

FoodSMART NOTES, Copenhagen University, 21st and 22nd March 2017

1.0 IN ATTENDANCE

Steering Committee Members in Attendance	Institution
Professor Heather Hartwell	Professor, Bournemouth University, UK
Dr Laure Saulais	Research Director, Centre De Recherche, Institute Paul Bocuse, France
Dr Ioannis Mavridis	University of Macedonia, Greece
Professor Armando Perez-Cueto	Copenhagen University, DK
Other Participants in Attendance	Institution
Ms Carmen Martins	Project Administrator, Bournemouth University
Rebecca Coolen	Ronge & Partner
Brit Hars-Rasmussen	Copenhagen University, DK

2.0 APOLOGIES FOR ABSENCE

Apologies from Manfred Ronge were received.

3.0 WELCOME AND INTRODUCTION

Professor Heather Hartwell (HH) from Bournemouth University (BU) welcomed the partners to the management meeting and thanked Armando for hosting. Congratulations to Professor Ioannis Mavridis for getting the Professorship at University of Macedonia.

4.0 APPROVAL OF MINUTES FROM PREVIOUS MEETING

Minutes were approved.

5.0 MATER ARISING

APP development, which will be captured in next agenda item. HH shared the latest periodic report, submitted on the EU Portal.

6.0 SHORT PRESENTATION OF WORK PACKAGES

WORK PACKAGE 4- INTERFACE

- Partners fed back APP refinement and discussed the way forward to resource;
Carmen shared UK evaluation where preliminary interpretation of data was reported: Extensive consumer and industry research has been conducted to fully understand requirements from both perspectives, and a mobile app prototype has been developed and evaluated by SUS. Several user workshops have been conducted (n=4) which when combined gave a sample of n=87 (Female n=49 and Male n=36). The majority of respondents were in the age range of 20-29 years which reflects the population of most university

canteens where the study was conducted. 83% of consumers agree that the FoodSMART app would be useful to inform them about dishes being offered and in addition liked the full menu functionality and personalisation. There was no significant difference in response between genders.

The PI from UoM said that there were no resources for APP refinement.

ACTION: Partners to look for funding opportunities in their country to either pursue development of the APP from a research perspective or from a commercial perspective.

IPB to investigate the potential of the APP becoming a research tool and the funding to take it forward. UoM to investigate National European funding with regards to expand the population to 3rd age group. KU to investigate funding for development.

This to be ongoing and reported at the March 2018 meeting. Partners to contribute with feedback with regard to legacy.

WORK PACKAGE 5 PROTOTYPE

The objective of this pilot test is:

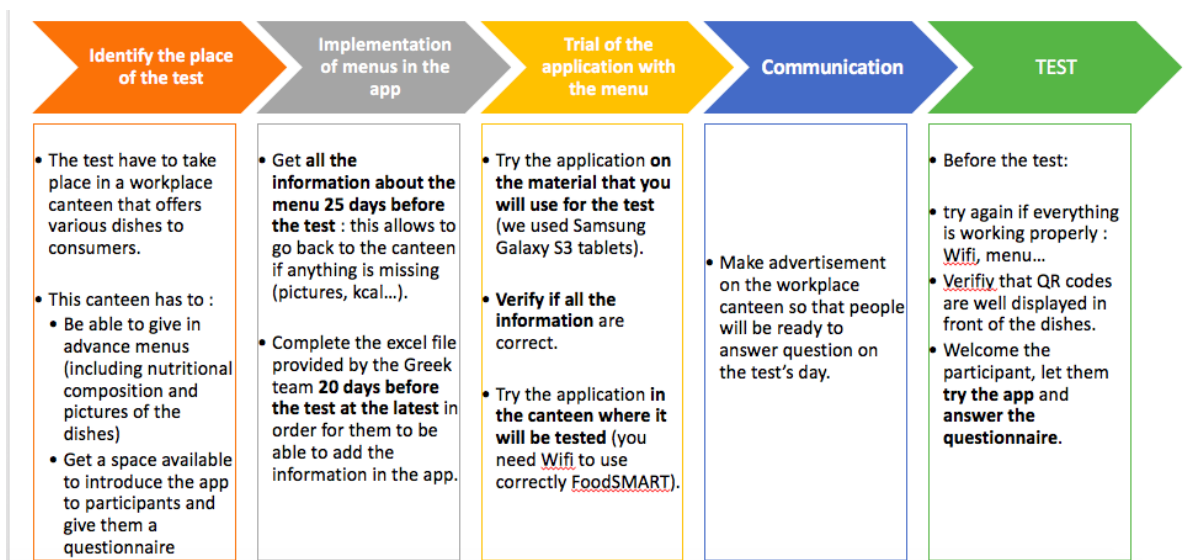
- To **define a methodology** to test FoodSMART app
- To use the app in a real-life context: adding menus, downloading the app in various phones...

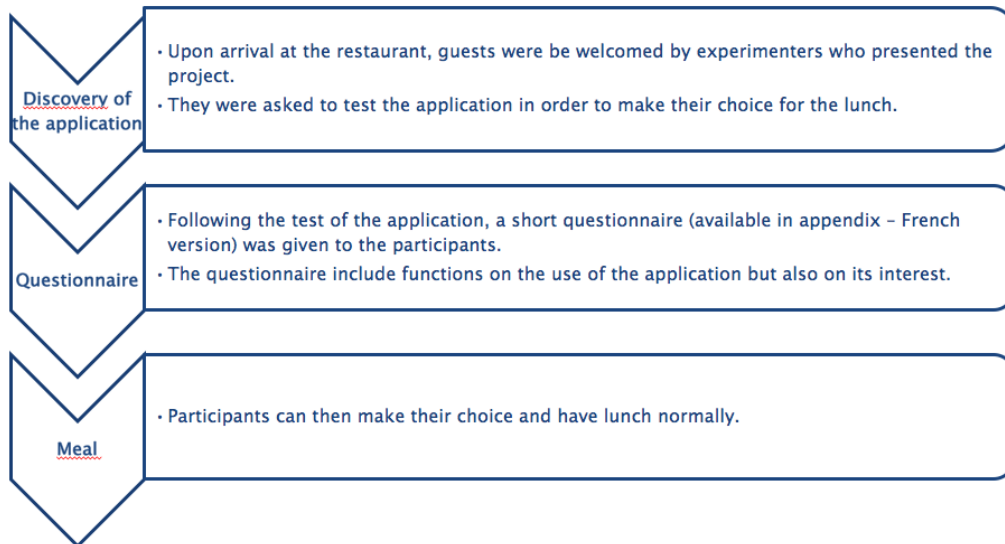
Thanks to this pilot study we will be able to:

- **define a methodology** to test the application that will be used for a larger test conducted both in France, Denmark, Greece and UK.
- **identify a schedule with specific milestones** to prepare the test: translation of the app (if needed), transmission of the menu to the Greek team...
- get **first feedback** about the app by potential users.

When WP5 will be finished, we will be able to:

- improve the application by making its use **easier** and **more intuitive**.
- **identify functions to be added / removed** depending on their interest in consumers





- The questionnaire included 25 questions in 4 parts



PART 1 : System usability scale questionnaire

- Agreement questions regarding the usability of the app.



PART 2 : Use of the application

- Useful information following the respondent.
- Information that the respondent would like to find



PART 3 : Habits

- Lunch habit
- Smartphone and food related app habits



PART 4 :

Socio-demographic characteristics

Pictures: freepik

- 54 customers of a workplace canteen were interrogated, 63% of them were women.
- Executives and employees represent the majority of the canteen's clients, they represent respectively 43% and 39% of the respondents.
- The average age of participants is 39 (+/- 12) years old.
- 94% usually eat at their company's restaurant for lunch during the week
- Participants were interested by FoodSMART and the information provided. 76% of them were particularly interested in nutritional composition of their dishes and 67% in allergen.
- 80% of participants would like to have access to this information daily at their company's restaurant.
- **19 participants (35%)** would be interested to get more information thanks to FoodSMART.

- They would be mostly interested to get:
 - The origin of the ingredients (n=6)
 - Menu suggestions, for example to get to the total amount of calories they selected (n=5)
 - Detailed amount of calories / nutritional composition (which is already provided)
 - Presence of gluten (n=2)
- Most of the participants (91%) have a smartphone. **39%** of them (n=19) have a food related app.
- Most of the app are related to recipes, the most common app being Marmiton (n=11).
- Some participants also used app regarding weigh control as Le Secret du Poids (n=2).
- We can notice that 1 participant is using Time Chef which is ELIOR's application, this application allows to know the Menu, and prices in ELIOR's restaurants.

Conclusion:

- This pilot test gives us a very positive view of FoodSMART usability.
- FoodSMART appears as not complex, easy to use and could be used frequently.
- 80% of participants who like to have access to the information provided by FoodSMART daily.
- However, participants are interested by the application, only 35% of participants have a food related application on their smartphone. Consequently, FoodSMART has to be **attractive** in order to be downloaded and used by people.
- To get more attractive, information could be added : ingredients' origin, quality labels...

Lessons from the field

- This pilot test has taught us various important points that need to be verified for the real test:
 - **Wi-Fi** : we were not able to get Wi-Fi in the restaurant, consequently we had to deal with a phone connection. This was an issue to let people navigate with the application.
 - **Incomplete information**: some information was not available on the application, maybe because of the lack of Wi-Fi or a problem with the translation.
 - **QR codes**: we were not able to put QR codes on the Menu as it should be done for the test, it was put on papers and not convenient to scan (very big).
 - **Data collection**: we wanted to interrogate people before their meal, at the entrance to the restaurant. As we had a problem to make it work (Wi-Fi), we had to interrogate some participants during or even after the meal.

ACTION: Armando to translate the pilot instrument into English for the field test and send to Carmen; Armando to calculate sample size for field test.

WORK PACKAGE 6

- UK It was reported that in the UK the field tests will take place between September 2017 and December 2017. Chartwells have agreed to support – they operate a 4 week rotation and therefore there will be 4 opportunities to test the same menu (3 main meals). Week 1 – Photographs of dishes will be taken and the APP populated. Week 2/3/4 – Will consist of consumer evaluation.
- All partners agreed to conduct field tests between September and December 2017.

ACTION: Partners to confirm dates. Results of field test, interpretation and analysis to be completed by July 2018.

7.0 COMMERCIALIZATION OF THE APP

HH reinforced the importance of legacy and within the UK, Chartwells will use the field testing as a pilot for decision as to their continue support and adoption.

ACTION: Partners to confirm dates and any further resources achieved

8.0 SECONDMENTS & ADMIN

Carmen asked for confirmation of missing agreements for previous planned secondments. She reinforced the necessity for researcher declarations and for a regular update. HH reminded partners that finances were related to secondment periods and hence reiterated that no money would be received during this period.

ACTION: UoM and KU to update Carmen and all partners to add research declarations on the portal.

9.0 DISSEMINATION – PAPERS AND CONFERENCES

HH said that FoodSMART would be disseminated both in China and at ICCAS 2017 in Copenhagen. She also reinforced the importance about disseminating the project, it's all about the outcomes and impacts, making a difference in society. Outcomes for practice and public engagement are very important for the project, e.g. conferences. Each partner in each country should think about ideas for public engagement highlighting the project dissemination.

**ACTION: Partners to organize dissemination events and update activity log, regularly.
Partners to inform Carmen of the involvement of early career researchers on the project.**

10.0 DATE AND PLACE FOR NEXT MEETING

It was agreed that the next meeting will take place in Baden, Austria – March 12th – 13th 2018. At this meeting the agenda will comprise:

- All partners reporting field test results;
- All partners reporting outcome of resource investigation;
- **All partners to confirm activities in their institution for a final event; HH has suggested to run the final event in July 2018 during the Annual Festival of Learning, alternatively IPB may accommodate September 2018?**
- Section of the report on SME impact to R&P and IPB.

ACTION: Rebecca to confirm final dates.

11.0 AOB

As part of the meeting the partners were given the opportunity to talk about any other business (AOB).

No further AOB.

12.0 CONCLUSION

HH thanked all the partners for their contribution and efforts and for their participation during these two days of meetings and specially thanked Armando and KU for their hospitality.

