

---

# SMASH concept exploration

## User research insights report



# CONTENTS

BACKGROUND	3
EXECUTIVE SUMMARY	8
RESEARCH Q&A	13
KEY THEMES	52
OPPORTUNITIES	57
CURRENT MARKET	60
SMASH BUSINESS MODEL	88
APPENDIX	89

---

# BACKGROUND

# THE BACKGROUND

GSTC has the opportunity to invest in a new business developing a healthy food discount app for 13-24 year olds called SMASH. The app would offer discounts on healthier products in their favourite food outlets.

To unlock investment, GSTC and SMASH wanted to test some of the underlying assumptions that support the proposition in a lean, quick and low risk way. Key to this was better understanding the potential feasibility, acceptability (to 13-24 year olds) and impact on food consumption an app like SMASH might achieve. Price sensitivity of this demographic, and that there is a lack of healthier products that compete on price with the less healthy ones was also explored.

**The goal of this research was to ultimately understand:**



**Does the SMASH app have the potential to influence 13-24 year olds to make healthier fast food choices compared to the ones they make today?**

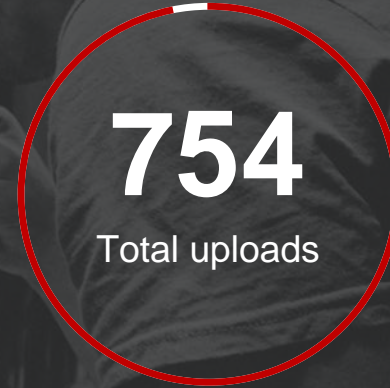
**And if so, does SMASH offer a feasible, viable and sustainable option to deliver it?**

# RESEARCH APPROACH

AN OVERVIEW

## FAST FOOD & YOU JOURNAL

We engaged with 24\* participants who completed their 'Fast Food & You' journal using the online tool Incling. The goal was to understand their food choices, favourite fast-food restaurants and eating habits, in a way that they could reflect and respond more naturally.



26  
Videos

728  
Posts

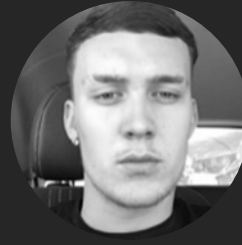
## ZOOM PAIRED SESSIONS

We then carried out Zoom sessions with 24 participants in friendship pairs to take a deeper dive into their behaviours and explore the SMASH app concept.



18  
Hours

\*24 participants were recruited, though one did not complete the pre-task. An additional participant was recruited to take part in the Zoom paired interviews that followed.



## MEET THE PARTICIPANTS

- 24 X 13-24 YEAR OLDS
- LIVE IN INNER-CITY LONDON
- HALF UNIVERSITY STUDENTS (WHO USE DISCOUNT SCHEMES)
- SPLIT OF + AND - £30,000 ANNUAL HOUSEHOLD INCOME
- MIX OF THOSE WHO VISIT FAST FOOD OUTLETS ONCE PER WEEK AND THOSE LESS FREQUENTLY.





Angel



Amber



Amber-Lee

# PARTICIPANTS

THE VOICES



Antonio



Aphra



Ashley



Dyarna



Dylan



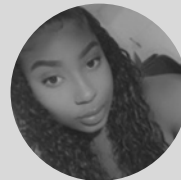
Fega



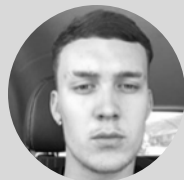
Harlem



Isaac



Isabell



Jack



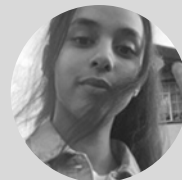
Jason



Jessica



Jodel



Kyah



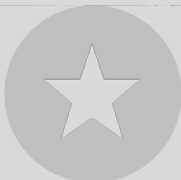
Laura



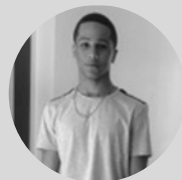
Lois



Rashaan



Reece



Rico



Romany



Tulip

---

# EXECUTIVE SUMMARY



# IN A NUTSHELL, WE FOUND OUT

RESEARCH DATA

## 75%

**would choose a healthier option from the menu\*.**

The SMASH app and discount has the potential to impact the behaviour of existing customers and encourage exploration of new outlets.

## 75%

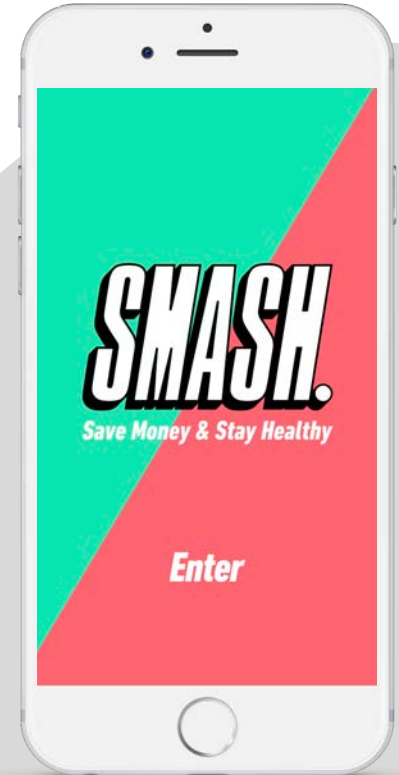
**of the 13-24 year olds engaged with the idea of receiving a 20% discount to choose a healthier option, with one of the biggest barriers to eating healthily on-the-go being cost.**

But choices always depend on; there being options they like within the menu, who they were with (friends, family or partner), dietary requirements or allergies, cravings vs. potential savings and outlet location.

## 100%

**of participants said that they would download the SMASH app, after viewing the demo video.**

As a medium, the app proved popular for driving impact. Having it “always with you” was felt to have the potential to influence behaviours and encourage participants to be more health conscious.



# EXECUTIVE SUMMARY

## **Do teens engage with this kind of discount offer?**

Yes. There was a desire to be healthier, but a frustration at the cost of healthier food options when eating out.

## **Do the discounts drive switching of existing customers or bring new customers into the store? If the latter, what would the new customers have been eating otherwise?**

Both. The discounts would cause some of the participants to switch to healthier options in outlets they already went to, as well as encourage them to explore the menu of other outlets they had never been to / rarely went to.

## **Is a 20% discount enough to shift behaviour? If not, how much is?**

Yes. But there were several other factors at play, including taste, the price of menu items and outlet location.

## **Do attitudes vary across teenage customer segments? (including lower vs. higher income households).**

No. There were no significant differences in attitudes or behaviours noted between the different customer segments.

# EXECUTIVE SUMMARY

## **Would teens download and then use an app like this?**

Yes. All participants said that they would download and use the app. Continued engagement, however, is likely to depend on there being healthier menu choices that they like, as well as a variety of outlets.

## **Is an app the right medium to drive impact in this way?**

Yes. Having the app with them at all times was felt to help encourage a healthier lifestyle more generally.

## **What specific mechanics and features of an app like this are desirable?**

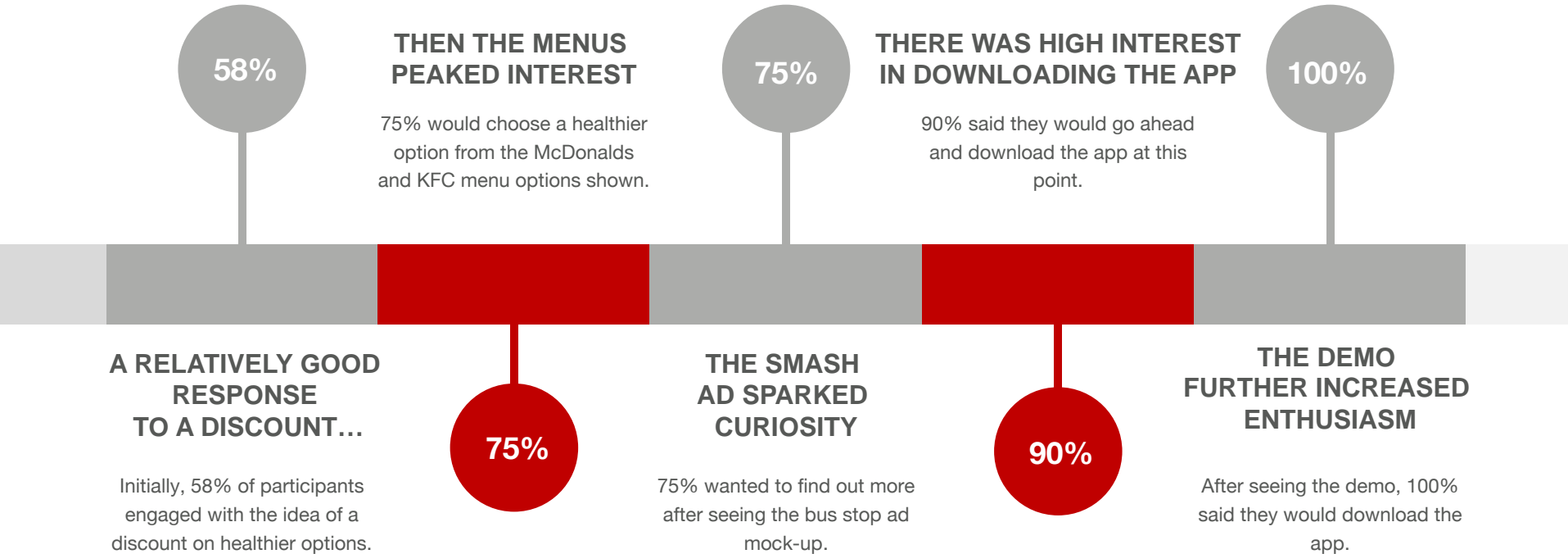
The 'always on' discount, discount on good cause brands, rewards, deals of the day, location map and supermarket discounts were amongst the most popular features. Participants were the least enthusiastic about the Community Engagement page and Wallet features. Refer to page 45.

## **What is the current market of organisations providing similar discount apps?**

There were no similar discount apps available promoting healthy food options for 13-24 year olds. Refer to page 60.

# ENGAGEMENT WITH SMASH CONCEPT

A RESEARCH TIMELINE



---

# RESEARCH Q&A



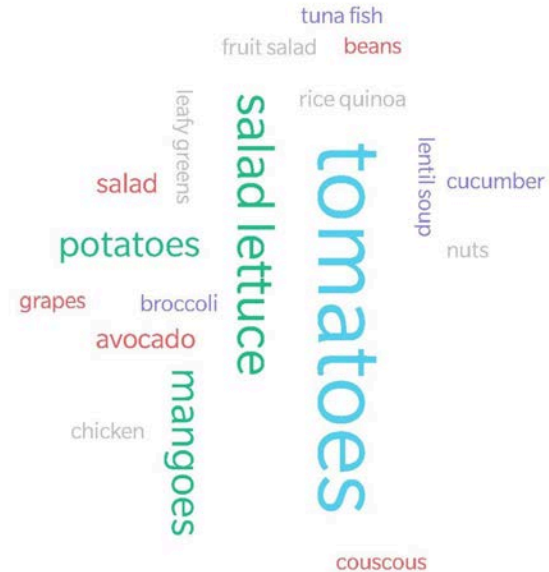
HERE'S WHAT WE FOUND OUT

# HOW WOULD YOU DEFINE HEALTHY FOOD?

WHAT PARTICIPANTS SAID



Keywords for healthy



Keywords for healthy food examples

# WHAT ARE THE CURRENT RELEVANT EATING PATTERNS AND PREFERENCES OF TEENS?

WHAT PARTICIPANTS SAID



**KFC, McDonalds, Nando's, Burger King, Five Guys and Wagamama** amongst most popular outlets



Eating out spend ranged from **£10-£200 per week**, with an average of £45 (approx. 30 – 40% of their money was spent on eating outside of home)



On average, the 13-24 year olds **ate out 2-3 times per week**



Ordering online was popular via **Uber Eats, Deliveroo and Just Eat** (for some, online ordering has increased during lockdown)

- There was a perception of some take away food not being “healthy”, and there not being healthier options available within outlets like McDonalds, KFC, Burger King and Five Guys. Healthier options were thought to be available in Nando's, Wagamama and Wasabi.
- McDonalds, KFC and Burger King were considered to be more “fast food” than places like Nando's, Wagamama and Five Guys due to the sit-down nature, price and perception of healthier options on the menu.
- “Fast Food” frequently plays a role, even if is not a “favourite” place.
- Restaurant eating was popular. For some, favourite places were more niche / local restaurants that they might eat at with family.



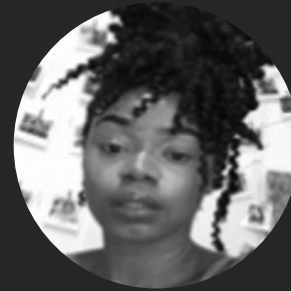
# WHAT ARE THE CURRENT RELEVANT EATING PATTERNS AND PREFERENCES OF TEENS?

WHAT PARTICIPANTS SAID



"I love it [McDonalds].  
Food is nice,  
easy and cheap  
to eat when out."

Isabell



"Mainly because of the price of a  
burger and chips...you wouldn't  
go [to Five Guys] to grab a quick  
burger for £20!"

Amber

# WHAT ARE THE CURRENT RELEVANT EATING PATTERNS AND PREFERENCES OF TEENS?

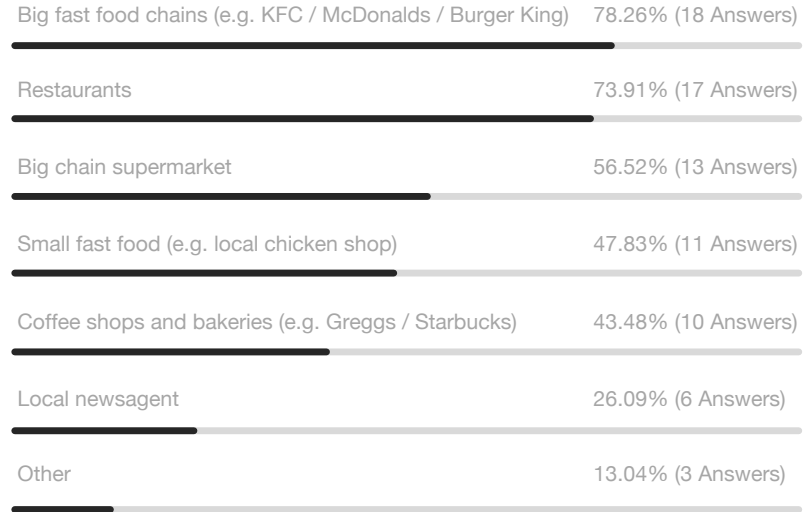
WHAT PARTICIPANTS SAID

**Big fast food chains were the most frequently visited places, but closely followed by restaurants**

Eating out with family was a regular occurrence.

**Big chain supermarkets and smaller local, independent fast food outlets played a significant role**

Supermarkets were popular for meal deals, with “less healthy” choices made because healthier options were more expensive.





39%

would choose Coke or  
Pepsi when eating out

39%

would choose smoothies,  
milkshakes, alcohol or another  
form of soft drink e.g. Oasis,  
Fanta, Lemonade, Pepsi Max  
or Coke Zero

22%

would usually buy  
bottled water







# WHAT ARE YOU LIKELY TO DRINK?

WHAT PARTICIPANTS SAID



# WHERE DO THEY GO OUT

WHAT PARTICIPANTS SAID

Outlet	Frequently	Sometimes	Never	The general consensus was...
	79% (19)	8% (2)	13% (3)	"I love it. Food is nice, easy and cheap to eat when out." Isabell
	66% (16)	21% (5)	13% (3)	"Nando's is a go to place for Aphra. Tastes good and good value." Aphra
	42% (10)	25% (6)	33% (8)	"[I go to KFC only sometimes] because there's not one near me...I really like it." Jason
	18% (4)	32% (8)	50% (12)	"A lot of my friends love it, but I've never been so wouldn't know what to order..." Amber
	13% (3)	54% (13)	32% (8)	"Cos going to Five Guys, it's like buying a house." Romany
	4% (1)	42% (10)	54% (13)	"It's a more expensive version of McDonalds." Jessica

# MCDONALDS MENU

WHAT PARTICIPANTS SAID

Seven participants chose from a McDonalds menu during an online task followed by 12 in Zoom sessions. They were:



**most likely** to choose from the  
**Sandwich\*** and **Saver Meal\***



**least likely** to choose  
from the **salad** options

\*The Big Mac and Chicken McNuggets were most popular.

\*\*The Cheeseburger, Double Cheeseburger and Fries were frequently chosen as additions to sandwiches or meals.

# KFC MENU

WHAT PARTICIPANTS SAID

4 participants chose from a KFC menu during in an online task followed by 12 in Zoom sessions. They were:



**most likely** to choose from the  
**Burgers\***, **Original Recipe\*\***  
and **Bucket\*\*** options



**least likely** to choose  
from the **salad** options

\*Fillet, Zinger and Tower burgers were the most popular

\*\*Chicken pieces and popcorn chicken proved popular too



18 / 24

Participants\* were enthusiastic about getting a discount to make healthier choices when eating food on the go.

5 / 24

participants stated that one of the main barriers to eating healthily when on the go, was healthier food being more expensive than food that "wasn't healthy."

\*For the 6 participants who did not immediately engage with the concept of a discount for making healthier choices, they felt that if they were going to eat out, they were going to choose what they wanted, i.e. it was their money they were spending and if they wanted to eat healthily, they could do this at home. It should be noted, however, that after they were shown the SMASH demo, 4 of these 6 participants wanted to access the discounts.

## DO TEENS ENGAGE WITH THIS TYPE OF DISCOUNT?

The biggest dependencies on engaging with this kind of discount offer were:



there being options they liked within the menu.



who they were with (friends, family or partner).



if they just felt like a particular meal, the discount would have to make a significant enough difference to the total bill to really engage the majority.

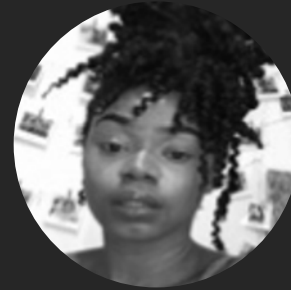
# DO TEENS ENGAGE WITH THIS TYPE OF DISCOUNT?

WHAT PARTICIPANTS SAID



“The thing is about healthy food...it's like McDonald's specifically healthy food is more expensive than the actual bad food...like the salad in McDonald's itself costs more than burgers and chips.”

Jack



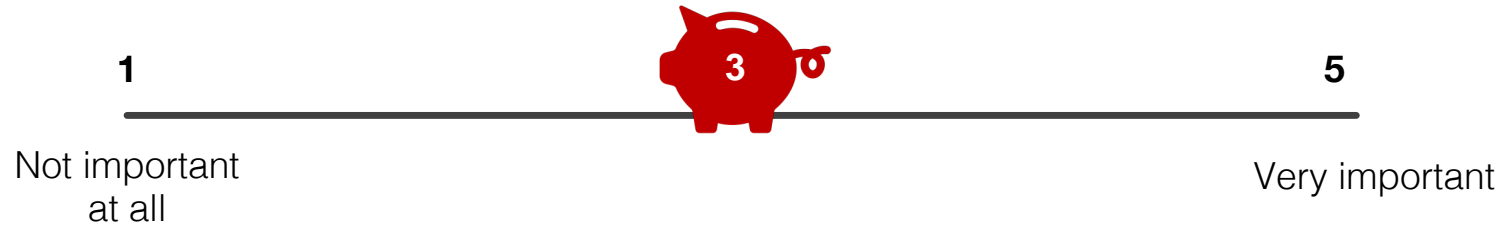
“20% is a major decider in what I'm going to order...and if I like the options.”

Amber



# HOW IMPORTANT WOULD A DISCOUNT BE TO YOU WHEN MAKING YOUR FOOD CHOICE?

WHAT PARTICIPANTS SAID





The results from our pre-task support previous rating, showing that whilst value for money and price were important, **product taste** and the **quality of food** were **slightly more motivating**.

# HOW IMPORTANT IS EACH FACTOR WHEN CHOOSING FOOD?

WHAT PARTICIPANTS SAID



# DO THE DISCOUNTS DRIVE SWITCHING OF EXISTING CUSTOMERS OR BRING NEW CUSTOMERS?

**By having access to these discounts, participants said that they would visit the following outlets more frequently, making healthier choices\***



\*This does not directly suggest they would eat out more, but they might vary where they eat more often i.e. the question was phrased around eating out at the outlets more, rather than eating out more in general. The majority of these participants were already customers of these outlets, suggesting that existing customers would be impacted by the discount. 3 out of 24 said they would visit an outlet they had never been to before (2 Wagamama and 1 Nandos), but most had previously visited all of the outlets at some point.



**participants said they would make a healthier choice [from the McDonalds or KFC menu] when presented with healthier options.**

For many, they would visit McDonalds, for example, irrespective of a discount because it was already considered “cheap”. Examples of a switch include changing from a Big Mac and Double Cheeseburger to Chicken McNuggets.\*

\*Full details on menu selections are provided within the supplementary data sheet.

## DO THE DISCOUNTS DRIVE SWITCHING OF EXISTING CUSTOMERS OR BRING NEW CUSTOMERS?

AN INTERESTING POINT TO NOTE...

**During the research, no one asked to see a definition of what ‘healthier’ meant. There was a good general knowledge of what healthy food and a balanced diet were, and an implied sense of trust in the outlets listed in the SMASH app.**

Participants felt outlets and menu options would be “verified” by SMASH. This suggests they trusted that SMASH would get it right for them.

# DO THE DISCOUNTS DRIVE SWITCHING OF EXISTING CUSTOMERS OR BRING NEW CUSTOMERS?

There are some inevitable barriers to participants switching



In order to change what they would order in an outlet that they already frequented or visit a new outlet, **finding healthier food that they liked on the menu was at the centre of all decision making.**



**Food allergies**, e.g. nuts, intolerances e.g. gluten, and specific diets e.g. plant-based, **limited the healthy option choices on offer.**



**Convenience of the location** was an important factor in where customers chose to eat.



Many customers said that anything they hadn't tried before would have to be **really appealing for them to switch.**

# DO THE DISCOUNTS DRIVE SWITCHING OF EXISTING CUSTOMERS OR BRING NEW CUSTOMERS?

WHAT PARTICIPANTS SAID



“[I’d] try Wagamama to see what it’s all about. I’d try it and still save money.”

**Jodel**



“Yes [the discount would change the type of food I buy...] because I want to try new things and have the information on the app and a discount...I’m more likely to try it when I’m out.”

**Isaac**



“I hate trying new things. If I’m going to try a new thing it has to be my friend who gets it because if I don’t like it then I’ll be really upset!”

**Romany**

# WHAT WOULD CUSTOMERS BE EATING IF THEY WEREN'T EATING OUT?\*

## WHAT PARTICIPANTS SAID

**So, we know that the 13-24  
year olds ate out on average  
2-3 times per week.**

There was variation throughout, with some eating out once per week and others eating out every day, e.g. when at work in the city.



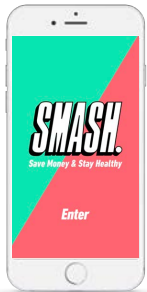
**We can therefore assume  
that they ate at home 4-5  
times per week.**

Some also mentioned getting takeaways from Deliveroo, Just Eat and Uber Eats approximately 1-2 times per week.



**So what are they eating  
when they're at home?**

The most popular type of meals included chicken with rice and vegetables and pasta dishes. On average 83% were from scratch vs. 17% ready made.



**Did they think that SMASH would  
make them eat out more?**

Overall, 60% felt they would eat out more frequently, making healthier choices via the SMASH app. 40% felt it may not, or would not, impact the frequency of eating out.



**Who's doing  
the cooking?**

61% said that parents did the majority of cooking in the home. For 39%, they either did the cooking or shared doing so with others in their household.



\*These insights are based on responses given by all participants during the online research and Zoom sessions, as well as supplementary questions answered by 18 of the 24 participants one week after the research was completed.

# IS 20% ENOUGH TO SHIFT BEHAVIOUR? IF NOT, HOW MUCH IS?

WHAT PARTICIPANTS SAID



participants said  
a **confident yes**



said **maybe**  
(a conditional yes)

For those saying maybe, some felt a low spend item wasn't worth the discount. For others, saying yes was dependent on what food choices were available and if they were appealing.



said **no**

The reasons for a 'no' response varied from not caring about getting a discount on a low value item, to participants saying they'd rather just enjoy eating what they want, through to apprehension to trying something new.



would switch to  
a healthier option  
with a **20% discount**

**14 / 24**

participants stated that with a 20% discount, they would switch to a healthier option.

**18 / 24**

made a selection from the healthier options when shown the examples within the McDonalds and KFC menus.

For those who felt they would not switch, the key reason was that they simply liked the taste of the food that they would usually order.



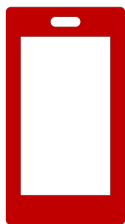


## It's not always about discount for some

There was a desire amongst many of the participants to eat more healthily, irrespective of discount, and understand what options were available to them. For some, wanting to be healthy was the key motivator, with the discount being an additional incentive.

# IS 20% ENOUGH TO SHIFT BEHAVIOUR? IF NOT, HOW MUCH IS?

WHAT PARTICIPANTS SAID



## Over 90%

of participants would use the SMASH APP  
(10% maybe)

### 22 / 24

participants said they would use the SMASH app, with 2 stating they would "maybe" use it.

### 100%

After seeing the demo, 100% said they would download the app.

There was an interesting switch from those who were initially only focused on the idea that if they if they were eating out, they would eat what they wanted. After seeing the app and some of the options that would be available, they were more engaged and became more enthusiastic about making healthier choices.

# IS 20% ENOUGH TO SHIFT BEHAVIOUR? IF NOT, HOW MUCH IS?

WHAT PARTICIPANTS SAID



"It all depends where I'm eating...if it's food I don't fancy, I will go for what I want. But, if the option is what I like, I'll go for it against my original choice."

**Lois**

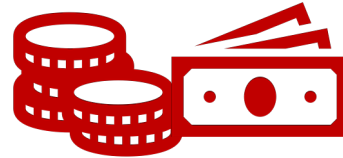
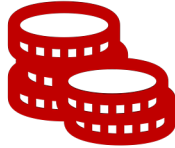


"The 20% is enough for me to always use it...I eat out a lot and most people I know eat out. If I get 20% of at Five Guys, that would be great...but at McDonalds, it isn't going to make a big difference for me [as feels it's already cheap]."

**Jason**

# DO ATTITUDES VARY ACROSS CUSTOMER SEGMENTS? (INCLUDING LOWER VS. HIGHER INCOME HOUSEHOLDS)

WHAT PARTICIPANTS SAID



**Throughout the research, no key differences were identified in the behaviours between those in lower vs. higher income households.**



100%

of participants said  
that they would  
download the **SMASH**  
app, after viewing the  
demo video.

However, participants' interpretation of the bus stop advert varied widely from completely understanding it to thinking it was about McDonalds being unhealthy.

# WOULD TEENS DOWNLOAD AND THEN USE AN APP LIKE THIS?

WHAT PARTICIPANTS SAID

The most popular scenarios for using the app were:



Eating out with  
friends or family



Lunch time when  
at work or school



If trying to be healthier  
or loose weight



If trying to save  
money



Looking at outlets, location  
and menus before they left  
the house to help decide  
where to go



Looking specifically at  
offers for a favourite outlet



Looking at menu options  
when within an outlet

\* Initially 90% said they would use the SMASH app but after seeing the demo, this increased to 100%

# WOULD TEENS DOWNLOAD AND THEN USE AN APP LIKE THIS?

WHAT PARTICIPANTS SAID

**There are barriers between people downloading the SMASH app, using it for the first time *and* continuing to use it:**

**They might use it to...**



...do a one-off thing e.g. benefit from a discount.

**Then they might...**



...get bored of using the app. This was the main reason for people who stopped playing games.

**Sometimes they might...**



...find a better app than the one they originally downloaded e.g. they opted for Deliveroo because it had more food choices than Uber Eats.

**Or if their...**



...expectations aren't met e.g. "I downloaded it [TikTok] because of the hype."

# WOULD TEENS DOWNLOAD AND THEN USE AN APP LIKE THIS?

WHAT PARTICIPANTS SAID



"You're always looking for something healthier, but never find it...but it's right there in the app...excellent!"

**Jessica**



"I can't wait for this app to come out. I really like it!"

**Isabell**



"The discounts already make me want to get it."

**Jason**

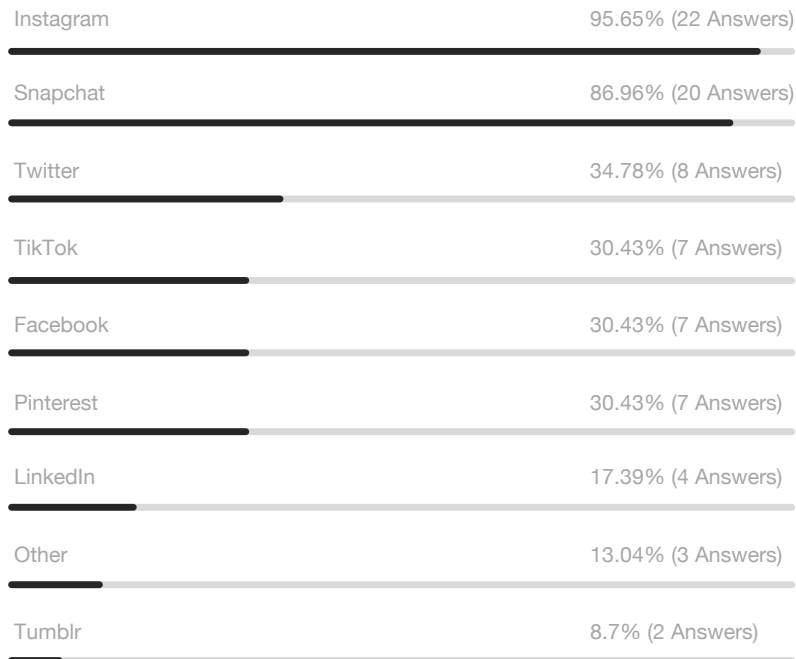


**Instagram and Snapchat were clear social media front runners.**

Instagram is often where participants would get information and ideas relating to food, health and fitness.

# WHICH, IF ANY, SOCIAL MEDIA SITES/APPS DO YOU USE?

WHAT PARTICIPANTS SAID



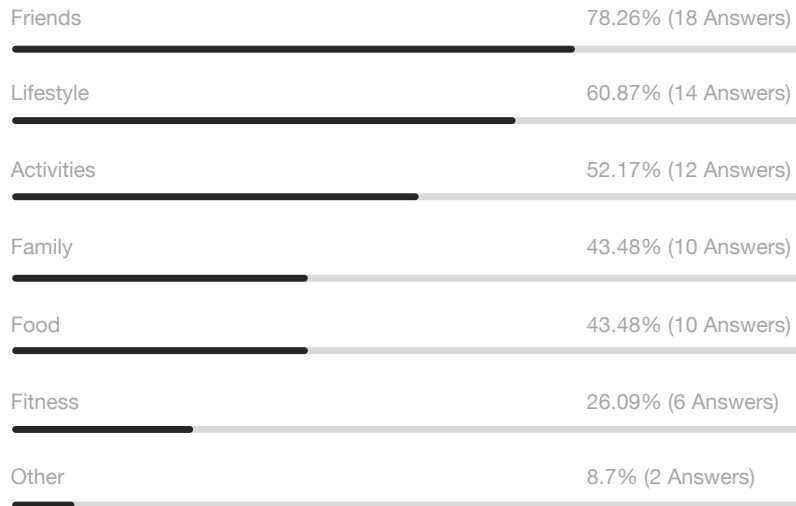


**Staying connected with friends and what they're up to was at the centre of interactions, as well as following “influencers”.**

Posts about friends and lifestyle were the most common, though there was a divide on posting about food and fitness.

# WHAT TYPE OF THINGS DO YOU POST MOST FREQUENTLY

WHAT PARTICIPANTS SAID





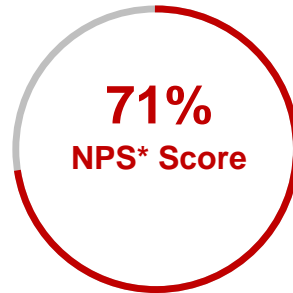
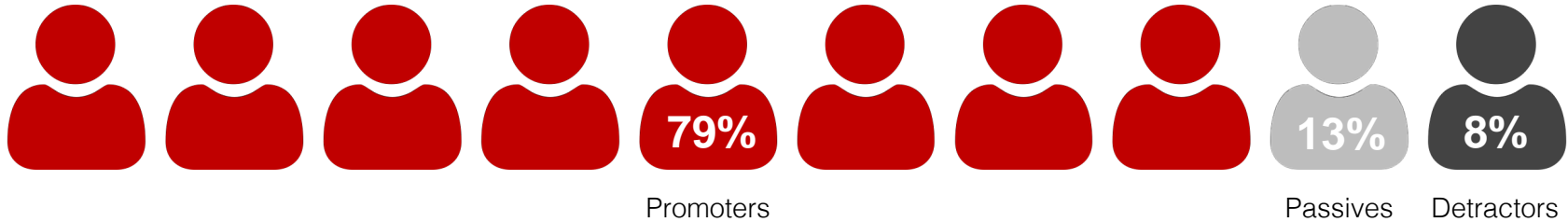
# HOW LIKELY OR UNLIKELY WOULD YOU BE TO DOWNLOAD THE SMASH APP?

WHAT PARTICIPANTS SAID



# WOULD YOU RECOMMEND THIS APP TO SOMEONE?

WHAT PARTICIPANTS SAID



# IS THE APP THE RIGHT MEDIUM TO DRIVE IMPACT IN THIS WAY?

WHAT PARTICIPANTS SAID

Participants clearly expressed how they would use SMASH in the day-to-day



To initially personalise the type of outlets and offers shown, by entering requirements up front



Check the location of outlets near by



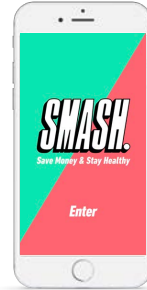
Browse options and view prices and calories (in some cases)



View offers for clothing and tech



See how much money they had saved and earn rewards.



The SMASH concept proved popular for driving impact



All **24 participants** were **enthusiastic** about the concept of viewing healthier food options and getting a discount via an app.



There were some comparisons between **UNiDAYS, Student Beans and McDonalds vouchers** taken from newspapers.



On first impression of SMASH, participants felt it looked “easy to use” and “engaging”. There was a feeling that by having this app with you on your phone, it had the **potential to influence behaviours** when eating out and make them think more about their choices.

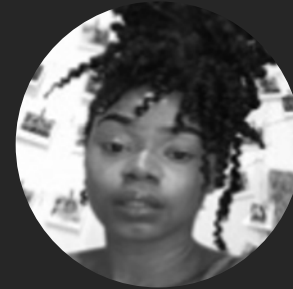
# IS THE APP THE RIGHT MEDIUM TO DRIVE IMPACT IN THIS WAY?

WHAT PARTICIPANTS SAID



“Yes...although I do try to eat healthy already,  
you also have the option to eat  
unhealthily...this [SMASH app] will make me  
think...it's the subconscious aspect of it.”

**Harlem**



“...with this app, it would simmer  
down what was appropriate [healthy].  
Being lazy, the app does it for you!”

**Amber**

# WHAT SPECIFIC MECHANICS AND FEATURES OF AN APP LIKE THIS ARE DESIRABLE?

Feature	Want	Insights	Priority
Always on discount	100%	The always on discounts, e.g. of 20% was a significant incentive to continue using the app. Some commented that changing the discount on occasion would encourage them to check options more regularly.	●
Discounts on good cause brands	100%	Participants were enthusiastic about this, in particular around clothing and toiletries.	●
Unlocking rewards	100%	Rewards were a key motivator to continue to eat healthily and engage with the app.	●
Deals of the day	96%	Daily deals would encourage users to engage with the app on a daily basis.	●
Location map	96%	The map was a very useful feature to show options, and for some encourage walking further to an outlet for exercise.	●
Supermarket discounts	96%	A high level of enthusiasm was shown for supermarket discounts where many would buy meal deals / food-to-go, stating that healthier options were more expensive than less healthy ones.	●
List of healthier foods from favourite chain	83%	Seeing a list of healthier options from their favourite chain was welcomed to educate about what was available. There was often surprise that healthy options were available.	●
Tracking calories saved	67%	Seeing calories would help some work towards a goal, though for others, this either wasn't their focus, or they felt they could become too fixated on this.	●
Community engagement page	38%	The majority felt they would not interact on the community page because they already used Instagram for this, they weren't sure who would be viewing the content / didn't want to share information about food or generally weren't enthused by it. Some said they would passively view content, however.	●
Wallet feature	33%	Some felt the Wallet was more aimed at younger children and others would feel more restricted than they would if they were given the freedom to pay for food in cash.	●

# HOW IMPORTANT IS SMASH BEING INTEGRATED WITH ONLINE ORDERING?

AN OVERVIEW

## 3 / 24

participants made reference  
to food delivery being a feature  
of the SMASH app

Uber  
Eats



## 1 / 24

felt strongly that **food delivery shouldn't be a feature** as it detracted from the motivation to walk to an outlet / burn calories.

**ASOS**  
discover fashion online

Online ordering was more an expectation for retailers like ASOS e.g. using an online code.

# WHAT SPECIFIC MECHANICS AND FEATURES OF AN APP LIKE THIS ARE DESIRABLE?

WHAT PARTICIPANTS SAID



## Unlocking rewards

“Well that does change it! it persuades you to keep on track. It makes it not just a discount app, but a fitness app...it's quite good.”

**Jessica**



## Community engagement

“I'd be worried it wasn't a safe space and it's full of people that go to the gym 5 days a week and I'll feel shit about myself.”

**Tulip**



## Wallet

“It's good for younger kids, but when I was younger I wouldn't want my mum knowing what I was eating!”

**Lois**

# WHAT IS THE CURRENT MARKET OF ORGANISATIONS PROVIDING SIMILAR DISCOUNT APPS?

WHAT PARTICIPANTS SAID

## 8 / 24

**participants said that they generally didn't receive any discounts on food.**

Of those that did, the following were mentioned (some apps, websites or newspaper vouchers):



There was a feeling amongst many of the participants that the app filled a gap in the market, since they didn't have access to student discounts.



Vouchers, both on and offline, were also felt to be something you had to actively look for and got occasionally, whilst SMASH was felt to be something that they could use on a day-to-day basis.



SMASH was also felt to offer more variation than both vouchers, as well as UNiDAYS and Student Beans, where users of these felt that they type of discounts given were "all for the same type of places" e.g. Zizzi's and Dominos.



# WHAT IS THE CURRENT MARKET OF ORGANISATIONS PROVIDING SIMILAR DISCOUNT APPS?

WHAT PARTICIPANTS SAID



“It's the variety [in SMASH] rather than the McDonalds vouchers.”

**Harlem**



“It's the same thing [a discount], but if you've got the app, you'd remember it. With vouchers, you've got to look in the paper.”

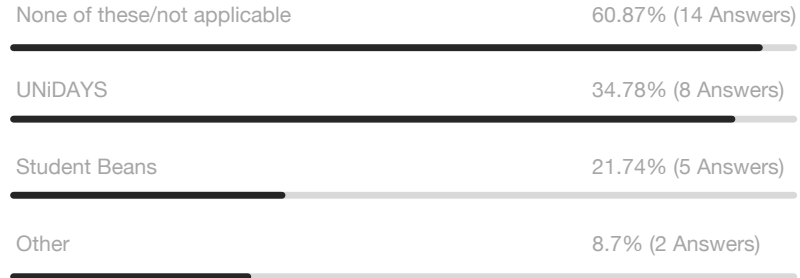
**Rico**









**Our pre-task insights support the idea that for non-students, there are not many options available to get discounts when eating out.**

## DO YOU USE ANY OF THE STUDENT DISCOUNT PROGRAMMES?

WHAT PARTICIPANTS SAID



# WOULD HAVING A DISCOUNT INCREASE THE FREQUENCY OF VISITING THESE OUTLETS?

Outlet	Yes	No
	75% (18)	25% (6)
	67% (16)	33% (8)
	63% (15)	37% (9)
	54% (13)	46% (11)
	54% (13)	46% (11)
	42% (10)	58% (14)

For higher priced outlets such as Wagamama, Five Guys and Nando's, there was a feeling that the 20% discount would feel more substantial and may make them more willing to try new things from the menu.

At KFC, participants liked the idea of being able to get wraps more frequently or visit with family and friends, making use of the discount.

Burger King, being the least frequently visited, saw the biggest increase in participants being more open to the idea of visiting if they had the discount. The scenarios given, however, were if they were passing e.g. at Euston station and there remained the general feeling remained that McDonalds offered a cheaper, and in many cases, preferable option that they classed as similar.

When it comes to McDonalds, many participants felt that due to the "already low" prices, they would go as frequently as usual, irrespective of a discount on healthier options.

---

# KEY THEMES

*Make healthy choices at  
your favourite restaurants  
and save 20% every time.*



**#SMASHTHAT.**



Throughout the research,  
a number of key themes  
emerged outside of, and  
incorporating, the key research  
questions.

# KEY THEMES

## SMASH as a health companion



There was a feeling for some that the app would provide subconscious motivation, knowing they always had the app with them. References to the day-to-day use of the app and it encouraging them to exercise through seeing the map, were perceived as positive features.

## Food for mood



Whilst a discount through SMASH would encourage healthier choices in general, there was a common thread throughout that if participants wanted to eat a particular menu item at any given time, they would do so, irrespective of any discount. The taste of the food option and saving money were felt to be more important for most, than saving calories.

## Healthier feels more expensive



From higher prices for lower calorie options in meal deals at Tesco, to the “ridiculously expensive” salads at independent take away food outlets in London, there was a feeling that for day-to-day eating out, being healthy was more expensive than being unhealthy.

## We need to talk about calories



Whilst tracking calories was useful to many, there were some strong concerns raised by two of the participants around the negative impact this could have on their motivation. This is an important aspect that should be prototyped before launch, and we recommend the option to switch on and off is clear during onboarding and after.

## A need for knowledge



Although there was generally a good amount of knowledge amongst participants about healthy food and a balanced diet, there was little knowledge of what healthier options were available within outlets. For some, they didn't believe there were any healthy options in Five Guys, for example.

## A need for variety



For those using, or who had used UNiDAYS or Student Beans, they wanted more than just the “usual choices”. For those with specific dietary requirements e.g. vegetarian, vegan, avoidance of nuts, choices on the menu can be very limited, prompting a need for a wider variety of outlets to be included.

# KEY THEMES

## Points make prizes



The accumulative points seemed to provide a good incentive to continue to make healthier choices, with a larger discount at the end being a potential reward.

## SMASH a healthy eating exploration app



Most of the 13-24 year olds felt having access to the app would make them explore different places to eat and they would try different menu options. Having access to the discount made them less “scared” of “ordering the wrong thing”, with some feeling that the places listed on SMASH would be verified, and so would trust them.

## A discount app that fills the gap



The majority of 13-24 year olds, did not have access to any regular discounts when eating out. And of those available, participants would not generally consider healthy options. This added to the enthusiasm displayed towards the SMASH concept.

## The influence of social media, parents and peers



Almost all the participants were highly engaged with Instagram, and were often influenced by posts around food, health and lifestyle. Much of their ‘healthy’ information also came from within the home, friends and teachers.

## The potential to impact frequency of eating out



Approximately 60%\* felt that the app would result in them eating out more, with 40% saying it may not or would not change the frequency. The reasons given were that the options would be healthier, they would be saving money and there would be food available to try that they did not know about previously.

## A family affair



There were frequent references to how SMASH could be used in the context of eating out with family. This was a popular activity for the 13-24 year olds, with one mentioned there should be a “family section” within the SMASH app.

\*13 out of 24 participants said they would eat out more immediately after seeing the SMASH concept and 12 out of 18 when asked one week after the sessions. For 11 out of 24, it may not or would not change the frequency, as well as for 6 out of 18 asked at the later point.

# KEY THEMES

## **A time and a place for salad**



A small number of participants said they didn't like salad and for those that did, they wouldn't necessarily go to a fast food restaurant to buy it. They would either go to a specific place that sold salad or alternatively buy the ingredients from the supermarket to make their own.

## **Bang for your buck**



Value for money was an important consideration for most participants. The perception of paying more to potentially get less could be a barrier for people to making healthy choices.

## **Download, use and sustain\***



Typically, 75% of apps are used once after being downloaded, and then never used again. The average person uses 25 apps per month, and 96% of that time is split between just ten apps.

## **Fear of the unknown**



Switching to healthy options that people have never tasted before poses risk to some people.

Both the risk of not enjoying the food and/or wasting their money, can be a step too far.



---

# OPPORTUNITIES IN THE WORDS OF PARTICIPANTS

# OPPORTUNITIES TO IMPROVE THE SMASH PROPOSITION AND APP

- Money in the Wallet to get started / or a monetary incentive to download SMASH.
- As intended, ensure users have the option to view money savings only, without the need to track calories and a clear option to switch on / off within the app.
- Consider how the community is presented to users – emphasis may be on finding inspiration, rather than uploading content.
- Accumulation of points to get a bigger discount e.g. Kaptain app.
- Consider the variety of outlets available, for example, local independent establishments were popular.
- Family discounts were frequently mentioned, with many feeling that they would want to use the app in the context of family meals or when out with parents e.g. through a “family section” within the app or ‘friends and family’ discounts.
- A shareable code to start using SMASH.
- Consider advertising visuals. Some thought they would find out about SMASH in McDonalds’s or that it was an anti-McDonald’s campaign.
- Consider how it can be further communicated that there ARE healthier options within some outlets e.g. McDonalds and KFC.

# OPPORTUNITIES TO IMPROVE THE SMASH PROPOSITION AND APP

- A code to order things online.
- Wider range of restaurants to try something new.
- Include more expensive restaurants.
- Inclusion of local independent shops.
- Opportunity to get something free like O2 Priority Moments.
- A bigger location map radius for 2+ people to agree where to meet to eat.
- Include photos of healthy food, rated for taste.
- Perhaps, delivery shouldn't be an option since it encourages people not to walk (you could have an option for people to add a minimum distance for where they are willing to walk to for healthy food).
- Link it to celebrities e.g. Instagram health challenges.
- Pop-up discounts based on location.
- Set goals for how many calories you would like to save or set a budget for how much you'd like to spend, or both.

---

# CURRENT MARKET

# SMASH MAIN COMPETITOR COMPARISONS

Feature	Unidays	StudentBeans	SMASH
<b>Free to download</b>	Yes	Yes	Yes
<b>Deals based on location map</b>	Yes	Yes	Yes
<b>Availability</b>	2m higher education students only (over 16)	2m higher education students only ((over 16)	9m, 13 – 24-year olds including higher education students
<b>Core offering</b>	Food & drink, fashion, technology, beauty, lifestyle, health & fitness	Food & drink, fashion, tech & mobile, health & beauty, entertainment, sport & outdoors, travel	Exclusive focus on health and wellbeing
<b>Amount of discount</b>	Routinely changing	Routinely changing	Simple, fixed 20%, always on offer

# SMASH MAIN COMPETITOR COMPARISONS

Feature	Unidays	StudentBeans	SMASH
<b>Type of food discount</b>	Brand level discount that saves people money but can sometimes increase calorie consumption	Brand level discount that saves people money and can sometimes increase calorie consumption	Product level discount that rewards healthy choices with a discount
<b>Food information</b>	None	None	Nutrient information, filtering and education messaging
<b>Retailer information</b>	No purchase information capture	No purchase information capture	Retailer basket purchase information
<b>Reward gamification</b>	No feature	No feature	Feature to assist nudge behaviour
<b>Type of food discount</b>	Brand level discount that saves people money but can sometimes increase calorie consumption	Brand level discount that saves people money and can sometimes increase calorie consumption	Product level discount that rewards healthy choices with a discount

# TYPES OF WAYS TO INCENTIVISE POSITIVE HABITS

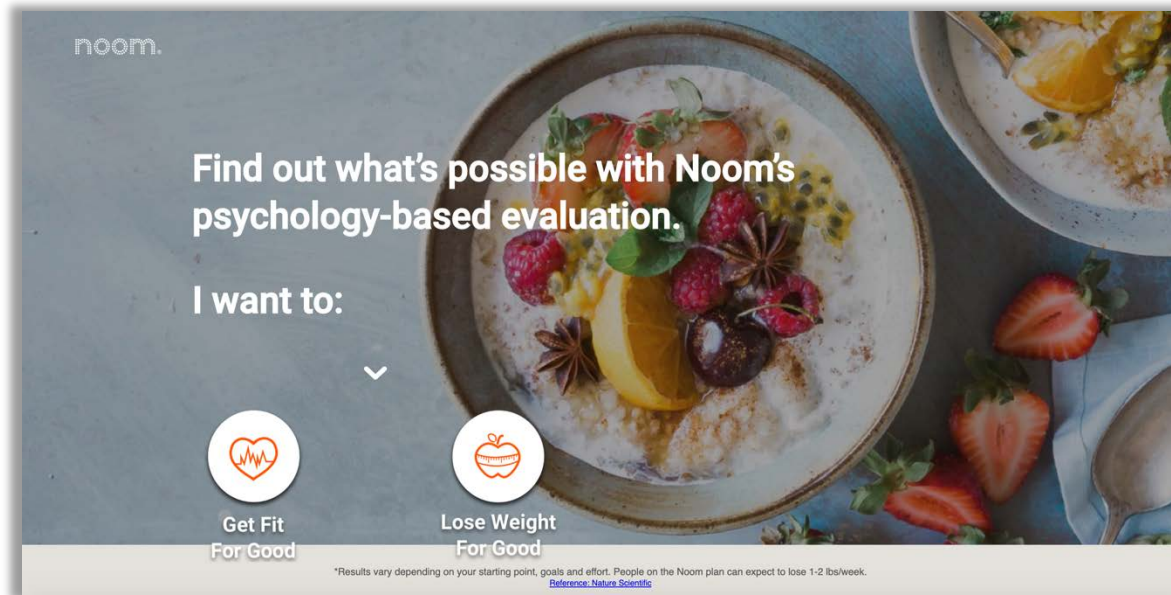


---

# **HABIT-FORMING BEHAVIOURAL CHANGE**



# HABIT-FORMING BEHAVIOURAL CHANGE





noom.

Find out what's possible with Noom's psychology-based evaluation.

I want to:

▼

 Get Fit For Good

 Lose Weight For Good

\*Results vary depending on your starting point, goals and effort. People on the Noom plan can expect to lose 1-2 lbs/week.  
Reference: [Nature Scientifics](#)

<https://www.noom.com/>

## noom

### What is it?

Targeted at millennials, Noom is a health app designed by behavioral psychologists, nutritionists, and personal trainers to help people lose weight for the long run.

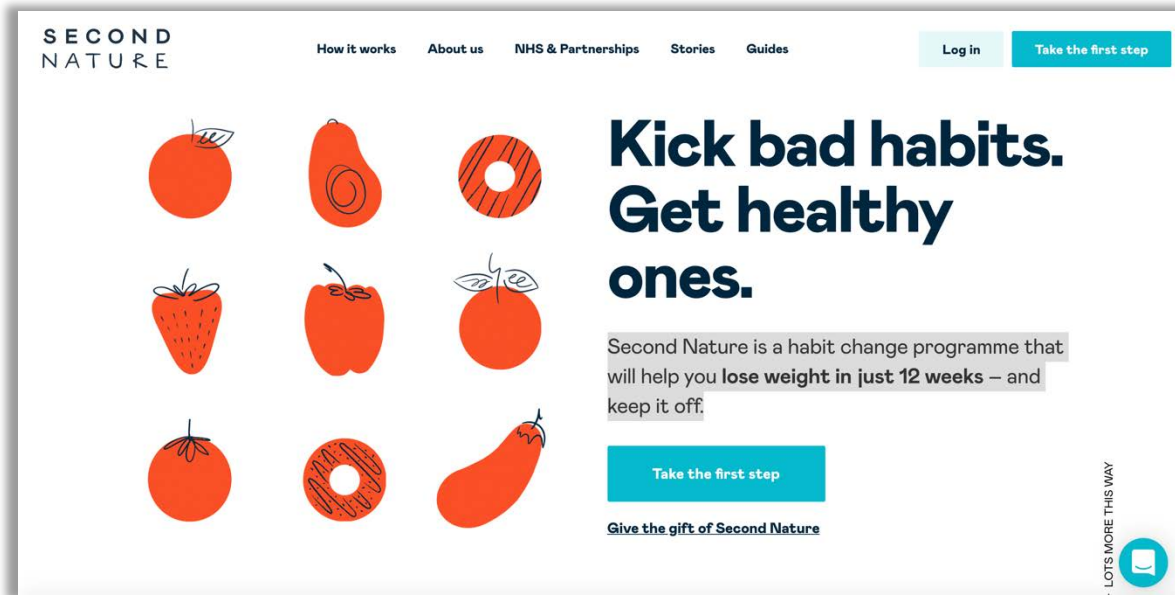
### Why is it different?

It focuses on making tangible, sustainable lifestyle shifts rather than encouraging more extreme styles of eating (e.g., cutting out specific food groups or nutrients).

### What is the opportunity for SMASH?

How might you bake habit-forming into the behaviour of people using SMASH so their switch to healthier food choices is sustainable?

# HABIT-FORMING BEHAVIOURAL CHANGE



## Second Nature

### What is it?

Second Nature is a habit change programme that will help people lose weight in just 12 weeks – and keep it off.

### Why is it different?

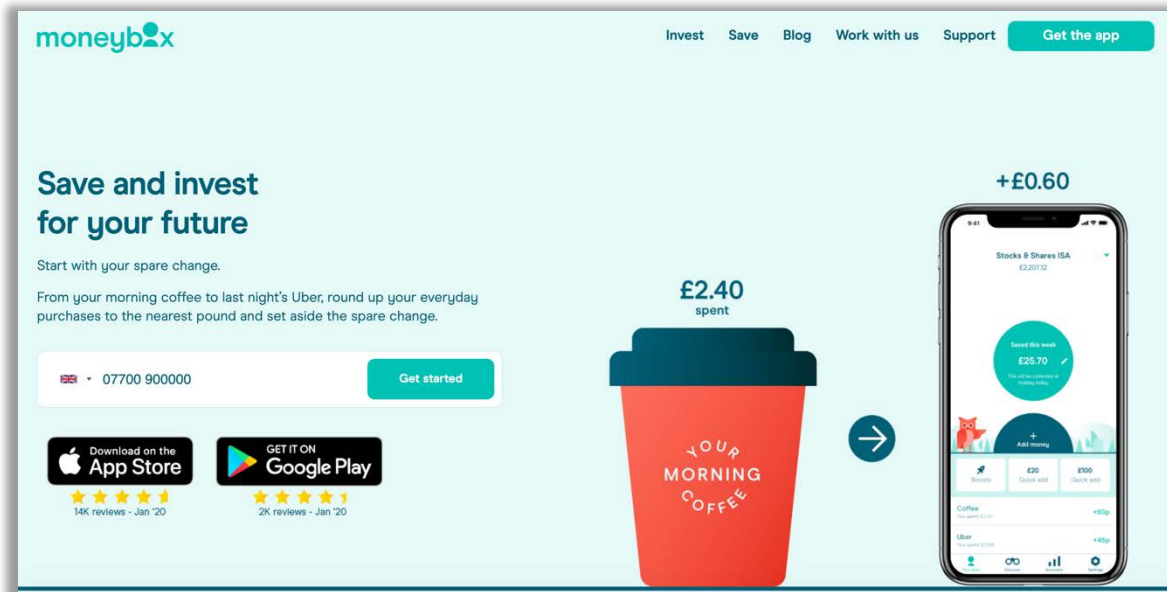
Second Nature helps people change their mindset, not just for their eating, so healthy choices become automatic. 95% of people lose weight and develop healthy habits – in just 12 weeks.

### What is the opportunity for SMASH?

How might setting a 12-week 'SMASH challenge' help people to make sustainable, healthier choices?

<https://www.secondnature.io/>

# HABIT-FORMING BEHAVIOURAL CHANGE



## Moneybox

### What is it?

The Moneybox app helps people to save and invest by rounding up their purchases to the nearest pound and setting aside the spare change. Rewards can also be earned from selected brands.

### Why is it different?

Moneybox works as a 'set it and forget it' product which automates how people save and invest, into smaller manageable chunks.

### What is the opportunity for SMASH?

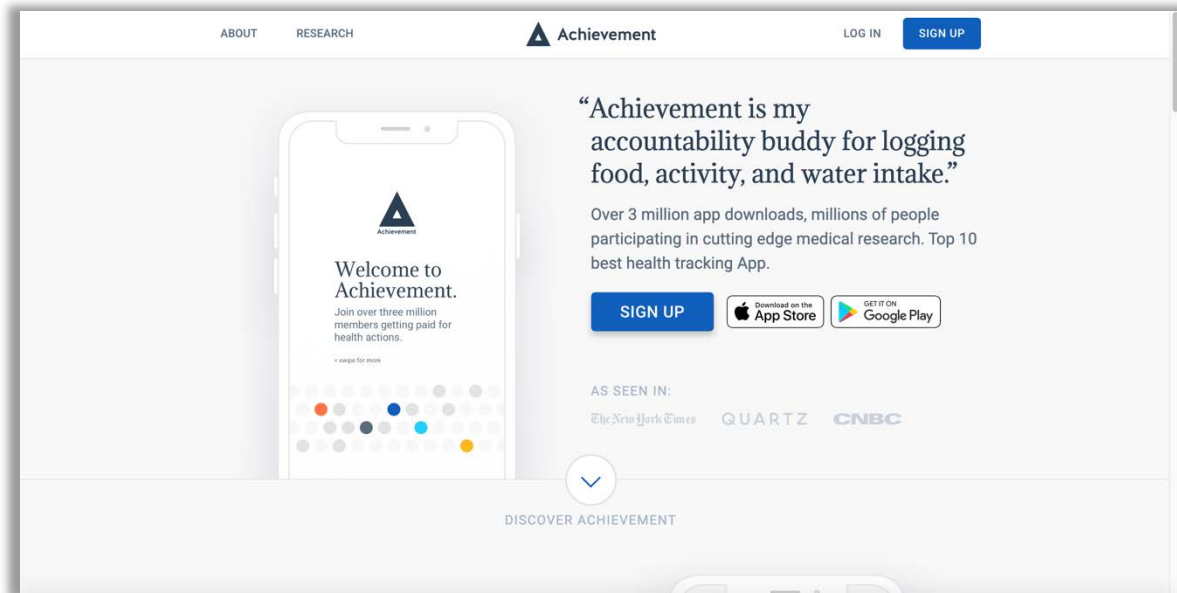
How might SMASH work at the smallest increment of change so people act on autopilot?

<https://www.moneyboxapp.com/>

---

# REWARDS FOR HEALTHY CHOICES AND ACTIONS

# REWARDS FOR HEALTHY CHOICES AND ACTIONS



<https://www.myachievement.com/>

## Achievement

### What is it?

An online platform and app that connects to more than 20 other health and fitness apps e.g., Fitbit, MyFitnessPal, Apple's Health app). It tracks healthy activities, including sleep, step and nutrition data, and it rewards users with points.

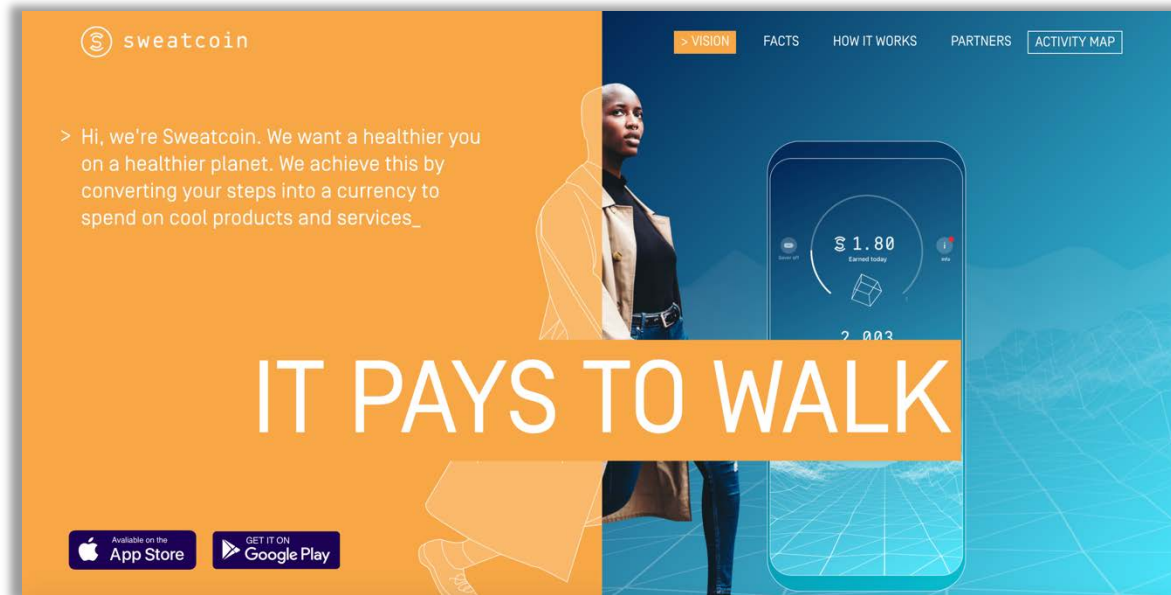
### Why is it different?

Users can also participate in cutting edge research to uncover insights that could improve their health and the health of others.

### What is the opportunity for SMASH?

How might the SMASH team engage with their users to conduct mutually beneficial research into healthy eating and living?

# REWARDS FOR HEALTHY CHOICES AND ACTIONS



## Sweatcoin

### What is it?

A digital currency people earn by being active. Any time they walk or run outside, Sweatcoin tracks their steps and pays them in sweatcoins. These are exchanged for goods, services and experiences.

### Why is it different?

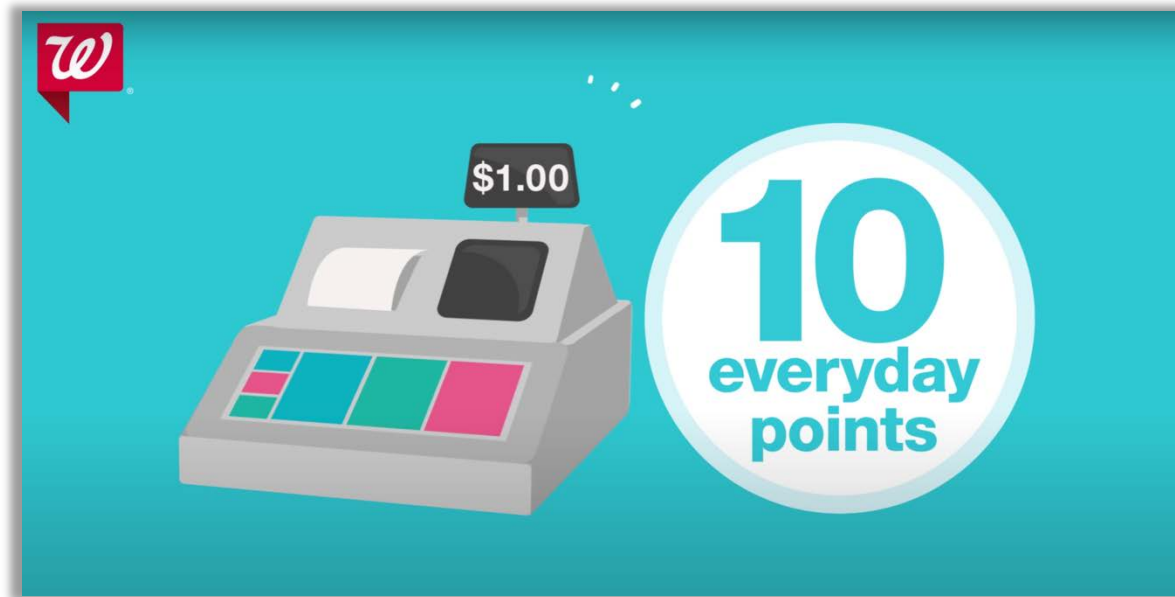
Sweatcoin is the fastest growing health app ever and has a bold vision in which the digital currency will eventually help users to pay bills such as council taxes.

### What is the opportunity for SMASH?

How might SMASH team partner with Sweatcoin to reward SMASH users with additional awards for walking and running?

<https://sweatco.in/>

# REWARDS FOR HEALTHY CHOICES AND ACTIONS



## Walgreens

### What is it?

Walgreens operates the second largest pharmacy chain in the US. Customers can earn points on Walgreens Balance Rewards programme for creating goals, achieving goals, and linking health devices.

### Why is it different?

Customers can also earn points for testing their blood pressure or blood glucose, quitting smoking, and exercising.

### What is the opportunity for SMASH?

How might SMASH bolt extra services to their value proposition to deliver additional health benefits to their users?

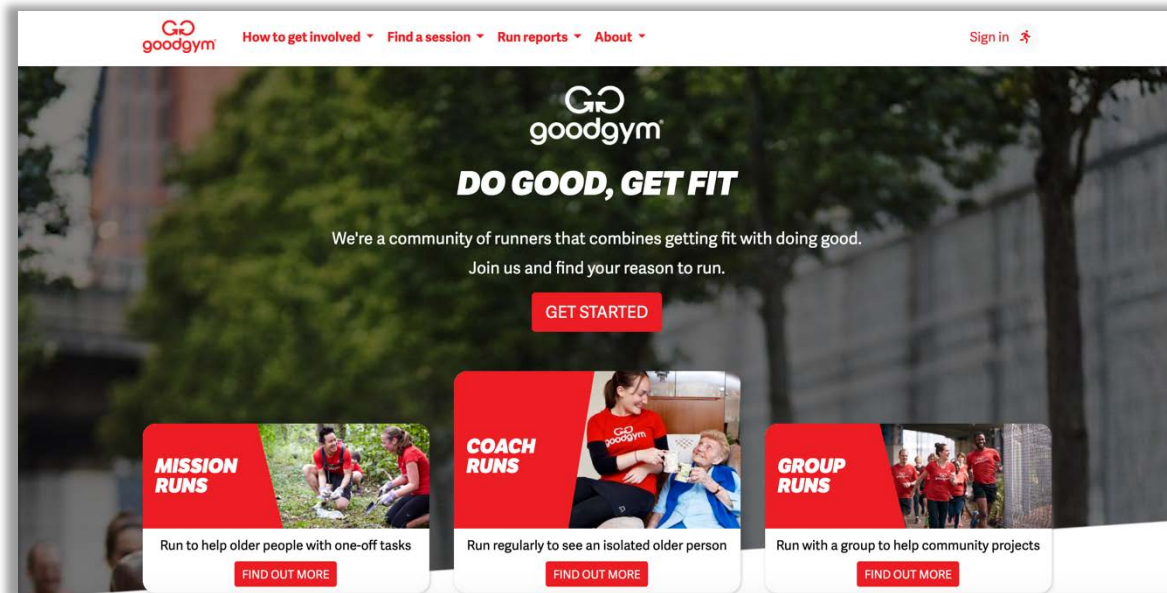
<https://www.walgreens.com/balancerewards/balance-rewards.jsp>

---

**DO GOOD, TO DO GOOD**



# DO GOOD, TO DO GOOD



<https://www.goodgym.org/>

## GoodGym

### What is it?

GoodGym helps people get fit by doing good. They're a group of runners that combine regular exercise with making a contribution to improving quality of life of older people

### Why is it different?

GoodGym is a new model of voluntary action. Because it fits into the lives of volunteers, it's easier for people to commit for the longer term making it easy for them to keep going.

### What is the opportunity for SMASH?

How might SMASH encourage users to do good while exercising or saving calories?

# DO GOOD, TO DO GOOD



<https://charitymiles.org/>

## Charity Miles

### What is it?

Charity Miles lets people turn a neighborhood jog or weekend hike into a fundraiser for good. The app tracks their movement, so for every mile they log, they help to earn money for their chosen charity.

### Why is it different?

Donating miles to a charity people care about, helps and motivates them to continue being healthy.

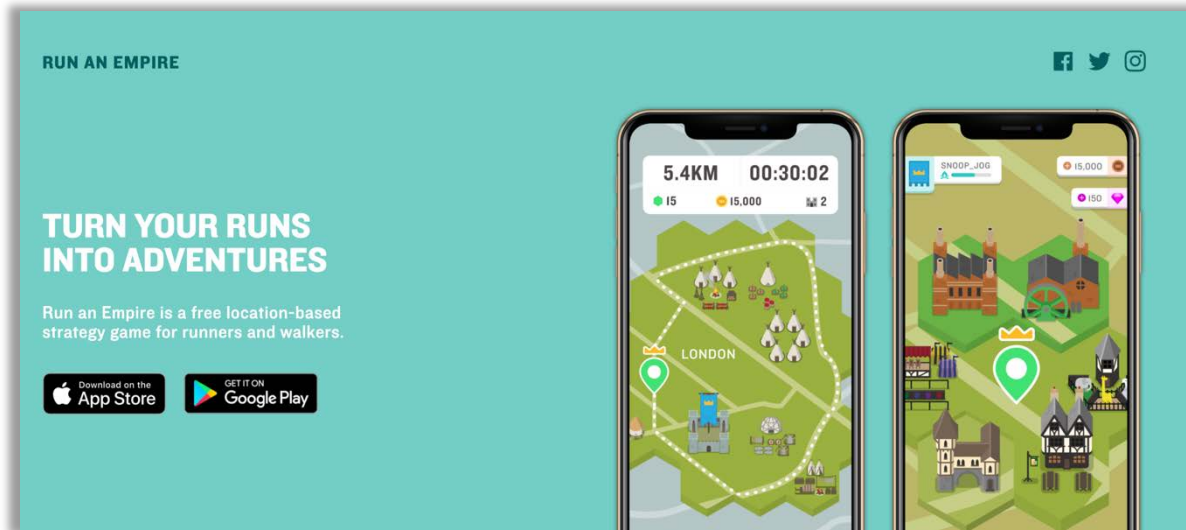
### What is the opportunity for SMASH?

How might SMASH incentivise users to do good with the calories they save for a cause they care about?

---

# COMPETITIVE CHALLENGES

# COMPETITIVE CHALLENGES



## Run an Empire

### What is it?

Run an Empire is a game, where users conquer new territory by literally running around the block. The map is divided into hexagons, and every hexagon people run through is claimed as theirs. Running in a loop will claim all of the hexagons inside that loop.

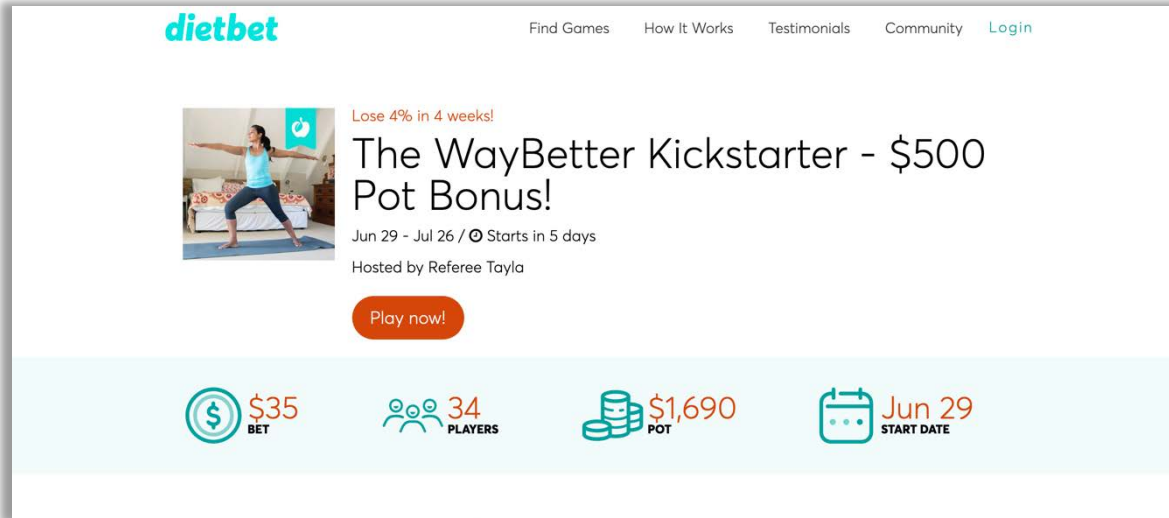
### Why is it different?

Run an Empire is competitive, so people are motivated to keep running to claim new loops and regain theirs, if it's taken over by others.

### What is the opportunity for SMASH?

How could saving calories and money become more competitive and fun between individual SMASH users and groups of friends?

# COMPETITIVE CHALLENGES



The screenshot shows the dietbet website interface. At the top, the dietbet logo is on the left, and navigation links 'Find Games', 'How It Works', 'Testimonials', 'Community', and 'Login' are on the right. The main content area features a challenge titled 'The WayBetter Kickstarter - \$500 Pot Bonus!' with a sub-header 'Lose 4% in 4 weeks!'. To the left of the title is a photo of a woman in a blue tank top and black leggings performing a yoga pose. Below the title, it says 'Jun 29 - Jul 26 / Starts in 5 days' and 'Hosted by Referee Tayla'. A large orange button with the text 'Play now!' is positioned below the challenge details. At the bottom of the challenge card, four statistics are displayed: '\$35 BET' with a coin icon, '34 PLAYERS' with a group of people icon, '\$1,690 POT' with a stack of coins icon, and 'Jun 29 START DATE' with a calendar icon.

## dietbet

### What is it?

Dietbet is a contest to lose 4% of your starting weight in a set amount of time. Players all bet money into the pot at the outset of the game. Winners split the pot.

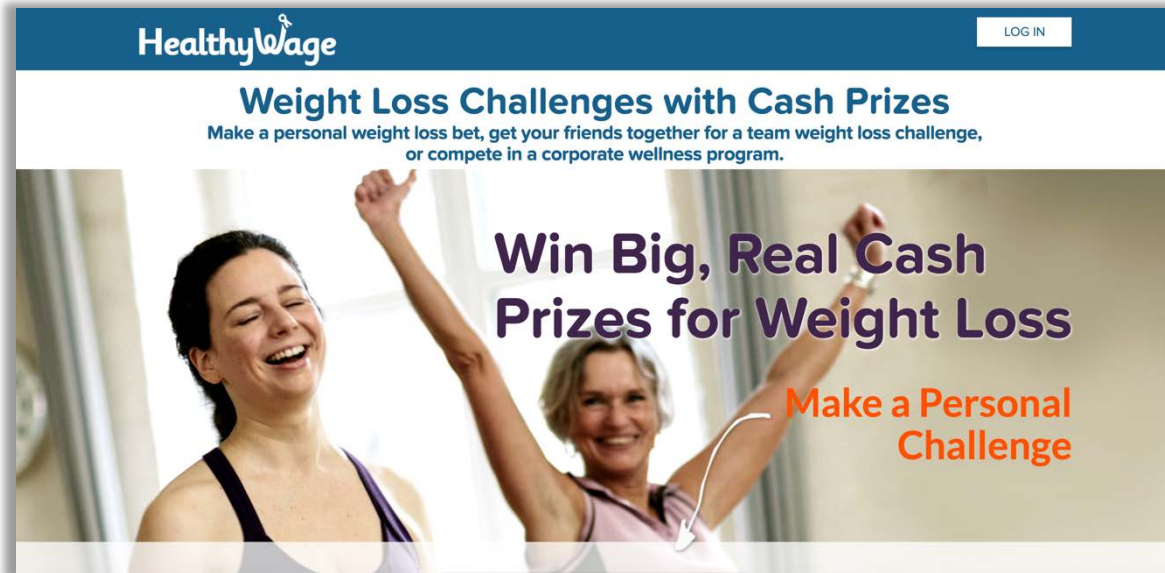
### Why is it different?

With their own money at stake plus a larger value prize, people are motivated to stick with losing 4% of their starting weight.

### What is the opportunity for SMASH?

How might it be possible to make SMASH users feel they have more skin in the game when they're making healthy food choices?

# COMPETITIVE CHALLENGES



The image shows a screenshot of the HealthyWage website. At the top, there is a blue header with the 'HealthyWage' logo on the left and a 'LOG IN' button on the right. Below the header, the main heading reads 'Weight Loss Challenges with Cash Prizes' in a bold, dark blue font. Underneath this heading is a subtext: 'Make a personal weight loss bet, get your friends together for a team weight loss challenge, or compete in a corporate wellness program.' The background of the banner features a photograph of two women, one younger and one older, both smiling and raising their arms in celebration. Overlaid on the right side of the image is the text 'Win Big, Real Cash Prizes for Weight Loss' in a large, dark purple font. Below this, in a smaller orange font, is the text 'Make a Personal Challenge', with a white arrow pointing from this text to the older woman in the photo.

<https://www.healthywage.com/>

## HealthyWage

### What is it?

People compete in weight loss challenges to win cash prizes. They can choose between a personal weight loss bet, getting friends together for a team weight loss challenge, or competing in a corporate wellness programme.

### Why is it different?

Like dietbet but can involve more than one person. The support of a team helps to keep people motivated.

### What is the opportunity for SMASH?

How might groups of friends, family or colleagues 'SMASH' together to choose healthy food options and reduce their collective calorie intake?

---

# TRACK AND SUPPORT

# TRACK AND SUPPORT

change 4 life

Food facts Recipes Activities Your child's weight Join Change4Life

## Get the free Food Scanner app

Download the Change4Life Food Scanner app to bring labels to life and find out what's really in the food and drink you're buying.

Available on the App Store GET IT ON Google Play

The nutrient data provided in the app is supplied by Brandbank and FoodSwitch

4 million and counting!  
Millions of families have already made healthier changes - you can too.

Stay in touch  
Like us on Facebook

## Change4Life – Food Scanner

### What is it?

Food Scanner helps people and their families to make healthier food and drink choices by scanning food or drink barcodes to quickly see what's nutrients are inside e.g. fat, sugar and salt content.

### Why is it different?

Food scanner uses augmented reality to bring the contents of food and drink to life so people are clear on what's good and bad for them

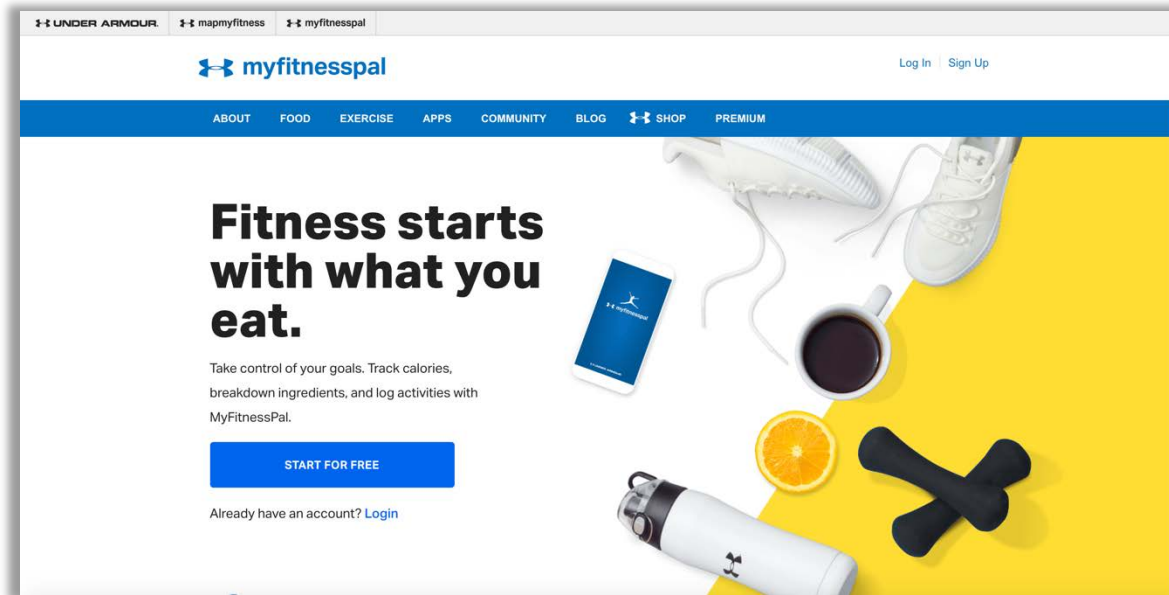
### What is the opportunity for SMASH?

How might SMASH help people to understand more about what is inside their food in a fun and engaging way?

<https://www.nhs.uk/change4life/food-facts>



# TRACK AND SUPPORT



## MyFitnessPal

### What is it?

An online calorie counter and diet plan to help people lose weight by tracking their caloric intake quickly and easily. Nutrition data is available on over 11 million foods.

### Why is it different?

Nearly 180 million people use MyFitnessPal with the food nutrition data growing everyday. With such a large database, it's easier for people to keep a food diary against their goals.

### What is the opportunity for SMASH?

How might SMASH accelerate the amount of healthy food information they have available to support people to make healthier choices?

<https://www.myfitnesspal.com/>

# TRACK AND SUPPORT



## Centr

### What is it?

Centr is a personalised health and fitness app that allows people to work out at home, stay healthy and seek calm.

### Why is it different?

It offers a complete solution combining training, nutrition, meditation with the support of an active Facebook community.

### What is the opportunity for SMASH?

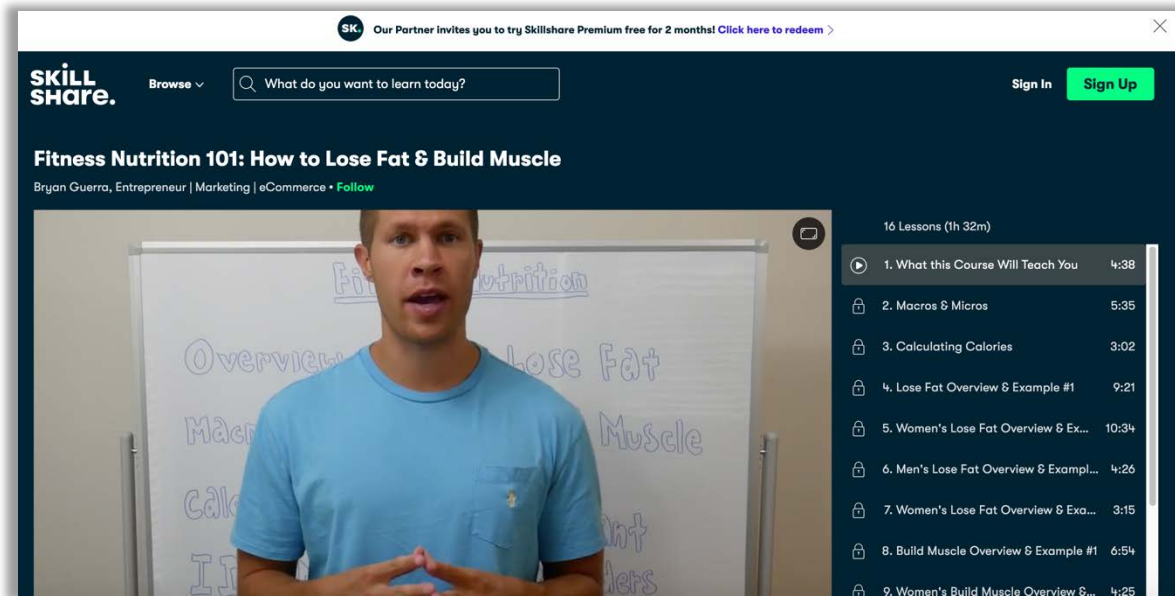
How might SMASH sell its healthy food-to-go data to health and fitness services that rely on all food being cooked at home versus eating out?

<https://centr.com/>

---

# LOW COST OR FREE CONTENT

# LOW COST OR FREE CONTENT



<https://www.skillshare.com/search?query=Nutrition>

## Skillshare

### What is it?

Online learning community for people who want to learn from educational videos. Skillshare offer low cost courses on fitness and nutrition to teach others the best way to become healthier.

### Why is it different?

Skillshare offers a wide range of topics for people to learn about and users can also create their own training and potentially earn money from it.

### What is the opportunity for SMASH?

How might SMASH create the best possible content for making healthier choices and showcase people who have been successful?

# LOW COST OR FREE CONTENT



## YouTube (P.E with Joe)

### What is it?

Millions of children and adults are spending their mornings joining Joe Wicks for a free live PE lesson following the closure of schools in the UK amid the coronavirus pandemic.

### Why is it different?

Joe Wicks has made getting fit accessible to all by allowing people to join his live morning sessions or on catch-up.

### What is the opportunity for SMASH?

How might SMASH partner with Joe Wicks or other influencers to motivate people to make healthier choices?

<https://www.youtube.com/watch?v=MLv7qCjCCmA>

# MOBILE APP ENGAGEMENT AND USER RETENTION

Feature	What
<b>Efficient Onboarding</b>	<ol style="list-style-type: none"><li>1. Minimise the number of steps for someone to sign-up to your app.</li><li>2. Introduce your app functionality and specific gestures gradually through the onboarding experience but be careful no to overload users.</li></ol>
<b>Use Push Notifications (but with caution)</b>	<ol style="list-style-type: none"><li>1. Push notifications need to provide the most value to your app audience. If they're getting genuine value, then they are going to be more engaged. By contrast, if misused, can cause people to turn off notifications or to delete the app.</li><li>2. Think about what content will add value to your audience and when to send it e.g. before mealtimes.</li><li>3. Use location-based push notifications to engage with your users when they are in highly essential moments, e.g. relevant retailer deals based on location, then send them highly relevant communication for that moment.</li></ol>

# MOBILE APP ENGAGEMENT AND USER RETENTION

Feature	What
<b>Offer and Incentivisation Programme</b>	<ol style="list-style-type: none"><li>1. If your business model allows you to offer users a reward or loyalty program, it's important to capitalize on the opportunity. Not only do these programs incentivize users to use the product, but loyalty programs also make users feel significant and important to a brand.</li><li>2. Apps that use in-app purchasing as a monetization model, particularly QSR apps, will benefit from time-sensitive discounts, whereas freemium apps can incentivize users with usage-based rewards instead of monetary discounts.</li></ol>
<b>Encourage Two-Way Communication</b>	<ol style="list-style-type: none"><li>1. Consumers want to feel valued and appreciated so opening a simple line of two-way communication is extremely important to gather feedback on how your app is performing, solving customer problems and getting suggestions on how to improve the functionality of your product for future development.</li><li>2. Demonstrating responsiveness and addressing any questions or concerns will boost your engagement and retention rates, encourage positive reviews, and build long-term brand loyalty. Solving problems before they get posted as a negative review is vital to show that you care.</li></ol>

---

# SMASH BUSINESS MODEL



---

# APPENDIX

# RECRUITMENT CRITERIA

- 24 participants (12 “friendship pairs”)
  - 2x 13-14 years
  - 8x 15-16 years
  - 8x 17-18 years
  - 6x 19-24 years
- Of the 18-24 year olds, at least half to be university students
  - All of these university students should use discount schemes (capture which these are)
- Equal split of males and females
- All live in (originally from) inner city London
  - Preference to be given to those in Lambeth and Southwark
- 50% of participants to have an annual household income of £30,000 or less / 50% with an annual household income of +£30,000
- All to have access to a laptop / desktop
- All to own a smartphone
- Mix of those who visit fast food outlets at least once per week and those who visit less frequently.

# PARTICIPANT DEMOGRAPHICS

Age	SEG	Gender	Working status (Q1d)	Respondent Occupation (Q1e)	Annual household income (Q1f)	London borough currently live in (Q1g)	Borough originally from (Q1h)	Use any discount schemes (Q4a)	Discount schemes use (Q4b)
13	B	M	Education (GCSE or pre-GCSE)	Student	£30,000.01 - £50,000.00	Lambeth	Lambeth	N/A	N/A
13	B	M	Education (GCSE or pre-GCSE)	Student	£30,000.01 - £50,000.00	Wandsworth	Wandsworth	N/A	N/A
19	C2	F	Education (Degree or equivalent)	Student	£15,000.00-£30,000.00	Lambeth	Lambeth	Yes	NUS Discount Card, UniDays Discount App
19	C1	F	Education (Degree or equivalent)	Student	£30,000.01 - £50,000.00	Lambeth	Lambeth	Yes	NUS Discount Card, UniDays Discount App, 18+ Student Oyster Card
15	E	F	Education (GCSE or pre-GCSE)	Student	Less than £15,000.00	Lambeth	Lambeth	N/A	N/A
16	D	F	Education (GCSE or pre-GCSE)	Student	Less than £15,000.00	Lambeth	Lambeth	N/A	N/A
18	C1	F	Working full time	Legal Assistant	£15,000.00-£30,000.00	Islington	Islington	N/A	N/A
18	C2	F	Working full time	Beauty Therapist	£15,000.00-£30,000.00	Islington	Islington	N/A	N/A
16	C2	M	Education (GCSE or pre-GCSE)	Student	£15,000.00-£30,000.00	Lambeth	Lambeth	N/A	N/A
15	C2	M	Education (GCSE or pre-GCSE)	Student	£30,000.01 - £50,000.00	Lambeth	Lambeth	N/A	N/A
15	C1	F	Education (GCSE or pre-GCSE)	Student	£30,000.01 - £50,000.00	Lambeth	Lambeth	N/A	N/A
15	B	F	Education (GCSE or pre-GCSE)	Student	£30,000.01 - £50,000.00	Lambeth	Lambeth	N/A	N/A
17	C1	M	Education (A-level or equivalent)	Student	£15,000.00-£30,000.00	Westminster	Westminster	N/A	N/A
17	C2	M	Education (A-level or equivalent)	Student	£15,000.00-£30,000.00	Lambeth	Lambeth	N/A	N/A
17	C2	F	Education (A-level or equivalent)	Student	£30,000.01 - £50,000.00	Camden	Camden	N/A	N/A
17	C2	F	Education (A-level or equivalent)	Student	£50,000.01 - £75,000.00	Camden	Camden	N/A	N/A
18	B	M	Education (A-level or equivalent)	Student	£30,000.01 - £50,000.00	Islington	Islington	N/A	N/A
18	C2	M	Education (A-level or equivalent)	Student	£15,000.00-£30,000.00	Islington	Islington	N/A	N/A
24	C2	F	Working full time	Sales Assistant	£30,000.01 - £50,000.00	Greenwich	Greenwich	N/A	N/A
23	B	F	Working full time	Recruitment Consultant	£50,000.01 - £75,000.00	Greenwich	Greenwich	N/A	N/A
16	D	M	Education (GCSE or pre-GCSE)	Student	Less than £15,000.00	Lambeth	Lambeth	N/A	N/A
15	C2	M	Education (GCSE or pre-GCSE)	Student	£15,000.00-£30,000.00	Southwark	Southwark	N/A	N/A
24	C2	M	Working full time	Engineer	£15,000.00-£30,000.00	Southwark	Southwark	N/A	N/A
24	C1	M	Working full time	Customer Assistant	£50,000.01 - £75,000.00	Southwark	Southwark	N/A	N/A

# PAIRED SESSION MATERIALS

<u>MCDS</u>							
What you might usually order	Price	Calories	What you could order	Old Price	New Price	Saving	Calories
Big Mac	3.49	508	McChicken Sandwich	3.49	2.79	0.70	319
Quarter Pounder with cheese	3.49	518	Fillet O Fish	3.49	2.79	0.70	329
Chicken selects 5 pieces	4.59	610	Veggie Deluxe	3.49	2.79	0.70	380
Chicken Legend with Cool Mayo	3.99	529	Chicken Selects (3pc)	3.49	2.79	0.70	359
Grand Big Mac	4.39	731	Chicken McNuggets (6pc)	3.49	2.79	0.70	259
Fajita Chicken One, crispy (wrap)	3.49	479	Crispy chicken & bacon salad	3.99	3.19	0.80	315
Double quarter pounder with cheese	4.29	750	Fajita Chicken One, grilled (wrap)	3.49	2.79	0.70	345
Classic coke, regular	1.11	170	Coke zero	0.99	0.79	0.20	1
Tropicana	1.29	104	Diet coke	0.99	0.79	0.20	1
Milkshake	1.99	377	Sprite zero	0.99	0.79	0.20	4
Latte Coffee	1.89	142	Mineral water	1.29	1.03	0.26	0
Mango & pineapple smoothie	1.99	187	White coffee	1.59	1.27	0.32	30

KFC								
What you might usually order	Price	Calories		What you could order	Old Price	New Price	Saving	Calories
Boneless banquet	6.49	920		Zinger burger	4.99	3.99	1.00	570
2 pc OR meal	4.49	730		Vegan burger	4.49	3.59	0.90	570
2 pcvariety meal	5.99	1025		Twister Meal	4.99	3.99	1.00	600
Fillet meal (with fries)	4.99	725		Fillet burger meal (with healthier side)	4.49	3.59	0.90	590
Mighty bucket for 1	6.49	1155		Regular popcorn chicken	4.49	3.59	0.90	390
Megabox	3.99	930		Fillet salad	4.29	3.43	0.86	350
OR Snackbox	1.99	585		Zinger rice box & drink	4.99	3.99	1.00	510



## FOR EACH OF THESE FEATURES, WOULD THEY ENCOURAGE YOU TO USE THIS APP? [YES/NO]

- A simple **“always-on” discount** i.e. X% off, always.
- A page showing **“deals of the day”** that might change frequently?
- **Location map** showing places nearby you can use your discount on healthy food?
- A **list of foods from your favourite chain** that are healthier for you to choose from (i.e. that can help you choose healthier options)
- **A community engagement page** where:
  - *You can post top tips and great finds / swap ideas and recipes for healthy eating*
  - *Brands can share latest news on “good deeds” – i.e. launch of healthy products or messages on sustainability*
  - *Essentially “Instagram for healthy food”*
- A **wallet feature** where parents / others could deposit money to spend in the restaurant on these healthy discount products – a bit like the Starbucks app [also ask parent, if present]
- The ability to get **discounts in supermarkets** on:
  - *Healthy food on the go; fruit pots and healthier drinks*
  - *Gluten free type products*
- The ability to also get **discounts on other “good cause brands”** – e.g. sustainable trainers/clothes/toiletries etc.
- The ability to **track your “calories saved”** (e.g. vs your usual meal consumed on-the-go)
- The ability to **unlock more rewards and benefits for achieving milestones** in saving calories (e.g. vs your usual meal consumed on-the-go).



# PARTICIPANT VIDEOS

Food habits recap – participant videos  
Paired zoom interviews



EDIT

EXPORT

## Task 6: Smile, you're on camera!



From 01 June 2020 to 05 June 2020 Alice

To summarise, in no more than **2 minutes**, make a quick video telling us...

- What your favourite place is to eat and why
- Where you eat at most frequently and why (if this is different)
- What you would normally order and why.
- What discounts you make use of (if any) and why.

*\*Once you have posted your answer, [click here](#) to return to the homepage.\**

*This task is private, only the research team will see your answers.*

[Incling videos and Zoom sessions](#)

# THE TEAM

THANK YOU



SEAN MILLER

sean@nonon.co.uk  
+44 7971 660 583  
nonon.co.uk



LAURENE CURRIE

laurene@system-concepts.com  
+44 7826 427 585  
system-concepts.com

Design by Kath Simpson

Company Number: 06284905

Registered Address: Second Floor, 2 Walsworth Road, Hitchin, Hertfordshire SG4 9SP