How to create family value through an emotional and ordinary situation.

Business Innovation

Team1

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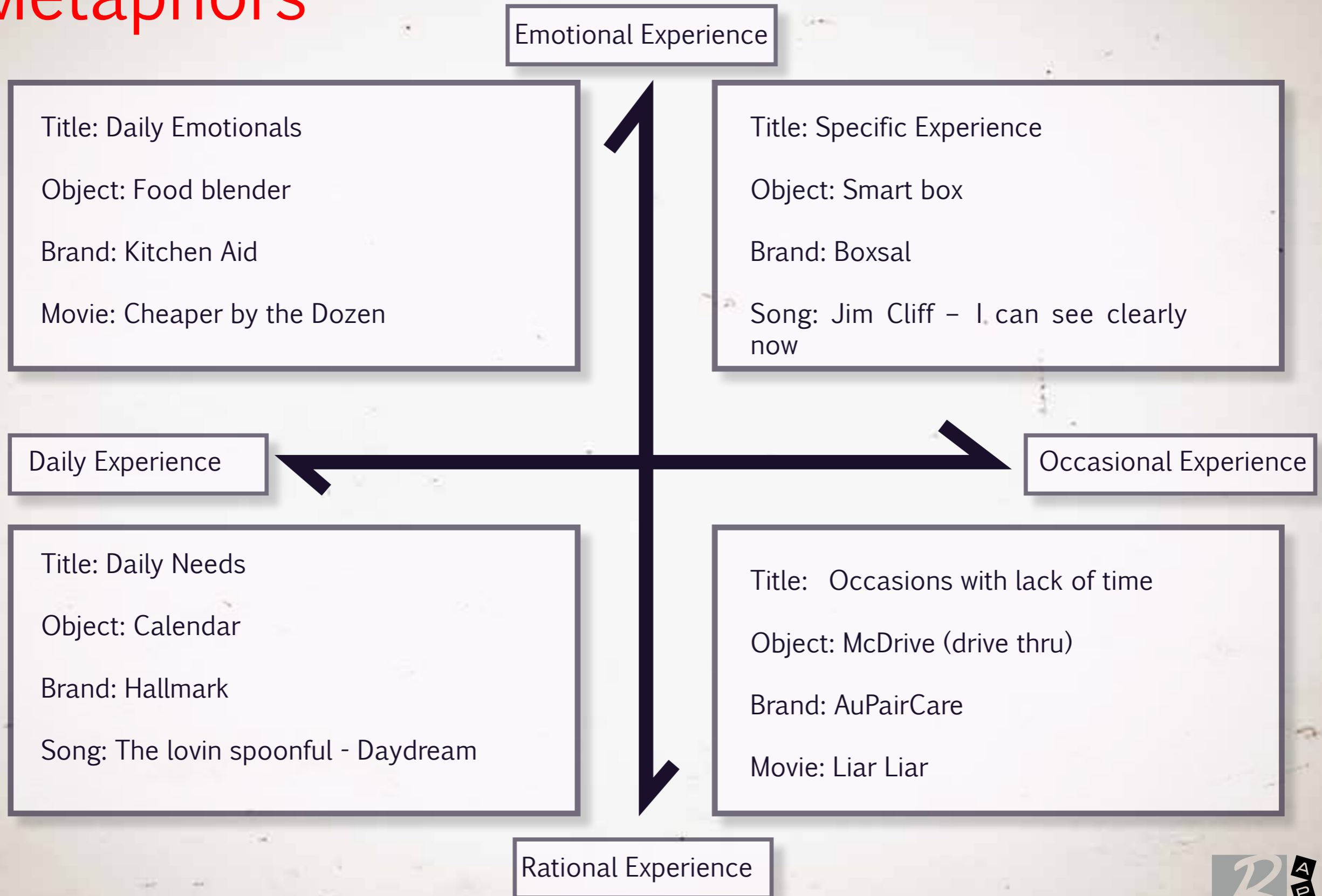Gina Acevedo
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PROJECT IN 2 PHASES:

- The scenario building phase: Enlighting Workshop

- The concept development phase: Team Working Sessions

PART 1

Metaphors

Emotional Experience

Daily Experience

Occasional Experience

Rational Experience

Title: Daily Emotionals

Object: Food blender

Brand: Kitchen Aid

Movie: Cheaper by the Dozen

Title: Specific Experience

Object: Smart box

Brand: Boxsal

Song: Jim Cliff – I can see clearly now

Title: Daily Needs

Object: Calendar

Brand: Hallmark

Song: The lovin spoonful - Daydream

Title: Occasions with lack of time

Object: McDrive (drive thru)

Brand: AuPairCare

Movie: Liar Liar

Personas, Specific Experience

Name:
Carla Rossi

Socio-demographic profile:
She is 40 years old.Working mum with a husband and one child.
She lives in a house near to the city center.

Lifestyles:
She is very outgoing, has many friends and love to spend time with her family. At the spare time she likes cooking, since a healthy life-style is important for her, and she likes sports and to work out at a gym. Nature is a big part of her life so therefore she often spends the weekends at the country-side, but still she likes to have her own time back home to read books or watch a movie. When she has time, play video-games with her daughter.

Motivations to purchase the product/service:
Since Carla is an outgoing person who likes to spend time with her family, this service provides her with more family quality time which gives them a new meaning and experience in life.

Possible barriers:
Hard to find enough of time.

Personas, Specific Experience

Name:
Angela Moretti

Socio-demographic profile:
She's 8 years old and when she has time she helps her mum with the baby.

Lifestyles:
Angela is a pretty shy girl, even though her mother is very outgoing. She likes to paint, play video-games and cooking. She's very caring about her little sister.

Motivations to purchase the product/service:
Try to do things that she usually don't do, hang around with her family and try to be more open minded.

Possible barriers:
To shy and prefers to stay at home and do things by her self.

Personas, Specific Experience

Name:
Paolo Moretti

Socio-demographic profile:
He's 48 years old and he works as a lawyer. When he has time he loves to
share it with his family and go out.

Lifestyles:
Paolo is totally a workaholic. Mean while, he loves traveling and tasting local cuisines in
different places during the vacation.

Motivations to purchase the product/service:
The service provides a good chance for the busy dad to have a happy time and share it with his
family.

Possible barriers:
Time is always a big problem for him.

Personas, Specific Experience

Name:
Antonella Moretti

Socio-demographic profile:
She's 4 months old.

Lifestyles:
Little Antonella is curious about everything around her. She likes to play with her sister. She may cry during the night.

Motivations to purchase the product/service:
She will get the first trip in her life time.

Possible barriers:
It makes the baby feel tired during the trip.

Storyboard

B App Box

Title: Buy the B App Box

Place: Supermarket

Product role:An alternative gift

User role:Gift recipient

Title: Gift delivery

Place: User 's home

Product role:Gift

User role:Gift recipient

Storyboard

B App Restaurant

Title: Choosing

Place: User's Home

Product role:Presents the Heinze products and the restaurants

User role:The family choose the destination and the menu

Title: Reservation

Place: User 's home

Product role:Presents the Heinze products and the restaurants

User role:The family book the destination and the menu

Storyboard

B-App Restaurant

Title: During the day trip Lunch

Place: B-App

Product role:Availability of accessories for the baby.

User role:The parents feed the baby.

Title: During the day trip Lunch

Place: B-App

Product role:Allows baby to eat Heinze products.

User role:Eating quality and nutritional food.

Storyboard

B-App Restaurant

Title: During the day trip Lunch

Place: B-App

Product role:Allows the parents to eat well and relax.

User role:Enjoy quality meal

Title: During the day trip Lunch

Place: B-App

Product role:Availability of accessories for the baby,Baby bed,Games

User role:Sleep,Play

PART 2
Concept Generation

Concept Generation

· The user and the context of use

- Families 3 or 4 members + Baby

- Emotional and Ocassional experience -   Family together

- Based on Italian Cuisine

• Concept

· Create an Strategic Alliance

Heinz & Typical Italian Restaurant: to persue a set of agreed upon goals.

Alliance: "Collaboration were each partner hopes that the benefits from the alliance will be greater than those from individual efforts".

Positioning

Products

B-App

- Italian Regions:
  - Lombardia, Toscana, Lazio, Piemonte, Liguria and Campania.

  - Different menus depending on the region.

  - Consider to divide: between children -2 years & +2 years old

·Children -2 years: Ex: smashed food, cozy cradle,etc.

+2 years old: all food + entertainment

Parents, children & baby: enjoy a day outside the house + eat healthy and good quality food based on their needs + have fun + be all together.

B-App: The meaning

B- App = Buon Appettito (wish a good meal) & Be Up (energic)

- Importance "Made in Italy" food culture ——> **Heinz**

take profit

- Restaurant: full equiped (baby bottles, aprons, cradles...)
  Lombardia Region: Typical food + Heinz baby and other products.
  Ex: In Genova - Sea Food (typical food)
- divided in 3 parts: Dinning room, Baby room & Game´s room.
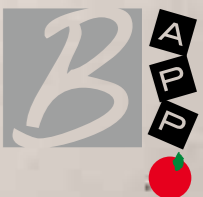
- Games Room (Arcade):
- Under supervision: group games, video games, learning games.
- Games divided by age & difficulty.
- Oportunity to share time with others specially parents.

- B-App Box:
- Gift Box inspired by "Smart Box".
- Buy an emotional and non ocassional experience - WHOLE!
- Different menus depending on the $.
- Menu with Heinz baby products - Parents can choose.
- Each region will have a different color.

Slogan:

"It's not just about having fun, it's about being healthy"
& have the family together.
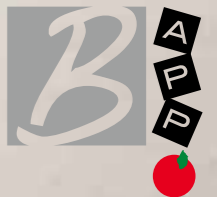
Positioning & Uniqueness

In Italy there's not a place like B- App

Some services for children but not for babies!
Malls: the same problem & parents have to be carefull.

B-App Restaurant: solution for this = EMOTIONAL - no worries!
Have fun, eat healthy, & thinking in each family member (needs) to share time with their loved ones.

"3 ALL IN 1" concept

B-App Box:
Smart box - but not a direct competitor
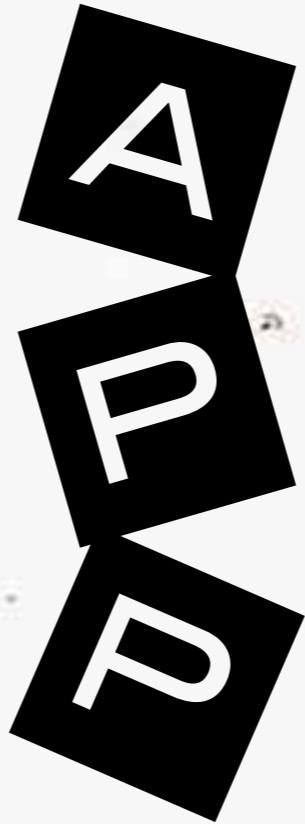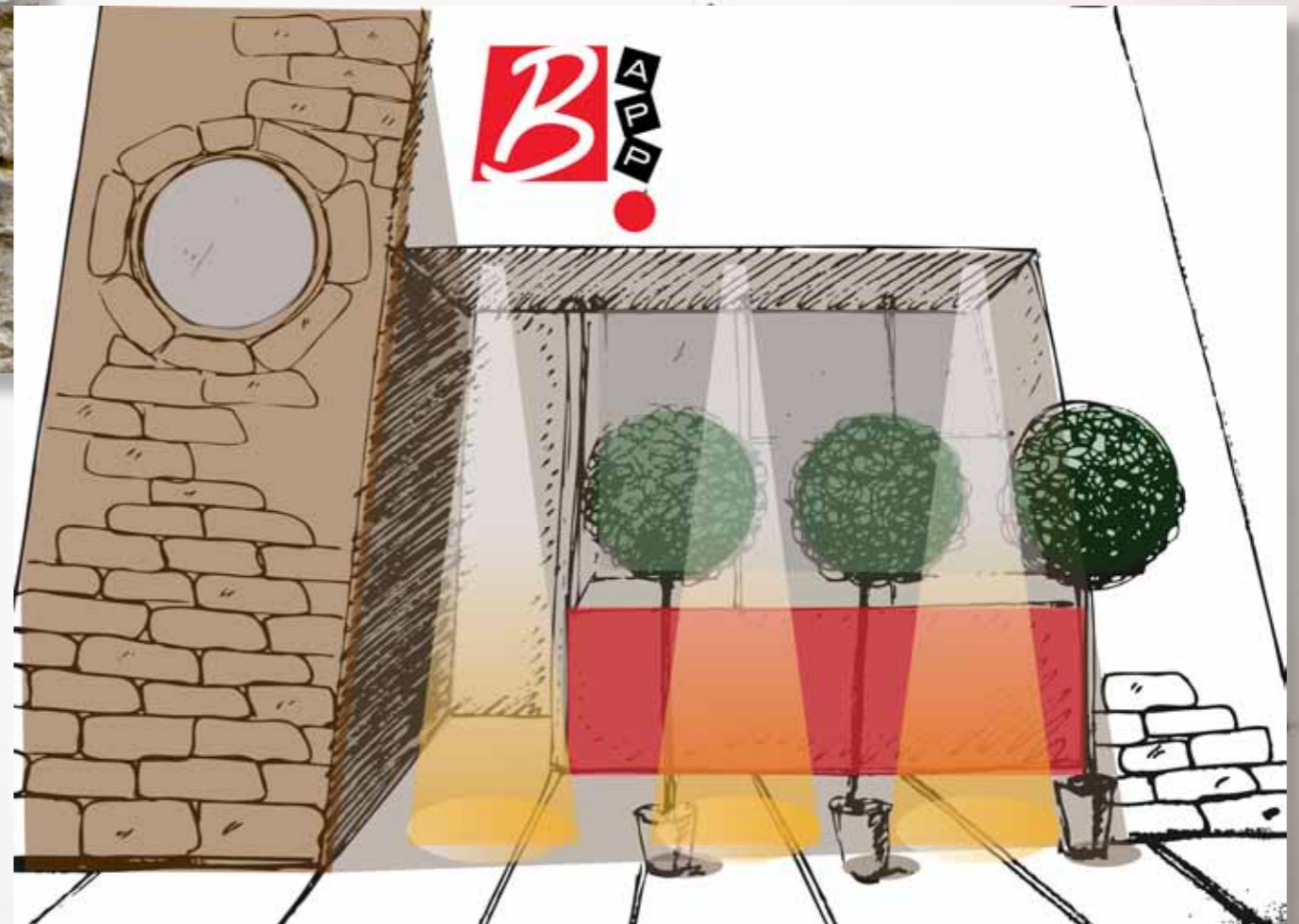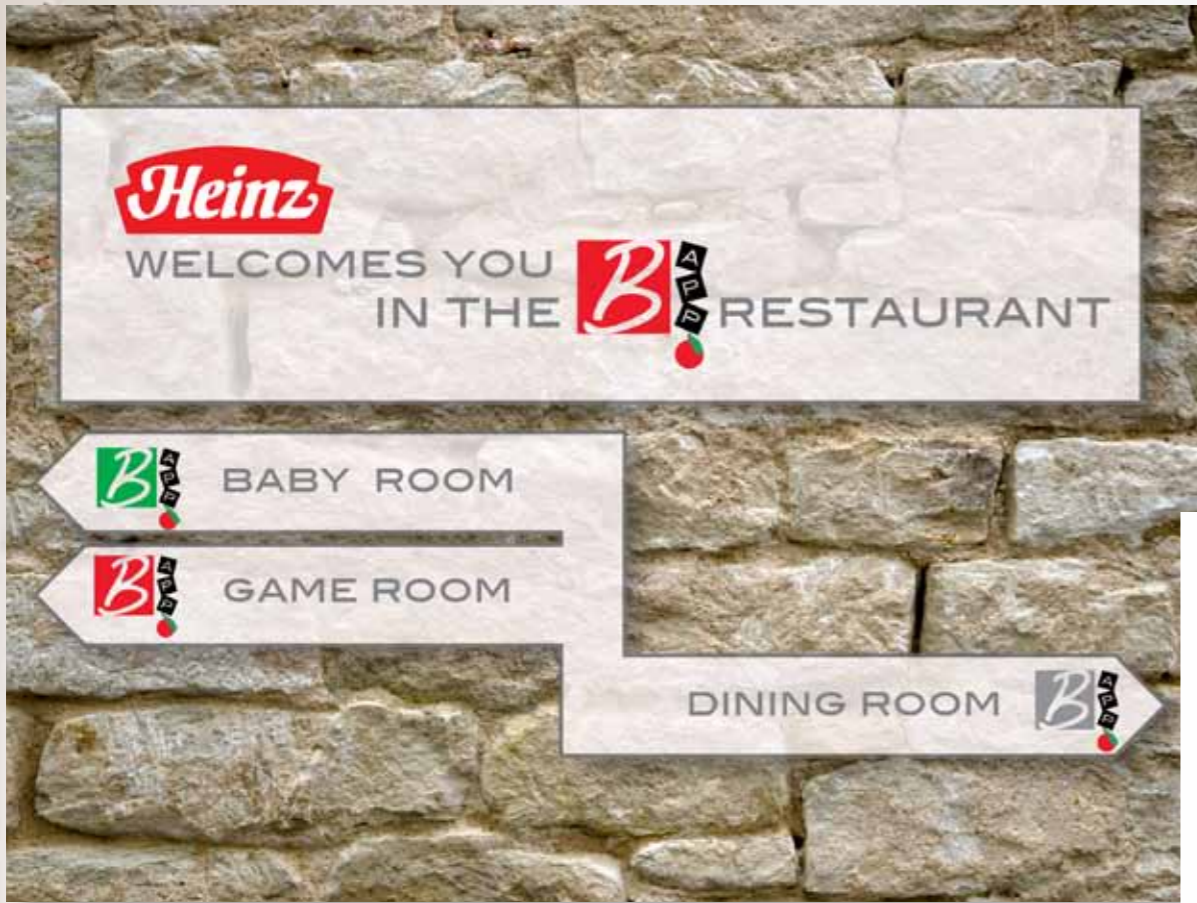-B-App: focus in families with babies-
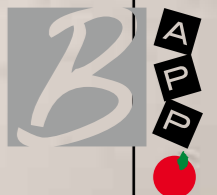
PART 3

Concept design

-Italian cuisine

-Variety of users
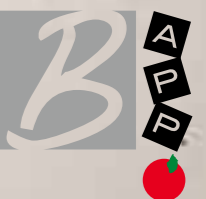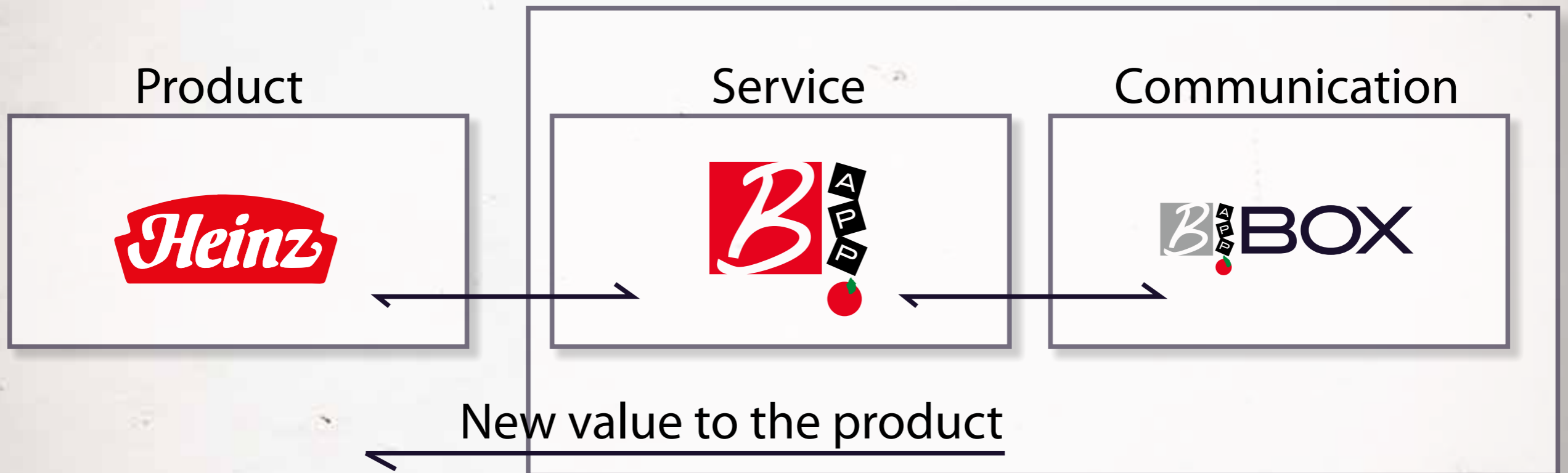
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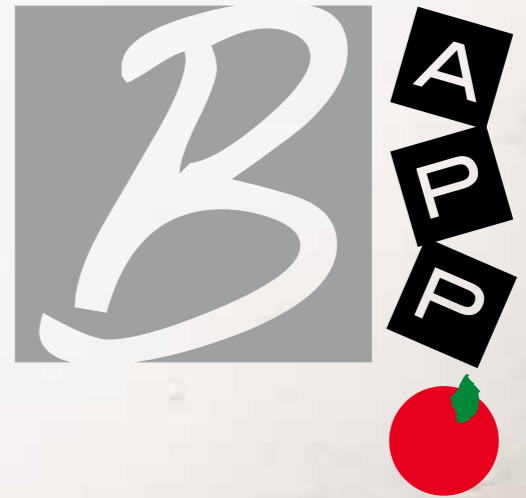
B-app restaurant

B-app restaurant

B-app box

B-app box

Conclusion

GRAZIE!

& B-App!