, there are a lot of similar solutions which also encourage the consumers to reuse the packaging. And here we have three examples, which also offers a reusable packaging system. And in this section we will compare this three examples with the you experienced today. Such as for the first one, which is named loop. They provide the product in the metal packaging with some branding information on the packaging itself. Yeah, and you you also purchase the product in the supermarket or in the store. And after you finish the product, you just return the empty packaging to the store and get your refund. That is how it works. And the second one is the Peter Port, and there is no branding information on the packaging, and the packaging is just the transparent glass jars or glass pods. Yeah. And your order, your product on the online store and they deliver it to your door. Yeah, after you finish your product, you just return and return the empty pods through a pick up service. So this one is much more online service, which you don't need to go to the supermarket. Yeah. And then the last one? So you cover this one, they provide the self or self owned branded product, and the branding will shown on the original packaging. And then you also purchase the products in the store or in the supermarket. After you use it. You, you will to the empty original packaging in the supermarket. So there is no packaging, no extra packaging like this is just in the original packaging. Yeah, and you can refill it again and for as many times as you want. Yeah, yeah. So this is three different, but very similar solutions. Ok. So have you ever bought or experienced such kind?

**participant 6:** [00:31:31] No, I have never. The other kind of reusable packaging I've never, never used before.

**Xueqing:** [00:31:36] Ok, so it's good to know there is a lot of solutions. And how will you evaluate these three examples in comparison to the miwa system you experienced today? Um, if you have any questions that I can explain in the details of. Examples. Ok.

**participant 6:** [00:32:10] I will start with the second one, the glass. Um, it can be ordered online. Yeah, I think glasses are very solid products and it doesn't get any scratches like plastic can. So, um, if you would order the product in glass online, um, it's actually very easy. And you can give it back to to the deliverer. They get a refund for it. So I think that would be a good system. I think it is already in use. Yeah. Yeah, I think that's a good system. For the other two products, you would have to go to the store. Point is, if you have first possibility and the last possibility, you have to storage somewhere. So you have the product in. If I could say and then I see the the bottles here at the bottom, so it has to be stored. Fundamentally,I think this one using the glass is more sustainable than the other two ones. And if you used this product, for instance, you take it from the store. You fill it up, you take it home. Why you could use it again the next time. Yeah, so it's a bit like this actually, I don't know if you get you do not get a refund for this, I think.

**Xueqing:** [00:34:10] Yes, you don't have the deposit or refund just the original package.

**participant 6:** [00:34:14] So it is definitely a better system than when you just buy the product, which is already in the bottle. And the bottle is empty, you throw it away and now you can use it again. So it's a bit like this system. So it is definitely more sustainable than just buying a product in the shop and then throwing it away. And I think that the same applies for the first option as well. Yeah, but again, this one is the most sustainable because it is glass and it is not plastic. Plastic is not really sustainable. So personally, I will go for this one, but this one is easy because you see, you know, exactly what you want to have, which, as you said, it is a product which you see on the sticker and you don't see that. So this one, you have to think a little bit more about what you want to have and then it doesn't really make any difference in what kind of cup it is or in the bottle. Yeah, yeah.

**Xueqing:** [00:35:29] And for the last one, Ecover only allows you to refill the same products because you already have the labels and all the information on the packaging.

**participant 6:** [00:35:40] So is the product which is on the sticker.

**Xueqing:** [00:35:47] And for the second one, there are no visuals of the branding informations on that. Do you think it might be a problem for you?

**participant 6:** [00:35:57] No, it's not a problem because you know what you want to have and you know which order.So it doesn't really make a difference in what kind of bottle that is.

**Xueqing:** [00:36:09] Okay. Then in comparison to this system, what kind of pros and cons you think this system brings?

**participant 6:** [00:36:28] This can be bought online for this one, you have to go to the shop, but we have to go to the shop anyway. So once you are at the shopping, you know how the system works. My personal feeling is that if I've tried once and it worked for me, the next time, I'm going to use it again. If it works, the next I'm going to use it again. So I do approve of the system as it is presented. Yeah, definitely. Also, because of sustainability reasons. Yeah.

**Xueqing:** [00:37:09] Ok, and now we're almost done. Do you have any thoughts or any other opinions you want to share regarding to this system?

**participant 6:** [00:37:20] Ok, well, as I already said, there's a bit of a hygienic issue and that's the the tap on the bottom because everybody touches it. So I think that I would add a dispenser at the site, which makes it possible to clean your hands and then you know that it is also hygienic. Yeah, if that would be added, I would definitely approve of the system. Yeah, yeah, it is a bit of you have to get used to it, but once you are used to it, you don't know any better anymore. And I think it is only useful. What I also would like to say is that I had a bit of a problem feeling this one because too much of these things came out of such a small one, and you want to avoid that. You come into a situation which I was into at the beginning of the session. That's a little bit embarrassing to say.

**Xueqing:** [00:38:31] You are not the only one.

**participant 6:** [00:38:33] The the other one went well. That was perfectly well and it's after a little bit of search. This one went as well. And of course, it depends also a little bit on how much you need because this is the one which I will normally use them, I think. And if you need much more rice or any other product that this one would be better because you can buy more in one time. So if it is a little bit smaller, you have to go through the procedure and valued more times in a certain period of time. Yeah, I mean, this one, I had a bit of a problem with, but the other two were OK. Yeah, OK,

**Xueqing:** [00:39:23] Ok, then we have reached the end of the interview. Yeah. Thank you so much for sharing your time so much. And it's really pleasant and interesting conversation.

**participant 6:** [00:39:33] Ok, I really enjoyed it. Yeah. Thank you.

**Speaker3:** [00:39:37]

**Xueqing:** [00:40:05]

**participant 6:** [00:40:05]

**Xueqing:** [00:40:12]

**participant 6:** [00:40:14]

**Xueqing:** [00:40:17]

**participant 6:** [00:40:21]

[00:40:46]

**participant 6:** [00:40:52]

**Xueqing:** [00:40:58]

[00:40:59]

**participant 6:** [00:41:04] And the machine the machine doesn't know if you have this cup, if you use this cup or this cup, the machine doesn't know that. If you use a big cup over a small cup. So there's just one amount of product which comes out at one time. Yeah. So, that might be developed as well in some way. Yeah, that that knows by means of a chip, for instance, or a code that it knows that if there's a big cup or a small cup. And then the problem would be solved, I think. Yeah, yeah. So yeah,

**Xueqing:** [00:41:44] If the system knows you use the small cups, then it will be a small amount. Yes. Yeah.