

Goodness Groceries! Sustainable Shopping App

Overview of functionality for product suppliers participating in the app

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About Goodness Groceries!

Goodness Groceries is a University of Luxembourg consumer study piloting a sustainable food shopping app in partnership with the Pall Center. The app acts as a virtual shopping companion providing eco-responsible and ethical product information of selected food products.

The app serves several functions. The customer can scan QR codes of selected food products in the shop or browse the product information at any time to learn more about the products and how they perform in different areas of sustainability. The information is based on self-assessments by the product suppliers. The assessment of indicators was developed by the Sustainable Food Practices team at the University of Luxembourg. Each product is awarded with indicators in the areas of Environment, Social well-being, Economic well-being and Good Governance. The customer can compare the selected food products and find out how they meet the different sustainability indicators. According to his/her own areas of interest, the customer can activate the indicators s/he is most keen to know about.

The objective of the study is to assess how an app providing information about food products' sustainability performance can be helpful with food choices, and if such a food shopping app can strengthen more sustainable consumption in the long-term. It also aims to understand what is important to consumers in terms of eco-responsible and ethical information, and in terms of their preferences for how to find out and learn about such qualities.

This presentation describes the functionality of the app. For more information about the project, visit:

<https://food.uni.lu/projects/research-projects/sustainable-shopping-app/>



Goodness Groceries! Sustainable Shopping App

Partnership between

Two research entities at the University of Luxembourg
and Pall Center:



App logos:



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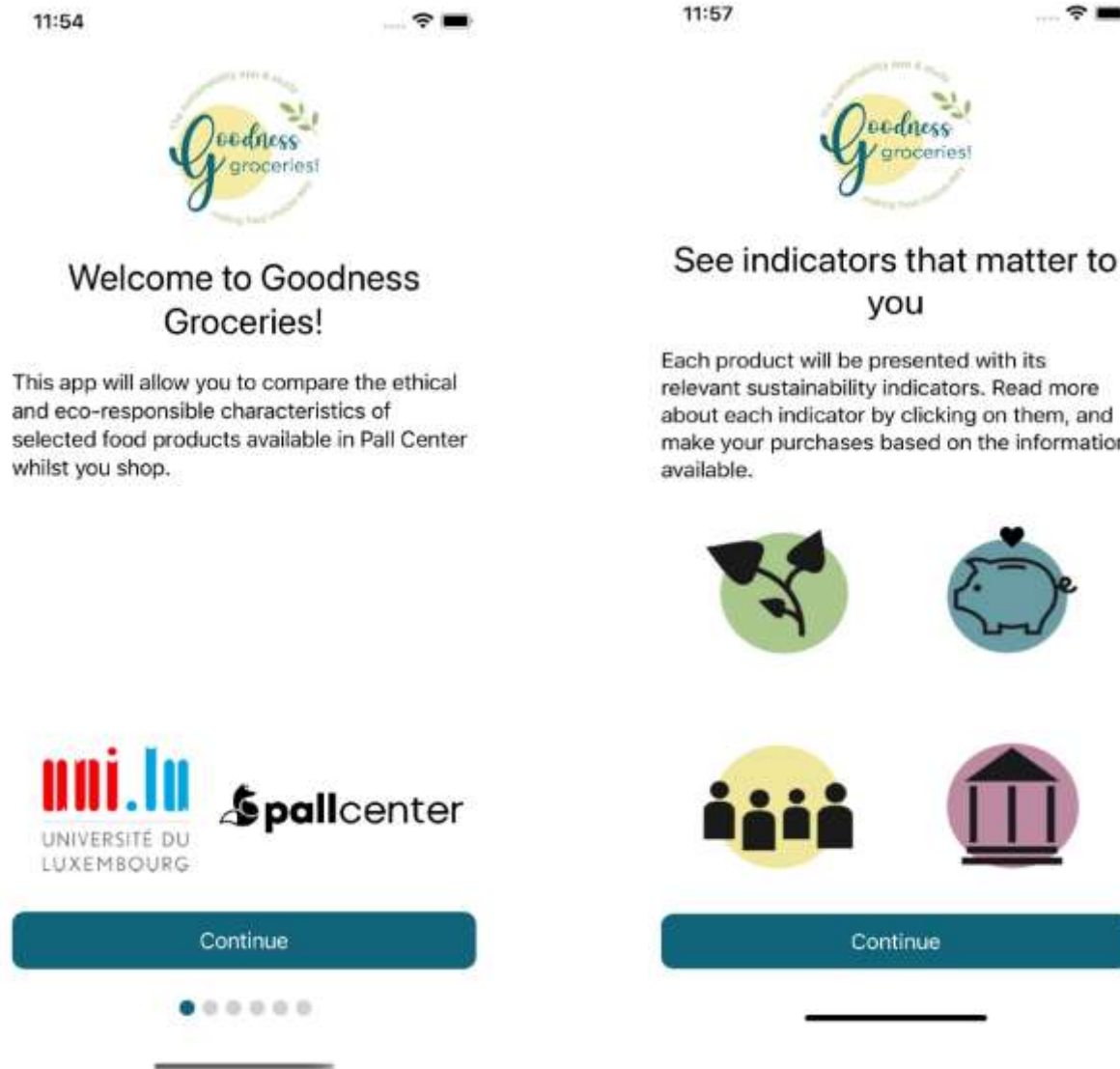
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Journey through the app

a. Welcome

The customer is welcomed by a small introductory text explaining the app's purpose.

The customer can then read the definitions of the 4 main **indicators** by clicking on their respective icons and find out which indicators matters to him/her most when making food purchase choices.

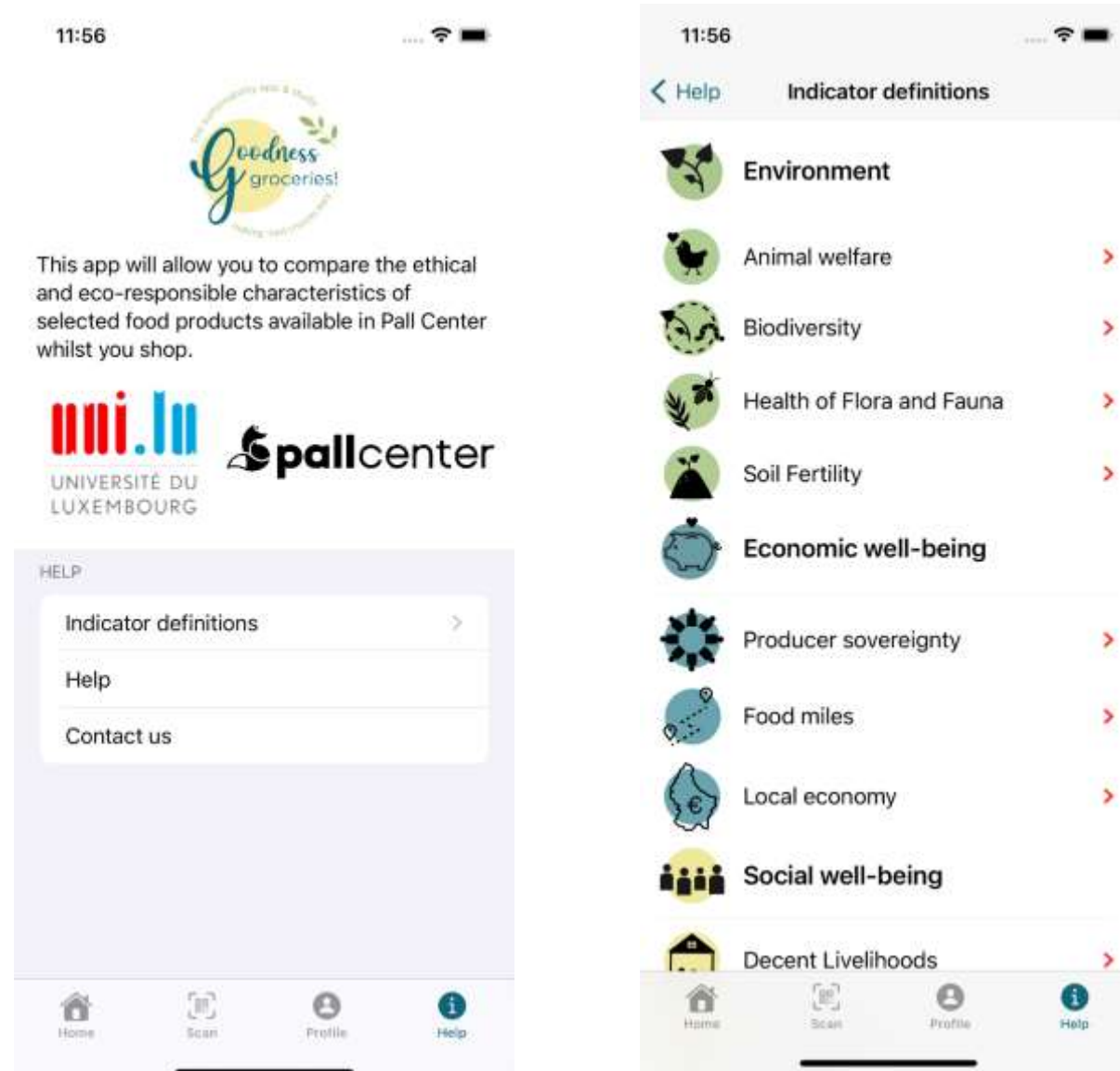


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Journey through the app

b. Onboarding

The customer can also browse and read the definitions of each of the **subindicators** of the 4 sustainability indicators by clicking on their respective icons.



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Journey through the app

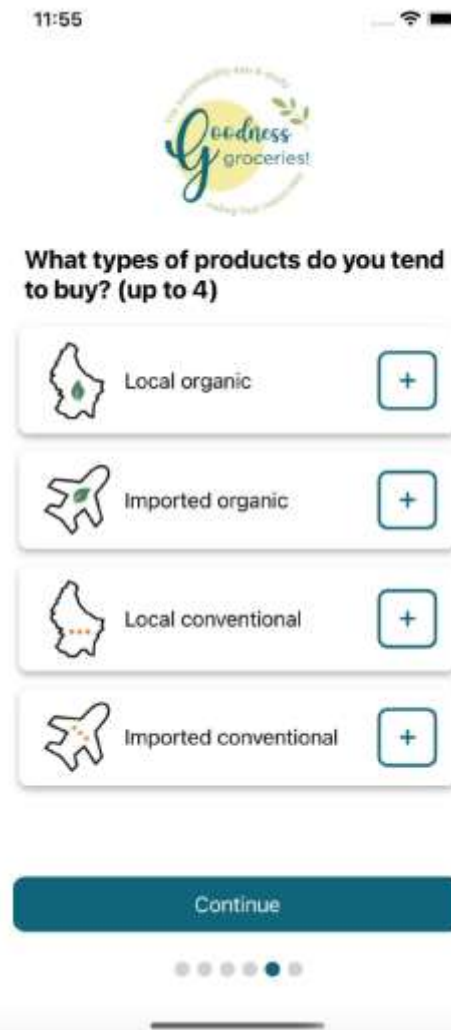
b. Onboarding

The customer can then choose 1 to 4 of the **sustainability indicators**, as well as 1 to 4 of the **product types** that s/he prefers. His/her choice is remembered by the app and it will define which product types and which product information the customer sees during the app usage. *For example, if the customer chooses that s/he is only interested in the indicator “Environment”, only the information related to this indicator will be shown next to the products.*

4 sustainability indicators



4 product types

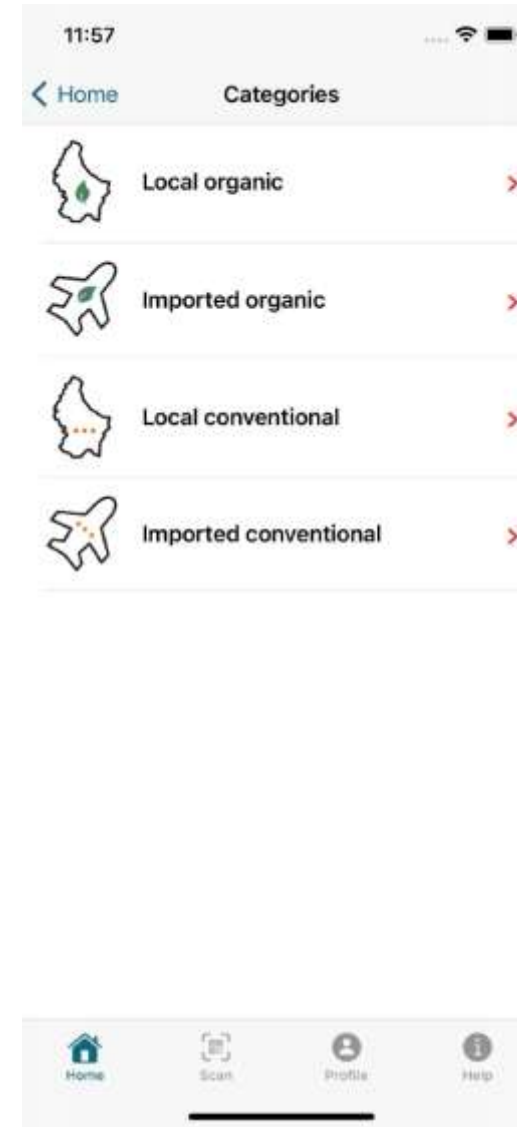


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Journey through the app

c. Scanning/browsing

Here you see how the definitions are displayed when the customer clicks on the icon of an indicator.



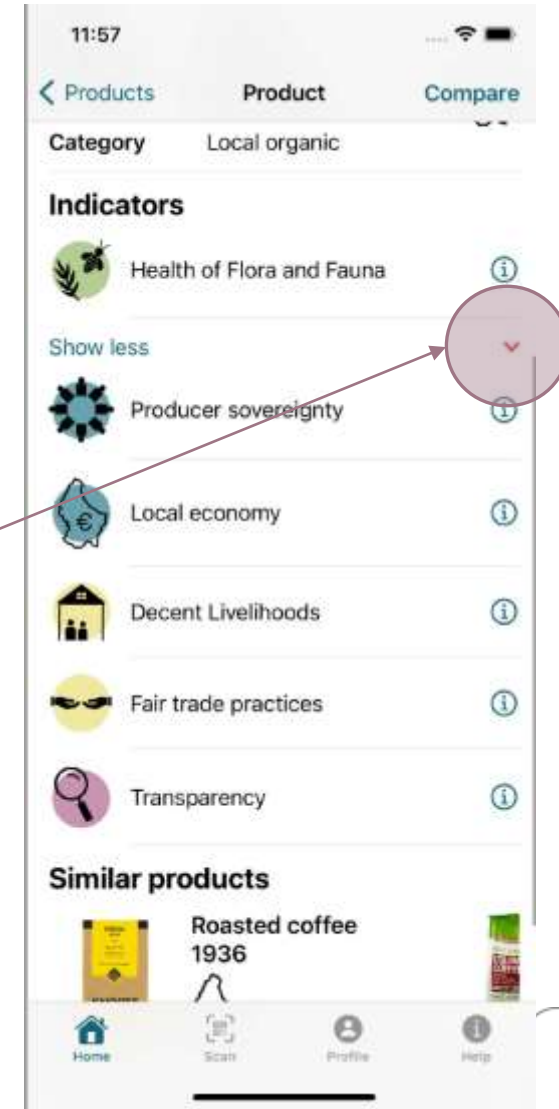
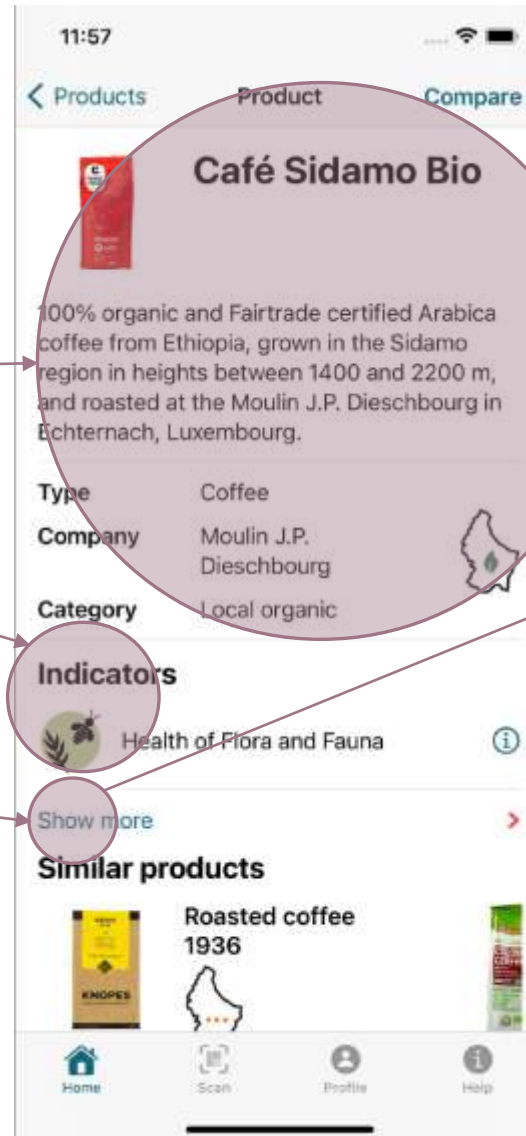
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Journey through the app

c. Browsing a product

Each product in the app will be displayed on an individual page with a **short description** and the **indicators** that the customer chose as mattering to him/her most. Even when a customer chose to not see certain indicators, s/he can still access that information by clicking on '**show more**'. Then, all the subindicators that the product meets are shown.

Here, you see the example of a product of the product category "Coffee".



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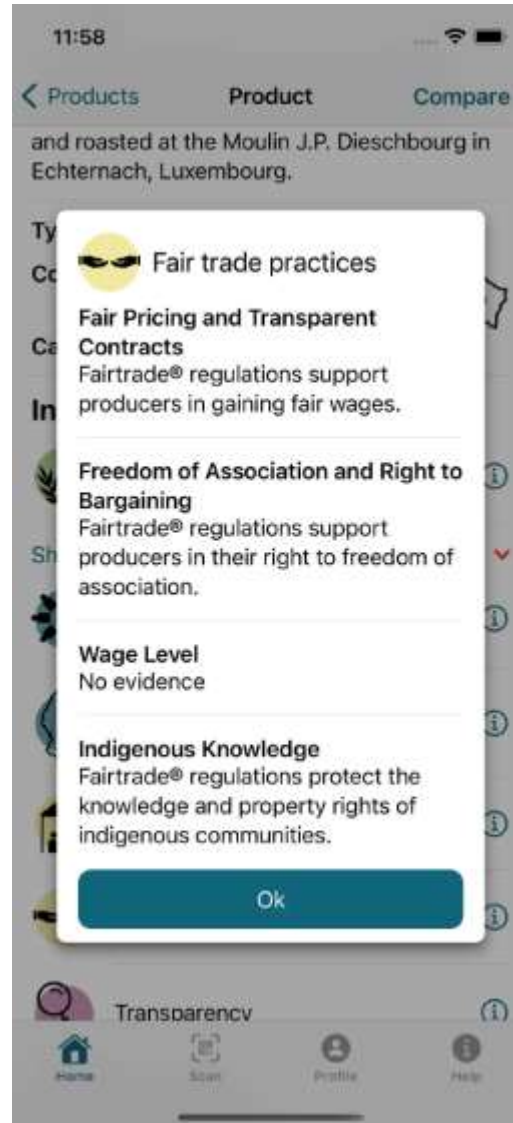
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Journey through the app

c. Browsing a product

By then clicking on one of the subindicators that show up, the customer will see in a **textual explanation** on **how** the product meets this subindicator.

Here you see an example of a text that explains how “Fair trade practices” are met by the product.



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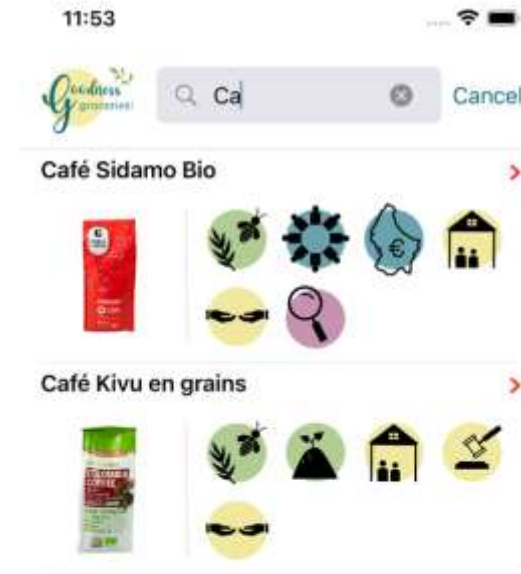
Journey through the app

c. Browsing a product

The app includes a **search function**, where the customer can search for products and is given as a result a display of all the products of that category in a summarised version, together with the subindicators that the individual products of that category meet.

Here you see the search result for the product category “Coffee”.

By clicking on a product, the customer is then lead to the individual product page.



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Journey through the app

c. Browsing a product

The app includes a **comparative screen** where all the products of one category are displayed at a glance. This screen is an overview showing **if** an indicator is met by a product or not.

It does not show **how** the indicator is met. (This textual information is shown on each product's individual page.)

These screens show the comparative view for the product category "Coffee".

Product	Café Sidamo Bio	Roasted coffee 1936	Café Kivu en grains	Aroma Rood Ground Co...
Category	Local organic	Local conventional	Imported organic	Imported conventional
Environment				
not applicable				
	✗	✗	✗	✓
	✓	✗	✓	✓
	✗	✗	✓	✓
	✗	✗	✓	✓
Economic well-being				
	✓	✗	✗	✓

Product	Café Sidamo Bio	Roasted coffee 1936	Café Kivu en grains	Aroma Rood Ground Co...
Social well-being				
	✓	✗	✓	✓
	✗	✗	✗	✓
	✗	✗	✓	✓
	✓	✗	✓	✓
Good governance				
	✓	✗	✗	✓
	✗	✗	✗	✓
	✗	✗	✗	✓

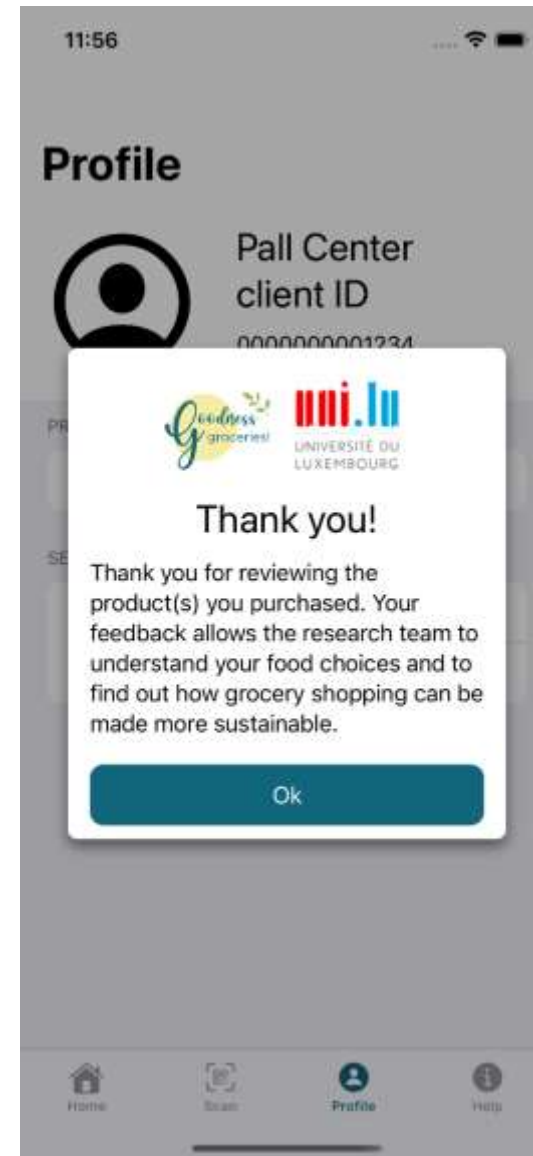


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Journey through the app

d. Feedback

Each time a customer buys a product that is featured in the app, s/he will be asked to provide **feedback** on their product purchases.



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Once all selected products have been included,
the app will be piloted by Pall Center customers.
As a supplier you will be kept informed of the app launch.

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