# cut 7.mp4

**Participant 7:** [00:00:03] And you have to it.

**Xueqing:** [00:00:19] All right. Ok. Yes. Well, thanks for shopping with us. It's though some accidents happens, but it will also happen in the supermarket. I'm afraid. Yeah. So now we can start our discussion about your experience. Ok, first question is, could you please share with me your general opening towards the system, your general openings?

**Participant 7:** [00:00:46] Well, I think we're in a shop where in the supermarkets it seems to be a little bit fragile and maybe for older people even older than I am a little bit complicated. Yeah.

**Xueqing:** [00:01:02] Which part do you think is a complicated?

**Participant 7:** [00:01:05] Well, well, what? We have done it a few times that you'll be OK, but when you do it for the first time, you have to find the system to open it. Yeah. And to find the symbol to unlock it. That's OK. That's easy. But to find the button to get the rice or the cookies, it's hard to find. And then, um, the amount that comes out is also a little bit difficult to rule. You know what I mean?

**Xueqing:** [00:01:46] Yeah, You mean control the amount.

**Participant 7:** [00:01:48] Yeah, because the cookies go very fast and the crackers is just a little bit. Yeah. And further, um, well, when you can bring your own, you have also those extra containers where you have to pay for it

**Xueqing:** [00:02:11] And yet you pay the deposit for

**Participant 7:** [00:02:13] But everybody, almost everybody has things like this and its in a drawer.

**Xueqing:** [00:02:22] But perhaps some of the people they prefer to use the the cup provided by this because it's smart and it has chip, and it can also connect with the application.

**Participant 7:** [00:02:34] That's true. Yeah, there you have a point with application. You can read the information about the product. Yeah, yeah, that's true. And you can do that with this. Ok? Yeah, yeah.

**Xueqing:** [00:02:45] And if you could use three words to describe the system, What would you say?

**Participant 7:** [00:02:57] How do I describe it? Yeah, it's it's quite an instrument with software and things for only provide some products. I think the thing is that the idea after it is that you want to reuse package materials, and that's fine. That's that's a good thing. But yeah, I'm not sure if this works in the busy supermarkets, to be honest, it has to be very well tested. And the easier it is to do it, the bigger the well. The fine thing is that you don't have to touch these things. It's not open, so it's hygienic. That's the good thing. And the good thing is that it saves material. Yeah, I don't know if this works. It's hard to say, yeah,

**Xueqing:** [00:04:09] If some accident just happens, like what way?

**Participant 7:** [00:04:12] Yeah, First of all, you need someone who can fix it in the supermarkets and you don't have the highest level of employment. It was the person over there. So you need someone who can, who can fix it, and then people have to wait and they are not going to wait. So they are going to buy their usual rice and cookies.

**Xueqing:** [00:04:41] And how do you feel considering the two solutions that you just experience? One solution is to use the cup provided by the system and another one is to use your own container like what you already mentioned that maybe you prefer to your own container?

**Participant 7:** [00:04:59] Yeah. Well, yeah, well, when there is no further information about the products, except what's on that. Yeah, then I should say that you need these containers.

**Xueqing:** [00:05:15] Yeah, yeah, you can check the labels. Now, it only has the information about what is the product. When to when you need to eat the best before date

**Participant 7:** [00:05:33] And so that means that you have every day you have to change the things. Doesn't rain it?

**Xueqing:** [00:05:41] No, you may change what the products, the products. Yeah. Well, yeah, well, it it's almost finished in the signal light to become red, to inform the staff to replace the new containers.

**Participant 7:** [00:05:56] How many is in it? Oh, OK. That's the vision for each product. Anything like this? Yeah, OK.

**Xueqing:** [00:06:07] Like five kilos. Yeah. Ok. Yeah. Yeah. So you said that you prefer to use your own container.

**Participant 7:** [00:06:22] Well, it was easier. Yeah, you don't have to put it on the on the symbol to unlock it, and you can choose for your own container and then it's and then it works well. Yeah, that's yeah. Yeah. I'm not sure if a lot of people want extra things in their house, for example, Rice, you buy that several times. Yeah. And well, yeah, we learned. You can't throw away all of the things you have.

**Xueqing:** [00:07:00] Yes, it's true.

**Participant 7:** [00:07:03] And the easy thing thing is that through the app, you can check by the date that you can use it. Information about the product that you can use it for a lot of products,

**Xueqing:** [00:07:25] Ok. And how do you judge the different steps during your exploration, such as for your first glance? How do you feel about this system?

**Participant 7:** [00:07:35] For the first time. It's a little bit complicated, I think,

**Xueqing:** [00:07:38] Yeah, if it is appearing in the supermarket, would you stop and try to use it?

**Participant 7:** [00:07:45] Well, maybe I will find out how it works, but especially this button, it's hard to find. Yeah, and it's not really in the film. So. It would be easier when you have something where you can push on here in the outside. And what is this?

**Xueqing:** [00:08:18] This one is when no products come out. Then perhaps some products is stuck inside. So you need to shake that one to help the product inside.

**Participant 7:** [00:08:32] Yeah, OK. It's also here mentioned.

**Xueqing:** [00:08:46] Ok. And when you are learning how to use it. Of course, we have some accidents, but we are learning how to use it. How do you feel?

**Participant 7:** [00:08:56] Well, when I know how it works and we have no accidents like you had, I think I would. I will try it for several times to see how it works and if it works every time I need it. Yeah, because, well, I like it to work on the world with less package material.

**Xueqing:** [00:09:22] Yeah. And when you are controlling the dispenser to fill the product, how do you feel, maybe perhaps for the cookies you feel is too fast? Yeah. Do you have some other feelings too?

**Participant 7:** [00:09:35] Well, the biscuits are very slow or it didn't go any more, and maybe it's empty. And you you can see that. Yeah. And well, when you want some of these biscuits and that irritates you, you can not get enough.

**Xueqing:** [00:10:04] Ok. And what are the positive elements coming to your mind regarding to this system?

**Participant 7:** [00:10:12] The number one positive item is that they don't need all that packages anymore. That's that's a very good thing in it. I wonder how I would work with the costs because probably this is an expensive machine, especially when you have more containers and who is going to pay for it, the supermarkets or the brands.

**Xueqing:** [00:10:45] Perhaps the brands, because they want to show they are the Sustainable.

**Participant 7:** [00:10:49] Ok. Ok. Because I think the product is going to be more expensive. What do you think?

**Xueqing:** [00:10:58] Yeah, Do you think the price will be an important consideration?

**Participant 7:** [00:11:02] Oh yeah. we are in Holland, you know? Yeah, yeah. No, this is really important.

**Xueqing:** [00:11:10] So if the price is same, what do you think about it?

**Participant 7:** [00:11:14] Yeah, yeah. When the prices are the same that more people will choose for it. But when you have rice from a named brand like Uncle Ben and the cartoon thing is cheaper than the machine than most of the Dutch people will take the old the traditional thing.

**Xueqing:** [00:11:48] Yeah, OK. And besides the positive element, what kind of potential problems using this system may bring to you?

**Participant 7:** [00:11:58] Well, software programs that the containers are empty and there's nobody to refill it. Yeah, that's the main problems that can pop up. And also, I think from time to time you have to clean it. Yeah, I don't know how that works. The inside part is not necessary? Maybe because every time the same products are in it, I don't know.

**Xueqing:** [00:12:39] Yeah, yeah. Yeah. So the the process is when the product is finished inside and we can replace it with another one which is already filled with product. Yeah. And the empty containers will go back to the the company. Yeah, they will take charge of the cleaning.

**Participant 7:** [00:13:04] Yeah, of course. Yeah. Yeah, they'll only, yeah, you have to do to take care of for cleaning the outside. Yeah, that's not very much work. So yeah, there are some of these things, but less high tech already in the supermarkets where you can do it with a spoon in the bag. You know that? Yeah, yes. But yeah, that's not very hygienic, I think. And then this is better.

**Xueqing:** [00:13:46] Why you think the dispenser will be more hygienic?

**Participant 7:** [00:13:51] Because you have those containers come directly from the factory and they are sealed, I suppose, and then you put them in there. And when you have those open containers, the supermarket and you can get there in your hands and be sure that's not very hygienic to be. Yeah. I don't take that stuff myself.

**Xueqing:** [00:14:13] Ok, then to what extent would you use it if this one is available in our supermarket? Would you like to use it if this one is available in our supermarkets?

**Participant 7:** [00:14:38] Yeah, well, it's that I should try it. I would be attracted by that. I would try it. Take the products I need and whether it works, maybe I keep doing it. Yeah. And well, one of these problems and it costs me, of course, extra time because it fails or there are lines in front of it that I maybe, uh, not do it anymore.

**Xueqing:** [00:15:16] Because today we only provide you with six products because of the limitation of the lab and but actually in the real supermarket, there is a lot of product categories or the other options that this system could offer. So for which product would you find this system is useful?

**Participant 7:** [00:15:47] No. Ok, but from this, the lentils, the rice. Uh, about the corn rice porridge. I never use coffee beans. We had those cookies. I don't know. I don't know that those cookies. Crackers, I should say no. But things like salts, sugar. Yeah. how do you call that when you make bread of? Flour? Um, well, especially dry and fine things, uh, with the chocolate sandwich thing you have in holland, Hagelslag. Yeah, yeah, they'll be fine. Um, maybe some kinds of candy.

**Xueqing:** [00:16:38] Yeah. Why do you think the dry food is suitable for this system?

**Participant 7:** [00:16:44] Then fluids? Well, yeah, I didn't test with fluids but we went the runs and everything is wet and it's maybe on your clothes. I think so. I don't think that's will work.

**Xueqing:** [00:17:02] And how do you think about the for

**Participant 7:** [00:17:04] The product non-food products? Poo poo poo poo poo? Yeah, why not?

**Xueqing:** [00:17:11] What options come to your mind?

**Participant 7:** [00:17:16] Lucifer's for lighting candles, for example, matches, but matches for further. Non-food things. Do you have examples?

**Xueqing:** [00:17:34] Such as we do have examples in my mind, but still the liquid products such as detergents or the shampoo?

**Participant 7:** [00:17:58] Yeah. Maybe head soap or something. They'll be better. Yeah. Then you can think about olive oil or things like that. You need other containers, I think.

**Xueqing:** [00:18:22] And do you think the system offer benefits for the environment?

**Participant 7:** [00:18:30] Yeah, it is. Yeah, yeah, yeah.

**Xueqing:** [00:18:33] You can think about also the something behind it and the whole process that you understand is, well, it's also reusable, but it needs to be returned to the company. Yeah.

**Participant 7:** [00:18:44] And it's transportation. Yeah, but when you don't use this with the traditional things, then you have to try to transport it as well. So it saves material that's OK for her. It's the same, I think. Yeah, yeah. And. Well, yeah, another question that's important. How long will a machine like this survive when you need it every year a new one? That's expensive. Then you have a lot of material again. But maybe you can recycle it. I don't know. It seems to me that one of the first, first things I said, it seems to be a little bit fragile. Very, yeah, right in the supermarket. Yeah. And um, and people are rough, not all, but yeah.

**Xueqing:** [00:19:49] Ok, then, for which products using this system will offer the greatest environmental benefits.

**Participant 7:** [00:20:00] The products that you use a lot. Rice, for example. Yeah. It depends from one to the other, but lentils as well. Sugar, as well, I think. Coffee beans as well. The thing is that a lot of people are using those caps these days for coffee like Nespresso. We are a little bit lazy.

**Xueqing:** [00:20:40] Yeah, OK. And how many times do you imagine that you will use this cup? Such as for rice or for the cookies

**Participant 7:** [00:20:58] Before it's gone? Well, when it works. And I like it, then I think this is a basic thing. It seems to be strong. So then I can use it three years, I think. And then I keep it and don't return it to the shop.

**Xueqing:** [00:21:24] Ok. But after several reuse reuse the circles, it might show some scratches on the surface.And how do you feel about that?

**Participant 7:** [00:21:34] No, no problem. But it's still close as well. That's important.

**Xueqing:** [00:21:45] Well, maybe sometimes the scratches are not made by themselves. It's made by the previous consumers.

**Participant 7:** [00:22:03] Yeah. It's when you have when you can choose and there are new ones and scratches once. Then I take the new one. Yeah. So yeah. Let's say that I'm in the shop now and there are that size container I need. And there are 20 of those containers are standing there and then are new and that are old and you can see that they are old. Yeah, then I take the new one. Yeah.

**Xueqing:** [00:22:41] But how you distinguish the new and old,

**Participant 7:** [00:22:44] The only way you can see it, only when I see the scratches or you can look through it. But it's not for me. It's not for me. It's not really a problem. And they are clean and the scratches on, it's OK. Ok.

**Xueqing:** [00:23:12] Ok, now we move to the next section. There are several other examples. The other solutions, they all also encourage consumers to use reusable packaging. Such as the first one, which is named the group

**Participant 7:** [00:23:35]

**Xueqing:** [00:23:37]

**Participant 7:** [00:23:39]

**Xueqing:** [00:23:41] And this one, they feel the food product of all natural products.Other products in the metal packaging range, And they also purchase the product in the supermarket or in the store with a small deposit for the packaging. And after you finish your product at home that you return the empty packaging and then get your refund. This is how it works, but you don't need to clean the packaging by yourself.No, just returns.

**Participant 7:** [00:24:17] Ok. You can't use it again, yourself. Like with this? No. Like in beer bottles. Yeah. Yeah.

**Xueqing:** [00:24:27] Second way. Yeah. And the Peter Paul is the one. But for the first one, the loop, they have the branding, the branding information, Visuals on the packaging itself. Yeah, I see. I see that.Yeah, there are a lot of brand branded products for the second one, the Peter part. They don't have the branding information on the packaging. No, just the glass jar, the pots. And you purchase the product from the online store and then they deliver it to door.

**Participant 7:** [00:25:03] Ok.

**Xueqing:** [00:25:04] And after you finish it, you return the empty pods through a pick up service. So that means you don't need to do that. You don't need to go to go to the supermarket.

**Participant 7:** [00:25:16] But you have to bring it yourself to the pickup point.

**Xueqing:** [00:25:20] No, they will pick up or you pick it up at home. You have a small cart to pick up the empty packaging. Okay.

**Participant 7:** [00:25:29] Ok, but this is only for online. Yeah. Yeah. Ok. Ok.

**Xueqing:** [00:25:34] And the third one is named in cover, and this one, they have their cell phone branding and information on the packaging, like what you buy from the supermarket. So when you finish the product inside, you can review it again in your original packaging. So there are no extra packaging in this system.

**Participant 7:** [00:26:00] This is a little bit like this. Yeah, but

**Xueqing:** [00:26:02] This one is the original packaging which is already filled with other products. You just reuse it.

**Participant 7:** [00:26:08] Ok. So you don't throw away the bottle, but you use it again.

**Xueqing:** [00:26:13] Yeah, yeah. Such as this one will provide the packaging, but this once or you cover, it's already filled with the product. You use it and you reuse refill it. Yeah. So this is a three different, but very similar solutions. And yeah, and I would like to know, have you ever bought or experienced similar reusable packaging system.

**Participant 7:** [00:26:41] If I experience it? Not very much, I'm afraid. Well, years and years ago, you have lot like milk bottles? Yeah. And things like that. And it's coffee. You know, my mother bought and put it in and even the thing you brought to the shop. But these days? Well, yes, we have some of that, those hand soap things, and you can buy that refill package for it. Oh, really? You have then the pump, and then you can buy a plastic bag to refill it. Oh, OK.

**Xueqing:** [00:27:33]

**Participant 7:** [00:27:41]

**Xueqing:** [00:27:48] How you how do you evaluate this system? In terms of the solutions they offer in comparison to

**Participant 7:** [00:28:01] It's better or less so. Ok. Well, I think that one in the middle looks very nice. It looks old fashioned. It's nice to see, but OK, you have no branding. And I think it's very expensive because they bring it and they have to pick it up again. And that is a very expensive way to sell your products.

**Participant 7:** [00:28:38] I think that I like the best the third one, with the original bottles or things and that you refill them. Yeah, but it's better than this, but I don't know. I can say it's OK. Probably they have the same problems. Yeah.

**Xueqing:** [00:29:04] For the last example that you cover the the they will encourage, you know, not encourage. You can only refill same product each time. Yeah, there is already the label on.

**Participant 7:** [00:29:23] Sure, you can't use it for food, for example.

**Xueqing:** [00:29:35] And for the first one and the second one, because of you don't need to clean it by yourself. And if you use this one, you need to clean by yourself before you reuse it or before you bring it back. Yeah, yeah.

**Xueqing:** [00:29:51] And how do you feel about to clean it?

**Participant 7:** [00:29:54] I suppose get in the way in the dishwasher? So it's not a lot of work.

**Xueqing:** [00:29:59] Ok. Yeah. Ok. And then, yeah, could you talk about what kind of cons and pros this system offers compared with the other ones? The advantages and disadvantages.

**Participant 7:** [00:30:26] Well, an advantage is that you can use this system for food and non-food. And the third one here you can't, it's only for a non-food. I think this will work cheaper than the middle one. Yeah, because of the system and the containers they use are nice, but they're from glass. So there's a risk that they can break in house or doing transportation. And this system, yeah, I don't know about this system. To be honest.

**Xueqing:** [00:31:08] Yeah, for this one, you can treat it like it. Just change the material of the packaging because you still can buy the Haagen-Dazs, the other shampoo or the cleaner. So and how they change the materials and make it a returnable packaging. Yeah. So how do you think about this kind of version?

**Participant 7:** [00:31:37] It looks fancy, more fancy than this. That because, yeah, this is a very basic container. And here you have the design from the from the brands on it and it's from metal. It looks, it looks better. But yeah, it makes it also more expensive, I think. Yeah. I don't know if this will work with difficult. Yeah.

**Xueqing:** [00:32:14] Do you think the branding information or the visuals are important to you?

**Participant 7:** [00:32:19] Yeah, of course. Because why factories put information and a nice design on their products? That's because it works. A bottle of shampoo and then a nice bottle with good looking lady and that works. And you can see that in the supermarkets that the home brands have more basic information and artwork than the higher level brands. So the marketing voice know that it works.

**Xueqing:** [00:33:02] Ok, then this packaging, it doesn't have.

**Participant 7:** [00:33:06] No, but there's also there are also people who just don't want to pay for all those fancy things and just want a useful container with the products they like. Yeah, that's the other thing that's going to happen and there's people don't want to pay extra for fanciness.

**Xueqing:** [00:33:38] Yeah. And they still can find all the information, all that. Also in the supermarket. There will have some branding information on the modular.So only on the cup, it doesn't have any information.

**Participant 7:** [00:33:58] Yeah, they know this because you can use the cup for everything.

**Xueqing:** [00:34:03] Yeah. Yeah, OK. We are almost done. Ok. And do you have any thoughts or ideas that you want to add to this system.

**Participant 7:** [00:34:13] At the moment No, I'm very curious how it's work when you were going to test it in the supermarket. Yeah, but you're not that far.

**Xueqing:** [00:34:26] I'm not the designers of

**Participant 7:** [00:34:28] This, OK? I'm just just the interviewer.

**Xueqing:** [00:34:31] Yeah. Interviewer And this system is already existing in the Czech Republic.

**Participant 7:** [00:34:39] Yeah. And they're in the works.

**Xueqing:** [00:34:41] Yeah. The company is from the Czech Republic and they have they have their machinery in the local supermarket and also in the France and in the British.

**Participant 7:** [00:34:54] Ok. So the Switzerland, they

**Xueqing:** [00:34:57] Have several of the Paolo's test, or some and some several of the supermarkets OK to launch their Version and see how the. Ok.

**Xueqing:** [00:35:13] And now they're very curious about how the Dutch people think about this. Yeah. So the Netherlands is a potential market to Use this terrible. Yeah, you've had already. So yeah, I wondered if people think. You have a lot of positive opening it? Yeah, but still in the real life, we're not sure if it is. And because of this kind of action, you need to use it for a lot of times it. Otherwise it doesn't make sense to use this. True. So the important thing is that people are willing to reuse it for a lot of times and also people want to. Just like I said, it's a new kind of shopping model. So, yeah. Still trying to understand from the consumers and then provide some suggestions to the company how they can improve the user, such as the usability, is especially for the older people. It's quite hard to for the first time and even for the young people that are struggling with how to control the dispenser and such as this kind of accident, the Drop pieces happened almost for everyone. So every day I go to a lot of pieces. Ok. And it's a very interesting conversation with the real consumers. Yeah, yeah.

**Participant 7:** [00:37:01] Okay. Yeah. Thank you so much for your time today. You're welcome. Yeah. Well, I wait for the phone call.

**Xueqing:** [00:37:06] Yeah, yeah. We have a little call and and follow up study to understand how you use this cup at home. For you? Where did you store it or how you clean it? How you use it? Some, some very basic questions and it will just take 10 minutes. Okay. Yeah.

**Xueqing:** [00:37:29] Nice. Thank you so much. You can take the.

**Participant 7:** [00:37:33] Oh yeah, the folks and my own shell. Yes. Yeah.