

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

#### **Business Innovation**

Team1

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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**

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

Daily Experience

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

Rational Experience



Occasional 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.



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.



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.



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.



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



**B** App Restaurant



Title: Choosing

Place: User's Home

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 Product role:Presents the Heinze products and the restaurants

> User role: The family book the destination and the menu

**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.

**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





## 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".





### 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 \_\_\_\_



- 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:** 

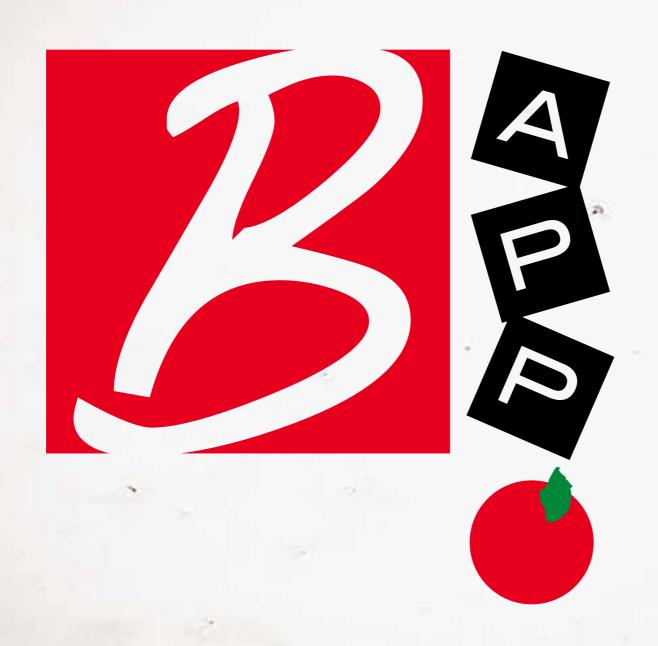
Smart box - but not a direct competitor -B-App: focus in families with babies-

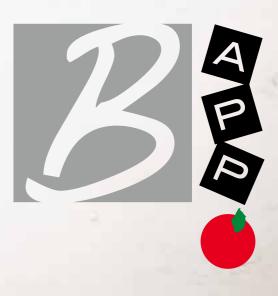




- -Italian cuisine
- -Variety of users

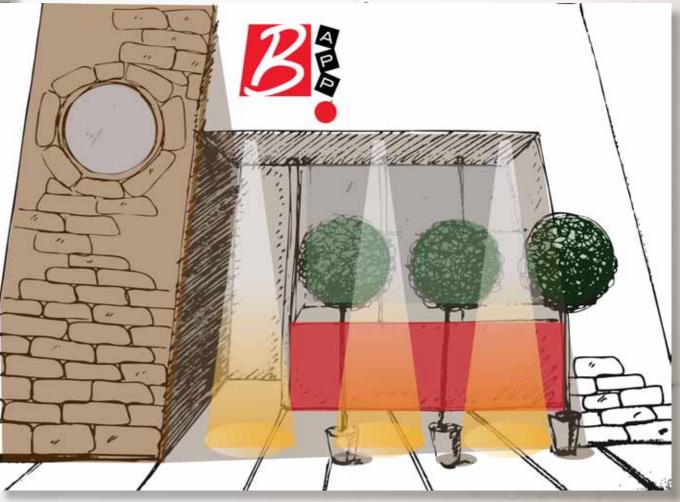
## Logo





## B-app restaurant

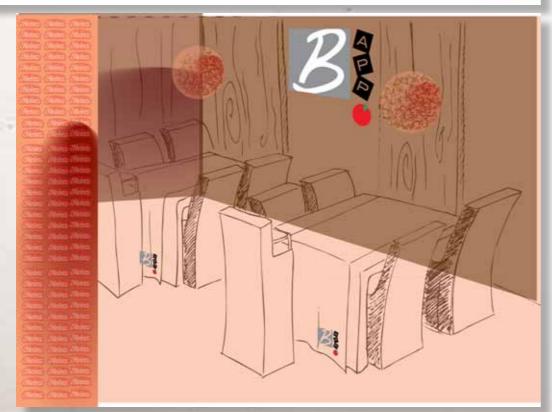


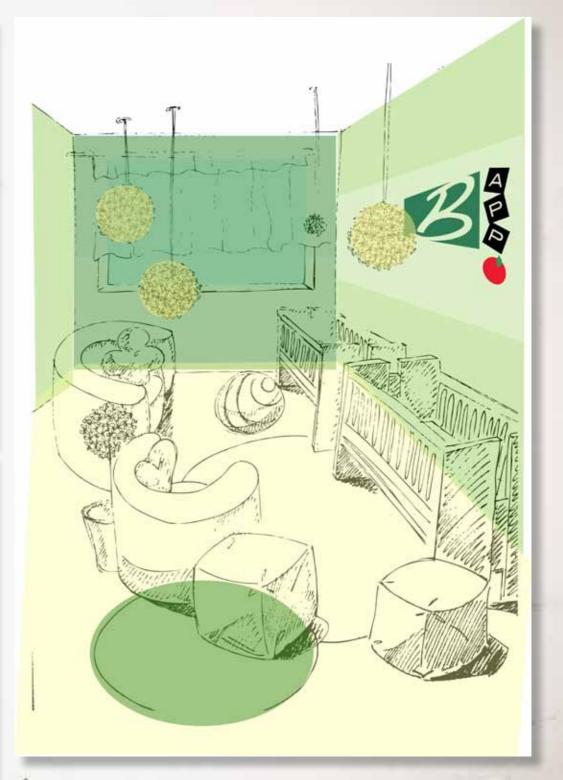




#### B-app restaurant









## B-app box



IT'S NOT JUST ABOUT HAVING FUN IT'S BEING HEALTHY





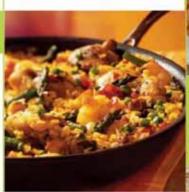
#### B-app box



#### B-APP MILANO

#### SERVICES





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#### B-APP FIRENZE

#### SERVICES

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#### Heinz MENU

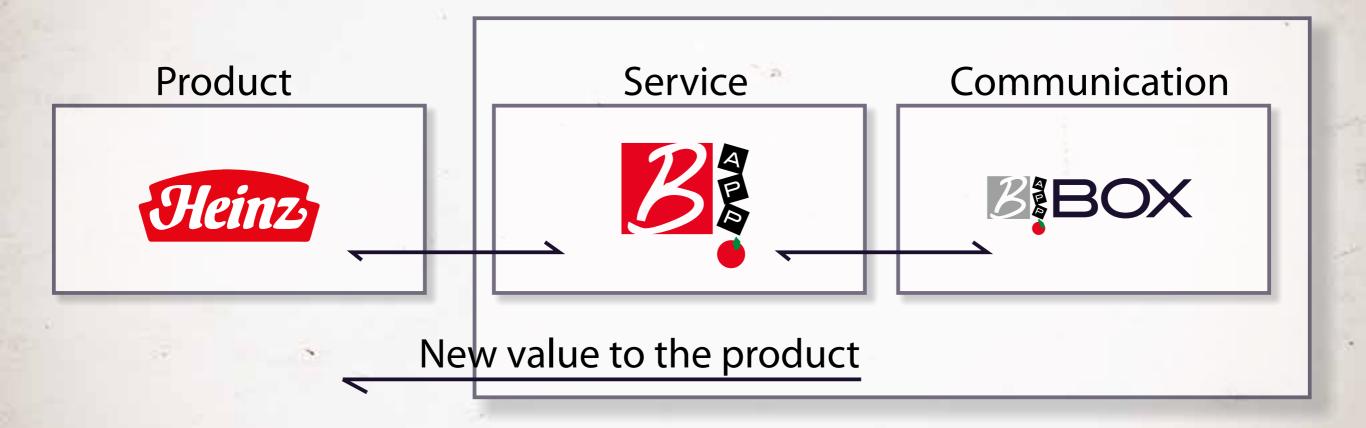
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#### Conclusion





# GRAZIEL & B-App!