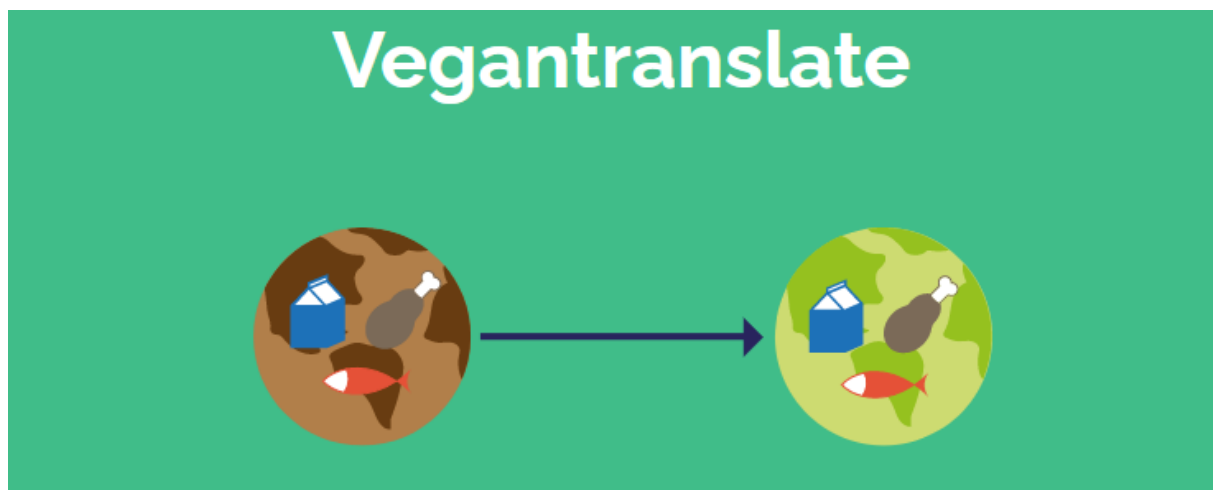


# Business Plan

Vegantranslate 2.0



Mira Kotorinne  
12-6-2021

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# BUSINESS PLAN

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Vegantranslate 2.0

Young Professional Semester, Spring 2021

Deventer, 14th of June 2021

Mira Kotorinne

Student number: 452154

Tourism Management

Hospitality Business School

Saxion University of Applied Sciences

First examiner: Marc Vink

## Declaration of own work

I hereby declare that:

- I am fully informed about the Professional Product PF criteria;
- all the work I have conducted to fulfill these criteria is entirely my own;
- I have not been assisted by any other person, except the coaching offered within HBS guidelines.

Name: Mira Kotorinne  
Date: 11/06/2021

Signature:

A handwritten signature in black ink, consisting of a series of connected loops and curves, representing the name Mira Kotorinne.

# Preface

Dear reader,

Front of you is a business plan done as an assignment for young professional semester at the Saxion University of Applied Sciences and made for Vegantranslate. This research project aims to provide Vegantranslate with a business plan, which ensures that the tool is based on the demands of the target market. This research aims to find profitable revenue streams, and the lowest possible costs for the operations and investment.

Besides this research being important because it provides Vegantranslate with a valuable advice, it also is significant for my personal and professional development. Thus, this project that I could carry out independently and show my capabilities gave me a large quantity of strength, confidence, and usable experience for my further career. Sustainability has been an important subject for me personally for a long time. For this reason, I intended to finish my study with a topic that is closely related to this to attract my interest and provide me a good start for the professional life after the studies. It was such a great opportunity to work with three topics closely related to own passions: hospitality, sustainability, & food.

Technical research brought its own challenges into this project, but I am genuinely happy to have accepted the challenge. I believe that without a challenge, there will not be growth, and without growth, a meaning of the work that is being done is missing.

Thus, I would like to thank my tutor, Marc Vink, who has supported me thorough the semester with valuable feedback and supportive comments. Also, my client, Henk de Bree, has been an excellent supervisor to believe in me and my skills, and efficiently communicate with me via email weekly. Also, my own family and friends have provided me with an indispensable support. In addition, I would like to thank everyone who participated this research by taking a part in an interview or a discussion, or responding a to a survey, because without these people, this research would not have been possible. Finally, I would like to thank the entire department of Hospitality Business School from the support and knowledge I have been provided with during the past four years, because without that, I would have not been capable of creating this report.

Mira Kotorinne

Deventer

10/6/2021

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# Executive Summary

The recommendation is given for Vegantranslate to develop a mobile-friendly website that serves the users on mobile and desktop and works on both operation systems, android, and iOS. This executive summary provides the most important findings of this research and shows how the business model canvas (BMC) (Osterwalder & Pigneur, 2010)(see figure 1) should look like.

Thus, the question “How should Vegantranslate mobile application serve its target group to become a profitable business?” is being answered by providing a sufficient plan on how a new upgraded version of Vegantranslate should function and look like. The most important result is that a separate mobile application is not required, which also makes the plan more cost-efficient and simpler and faster to implement. Instead, the current website should be upgraded and optimised for mobile devices, and subscription model implemented for this upgrade. The subscription enables highly personalised content for the users and creates an important revenue stream for Vegantranslate.

A design-thinking approach was used to come up with the best possible results. This approach had five different stages which all benefitted from the approach taken in the prior stage. The most significant phases were prototyping and testing, when all gathered results put together into a prototype, and this was tested on large audience within the target group. However, also unstructured interviews with a web developer in the last stage were important to understand what they can do for what costs, and what Vegantranslate should provide them with. Here the role of a University partner came up because their research can bring important environmental data that is needed for the upgraded version (see [Appendix XII: Salience Model](#) for stakeholder overview).

Business Model Canvas		Designed for: Vegantranslate	Designed by: Mira Kotorinne	Date: 7/6/2021	Version: 1.0
<b>Key Partners</b> Supermarkets: Albert Heijn Jumbo Ekoplaza  Online stores: Veggiedeli  Web Developer: 5280 Software LLC  Environmental statistic provider: NHL Steiden University of Applied Sciences  Vegotel	<b>Key Activities</b> Business Development Product increase Marketing Partnership Development  <b>Key Resources</b>  Human: Food & Beverage, technology & marketing expertise  Financial: Investment  Intellectual Property: Vegantranlate.com domain	<b>Value Propositions</b>  Newness & Customization  “A unique tool for environmental minded consumers providing them with te healthiest and the most sustainable food products”	<b>Customer Relationships</b> Automated services Website tool providing the users with all the product information  FAQ – Frequently Asked Questions page  Co-creation  <b>Channels</b>  Own Indirect Vegantranslate.com  Partner Indirect Online channels: Facebook Instagram  Offline Channels: Local News Papers Supermarkets	<b>Customer Segments</b> Segmented 18-65 years old Dutch would-be flexitarians  Unconscious Flexitarians & Potential Flexitarians	
<b>Cost Structure</b> Value-driven  Fixed & variable costs Software Marketing Staff			<b>Revenue Streams</b>  Subscription fees B2B B2C  Licensing Permssion for supermarkets to have their products on the site		

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Figure 1: Business Model Canvas



# 1 Introduction

Vegantranslate is a service that aims to help (Dutch) consumers to decrease their meat and dairy consumption by deciding to buy meat substitute products as easy as possible. The core idea is to do this by allowing the users to search for their desired animal-based product on the website, and the search function shows the users the best plant equivalent for this animal-based product. The goal is to solve the conflict that consumers have when choosing a product to purchase. Consumers might not know which one is the tastiest and the most nutritious product. Therefore, this tool aims to prevent the disappointment factor that might be caused by purchasing a substitute product that the consumer does not know well enough.

Currently, Vegantranslate serves its users with a website that can be found at <https://vegantranslate.com/>. This website does not have any active users yet, and it is not mobile-friendly. Thus, Vegantranslate should also properly function on mobile devices, and serve the potential future users to find their way to this tool and serve them based on their needs and wishes. Vegantranslate does not yet employ anyone. So, only the business frame is existing.

So, this report aims to find out how Vegantranslate could function properly as a mobile application to serve its users and provide them with the needed information. Therefore, this business plan includes all relevant aspects that this business needs for the launch of a new version that responds to the wishes of the target market. The included aspects are product analysis that comprises market analysis, technological analysis, a prototype, testing, marketing plan, and financial analysis, conclusions, and recommendations. A theoretical framework, methodology, and discussion are included to substantiate the research.

Finally, figure 2 shows where in the report the relevant information for the assessment criteria can be found.

Figure 2: Assessment Criteria

Assessment Criterion	Relevant Information Within This Professional Product
The Professional Answers The Client's Question with an appropriate and substantiated Professional Product	This advisory report provides a concrete plan on how the client should develop his business to answer the question, and what resources are needed in order to do so. The <a href="#">Recommendations</a> chapter gives the final answer to the question.
The Professional Identifies The Most Important Trends and Developments and Clarifies Their Importance on the Issue	Background theories and concepts are given in the chapter <a href="#">2 Theoretical Framework</a> . The most important trends are identified in the market analysis, <a href="#">externally</a> and <a href="#">internally</a> .
The Professional Collects Knowledge in a Responsible Way to Support a Decision and Values This Knowledge	The research methods, used data sources, and results analysis are explained after the research design in the chapter <a href="#">Methodology</a> .
The Professional Justifies How the Wishes of the Stakeholders Have Been Taken Into Account In the Final Product	The most important stakeholders for Vegantranslate are at the moment the future users, and the entire plan is based on creating the best way to serve them. Other stakeholders are also included in the <a href="#">Executive Summary</a> , <a href="#">Appendix XII: Salience Model</a> , and <a href="#">11 Recommendations</a> .
The Professional Substantiates The Extent to Which the Made Choices Are Socially Responsible	The concept of Vegantranslate is based on all pillars of sustainability, and thus, every stakeholder is considered. <a href="#">Cost Structure</a> shows the legitimate salary that the employee should receive.
The Professional Demonstrates The Financial Feasibility of The Professional Product	Financial feasibility is fully covered in <a href="#">Financial Overview</a> with estimations of revenues and costs and gathered together in <a href="#">Income statement</a> .

## 2 Theoretical Framework

This theoretical framework serves as the basis for the research that has been carried out for this project. It also covers the most important concepts and terms that are related to this service business and the product that is being developed.

### 2.1 Research

This chapter introduces the problem that is the major reason to carry out this research. In addition, the research objectives that should lead the way to the correct solution at the end of this project will be introduced.

#### 2.1.1 Problem Description

On a global scale, dietary choices have a large impact on people's health, and thus on the mortality rate, and the environment. For the environment, food production handles a quarter of the greenhouse gas emissions, and 80 per cent of that is associated with livestock production (Springmann, Godfraya, Rayner, & Scarborough, 2016). Reductions in livestock farming would slow down the loss of biodiversity, but also ensure the capability to feed larger quantities of consumers while the population will keep on increasing in the coming years. When looking at the animal-based diet' relation to the global mortality rate, it is estimated that 40 per cent of the global mortality rate is caused by cardiovascular diseases, which can be related to a high intake of red meat (Springmann, Godfraya, Rayner, & Scarborough, 2016). In addition, the increased demand for food consumption, and especially animal-based food consumption has led to extensive deforestation in Brazil and Argentina directly for cattle farming, and indirectly for soybeans that are also fed for cattle in Europe (Boerema, et al., 2016). Hence, current diets are a global issue and changes are needed to protect the environment and the ability to provide food for all people.

Consequently, a major issue is a huge and still growing demand for meat. A shift towards more plant-based diets has been proposed as a significant solution for these environmental and health issues described above, and this requires creative solutions (Pike, 2020). Though the amounts of water or co2 savings differ per continent and per country, as in some areas the regular diets already have a plant-based focus, and therefore, they do not need major changes implemented in their diets (Jalava, Porkka, Kumm, & Siebert, 2014).

However, introducing plant-focused diets to the wider public is a challenging mission and making the actual shift happen is an ambitious goal.

#### 2.1.2 Research Objectives

This research project aims to come up with the most efficient way to serve and help the future users of Vegantranslate, and the decision has been made that it must also serve them on mobile.

##### **Market**

The market research aims to analyse the trends and developments to see how they could influence the success of this business. This involves analysis of the competition, the potential future users of Vegantranslate, and what are their needs and wishes, and what kind of marketing strategy applies.

##### **Technology**

The technological analysis aims to find out what are the most important technical aspect to consider in this research. Also, a distinction is to be made between the aspects that can be included in this project and the aspects that exceed this research. The purpose of the technology research is to provide the client with an overview of the technology that is related to this product, and why certain decisions have been made and what is their influence on this business.

## **Finance**

The financial analysis aims to show the financial feasibility of the suggested implementation and break this down into a cost structure and revenue streams where the costs and revenues of the first five years are estimated. The goal is to make estimations that are the goals of this business plan, and they should represent reality as much as possible.

### 2.1.3 Management Question

*"How should Vegantranslate mobile application serve its target group to become a profitable business?"*

Since Vegantranslate website has been launched in April 2020, it could not function properly, and the users have not found it. However, based on statistics, the number of flexitarians has been flourishing in the Netherlands during the past years. The number of Dutch vegetarians has been steadily growing by 2 per cent each year since 2017, but the number of flexitarians has seen even a larger rise by 13 per cent only within a year from 2019 to 2020 (Gelder, Statista, 2020). The meat consumption pattern has not significantly changed throughout the decade, and therefore, it is considered that the largest trend among the Dutch population is the "would-be" flexitarians that describe themselves that they would like to be, or could be flexitarians, but they are not yet adopting the habit of changing the diet (Louwerens, 2020).

### 2.1.4 Research Questions

What are the market opportunities and threats for the mobile-friendly Vegantranslate business?

Sub questions

1. What are the current trends influencing the internal and external market environment?
2. Who are the competitors and what is the competitive advantage of Vegantranslate?
3. What are the number of people in the target group and their percentage of the Dutch population?
4. What online channels does the target group use to find information?
5. How do they make purchase decisions?
6. Which operating system is the most popular within our target group?
7. Out of all the currently possible and trendy features, which features apply to the chosen target group?
8. What does the target group currently use to solve the issue Vegantranslate app will solve in the future?
9. What are the target group customers' pains concerning the application usage?
10. How does the market respond to the prototype of this product?

What technological functions should apply to this concept?

Sub questions

1. Which type of application would be the most applicable to this product?
2. What features are possible on the chosen type of app and operating system?
3. How can new technologies support a better user experience?

What is the structure of costs and benefits of this business plan?

Sub questions

1. What are the costs to develop a mobile-friendly site for Vegantranslate, as instructed in this plan?
2. What are the costs of this business plan?
3. What are potential revenue streams for Vegantranslate?

4. How much profit could be generated if the business will operate as this plan suggests?

## 2.2 Definitions

This chapter and the paragraphs below give definitions of all concepts that are related to this project, and that the reader should understand when looking at the analysis and the results.

### Sustainability

Sustainability itself is not largely mentioned in this report, however, the aim of the business, and therefore, this project is to represent a sustainable organisation and positively influence all areas of sustainability. This makes this term important to be defined.

In simple terms, sustainability is something that survives or persists (Patten & Costanza, 1995), but it has more profound definitions for something being environmentally, economically, or socially sustainable.

For this research, the most relevant description is sustainability in a business environment. Thus, something to be called sustainable, should the ecological, economical, and social factors be integrated in the organisation, but also in the broader community (Rees, 1989). Moreover, the interaction of the three sustainability pillars (environment, economic & social) must be understood, and the same level of importance placed on each pillar. Hence, the business should not only seek financial profit with its operations, but also environmental and social advantages (Morioka & De Carvalho, 2017).

### Flexitarian

Flexitarian itself is a fairly new term, and there are multiple existing terms for consumers that are trying to reduce their meat consumption, or that would like to be seen as vegetarians, but occasionally consume meat (Verain; Dagevos; & Antonides, 2019). However, flexitarian is a term for all these consumers who are not vegans or vegetarians and eat meat once in a while but have reduced their meat consumption. Thus, a flexitarian is someone who eats meat at least one day per week.

### Veganism/Vegan Products

As a basic definition, vegans do not consume any products derived from animals, but self-identifying vegan individuals may do so, and this adds complexity to the subject (North; Kothe; Klas; & Ling, 2021). In addition, veganism usually involves adopting an identity, and not only dietary preferences, and most often this relates to animal cruelty instead of health reasons.

Moreover, nowadays the commonly used definition of veganism published in 1988 is " *Veganism is a philosophy and way of living which seeks to exclude—as far as is possible and practicable—all forms of exploitation of, and cruelty to, animals for food, clothing, or any other purpose; and by extension, promotes the development and use of animal-free alternatives for the benefit of animals, humans, and the environment. In dietary terms, it denotes the practice of dispensing with all products derived wholly or partly from animals*" (The Vegan Society, 2021).

### Mobile Application

Mobile applications, in common language apps, are applications that run on mobile devices. The exponentially growing demand for smartphones has made the mobile app industry as big as it is nowadays, a 600-billion-dollar industry (Mroczkowska, 2021). applications can perform much faster than websites, and they also save the data locally and save the user's time by storing their preferences in the database (Deshdeep, 2021).

Apps are an exponentially growing trend with 2.6 million Android and 2.2 million Apple apps as of March 2019 (SF App Works, 2019), and 130 billion Android and IOS apps downloaded globally in

2020 (Perez, 2020). This means that mobile applications are a growing trend, and as a business, this also has a huge potential with this technology.

### Native Apps

Native apps are apps that are built only for one particular operating system, for example, iOS or Android. The benefit of a native app is its high performance and user experience, but a disadvantage is that it needs to be developed separately for iOS and Android, which can be costly and ineffective (Mroczkowska, 2021).

### Progressive Web apps

Web apps are like native apps, but they run a web browser, and from there they forward the user an application. The disadvantage is that the user always needs a running internet connection (Mroczkowska, 2021).

### Hybrid Apps

Hybrid apps are built similarly to web apps, and they also work similarly, but they have been put into a shell of a native app (Mroczkowska, 2021) (TechTarget, 2019). This technique is popular because it can multiple platforms with only one code and the user does not need an active internet connection (TechTarget, 2019).

## Application User Friendliness

User-friendliness is a vague concept and might involve slightly unique aspects depending on the expert that has given the definition. However, some given definitions define it as simple, well organised giving it easy to locate the included features, requires a minimal explanation for usage, and has low chances to crash, and thus, is reliable (Honig, 2020). The Business Dictionary defines user-friendly application as follows: *“Application, equipment, facility, process, or system that is compatible with its intended user’s ability to use it easily and successfully”* (Market Business News, 2020).

Well-organised and simple are also clear, and a clear application layout is also further defined. Though the definition of a clear layout also involves the same aspects as user-friendliness. So, a web page or application with a clear layout should be easy to locate and identify, and this relates to navigation menus, links, and all text/information given on the site (Web Accessibility Initiative, 2021).

## Mobile-Friendly Website

When a website is mobile-friendly, it shrinks into a smaller version when opened on a mobile device, but it should be as user friendly and responsive, as it is on a desktop (Thryv, 2019). Thus, a mobile-friendly website looks like a small version of its desktop version. However, it also should not be a too-small version of the desktop version, but a responsive version so that the users do not need to zoom in or scroll endlessly to find their desired information (Kelly-Barton, 2018).

Therefore, by being mobile-friendly, it is not meant that the site appears on mobile devices, but that it also offers a high-quality user experience for mobile users (Osborne, 2015). Hence, mobile device users should not experience the website particularly differently than desktop users.

## Successful/Appealing Application

What makes a website or application appealing and successful is likely to differ per product or service that is provided via application, but some metrics can apply to all applications. For example, Krishna (2020) describes the essential factors for application success to be ease of use, so that it provides a simple solution for the users’ issue, cross-platform flexibility ensuring the usage similarly on all

platforms, application security by data protection regulations, technology standards using some new technologies, and application discoverability for a wider audience.

## UI (User Interface) and UX (User Experience)

In basic terms, UX (User Experience) design relates to anything that the user can experience, and UI (User Interface) relates to the look, feel, and interactivity of the software. UX, therefore, refers to the improvement of all elements influencing the interaction between the user and the product, e.g., how efficient, and simple it is to complete checkout. Thus, the UX designer is designing the wireframes and structure of the components. UI then refers to the design of the icons, buttons, colours, fonts, images, and all visual elements (Lamprecht, 2021) (Thinkwik, 2018). The user interface is designed by front-end developers, and the user experience is done by backend developers (concepta, 2019).

## SEO (Search Engine Optimisation)

Search Engine Optimisation (SEO) means designing and frequently improving website in such a way that it increases its visibility on search engines. Thus, the aim is to appear higher than the competitors on organic search without paid advertisements (Lancee, 2017). Also, SEO can be highly affective online marketing strategy, because search engines are bringing in the largest number of non-paid traffic (Frankenfield, 2020).

## 3 Methodology

This chapter elaborates on the reasoning of the research design and -methods that have been chosen to conduct this research. This includes data collection methods and selection of the data sources used. At the beginning of the research, [an operationalisation](#) was made to serve as a guide through the research.

### 3.1 Research Design

Verschuren and Doorewaard (2010) argue that the most essential part of the whole research is when choosing what kind of approach will be taken, thus, what is the chosen research design. And for this research, the chosen research design for this project is the design thinking model. Design thinking research strategy is a user-centric design, and it aims to redefine issues to find alternative strategies and solutions (Dam & Siang, Interaction Design Foundation, 2020). This research design was chosen because of its user-centric and stage by stage-based approach. In the beginning, the issue was still vague because it was uncertain whether a mobile application or an upgraded website should be created, and there was no knowledge base about the wishes and needs of the target market. Thus, this design was a perfect fit for this project and excellently served the purpose. More information was found at every stage, and the direction of the research was slightly steered based on the new results.

This design includes five different stages which all contribute to the results with different research methods. These stages are empathise, define, ideate, prototype, and test. In some project, these stages are not linear (see figure 3), and the researcher focuses on constant improvement by going back and forth between the stages, but this research approaches the problem stage by stage because of the time limits and complexity of the project.

The first phase, empathise, is about understanding the problem with empathy. Thus, to do this, one's assumptions should be put aside, and focus put on users and their needs and issues (Dam & Siang, 2021). In this research, this stage involves desk and field research. The desk research was conducted to understand the technical concepts that are related to the issue and the target group. Field research was conducted in forms of interviews to understand the potential users and their needs and wishes more in-depth.

In the second stage, define, the previously gathered information is put together, and analysed to redefine the issue and to find out what should be researched to get more in-depth insights into the issue (Dam & Siang, Interaction Design Foundation, 2021). So, for this research, it meant analysing the data from literature and interviews for a first hypothesis, and thus, having an expert discussion to see whether the conclusions are sufficient, or in need of change in concepts.

In the third stage ideate, ideas are being created and different scenarios analysed. At this stage, there should be a comprehensive understanding of the concept and the potential users of the concept, and based on this, good elements for the ultimate solution can already be picked up (Dam & Siang, Interaction Design Foundation, 2021). In this research, the ideate stage meant analysis of the expert discussion and further desk research related to this. The type of product that should be designed was already clear at this moment.

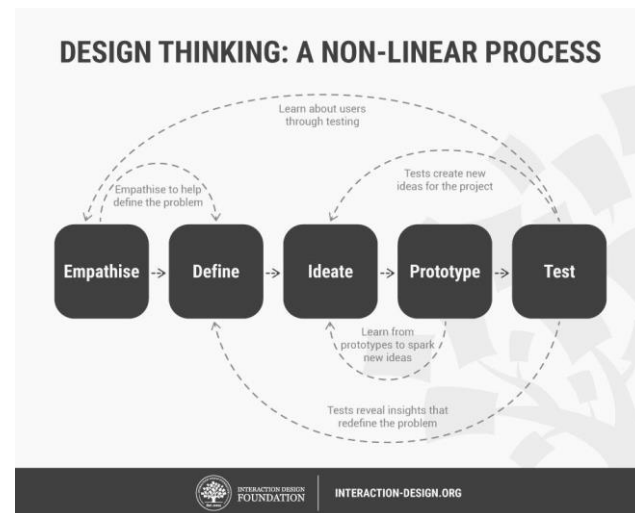


Figure 3: Design Thinking Process, Source: Interaction Design Foundation



In the fourth stage, prototype, a straightforward and inexpensive minimum viable product created. Nevertheless, this stage is still experimental, and the purpose is to try out the possibilities for the design and create an idea of the final design (Dam & Siang, Interaction Design Foundation, 2021), and literally, this was done in the prototype phase in research as well. Based on all research that was carried out in the previous stages, a prototype was created.

The fifth and final stage of the design thinking process is testing, and this stage comprises testing the previously created prototype either within a team or, for example, the possible future users. And based on this, some aspects might be redefined and tested again (Dam & Siang, Interaction Design Foundation, 2021), but in this project, the conclusions from testing lead to further recommendations. The testing was done in a form of a survey to see how the target market responds to the prototype created.

## 3.2 Research Methods

The issue to be solved with this research mainly practical, even though it involves knowing related theories, and thus, applied research is carried out to solve the problem (Verhoeven, 2015). Both primary and secondary methods have been used, primary research being interviews, discussions, and survey which specifically gather information for this given research, and secondary research in studying existing theories and definitions done previously by other researchers.

## 3.3 Methods of data collection

This research project relies upon different research, and thus, different data collection methods. So, triangulation, meaning usage of multiple methods or data sources in qualitative research to come to a full understanding of a concept (Carter, Bryant-Lukosius, DiCenso, Blythe, & Neville, 2014), has been used.

### 3.3.1 Qualitative research methods

Qualitative methods in this research involve desk research, target group interviews, focus group discussion, and in-depth discussion meetings with a web developer.

#### *Desk Research*

Desk research played a major role in this research. The main goals of the desk research were to analyse the market, and technical aspects. Market analysis was mainly done by looking at the trends and developments, competitor applications, and segmentation. Also, desk research enabled to estimate the pricing for in-house marketing strategy and revenue streams.

#### *Interviews*

Interviews in this research were conducted with the potential future users of Vegantranslate to find out what are their needs and wishes for this specific tool, what technology they prefer and on what channels they are active on. Verhoeven (2015) suggests using a personal network for recruiting respondents, and this was done in this research as well in combination with expat- and neighbourhood groups online. Eight potential future users were interviewed for this research, and all eight interviews were open interviews using the same interview guide.

#### *Group Interview*

A group interview was conducted in a form of a focus group discussion with four software developers, where one topic, technology was discussed (Verhoeven, 2015). The aim was to show them a hypothesis that was made based on the prior research and discuss the opportunities around this.



### *Unstructured Interviews (Web Developer Meetings)*

Two meetings with a potential web developer were organised, and the type of research for this was an unstructured interview (Verhoeven, 2015). So, the conversations were limited to one topic, but the attendee was completely free to offer his contribution. The needs for the development were discussed to give the developer the ability to create a proposal for the work that involves cost estimations.

### 3.3.2 Quantitative research methods

The only chosen qualitative research method for this research is a survey.

#### *Survey*

The survey was made to test the created prototype on the market and see how they respond to this product. Pictures of the prototype were shown, and all the questions proposed were based on these pictures. The population size is approximately 4 million people, and therefore, 350 respondents would have been the most optimal, but 300 responses were gathered, and this is considered an adequate number.

### 3.4 Selection of data sources

For desk research, the chosen data sources were scientific research papers listed on google scholar, but also expert blogs and application sites were used for the technical background and competitor analysis. All these secondary data sources applied for the AAOCC criteria (Authority, Accuracy, Objectivity, Currency, and Coverage).

For the interviews, personal networks were used as suggested by Verhoeven (2015), and in addition, social media groups were beneficial. It was planned to interview approximately 10 potential users, and each interview was scheduled for 30 minutes. However, eight people were interviewed, and the saturation point achieved.

A survey should be tested before its actual launch to ensure its success (Verhoeven, 2015), and in this case, it was tested with a client and tutor, and minor improvement points were discussed together, and afterwards, it was published. The population size being 4 million, the optimal number of responses was 350. This was almost achieved, and 300 responses were collected.

For group interview, the participants were selected based on their occupation and/or knowledge. All participants had to have knowledge and experience in software development and mobile applications, but it was relevant whether they are currently working with mobile applications, but most of them were. The participants were recruited via personal networks and LinkedIn.

### 3.5 Methods of data analysis

The results of the interviews and one open survey question were analysed by coding. First, axial codes were chosen based on general topics all interviews included, and these codes were a colour to highlight these in the interviews. Then, open codes were chosen based on the input from the respondents. It was also evaluated how many times a certain aspect was mentioned, and how they mentioned them if relevant, e.g., they might have indicated using Facebook, but this alone is not relevant if they also said that they do not use it frequently.

## 4 Market Analysis

This business plan is looking at three key aspects of the product: market, technology, and finance. These aspects are chosen because together they can form a great basis for this business, and especially show the value for its potential future users.

Market analysis is one of the key elements in a business plan and this chapter looks into the external factors that can influence the business, competitors and our competitive advantage over them and the potential future users of this product.

### 4.1. External Environment

The external environment has a crucial role when thinking about the future of the business (Teik, 2013), and for this, a PESTEL (see figure 4) analysis has been made. This considers the political, economic, social, technological, environmental, and legal factors that might affect this business. In most factors mainly events within the European Union and the Netherlands are relevant.

P	E	S	T	E	L
Amendment 117  Meat taxes	EU support  Market Growth  Covid-19	Attitude changes  The growing use of the internet  Population growth in urban areas	Mobile app growth  New emerging technologies	Climate change  Animal Welfare	Amendment 117  Meat taxes

Figure 4: PESTEL Analysis

#### **Political-Legal Factors**

Two important political factors that could affect this business are amendment 171 and the chance of implementing the meat tax. Amendment 171 is an initiative from an organisation that supports agriculture businesses (meat and dairy industry). This initiative goes further than the current regulations that already prohibit terms like “vegan cheese”, to also prohibit the broader language that refers to the similarities with the animal-based products (European alliance for plant-based foods, 2020). Potentially, this could mean that for example package shapes similar to animal-based products’ packages and terms like “dairy-free alternative” would be prohibited. This action is also being called dairy censorship because it would censor the plant-based products from consumers and going backwards in improving the health of people and the environment (Duong, 2021). This would, of course, harm the producers of these products, but also the environment as fewer consumers would be likely to choose the vegan option. However, this could still have a positive consequence for Vegantranslate because the plant-based products would still be there, just more challenging to find. Thus, Vegantranslate would be even more needed if amendment 117 will be put in place. Dutch political party, party for animals (PvdD) has proposed high taxes on meat in the Netherlands that would apply on the transportation when the cattle is brought to the slaughterhouse to get slaughtered

#### **Economic Factors**

The European commission’s shift to supporting plant-based diets is likely to have a positive impact on the plant-based food industry by subsidising it more than in the past. The European Green Deal aims to make Europe the first climate-neutral continent by 2050, and this is expected to have a significant

economic opportunity (European Commission, 2020). The “Farm to Work” by The European Green deal states that in 2017 over 950,00 deaths were caused by unhealthy diets, and therefore, the switch to more plant-based diets is necessary (European Commission, 2020).

It is estimated that the plant-based food industry will be worth 7.5 billion euros in Europe by 2025 (Gammoudy & Geijer, 2020). To understand the quantity of the growth, it is needed to know that the equivalent number was 4.5 billion euros in 2019. And even though the market share of vegan dairy and meat products is still very low compared to animal-based meat and dairy, this growth estimation is still very positive considering the growth of Vegantranslate business growth.

However, because of the economic decline caused by covid-19, consumer confidence in the Netherlands is way below its average (CBS, 2021), and this might affect consumers' willingness to buy vegan meat substitute products as they are still usually slightly more expensive than the meat products. On the positive side, it is also expected for the Dutch economy to return to a pre-covid degree before the end of the year 2021. But this estimation involves the certainty of relaxation of corona measurement set by the government (RaboResearch - Economic Research, 2021).

### **Social-Cultural Factors**

Socially, the most important trends within a Dutch society that might influence Vegantranslate are the increasing amount of internet and app users and the changing attitudes towards sustainability, especially on the people living in the urban areas. In January 2021, there were 16.47 million internet users in the Netherlands, and the complete population was 17.15 million (Kemp, 2021). These numbers mean that almost all Dutch people are using the internet, and therefore, could eventually become users of Vegantranslate. Also, the number of Dutch internet users increased by 208 thousand since 2020, so the trend is growing together with the new generation. Especially Dutch people in urban areas are more interested in sustainability, and the population in urban areas is steadily increasing (Hernandez & Meinders, 2020).

Sustainability matters in the values influencing the business of Vegantranslate, as sustainably minded consumers could also be flexitarians. More precisely, also the percentage of flexitarians in the Netherlands has been growing during the past years. In 2017, 31 per cent of the Dutch population were flexitarians on some level, and in 2020 already 50 per cent of Dutch people showed being flexitarian instead of a meat eater (Gelder, Statista, 2021). This means a huge market potential for Vegantranslate, especially if the trend keeps on growing at the same pace in the coming years.

### **Technological Factors**

Technologically looking, the most important trend for Vegantranslate Application is the ever-growing demand for mobile applications. In 2020, consumers worldwide downloaded 218 billion mobile apps, which is 77.32 billion more than in 2016 (Statista Research Department, 2021), and the number of downloads is even expected to be 258.2 billion in 2022 (Kumar, 2020).

Moreover, in 2021, 90 per cent of the time spent on mobile phones is spent on apps, and 90 per cent of this time spent on apps is at home. In addition, the average time spent on apps daily is over three hours per person (Kumar, 2020).

Further mobile application trends that are currently emerging, and should be considered, are foldable OLED display, machine learning (ML), artificial intelligence (AI), chatbots, wearable technology, Internet of Things (IoT), virtual reality (VR), augmented reality (AR), mobile wallets, cybersecurity, instant apps and cloud architecture (Manchanda, 2020).

The most relevant ones for Vegantranslate are likely to be chatbots, voice recognition, cloud architecture and IoT.

### **Environmental Factors**

Besides the socio-cultural factors, though often derived from the environmental causes, the environmental factors, including animal welfare, are likely to be the most important driving factor in Vegantranslate success.

First, climate change -report by the Panel on Climate Change (IPCC) and United Nations states that animal agriculture largely commits to greenhouse gasses and deforestation, and people in rich countries should change their diets by reducing meat consumption to slow down the climate crisis (Schiermeier, 2019). 26 per cent of all greenhouse gasses (in 2018) come from food production (Ritchie, 2019) and livestock's portion is a major part of this, 14.5 per cent of all greenhouse gasses produced globally (Quinton, 2019). Also, 20 per cent of Americans that are the ones who consume most meat are the ones who produce 46 per cent of the diet-related emissions in America (AlterNet, 2018). Thus, eating meat is directly involved in climate warming and this environmental factor "positively" affects the business of Vegantranslate because it aims to support consumers in their process of reducing meat consumption.

Moreover, loss of biodiversity and outbreaks of pandemics are directly linked to each other and both actions are caused by humans' interaction with wild animals for human consumption (Fernández-Llamazares & Terraube, 2020) (Poudel, 2020). Indeed, 70 per cent of the worlds' deforestation is caused by growing cattle for food, and thus, reduced meat consumption would help to protect the forests (Runst & Stoll-Kleemann, 2017).

Furthermore, as a consequence of climate change, a water crisis has become a big issue, and it is estimated that by 2025, already 1.8 billion people will live in the areas lacking fresh water (National Geographic, 2019). Thus, a fully plant-based diet would cut water usage in half compared to an animal-based diet (Humane Society International / United States, 2019), even though all food production requires water use.

And finally, also commercial fishing is causing increasing issues on marine life and the environment. Australian specific investigation has shown that several issues for the marine life are caused by commercial fishing, and some of those are pollution, climate variability, disease, biosecurity, and habitat destruction from coastal development (Mazur & Curtis, 2019) and a recently released documentary "Seaspiracy" (Seaspiracy, 2021) shows that this issue is much larger than previously shown to the wider public. It can be predicted that the environmental awareness created by this documentary will boost the demand for plant-based alternatives.

### 4.1.2 Competition

As described in the paragraphs above, the mobile application industry is growing exponentially, and thus, it is a highly competitive environment. However, with many mobile application downloads worldwide, it is believed to be the best way to reach modern consumers, and since its unique selling point (USP), Vegantranslate can ensure a competitive advantage. This will be further analysed with a help of an extensive list of competitors and a SWOT analysis in the chapter below.

#### 4.1.2.1 Competitor Analysis

Figure 5 lists Vegantranslate competitors by category, and these competitors are further analysed below.

Primary Competitors	Strengths	Weaknesses
Veggie Alternatives	<ul style="list-style-type: none"><li>- A simple solution</li><li>- Large variety of products</li><li>- A clear layout</li></ul>	<ul style="list-style-type: none"><li>- Not positioned on the Dutch market</li><li>- the tastiest products not showed</li><li>- No reviews on the page</li></ul>
gonutss	<ul style="list-style-type: none"><li>- A simple solution</li><li>- Informative</li></ul>	<ul style="list-style-type: none"><li>- Not positioned on the Dutch market</li><li>- Unclear instructions</li></ul>
Secondary Competitors		
Vegan Wiki	<ul style="list-style-type: none"><li>- Focused on the Dutch market</li><li>- Clear layout</li><li>- Variety of visuals</li></ul>	<ul style="list-style-type: none"><li>- Overwhelming design</li></ul>
Happy Cow	<ul style="list-style-type: none"><li>- Mature business</li><li>- Clear layout</li><li>- Highly rated</li></ul>	-
Food Monster	<ul style="list-style-type: none"><li>- Clear layout</li></ul>	
Is it Vegan?	<ul style="list-style-type: none"><li>- Scanning with a phone camera</li></ul>	<ul style="list-style-type: none"><li>- No extra information or tips</li></ul>
Vegan Agogo	-	-
Vegan Amino	-	-
Substitute Competitors		
TooGoodToGo	<ul style="list-style-type: none"><li>- Well-structured layout</li><li>- Very popular</li></ul>	<ul style="list-style-type: none"><li>- No additional features available</li></ul>

Figure 5: Competitors

When analysing competitors for Vegantranslate application, three types of competitors are considered for a complete overview: primary-, secondary-, and substitute competitors. Direct competitors are the ones with a similar product possibly also offered to the same audience, secondary competitors are the ones with a different product within the same product category that can also be offered to the audience but not necessarily, and the substitute competitors are the ones offering a different product that the same audience could choose over your product (Estay, 2020).

This analysis should look at the strong points of competitors, so that the best features can be also implemented in Vegantranslate, and to look at the weaker aspects of the competitors to make sure those will be avoided in the Vegantranslate application. Thus, Vegantranslate aims to outperform the competitors and gain a competitive advantage. Though achieving this perfectly, the external factors from the [PESTEL analysis](#) and internal factors need to be considered (Barney, 1991).

#### Primary Competitors

For Vegantranslate application, the primary competitors have the same aim to help consumers to choose plant-based alternatives and consume more vegan to protect of environment and one's health. These are Veggie Alternatives (Google Play App Store, n.d.), and gonutss (Google Play App

Store, n.d.). These apps are both focused on the English-speaking countries, but also globally, giving fewer opportunities for Netherlands specific products.

#### Application layout

Both two offer easy solutions for consumers who want to replace their animal-based products with plant-based alternatives, but Veggie Alternatives seems to be potentially a bigger threat to Vegantranslate because the app has a clearer layout and slightly more products, however, it is also unclear which ones are the tastiest and the product pages only open on the external web browser page. gonutss seems complicated with a large variety of information, but a little number of choices for vegan meat alternatives. Also, it is not clear which one is the best one and what the users think about them, and the prices are not available. In addition, the homepage of gonutss does not show what to do and where to search for the products.

#### User Reviews on app stores

User reviews for gonutss mainly show that it is a great and well-working app for a someone who has recently become vegan. However, there are too many push notifications, and the variety of products is limited. They also say that it is informative and easy to use but it is also mentioned that the back - button does not work.

The user reviews for Veggie Alternatives describe this app fairly similar to gonutss with being informative, useful, and easy to use, but the critics are given for to unreadable font, missing nutrition lists and off-putting commercial content.

#### Features

Gonutss has calculators, such as a baking calculator and protein calculator, filters for dietary options and a magic list of basic products they think every vegan need. Veggie Alternatives has a "favourites" -list, voice assistant, a discussion forum, and a product suggestion option.

### Secondary Competitors

Secondary competitors for Vegantranslate are apps that are content is targeted for vegan consumers or interest in veganism to help in their busy lives, but in another way than directly providing product alternatives only. This category involves far more concepts than the first one, and only the most relevant ones are chosen for the analysis.

Within this group, Vegan Wiki and Happy cow presumably stand out the most, and thus, they are more in-depth analysed. Vegan wiki is very popular in the Netherlands, the most similar to Vegantranslate, but it still falls into group two because it does not directly show an alternative to any selected meat or dairy product but lists all the vegan products that are available on the market. Moreover, Happy Cow is mainly focused on showing the vegan restaurants in a selected area, but it is a mature and far developed concept, which was founded in 1999 (crunch base, n.d.).

Other relevant competitors that fall under this category are Food Monster, Is it Vegan?, Vegan Agogo, and Vegan Amino. The common factor in all these services in the category of secondary competitors is a vegan community, including discussions and recipes to help the people in their lifestyle transition. Hence, this requires the user to switch their mindset and attitude.

#### Application Layout

Food Monster, Vegan Amino, and Happy Cow have attractive and clear layouts which make it easy for the users to understand what they are supposed to do. Though Happy Cow has an enormous amount of information, including external ads on the front page, and Vegan Wiki is confusing without pictures of the appealing layout. Overall, many visuals have been used and categories or different topics are made visible.

### User reviews

Happy Cow has the highest user rating (4.8), Vegan Amino coming as second (4.6) and Food Monster (4.6) as a third. The users that gave five-star reviews for the Happy Cow especially mentioned how easy it is to use all over the world, the ability to give reviews in the app for free, convenience, and that it never fails on providing the users with a good restaurant. The critics in lower rating are mainly the lacking database and missing updates.

Vegan Amino's high ratings compliment especially its being inspirational, informative, and its communal aspect and variety of information. Also, some say this increases the chances that they will become vegan. But the lower ratings blame it being too much like a social media page instead of a recipe and information provider.

Food Monster's high ratings include cooking tips and recipes with country-specific vegetables or products, inspiring pictures and appealing layout, and an option to bookmark recipes. The reviews with lower rating mainly criticise the app being underdeveloped even when having subscribed to a paid version, and low-quality functioning with issues when trying to download.

### Features

Happy Cow has by far the most extensive list of different features on their site. They have lists of vegan restaurants and accommodations that are reviewed by the users, a list of twelve different veggie topics including recipes and discussion forum, a community where users can make profiles and interact with each other, a blog, and a donation possibility.

Vegan Amino has recipe listing, recent vegan news, chat, and a vegan catalogue. However, these cannot be fully seen and explored unless logged in.

## Substitute Competitors

The chosen substitute competitor is TooGoodToGo because it attracts the same environmentally aware consumers. With TooGoodToGo consumers fight against climate change also with food, but with a different approach, by reducing the food waste. They are popular in the Netherlands, and already in 2019 around one million Dutch people had joined the TooGoodToGo (Stroosnijder, 2019). This application's layout is simple and categorised, thus, there no space for misinterpretations. No apparent extra features are currently available.

Plenty of positive reviews address that the application is well functioning, and innovative. However, some reviews criticise that the filtering does not properly work for vegan food and that some supermarkets have had little to offer (Google Play App store, 2021).

## 4.1.3 The Potential Future Users

The target group of this business, the potential future users of the Vegantranslate application, are segmented and analysed in this chapter.

### 4.1.3.1 Segmentation

The Dutch flexitarians account approximately 50 per cent of the Dutch overall population (Wageningen University & Research , 2019) (Gelder, Statista, 2021), which is in total approximately 8.5 million people (worldometer, 2021).

Dagevos, Antonides, & Verain (2019) have segmented these flexitarians into five different clusters. The five clusters are meat lovers (1), unconscious flexitarians (2), conscious flexitarians (3), compulsive meat consumers (4), and potential flexitarians (5). The most important clusters chosen for this business plan are clusters 2 and 5.

Group 2 involves the largest percentage of people (38.8) and the most present age group is 30-45 years old. These consumers eat meat on average of 4.5 days per week. They think that meat gives status and they do not appreciate meatless meals. However, they dislike animals as a source of meat

and are open to alternatives (Verain, Dagevos, & Antonides, 2019), and this makes them an ideal target group for Vegantranslate.

Group 5 represents only 9.7 percentage of the Dutch flexitarian population, but they might consider meat alternatives, especially because of environmental and animal welfare reasons (Verain, Dagevos, & Antonides, 2019). Thus, they are another group of potential users. In this group, the largest age group is 46-65 years old, and females are more present than males. This group of consumers is very open to changes, and their current way of food consumption is mainly the sum of habits that they have got.

#### 4.1.3.2 Target Group & Personas

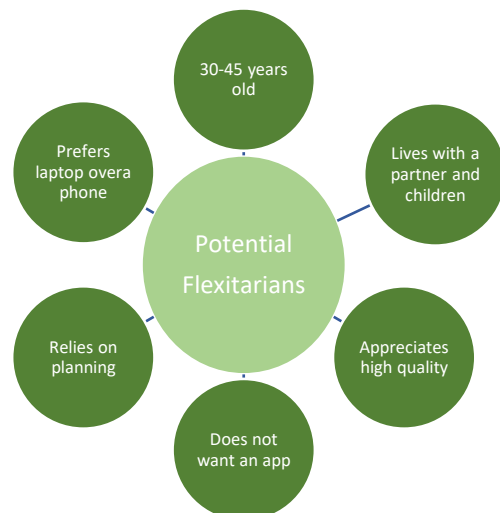
The target group has been chosen from the Segmentation, which is the Dutch medium flexitarians. They are 18 to 65 years old and eat meat on average four days a week but are open to other alternatives even though they are not familiar with them yet. [Interviews](#) were conducted with the target group to better define the two personas that are the most present within this target group. These medium flexitarians account for approximately 4.1 million people in the Netherlands (Verain, Dagevos, & Antonides, 2019). Although the future users of this service can vary and potentially also already vegans or vegetarians could use it, they are excluded from the research at this stage, because the core purpose is to help unfamiliar consumers to reduce their meat and dairy consumption, and this population is larger than the vegan or vegetarian population.

The overall target group for this product involves 18 to 65 years old citizens of the Netherlands, who eat meat on average three to four days a week but have an open mind towards the meat substitute products and are aware of the present environmental issues. Thus, even though they enjoy eating meat, they are aware of the issues that the meat industry is causing and know that they probably should consume less meat and dairy.

Figure 6: Persona 1: Unconscious Flexitarian



Figure 7: Persona 2: Potential Flexitarian



Two specific personas within the target group are potential flexitarians and unconscious flexitarians. With those two groups, personas have been made for the research based on the most present characteristics. Unconscious flexitarians either live alone or with a partner without children or have young children who do not, therefore, affect the choices of food that is being eaten in the family. Potential flexitarians typically have a family involving older children whose food preferences must be considered, and thus, make the choice more complicated.



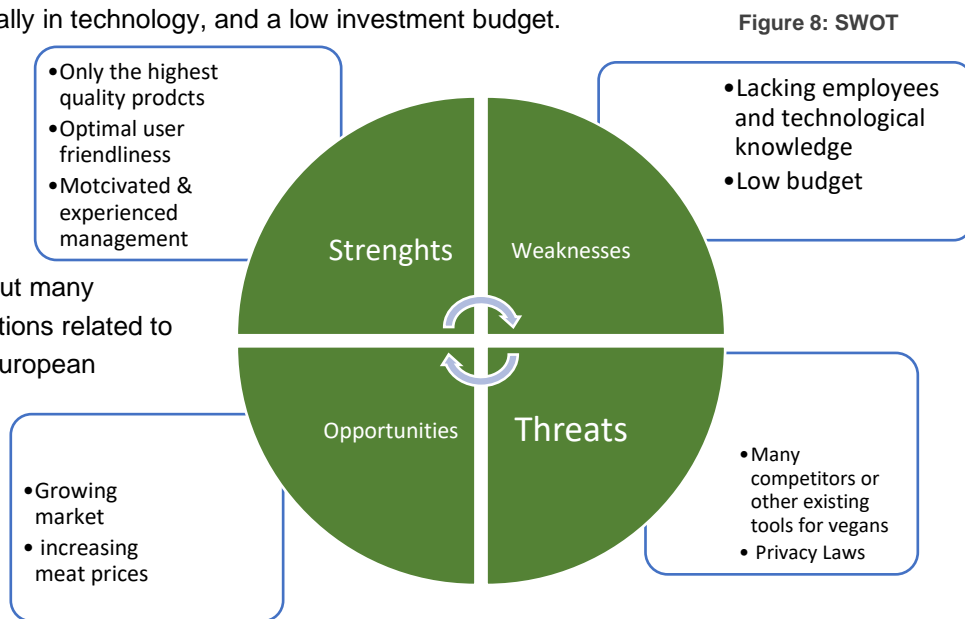
Unconscious flexitarians (figure 6) are the most present group and the potential flexitarians (figure 7) less present but also important.

## 4.2 Internal Analysis

This chapter analyses the internal factors that influence the business success within Vegantranslate. And determines its market position based on the above shown external factors and these internal factors shown with a SWOT analysis (see figure 8).

The strengths of Vegantranslate are that only the best products should be on the website, and will be removed if receiving too low reviews, whereas competitors have all the products on their site. Also, Vegantranslate will be fully optimised based on its users', and its management is motivated and has in-depth expertise in vegan products. However, the weaknesses are a small team which means lacking diverse knowledge, especially in technology, and a low investment budget.

Based on the external analysis, opportunities and threats can be identified. The growing market and demand for animal-based food alternatives and increasing prices for meat are tremendous opportunities for Vegantranslate, but many existing and new tools and applications related to vegan products is a threat. Also, European Union protection of personal data (Government of the Netherlands, 2021) might threaten the product analysis when collecting information from the users.



A big question is whether a business can sustain its competitive advantage and if it has a sustainable strategy (Porter, 2008). For Vegantranslate, the analysis of the [External Environment](#) supports the growth of the supporting trends. To achieve the status of differentiation in a company's strategy, the actions either in performance or positioning need to focus on differing from its rivals (Porter, 2008), and with the [core principles](#) of Vegantranslate, it can be seen that Vegantranslate does the differentiation with its concept. Thus, it is unique in comparison with its [rivalry](#), instead of focusing on the costs. Figure 9 below shows the different strategies that the company could strive for and highlights that differentiation is the strategy of Vegantranslate. In differentiation focus, the company's rivalry could underperform giving this company the focus status,



but in the differentiation strategy, the company is unique instead of only performing better.

**Figure 9: Competitive Advantage Matrix**

However, to be truly unique, Vegantranslate should respond to the needs and wishes of its target market. Therefore, the following chapters look into those aspects, and with all this together in mind, final recommendations can be planned

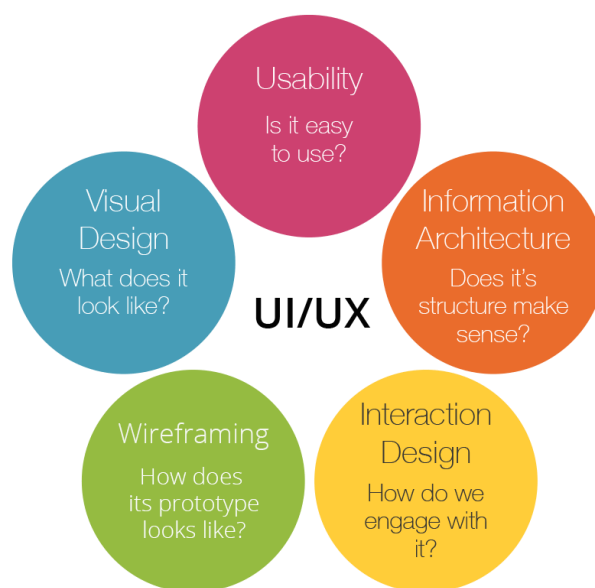
## 5 Technology

This chapter summarises all the main technological aspects related to implementing the upgraded Vegantranslate. This involves UI (User Interface) and UX (User Experience) overview, operating system(s), features, and the type of app that should be developed. Currently, the website is on WordPress, and has 178 products listed on the website.

### 5.1 UI and UX

UI (User Interface) and UX (User Experience) are the expertise of the software developers, and this will be outsourced. Thus, Vegantranslate does not need to be precisely given precise suggestions about in-depth technology, and the developers also do not need recommendations on how, but what to implement. However, the intention is to provide an overview that helps the client to understand why these are important aspects, and how they can influence the success of the entire business. Figure 10 illustrates the key aspects of UI and UX design (Thinkwik, 2018).

Some major aspects in apps that make users search for an alternative, and therefore, should be avoided are slow speed (59 per cent of the users), screen freeze (76 per cent of the users), app crash (71 per cent of the users), and a bad experience (52 per cent of the users) (Kumar, 2020). So, these are aspects that influence the user's experience while using Vegantranslate.



Moreover, a good quality UX and UI design create customer loyalty and increases customer satisfaction. The potential future users have also showed mainly hearing about useful apps and other similar tools by word of mouth, and high-quality UX and UI also support this, because satisfied customers are most likely to talk about their experience to others (Kambala, 2019).

Figure 10: Key Components of UI/UX Design

Source: Thinkwik

### 5.2 Operating System and Device

Statistically, the most common mobile operating system in the Netherlands in 2020 was Android with 60.49 per cent, and iOS is the second most popular with 39.04 percentages. Other operating systems, like Windows for mobile, all have less than 0.3 per cent of the users (Liu, 2021). The interviewed potential future users also showed an only interest in these two operating systems, iOS is slightly more popular than Android.

[The results](#) show that the unconscious flexitarian as a younger persona, enjoys using the application on a phone instead of a laptop/computer, and the potential flexitarian rather uses the application on a desktop and does not want to download any applications on their phone.

## 5.3 Features

For Vegantranslate, features are the extras that the application offers for its users besides the core product. All features are researched by looking at the external trends, the competitors, and the needs and wishes of the potential future users of Vegantranslate. All possibilities are then narrowed to a few, which will be implemented into the prototype.

### *All features*

All features include the ones that the external environment suggests being successful ones now or in the future, and that is also desired by the future users of Vegantranslate.

#### **Voice Recognition and Chatbots**

Based on the [5.1.1 External Environment](#) analysis, voice recognition and chatbots are emerging technological features, and the [5.1.2.1 Competitor Analysis](#) shows that some competitors have implemented these features. They do not replace the original search function but assist the searching by offering easier and seamless options for faster results.

#### **Reward system – earning points for better choices**

Gamification effect, one result from [Appendix C: Target Group Interviews](#) is an old tool used in the 1980s to stimulate and engage people and is now implemented in marketing and businesses. This makes people involved interested to come back, as they can engage with a product or tool that gives them a rewarding feeling (Zicherman & Cunningham, 2011).

#### **Discussion Forum**

Some competitors ([5.1.2.1 Competitor Analysis](#)) have implemented this feature in their application, and the users have showed liking it because they can connect with like-minded people.

#### **Reviews**

Reviews are an important contributor to the behaviour of the consumer according to the [Target Group Interviews](#) of this research, but also by previous research by Floyd et al. (2014). Studies have shown that 65 per cent of consumers have chosen a brand based on online reviews that they were not originally intending to purchase, and 70 per cent of consumers have showed to trust the reviews online (Floyd;Freling;Alhoqail;Cho;& Freling, 2014).

#### **Recipes**

Recipe -function was one of the most visible function on [5.1.2.1 Competitor Analysis](#) and the [MCDA Interview Results](#). However, as suggested in [Appendix D: Focus Group Discussion with Technology Experts](#), this function is too much for this stage of the product and can be implemented at a later stage.

#### **Health Comparison & Environmental Impact Comparison**

The actual difference regarding the health and environmental affects between the plant-based option and the animal-based option was highly desired by the potential future users of Vegantranslate. In addition, these two were the core reasons showed that could change the target group's mind and make them purchase the plant-based option instead of meat or dairy.

## *All Relevant Features*

[Experts indicated](#) that for the prototype and first launch of the upgraded version of Vegantranslate, the number of features should be limited, and only the most needed and the most relevant ones should be implemented. Also, the more complicated features should be left for later on.

Therefore, for the prototype, the chosen features are for the front page are the best alternatives for random products and suggested products for a meal of the week. And for the product page the health and environmental comparison, related product suggestions, and reviews shown only with stars to minimise the information on the site.

## **5.4 Type of App**

There are several types of apps, and it is important to choose the type of app based on the needs of the market. Thus, the different applications function differently, and the type should be chosen based on the needs of the organisation and its customers (Encora, 2020).

So, the above results from the existing data or literature and the target group interviews show that the type of application should enable usage on both main operating systems, and mobile and desktop. Also, some would like to use it while in the supermarket, even though the majority prefers using the service at home while planning their groceries.

The expert discussion with the software developers clarified it is a complicated task to build an app that provides all the needed elements, and it is likely to cost plenty of the entrepreneur's resources in time and money. As a result, it was suggested to focus on a website that is also mobile-friendly, because this effectively serves everyone and saves many resources. An application could be developed later on, but currently, there is no urgent need for an application.

Furthermore, a website shortcut can be added on mobile, which replaces the need to download an app, and thus, to even develop an app. By doing so, one can save phone battery and storage space as well (Raw apps, n.d.).

## 6 Prototype (Minimum Viable Product)

This prototype is created based on the core business idea of Vegantranslate supported with the above-found research on market trends and developments, consumer needs and wishes, and expert opinions and literature regarding the relevant technology.

On the front page (please see figure 11), two features are implemented to see whether they would be something for the target market because more information and options to see the products in meals were requested.

A search bar is the basic feature of this application, and it is not to be changed.

In addition, in the top left corner, there can be seen a menu bar, which is a standard design placed on the most common spot on the website.

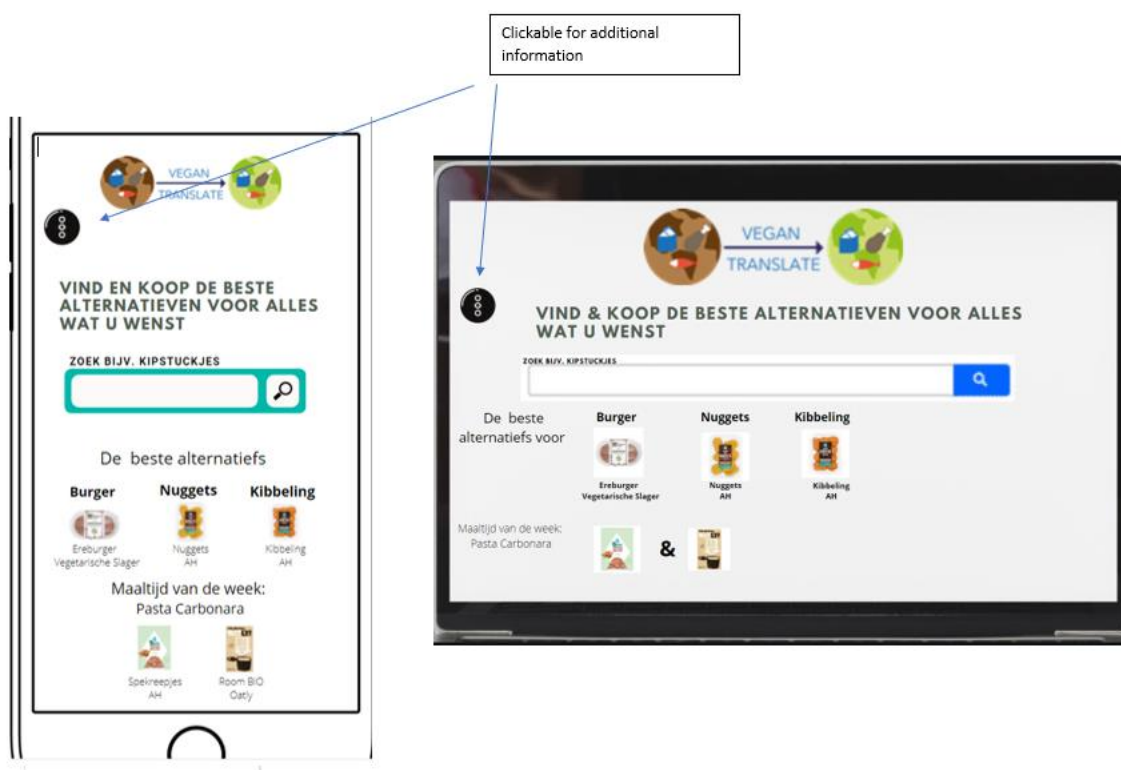


Figure 11: Prototype Front Page

On a product page of this prototype (please see figure 12) the requested features, health and environment impact comparison, and ingredients are implemented. However, for this version, only the key ingredient is shown. In addition, suggestions for related products are added, because it was easy to implement, and thus, can be tested even though it did not have a high demand.

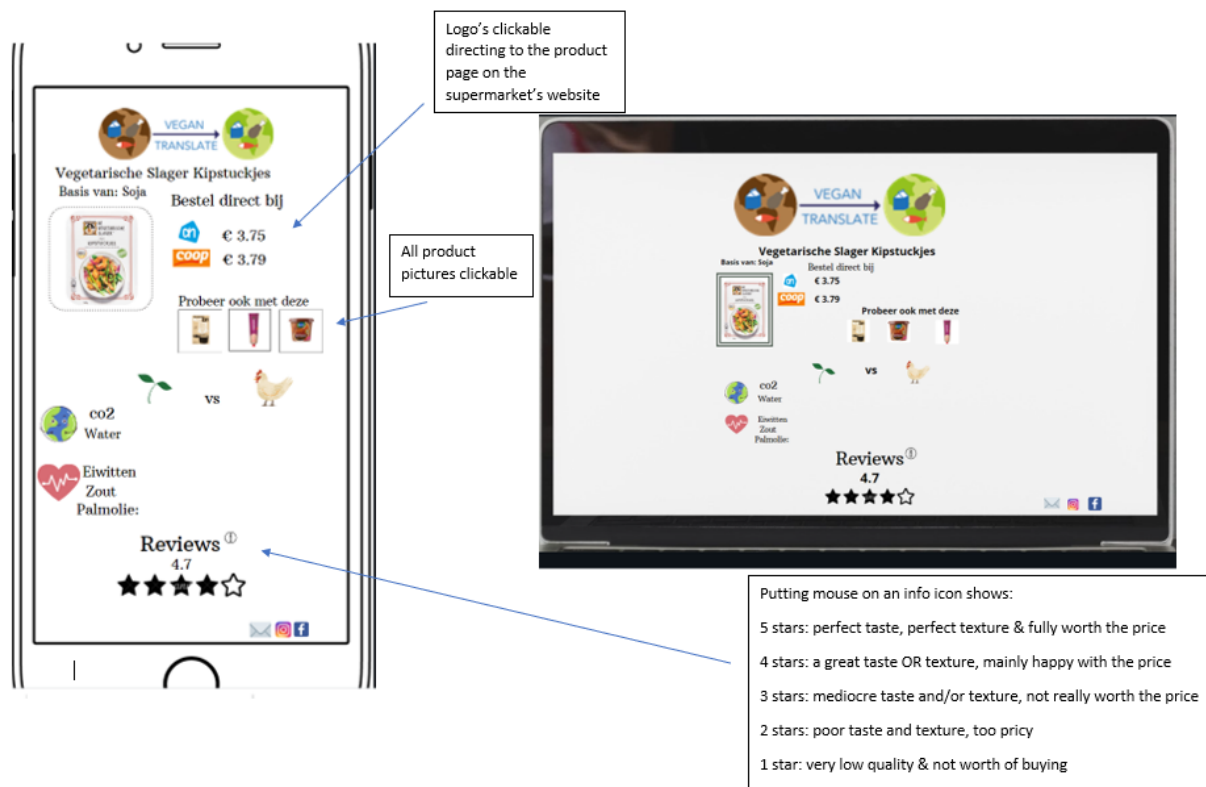


Figure 12: Prototype Product Page

## 7 Testing

In the design thinking research process, testing is a vital part of process. There are different testing methods that can be used, and for this project, a User-centred design (UCD) was chosen (Dam & Siang, Interaction Design Foundation, 2020). This is based on testing the current design, and how the user's experience it. However, in this case, the beauty of the design should not be in the core, but the general aspects of the design.

Testing has been conducted mainly as a survey to see how the market responds to the prototype that has been created, but also as social media promotions to see how many people can be reached and how much money needs to be invested to reach enough consumers.

The survey was out from April 30<sup>th</sup> until May 17<sup>th</sup> and it received 297 responses. The questions and the complete survey results can be found [here](#), and the coded results from the last open question can be found [here](#).

Some factors, like the search bar and the menu button, are standards and that is why there are no questions regarding these factors. However, the questions are aimed to find out whether the current design is clear, appealing, and easy to use for the users, the information relevant and enough, and whether they show a need for more personalised information in a form of an account that can also be seen as a subscription.

Moreover, the results of the survey show that 36 per cent of the respondents find it clear what they are supposed to do on the page, and 34 per cent of the respondents find it extremely clear, leaving 30 per cent confused about the function of the page. The option on the front page was popular, and a minority of the respondents suggested the search bar being enough or neither of the suggested options. However, the most popular products option was suggested.

Most of the respondents would like to see recipes (31.2%), Your Favourites (14.21%), FAQ (Frequently Asked Questions) (13.51%), and environmental information (11.42%) in the menu bar. Thus, recipes are the most wanted additional information the menu can offer for the users.

62 per cent of the respondents do not find the page attractive, and this appears to be mainly because of the low-quality design, which many respondents find unprofessional and even childish.

A majority of the respondents either found all the needed information on the product page or were not sure whether they found it all or what was missing. Further suggestions about information to add were a complete list of ingredients, additives, and allergens. The most important feature in the users' opinion was the nutritional value comparison, and the least useful feature was "the products that can be bought with".

The respondents were not interested to see the environmental impact caused by transportation compared, but they showed equal interest for Co2 produced, water consumed, and the packaging used. And for the nutritional value, they would like to see proteins, fats, sugars, and salt compared.

In the existing version of Vegantranslate reviews are given with stars and written, but this takes a lot of space on the page. Also, the background is mostly white. Thus, it was tested whether the users would be satisfied seeing the reviews only with stars, or whether they would also like to see written reviews, and whether they would find coloured or white background more appealing. As a result, 76.85 per cent of the respondents would like to also see written reviews, and 73.06 per cent of the respondents prefer a white background.

Finally, it was tested whether the potential future users would like to sign up and make an account to see personalised information. 17.51 per cent said that they would like to do so, and 56.23 per cent might like to make an account. They would like this account to enable them to see saved products (15.34%), the best sales locations near them (15.02%), shopping list (14.15%), and with slightly lower demand, also personalised co2 savings (11.75%), and reward points (11.53%).

At last, many respondents also preferred to see organic products on the application.



## 8 Marketing Strategy

The goal of marketing and promotional activities is to gain frequent users for the Vegantranslate site, and by doing so, attracting partners to start a cooperation and offer a provision for orders done via the Vegantranslate site.

### 8.1 Marketing Channels

On one hand, over 50 per cent of the Dutch population are active Instagram and Facebook users, and the number is expected to rise until the year 2024 (Tankovska, 2021), and in the other hand, the personas [5.1.4.2 Target Group & Personas](#) that were [interviewed](#) showed less interest in social media. However, it needs to be considered that younger age groups also belong in this target group, and therefore, a combination of online and offline marketing should be used.

Facebook and Instagram are the main channels for the Vegantranslate target group, and the general Dutch population, and therefore, the chosen online channels for promotions, but potential future users also showed that they most often use google when they are looking for something, which makes SEO an optimal solution as well.

#### 8.1.1 Online Channels

The chosen online channels are Facebook, Instagram, and Search Engine Optimisation on Google.

##### *Facebook & Instagram*

Instagram is owned by Facebook, and promotional posts can be done at the same time via both channels with interconnected systems (Reiff, 2020). So, the strategy and costs for these two channels are also interconnected.

Based on the example of try-out [Facebook promotion](#), with three euros per day, over four days 3,208 people can be reached, and this leads to 165 engagements. For this, the total amount spent was 12 euros, and costs per engagement of 0.07 euros. A guesstimated number of weekly visitors for satisfactory brand awareness is in this case, 1,000 visitors. However, it could be expected that 15 per cent of these will find the site by organic search or WOM (Word of Mouth), and 15 per cent by offline marketing channels. Thus, 70 per cent, which equals 700 visitors, should be engaged by online promotions. Therefore, weekly online promotions should reach 13,934 Dutch consumers as per calculations below.

$4.25 \times 165 \text{ engagements} = 701.25 \text{ engagements}$

$4.25 \times 3,208 \text{ consumers reached} = 13,634$

The costs for this would be 49.1 euros per week and 196.4 euros per calendar month.

$701.25 \text{ engagements} \times 0.07 \text{ euros per engagement} = 49.0875 = 49.1$

$49.1 \text{ euros per week} \times 4 \text{ weeks} = 196.4 \text{ euros}$

##### *SEO*

For simple and low-cost solutions, SEO (Search Engine Optimization) could be improved with some simple actions within the organisation. One example of such strategy is creating a catchy slogan that makes Vegantranslate appear on google search when consumers search with certain keyword (Lancee, 2017). Thus, a creative slogan that matches the interests of the target market should be created for Vegantranslate. The focus with SEO should be on getting Vegantranslate website on the

top results in ranking, and this can also be achieved by making a well-structured and appealing website.

For better results, it would be best for Vegantranslate to hire an external SEO expert, but for a first-hand low-cost solution, the above-mentioned tactics can be practised.

### 8.1.2 Offline Channels

The chosen offline channels to support the online promotions are Dutch local newspapers of certain areas or neighbourhoods, and the most popular supermarkets.

#### *Local Newspapers*

As shown in the [MCDA Interview Results](#), the consumers in the target group that are not highly active on social media still enjoy reading the local news of their area or neighbourhood. Therefore, this can be seen as an effective channel for Vegantranslate offline marketing. Moreover, the research on [External Environment](#) showed that most sustainably minded Dutch citizens live in the urban areas, so the advertisements should be placed in the local news of the largest cities in the Netherlands.

Thus, the paper version of “De Groene Amsterdammer” (De Groene Amsterdammer, 2021) would be an applicable starting point, because it is a local newspaper in the largest city in the Netherlands which reaches approximately 122,00 Amsterdam citizens and it labels itself as liberal paper.

The cost for an ad in “De Groene Amsterdammer” is 1,000 euros per one quarter of a page (98.5 mm x 131 mm) (De Groene Amsterdammer, 2021). For Vegantranslate, 1/8 page would be enough, and thus, the cost for one ad would be 500 euros. Provided that the same engagement rate applies than in the social media, this advertisement would lead to 627 engagements per week ( $122,00 / 3,208 \times 165$ ). Thus, a good frequency for this type of advertisement could be once a month per paper, and placements in four different cities so that it appears every week in one paper. For the latter years, the frequency could be half of the first year’s frequency, because some brand awareness should already be created, but marketing must continue.

#### *Supermarkets*

Both personas (1&2) in the Vegantranslate target group show it being challenging to do the purchase decisions in the supermarket when the plant-based products are located separately from the animal-based products. Hence, they do not find supermarket promotions as irritating as social media promotions and would like to see alternative suggestions in the supermarkets or have time to try the products.

## 9 Financial Overview

For Vegantranslate, a historical financial structure is not relevant because no revenue has been made and no major costs yet needed, and therefore, this financial overview is only regarding the suggested implementations. In addition, a budget of €6,000 for a onetime investment is considered in all suggested solutions, but also the possibility of an additional loan or subsidy must be considered.

This financial overview consists of estimated revenue streams that this business plan aims to create and estimated costs that the suggested implementations need. Thus, these come together in an [income statement](#).

### 9.1 Revenue Streams

The two suggested revenue streams are partnership commissions through sales and subscription model for businesses and consumers. The following estimations can be seen as the goals of this business plan.

#### *Partnership Commission*

Currently, Vegantranslate has four partner supermarkets or online stores. These are Jumbo, Albert Heijn, Ekoplaza, and Veggiedeli. Veggiedeli has already shown an interest in providing a 15 per cent commission per sale that is done via the Vegantranslate website (Boersma, 2021). Thus, it is suggested to develop the commission model with all existing and future partners.

The average conversion rate for e-commerce businesses related to food & beverage is 2.37 per cent (Chaffey, 2021). This would mean that 24 out of the weekly 1000 website visitors would purchase Vegantranslate. The products on Vegantranslate (Vegantranslate, 2021) are priced between two and five euros, making the average product cost 3,5 euros.

Therefore, monthly income from commissions with 1,000 website visitors would be around 50.4 euros, and for the entire year, this would be around 604.8 euros ( $24 \times 3.5 \times 0.15 \times 12$ ). For this revenue, the estimation is the same for first five years, because in this estimation the aim is 1,000 weekly visitors, and the revenue is based on this. However, this is to be realistic for a starting business, and new goals can be set at another time when evaluating the success.

#### *Subscription Model*

##### Business to Business (B2B)

Business to business subscription is intended for the same partner organisations as mentioned above in the commission revenue. But in the subscription model, they would pay a fixed fee per month to have their products listed on the website. The suggestions are that a partner would pay a fixed fee of 100 euros per month to have their products listed on the website. Thus, when calculated for the four existing partners, this would create 4,800 euros worth of revenue for Vegantranslate per year.

This estimated revenue is the same for all the first five years, because currently the partners are not being a fee, but this will become an attractive option once the Vegantranslate version 2.0 will be developed and launched. Obviously, the goal is to aim to partner with all the Dutch supermarkets even though this is not included in the calculations.

##### Business to Consumers (B2C)

Interest to sign up and make an account within the target group is existing, as 17.51 per cent of the [survey](#) respondents pinpointed they would like to make an account, and 56.23 per cent of the

respondents said that they might like to make an account. Please see the calculations regarding these estimated amounts of revenue in appendix [B2C Subscription Revenue Streams](#).

For reference, one of the Vegantranslate competitors, Food Monster has a subscription model where the users can get extended content for either 1.99 dollars a month or 19.99 per year (Markham, 2018). Here, only the monthly subscription option is being calculated to keep it simple.

If 20 per cent out of the aimed 1,000 weekly website visitors would subscribe, this would mean 200 new subscribers per week, who would all pay two euros per month. This means 800 new subscribers per month and a total income of 1,600 euros ( $800 \times €2$ ). For the first year since the launch, this would mean 9,600 subscribers and 19,200 euros in revenue.

After the first year, the number of new subscribers can be expected to decrease as more people already know the application. Thus, in a second year, the estimated goal is 100 new subscribers per week and 400 per month, which equals 800 euros in revenue ( $400 \times €2$ ). If assumed that all the old subscribers are still on board, this would mean 10,000 subscribers for the first month of the second year and grow by 400 new subscribers monthly during the second year. Thus, this would mean 14,400 subscribers by the end of the year and 292,800 euros in revenue for the second year.

After the second year, it could be expected that the number of new subscribers would have already got less by far, and this is combined with the old subscribers that have left. So, the estimation for the third year is 50 new subscribers per month. This would mean 15,000 subscribers by the end of the third year and 353,400 euros in revenue for the third year.

Finally, the turnover rate and the number of new subscribers can be estimated to become even, and therefore, the number of subscribers for the fourth and fifth year is expected to remain 15,000 per month with no new subscribers added. Thus, the revenue from the business to a consumers subscription model is 19,200 euros for the first year, 292,000 euros for the second year, and 353,400 euros for the third, fourth and fifth year.

## 9.2 Cost Structure

When implementing the introduced plan, the major investment is going to be for the software itself. However, as mentioned earlier, Vegantranslate does not have any official employees at the moment. Therefore, even though many tasks regarding software development and maintenance and marketing can be outsourced, someone should take care of the partnerships, product development, and communication towards any stakeholders.

Thus, the total onetime investment costs for the web development would be approximately €11,532 when done by 5280 Software LLC. If this was done by a Dutch web development company called Dutch coding company, the estimation is three times more costly, and therefore, the estimation from Software LCC is included in these calculations. A rough estimation is that it would work equal to 200 to 400 hours, the average, therefore, being 300 hours. For reference, Dutch Coding Company charges 95 euros per hour, and thus this would mean 28,500 for the investment.

This employee, therefore, should be hired for 0.5 FTE (Full-Time Equivalent), and possibly a communication intern could be hired for help as a low-cost option. The average salary for an entry level general manager in the Netherlands is 65,000 euros per year and 5,416 euros per month per one FTE (payscale, 2021). For 0.5 FTE, the salary for this employee would be 2,708 euros per month and 32,496 euros per year.

The costs of marketing depend on whether they are undertaken in-house, or outsourced. In-house marketing would likely reach fewer consumers because the time and skills are limited, but it would cost less than outsourced marketing.

The total costs for in house marketing are estimated to be €196.4 online marketing + €2,000 offline marketing = €2,196.4 per month per the first year. And for the entire year, this would be €26,356.8. For the latter years, the goal is to already have enough users so that traditional marketing can be cut in half. Thus, the monthly costs would then be €196.4 + €1,000 = €1,196.2 making the annual costs €14,354.8. However, if the social media marketing will be done by Software LCC, the initial investment to optimise the social media is €999 and the occurring monthly costs for social media marketing are €999. Annually the occurring costs are €11,988.

The software needs to be maintained monthly, and the costs for this are €725 per month, and this means €8,700 per year.

Thus, the costs for the first year, including the onetime investment of the software, are:

Web development €11,532

Employee €32,496

Marketing \*outsourced €11,988

Marketing Newspapers €24,000

Software Maintenance €8,700

= €88,716

For the coming years, these costs estimated to be the same excluding the web development and reducing

In addition, the Dutch corporation taxes from a business income is 19% up to and until €200,00, and 25% for an income higher than €200,00 (Government of the Netherlands, 2021).

Finally, SEO marketing, a new logo, and implementing the existing products can be done by Software LCC, and these would be added to the costs. However, these are additional and can be decided by the client based on his needs. Thus, these are not included in the calculation of the required costs but can be found in the appendices in full.

## 10 Conclusion

This research successfully answers the research questions given in the [Theoretical Framework](#).

The first fundamental question was *“What are the market opportunities and threats for the mobile-friendly Vegantranslate business?”* Vegantranslate business concept has all chances to become a high functioning service for all Dutch flexitarians who intend to reduce their meat and dairy consumption. External trends suggest that the meat price might increase in the future, and the attitudes of the wider public will become more open and aware of the environment, and thus, the plant-based meat alternative products become more appealing. Besides, while the industry is growing exponentially, also the number of tools for vegan or consumers that are interested in veganism can be expected to increase, and there are already now many existing competitors. However, Vegantranslate has a unique concept, high ambition to keep and improve this concept, which makes it a market leader.

Moreover, there is a clear, and relatively large target group for this service (approximately 4.1 million Dutch residents), and they have showed that Vegantranslate could be a helpful tool in their lives in combination with a supermarket collaboration. The main demands from them are to have more transparency and information about vegan products. Hence, the tool would offer them the largest benefits by providing a product description including allergens, nutritional and environmental information, and reviews from other users. These details give the users their wished additional value besides the core idea of what Vegantranslate offers.

The second research question was, *“What technological functions should apply to this concept?”* The potential future users also appreciate an application that can be used on mobile and laptop, on all major operating systems, and that does not advertise too much. Therefore, technically the application should support all the possibilities to efficiently serve its users and keep them satisfied. The budget of €6,000 considered, a website upgrade and a separate mobile application development would increase the costs by far. For this reason, an upgraded website that is optimised for mobile devices is the single best solution. A shortcut of the website on a front page of a mobile device would offer the same advantages as an application would, and this also saves the storage space and battery on the user's device.

Based on these results, a prototype was made and tested on the market. The results came out positive towards the concept, but highly suggest an experienced designer to provide a high-quality design for a more appealing and professional feeling for the page. The marketing strategy for Vegantranslate includes social media advertising on Facebook and Instagram and traditional advertisements in local newspapers of the largest cities in the Netherlands. In addition, traditional marketing could also include promotions in the supermarkets. This can be done in house or outsourced, and the costs depend on the decisions between these two.

Finally, the third research question was *“What is the structure of costs and benefits of this business plan?”* The estimated revenue streams come from subscriptions and commissions, and the major costs are the technical development, and employees salary. Without considering an investment made by the business owner, Vegantranslate first year results are -€64,111, and this means that a larger investment has to be made. However, a breakeven point should already be reached after the second year. This means that the payback period of the investment would be only one year (Kagan, 2021).

## 11 Recommendations

The goal of Vegantranslate is to become a major player in the change of Dutch consumers' switch towards a plant-based focused diet. Also, it should operate as a business. However, currently, Vegantranslate does not have any users and generates no profit at all. Based on the conclusions of the workload required to develop Vegantranslate, the following recommendations are given.

First, it is suggested to do major changes to the current version of Vegantranslate so that it truly answers the needs of the target market. Hence, well designed, and frequent promotion is also highly suggested to attract the users. To succeed, it is suggested to cooperate and consider all stakeholders stated in the salience model (see [Appendix XII: Salience Model](#)).

Moreover, the Vegantranslate application should not only provide the user with a product but also extensive information about it, and how it compares to the animal-based equivalent on its nutritional value and environmental impact. Also, the allergens should be given, and the organic product range expanded. The background colour should remain white, but the general application layout may involve more colours, the users should be able to give written reviews, but this may be hidden behind a link. The front page of Vegantranslate should offer more than only the search bar, and it is suggested to show a meal of the week and products that are needed for that and the most popular products.

A subscription model should be created, and with this, extended information in a form of personalised savings and recipes should be provided for the subscribers. This would provide Vegantranslate with the major revenue stream if the design and user experience are appealing enough so that the users will become fans.

Instead of an only website or a mobile application, the current existing website should be upgraded to a completely recent version with a professional design, and mobile optimisation. Website visitors using a mobile device should be suggested to create a shortcut on the front page of their device. This suggestion should include information on how to add the shortcut, and how it enhances their user experience by bringing them to the site faster without filling their memory space.

Furthermore, an extensive marketing campaign on social media and advertisements in smaller local newspapers is necessary to reach the needed amount of website visitors, and therefore, also the needed number of subscribers to bring in the revenue. Social media ads should be placed on Instagram and Facebook. Promotions should also be organised in supermarkets and for this, a good collaboration must be established with them. These supermarket promotions should involve QR-code tags by the best Vegantranslate products on supermarket shelves, and tastings of these products. This would create trust and loyalty within the Vegantranslate users and the potential users and also increase the revenues of the supermarkets.

To manage these above-mentioned tasks such as website development, marketing and promotion, maintenance and partnerships, a general manager -employee should be hired, and some tasks outsource to a professional software development company. Software development and social media marketing, and possibly also SEO marketing, should be outsourced and an employee should be hired to take care of the partnerships, adding products and any needed information on the site, analyse the success, and communicate with the software company. This would ensure efficient and high-quality business processes. It is recommended to hire 5280 Software LLC to build up the new website and manage the social media and SEO marketing. It would be done like stated in the proposals for the [website development](#), [social media marketing](#), and [SEO](#).

Hence, the initial budget of €6,000 is not enough to enable a working business plan for Vegantranslate, and a higher investment budget, combined with a short-term loan, is suggested.

Software LCC estimates that the time needed for this project is eight weeks, and therefore, Vegantranslate 2.0 should be launched by September 1<sup>st</sup>. Monthly evaluations should be arranged, and the visitors' movements tracked so that changes can be made whereas needed. For example, employee hours can be increased if more tasks must be handled, or reduced if costs become too high, features can be removed if they are unused or dysfunctional, and marketing can be increased if not enough visitors will not be attracted.

The recommendations enable Vegantranslate to form a business that can answer the wishes of the market and be the help they might not yet even realise to need. In combination with the government regulations, this tool can decrease the need for meat in Dutch people's diets and contribute to their health and wellbeing. And when this business achieves success and supports more people to add more plant-based options into their meals, also the emissions can be decreased from the meat production, and thus, healthier environment supported.



## 12 Discussion

The results should be looked at with an open-mind and critically analysed. Only the certain research questions that were set are answered in this report, and other factors that were not researched should be excluded from the analysis. Also, the possibility for human errors should not be forgotten, and the complexity of a business plan that combines hospitality and technology must be considered. As Verschuren and Doorewaard (2010) highlight, only a limited part of a problem can be researched in a research project. Not knowing how a complete business plan should look like is a complex issue, and thus, market analysis was the core of this project receiving most of the resources, and marketing strategy and financial possibilities should receive extra attention.

Internal validity might be affected if the competitor analysis is biased by the researcher because the analysis is based on the observations of the researcher herself. However, the theoretical framework provides all theories used in this analysis, and the researcher only observes them.

Moreover, the coverage of the population in the survey that was conducted could be uneven, because the respondents were recruited by the researcher's networks. In consequence, many respondents might be expats living in the Netherlands, instead of Dutch nationals who are the main population of the Netherlands. However, these expats also live in the Netherlands, and therefore, evenly belong to the target group.

Before publishing the survey, it was tested by the client and tutor, and some aspects were redesigned, and thus reliability increased by testing the survey before publishing. Furthermore, even though the survey respondents were asked to confirm that they belong to the target group, two of them revealed later in the survey that they do not support meat substitute products, and thus, they are excluded from the target group. In addition, also one interviewee showed disliking meat substitute products, however, the responses were otherwise still relevant, and the interview was recorded.

The interview questions regarding the consumer's preferences when purchasing a product turned out less relevant, as they were not similar to their needs for this product and are more related to the producers of those products and the supermarkets selling them. However, it could be something for the marketing tactics of Vegantranslate, and what products Vegantranslate should focus on. Thus, these aspects would be worthwhile to consider when adding further implementations.

Constant communication with the client has been undertaken thorough the entire research process, which increases the quality of the research by confirming that the research has been on the right track at all times. Hence, the researcher has entirely understood the opinions and demands of the client regarding this project.

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# Appendix

## Appendix I: Target Group Interviews

### Interview Guide

I am Mira Kotorinne and studying Tourism Management (BA) in my final year at Saxion University of Applied sciences. Currently, I am working on my graduation project for Vegantranslate (<https://vegantranslate.com/>). The aim is to bring the best meat substitutes closer to consumers and create a positive impact on the environment and society.

This interview takes approximately 30 minutes, and the information gathered will be used for the product development anonymously.

You are chosen as potential future use of my product (but more about that later). I have three topics (below) which each have a couple of questions and take about 10 minutes

#### Topics

Issues as a consumer

Product (Needs for the app)

Channels & Platforms

#### Questions

##### Topic 1

How do you perceive vegan meat substitute products?

Which issues do you face when trying to find an alternative for meat? What do you think would help to solve these issues?

Based on what do you choose the food products that you buy? What information do you want to have before making a purchase?

What is the most important factor in the food you buy?

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##### Topic 2

When thinking about an application that shows you the best meat alternative for certain meat or a dairy product – the core idea of Vegantranslate

Would you like it to show also other information besides the product itself?

....price, where it is sold, nutrition/ingredients, transparency, environmental effect?

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##### Topic 3

Where would you see yourself using this app (home or supermarket)?

On which operating system would you use it? (iOS or Android, web)

Which social media platforms do you mostly use?



Where have you found the apps that you are currently using and why are you using them?

## Interview Codes

Axial Codes	Colour	Open Codes	Interview
1 Impressions		1.1 Positive	a, d,e,g
		1.2 Difficult	d,
		1.3 Fake	a, c
		1.4 Negative/Hateful	b,
		1.5 Neutral	e,
2 Issues		2.2 Lacking Taste	b,d,f
		2.3 Too much Effort	a,f,g
		2.4 Location	a,g
		2.5 Lacking options	a,e
		2.6 High Price	c,
		2.7 Lacking experience	e,
		2.8 Texture	f
		2.9 Missing information	f,h
		2.10 Habits	g
Needs and wishes for...			
3 Food Products in general		3.1 Good Taste	b,c,g,h
		3.2 Nutritious	a,b, c, d,e,g
		3.3 Fresh	a,b,g
		3.4 Price / discounts	a, c, d,f,h
		3.5 Organic	a,d, e,g
		3.6 Easy tips	a,
		3.7 Local Production	b,e,f,g
		3.8 High quality	b,e,h
		3.9 Less Packaging	b, d
		3.10 Less Additives	b,d,f,g
		3.11 Natural	d,g
		3.12 Environmentally Good	f,g
4 Supermarkets		4.1 Easier locations for the products	a,g

	4.2 Tastings	e,h
	4.3 Promotion for greener products	a,c,d,g
5 Vegantranslate application	5.1 Environmental impact	a, c, d,f,g
	5.2 Health comparison	a, b, c, d,e
	5.3 Reward system	a,f,g
	5.4 Serving suggestion	h
	5.5 Something else	b
	5.6 The best flavour	b
	5.7 Recipes	b,d,f,h
	5.8 Ingredients	c,d,g
	5.9 More information	c,d,f,g
	5.10 Purchase location	d,e
	5.11 Reviews	e
	5.12 Price	h
6 Technological preferences	6.1 At the supermarket	c,e,g
	6.2 Home connection	a,b,c,d,f,g,h
	6.3 Phone	a,d, c,e
	6.4 Laptop	a,e,h
	6.5 Android	a,c,d,e
	6.6 iOS	a,b,c,f,g,h
	6.7 Easy and simple	b
7 Channels	7.1 Local Newspaper	f,g,h
	7.2 Google	a, c,e,h
	7.3 Facebook	a,b,c,e,f,g,h
	7.4 Instagram	b,e,f,g,h
	7.5 Word of mouth	b,d,g
	7.6 LinkedIn	a, b,g,h
	7.7 Reddit	a,
	7.8 Global/National News Online	a,d,g
	7.9 Clubhouse	b,g
	7.10 Online recommendations	e
	7.11 Lifestyle Magazines	f
	7.12 Billboards	f

## Coded Interviews

Group 1: Unconscious Flexitarians  
Lives in the Netherlands  
30-45 years old (also 18-29 and 46-65)  
Female/Male  
Eats meat in average 4.5 days per week  
Dislike of animals as a source of meat but derive from status that eating meat provides  
Willing to consider alternatives

## Respondent A

Meeting Summary					
Total Number of Participants	2				
Meeting Title	Thesis Research Interview, Vegantranslate				
Meeting Start Time	17/03/2021, 16:57:42				
Meeting End Time	17/03/2021, 17:36:57				
Full Name	Join Time	Leave Time	Duration	Email	Role
Mira Kotorinne	17/03/2021, 16:57:42	17/03/2021, 17:36:55	39m 13s	452154@student.saxion.nl	Organiser
Teppo Laakso	17/03/2021, 16:57:53	17/03/2021, 17:36:57	39m 3s	teppo.laakso@sofecta.com	Presenter

Mira: Mä tosiaan opiskelen Tourism Management ohjelmassa, Saxion University of Applied Sciencessä. Ja tää on mun opinnäytetyötä varten, ja mun pitäis valmistua kesällä. Vegantranslate on tän projektin asiakkaana, ja Vegantranslaten päätoimisena tavoitteena on tuoda parhaat lihankorviketuotteet lähemmäs asiakkaita. Tällä tavalla tämä konsepti myös luo positiivista vaikutusta ympäristöön ja ihmisiin. Mulla on kysymyksiä kolmesta eri aihealueesta, jotka on: sun kulutustavat ja ongelmat, tämä tuote ja konsepti, sekä teknologia liittyen tähän konseptiin. Tähän haastatteluun olen varannut noin 30 minuuttia, eli noin 10 minuuttia per aihalue. Ja tosiaan sun henkilökohtaisia tietoja ei tulla käyttämään tuloksia analysoidessa, mutta on tärkeää, että kuulut tähän tiettyyn kohderyhmään.

Mira: Eli, tämä ensimmäinen aihealue liittyy sun ongelmiin kuluttajan liittyen näihin (lihankorvike tuotteisiin). Mikä on sun ajatus ja/tai mielikuva lihankorvike tuotteista?

Teppo: Yleisesti ottaen positiivinen (1.1) siinä mielessä, että joku on nähnyt vaivaa saadakseen tällaisia ympäristöystävällisempiä ratkaisuja, mutta en oo itse näiden kovin suuri ystävä ruokailumielessä. Etenkin, jos se menee siihen, että tehdään saman näköinen ruoka mikä korvataan vegaanilla tai vegetaarilla ratkaisulla. Tavallaan mä näen sen niin, että jauheliha on jauhelihaa (1.3), enkä mä tarvis siitä vegaania vaihtoehtoa välttämättä. Se tuote voisi olla selkeästi erilainen, ja mä silti ostaisin sen, jos se sopii tiettyyn käyttötarkoitukseen.

Mira: Eli suhun uppoaa paremmin tuotteet, jotka ei oo millään lailla sen lihatuotteen kaltaisia?

Teppo: Nii, tai että sen ei tarvis yrittää olla jotain mitä se ei oo. Jos mä haluan makkaran, ni sit mä ostan sen makkaran, enkä mä tarvi korvike makkaraa. Tai jos kyseessä on esimerkiksi pihvi tai wieninleike, nii sitä ei välttämättä tarvis myydä korvikkeena, vaan ihan sinä mitä se nyt ikinä onkaan. Sen sijaan, että se oisi feikkiversio jostain muusta (1.3).

Mira: Okei, eli tällöinen ajatus ei kohdistu suhun, että sä saisit saman makukokemuksen (kuin lihatuotteesta), mutta se tuote oisikin täysin ympäristöystävällinen, olemalla vegaani?

Teppo: Ajatuksena mielenkiintoinen, mutta tuntuu, että se menee vähän samaan kategoriaan, kuin alkoholiton viini. Eli ajatuksena kokeilisin kyllä, mutta se, että olisiko siitä oikeasti korvaajaksi, niin se on sitten eri asia. Ajatuksena hieno, mutta mä en itse usko siihen, että pystytään keinotekoisesti

tekemään saman makuinen tuote jostain muusta, paitsi jos se on joku e-numeroita täynnä oleva versio (2.2). Mutta tietysti ajatuksena hieno juttu (1.1).

Mira: Minkä sä koet siinä kaikkein ongelmallisimmaksi, jos sä yrittäisit löytää vegaanivaihtoehtoja, tai niinku vaihtoehtoisia ratkaisuja sille lihalle?

Teppo: Yhtenä juttuna se, että niin Suomen kuin Hollanninkin ruokakaupoissa, se vegaaninen ja vegetaarinen ruoka on laitettu sivuun siitä kaikesta muusta (2.4, 4.1 & 2.3) ja se on niinku tavallaan joo erillinen tuoteryhmä mutta sit mä myös ohitan sen samalla. Enkä mä jää miettimään siinä, että "hei hetkinen löytyisikö tälle jauhelihalle joku vihreämpi vaihtoehto", kun se ei oo siinä suoraan verrattavissa, vaan pitää nähdä erikseen vaivaa sen eteen. (4.1 & 2.3) Mä oon siinä mielessä laiska kuluttaja. Jos mä vaikka teen lasagnea tai jotain muuta vastaavaa, ni emmä niinku mene kauppaa silleen et mä kattoisin sen vihreän vaihtoehdon, vaan se on se, että mitä mä tarvin siihen ruokaan ja se on jauheliha. Ja kun mä menen siihen jauhelihahyllylle, ni siin on vaan tarjolla se lihavaihtoehto. Se, että jos siinä oisi suoraan semmoinen, että: "hei täs oisi tällöinen vihreämpi vaihtoehto, ja saat saman makuelämyksen tai samat ravintoaineet", ni se helpottaisi sitä asiaa (4.3). Ettei aina tarvis mennä vaikeimman kautta. Ja sitten jos miettii muita juttuja, niinku ravintoloita, ni jotenkin tulee aina semmoinen olo, että tulee leimatuksi samalla. Joko pitää mennä oikeasti kasvisruokaravintolaan, eikä oo sitten muuta vaihtoehtoa, tai sitten jos sä menet perusravintolaan ja katot niitä kasvisruoka vaihtoehtoja, ni ne ovat oikeest aika sääliittäviä (2.5). Usein se on joku salaatti tai joku semmoinen ruoka, että menisikö sitten sen takia ravintolaan. Semmoset ruuat mä voin tehdä himassakin, eikä sen takia tarvi mennä ravintolaan syömään ja maksaa viisinkertaista hintaa. Eli järkevä välimuoto puuttuu missä sä et heti tule leimatuksi hankalaksi ihmiseksi, jos sä haluat niitä vaihtoehtoja.

Mira: Joo, aivan

Teppo: Mut se on se ettei halua liikaa vaivaa nähdä sen eteen, että löytyisi niitä korvikkeita (2.3)

Mira: Nii semmoinen helppous puuttuu?

Teppo: Nii, et jotenkin tällä hetkellä tuntuu et pitää nähdä liikaa vaivaa sen asian eteen (2.3), ja laiskana ihmisenä ei viitsi nähdä sitä vaivaa.

Mira: No joo, ymmärrän.

Mira: Sit mä mietin semmoista, et kun sä ostat jotain ruokaa, ni minkä perusteella sä ostat jotain tiettyä tuotetta, eli mikä siihen sun ostopäätökseen vaikuttaa?

Teppo: Hyvä kysymys... Yhtenä isona juttuna on hinta (3.4), ja etenkin tuotetuotteissa ja niissä, jotka helposti pilaantuvat, että on joku järkevä säilyvyys (3.3) eikä heti huomenna oo mennyt pilalle. Yritän miettiä niin, että kattoisin että oisi luomua (3.5), mutta yleensä se menee siihen, että ottaa sen mikä on tarjouksessa (3.4). Mun mielestä siihen makuelämykseen ei niin hirveästi vaikuta se, että onko se vapaana pellolla vai vapaana aitauksessa juokseva kana. Siinä kuitenkin se hinta vaikuttaa enemmän. Kasviksissa ja muissa vastaavissa se on eri, että se menee enemmän siinä, että onko ne hyvässä ja siistissä kunnossa.

Mira: Mikä on se informaatio mitä sä haluat tietää tuotteesta ennen, kun teet ostopäätöksen?

Teppo: Emmä tiä tarviiks välttämättä erityisesti tietää, jos ostaa tuttuja tuotteita. Mutta jos miettii uusia tuttavuuksia, ni esimerkiksi, että mitä kaikkeen siitä voi tehdä. Varsinkin, jos miettii kasvien lisäämistä jokapäiväiseen ruokaan, että saisi vaihtelua aikaan järkevästi. Sen sijaan, että laitaa aina porkkanaa ja perusjuureksia, ni että "hei kokeile jotain muuta vaihtoehtoa" (3.6). Eikä niin, että on lista viidestätoista uudesta ruoka-aineesta, josta sä et oo ikinä ennen kuulukaan ja sitten pitäisi

kokeilla jotain mitä sä et oo aikaisemmin millään tavalla saanut onnistumaan. Eli niinku kokkailumielessä et oisi semmoinen helppo ”korvaa yks asia”, e.g. tee makaronilaatikko jostain muusta, kuin jauhelihasta. Mä en sitä itse viiti lähtä kokeilemaan, koska oon laiska eikä oo silleen välttämättä aikaa kaikkeen ideointiin. Tommonen vois helpottaa varsinkin vaihtoehtoja kartoittaessa.

Mira: Joo okei. No me puhuttiinkin jo siitä, että usein sen hinnan perusteella teet sen ostopäätöksen, ni onko se myös sitten se tärkein elementti siinä ruuassa?

Teppo: Ei se oikeastaan siinä niinkään. Me olemme oikeastaan viimeiset nelisen vuotta pyritty tekemään ruokaa itse alusta saakka, että pääsee pois tyhjänpäiväisestä einesten syömisestä. Eli hinta on tärkeä siinä mielessä, että jos ruuassa on montaa eri raaka-ainetta, niin kaikessa ei voi ottaa sitä kalleinta. **Mutta ruuan tärkein asia on kuitenkin se maku, eikä se halpuus (3.1). Hinta määrittelee silloin, jos pitää valita muutaman tuotteen välillä, mutta hinta ei määrittele sitä mitä mä menen ostamaan sieltä kaupasta (3.4).**

Mira: Okei, joo. Eli tää oli lähinnä, kakki mitä mulla oli tästä ensimmäisestä aiheesta. Eli me just puhuttiin siitä, et se helppous on aika lailla se juttu, et ainakin sun mielestä on liian vaikea löytää niitä tuotteita tai tehdä se päätös mitä ostaa koska se ei oo niin helppo, ja pitäisi olla helpompaa. Ja hinta on aika paljon määrittelevä tekijä.

Teppo: Joo.

Mira: Eli tää mun seuraava aihe on enemmän suoraa tästä tuotteesta. Eli Vegantranslaten idea on se, että se antaisi suoran vaihtoehdon eläinperäiselle tuotteelle, mikä oisi sitten vegaani vaihtoehto. Verraten johonkin toisiin sätteihin, jotka näyttävät sulle kaikki vegaanituotteet mitä kaupassa myydään, mutta tän Vegantranslaten periaatteena on, että näytetään vaan ne parhaat tuotteet, että sä voi olla varma siitä, että se on hyvänmakuinen. Ja mä siis teen mobiili appia tälle Vegantranslatelle, ja sen peruseriaate on tosiaan, että se antaa ton yhden vastaavan tuotteen.

Mira: Lisäksi mä mietin, että mitä muuta infoa sä kaipaisit sen lisäksi, että sä näät, että joku tuote on se paras vastaava tuote?

Teppo: **Mulle ehkä tärkein pointti oisi siinä se, että niinku ihan oikeasti pystysi vertaamaan.** Okei no makua ja muuta sellaista sä et pysty muuten vertaamaan, kun sillä et sä ostat ja kokeilet, mut se et näkisi, että **”näin ja näin paljon se vaikuttaa sun ympäristöön” (5.1).** Koska se kuitenkin jää aina kaikissa tuotteissa sinne taka-alalle, että mikä se ympäristö vaikutus ihan oikeasti on. **Ilman, että siitä tulee pelkästään semmoinen co2:sta laskeva juttu, vaan yleisesti ottaen semmoinen ”hei tällä sä parannat jotakin” (5.1 & 5.3).** Ja toisena se, että pystysi näkemään, että mitä se tekee sun omalle terveydelle (5.2). Mä en itse oo mikään kaloreitten laskija, mut esim. se, että **tässä on näin ja näin paljon rasvaa verrattuna tähän, tai näin paljon suolaa, tai muuta vastaavaa.** Koska sitähan jo kaikessa muussa tyrkytetään, että **”tää on sulle niin hirveen epäterveellistä”** ni se ehkä saisi, jos ei siinä samassa hetkessä, ni ainakin miettimään, **että pitäisikö kokeilla (5.2).** Sit sen jälkeenhan se on vaan kiinni siitä, että maistuuko se itselle ja sit se tottumus kysymys siinä.

Mira: Joo, kiitos. Toi oli kyllä tosi kiinnostava kysymys ja auttaa mua paljon. Sitten mun kolmas aihealue liittyy edelleen tähän Vegantranslaten ja applikaatioon, mutta enemmän siihen tekniseen puoleen.

Mira: Eli mä mietin sitä, että jos sä käyttäisit tällaista appia, ni missä sä käyttäisit sitä mieluiten (e.g. kotona vai kaupassa)?

Teppo: Todennäköisesti **mä käyttäisin sitä kotona enemmän (6.2).** Me teemme yleensä aina ruokalistan viikoksi ja sen perusteella mennään sitten kauppaan ostamaan ne mitä sitten tarvitsee. Ni

siinä mielessä olisi kotona helppo kattoo, et onko joku vaihtoehto, jolloin sitä pystyy sitten miettimään, että kaupassa sitten kattoo sitä vaihtoehtoa. Kaupassa on kuitenkin jo tarpeeksi appeja (kaupan oma, sekä ruokalista appi), ni muuten olisi liikaa appeja, joiden välillä seilata. Haluan siis kotona kaikessa rauhassa tehdä sen suunnitelman ja miettiä onko sitä vaihtoehtoa (6.2).

Mira: Millä käyttöjärjestelmällä käyttäisit tätä appia?

Teppo: Itsellä Android ja vaimolla iOS, mutta toisaalta olisi kiva, jos se toimis Windowsillakin tai et olisi ainakin se web sivu millä sen pystyisi katsoa (6.4, 6.5 & iOS), koska ei aina oo se puhelin kourassa

Mira: Joo tietty nettiselain on aina hyvä ja helppo vaihtoehto

Mira: Jos sulla on tällä hetkellä jotain appeja puhelimesta, niin mistä sä oot löytänyt ne?

Teppo: Yleensä ihan silleen et on ollut joku tarve, et googletta selannut ja katsonut mitä siellä on tarjolla (7.2). Moni mun apeista on ihan sellaisia käytännön työjuttuja. Ja muuten se menee just silleen et saattaa jossain esim. kavereilta kuulla tai jossain lehdessä saattaa olla joku artikkeli, joka esittelee, että näitä ja näitä appeja on olemassa ja ne ratkaisevat näitä ja näitä ongelmia. Sit voi olla, ettei itse oo aikaisemmin ajatellut sitä ongelmana ni silleen varta vasten lähde etsimään, mut just, että löytyy eri kanavien kautta. Yleisesti google on se tai sitten suositukset eri kanavilta.

Mira: Joo elikkä mainitsit ne kanavat, ni mitä esim. sosiaalisen median kanavia käytät aktiivisesti?

Teppo: LinkedIn, Facebook ja Reddit (7.3, 7.6 & 7.7)

Mira: Entä luetko mitään lehtiä missä näkee mainoksia, niinku sanomalehtiä?

Teppo: Joo nettiversioita (7.8)

Mira: Joo okei, eli tässä oli kaikki mun kysymykset. Kiitos tosi paljon! Sain myös tosi paljon hyvää informaatioita ja erilaisia näkemyksiä.

## Translation Summary

In general, the image of interviewee has a positive image of meat replacements, but he is not a huge fan of substitutes because they can usually not be as good as the original, product. He believes that if he wants to eat sausage, he does not need a substitute for that, but as an idea, it is a great thing.

However, he seems grocery shopping problematic when it comes to these substitute products, because they are located separately from the animal-based products. Thus, there is a too large gap between these two, and it is not so seamless to make the decision to spontaneously switch to plant-based alternatives, but it needs more research prior going to the supermarket.

He thinks it should require less effort to try alternative products, and currently it requires too much effort because he considers himself lazy when it comes to these kinds of things.

Before purchasing a food product, he would like to know that it stays good long enough, and possibly some tips on how to cook a meal with this product. The most important aspect in food for the interviewee is the taste that must be on point, and the most important thing for him in such too like Vegantranslate, would be the ability to really compare the given product with the animal-based equivalent. In his household both operating systems, iOS and Android, are used, but he would like to be able to use the tool also on a desktop.

Finally, he mainly finds needed tools by searching on Google, but is also active on LinkedIn, Facebook, and Reddit.

## Respondent B

Meeting Summary					
Total Number of Participants	2				
Meeting Title	Thesis Research Interview, Vegantranslate				
Meeting Start Time	18/03/2021, 17:56:08				
Meeting End Time	18/03/2021, 18:41:54				
Full Name	Join Time	Leave Time	Duration	Email	Role
Mira Kotorinne	18/03/2021, 17:56:08	18/03/2021, 18:41:54	45m 46s	452154@student.saxion.nl	Organiser
Hi,hi Guide (Gast) (Hubert)	18/03/2021, 18:01:14	18/03/2021, 18:41:54	40m 40s		Presenter

Mira: Okay, so for a little introduction, I am doing this project for my thesis in Tourism Management. And this assignment is given by Vegantranslate and the aim of vegan translate is to bring the meat substitute products closer to consumers and create a positive impact on the environment and society as well.

Mira: As I said, I have scheduled approx. 30 minutes for this interview, and the information that I will gather I will use to improve my professional product it will use anonymously but important information is that you belong to this target group and so on but like I will refer to as an interview respondent B or C or so and whatsoever, so I do not think I need to use your name or anything like that.

Mira: And yeah, I have three topics, they will each take approx. 10 minutes and the topics are first your issues sort of as a consumer related to those products and then more specifically about my product itself and needs for that and then technical aspects about this product and your behaviour on those technical aspects.

Mira: Okay. So yeah, so the first topic then is your consumer behaviour. So how do you perceive vegan meat substitute products and what is your image and opinion about them?

Interviewee: Vegan products? You're talking about vegan or vegetarian? vegans?

Mira: vegan, yeah, exactly. The substitutes like the meat substitute products and fish and whatsoever

Interviewee: Yeah, okay. Okay, maybe I did read it wrong with. Yeah, so I'm not specific looking for vegan products myself. If you look at my diet, I am eating I think meat and fish three days a week. And the other days it is vegetables, right?

Interviewee: But if you look at the vegan part, that is quite harsh. Because I'm I love cheese. And I'm using butter. So, I am not sure if there's any day if I don't have any animal related products. So I don't have any substitutes for that. I'm also not looking for it.

Mira: Alright.

Mira: Um, what do you think is, like most problematic in like thinking about if you if you would like to try a substitute product or like, like buying one What do you like? Why would it be problematic?

Interviewee: Yeah, yeah. So, I am definitely you know, I'm coming from countryside village, which is kind of always meat, I have some friends who are farmers, so I'm crew up, we're always, you know, dairy products and always meat, and that's, you need to do it, it's normal. But I changed my mind, I think, six, seven years ago to reconsider my diet. different categories, right. So, one of them is environment. We can do it differently. But I'm not looking for subsidies, I think this is the wrong angle, and also not the right angle to convince a lot of people to switch. Because you can also if you're looking for a substitute, you will never substitute, (1.4) that is the problem and if you're going to say this will be a substitute, people are going to make a comparison and you'll never compare stuff that



this this an impossible (2.2) so I'm totally there you know, what if you look in the meat industry, there will be laboratory meat, you know, from, from the lab, I'm totally there. There is a lot of interesting things going on that side. So especially for people we are really critics about having any soy burgers or other stuff. But I'm, I'm you know, I like a beef burger. You know, it's more about the ingredients and the topics and that kind of stuff than the actual meat.

Interviewee: So, myself I'm not looking for substitutes. I, I hate it, honestly, and I'm not. I'm really convinced that you're going to win people's mind to switch (1.4). If you are only thinking about substitutes, we just need to figure out what is like, uh, you know, what, what do people like to eat? And if it's nutritious enough, you know, of course we have a problem with meat we need to b12 you can take it for from pills or something. But that is the only thing you know, otherwise we can stop eating meat definitely. So, I'm not sure if it gives you an answer to the correct question, I'm not looking for substitutes so milk it's still milk with me but I'm drinking not that much milk you know if I make pancakes Yeah, I use milk I'm not using soy milk. And myself, I am not going to change only what I change is that when I eat dairy products or meat or fish, I think about it and I like to have good quality, but I don't eat that much. And that is my contribution.

Mira: All right, yeah, I understand. Yeah. What about like, if you would think about someone like wants to have that similar taste experience? And like, like, yeah, eating that kind of burger or fish also but like wants to have it more environmentally friendly. So, would not substitute do it then?

Interviewee: Yeah, but you cannot make a burger the same as a burger from meat. And if they try it now in the lab, you know and that that is a quick flash like Mosa Meat is doing in Maastricht. But cheese from soya I'm not, I'm not sure if it is possible, but you know it's not replacing the taste, it's definitely not going to be the same level (2.2). You know, it is something different, but if it's tasty, that's good. But I think we should step away from substitutes, you know. So, it's a cheese, you can never differently, you know, it's I don't know, it's easy or something, you know, it tastes good. Looks like cheese. It is not cheese does not taste like cheese. Totally different tastes. And, and I think that's, that's the, that's the mind change we need to do otherwise we can. A lot of people are into this stuff. And they are they switch forever. All you know, they want to try it, you know, switch to a burger from your meat or something. And they taste it and they said no, I go back. And that is the problem (2.2). People try it. And they think, Okay, this is a substitute for me. It is not so they go back to meat. And that is the problem.

Mira: yeah, I understand. So yeah, it should be even better or like that. Yeah, they should develop it in in like to the level that it actually substitutes.

Interviewee: yeah, exactly. Or the meat from Mosa Meat, you can make it in the fabric that might be a solution for a mass. But a lot of people are thinking I need to change the diet you know, and just figure out what they need. What your body need. But also, Yeah, what your flavours are right what is your what your taste is, and it takes a while you know? But yeah, I don't think we need to use the word substitute too much because people are really comparing that, and you can never compare this stuff totally different (1.4).

Mira: Yeah. Yeah. At least for now. That is definitely true. And what about like, when you buy food, what do you base your buying decision on like, like on the food products?

Interviewee: Yeah, so we try to get stuff from the butcher and from the bakery. So not from the supermarket. Vegetables from the, you know, the guy on the market (3.7). So, we have, if you look at our groceries, they are not that much you know you need rice and pasta. And these things and potatoes we can get from the supermarket. But a lot of stuff from special places. So, cheese I get in



my cheese store. Like always on Saturday, I got my vegetables from the market and these kinds of things, vegetables and the fruits are I think around 60% of our diet. So, so a lot of stuff around that so yeah, I'm making, I already prepared a poker bowl. My girlfriend is cooking it right now. But I use some shrimps. So that is the only thing fish base but it's rice with some vinegar and soy sauce and onion. You name it. It's in there and is very tasty is good. And the shrimp can also be left out but why not?

Interviewee: I did not eat any fish or meat last two days so yeah, but yeah, so we do not go to one place or supermarket people should not do that **go to special places where they are offering the good stuff** (3.8) but yeah, I think 60 to 70% should be vegetables from the diet

Mira: so yeah, that is something you base it on like it should be like healthy

Interviewee: **yeah, and fresh** (3.2 & 3.3)

Mira: Healthy and fresh

Interviewee: **I am not going to buy stuff that's from a, where you can put in your fridge, you know, vegetables were prepared somewhere else, no** (3.9). Now it is easy to do so yeah. Why do you do that? You know, and you lose some vitamins

Mira: Yes, and then using like, what kind of information would you like to have about the product before you make the purchase?

Interviewee: yeah. So, cheese is cheese right and rice is rice, or a banana is banana, you know?

Interviewee: So rice is rice, and I'm not looking. What is in it you know, like e-numbers or something. But if I buy some sauces, but it is soya sauce from a, it is kind of brand what I like always, sambal. I yeah, I'm not **sure I'm not buying stuff, a lot of in packages** (3.9), you know, **with a lot of e-numbers.** **So, if I do I look into it. And yeah, I do not like the numbers** (3.10). Of course. I like to have the - right. You know, how long it can be okay.

Mira: Expiry time?

Interviewee: Yes, should be short. Otherwise, it is not fresh, of course. So, I'm also looking into that.

Mira: Yeah. So, like it should not have many additives.

Interviewee: yeah. Because that makes the period longer that you can contain it. Of course. Yeah.

Mira: Yeah.

Mira: So then I'm wondering like, what do you consider the most important about the food like, the healthiness and like, healthiness and fresh?

Interviewee: Yeah, yeah. **And to be tasty** (3.1), of course. Everything you can make tasty, right. But yeah, that that is, that is good. And I should be, you know, after 20 minutes, I should be full garnish. It should give me a set of certified feeling.

Mira: All right.

Mira: Yes, so that was basically all like, I wanted to know about the first topic. So, I am just going to like, check a little bit that I understood it right. So yeah, so your, like, your own image about vegan substitute products is not like, not very positive, at least at the moment, because they cannot actually substitute the meat.

Interviewee: Yeah

Mira: And then you also find it like, yeah, that is why you find quite problematic because they're not they're not exact. That product. So, they do not have that kind of purpose.

Interviewee: Yeah.

Interviewee: Yeah. And I hope the companies who are offering subsidies understand that the people not changing their minds if they are if there is a substitute. This is not the way to market it. It is to change people's minds. And I am, yeah, I hope that a lot of people are stepping away from meat. And I hope these companies will market it differently. That is what I hope (1.4).

Mira: All right. Yeah, and then yeah, you really, like in the food you buy you really care about that it is healthy and fresh, and not many additives. And yeah, that it is tasty as well. And filling.

Interviewee: Exactly.

Mira: Right. Cool. Yeah. Then more specifically about this product. So Vegantranslate is like, its aim is to provide people the best substitute for their meat product. So, it is not having on its side all the substitute products or like alternatives that are available, but only the best ones. So, it should be really close to the flavour and be something that you want to eat instead of that. So that is the like principle. But now I'm creating a mobile application for Vegantranslate. I'm thinking like, what can be added? And how does it look like? So, I was wondering, like, what could you think? What other information this application should provide other than this product?

Interviewee: Do you have an example of a product? Or?

Mira: Yes, yeah, for example. You search for Kibbeling there. And then it shows you a really good vegan alternative Kibbeling. But what else could it show? Then this is the product to use it by? As an alternative for fish Kibbeling.

Interviewee: Yeah, yeah.

Interviewee: 15 minutes before I think I contributed that I do not like substitutes (1.4) so I'm at that point. I think a good example is falafel, right? Everybody knows falafel and they know it is a kind of substitute for meat but it's not a substitute but it's on its own. It's falafel, you know.

Mira: Yeah.

Interviewee: And I think we need to go to that position, you know, so create more falafels so we do not miss fish or anything. Instead of substitutes. So yeah, I'm not coming to answer this question. Wherever you ask now because I am against it (1.4 & 5.5). And you know, I want to have fish sticks or Kibbeling. I want to have Kibbeling. All right, why you should name it different, you know with Kibbeling ingredients. You know Kibbeling is always about salt and herbs, right? And the sauce

Mira: Alright, yeah. Yeah, then I'm trying to think like, but like, yeah, if you would, yeah, you wouldn't want to buy something like this. But like if you can think of like if someone wants to buy. taste if it is like product also, what would be important? Like what would you want to know then? would you like to know how much it costs? Or maybe where you can buy from or what? Like, what are their nutrition so ingredients in it? Or what is the environmental effect like you can do this much better? Like for the environment if you buy this product is the if you go the buy fish?

Interviewee: Yeah, yeah, so Kibbeling is a snack, right? So, this cheap it is fat. It's snack, it is a hangover food for me. But if you look at salmon For example, I eat it because it is nice it is good,

tastes good it's quite clean so it's not you need to do a lot of stuff on either it's the taste is already good. You can eat it also as sashimi Of course. But also have good fats, you know. Then I'm looking for, my girlfriend is pregnant, so we bought a lot of salmon, but we need to cook it, of course, because she's pregnant, but is there are a lot of **good fats** (3.2) in it. So, **when I like to have a substitute for salmon, it should be that fat what I'm looking for what's in that salmon** (5.2). And if I get it somewhere else is good, **but the flavour Yeah, it's again, that's not doable, especially with these major products. You know, tuna, salmon. You cannot copy it. fish sticks** (2.2). Yeah. Or Kibbeling? Yes, you can, you know, there is a lot of herbs. It is a fryer, it's like a crocete, for instance. But, but, uh, yeah, depends, you know, I eat meat because there's b 12 in it. **You know, I eat fish, because there's good fats in it, you know, and that is what I'm looking for** (3.2).

Mira: All right. So, it would be the nutrition in the product

Interviewee: Yeah, right.

Mira: Um, yeah. Then I am thinking about the technology that is related to this kind of applications also. So if you would use this sort of app, would you see like, where could you think of using it like, would it be when planning your groceries or in the supermarket thinking about what else could I buy instead of this chicken thing?

Interviewee: yeah, so **for me, it's important to get the nutrition and the flavour** (5.2 & 5.6). You know, I love barbecue. That is the only thing that I eat a lot of meat. And that is in the in the summer. I like to process of barbecuing, you know. And of course, I also have vegetables on that sweet potatoes and broccoli and aubergine kind of stuff. But yeah, meat is yes, eight hours. That's a lot of process.

Interviewee: Yeah, what, what I'm looking at in technology. If I come to download an app, which gives me information about stuff. And **the app should be easy and simple**, of course. Yeah.

Mira: yeah, I was thinking about, like, where would you be when you use this app?

Interviewee: Where...

Mira: yeah, like home or outside. So, it's more like, whether you need an internet connection.

Interviewee: **Probably home. Probably home** (6.2). Yeah. And I do my groceries always with picnic right now. And when I do grocery, so from the app. I'm at home. I cannot imagine that. Oh, yeah. Maybe it's raining or something. You think, okay, I can do my groceries right now. But you need to have some time to do it. Yeah, **maybe something to do with recipes or something** (5.7)?

Mira: Yeah!

Interviewee: That might be interesting. So, I'm not doing my groceries at Albert Heijn. But I use their app because they have a lot of recipes. But I buy my stuff somewhere else. But yeah, there might be a solution. You know, why people are using hello fresh? Because it is changed every day. What do you eat? It is already prepared or prepared, chosen? And yeah, read the receipts are really, really nice. Now, people are looking for that. So, if I am going to use an app, I think that should be recipes something, I need to get information out of it. And maybe there is some information, you know, you can put meat, or you can make a substitute what you are into. That might be interesting for me to look at. But it is more not on products. I am not going to download any app for products.

Mira: All right.

Mira: And which operating system would you use it on? So, this is Android or iOS? or?

Interviewee: Yeah, Apple iOS (6.6)?

Mira: Alright.

Mira: And which social media platforms do you use?

Interviewee: Insta, clubhouse, LinkedIn, Twitter sometimes, but not that much nowadays, it is mainly Instagram.

Mira: Yeah. And if you have some apps, or if you are currently using some applications, Can you recall Where did you find them from?

Interviewee: apps?

Mira: Yeah.

Interviewee: food related or

Mira: any apps? Like, where did you come across them?

Interviewee: which apps I am using on my phone?

Mira: Yeah. If you have some apps right now on your phone? Yeah. Um, can you recall like, Where did you get the information about this app? Like, oh, here is this app, I can download. This is nice platform to use.

Interviewee: Yeah, so I'm not an app collector. So, I have some apps Of course, but yeah, apps mainly frequent user. Right. So, I of course, email but it is kind of standard feature, of course on your phone. WhatsApp, of course, news related stuff. Yeah. transport Uber, food thuisbezorght. My groceries picnic. Alarm system I have on my phone for the house. Television. Yeah. How do I get it? Good question.

Interviewee: if someone has you know, Uber, I did go to Prague. And of course, I did know Uber, but it was not usable in the Netherlands before. But in Prague, it was very, very useful. So, then you download it, you know, you hear something from someone and if it's useful, and you use it kind of one time a month or something, then I'm going to download it, but I don't go and download any apps, which I use one time a year. Yeah, that is the that is not what I'm doing. But so yeah, word of mouth (7.5). These kinds of things.

Mira: Yeah. All right.

Mira: Yeah, thank you. Yeah. So just to recall a bit. So, you would not be really interested in an app that only has products in it. So, it must have some, like, added value on like, how to cook something.

Interviewee: Exactly. Because, you know, I think that this this more useful, why people like meat food, fish is always in a kind of dish, right? So yeah, if you can create something, okay. I have some recipes here. This from information, people are going into it. I'm not sure if it's doable. If you have something else, you know that people think. Okay, I like to have that. But oh, let us check the app to see what's going to substitute. I think there is a real niche market, but I am not sure what, what a company is focusing on.

Mira: All right.

Mira: Well, I think I already got every, like, every aspect I needed.

Interviewee: Yeah. How many people did you interview?

Mira: Um, you are third and I still have five, around five people left? I might get a couple more, depending on information I am getting

Interviewee: Yeah, maybe I did read it wrong. But I was not sure was about vegans, I thought vegetarians. But maybe I am not the right target group. Maybe

Mira: it is going a little bit out of the target group. Like, I think you belong more in the broader target group of flexitarians. Yeah, but not in this exact.

Interviewee: Yeah, the group is bigger, where I am, right. So, it is not niche. A lot of people are flexitarian

Mira: Yeah, there is 50% of Dutch population is somewhat flexitarian. But then there's light, medium, and heavy flexitarians and some of them want to want to, like, have it differently than others.

Interviewee: yeah, I didn't speak to anyone in an industry about vegans, and these kinds of things, but I think I'm, I'm strongly believe that we need to step away from dairy kind of products, or, or, at least do use it less. Same with meat and fish. But the word substitute I think, is not the right word to change it, you know, otherwise, it will stick only with a few people. And you need to have the match to make the change in the world. Right? Because that is what we are doing this from.

Mira: Yeah, I understand that point of view as well. But yeah, how we see with this, this product would be that, like, one of the main reasons people are not choosing vegan is their habits, because they are used to this, this meat section in the supermarket, even though they could consider having like alternatives, but it's just a habit to go there. And then like, they are sort of too late to find out where it is the best substitute for this. And what it would exactly be even though they would like to eat in, and so on. Yeah, that is the aim. Do like say that, okay, you do not like you don't have to do so aggressive step. To start only eating vegetables, because that's a lot of people are really scared of that when people say that, okay, you should eat more like vegetable-based diet, but this will be like the in between step. Then you can still eat these kinds of things which are similar, but they are a plant based

Interviewee: Yeah, yeah, but people try it, right, I hear around me, right? People try it. They think they have a right good substitute in the hands. They tasted. And you say no, this, is not it so that we lost their confidence. Trust, right. So, they are going back and not stepping into again really quickly. And that is the problem, you know? And if you say, No, just keep out a meat, you know, chicken, there is no, there is no taste of chicken. The chicken is a lot of use in the kitchen, you know, to put in curries and that kind of stuff there, but there is no taste on it, you know, just skip it. Do not use chicken. I, we have, I think, four or five dishes a week. But normally there should be meat in it, you know, from the origin, or origin? I'm not sure why when it was originally, you know, a few 1000 years ago, it was meat was not common. But yeah, just keep it. You do not miss it. So, I'm not looking for a substitute there. You know, I am just, I just put a potato extra sweet potato or carrot or broccoli or, you know, eat more of that stuff instead of meat or substitutes? Yeah, that is my opinion.

Mira: yeah, I know that as well. And that is, that is how I'm doing as well. Like, I do not I do not need meat. I do not personally need to substitute. But I know that people who are still like, okay, but I'm not getting filled with only vegetables. And I like to eat the chicken and so on. So, and, but I know the problem you described, and that is actually the reason Vegantranslate exists. And that is the problem it is trying to solve, to like, find out those good substitutes, which are there and tell people about those so that they would get surprised when they taste them, and then they could stick to it. But if they taste a bad product, they are going to go away as you said. Currently they are producing more and more

new substitutes and getting better and better at it. So, we try to pick top best ones from that tell consumers that this is the one you should taste instead of the other ones.

Interviewee: Yeah, but yeah, I think receipts will help you know you haven't prepared something and people yeah, they know you know, take a dish, in the Netherlands quite common, potatoes, meat, vegetables, right? If you put out the meat, it's quite difficult of course because that is third of the of the whole dish and then then you need to find a substitute, I understand that and that that's harsh. You know you can only do it with the meat from Mosa Meat from Maastricht. There's really meat but it is not you do not need to kill a cow or something, it is just in the lab. Don't you know it?

Mira: I do not know. No.

Interviewee: It is a start-up. She put money on it originally. Let me put it out put it in the chat. It is Mosa. This this is it. Where it is going to be, but it is not allowed now to sell in the Netherlands. But this will be massive. So, it is still meat because it's growing up like meat. But it is not in a cow. It's growing up in a lab. And this case you can do on an industrial base. And this might be a solution for people who would like to have a burger. What tastes like meat but do not kill any animals for it.

Mira: Yeah, I understand. This is interesting, I have not I heard about it before.

Interviewee: Yeah, this is in the Netherlands and you got, in Enschede, it's beyond meat. You know this one, right?

Mira: Yeah. beyond meat I know

Interviewee: There's also a factory in Enschede close by but Mosa meat is the most interesting one.

Mira Kotorinne: You do not like the burgers from beyond meat?

Interviewee: No, no, no. Terrible expensive, six euros for two pieces, I think because meat is cheap. So that is why I say expensive but six euros for two burgers is not that expensive of course. But now Yeah, give me a falafel or beet burger or something else? Not Not this. Well stop. Yeah, I did it once and I'm not going to advice anyone to buy beyond meat burgers.

Mira: All right.

Interviewee: It's no that's why I have this opinion because I have, I had a feeling you know, because it's on the box. You know, it is It tastes like meat and it does not so it's come close I understand that's why they promoted like this and but it's not the same and that's that should be something else. It's a no it's a flavour. Yeah, I do not know I cannot come up with a name now but it's not a burger. It's something else.

Mira: All right, yeah

Interviewee: yeah, hopefully you can do something with it.

Mira: Yeah, yeah thank you for your cooperation.

Interviewee: yeah, welcome, and yeah if you ever need any questions, I do not know people at Mosa Meat, but you can reach out to them quite interesting. They're working on it for quite a while and I think 10 years ago they had the first burger was also a beginner news but back then it was 250,000 euros for one burger Yeah, you know new stuff you need to defend that of course, but now the I think the price point is around 1012 euros and of course they will want to reduce it to make more interesting but this year and in Singapore chicken they also have the government give account to companies will

create chicken on based on same way Mosa Meat is making stuff from the lab. And that's real chicken only you do not need to kill chicken.

Mira: they need some tissues?

Interviewee: Yeah. Yeah, exactly. So, the only problem right now is that you use stem cells, I think from a, from a field. So, they had they need a dead veal. But you can make more multiple stuff of it. But they and they are almost at the point that they do not need to have any animals anymore. That is that that's the thing, right? You know. Make it nice though. Yeah. Good. Yeah. Welcome.

Mira: Thank you.

Interviewee: Good luck.

Mira: Thanks so much. Yeah.

Interviewee: Thank you

### *Respondent C*

19th of March 2021

Menno Aalders, [mennoaalders@gmail.com](mailto:mennoaalders@gmail.com)

Mira: So, as you know I'm Mira. And I am doing my degree in tourism management, and I'm doing it in Saxion University of Applied Sciences in Deventer. And yeah, it's my graduation project, and the assignment has been given from Vegantranslate. And the aim of Vegantranslate is to bring the best meat substitute products closer to consumers and create a positive impact on the environment and the society at the same time.

And I have scheduled approx. 30 minutes for the interview, but it can be a couple minutes less or more depending on your answers.

Interviewee Yeah.

Mira: And the information I gather with this, I will use to improve my professional product, but I will use it anonymously, so it is important that you belong in target group, and that is the only information about you that I need to use. And I have three different topics. They each take approx. 10 minutes, and the first one is about you as a consumer, and issues you might face, then second one is more precisely about my product. And the third one is about the technology related to the product.

Mira: So, how do you perceive vegan meat substitute products and what is your image of them?

Interviewee: I do not need meat on my plate. But I also do not need something that looks like meat (1.3). So, I eat vegetarian about two or three times a week. Yeah, but I never buy fake nuggets or something like that. So, I tried with beans, or soya, as an alternative.

Mira: All right. What do you think is most problematic with those meat substitutes?

Interviewee: For me, it is trying to be something, it's not (1.3). Yeah, and if you are choosing to be vegetarian or to eat vegetarian, it should not matter. It looks like the thing we are used to. So, that is for me is the biggest problem. Besides that, I know for many people, the prices are still too high (2.6).

Mira: Yeah, that is true well, um, what do you think would make it less problematic if you would like to buy some substitute?

Interviewee: call it what it is not say it is a hamburger because it can't be a hamburger because ham is from pig. So, do not sell us, chicken nuggets, say vegan nuggets fine. Do not try to imitate the worst original.

Mira: Yeah. So, you personally for example, you do not want to have the same experience like...?

Interviewee: I do not need it, no.

Interviewee: I am not opposed to it, but it's not, it's not something I need.

Mira: Yes, I understand, and based on what kind of criteria do you choose the food you buy?

Interviewee: Taste is one (3.1). Health the second (3.2), third price (3.4).

Mira: Yeah. All right. And what would you consider the most important?

Interviewee: Well, I think. It was that the direction that order. First is still taste

Mira: Taste, Yeah, but then then it's not that taste of like familiar meat products but like just it's good taste?

Interviewee: not necessarily

Interviewee: Vegan lasagne can also be nice. Yeah, it is not about. It is about taste of everything even vegetables, yesterday I was craving for the beans, just clearly by just, I do not know English word for us those long green sticks.

Mira: Oh yeah.

Interviewee: So, I bought those, and it's just, I go to the to the store and I see the shelves and I'll take whatever I want. I live alone so I do not have anyone to please that that way so now I can also go to the store every day, almost every day just to get variety for my day.

Mira: and what kind of information would you like to have about the food products before you make the purchase?

Interviewee: I would like better label for health. And uhm, that is it actually (5.2).

Mira: Yeah, but also like, like existing information, or like I mean, if there is this certain product and, in that supermarket, before you buy it, what do you need to know about it?

Interviewee: not much.

Mira: Not much. Just that you know that it is tasty and then pricy is good? Right.



Interviewee: But again, if it was visible, which product is healthier. Then I would work on that. Look at it. Yeah,

Mira: yeah. All right, so, so check out that I understood right. So yeah, you personally, you do not really need the products looking like meat or like taste tasting like it. But would it be also nice, like, like added thing but it is also like...?

Interviewee: maybe it could be, yeah.

Mira: And yeah, it was price, taste, and health

Interviewee: Absolutely

Mira: and the health label. You mentioned as well that it would be labelled

Interviewee: Would be nice if it was more obvious.

Mira: All right.

Mira: Yeah, and then more precisely about the product so Vegantranslate what it does is that it shows people the best exact alternative for certain meat products to try to make people buy more vegan, while still having the same experience, and so on. So, for example, if you want to buy the "stoofvlees", Right, yeah, you could just write that in there, and you will get the best, vegan alternative for this. And you are sure you can be sure that it is tasty. Because some, some sites, they have like all the vegan products there. So, then you do not know which one is actually tasty, so we are aiming to like show only the tasty ones so that people do not get disappointed.

That is the main principle of Vegantranslate. And the website is already existing. But I'm doing right now is to, I'm creating plan for mobile application for the same thing and trying to find out what should be added what is like, what the consumers need besides this this product.

Mira: So, could you think of something that you would like to know, besides it okay this is tasty product, but what else?

Interviewee: Ingredients of course (5.8). what makes it just as healthy as the original product or better (5.2).

Mira: Yeah, so that's like the environmental effect (5.1).

Interviewee: Absolutely

Mira: Yeah, like, more, more transparency and comparison?

Interviewee: Exactly, I want to know why I pay a little more (5.9).

Mira: Yeah. All right. And would you be interested in using this kind of app? Would it be useful for you?

Interviewee: Yeah, I love cooking, so yeah.

Mira: Cool.

Mira: Yeah, and then more about the technology that is related to this, so I am wondering like, where would you like to use this app? **would it be at home, or while you are in the supermarket?**

Interviewee: **Probably both** (6.1 & 6.2).

Mira: Yeah. And, on which operating system. So, would it be **iOS or Android?**

Interviewee: **Both** (6.5 & 6.6).

Mira: All right.

Mira: And if you already have this kind of apps or any kind of apps, or some kind of web tools that you use. Can you recall where did you find them from?

Interviewee: No, because I don't use any apps, like that. **But I do Google** (7.2). I have no idea which websites, I end up.

Mira: Um do you use social media?

Interviewee: Not much

Mira: What kind well on what kind of internet channels, or if you use any social media where would you be the most active?

Interviewee: **Facebook** (7.3).

Mira: All right. And do you also like then find information from Facebook, while using it?

Interviewee: No, sometimes I see things, some of my friends are vegan. So, yeah, sometimes I see cooking tips, but not much.

Mira: All right.

Mira: So, this is actually all my questions so just recall a little bit about the last one. So, you would be interested using it, both, outside of home and home, so also active internet connection.

Interviewee: Sometimes I can imagine something that I want to cook. Right. **When I am in the supermarket. I see some, some discount. Yeah, so I change my, my ideas. So, needed in the supermarket that will do that as well.** (4.3)

Mira: Yeah. Yeah, and both operating systems and from all social media mostly Facebook, but then you just also often google things to find them out.

Interviewee: Yeah

Mira: All right, thank you. And is there anything else that would have popped in your mind that you would like to mention? That would be handy for me to know.

Interviewee: Yeah, **more commercials in the supermarket itself.**

Mira: Yeah, that is interesting. I have heard that before as well

Interviewee: That adds a lot of thinking for people.

Mira: Yeah

Interviewee: Just to be aware.

Mira: All right. Thank you.

Interviewee: Pleasure

*Respondent D*

21<sup>st</sup> of March 2021

Esther Visscher-Bot, [e.visscher@yahoo.com](mailto:e.visscher@yahoo.com)

Mira: Yeah, so, um, yeah, you probably know already, but I'm doing my degree in tourism management yeah and I do that in Saxion Deventer. And this assignment has been given by Vegantranslate, so Vegantranslate aim is to bring the best meat substitute products, closer to the consumers so that they can find them and create positive impact on the environment and society as well.

Interviewee: Yeah.

Mira: And yeah, I have scheduled around 30 minutes can be more or less, depending on your answers for this interview and the information I'm gathering, I'm using to improve my professional product, and I'm using it anonymously so not your name, but that you belonging to this target group is important,

Interviewee: okay yeah

Mira: but not your personal information.

Mira: yeah, I have three topics for the interview. First, as in like about the, that kind of products, your, your issues as a consumer

Interviewee: yeah

Mira: then more precisely about my exact product, and then technology related to this product

Interviewee: but this is also related to tourism, this product, or?

Mira: No Not, not tourism really, but it is related to hospitality. Because my study is in the hospitality business department, so it is enough if it's related to hospitality.

Interviewee: Oh, that is true. Yeah, yeah,

Mira: especially during these times they do not require us to do only tourism related. It is so difficult to find.

Interviewee: Yeah, especially now with all the lockdowns and yeah.

Mira: So yeah, first topic about the issues as a consumer.

Mira: So how do you perceive vegan meat substitute products? What is your opinion about them?

Interviewee: I sometimes I eat those (1.1). But I am more like flexitarian, so I like the taste. I cannot eat them all the time. I have tried a vegan diet for two weeks. But then I lose my energy, and it doesn't work out on my body, I don't. I feel really tired and now it's too heavy for me (1.2). So, um, but I do like the idea of vegan so sometimes I eat like a vegan meal or day or products, yeah and then other day I eat some meat and other day some cheese and so, so, yeah, in that way. And I eat many fruits or vegetables. So actually, I think it's an addition, so you have an extra choice (1.1)

Mira: Yeah, yeah, that's nice.

Mira: And what do you find most problematic when thinking about buying those substitute products, what kind of issues do you face?

Interviewee: Yeah, I do not feel any issues but it's just that. Well, if eating too much then I yeah, I get tired, I do not know how.

Mira: Alright

Interviewee: so, then I just want a normal product so I use them as an addition, but I cannot completely change my diet because my body does not respond well to that.

Mira: Alright, so you, you usually like the products you buy and?

Interviewee: yeah

Mira: and they are easy to find?

Interviewee: Over the years, I think they are better taste better, they look better, they are more professional, they are more. For example, if you eat a vegan burger for now. Sometimes, I cannot really see or taste any difference from normal (1.1).

Mira: Yeah.

Interviewee: And, for example 10 years ago, was really okay I eat a Vega burger, I suppose, but it's sometimes, then the taste was and also that nice but now the taste is also nice. And also, we did a barbecue so sometimes with vegan products and vegan sausages. And I compared with the normal ones and then they both are really nice you know and yeah, it's also important to me because I like this barbecue taste.

Mira: Yeah

Interviewee: I just love that but then I want this whole effect and it is really a miracle to me how they can make this. Yeah, in such a way that is really actually you can barbecue it is a new thing, you eat the sausage. It is a miracle to me (1.1).

Mira: Yeah, that is true

Interviewee: if you give it to the kids, they will not know it was not meat.

Mira: Yeah, that's really nice plus.

Mira: Do you ever face anything like any issues if you think about buying some certain product you want to find vegan. If there are any problems at all like, if you want to find it from the supermarket or something like that?

Interviewee: depends, if you go to Albert Heijn, there are many products and it's easy to, it's written on it, vegan. If you go to Vomar which is close, then you have to look more, it's there though, but they don't promote it (2.4), you know, so you have to know what to buy and where to find it. You can find it but, But I also eat lots of fruits and vegetables and those are vegan, yeah, that is easy. Yeah, so that is really important to me.

Mira: Yeah.

Mira: Has there ever been like any certain product you would like vegan like you enjoyed it as meat like animal-based product, but you would like to find it, vegan but you haven't?

Interviewee: Yeah, I think the chicken things, I would like those. I do not really always like those if they are vegan and they taste different but then worse than normal chicken (2.2).

Mira: Yeah

Interviewee: for example, hamburger tastes goods and "gehackt" (minced meat), I don't know the English, minced meat, yeah, yeah, also has a weird taste on it so I would like that taste would be improved so it's near because if you put vegan gehackt, in my meal, then it changes the taste (2.2).

Mira: Yeah, so it should be better product like closer to the meat?

Interviewee: yeah, because I have some in my head. What should the taste be like for example spaghetti with meat and then with gehackt and then change the difference, and I don't always like that.

Mira: Yea, I understand.

Interviewee: So that's the thing gehackt and chickens (2.2), but the other ones, sausages or burgers are just really tasty (1.1).

Mira: That's cool. And based on what kind of criteria do you usually buy your food? Do you have some criteria like okay I'm going to buy this food product, but it should fulfil this kind of criteria?

Interviewee: Yeah, I always eat from the "schijf van vijf" (food [pyramid]), these are five things. So, the basis is a many vegetables and fruits, and whole grain products. And homemade things like homemade breads, will make great, a whole grain. Full corn bread, crackers, and also the rice, brown rice, and also the pasta like spaghetti, you know, it is also, I take the brown version (3.2, 3.9 & 3.10)

Mira: so yeah, so healthier?

Interviewee: So those are always my basics and then I'd like some olives or some nuts or something. So, this is my basic thing, so the meat or fish is always an extra or the vegan is always an extra product but it's not the base of my food and I like some things with the proteins like eggs or milk or something, yoghurt.

Mira: Yeah. So, it sounds like you, you look at it is healthy.

Interviewee: Yeah

Mira: that is, that's some kind of criteria

Interviewee: Yeah, and I always try to make as much food as I can by myself, so I usually buy like basic products so for example if I make nasi I buy the rice the chicken or vegan chicken or vegetables, and I make my own dish with my own herbs, and I like to cook for myself.

Mira: Yeah, so it should be, not the marinated version but natural?

Interviewee: yeah, **I do not like marinated versions from the supermarket because they're too salty and they usually put stuff in it that I don't like** (3.11)

Mira Kotorinne: yeah

Interviewee: like in E-numbers that I don't like.

Mira Kotorinne: So also, not many additives in the product?

Interviewee: yeah, I always read that if they have many additives, I prefer not to buy it

Mira: Okay. And what kind of information do you want to have before you make the purchase decision?

Interviewee: Quality but also some vegan products have, like many additives, so then I also do not trust it because I do not trust all these additives like E-numbers and

Mira: yeah, so you want to know what it includes?

Interviewee: Yeah, or if it has a lot of those weird numbers and I just also do not like to buy it. So, but sometimes it says E-number free or no colour or then I like that better.

Mira: Yeah. And what do you think is the most important thing, in the food you buy?

Interviewee: **Yeah, that is healthy** (3.2). **Not so many conservatives, not so many artificial stuffs, so I like my foods as pure as it can be** (3.11)

Mira: all right.

Interviewee: **Yeah, that is important to me to understand what I eat** (5.9).

Mira: Yeah. All right, so to recall a little bit that I understood right what you said about this topic. So yeah, you think, usually the vegan meat substitute products are nice whatsoever. And they are usually like, you like to have them sometimes in your meal. But you find it problematic to find the chicken and minced meat that would be, like, tasty, and because they have to be also tasty for you.

Interviewee: Yeah

Mira: and they should be, yeah natural, and not have many additives in them.

Interviewee: Yeah.

Mira: Yeah. All right. And yeah, now more, more precisely about this, this business. What Vegantranslate is, and my product.

Interviewee: Yeah

Mira: So, Vegantranslate main principle is to show people the best, the tastiest substitute product there is to certain animal-based product.

Interviewee: Oh nice!

Mira: Yeah, so it should be that you search for stoofvlees and you don't get five different options, but you get this one, which is the tastiest one, and most related relatable to this animal based product.

Interviewee: Yeah, because I like "stoof" meat.

Mira: Yeah, that's good.

Interviewee: Yeah, I love that. Yeah, I can make my dish with a what I would do with the meat but then put in the vegan, and then try if it looks taste the same.

Mira: Yeah, exactly because there are some websites and sites where they list all the possible vegan products. But the Vegantranslate supposed to only have the tasty the one, so you don't get disappointed.

Interviewee: Oh, that is a good thing. Yeah, there are so many products.

Mira: There are so many nowadays

Interviewee: also, where you can buy those.

Mira Kotorinne

Yeah, exactly.

Interviewee: What supermarket is for example, Albert Heijn has different things and Volmar has different things (5.10)

Mira: yeah, yeah. So yeah, that is the core idea of Vegantranslate, but now I'm making my professional product which is a plan for mobile application, or application in general, can be also in web. And I'm thinking about what to add, like, because in this core idea it is showing just the product, okay this is the best substitute, but what else?

Mira: is there something else you would like to see about the product, or to know about it? So, it makes you convinced

Interviewee: yeah, just so less e-numbers and less conservatives in it (5.9)

Mira: so, you will see what it involves?

Interviewee: Yeah, or that it does not have it like that (5.8).

Mira: Oh yeah

Interviewee: free of e-numbers, free of conservative, free of colouring (3.11).

Interviewee: So, okay, that is important to me so I would more be likely to buy it than if it does everything in its.

Mira: Is there anything else you could think of like that makes you okay this is nice, like maybe something, how, how much it's better for environment?

Interviewee: Yeah, that is nice, better for the environment (5.1) or if it's biologically made or if that's kind of stuff. Yeah, I'd like that too, or the package is environmentally friendly (5.1 & 3.9).

Mira: Oh yea

Interviewee: because that is also important because some things are vegan, and then in three layers of plastic so then I think like the why

Mira: and is price important for you?

Interviewee: No, not at the first thing because when I buy meat, I also buy it at butchery and also buy this biological (organic) meat so does also better this organic thing so that's also expensive. But I think it's also better than buy industry meat so yeah, So, but that's all also cost money (3.5 & 3.4) and buy lots of fruits, and those are usually also expensive, but I don't mind it. I do spend more money on food if I am convinced it's healthy or better so that's the same with the vegan thing.

Mira: All right, yeah, Yeah.

Interviewee: Yeah, but I need to be convinced that, okay, okay, I pay two euro extra for this one but then it's more. Yes, then it should be also better (5.9).

Mira: Yeah. And for you that it would be convincing when it's like, it shows the transparency of not having the additives like yeah, e-numbers, and that it has positive environmental effect...

Interviewee: yeah, that's, yeah, that's important to me

Mira: and also, about the packaging, that's also

Interviewee: packaging also Yeah

Mira: should be included in the environmental yeah

Interviewee: now you have more products with less plastic on these or some brown plastic that is easier for the environment or stone saying yeah and it's also important to me,

Mira: so that will give you like a rewarding feeling like okay, this, this makes me feel better when I buy this.

Interviewee: yeah, that is the thing, yeah,

Mira: Yeah, that's nice.

Mira: All right, then thinking about that technology that this product needs, because it's an application, or it will be. So where would you see yourself using this application? would it be more at home or when you are already in the supermarket or on the way to the supermarket

Interviewee: Yeah, at home, I would think, yeah, then I would think okay, then I'm always thinking what I am going to cook and what do I need and then I want to know. For example, I can cycle to Albert Heijn or Volmar then I know, so for example if I wanted the product and also want to see if they have it there (6.2)

Mira: Yeah

Interviewee: also, really practical. For example, this one is so this is one which should cycle to Albert Heijn then. Yeah. So, because those are two different malls, so I need to make my decision at home, like where do I go to. I am also a bit lazy I do not like to go to supermarkets.

Mira: Yeah, it might be annoying. And would you then use it more on your phone or laptop, or both?

Interviewee: prefer my phone, always prefer an app (6.3).



Mira: Alright

Interviewee: Yeah, I use my laptop more for my work or emails, but everything else I just prefer is on my phone I just like that better. Yeah, yeah, that would be easier for me to use it

Mira: And on which operating system, is it iOS or Android?

Interviewee: Android (6.5).

Mira: Yeah. And if you now have some, some apps on your phone. Can you think about where did you find them from? Where did you find the information that this app exists?

Interviewee: sometimes you read something in the news, but the most. I have these four years, so I do not remember how I got those. Or some friends tell me like this app works (7.5). Yeah.

Mira: And what type of apps are you using?

Interviewee: Yeah, mostly WhatsApp.

Mira: Yeah

Interviewee: that is my favourite. And some games that I like for example lingo, I like that, or I look at the news. Yeah, or the weather. Yeah, those are the mainly used apps or pictures, or my picture gallery or.

Mira: Are you active on any social media?

Interviewee: No, I do not have any Facebook no Instagram, and only than WhatsApp.

Mira: What about LinkedIn?

Interviewee: I also do not have that.

Mira: Oh, all right. Then where do you usually find your information from like do you read some news or?

Interviewee: from the news or from my medical profession I guess many email letters with medical notes for doctors, so I learned from there or, or I google something if somebody says something like, this is interesting or this.

Mira: Yeah.

Interviewee: Or if I'm curious, and I always order many books. I love to read I always read in the evening or morning I just really love it, and I read romance but also information books about stuff. For example, from my profession about your immune system, about your bowels about psychology about all that stuff and but I preferred an old-fashioned book, and I don't like e-books I just like an old-fashioned book.

Mira: Yeah

Interviewee: so, I can just touch it and read it, and what I like about the book too is you don't get interrupted you don't get an ad. Your battery does not run out. Yeah, it is really relaxing for me.

Mira: Yeah, I understand.

Interviewee: Yeah

Mira: do you then also read some traditional newspapers?

Interviewee: No, no, that I read online

Mira: okay and which ones?

Interviewee: **Just NOS** (7.8). Yeah, I do not have any subscription to newspapers because I do read the news, but I don't, don't read it too much because then I get sad from that because yeah, I think the news always is about the negative stuff in the world what goes wrong conflicts, wars, disasters, and if I read it just too much. I feel really, like, okay, the world is going down, which gives me a sad feeling, but if I just live my normal life and meet my friends family and work I see many positive stuff.

Interviewee: So, actually the real life is more positive than what I read so then I say to myself. Just one time per day or two times you read the news and otherwise. Yeah, just do not. Yeah, so I am on a news diet, and I don't like to read it too much. Yeah, therefore I also do not have a newspaper and also, I do not like social media because of them because it takes a lot of concentration and I prefer them to go on painting or reading or do some real stuff. Yeah, like walking or cycling or swimming or do stuff with my kids, I like games with my kids, but then also old-fashioned board games or puzzle.

Mira: Yeah.

Interviewee: And I have, sometimes also I get distracted from like this noises or push notifications

Interviewee: I get if I have too many of those, I am the whole day distracted. So therefore, I don't have those.

Mira: Yeah, I understand. So, for you, not many like digital promotions, they don't attract you that much?

Interviewee: No, they annoy me then I will remove for example if the app annoys me with push things or noises, then I would remove it because it distracts me.

Mira: What kind of promotion would you find interesting and do like if for example you visit the supermarket, and they promote something?

Interviewee: Yeah. So, **then I like a promotion and you get it was logic for example in the supermarkets** (4.3), but it's not too pushy, because if it's something I find it too pushy and I just don't like it. Yeah, then, yeah, I know some marketeers just think, okay, I give, I draw attention and then people want it but I'm like the person, Okay, so it's too pushy, then I think the product is also not nice.

Mira: that is very likely to happen. Yeah.

Interviewee: So, the adverse effects.

Mira: Yes exactly. Alright so then. So, thinking about what has been said..., so you would like to use, use it at home when you plan your groceries

Interviewee: Yeah

Mira: mostly on your phone

Interviewee: Yeah

Mira Kotorinne: an Android phone.

Interviewee: Yeah.

Mira: But yeah, you are not on social media at all. You use WhatsApp. Yeah, but you find, Like promotions at supermarket appealing.

Interviewee: Yeah.

Mira: And you do read news online. Yeah, nos. All right, those are all my questions. And I think that was very helpful and good information you gave. Would you be interested to use this app when it comes?

Interviewee: yes, of course, then I would like to test it, inform me by WhatsApp or something.

Mira Kotorinne: Yeah, I will definitely

Interviewee: That would be really fun. And so, I can also try it, and then give you feedback. If, for example, This works or this does not work. Yeah.

Mira: Did anything else come into your mind that you like to share?

Interviewee: think it's a wonderful project and I hope. Yeah, I am really curious about what will happen, how many people will use it and yeah, so it's really fun but I think it's a good idea also.

Mira: Yeah, thank you

Interviewee: and it's something that doesn't exist in my mind

Mira: yeah, that's unique.

Interviewee: There's I think many people are much more are getting some people get completely vegan but most of them are part time vegan. The most people I know, like vegan but not all the time but part time just one day in a week or two days. Yeah, but then if it is new, then you don't know where to find the information,

Interviewee: oh yeah, **this may be a good idea that there are also some links with recipes** (5.7).

Mira: Yeah.

Interviewee: So, for example, a vegan pizza or not, then you read the recipe and then they say the suggestions, like this cheese, this most relatives is vegan but there is like mozzarella.

Mira: Yeah

Interviewee: so that's also fun, so that you also can find the recipe and then find a product.

Mira: Yeah, that's nice. And then also maybe if you have like this stoofvlees it shows this stoofvlees, and this stoofvlees could be nice in this recipe this kind of stew.

Interviewee: Yeah. And then there are some suggestions I'd like that too.

Mira Kotorinne: All right, that's nice. Okay, cool, thank you.

Interviewee: Okay thank you.

## Respondent E

Meeting Summary					
Total Number of Participants	2				
Meeting Title	Thesis Research Interview				
Meeting Start Time	22/03/2021, 11:55:31				
Meeting End Time	22/03/2021, 12:31:52				
Full Name	Join Time	Leave Time	Duration	Email	Role
Mira Kotorinne	22/03/2021, 11:55:31	22/03/2021, 12:31:51	36m 20s	452154@student.saxion.nl	Organiser
AHONEN Ville (Ville Ahonen)	22/03/2021, 12:04:33	22/03/2021, 12:31:52	27m 19s	ville_ahonen@yanmar.com	Presenter

Mira: Eli tosiaan, mä teen mun tutkintoa Saxion ammattikorkeakoulussa Deventerissä, Tourism Management ohjelmassa. Ja siellä mä teen nyt tätä mun opinnäytetyötä, minkä kanssa mun pitäisi valmistua kesällä. Ja tää projekti on annettu Vegantranslate konseptilta. Vegantranslaten idea on tuoda ne parhaat lihankorviketuotteet lähemmän kuluttajia, ja samalla tän avulla luoda positiivista vaikutusta ympäristöön ja ihmisiin myös. Mä oon tosiaan aikatauluttanut noin puoli tuntia tälle haastattelulle ja mulla on kolme aihealuetta, jotka sitten kaikki on noin 10 minuuttia. Mutta tosiaan riippuen sun vastauksista voi kestää hiukan vähemmän tai hiukan enemmän.

Interviewee: Joo mulla ei oo mikään kiire tässä, ja meillä alkaa tässä lounastauko muutenkin

Mira: Okei, kiva!

Mira: Käytän tosiaan ihan anonymisti näitä tietoja, mutta se on vaan tärkeää, että kuulut tähän tiettyyn kohderyhmään, mutta sen enempää en käytä mitään sun henkilökohtaisia tietoja. Ja tästä haastattelusta saatuja tietoja mä käytän mun tuotteen luomiseen ja kehittämiseen. Mun aihealueet ovat ensinnäkin sä kuluttajana ja ne ongelmat, joita kohtaat tähän tiettyyn tuoteryhmään liittyen, tää itse tuote ja konsepti, sekä teknologia liittyen tähän tuotteeseen/palveluun.

Mira: Eli nyt tosiaan ensimmäinen aihealue, ja ne vähän niin kuin ongelmat ja sun kuluttajatottumukset; mikä on sun mielikuva ja mielipide lihankorviketuotteista?

Interviewee: Noo emmä nyt varsinaisesti niitä vastaan oo, en hirveästi oo niitä käyttänyt, mutta silloin tällöin. Mä luulen, että mä en oo varmaan koskaan ostanut niitä, että jos jossain on ollut tarjolla, ni mä oon kyllä syönyt (1.5).

Mira: Joo, okei.

Interviewee: Ja tota, itse olen lähinnä lihansyöjä, mutta syön siis kaikkea. En ole suoranaisesti vastaan, mutta en ole hirveästi käyttänytään (näitä korvaavia tuotteita) (1.5).

Mira: Joo. Ja minkä sä koet eniten ongelmalliseksi siinä, et jos sä haluaisit ostaa jotain tällaista tuotetta?

Interviewee: No se on varmasti siinä, kun ei oo niistä kokemusta ja kun se ei sit kuitenkaan, ainakaan ne mitä mä olen kokeillut, ni ei suoranaisesti lihan korvike ole (2.2). Et jos mä haluan pihviä, ni sitä nyt ei voi oikein millään muulla korvata. Sit on kyllä ollut jotain semmoisia ruokia mitä mä oon syönyt, et emmä oo välttämättä edes tiennyt et siinä ei ollut oikeasti edes lihaa. Just tällaiset mitkä in enemmän niinku jauhelihaan ja tällaiseen viittaavat tuotteet. Ja taas sit vastaavasti, jos on vaikka tofua jossain ruuassa, niin et mä tiedän, ni ei sekään oo sit mikään syy olla syömättä sitä. Ja se on itseasiassa ihan hyvää. Tofuhan ei suoranaisesti korvaa mitään, koska se on ihan oma ruoka itsessään. Tai ainakaan imitoi mitään niin sanotusti.

Mira: Joo, okei. Mutta jos sä haluaisit ostaa, vaikka kanaa, mutta haluaisit mieluummin ostaa sen ympäristöystävällisen vaihtoehdon, eli mieltisit, että ostaisit tällaista korvaavaa tuotetta. Niin osaatko kuvitella, et mikä vois tehdä siitä sulle helpompaa?

Interviewee: No sen mä tiedän, että jos mä oisin jo ennestään kokeillut, ja joku vaikka sanoo, että "tää oli tätä ja tää oli ihan hyvää", ni sit mä voisin ostaa sitä. Siis totta kai, enhän mä... No kana varmaan näistä, emmä tiedä, se on aika neutraalin makuinen muutenkin, et emmä niinku... Mun pitäisi tavallaan tietää, että se on hyvää. Mutta sitähan ei tietysti aina tiedä millään muulla, kuin kokeilemalla (2.7).

Mira: Joo

Interviewee: Se on vähän tällainen niinku, että mä voin ajatella, että mä en tykkää tosta, mutta mistä mä tiedän, jos mä en maista sitä. Mutta se, että miten mä ostaisin sen, ni se onkin sitten ihan hyvä kysymys (2.7). Mun pitäisi maistaa varmaan sitä (4.2)

Mira: Joo. No, entä sitten, kun sä yleisesti ostat ruokaa, niin minkälaisin kriteerein sä ostat sitä; eli mitkä kriteerit sen ruokatuotteet pitää täyttää, jotta sä ostat sen?

Interviewee: Kyllä mä yleensä pyrin siihen, että mä ostan mahdollisimman laadukasta (3.8). Ja jos puhutaan lihasta, ni mä en osta sitä kaikkein halvinta vaan kokemuksen perusteella sitä, minkä mä tiedän olevan hyvää. Siitä voin sit myös maksaa vähän enemmän, jos mä tiedän, että se on laadukasta.

Mira: Joo

Interviewee: Et ei välttämättä, että se olisi esimerkiksi luomua, mutta kyllä mä yleensä kahdesta suurin piirtein saman hintaisesta tuotteesta sen luomun valitsen (3.5).

Mira: Joo. Entä minkälaista infoa sä haluat saada tuotteesta, ennen kuin teet ostopäätöksen?

Interviewee: Noin niinku yleisesti ottaen tarkoitat, vai?

Mira: Joo, yleisesti

Interviewee: No suomessa ollessa yleensä suosin suomalaista (3.7), mutta täällä se nyt on eri asia, eikä se nyt oo se kaikkein tärkein kriteeri. Hmm.... Jos se on joku valmistuote, ni kyllä katon sen, että mikä sen lihapitoisuus on esimerkiksi. Ja jos nyt puhuttaisi, että se on tällainen korviketuote, ni kyllä mä nyt varmaan haluaisin tietää, että mistä se on tehty (5.8). Onko se palkokasveista, vai ihan kasviksista vai mistä. Se, että vaikuttasiko se mun ostopäätökseen, ni se onkin sitten ihan eri asia. Ehkä just se, että jos se on tehty niistä palkokasveista, ni että se myös oikeasti sisältäisi proteiinia eikä vaan näyttäisi siltä pihviltä niin sanotusti, ni se nyt oisi siinä varmaan ihan tärkeä juttu (3.2).

Mira: Joo'o. Ja onko sit joku minkä sä koet tärkeimmäksi, tai olevaksi yli muiden, että mitä sen ruuan pitää olla, että sä ostat sen?

Interviewee: Anteeksi, toistatko?

Mira: Joo, eli mikä oisi sulle se kaikkein tärkein juttu siinä ruuassa, oisiko se just se, että se on laatutuote?

Interviewee: Joo kyllä se varmaan se laatu (3.8). Mä nyt en yleensä osta sitä halvinta mahdollista, ellei sit joskus, kyllä se halvinkin voi olla ihan hyvä. En hirveästi eineksiä tai muutakaan tällaista syö, että kyllä mä sitten teen sen ruuan itse. Täällä Hollannissahan kasvispuoli on ihan mainio, että joka paikasta saa todella laadukasta ja ne on vielä todennäköisesti täällä kasvatettu. Niin se on niin kuin...

Mutta sit se lihapuoli, yleensä joo en ota sitä niin sanottua sikanautaa sieltä, vaan kyllä mä sit haluan et se on... No monesti se on niin, että jos maksaa enemmän ni saa laadukkaampaa. Näin se menee ainakin niin kuin proteiini tuotteiden kohdalla, ja niin mä uskoisin, että se noissa korvikkeissakin on sitten sama asia, että ne halvimmat on varmaan... Ku niitten tuotantokustannukset ovat kuitenkin vielä korkeammat, ni monesti sit pitää maksaa, että saa laadukkaampaa.

Mira: Joo. No joo elikkä mä katon vähän, että mä oon ymmärtänyt oikein nämä jutut mitä tästä ensimmäisestä aiheesta puhuttiin. Elikkä sulla on aika neutraali kuva tällaisista lihankorviketuotteista, mutta et oo itse oikein vielä ostanut, koska pitäisi tietää, että se maistuu hyvältä. Ja näin... Olenko oikeassa?

Interviewee: Joo, kyllä, joo näin se varmasti on. Jos joku toisi mulle tuohon eteen, niin että; tässä on ei-lihasta tehtyä, niin kyllä mä sen söisin, ja jos se olisi hyvää niin varmasti sitten ostaisin itsekin (1.1)

Mira: Joo. Ja sit oli tosiaan, että se laatu on tosi tärkeää ja hinta ei sitten merkitse ihan niin paljoa jos on laadukas tuote, mutta kiinnostaa tietää mistä tuote on tehty ja mitä se sisältää

Interviewee: Joo

Mira: Joo, elikkä nyt sitten vähän tarkemmin tästä Vegantranslatesta ja tästä mun projektista. Eli Vegantranslaten ideahan on tosiaan se, että se näyttää käyttäjille sen parhaan mahdollisen korvaavan tuotteen, eli esimerkiksi...noo olet varmaan jonkun verran tuttu jo näiden hollantilaisten tuotteiden kanssa, hyviä esimerkkejä on vaikka "stoofvlees" ja "kibbeling". Tai sit voi miettiä jotain burgeria tai jotain. Niin jos sä mietit jotain tällaista tiettyä lihatuotetta, ja sit sä kirjoitat sen sinne hakukenttään, niin se antaa sulle vastaavan vegaanituotteen, jonka pitäisi maistua mahdollisimman paljon tältä lihaversiolta ja olla parhaimman makuinen. Eli se ero on siinä, että on moniakin nettisivuja, joissa on kaikki mahdolliset vegaanituotteet listattuna, joita kaupoista löytyy, mutta täällä Vegantranslatessa pitäisi olla vain ne parhaat. Ettei tule sellaista pettymystä. Eli tää on tosiaan se perusidea, että se näyttää sen tuotteen niin että "tämä on se tuote joka sun pitää ostaa, jos haluat syödä "stoofvlees". Mutta tosiaan mä teen suunnitelmaa applikaatiolle, ja etenkin mobiili applikaatiolle, ja mietin just sitä, että mitä siinä pitäisi olla lisäksi.

Mira: Eli se näyttää sen tuotteen, mutta onko jotain mitä sä haluaisit nähdä sen lisäksi siinä?

Interviewee: No esimerkiksi just se, mä en tiedä et onko siinä softassa just esimerkiksi käyttäjäarvioita, koska se on yleensä se paras referenssi (5.11)

Mira: Joo, se on jo tällä hetkellä siinä

Interviewee: Näin mä oletinkin, ja kyllä mä uskon, että se on varmaan se suurin moottori sitten valita joku tietty tuote, koska niinhän se nyt on melkein missä vaan...jos nyt puhutaan nettipalstoista ja applikaatioista, jos siellä muut käyttäjät sanoo, että se on hyvää, niin monesti se sitten on. Se varmaan siinä helpottaa sitä valintaa.

Mira: Joo

Interviewee: Se nyt varmaan on ainakin sellainen tärkeä tieto, että se on siinä

Mira: Joo, no entä sitten jos miettii just sitä, että tällä hetkellä meillä on tää nettisivu olemassa, mutta se ei oo hirveen iso juttu vielä, ja silloinkin kun julkistetaan se appi, niin niitä arvioita ei vielä oikeastaan ole, koska moni ei ole vielä käyttänyt tätä palvelua

Interviewee: totta...

Mira: Niin ni silloin ei ole pystynyt vielä paljon saamaan näitä arvioita, niin olisiko joku muu semmoinen juttu sulla, joka olisi vakuuttava...?

Interviewee: Tota tota...No semmoinen, jos se pystyisi näyttämään, että kuka sitä myy esimerkiksi (5.10). Tosin todennäköisesti oli se mikä tuote tahansa, niin se löytyy Jumbosta tai Albert Heijn:istä. Mutta mä en tiedä, et onko se tarkoitus, että tätä käytetään siellä kaupassa ollessa, vai...Näyttääkö se esim. sijaintia tai millään tällä tavalla sitten, että missä olisi se lähin paikka mistä sä voit ostaa sen. Koska mä nyt itse ainakin ajattelen, että jos sä käyttäisit tällaista appia missä sä haluat korvata jonkun, niin todennäköisesti sä oot jossain ruokakaupassa, kun sä rupeat sitä ehkä miettimään (6.1).

Mira: Noo, kiinnostaako esimerkiksi se sisältö lista, että mitä se tuote sisältää, tai ravintoaineet, tai sitten se, että minkälaisen ympäristöön se teet, kun sä ostat tän tuotteet sen sijaan, että sä olisit ostanut sen lihatuotteen?

Interviewee: No joo mä kyllä ymmärrän, että se ympäristö näkökulma on siinä varmasti se yksi syy minkä takia niitä yleensäkin on. Se, että vaikuttaisiko se mulla ostopäätökseen just erityisesti siinä, niin en usko, koska mä tiedän sen jo etukäteen. Mutta sitten se joo, totta kai ravintoarvot, mutta lähinnä just se, että miten se vertautuu siihen vastaavaan (5.2). Jos vaikka sulla olisi lihatuote ja tämä toinen, niin se olisi suora vertailu, että okei siinä on niikuin nämä ravintoarvot. Se on varmaan aika semmoinen tärkeä (5.2), ja senhän pystyy tietysti varmaan toteuttamaan, koska se tiedetään, että mikä se tuote on ja mihin sitä verrataan

Mira: Joo, okei, kiitos. Eli sulle oli tosiaan tärkeitä, että on niitä muiden ihmisten arviointeja, että he on kokeneet tämän tuotteen hyväksi. Ja se, että mistä se tarkalleen ottaen löytyy. Ja sit sua kiinnosti myös ne ravintoarvot

Interviewee: No joo, näin niin kuin pääpiirteittäin kyllä

Mira: Okei. Sitten mä mietin just tota teknologiaa mikä liittyy tähän applikaatioon, niin missä sä haluaisit, tai voisit kuvitella käyttäväsi tätä appia? Olisiko se enemmän siellä kotona vai kaupassa vai...?

Interviewee: No niin kuin sanottua, niin kyllä mä varmaan käyttäisin sitä vasta siellä kaupassa (6.1). Monihan suunnittelee aika tarkkaan etukäteen, että mitä he ovat menossa kaupasta ostamaan. Itse en juurikaan. Tota, kun vielä yksin asustelen, niin usein menen kauppaan katsomaan, että mitä siellä on tarjolla. Ja sit niin kun mahdollisesti, mä en tiedä kuinka paljon ihmiset nykyään tilaa niitä netin kautta kaupasta...Totta kai siinä kohtaahan se on mahdollista se vertailu myöskin tehdä. Mutta mulla itselläni on kaupassa käynti sen verran helppo, että kun sinne on 50 metriä matkaa. Eli ei tarvitse suunnitella sen enempää.

Mira: Joo

Interviewee: Eli tässä tapauksessa, enemmän varmaan siellä kaupassa

Mira: Joo, eli varmaan sitten myös enemmän kännykällä, kuin läppärillä käyttäisit tätä

Interviewee: Joo ehdottomasti kyllä mobiililla (6.3)

Mira: Ja mikä käyttöjärjestelmä sulla sitten olisi?

Interviewee: Android (6.5)

Mira: Android, Joo. Jos sulla on tällä hetkellä jotain applikaatioita tai soitteja mitä käytät, niin pystytkö muistamaan, että mistä sä oot saanut tiedon niistä?

Interviewee: Tarkoitatko ihan yleisesti, vai sitten ruokaan liittyviä?

Mira: Ihan yleisesti, että mistä oot saanut tiedon niistä

Interviewee: No noi apithan yleensä tulee siinä kohtaa, kun sä menet etsimään jotain jostain verkkosivuilta, niin ne yleensä sanoo, että "lataa appi" (7.10). Ihan kaikessa mä en kuitenkaan käytä appia, koska monesti se työpöytä versio on informatiivisempi, mutta tällaisissa niin...No paikallisista apeista mulla ei muuta olekaan, kun ruokaan liittyvät, eli Albert Heijn ja Jumbo. Toki tietysti varmaan 90 prosenttia asioista tulee hoidettua kännykällä. Kaikki nettipankit jne. Läppäri on enemmän työn tekemiseen.

Interviewee: Mutta siis siihen itse kysymykseen... Kyllä se varmaan menee niin, että jos menet jotain tuotetta etsimään, niin se verkkosivu monesti sanoo, että lataa appi. Ja sitä kautta ainakin noi kaikki hyödylliset apit yleensä tulee, ellei sitten, jos kuulet joltain muulta, mutta kyllä se yleensä noin menee, että sitä tuotetta etsiessä päädyt lataamaan sen apin

Mira: Joo. Entä oletko aktiivinen sosiaalisessa mediassa?

Interviewee: Noo jonkun verran joo, lähinnä Facebookissa. Kyllä mulla on Instagram jne., mutta en niitä hirveästi käytä (7.3 & 7.4). WhatsApp totta kai ja nämä viestipalvelut, mutta en voi sanoa olevani mikään suurkuluttaja.

Mira: Eli lähinnä se Facebook

Interviewee: Joo, ja sit tosiaan nämä viestipalvelut. En käytä aikaani TikTokissa tai Snapchatissa

Mira: Ootko myös löytänyt informaatiota Facebookista?

Interviewee: Noo siis mainoksiahan sinne tulee koko ajan, ja kyllähän ne tietysti kohtuullisen hyvin kohdentaa. Ne osaavat sen verran hyvin valvoa googlella, että mistä sä oot kiinnostunut. Mutta se, että johtaako se yhtään mihinkään, niin se on hankalampi sanoa. Varmaan niinku osuu intressiin, mutta jos mä jotain oon hankkimassa, niin yleensä kyllä itse hankin sen tiedon, että mistä mä sitä saan tai vertailen tai mitä tahansa muuta.

Mira: Et varmaan googlekin kanssa...?

Interviewee: Joo joo ehdottomasti (7.2)

Mira: Eli tosiaan sä käyttäisit mieluiten siellä kaupassa tätä, ja kännykällä

Interviewee: Joo

Mira: Ja luetko mitään perinteisiä uutismedioita?

Interviewee: Lähinnä Helsingin Sanomia, digitaalisena versiona

Mira: Eli ei sinänsä mitään hollantilaisia?

Interviewee: Ei, joo ei, sitä olinkin sanomassa, että mä en ihan hirveästi lue hollantilaista uutismediaa. Kyllä mä katson nämä kaikki englanninkieliset joskus, mutta en läheskään päivittäin. Kyllä mä oon välillä ihan pihalla siitä, että mitä täällä tapahtuu. Esimerkiksi, että oli nämä vaalit viime viikolla, niin mä kuulin kollegoilta, mutta ei se mua juurikaan koskettanut. Taisin mä siitäkin lukea Helsingin Sanomista. Jos jotain erityistä tapahtuu, niin kyllä mä sen katson, mutta en juurikaan hollantilaista mediaa seuraa. Radiota mä kuuntelen päivittäin, mutta en mä yleensä sieltä ymmärrä mitään.

Mira: Joo eli se mainontakaan siellä radiossa ei hirveästi auttaisi



Interviewee: Ei, ei kyllä auttaisi joo

Mira: Joo no mutta kiito paljon! Tässä oli tosiaan kaikki mun kysymykset, mutta tuleeko sulle itsellä vielä mitään mieleen, mitä haluaisit sanoa tästä asiasta tms.?

Interviewee: Eipä nyt oikeastaan... Mä itse asiassa tänään aamulla, kun mä kävin hakemassa lounastarpeita, niin mä ostin kasvisvaihtoehdon, niin katsotaan nyt sitten. että millaista se on.

Mira: Noniin!

Interviewee: Mä kyllä ostin kanaa varmuuden vuoksi, että jos se kasvisvaihtoehto pettää, niin on sitten lihaa varmuuden vuoksi. Mutta eihän siinä, varmaan kyllä sitten tulee kokeiltua jotain ei-liha vaihtoehtoja. Jos ne ovat hyviä, niin miksi ei!

Mira: Olisitko siis kiinnostunut käyttämään tätä appia, sitten joskus, kun se tulee?

Interviewee: Joo mikä jottei, koska kuten sanottua, ei mulla ole mitään perustavanlaatuista syytä olla vastaan, mutta kun ei ole kokemusta, niin on vaikea hypätä siihen. Voisihan sitä vaan sota ja kokeilla, mutta...

Mira: Niinpä

Interviewee: Kyllähän se varmasti helpottaa. Varmasti on kuitenkin semmoinen (asia), mitä pitää jossain vaiheessa alkaa miettimään

Mira: Joo, kiitos paljon, kun osallistuit, ja mä sain tosi hyvää informaatiota mitä voin käyttää tähän suunnitteluun

Interviewee: no hyvä

## Translation Summary

The interviewee has a positive image of meat substitute products. He has eaten them a few times when offered, but never bought them by himself. The most challenging thing related to them is the lacking experience. He thinks that he would buy vegan meat substitute products, if he knew that the product is tasty. Also, he thinks that this is an aspect that should soon be focused on due to environmental reasons.

The most important features that Vegantranslate could offer him are user reviews, sales locations, and comparison to the meat equivalent product. For him, especially the nutrition comparison is important, because he is already aware of the environmental factors. Thus, the emissions caused from the meat production do not trouble him as much as good nutrition levels.

He is not very active on social media, but uses Facebook and Instagram, and might see ads or information on those channels. He would use the application on his mobile phone, and most likely in the supermarket. His operating system is Android.

## Respondent F

Meeting Summary					
Total Number of Participants	2				
Meeting Title	Thesis Research Interview, Vegantranslate				
Meeting Start Time	22/03/2021, 18:56:59				
Meeting End Time	22/03/2021, 19:39:09				
Full Name	Join Time	Leave Time	Duration	Email	Role
Mira Kotorinne	22/03/2021, 18:56:59	22/03/2021, 19:39:08	42m 8s	452154@student.saxion.nl	Organiser
ruben	22/03/2021, 19:01:40	22/03/2021, 19:39:09	37m 28s	ruben_h2a.studio#EXT#@Hoogte2Architecten.onmicrosoft.com	Presenter

Mira: So yeah, for a little introduction. Yeah, as you now know, I do my degree in tourism management in Saxion, Deventer, and this graduation assignment has been given to me from Vegantranslate. And Vegantranslate aim is to bring the best meat substitute products closer to consumers to make their lives a little easier and create positive impact on the environment and society. And I have scheduled approx. 30 minutes for the interview. But it can be a couple of minutes less or more depending on your answers. And I have three topics, which are first about you as a consumer and the issues you face towards this topic. And then more specifically about that product and the concept. And then the last one is that technology related to this product. And it should be about 10 minutes for each topic. And I will of course, just use the information about you like and then so I do not, it's the same important that you belong in the top group, but other than that, I can only use the information I have gathered.

Interviewee: Sure.

Mira: So, the first topic is the insights you have as a consumer towards this towards test products and whatsoever. So how do you perceive vegan meat substitute products?

Interviewee: Cool. How do I perceive it? Well? Yeah, also replacements? Of course, no, no on, on the issues of meat consumer and consuming of meat. So, **I get I know why there's a need for an alternative** (1.1). So also, just I think it is so hard to say that societal image of we need to consume meat for dietary needs. But yeah, I think that is mainly Yeah. Somehow built in our psyche. But yeah, or we just need some nutrition in where it comes from. Does not matter. Well, meat tastes nice. I do still like meat. I do. Since a year I eat more meat substitutes, but yeah, how do I perceive it? Yeah. **The taste is still from that perspective, maybe it tastes is still sometimes a bit less or are they say that Dutch word is flour, but yeah, well, it just has less taste or less interesting taste, or less full of tastes** (2.2). I guess it is worth Yeah. Yeah. And, to me, I'm also kind of texture guy. So, I **also the texture sometimes a bit like, what am I chewing maybe that's also something like you just need to, you know, get used to** (2.8) or something is made or maybe there's also a psychological, but I think that's my, how I look at it now. It is an alternative. I think it is a good alternative. Especially for people who are a bit stubborn towards it.

Mira: Yeah.

Mira: Yeah, that is all right. Um, what about what do you find the most problematic when thinking about buying those products?

Interviewee: Problematic. I think it's; **I think it has to do mainly with just knowledge, you know, what are you eating? You know, I, I recently, I like I said, I recently started using more alternatives. But they are mainly soy. And to be honest, I do not really know what soy is, you know, I know it's a bean. So, I**

do like beans and stuff like that. But I think it has to do a lot with like, just informing what people what it is that you're eating, you know, I think a lot of people don't have knowledge of what it is (2.9). And maybe the problem is also that that they think that is all made out of the same stuff. They have less you know, it's a, I get a tactic that they call it that they try to make a connection to either a sausage or a hamburger, you know, But in the end, it's mainly soy, at least from my how I see it now. Yeah, I think that is might also be a problem that people think like, well, you can sell it to me nicely, but it's still the same thing like that.

Mira: Is there anything you could think of that could make it easier? Or less problematic?

Interviewee: Make it easier? Maybe it's also I think it's, it's also in between there in the head, like, what do you use it for? Because there is a lot of like, like I said, hamburger sausages, type of meat replacements, but I think a lot of people cook and they're just not used to putting, like, minced meat in it, you know? (2.5) How to make it easier? Well. Maybe, like, from a customer point of view, maybe just, I know, they do that, like, small, like, in the package, like, recipe (5.7) stuff like that thing. That is, that might be of use, but they already do that. I cannot think of something right now.

Mira: But maybe, if you could think of like, if you have some certain meat substitute product in your head that you would like to buy but it's maybe difficult to find it or something. What would you like to have? To have an easy purchase experience.

Interviewee: Well, maybe what you see now mainly, is that are there like just a package with the meat replacement? Maybe there is like a market in where it's already in a pre-made meal. Yeah, maybe something like that. Because I really think at least in my own experience, so something I like health and of course everyone a lot of people are into health-related issues nowadays. I was already quite a bit before but it's something you know; you try to build in your daily life more and more. So I think from their perspective, like I do want to do my own research like how can I without I kind of want to cook without the pre made meat replacements you know, just like cook differently but I think for a lot of people that's just too much you know, people are very busy nowadays with enough stuff, you can question if it's stuff they need to be busy with but, for the easy consumer, I think the premade meals would be would be a good way in to their dietary.

Mira: And then I was thinking about like, when you buy food, based on what kind of criteria do you buy your food?

Interviewee: What do I think in the end everyone looks at price, but I mainly look at or at least more and more think about the environmental impact (3.12). So, I personally try to buy stuff that does not have too much packaging on it, you know? So, I try to buy my vegetables without being caught in the plastic or stuff like that. So, prices in that way is getting less and less my priority (3.4). But I guess that is not for everyone. What else is, I think taste. Maybe not for me, but convenience (2.3) I guess is for a lot of people nowadays is a is an issue is you more and more see premade meals.

Mira: Yeah.

Interviewee: Aside from that, no, I don't really have you know, any particular things I look at.

Mira: All right. And is there some kind of information you usually want to have about the product before you make the purchase?

Interviewee: No, it is not something I really look at nowadays, or not yet. I guess at some point, you start looking at the origin, where does it come from. But that has to do then again, with environmental impact. There's interest on transportation (3.7 & 3.12). Yeah. Dietary information sometimes, maybe

how much? Like, also something I'm not that much into yet. But you know, what kind of processed or, like unnatural stuff they put in too many

Mira: like additives?

Interviewee: Yeah, something I do look at more and more, but not, I'm still you know, like I said, it's a long process, you know, you don't switch your diet from day to day, because you're, you know, sometimes you just need to fall back on your old rhythms and time. Time. I think there is a big part of that.

Mira: Yeah. And then, like, all from all that, what would you think is the most important thing for you in the food you are buying?

Interviewee: The most important thing? can't really say that I have a thing that's most important. Well, yeah, well, maybe then. It's not pricing, not nutrition I think it's an environmental impact (3.12).

Mira: Alright, so looking back at this topic, so that I understood correctly. So, you have like, rather positive image about the vegan meat substitute products. But they are still like, somewhat lacking in taste many of them. You thought that that's the most difficult thing. You also said that maybe some recipes would be, like, helpful.

Interviewee: Yeah, I think so, because yeah. I think for people, it's still you know, if it's, maybe that's, maybe that's at least now, so thinking about it, maybe that's a problem, you know, how do you get people to it's like, how do you get people triggered aside from because now, nowadays, at least I see it in the supermarket that they're really promoting it, either, like, either the industry is getting subsidised or something, but there is a lot of, say that axis sorry, on discount, so, but if it's not, if there's going to disappear, and I don't think it will, because it's a process, like in all, in all process, they want to change the keep stimulating it, but if not, then people would fall back easily on you know, I know this, you know, it's, it's known, so how do you get people triggered to a meat replacement? Maybe, you know, maybe it is, at least how I see it is like, try to get instead of the image on our list, what I mean is instead of trying to trick people on like, this is a vegetarian hamburger, or this is a vegetarian piece of chicken. Try to at least be more informative on what is what is actually the project product, you know, because you know, we can I get it that for some people, it's important that it looks like something but maybe, you know, advertising just like it all being chopped up like it's rice, but then what can you actually do with it, you know, just get the whole meat image out of it, you know the shape or know what is the products? You know, like I said I and I don't have I know much about soy sauce, but I eat it for reason for other reasons, but maybe it's better that people understand better what they're actually eating (5.9).

Mira: Yeah, more transparency.

Interviewee: Yeah, I do not transparency.... I do not know if that is the right word. I do not think they are hiding it. But yeah, if informative, I guess.

Mira: All right.

Mira: Yeah, and then more specifically about Vegantranslate and the product. So, the main principle of vegan translate is to show consumers or the users only the best substitute product. So, if you search kibbeling on the website, you don't get many possibilities, but only one which is the tastiest. And the best equivalent for this animal-based product. And yeah, this is the main principle and the core idea. But now I am planning for mobile application for where you can translate. And then I'm thinking about like, what else should it so for the consumers to get the trigger? whatsoever? So if there's something you could think of that you would like to see, besides the product?

Interviewee: to make people conscious of sort of aspects also informs them. I think everything has to do with in a way education information. I guess that I cannot think of anything else right now.

Mira: yeah, so if you could, what you already said were like, recipes, or how to like how to possibly use product if it's not the most people are like mincemeat also. And they're not reasons. And like, actual environmental lens also affect like, how does it do better compare to the others? Right?

Interviewee: Sorry? Can you repeat that?

Mira: Yeah, that is a nice one. I did not even think about that before. Yeah, those were really nice additions. And then they knew about the technology. So, because I am making the plan for an app. Where would you be using this app? Would it be more at home or in the supermarket? Or somewhere on the way?

Interviewee: That's a good question. I am not a big app user as in, you know, I tend to instal an app, but in the end, do not do much with it, and then remove it in the end, you know? So, yeah. Where to use it would be I think, then if I had to answer it would be **at home** (6.2). But I think the challenges more of on why would you use the app? And I think that has to do more with those aspects? Like, how do you actually use a product?

Mira: Yeah.

Interviewee: Maybe there is also just popped into my mind, you know, **nowadays, you see, people tend to do better environment or make better choices, but they also, there's a word for it called gamification, you know, the gaming, gamification of it. Now, like, for example, you have an Apple Watch, and you like to, you know, get that accomplishment every day of the number of steps or when you track your sports activities. Maybe there's to get people triggered like that, too. For example, you just saved this much water, you know, or you save this. I think for some people, I would not, I would not use it because I'm also not a big gamification guy, like I track a lot, a lot of stuff, but some people, at least from what I see and hear around sometimes people are sometimes really into that you know, like you They feel better. Because of it. So might be also something to get people like because you need a like the how do how do you get people back using that instead of looking at it once you know. So that is that's a psychological aspect. So I think there are some ways of thinking about that primarily, like how do you get people back to the app? Maybe like a score, maybe even the score points or maybe sponsorships with, like, I see overtime here like that you get a point for every time for every meet replacement you get with 100 points union, you can get, I do not know, a canvas bag or something, you know?** (5.3)

Mira: Yeah, like a rewarding

Interviewee: Yeah. **reward system** (5.3). You know, like I said, it is, you know, people, a lot of people do it for that aspect. You know, of course, it would be better if they do it from just a conscious point of view. But no, she needs to get people in, they need to get tried to load amendment away.

Mira: Sure.

Mira: And then just simply about your operating system. So, if you will be using this app, on your phone on what operating system would you be using?

Interviewee: I only use apple.

Mira: Apple so iOS

Interviewee: **iOS** (6.6). Yeah.

Mira: All right. And with social media platforms do you use?

Interviewee: Use is a big word. Even. I am on Facebook, and I do check it from time to time. But I am really not active. I have Instagram, but I do not think I ever posted a picture (7.3 & 7.4). So now I'm not a social media guy.

Mira: Alright, And where do you normally get your information from?

Interviewee: that is a good question. Where do I get my information from? I do. Yeah, I follow some like male lifestyle websites, manners, but it is mainly on technology and stuff like that. But they do tend to implement more environmental stuff here and there. And it's really in between the lines, but maybe magazines, and maybe promotions like used to see it on the bus stops or something like that (7.11 & 7.12). Then Yeah, no, I am not. I do not follow a lot of stuff or try to minimise a lot. Like, input.

Mira: Do you ever read the traditional news media?

Interviewee: I also do not follow traditional media much I do. Again, look at some websites, even though Yeah, they tend to have premium articles more and more, but I'm not going to pay for news like them. It is not that report in any way. Most of the time. So, it is mainly the Yeah, stuff that the media thinks is important.

Interviewee: But though I do not follow traditional media, but in the end, of course, you do hear it through interaction with other people. So, I guess our people still follow it. I do read my local. My local newspaper, like there is a list here in the neighbourhood like or at least a few neighbours combined. They have they have a bit more local news, more Arnhem news. And I do like browse through it. Like just what is going on. Not really looking for something just like, Is there anything that is like, pops out, maybe like some exhibition or whatever. Maybe. Maybe that is a place to advertise stuff like that, or I do not know (7.1)

Mira: Yeah. All right, thank you. I have gone through all my questions. And I think I received very helpful information for you.

Interviewee: That is great.

Mira: Is there anything you would like to add? Anything still popped into your head?

Interviewee: Just going to look at the website once more. Maybe it is also good to add categories as well. Now I'm like, What do I look for, you know, and we started off with meat. But now I see that there is a lot of other stuff as well. I'm not too much into vegan and what is what is vegan in particularly, I know it has to do with milk and eggs and stuff like that. But you know, yeah. Maybe that's just if you've gone on the website, instead of looking for something you might get triggered by certain keywords. For example, ice cream. I do like the Ben and Jerry's vegan ice cream it has its with made with almonds, the cookie dough one, and I really liked the aftertaste of the almonds. So it's very nice. Maybe it's also Yeah, inform, again, based on information like why. Try to inform people on why it's better that we use less milk, and I don't know, what is the reason? (5.9) Maybe it did? Is it only the fact that you have less cows? Or is it there being other reasons? Maybe break it down to the water or co2 impact? I don't know. If you have a list on all those aspects, maybe. I think that is it, from a practical point of view (5.1).

Mira: Yeah.

Mira: Thank you. Very helpful. Yes, one thing. So, for my own reference, could you text me your last name?

Interviewee: Yes, sure.

Interviewee: You also need my age?

Mira: Um, yeah, I am not sure I'm, I was thinking that. Yeah, you can. Yeah.

Interviewee: I'm 31. So, I just texted you. I already asked a few people around; they were not really interested in giving an interview. But there are a few other people just popped into my mind. So, I'll still ask those. And if not, if you do not hear anything from me, then I haven't found any willing subjects.

Mira: All right. No worries. I already had plenty.

Interviewee: Okay. Otherwise, good luck.

Mira: yeah, thank you.

Interviewee: Well, if you if you are done with it, probably still need to implement it right? Where is the company actually situated?

Mira: yeah, there is like, there is nothing really it does not have a physical location. I'm the only one actually doing something for it at the moment. I am adding the products on the website and looking for partners as well. And whatsoever. So, like side job.

Interviewee: Yeah. Okay. Where did the initiative come from?

Mira: Yeah, I'm not like the owner or anything like that. But Hank Dupree He's the owner, and he also has a vegan hotel or like little vegan Bed and Breakfast up in the plier. And that was his idea.

Interviewee: The Vegotel.

Mira: Yeah, that one. It's really nice.

Mira: The only vegan, like this concept is the only vegan hotel concept in the world.

Interviewee: Okay. Nice. I'll look at it later

Mira: I will also make a survey when I will try to make some sort of prototype of this and then make a survey to ask people how they how they liked the prototype. So, I will then let you know when that is ready.

Interviewee: Sure. I will fill in.

Mira: Oh, thank you.

Interviewee: Okay, no problem. Good luck!

Mira: nice evening

Group 2: Potential flexitarians  
Lives in the Netherlands  
46-65 years old  
Female  
Average meat consumption  
Appreciate meatless meals and has a low need for meat  
Might consider meat alternatives due to animal welfare and environmental reasons

## Respondent G

Elisabeth Rees

Mira: All right, so yeah, well, I do not really need to properly introduce myself, but I am going to introduce this project a little.

I am doing my project and my degree at the tourism management in Saxion, University of Applied Sciences in Deventer, and this project is assigned by Vegantranslate. And the aim of vegan translate is to bring the best meat substitutes closer to consumers, and obviously also create positive impact on environment and society. This interview will last approximately 30 minutes. And the information gathered will be used to improve my professional product but analysed anonymously. So, I'm not using personal information about you, but only the information that I'm getting from you. And I have three topics in this interview, they should all take approx. 10 minutes each. And first is about like you as a consumer and the issues you face towards this topic. And the second topic is more precisely about my product. The third one is more about the technology related to this product.

Mira: Okay, so how do you perceive vegan meat substitute products? What is your image and opinion?

Interviewee: I do not use them very much. How was this one substitute product called we use sometimes like to make. Well, that was in Sweden, but like they probably got the same thing here. I cannot remember the ingredients. It is like mushroom ingredients. It's called something... we use them for pasta sauce. So instead of meat, you know, minced meat it was, and it is called. It's not soy (1.1).

Mira: Quorn?

Interviewee: Quorn. Thank you. I've just could not find the right word. So, so we use Quorn. So, something I have not did here in the same way because it's all usually already marinated. And I'm allergic to garlic. So for my mind if it is already marinated and you know I can't use then I have to do something for me and something else for the kids. Yeah, so but that's what we have used and that works well. Natural Quorn it was and nice. I think it's if you can find things that taste nice. You can do quite a lot. So you can just yeah, I think it's good. Yeah, the substitutes, meat substitutes and fish substitutes. Sometimes it's a bit too processed, it should feel a bit natural, one way or another (3.11).

Mira: And what issues do you feel like you face when thinking about buying those substitutes? Or what do you think is the most problematic thing about them?

Interviewee: Well, the first one, of course, is if I'm allergic to something and a lot of it is already pre marinated. So, it's already the garlic is already in there. So that is the biggest hurdle for me it's that okay, I can't eat this. Yeah, so that is that is my hurdle but and then the other hurdle is if the kids like it or not. Because I mean I usually, I eat apart from the garlic I eat most things but do not eat that much meat, they eat more meat and I'm trying them to get eat more vegetarian and stuff and yeah, slowly getting there you know? So that is one thing, I do not want to cook multiple meals per day. So the kids needs to like it (2.3).

Interviewee: I would say habits is probably the worst (2.10). Your worst enemy in this. Your habits of oh you do a hamburger you just think hamburger you don't think oh I will take something else you just



said okay. We will grill hamburger barbecue hamburgers. Okay, then I take the meat because that's what are you, I've always done so yeah, it's to break this habit of always thinking from the meats, or the fish, just think, okay, if we're going to do this meal of time, take out the meat and meat and put something else in that will resemble when there are nice tastes. Or be totally different, but good.

Mira: Yeah. Is there something you think of that could help you in this, like make it less problematic?

Interviewee: Yeah, I think one thing is, is when you go to a store, you have the meats, you have the fish. And then you have the vegetarian options (2.4). For me, it would be then if there were, you know, okay, I'm going to buy minced meat, that would be interesting to have the minced meats, either vegetarian or meat or whatever, very close, in synergy to each other, right? Because then I could say, oh, I'll take this one instead, because you go by habit. But if I have to then find the vegan or the vegetarian option, then you do not go because it's especially now the time or I think even in Jumbo. And stores around here. It's on a special shelf (4.1).

Mira: Yeah, you need to find another place in the supermarket.

Interviewee: Yeah. And when you go, well now we just shop over the internet, right. But before, before everything, you kind of go your little round in the store. And if you don't see, if you don't automatically are looking for the vegan option, you won't find it (2.4). So that is one thing. So, I think that that is for a company I would try to implement to have the vegan option close to the meat option if you are trying to get people to eat more (4.1). So that's one thing that is probably because usually I go in, I'm always in a rush doing grocery shopping. So, I never had time to walk around and could probably, but usually it's just, I need to get in and I need to do dinner. And you go to the same place in because you know what you're going to get and then you just leave. So, it's different. If you go travelling and you go to another supermarket. You've never been to any like, Oh, this is nice. But in the ordinary day to day shopping. Yeah. To where you know, the things that you need. Make sense in. So that is one thing I would say. Yeah, I don't know. That was what?

Mira: Yeah, that is good enough. And then when you buy some food products based on what do you buy it? Like, what kind of criteria you think of when you choose food to buy?

Interviewee: Well, I try to buy eco, to buy a lot of biological meat, biological veggies. So, everything I tried to buy is bio (3.5), because I think at least it's not full of shit (3.10). So, it's a healthier alternative and hopefully more environmentally friendly alternative (3.2 & 3.12). So that's one thing so I don't quite say that sometimes. Of course, you don't always have a biological if you don't go to a very special store. So in other time, most of the things that we buy is bio and then I think okay, what do you need for dinner? I'm so, especially now. It is so boring. So boring to go shopping. Everything is the same you know, it's Yeah, but what's the what the answer what do I usually buy? And then it's also the habit of buying the same things. I'm really, I would like to do buy more make more interesting dinners and food it's just so boring. Yeah. Yeah, it's because every is Yeah, it's difficult when it before you could have Okay, I look in the recipe book and I find something Oh, this is good. I'll go and maps. You want to go to the internet and try to find Okay, where is it? Okay, there it's just i am not doing it very well. You know, doing Breakfast, lunch dinner every day for the family all the time never going out. It just gets me.

Mira: Yeah, I understand, that's like, Yeah. How it is now. Then like, Yeah, when you buy those foods, what kind of information do you want to have about it before you make the purchase?

Interviewee: Okay, so if we go into I, well, first of all, if it is if it's **natural** (3.11), then I don't need to look at the ingredients. But if it is, if it is a composition of something, I always need to look at the **ingredients** (5.8), so it does not have garlic in it. For me, so that is one thing, the other what I is **where it's from** (3.7). **If it's bio** (3.5). Then, of course, or not. So, I always try to buy food that it's important for me how it's been produced. So that kind of the food chain there. Yeah, that's one thing. And of course, **if it is fresh** (3.3), it's fresh. And it's you know that two things where it is from, if it's bio, and then it doesn't contain garlic, like, that's the that's the things that I look for. And that It looks nice. And something that might **the whole family would enjoy. Right? It's, it's also, I found this shoarma thing, and I would never buy it for me. But then of course, and then oh, well, the kids will love it. So, what I'll do is and it's nice. We do the dinner together** (3.1). And yeah, yeah, that it looks nice. And yeah, it looks nice. And sometimes also quick fix.

Mira: Yeah. Yeah, that is something that's important, too.

Interviewee: Yeah. But usually, I buy. Usually, you know, not too many already chopped up vegetables or already made things, I kind of want to do myself.

Mira: And then would you also consider that those are the most important things? Like, yeah, if it has those ingredients that you are allergic for, and then whether are its biological?

Interviewee: Yeah, and it's something that yeah, I think I think it's that its bio and where it's from, and what it looks, kind of like the look of its Yeah. That is, that is what I'm, but it also depends what kind of dinner you are making, if I have guests or if it's just the four of us. But maybe the everyday shopping, I would say yes. You know, you do not want it to take three hours to make good. Especially now, you don't want to stand in the kitchen every single day.

Mira: Yeah, definitely. All right. So, I will just check that I have understood correctly, all those things in this topic. So, you think that it is good that there are those made substitutes? And yeah, they should be more natural, maybe? And yeah, you find it problematic to find those natural ones which don't have the allergic ingredients and marinade and those things already in it? And is there anything else, like?

Interviewee: and that it is that it's because usually, **that you can find it easily. And it is kind of in connection to, to the meat.** (4.1)

Mira: Oh, yeah, that is important that like connection

Interviewee: because otherwise you have to already know what you are looking for.

Mira: Yeah.

Interviewee: So, if you know what you are looking for, and then you find something else that is actually better, healthier. And, you know, I think that is really important. Price... pricing for me.... It is not because, yeah, we put a lot of money into our food that we eat, right. So, for pricing. For me, it is not that important. It is more important that it's feels healthily healthy, and it feels nice, and that you can actually find it without already knowing what you're looking for.

Mira: All right, yeah. So, my second topic is more precisely about the product itself. So, we Vegantranslate like, basic principle is that it offers you the exact product that is equivalent for the animal-based product. So, if you, for example, you would like to have Kibbeling, like, like I brought you then you write that in the search bar, and it will offer you like this product that I gave you. So, like a perfect substitute. So, it doesn't have all the meat substitutes on the site, but only the best ones which are like, matching flavour, to those animal-based products. Yeah, this is a core idea. But then I am thinking about like, like, how it can be improved, how what would be added whatsoever? And I am

making the plan for that mobile application for this. So, like, Can you think of some other information you would like to have besides this product itself? So now it is showing you the product? Okay, here is the best substitute. But would you like to see and know something else about it?

Interviewee: Well, the ingredients, I would say, the ingredients. And also like a Nutri score. It could be interesting, because I mean, a meat kind of says it itself. There is so many fats, and there's this and this. But in I have no idea. What is in the vegan products. I do not know. I mean, probably a lot of pea flour and things. I do not know what they use, right? So, kind of a bit more information on what is on the on the product, so if it was a nutri score. It says okay, it is this much fat, or if it's, you know, yeah. Healthy how healthy it is, how much sugar is it in how much? Because when you when you do is so the meat is usually you know what is in the meat. And you can see if it's a fatty meat or if it's a lean meat. But you know, it is meat. It is nothing else, it should not be anything else in it. But in a V in the in the substitute. There are a lot of things in it. And so, you I do not know, you know, did they put sugars in it? Did they put a lot of salt in it? Yeah,

Interviewee: Yeah. So that kind of information could be interesting to know. And also, if and then if it's bio or not. Yeah (5.9).

Mira: So, more transparency?

Interviewee: Yeah. What, what it is, what you are actually eating (5.9). And then it would be interesting to know, what the carbon or the environmental footprint of the vegan option of because I mean, I know you buy a steak is a hell of a really shitty environmental, even if you buy it. Biological steak it still. It might be better for you as a person, but it is still really bad for the environment. But it would be interesting what the environmental footprint is for the vegan (5.1). I think yeah, maybe it's that does that answer your question?

Mira: Yeah, definitely does. So yeah, that will also show them like how much you do better by buying this instead of the animal based.

Interviewee: I think that would be really nice to show in an app saying okay, if you buy this "kibbeling" instead of that one, you know that you have helped the environment in this and that way (5.1).

Mira: So, transparency, and yeah, ingredient, environmental effect.

Interviewee: Yeah.

Mira: And then more about like the technology related to this app.

Mira: So yeah, if you if you have this app, where would you like to use it? Would you think about using it more at home or when you are already in a supermarket or somewhere else?

Interviewee: Well, I never I do not go anywhere else right now. I am trying to figure out a time how my life was before this but yeah. Now it is probably when you are home or on the way to the supermarket because it is good to have kind of already know if you make a list of what you're going to buy. Okay. Before that, but probably in the supermarkets or and also would be is like if you have Hmm, what is it called QR codes? And you just scan. And you see in (6.2 & 6.1) Yeah. That is it. So, you can go to the system.

Mira: when you are already there, then you would scan the product?

Interviewee: You can scan the product, right. And you see what, if you buy this, it is much better than if you buy that, you know, it is a no, that's something but I would say, either home or probably mainly

home. That is, it. I doubt that I would use an app so much. Spotify, that is what I use Yeah. So, it's more at home when I do the thinking about what to buy, or what to make. (4.3)

Mira: Yeah, so maybe also on your laptop?

Interviewee: Oh, yeah. Yeah, of course, on my laptop. Yeah. Because that is where I will do the food and yeah, absolutely. laptop or phone in the supermarket. But yes, absolutely. on my laptop (6.3 & 6.4).

Mira: And on which operating system? would you use it on your phone? Like always you? So, Android or iOS?

Interviewee: iOS (6.6)

Mira: Alright. And which social media platforms do you use?

Interviewee: Well, I am not very active on social media, but I use while it's Instagram, Facebook and LinkedIn (7.3, 7.4 & 7.6). Let us see. Yeah.

Mira: And out of those, which one are you most active on?

Interviewee: workwise I am more active on LinkedIn. But socially, I would say probably Facebook. Yeah. But mainly to watch, you know, see what my friends are doing. I rarely post anything. Yeah. But the Facebook is the one that I would be most active on.

Mira: Yeah. And so, if you are using some apps, you said you're not using many apps right now, like Spotify. And so, but if you are using some apps or some platforms online also, Can you recall where you have found those from?

Interviewee: Well, Facebook is one I downloaded a quick training app now because then I just need to get in shape. So, Facebook, actually get that and then word of mouth. friends or colleagues (7.5). Yes. I do I get if I read something, but where do I read? Well, of course news. Yeah. Online newspapers (7.8) Yeah. Do

Mira: you read some Dutch newspapers?

Interviewee: Yeah, yeah. The Daily News I read two Swedish ones and British ones and then Dutch news NL. And you know the NL article, the

Mira: NL news?

Interviewee: Yeah, something like the English two English ones. And then sometimes I go into come to Gerderlander to see but I am not very much, and I don't read many Dutch newspapers, but I read the Swedish, British and the English- Dutch newspapers (7.1 & 7.8)

Mira: Alright.

Interviewee: So there I get some information. I will say. Yeah. topics that I might be interested in. Yeah.

Mira: Yeah. All right. Thank you. Yeah. So as to recall a bit so you would like to use it may be mainly while planning but possibly also in a supermarket? And maybe also on a QR code to see, like the benefits of certain products. And you are using iOS, but then also web browser, but then yeah, then that is, yeah.

Interviewee: web browsers. It is Google Chrome or Safari. Usually, to alternate when one does not work on the other one. I try the other one.

Mira: Yeah. Mira: And then you are mostly active on Facebook or LinkedIn?

Interviewee: Yeah.

Mira: All right.

Interviewee: I am on the new one, it is not a storyteller. What is it called..., new platform wherever you only talk to each other? Have you heard about that?

Mira: Oh, where you can join these meetings or like guest rooms where someone's talking

Interviewee: yeah, about different topics,

Interviewee: ah clubhouse I got the Because it was really fun. So maybe that's the next then I don't need to post anything (7.9)

Mira: yeah, I heard that is really good. I just cannot get it because it is only for iOS

Interviewee: yeah, it certainly is right now. Yeah. need to wait with that. have done it yet. But in these times that might be nice to have social interaction with people that you do not know.

Mira: Yeah, definitely. But yeah, I have gone through all my questions. And I yeah, I would also like to thank you for joining this.

Interviewee: Oh, it was only that??

Mira: it was only that yes

Mira: It was not that many questions. But I do not know, like, Did anything come into your mind that you would like to add? And you have like, what kind of thoughts this brought you?

Interviewee: Well, it's even more on the how to Because they on an if you buy, it's you'll never have the information so small, and you won't have all that information that you might want about a product. So, it would be nice. If you make an app you have different layers on how much information the customer wants, right? So, the QR code, it would be? I do not know, if it's because you have all the I think what the stores have their own QR code for the ingredients and what you're buying. So I'm working with a, I'm actually working with an app. It's called my food repo. So it's to find out what people do. Well, instead of nutritional questionnaires in scientific studies, you have you just take a photo of AI and you see what they are eating our seating. And so it's just being rolled out. It's been rolled out in Switzerland, and I'm really working with a group in the US it's for medicinal, what it's for. Scientific, maybe mainly interventional projects, in health, in cancer research and in other research projects. Because all these questionnaires is very difficult to fill in. But if you just take a picture on what you're eating every day, and it's annotated, and you can see how much nutrient and nutritious is a rich, vibrant as. So that's kind of the information that I would like to know if I buy if you are starting a new app, and I buy this meat substitute? I would like to Okay; how much fibre is it? How much that is? It's how, in a healthy square compared to the meat product? How, how would you say this is for the health? How would you say it's for you for the environment? And how you can so you always so, so the customer who may be not used to buying these vegan products will feel a bit better? Yeah, themselves when they bite because they know Okay, this is actually I am doing something good for something.

Mira: Yeah, like rewarding. Yeah,

Interviewee: yes, a reward there. Yeah, exactly. So, I think that's to really press on that for. For the app, and for the products, I think that's instead of saying, Oh, it's because of something else is because this is so much better than the other one. That is why you should not have. It's better for you as a person, it's better for the environment. Instead of saying, Oh, it's this substitution (5.3).

Mira: Yeah, it does not sound as good.

Interviewee: No, exactly.

Interviewee: So yeah. No, I did i think if i remember something new or something, I think I will text you Yeah.

Mira: Thank you. And would you be interested to use this app if it?

Interviewee: Yeah, absolutely. Absolutely. I think I would. Especially now I'm just trying to get some what the hell should I make for dinner? It would be nice to know that okay. I'll use these. I've been good ideas on what to buy.

Mira: Yeah. Thank you. Thank you, very valuable information.

Interviewee: good, fun, happy to help. If there is anything that you want. If you remember something you can always ask me.

Mira: Yeah, thank you. I can update you about like, how it will go, and it will be available and yeah, yeah.

Interviewee: So you are doing the app?

Mira: I'm not doing the app myself. I do not. I am not doing the technical side. But I am making a prototype as a part of this. And later on, somewhere in May I will publish a survey to test it. I'm not sure exactly how the mod can prototype I will be capable of making but some somewhat prototype I will like implement in the survey for people to test it and then got more information how it was. Based on that I will provide the plan for that.

Interviewee: Oh, great. Yeah, excellent.

## Respondent H

Meeting Summary					
Total Number of Participants	2				
Meeting Title	Thesis Research Interview, Vegantranslate				
Meeting Start Time	19/03/2021, 14:57:10				
Meeting End Time	19/03/2021, 15:29:01				
Full Name	Join Time	Leave Time	Duration	Email	Role
Mira Kotorinne	19/03/2021, 14:57:10	19/03/2021, 15:29:01	31m 51s	452154@student.saxion.nl	Organiser
Marianne (Guest)	19/03/2021, 15:00:40	19/03/2021, 15:29:00	28m 19s		Presenter

Mira: Eli tosiaan, mä oon Mira Kotorinne, ja mä teen mun tutkintoa Saxion ammattikorkeakoulussa Deventerissä. Tourism Management ohjelmassa. Siellä mä teen nyt tätä mun opinnäytetyötä, ja se on Vegantranslate firmalle. Vegantranlate:n tarkoituksena on tosiaan tuoda ne parhaat

lihankorviketuotteet lähemmäs kuluttajia, ja näin myös samalla luoda positiivista vaikutusta ympäristöön ja ihmisiin.

Interviewee: Mistä tämä Vegantranslate on kotoisin? Tai missä niillä on firma?

Mira: Tää on siis vielä tosi pieni juttu, ja nyt on vaan toi nettisivu, mutta ei vielä kovin laaja tai pitkälle edistynyt. Tämä ei ole hirveästi ollut esilläkään vielä missään, mutta toivon, että tän mun opparin myötä tähänkin saataisiin muutosta.

Mira: Mä oon tosiaan aikatauluttanu noin 30 minuuttia tähän haastatteluun ja tässä on kolme eri aihealuetta mitkä jokainen on noin 10 minuuttia. Käytän tosiaan sun tietoja täysin anonymisti, mutta on tärkeää, että kuulut tähän määriteltyyn kohderyhmään. Ja informaatiota mitä tästä saan tuun käyttämään mun tuotteen luomiseen ja parantamiseen.

Mira: Tosiaan aihealueet ovat sun kulutustottumukset ja ongelmat tähän kyseiseen tuoteryhmään liittyen, tarkemmin tämä mun tuote ja konsepti sekä viimeiseksi teknologia, joka liittyy tähän tuotteeseen.

Mira: minkälainen kuva sulla on lihankorviketuotteista, tai mitä mieltä sä oot niistä?

Interviewee: Mistähän sitä aloittaisi... Lihankorviketuotteista on semmoinen kuva, että niitä on mahdottoman vaikea saada. Tää kuva perustuu siihen, että mun pikkusisko ja pikkuveli oli vegaaneja jossain vaiheessa vuosia sitten, ja kun ne tuli kylään niin oli ihan hirveä ongelma, että mistä saadaan ruokaa pöytään, jota nekin söisivät. Tiedän kyllä, että tällä hetkellä niitä on saatavilla paljon enemmän, mutta se kuva on jäänyt kuitenkin. Sanotaanko, että vaikeus. Siis imago on vaikea. Nii emmä tiä onko mulla mitään muuta siihen... Musta tuntuu, että se sana "vaikea" kaikin tavoin kattaa monia asioita liittyen tähän asiaan (1.2).

Mira: pystytkö sitä vaikeutta vähän enemmän täsmentämään, että mitä kaikkea se kattaa?

Interviewee: no siinäkin mielessä, että tällä hetkellä on hyvin vaikea myöskin valita, kun niitä tuotteita on paljon, jos jotakin sellaisia tuotteita haluaisi käyttää. Ja sitten jos jotain valitsee ja se valinta menee vikaan, eli se et se ruoka ei ole hyvää, niin sitten menee into kokeilla kokonaan. Kun ei ole mitään tällaista vegaaniuskontoa, tai siis sellaista eettistä syytä ei ole mun eikä meidän perheemme päässä välttämättä syödä vegaanista. Mä luulen, että jos mentäisi siihen suuntaan, niin meillä ensimmäinen askel olisi kuitenkin vegetaarinen eikä vegaaninen, koska se on vielä yksi askel pidemmällä ja vaikeampaa (2.3 & 2.7).

Mira: Joo, okei.

Interviewee: Eli nämä vaikeudet ovat kaikki siinä, kuinka tää myydään lapsille, se on niinku "mission impossible", ja tota nii, vaikea, kaikki on vaan vaikeata.

Mira: Joo, ymmärrän. Seuraava kysymys onkin siihen liittyen aika lailla. Eli, mä olisin kysynyt, että minkä sä koet kaikkein ongelmallisimmaksi siinä ajatuksessa, että ostaisit jotain tällaista lihankorvaavaa tuotetta?

Interviewee: no varmaankin juuri se valinnanvaikeus, että se ruoka sitten olisi hyvää (2.7).

Mira: Joo

Interviewee: että, tota, ettei se olisi pettymys, koska sitten jos tällaisia valintoja lähtee tekemään, niin sen ensimmäisen kerran pitäisi onnistua, jotta siitä seuraisi toinen kerta, ja kolmas kerta, ja niin edespäin. Ja sit ehkäpä reseptitkin... Jos oisi joku ihan tosi hyvä resepti tai jos jossain muualla söisi



jotain hyvää, joka on niinku vegaania ja saisi esimerkiksi mukaansa reseptin. Vaikka oisi niinku kylässä tai ravintolassa. Eli se jonkun näköinen (hyvä) kokemus ennen kuin itse lähtee yrittämään, varmaan auttaisi asiaa (5.7).

Mira: Joo

Interviewee: kun on pallo hukassa, niin silloin on pallo hukassa, eikä oikeastaan halua ottaa sitä riskiäskelta niin helposti, että kokeilisi jotain (2.7)

Mira: Joo, ymmärrän. Tulikin jo myös vähän vastausta tähän seuraavaan kysymykseen, eli mitä sä koet, että voisi auttaa tässä asiassa, jotta se ei olisi niin ongelmallista? Mutta sä sanoitkin jo, että...

Interviewee: kokeilu (4.2)

Mira: niin, ja että olisi reseptiä ja...

Interviewee: siis missä tahansa yhteydessä, jossa saa syötäväkseen jotain hyvää vegaania ruokaa ja joku antaisi sulle reseptin mukaan, "kun kerran tykkäsit", niin se varmaan vois kaikkein eniten edesauttaa sitä, että "toihan oli hyvää, tehdäänpäs tätä kotona". (5.7)

Mira: onko sitten jotain siihen liittyen, että kun kaupasta ostaa itse näitä tällaisia tuotteita?

Interviewee: no emmä tiedä, voisihan sekin olla, että jos kaupassakin oisi jotain maistiaisista, mutta harvoinhan on. Mä ainakin vegaania ruokaa miettiessäni mietin nyt ihan lämmintä ruokaa, ja eihän kaupoissa yleensä niinku sellaisia maistiaisista ole. Tota, nii, emmä osaa sillain miettiä, mutta tietysti kaupassakin voidaan reseptejä jakaa, mutta mä en välttämättä kyllä uskoisi siihen, että se on hyvää se ruoka, joka siinä reseptissä on, ellen mä ole sitä itse maistanut. Eli, että viitsii lähteä sitä yrittämään tehdä ja "myydä" perheellensä niin silloin tarvitsisi ainakin itse seisoa 100 prosenttisesti sen valinnan takana.

Interviewee: hei muuten tosta vaikeudesta, palaisin siihen vielä: vaikeaa on myös se, että jos oikeasti eettisesti haluaa, että se ruoka on vegaanista, eikä esimerkiksi vegetaarista, niin siinä on vaikeus myös se, että tuotteissa mitkä oikeasti ovat vegaaneja tai ei ole, niin ainakin ennen ollut hyvin vaikeaa ottaa selvälle, että onko siellä kuitenkin joku pieni ainesosa, joka kuitenkin on väärä. Sekin on sellainen vaikeus, mutta ei tietenkään niin kauheasti minulle, koska mulla ei oo semmoista eettistä, että mä nyt vegaanisesti söisin niin ei mua haittaisi, vaikka siellä joku pieni ainesosa vähän menisikin vikaan. Mutta silloin kun näitä piti veljelle ja siskolle tehdä, niin tapahtui sellaisia, että olin ostanut jotain ja se ei sitten kelvannutkaan, kun se olikin vaan vegetaarista, eikä vegaania. Eli sekin vaikeus voidaan vielä mainita (2.9).

Mira: joo kiitos, se on tosiaan ihan totta. Itsekin huomaan vegaaneja ostoksia ostaessani, että maitoproteiinia on esimerkiksi ihan kaikkialla, niin sitä on tosi vaikea välttää. Sit mä mietin semmoista, että silloin kun sä ostat ruokaa, niin millaisilla kriteereillä sä yleensä ostat sitä, että minkälaiset kriteerit sen ruuan pitäisi täyttää?

Interviewee: No mulla on hyvin vaativa perhe, ja koskaan ei ole kaikki tyytyväisiä. Tai ei se nyt enää ihan niin ole, mutta aikaisemmin oli vaikeaa saada koko perhe tyytyväiseksi. Mutta kriteerit ovat useimmiten ne, että mä saan pidettyä tän porukan tyytyväisenä. Mulla on mies, ja kaksi poikaa, että niiden pitää olla jossain määrin tyytyväisiä siihen ruokaan, mitä mä laitan. Kyllähän siihen tietysti vaikuttaa myös se, että mistä mä itse tykkään, että miellytän mä itseäni. Mutta siis kriteerit on vähän silleen, että yrittää pitää kaikki tyytyväisenä. Ja mikä siihen vaikuttaa, niin esimerkiksi mun mies on hirveen valikoiva lihan suhteen. Hän oisi varmasti meistä se ensimmäinen, joka siirtyisi vihreämpään ruokavalioon. Ja jos mä kokkaan lihaa, niin sen yleensä pitää olla jostain tosi hyvästä



lihakaupasta ja kallista ja semmoista niinku. Se on niinku yhdellä suunnalla, ja sitten pojilla on taas semmoinen nuorisoruokavalio. Ja tota pojat on 19-vuotias ja 14-vuotias. Tämä 19-vuotias alkaa olla aika valveutunut ja maistaa kaikkea ja on taatusti jo miettinyt ja keskustellut tällaisista vegaani asioista kavereidensa kanssa, eli siellä alkaa olla semmoisia aikuisia ajatuksia. Mutta 14-vuotias söi vaan karkkia ja hampurilaisia ja Coca-Colaa ja tota sillein, ja pikkuhiljaa saadaan hänellekin lisättyä niitä ruokia, mitä hän suostuu syömään. Tää on ymmärtääkseni normaalia kasvussa, että alkaa sitten myöhemmin enemmän erilaiset ruuat maistumaan. En saa häntä kalaakaan syömään oikeastaan ollenkaan, että se on vielä tosi kapeata. Sitten taas toiset söisivät kalaa, eli se on sellaista sumplimista. Eli vastaisin varmaan suurin piirtein, että nämä ne kriteerit ovat. Sit yksi tärkeä on, että kyllä mä katson tarjoukset kaupassa, eli hintakin. Mä yritän ostaa sillain järkevillä hinnoilla asioita (3.1, 3.4 & 3.8).

Mira: Joo. No entä sitten minkälaista informaatiota sä tarvitset, että sä ostat sen tuotteen? Eli, ennen kuin sä teet sen ostopäätöksen, niin mitä sä haluat tietää siitä tuotteesta.

Interviewee: Kyllä mä aika paljon ostan merkkituotteita. Tai sitten saatan ostaa niitä kaupan omia merkkejä, kun kyseessä on semmoiset tuotteet, joilla ei ole niin kauheasti väliä. Eli maito on maitoa, ja vessapaperi on vessapaperia, ja niin edespäin. Mutta jos mä laitan jotain, mielestäni hienompaa tai parempaa ruokaa hienompaan tilanteeseen, silloin mä varmaankin valkkaan semmoisia A-merkkejä. (3.8)

Mira: Joo. Eli sanoisitko sä, että sulle silloin se tärkein asia siinä tuotteessa on se, että se on semmoinen laatutuote?

Interviewee: Kyllä se varmaan on joo, varsinkin kun mies nyrpistää heti nenäänsä. Esimerkiksi, jos mä ostaisin jauhelihaa, niin hänelle ei kelpaa edes luomujauheliha Albert Heinistä, vaan sen täytyy olla lihakaupasta. Oon mä sitä pari kertaa huijannut, niin että mä oon ostanut jotain muuta, eikä se sitä sillain oo huomannut, mutta on myös sanonutkin, että hänen mielestään ne ei ole hyviä, tai ne haisevat. Vaikea selittää, mutta laatu on kuitenkin varmaan se (3.8), koska se pitää hyväksyttää täällä muillakin.

Mira: Joo. No tässä oli kaikki tästä ensimmäisestä aihealueesta, mutta mä vielä vähän katon, että ymmärsin kaiken oikein. Eli isoin juttu sulle tosiaan on se, että se on vaikeaa näiden lihankorviketuotteiden kanssa.

Interviewee: Joo

Mira: se niiden maku, ja se missä ne ovat...?

Interviewee: no kyllä ne löytyvätkin, ei se oo siitä kiinni, mutta (epä)varmuus, just siitä, et onko ne hyviä, vai ei

Mira: Joo okei. Ja sitten yleisesti laatu on aika tärkeä ja se, että sopii just kaikille perheessä

Interviewee: niin, joo

Mira: Joo, eli sitten vähän tarkemmin tästä tuotteesta, ja tästä firmasta. Eli Vegantranslaten perusideahan on se, että se näyttäisi käyttäjille vaan sen täyden kympin korvaavan tuotteen lihatuotteelle. Eli yksi tosi hyvä on kibbeling; eli jos sun tekisi mieli syödä kibbelingiä, ja sitten sä kirjoitat siihen hakukenttään "kibbeling", niin se antaa sulle vaan tän yhden, tai ehkä max kaksi vaihtoehtoa, eli sen on oltava se paras mahdollinen. Eikä niin kuin jollain sivuilla on listattuna kaikki mahdolliset vegaanituotteet mitä kaupoissa myydään, mutta täällä on vain ne parhaat.

Mira: Eli tuo on se perusidea, mutta tää mun projekti on siis suunnitelma Vegantranslate mobiili applikaatiolle. Eli mä tosiaan mietin, että mitä muuta se vois tarjota sille käyttäjälle, kuin vain ainoastaan tän tuotteen. Mitä siis sun mielestä olisi sellaista, jota sä haluaisit nähdä sen lisäksi, että se näyttää sen tuotteen?

Interviewee: Varmaankin suosituin resepti, jossa on käytetty tätä tuotetta (5.7). Ja jos puhutaan nyt esimerkiksi juuri kibbelingistä, niin siinä voisi olla vaikka "herkullista tämän ja tämän kastikkeen kanssa". Koska eihän tähän tuotteeseen varmaankaan itsessään liity reseptiä, mutta siinä pitäisi olla se tarjoiluohje (5.4).

Mira: joo eli esimerkiksi niin, että "sopi itämän vegaanin kastikkeen kanssa", ja näin saisi sen koko aterian vegaaniksi

Interviewee: Joo, joo. Emmä oikein muuta osaa kuvitella silleen. No hintahan siihen pitää tulla (5.12), mutta se nyt varmaan tulee automaattisesti.

Mira: itseasiassa ei vielä tällä hetkellä, että tän hetkessä konseptissa se on vain se tuote. Sen takia mä mietinkin, että kiinnostaako juuri esimerkiksi se hinta

Interviewee: kyllä mä uskon, että se kiinnostaa, koska monilla voi olla juuri se mielikuva, että ne on kalliita tuotteita

Mira: Joo

Interviewee: En siis tiedä onko ne

Mira: Nii, sekin riippuu ihan tuotteesta, mutta jotkut ovat vielä aika kalliita. Nii eli tosiaan sua kiinnostaa resepti, oheistuotteet...

Interviewee: Joo, eli musta tuntuu, että se tarjoiluohje on se, joka heti kaikkein eniten inspiroi, "mä ostan tota, ja noin mä sen laitan pöytään" (5.4). Mutta mä en oikein käsitä sitä, että miksi sen ruuan nimen pitää olla kibbeling, jos se ei oo kibbeling. Eli miksi haluan olla jotain, mitä en ole. Vaikka toisaalta, koska se on korvike, niin täytyyhän sillä olla tunnistettava nimi, että tietää mitä se on korvaamassa.

Mira: No joo se kyllä vähän myös jakaa ihmisiä, mutta sen takia se nimi on just se, että ne tuotteet löytäisivät ne ihmiset, jotka haluavat sen saman elämyksen, mutta niin, että ympäristövaikutukset olisivat pienemmät.

Interviewee: Joo jätetään se, koska siellä on selkeästi kuitenkin logiikka

Mira: Joo, okei. Eli se olikin siitä, että mitä tähän peruskonseptiin pitäisi lisätä. Sitten vähän siitä teknologiasta. Jos olisi tällainen applikaatio, tai sitten kun on, niin missä sä kuvittelisit, että sä haluaisit käyttää sitä? Olisiko se esimerkiksi kotona suunnitella, vai silloin, kun sä oot jo kaupassa?

Interviewee: Mun tapauksessa kotona (6.2), ja mä en haluaisi sitä puhelimeeni, vaan mä haluaisin käyttää sitä ilman muuta läppäriä (6.4). Mua inhottaa, kun puhelimeen yritetään tunkea kaiken maailman applikaatioita. Siis niitä pakollisia applikaatioita on jo niin paljon, että mä jo ihan periaatteesta kieltäydyn esimerkiksi Albert Heijn apista, koska mä en halua sitä. Tällä hetkellä se tarkoittaa sitä, että mä missaan joitain tärkeitä tarjouksia, koska ne pyrkivät nyt saamaan ihmisiä käyttämään sitä appia, niin että ne antavat hirveen hyviä tarjouksia ainoastaan niille henkilöille, joilla on tämä appi. Emmä tiedä, ehkä se johtuu siitä, että mä oon niin vanha, että mä oon niin appi vastainen. Jotenkin vaan tuntuu, että eihän nuo puhelimet jaksa ja kestä sitä appien määrää. Ja

valokuvakiin tulee koko ajan joka puolelta ja kaiken maailman videoita, ja puhelimet on niin kuin... Mulla on kyllä aika paljon muistia, että ei oo koskaan mennyt täyteen, mutta mä en myöskään halua sitä täyteen.

Interviewee: Eli, minä käyttäisin tätä appia läppärillä kotona suunnitellessani, kauppalappua tehdessäni

Mira: Joo, no sit voikin olla vähän turha kysymys, kun mä olisin kysynyt, että mikä käyttöjärjestelmä sulla on. Eli, jos sä haluaisit käyttää sitä kännykällä, niin millä käyttöjärjestelmällä sä käyttäisit?

Interviewee: no mulla kaikki tuotteet ovat Apple, eli jos käyttäisin, niin iOS (6.6)

Mira: Okei. Ja sitten, minkälaisia sosiaalisen media kanavia sä käytät, tai oot aktiivinen?

Interviewee: Facebook, Instagram, tai itseasiassa mä en oo instassa melkein muuta, kuin lukija, mutta kai sekin aktiivisuutta on (7.3 & 7.4)

Mira: No on, jos sä näät siellä informaatioita

Interviewee: Jonkun verran LinkedIn (7.6), onkohan niitä muita.... Onko niitä vielä muita?

Mira: Mitkä sä sanoitkaan, Instagram, LinkedIn, ja Facebook?

Interviewee: Nii

Mira: Nehän on ne yleisimmät. No nyt on viimeiset ihmiset, keitä mä oon haastatellut on myös sanoneet käyttävänsä sitä "club housea"

Interviewee: en tunne sitä

Mira: Joo se on ihan uusi juttu. Nii Twitterinhän sä mainitsitkin jo?

Interviewee: En maininnut Twitteriä. On mulla siellä tili, mutta en mä Twitteriä käytä oikeastaan ollenkaan.

Mira: Joo, eli sittenhän meillä on nuo kolme: Instagram, Facebook ja LinkedIn; niin missä niistä sä oot kaikkein aktiivisin?

Interviewee: Facebookissa

Mira: Mä mietin, et jos sä nyt jo käytät jotain appejä tai nettisivuja, niin mistä sä oot sellaiset löytänyt? Oot sä nähnyt niistä siellä Facebookissa vai?

Interviewee: Kyllähän mä googlaan, jos mä jotain haluan tietää (7.2). Hyvin harvoin esimerkiksi Facebookin kautta tulee mitään esimerkiksi ruuan laittoon liittyvää, ellei sitten joku kaveri kirjoita just laittaneensa jotain hyvää ruokaa, ja sitten kysyy sen reseptin. Mutta tuntemattomien mainostajatahojen, niihin en ole sekaantunut, tai en oo kiinnostunut

Mira: Okei. Entä luetko mitenkään aktiivisesti perinteisiä sanomalehtiä?

Interviewee: En ollenkaan, mutta luen tosin uutiset myöskin netissä (7.8). Mutta siis paperilehtiä... Mä uen paikallislehden kyllä, tuon ilmaisen paikallislehden. Eli meillä on täällä Zandvoortissa oma lehti (7.1).

Mira: Okei, joo. Eli tässähän olikin tosi kattavasti. Tuli ilmi etenkin se, että mieluiten käyttäisit nettiselaimella, eli ei mieluiten applikaatiota, mutta sitten jos olisi mahdollisuus tai kiinnostus käyttää

sekä kännykällä, että läppärillä, niin se käyttöjärjestelmä olisi iOS. Ja Facebook oli se missä oot kaikkein aktiivisin

Interviewee: Joo, mutta mä oon tosi huono Facebookissa reagoimaan minkäänlaiseen mainontaan. Mä oon itse digitaalisen mainonnan alalla töissä, niin mä näen kahdeksan kilometrin päästä mitä sieltä on tulossa

Mira: Joo okei. No tässä oli nyt oikeastaan kaikki mun kysymykset, ja mun mielestä sain tosi hyödyllistä informaatiota. Onko sulla vielä jotain mitä sä haluaisit lisätä?

Interviewee: Ei oo mitään, mutta toivottavasti tästä oli hyötyä. Ja sitten kun sä oot valmis niin voit postata tonne, että jos tuli joku mielenkiintoinen yhteenveto.

Mira: Joo, kiitos paljon!

### Translation Summary

The interviewee finds the topic all in all difficult and challenging, because it becomes a hassle when trying to find a product that is completely vegan, and also tastes good. However, she does not have a mindset that would encourage her to find the vegan products, but the highest quality products. Thus, that is also the most important aspect in food that she buys, the good quality. However, she also likes to look at the discounts and keep in mind the costs.

The most important feature Vegantranslate could offer her is recipes that have used the meat substitute products. Besides, she would also like to see other vegan products that could be bought with the recommended product, so that the complete meal could be built up easily. Moreover, price indicator would be helpful, because the current image still suggests that plant-based food is more expensive than the animal-based food.

Her operating system on a mobile phone is iOS, but she definitely only wants to use this tool on a desktop instead of downloading an application. The channels she is active on are LinkedIn, Facebook, and Instagram, but usually she uses Google to find information. Also, she reads the local newspaper of her area, but not global or national news.

## MCDA Interview Results

Channel	A	B	C	D	E	F	G	H
Instagram		0 xxxxx		0	0 x	x	x	x
Facebook	x	x	x		0 xxx	xx	xxx	xx
LinkedIn	x	xx		0	0 xx		0 xx	x
Local News		0	x	x		0 xxxx	x	xxxx
Word of Mouth	xx	xxx	xx	xx		0 x	xxx	x
Supermarkets	xxx	x	xxx	xxx	x	x	x	xxx

Aspect of Interest	A	B	C	D	E	F	G	H
Price	xx	x	xxx	x	x	x	x	xxx
Taste	xxxx	xx	xxxxx	xxxx	xxx	xx	xxx	xxxx
Organic	x	xxx	x	xx	xx	xx	xxxx	x
Packaging	x	xxxx	x	xxx	x	x	xxx	x
Health	xxx	xxxxx	xxxx	xxxxx	xxxx	xxx	xxxxx	xx
Emissions	xxx	x	x	x	xx	xxxxx	xxxx	x
Quality	x	xxxx	x	xxx	xxxxx	xx	xxx	xxxxx

Feature	Interview	Times it was mentioned
Environmental impact	a, c, d,f,g	5
Health comparison	a, b, c, d,e	5
Reward system	a,f,g	3
Serving suggestion	h	1
Something else	b	1
The best flavour	b	1
Recipes	b,d,f,h	4
Ingredients	c,d,g	3
Purchase location	d,e	2
Reviews	e	1
Price	h	1
More information	c,d,f,g	4

## Appendix II: Focus Group Discussion with Technology Experts

### Discussion Guide

#### *Introduction to myself and the project*

I am Mira, a fourth-year Tourism Management student at Saxion. My graduation project \*which this discussion is about is assigned by Vegantranslate. Vegantranslate aims to provide environmentally aware consumers with the best substitutes to animal-based products for a peaceful transition. Thus, this way the chances of getting disappointed by a vegan product is lower and consumers do not have to guess which one is the tastiest (=extra shopping hassle eliminated).

Currently, the website of Vegantranslate is very basic and only shows the product without additional information and involving no new technology to enhance the user experience. So, I am writing a business plan for the Vegantranslate application that should be launched by the end of the year to better serve the users.

My study is in the Saxion Hospitality Business School, and therefore, a professional will need to make this app in the end anyway, and I only provide the plan so that the app will serve its users in the best manner. Thus, the technology part does not need to be too detailed, but an overview and cost structure are necessary.

The insights from this discussion should help me with writing the advice and making a simple prototype for testing.

#### *Introduction of participants (by themselves)*

Everyone briefly introduces themselves and what is their specific area of expertise

Max van Vught

Bart van Es

Gabriella Fonseca Ribeiro

Max Guldén

#### *Guidelines*

- Open discussion allowed
- All opinions welcome
- I am here to moderate but not actively take part

#### *My Current Idea*

With my current understanding, I have created a general idea of how this app should be based on the research I have done, and it is:

- progressive web app, because it must perform on both Android and iOS and laptop and phone
- easy to use, have a clear structure and back -button, and low chance to come across errors
- needed features are nutrition list, environmental impact, reward system (points for doing better choices for the environment), voice recognition (similar than google has), and product suggestions related to chosen product

#### *Experts' turn*

How do they see this from the technical perspective?

How can the software costs be determined?

## Discussion Summary

Meeting Summary					
Total Number of Participants	5				
Meeting Title	Focus group discussion, Vegantranslate (Thesis)				
Meeting Start Time	29/03/2021, 18:52:38				
Meeting End Time	29/03/2021, 19:53:19				
Full Name	Join Time	Leave Time	Duration	Email	Role
Mira Kotorinne	29/03/2021, 18:52:38	29/03/2021, 19:53:19	1h	452154@student.saxion.nl	Organiser
Max (Gast)	29/03/2021, 19:00:27	29/03/2021, 19:53:16	52m 49s		Presenter
Max Gulldén	29/03/2021, 19:00:50	29/03/2021, 19:53:15	52m 24s	455944@student.saxion.nl	Presenter
Gabriella Fonseca Ribeiro	29/03/2021, 19:01:33	29/03/2021, 19:53:16	51m 43s	Fonseca@rnw.org	Presenter
Bart (Gast)	29/03/2021, 19:09:16	29/03/2021, 19:53:15	43m 58s		Presenter

Max 1: 4<sup>th</sup> year software engineer student, overall developer in mobile apps and web apps and specialisation in big data technologies

Max 2: working as a font-end developer

Gabriela: project manager with technical understanding

Bart: Full stack developer, mainly focusing on AI

Hypothesis was given, and the experts commented on that:

- where does the environmental data come from?
- The costs will be based on the amount of work this is, and it is mainly based on where the data comes from
  - o All information needs to be mapped, and more spread out it is, the more work it will be
  - o Central database would be the most simplistic
- Either an open data source, but if that does not exist, you have to collect it by yourself
- MVP with the wanted features \*as simple as possible, and even though some features are trendy and emerging technologies, they are necessary at this stage, but can be recommended for later
- Updating will be challenging, especially if you need to do it manually all the time
- The best solution would be a separate built for a website and an application
  - o Mobile friendly website does not have the features of an app, but the app is more work
  - o Could start with just a website that also works well on mobile, and later on build on app as well
  - o The website and apps for all operating systems have all a lot of work on their own (which means a lot of costs as well), and therefore, website is the most obvious solution
- Reward system does not necessarily need "users" (read: system to create an account), but then there must be an outside data source and it can be easy to implement
- Normally to build an app for Android, Windows and iOS you need a separate code and so on, but nowadays there are some new technologies that can do all that, but you have to be lucky to find someone who can do that
  - o "View"
  - o "React Native"
  - o "Native Script"
  - o Etc. but it is all about finding someone who knows how to use them

- Technically you can make all in one, nevertheless, website has a different UI (User Interface) than mobile application
- Also important to think about how the people will find the app; in case it is by googling something, then SEO (Search Engine Optimization) needs to be optimised
- Coding hours are expensive, so only add features that you know will be used
- Costs are mainly based on the time that needs to be spent on working for the software, e.g., Bart works for IT Synergy, and there the customer pays 120 euros per hour
  - o Based on this, 6000 euros should be fine because Vegantranslate is *relatively small* app
- Other costs to be considered
  - o Developers might not be enough
  - o Experience design
  - o Branding
  - o Maintaining the software
  - o Domain name
  - o Etc., so monthly costs besides the one-time investment costs
- Building the software once is not enough, but someone should remain working for it roughly 20 hours per month
- To be considered is also periodical or monthly evaluation to see how people are using the website, and thus, to see how to move forward e.g., new features, less features, etc.
  - o Feedback, and collect data; how much people use it
  - o Google analytics is just a first step; you need to be able to set a tag implementation model and collect these results and with them decide what to do next
- Separate the features that are needed immediately and the ones that can be added in the future
- Could just focus on wireframes (read: the positions of the buttons and the function instead of the colours etc)
- Could connect this with the different personas e.g., this persona tends to take this route by clicking this and this etc.
- Also, good to make a prototype with only the fronted (read: pictures of the layout)
  - o This is what they mostly do at the IT Synergy; showing the customers images what they can do and not focusing on the backend and the complicated aspects
  - o This would be most important for this prototype; how it looks like
- Need to decide to choose a website or an app
- Based on the users: make a website
- Set the website on the screensaver, so there is an easy access
- Progressive Web App you have to download, so the shortcut is the best option
- Instagram is an example of progressive web app, so you need to download it but you can access it from web and mobile



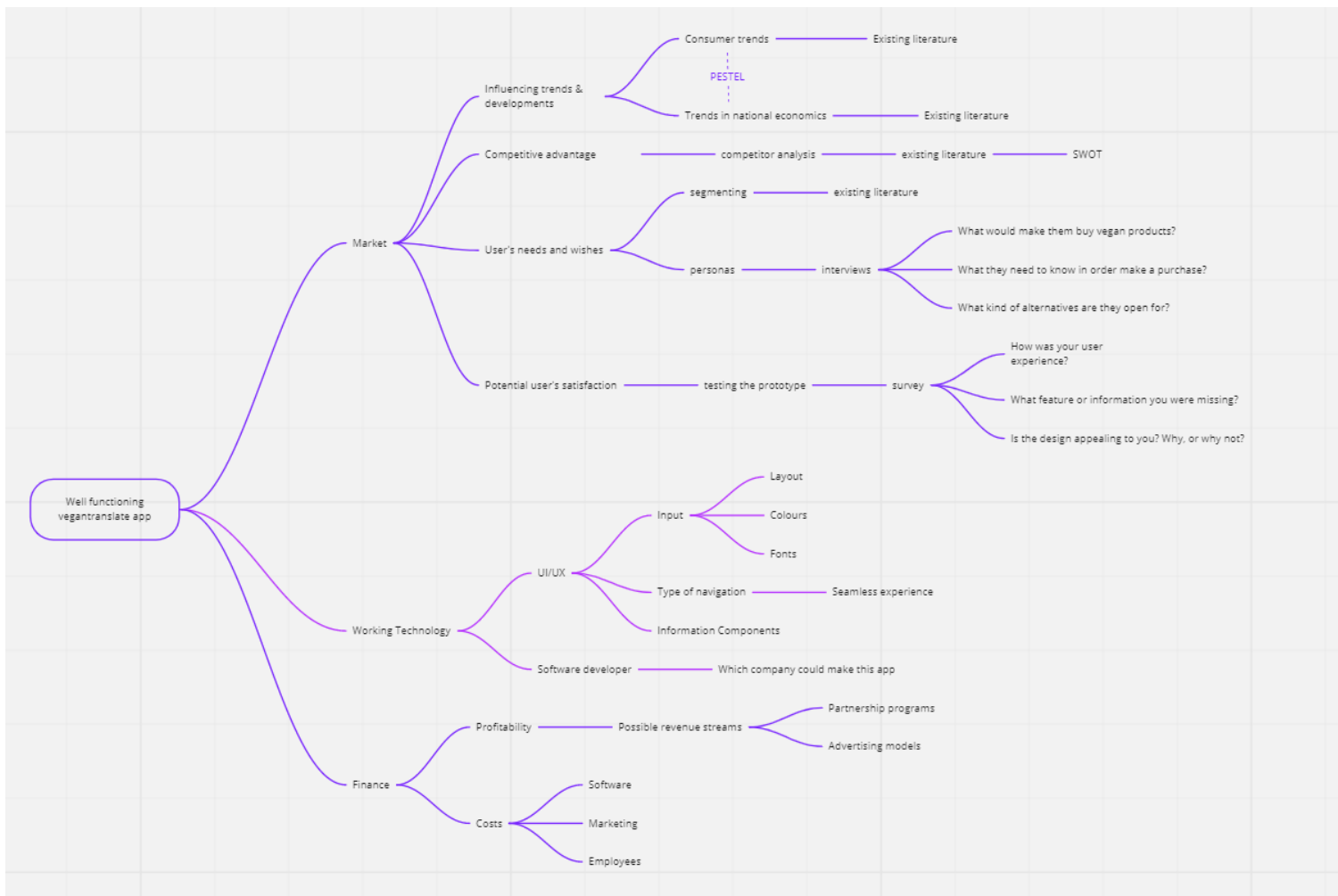
## Expert Discussion Results

Aspects To Determine
Where does the data come from?
App or a website with shortcut?
Which features are essential for now?
Which features can be included but for later?
How the users will find the app?
How long it will take to develop this (i.e. costs)?
What additional occurring costs there are?

Conclusions
Mobile Friendly Website With a Shortcut
Maintaining e.g. 20hrs/month for 120€/hr
One time investment 6,000€ could be enough
Non-clickable Prototype is enough

## Appendix III: Methodology

### Operationalisation

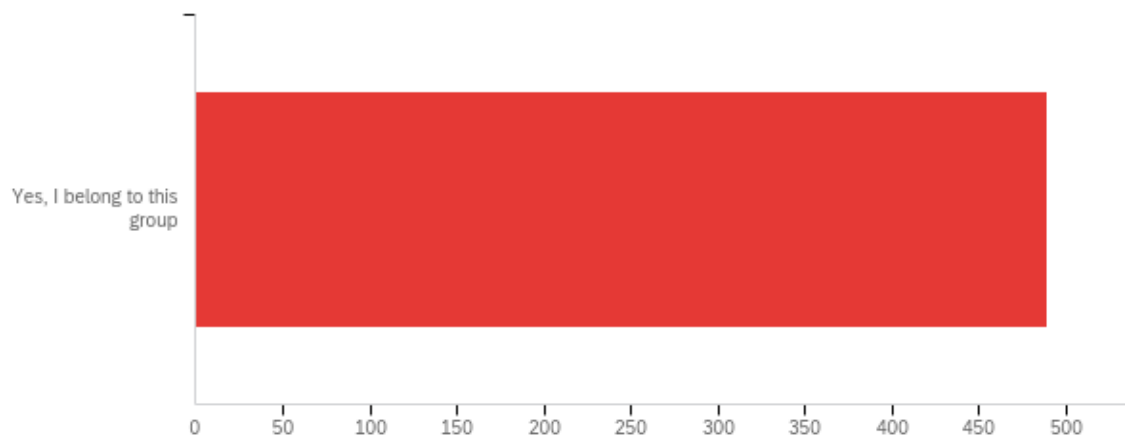


## Appendix IV: Survey Results

Mobile- and Desktop Friendly Vegantranslate

May 18th 2021, 3:36 am MDT

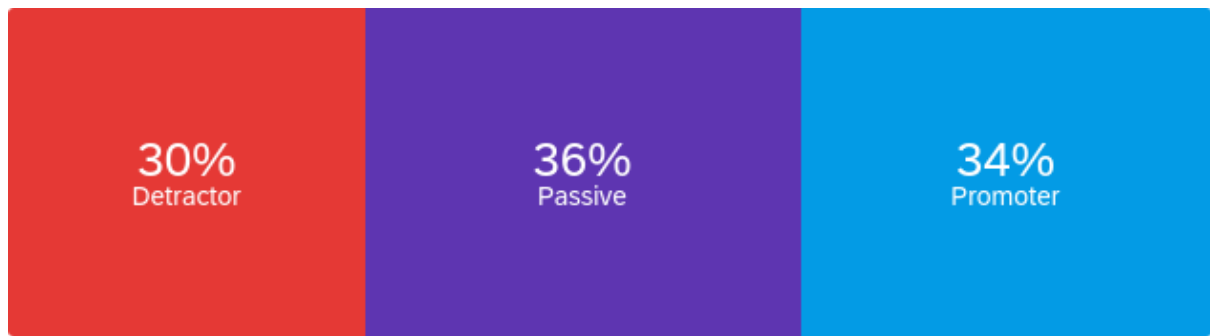
**Q17 - Please confirm that you fill in all the requirements to belong in our target group:- you live in the Netherlands- you are 18 to 65 years old- you are NOT vegan or vegetarian- you are a medium flexitarian (eating meat around 4 times per week)- you are open to meat substitutes**



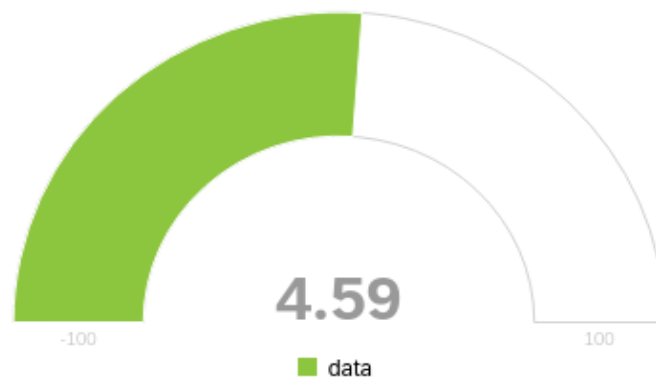
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Please confirm that you fill in all the requirements to belong in our target group:- you live in the Netherlands- you are 18 to 65 years old- you are NOT vegan or vegetarian- you are a medium flexitarian (eating meat around 4 times per week)- you are open to meat substitutes	1.00	1.00	1.00	0.00	0.00	489

#	Answer	%	Count
1	Yes, I belong to this group	100.00%	489
	Total	100%	489

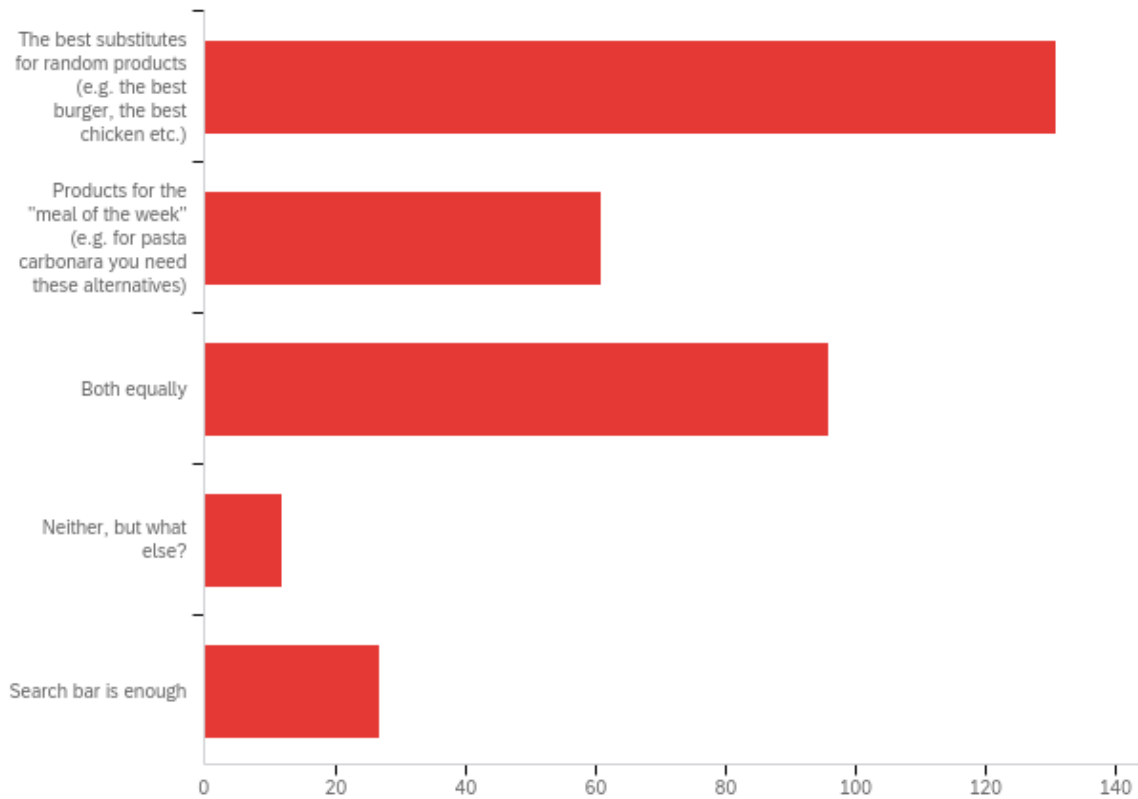
Q2 - Is it clear for you what you are supposed to do on this page?



■ Detractor ■ Passive ■ Promoter



### Q3 - Which feature is the most useful?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which feature is the most useful? - Selected Choice	1.00	5.00	2.21	1.24	1.54	327

#	Answer	%	Count
1	The best substitutes for random products (e.g. the best burger, the best chicken etc.)	40.06%	131
2	Products for the "meal of the week" (e.g. for pasta carbonara you need these alternatives)	18.65%	61
3	Both equally	29.36%	96
4	Neither, but what else?	3.67%	12
5	Search bar is enough	8.26%	27
	Total	100%	327

### Q3\_4\_TEXT - Neither, but what else?

Neither, but what else? - Text

---

Not clear if I am getting other meat options or vegan/vegetarian options. The logo at the top has meat in both places. Why?

---

een alternatief voor Kipstuckjes? Zoek je dan kippenvlees? De Stuckjes zijn vegan. Waarom een alternatief zoeken?

---

Nothing

---

I'm not interested in substitutes

---

I'm already reducing my meat intake but fake meat. Why not have other suggestions to reduce meat. From this page I would delete the app and never return

---

just a poor design

---

most searched, popular products

---

VOOR ALLES implies everything, also non-food

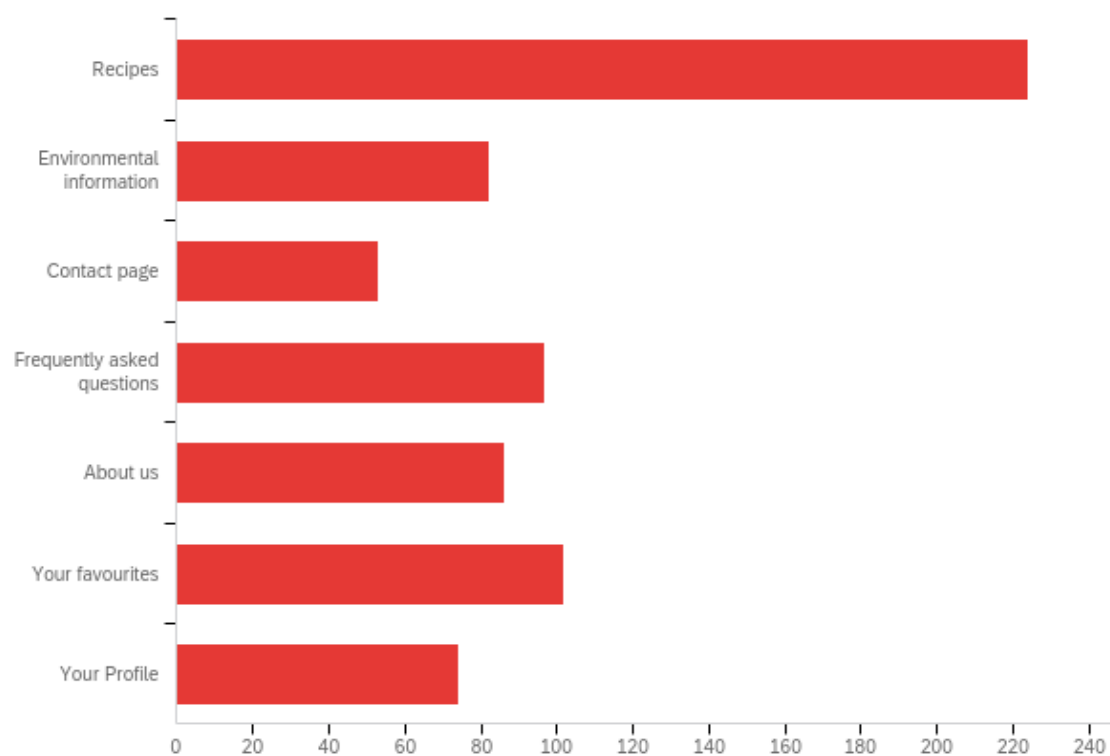
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Search based on ingredients

---

Maybe next to the dear bar some examples (at the right) of the food and then the only the search bar for a clear overview

## Q6 - What would you like to have in the tool bar in the upper left corner?

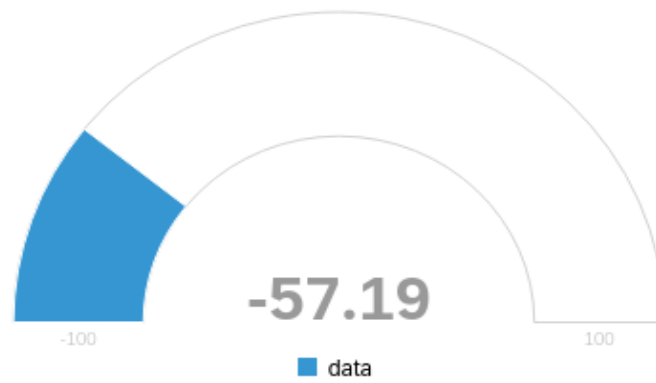


#	Answer	%	Count
1	Recipes	31.20%	224
2	Environmental information	11.42%	82
3	Contact page	7.38%	53
4	Frequently asked questions	13.51%	97
5	About us	11.98%	86
6	Your favourites	14.21%	102
7	Your Profile	10.31%	74
	Total	100%	718

## Q7 - Rate this page's overall attractiveness

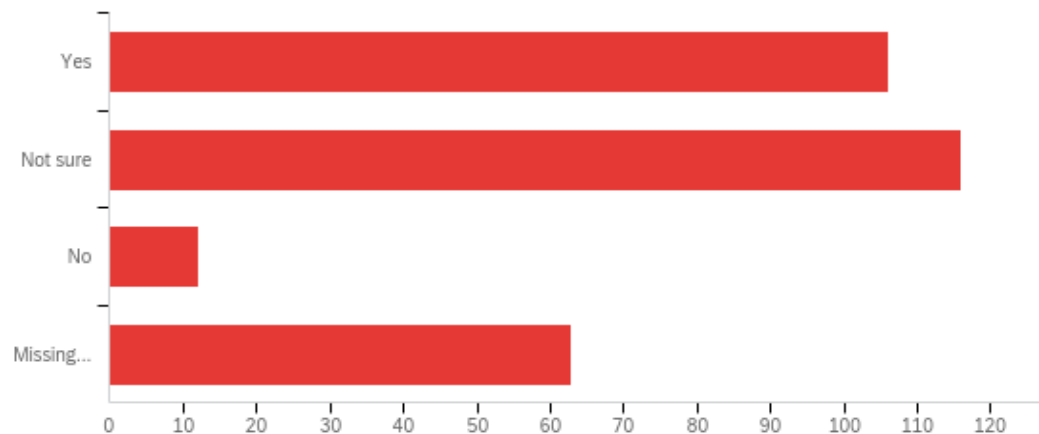


■ Detractor ■ Passive ■ Promoter





## Q11 - Does this product page show you all the needed information?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Does this product page show you all the needed information? - Selected Choice	1.00	4.00	2.11	1.11	1.23	297

#	Answer	%	Count
1	Yes	35.69%	106
2	Not sure	39.06%	116
3	No	4.04%	12
4	Missing...	21.21%	63
	Total	100%	297

### Q11\_4\_TEXT - Missing...

Missing... - Text

calroies. carbs, fat infot...etc

only 1 alternative, just 2 supermarkets, I think I would prefer 2 / 3 take out 'probeer ook met deze'

Calorie count

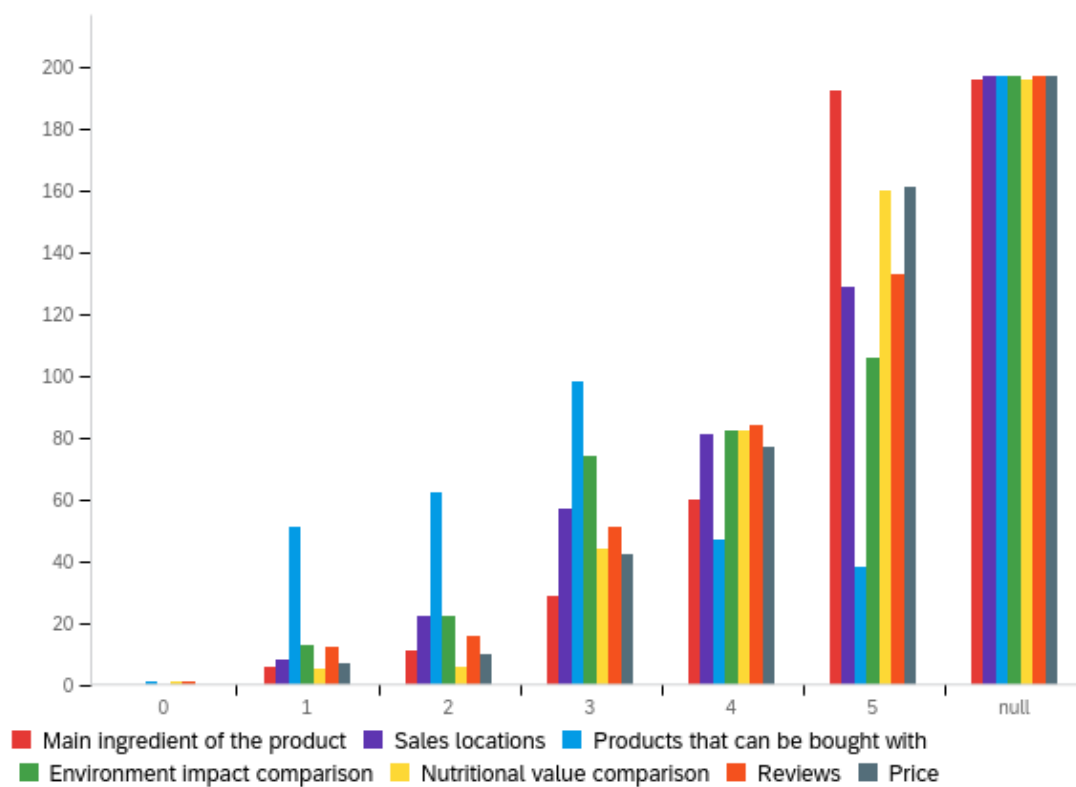
it's way too messy and i would just close the app and go to someone else. get a designer

Calories info, ingredients
Does it show good sources of protein?
Nutritional information and ingredients
nothing
List of ingredients, e numbers
Why is price here? There is not enough difference in price for this to be valuable information. Price for chicken vs Price for a vegetarian option is better. I cannot see the CO2 comparison. What about calories and nutrition information? Who is going to order one item? This is weird and not how people shop.
is it Eco? I prefer biodynamical products for myself!
Along with the star reviews, have written reviews as well, where other customers describe the item in their experience with it.
Product description
Tips on recipes to use this product in. Not only recipes where you substitute chicken for this veg "chicken", but also just nice dishes based on the veg product itself
Ingredients and Nutrition facts label
calories
Calories, main ingredients
Ingredients list would be perfect instead of checking it on the supermarket's website
Perhaps might be good to show ingredients label for the products along with product description
where it was sourced
How nutritive it is (or how much more than a non vegan option). Would also 'teach' people which part of the meal represents the carbs, protein, fat..
Company name, I hate Nestle
Search bar
Good to show comparison with real meat. And the environmental tradeoffs, amount of nitrogen emissions
Calories
Amount of proteins/fiber/vitamins etc
I have food intolerance. I would want to see ingredients or be able to exclude certain ingredients from search results
Ingredients
Nutrition info/calories count
product information. proteins vitamins. I want to know the value of the substitute in ingredients.
Nutrition value
The ingredients
Lactosevrij
Info about micronutrients, like essential vitamins and minerals (e.g. Fe, B12)

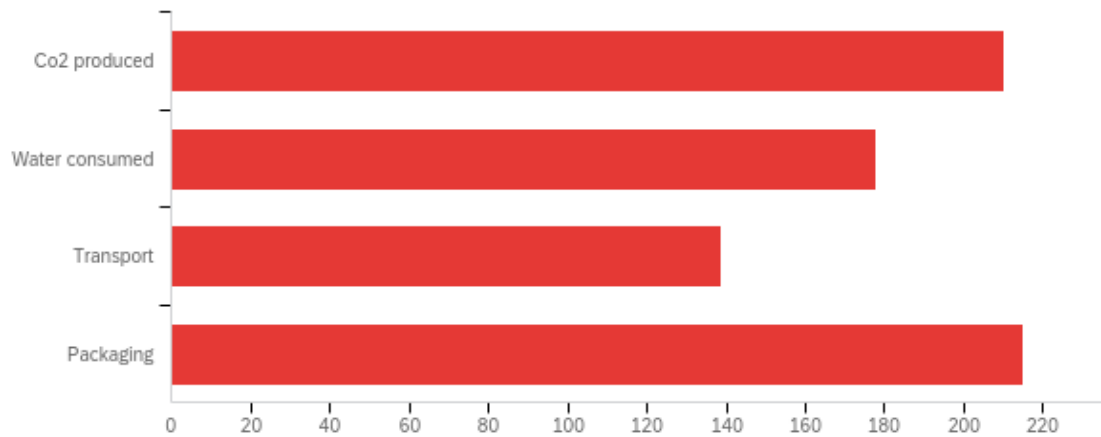
Calories and ingrediënts
Health information, is the replacement good for you? And maybe where there is a big sale that week
How to use them
Allergy information, e g. does it contain (traces of) gluten, nuts
List of ingredients, calories etc. (voedingswaarden in Dutch)
Contents of the product: how many items or weight is in the package. E.g. 2 burgers / 200 grams.
allergy info, like gluten
nutritional values and the preparation guide
Nutrients, place of origin/production, recipes that feature the producta
Comparison on micronutrients (b12, iron). How will you keep the prices up to date? Please check a native speaker for language in the final version
Nutritional value meat
Ingredients like khal, sugar, weight of product
The effect on the environment
product alternatives, recipe suggestions
product source origin (soy from..brasil - deforestation?)
Kalories
Conservatives and additives
Ingredients
Kcal
Ingredients
Detailed Product information. I am lactose intolerant, so would like to know if the Product contains milk
Does the CO2 inform hou about the Carbon footprint?
Could be short text info about the product already in the app besides the headline
Maybe one page to show the difference between price and that it does for the environment? So you see the value in it. I think the info is fine but it is a bit messy somehow
link to allergenes
A favourite button to look back at the product if you liked it
The weight of the product or for how many people it is.
other possible kipstukjes. this looks like there is only one option.
Extensive reviews

## Q12 - Please rate the importance of the features

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Main ingredient of the product	1.00	5.00	4.41	0.95	0.90	298
2	Sales locations	1.00	5.00	4.01	1.08	1.16	297
3	Products that can be bought with	0.00	5.00	2.85	1.25	1.57	297
4	Environment impact comparison	1.00	5.00	3.83	1.13	1.27	297
5	Nutritional value comparison	0.00	5.00	4.29	0.94	0.89	298
6	Reviews	0.00	5.00	4.03	1.12	1.25	297
7	Price	1.00	5.00	4.26	0.98	0.96	297

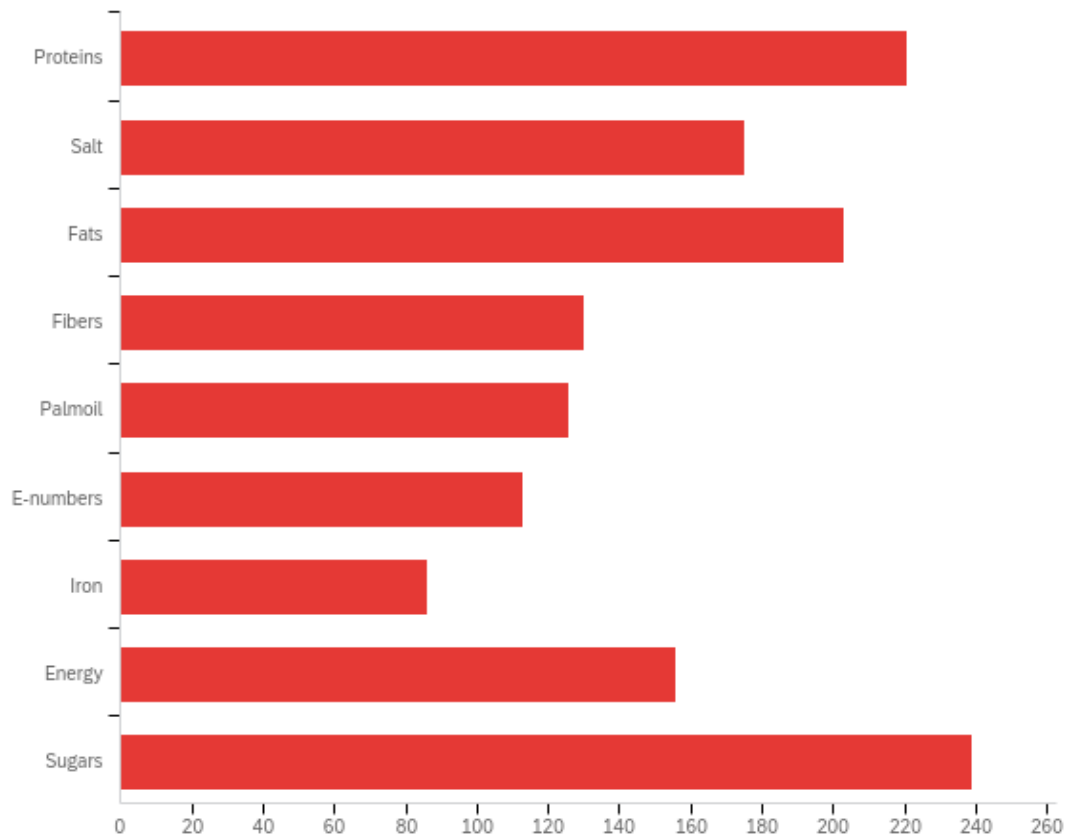


### Q13 - Which environmental factors you would like to see compared?



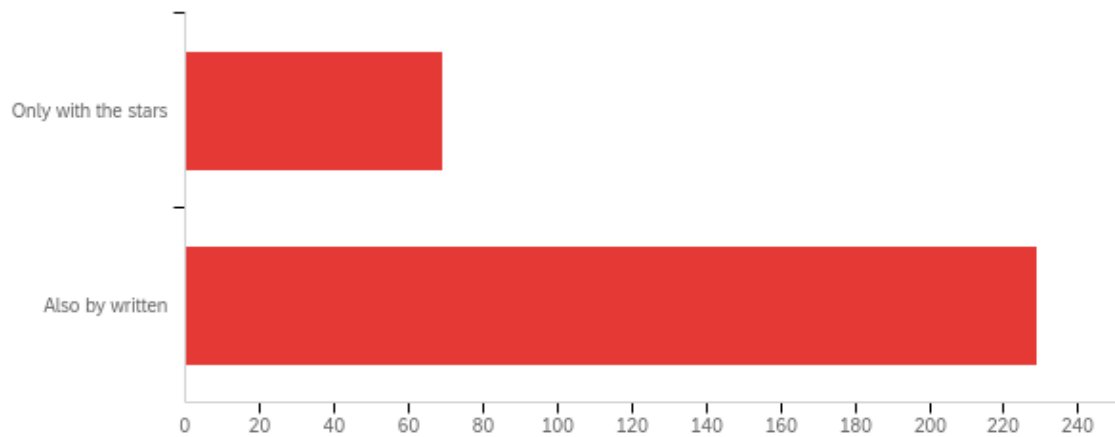
#	Answer	%	Count
1	Co2 produced	28.30%	210
2	Water consumed	23.99%	178
3	Transport	18.73%	139
4	Packaging	28.98%	215
	Total	100%	742

## Q15 - Which nutritional health factors would you like to see compared?



#	Answer	%	Count
1	Proteins	15.25%	221
2	Salt	12.08%	175
3	Fats	14.01%	203
4	Fibers	8.97%	130
5	Palmoil	8.70%	126
6	E-numbers	7.80%	113
7	Iron	5.94%	86
8	Energy	10.77%	156
9	Sugars	16.49%	239
	Total	100%	1449

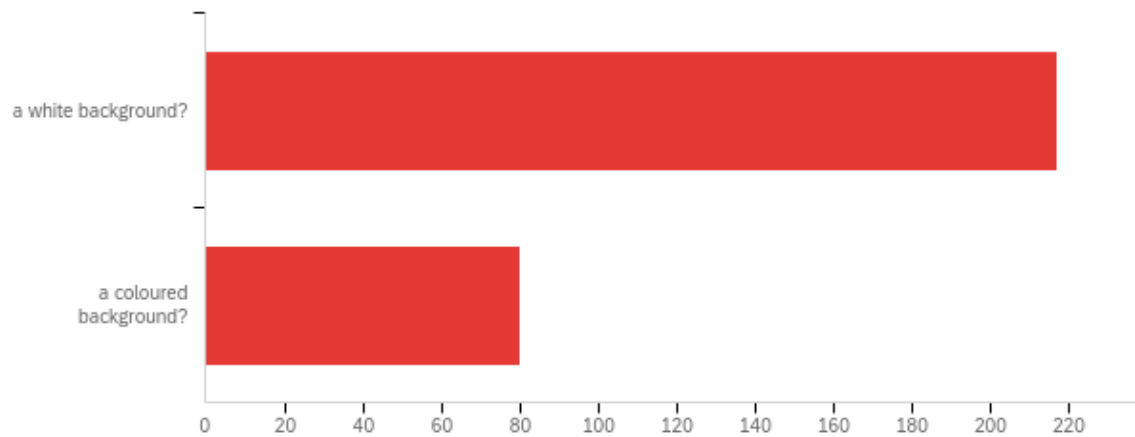
## Q16 - How would you like to give and/or see review?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How would you like to give and/or see review?	1.00	2.00	1.77	0.42	0.18	298

#	Answer	%	Count
1	Only with the stars	23.15%	69
2	Also by written	76.85%	229
	Total	100%	298

## Q17 - Do you prefer...

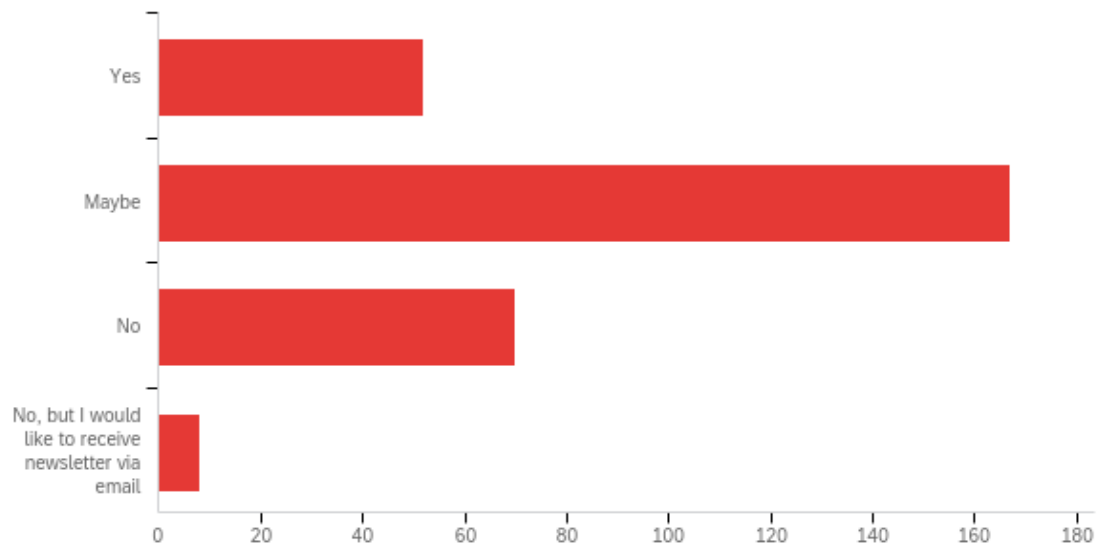


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you prefer...	1.00	2.00	1.27	0.44	0.20	297

#	Answer	%	Count
1	a white background?	73.06%	217
2	a coloured background?	26.94%	80
	Total	100%	297



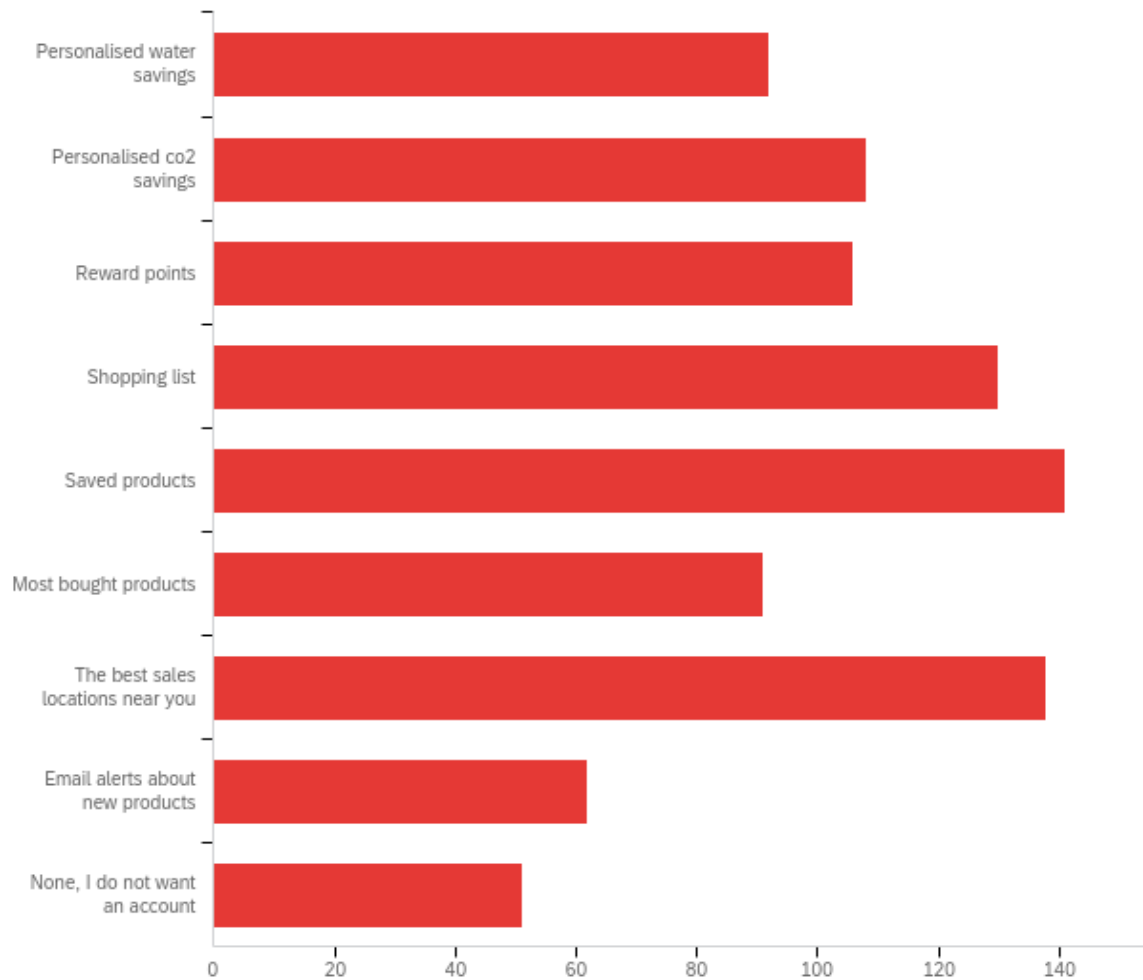
## Q20 - Would you like to to sign up and make an account?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Would you like to to sign up and make an account?	1.00	4.00	2.11	0.71	0.51	297

#	Answer	%	Count
1	Yes	17.51%	52
2	Maybe	56.23%	167
3	No	23.57%	70
4	No, but I would like to receive newsletter via email	2.69%	8
	Total	100%	297

## Q21 - What advantages would you like with an account on Vegantranslate?



#	Answer	%	Count
1	Personalised water savings	10.01%	92
2	Personalised co2 savings	11.75%	108
3	Reward points	11.53%	106
4	Shopping list	14.15%	130
5	Saved products	15.34%	141
6	Most bought products	9.90%	91
7	The best sales locations near you	15.02%	138
8	Email alerts about new products	6.75%	62
9	None, I do not want an account	5.55%	51

	Total	100%	919
--	-------	------	-----

## Q18 - Is there something that would make this application more appealing or easier to use for you? Please indicate below.

**Yellow:** their current feelings about the design

**Red:** what should be added

**Dark Grey:** What to consider

**Turquoise:** What should be removed/changed

Not only prefab substitutes but also vegetable fruit or grain possibilities sor **do it yourself recipies**

Keep IT **basic with colours** (not tot much for the **colour blind people** as i AM)

The **website doesnt look very professional** at the moment. It took me a while to understand its purpose, and the layout need work. Practically, it would be nice to be able to link to recipes on websites or to share vegan products. I really like the feature that demonstrates **where the vegan/vegetarian product can be bought!** That would really help me to make a switch.

Doing it in **English**

**Better design**

maybe also **search by recipe**; eg you want to make pasta carbonara and it shows you vegan alternatives for all ingredients you need

the app has to have a **structure** and be bigger when presented here. i have to try too much just to see whats in there

**A welcome page explaining what the purpose of the site is and the benefits for using it.**

language, **both english and dutch**

no

Include **products which are not meat replacers as such ie falafel**

From the photos **it looks quite "busy"** **If it could be streamlined like the AH app**, that is really helpful for people. Also if there is an **English option** you can get many more users!

**Less colorful design.** As **this one seems a bit like a child's book.**

**Better design, it looks a bit 2003**, I personally would not use it, even though the idea behind it is really nice. Make it user friendly as well, and focus on making it **easily accessible from both browser & phone**

The impact of me changing to a vegan/vegetarian choice needs to be more obvious and tied to ME. **If I skip chicken for a month, how many chickens did I save? If I skip beef for a year, how many cows did I save. If I eat vegetables for a month, how many calories and nutrition have I added to my life.** Vegan Translate needs a better name and to think about what information would make me **convert more. A rewards system that encourages me to make better choices.** If I am using this, where would I use it? At the supermarket? Shopping online? I am not a meal planner at all. So I can't figure out when I would actually go to the Vegan Translator. When, where, how, why are people going to use this? I think these answers are missing.

I wouldn't use it because I don't find meat substitutes tasty as real meat

I need **Eko and BioDynamical products**. And tell me **what kind of Iron is added**. Soms irons are really bad for human.

I like the idea of the app, but I think from an appearance point of view, **the design could be more sleek and professional**. **I don't like the logo or the typeface used**.

Being in available **English**

**Definitely how to use the products and what kind of meals can be prepared with these ingredients.**

A lot of times people who are meateaters dont conceive a meal idea without (animal) protein because it would only mean "vegetables and potatoes" or "rice and salad" and it feels empty and nonapealing

-

A rather **large revipe bank to give inspiration to use more vegetation products in my cooking**. And im mot kidt talkong about meat substitute products, but **also recipes for, say, a nice tofu dish**. And **tips on how to marinate/season the veg products to make them delicious**

It **seems very limited currently**. How would this encourage me as a meat eater to want to switch to non meat products?

**different illustrations/ page design**

It's still not clear to me what this website is for, so would you type in 'chicken' and then the website would show you vegan alternatives? Because the example shown says to enter 'kipstuckjes' which is already a vegan product by De Vegetarische Slager. I'm a bit **confused**.

**Blogposts about the different brands and production process**

A bit **more colorful and maybe with phrases or information with the newsletter related to environmental information**.

**Perhaps light/dark mode option and yes, written reviews would help a lot!**

Not really

After opening/downloading app first time would be good to **have first page with short info of purpose of this app**.

**I love the idea but I am not very engaged with the name of the brand...**

Maybe it follows at a later point, but **more structured**. Like use tiles instead of puttin all info on the **front page, it looks really crowded**

**A few more colours in the corners. I'd say that most people associate colorful food with healthy food.**

Too many features in a page would make it complicated and would scare me away, I would rather see **minimal but comprehensive points**

**Better design**

**Linked to other existing loyalty card program like airmiles**

**Maybe improved design. On the pictures ot looks a bit amateur**

**A simple logo will take less space for a manu bar, where you can contain more information.**

-

If taking this test on your phone it's not possible to zoom or see details. Also I. Would suggest talking to someone with a digital design design background. **The app could use a redesign.**

**Calm & attractive lay out**

**The website page looks too simple, but I love the idea!**

**It looks a little bland, a little more written information would personally catch my attention more**

n/a

**Better UI design**

The interface looks..random. Like somebody just threw things on the screen and they stayed where they landed. In my view, the interface needs more structure, info separation ,maybe More attractive. With bigger pictures. Ingredient info and ability to exclude search results based on allergy/intolerance to an ingredient

Design should be more interesting

Looks good

Aligned the features. It looks very crowded

Please, min the layout on the product page, and don't mind to cover all aspects. Flexitarians may not be that choosy/selective and hyper-aware as vegetarians, let alone veganists. compare meat with substitute. In % and in ingredients. I want to know am I making nutritional good substitutes

Lay-out could be better

Don't forget black background mode or making sure its accesible for people with eyesight problems (e.g. colorblindness)

I think the design is a little bit boring. It can be more colorful

N/A, very nice initiative!

Een link naar lactosevrij producten

Suggestions for meal of the day and prep time also opportunities for community work related to the subject. All in all satisfied with whay is offered. Would also maybe want to kknow how the vegan or vegetarian companies connect and what work they do. I generally like to avoid companies that are vegan but are also daughter companies to big corporations that dont have environmental mindsets

Good and easy recipes!

The overall web design can be more friendly and intuitive.

English language Option on the webpage

The layout- but of course this is a prototype - i think i like it if the interface is easy and the app minimalistic. I really like the idea though, could work for a lot of people! And maybe its nice to be real transparent about the products, if the founder has a deal with a supermarket or a 'vleesvervanger' I would like to know, and if not, thats also good to know, because i trust it more then!

Special coupons or sales

The design could use a bit more work

The layout is a bit messy and could use some refining.

I think a good blog on how to integrate these products would help with recipes and tips and tricks on how to use it.

Icons could be more minimalistic - too much information on the page

Of you can scan a product in the shop and see alternatives right away

Maybe production location? So basically transport impact. I think all environmental factors would be very good to know, especially for people not being that aware of food impact on the environment.

To be more effective in transferring the information, the icons might be better structured. Use different size or layout for different types of information.

Vegan translate sounds like finding vegan alternatives. Make that as easy as you can and only provide extra info with extra click. Less is more

It could be more visual clear.

The design/interface could use an upgrade, it doesn't look all too nice/professional right now.

More creativity in replacement products: tofu, seitan, lentilles, etc

It looks quite attractive!

Background info on how it's made

Lay-out

for meat substitutes I see no additional value for an app

The look of the page

Favorite list of products/shops combinations. Search option nutrition/ingredients

Recepten

The shown page looks really boring. It needs something but I don't know what.

Yes, no spelling errors

If big companies are the main focus (read: investors) it is an affront and will be revealed as such

Search

Add vegetarian ingredients that do not try to resemble meat

Badges (rewards for buying more)

Possibility to set allergies or other dietary restrictions, easy access to this information

Sort by supermarket (filter). Maybe a customer likes to shop only at coop for instance

Growing trees, flowers, helping bees population to grow

No

the info on the app is too fragmented. And I miss information about saved animal suffering and cleared forests, nitrogen emissions

Do you give more than one option? Like homebrands? The vegetarische slager is quite expensive compared with 'huismerk' Albert Heijn

In the first picture they say 'alternatiefs'. That's should be alternatieven in Dutch or alternatives if you want to use English.

Tasty plantbased recipes, special discounts or offers and a way to read more and compare about the products. Would be fun to see a feature of where a product comes from i.e a small factory, family business, big factory.

Even sometimes less is more but for me and my partner this is already little too plain. Cooking and healthy living is happy and exciting for us so design could be more vibrant and fresh. Functionally it is cool to keep it clean and simple as it looks now

A different design.

I know it's a prototype, but I would like the app to be more colourful so it would make it more appealing. All in all I find it very simple and would probably be easy to use

What I consider to be important is the manufacturer or producers information since it will allow me to fact check whether the labels given to products are actually gained sustainably and not bought or from a subsidiary

Dark theme

.

No

---

I am not sure what.. maybe more colours?

---

A couple of reasons why this is so important for you to make Vagantranslate. And why we all should consider this lifestyle?

---

Maybe a front page showing already themes like burgers, sausages and other products to click on and have the best reviewed up top on a list when you click it or something

---

there are many options to show. environmental, nutritional health factors etc. Not everything is equally important or interesting for everybody. (i hardly ever look at nutritional value.) In order to prevent information overload, you could hide all this information behind a menu of scrollbar of s.th. Furthermore: you forced me to fill in how I'd like to leave a review. But I never leave reviews, so I don't care...

---

Please note: the homepage pic at

[https://saxion.eu.qualtrics.com/CP/Graphic.php?IM=IM\\_833M8zxkxkuRZ8G](https://saxion.eu.qualtrics.com/CP/Graphic.php?IM=IM_833M8zxkxkuRZ8G) shows the REVERSE of what you want to offer. It literally shows a vegan alternative Kipstuckjes as an example of what to search. But I would expect to write 'chicken breasts'(real meat) and get kipstuckjes (fake word =soja alternative) as a result. Another problem, with the stars: "Products that can be bought with"(Producten die ermee gekocht kunnen worden). Should this be: 'Related or comparable products'?

---

If you can fill in the meat product and then see the vegan alternative directly

## Appendix V.: Survey Open Questions Results

### Q11 - Does this product page show you all the needed information?

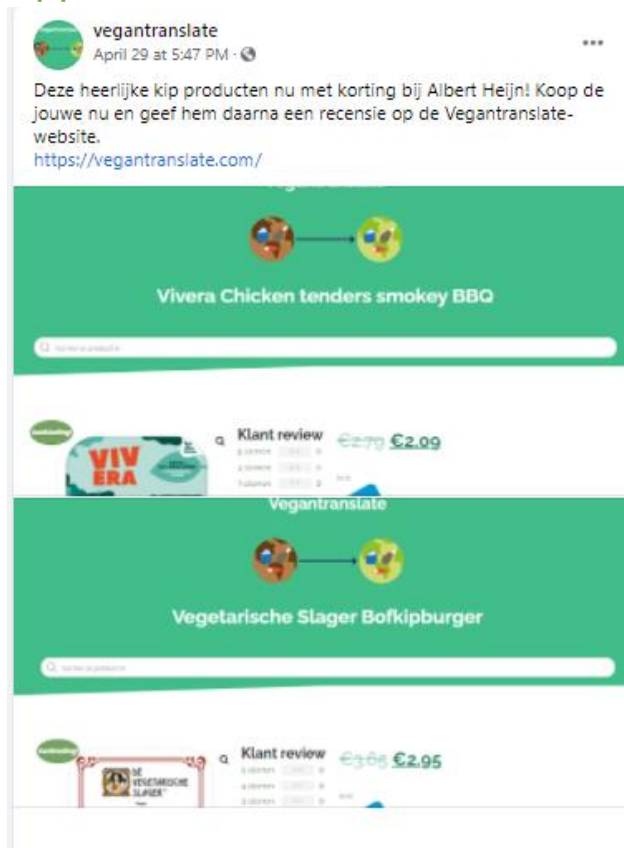
What is missing on a product page
Calories
E-numbers
Ingredients
Option to see written reviews
Nutritions
Nitrogen emissions
Micronutrients
Allergy information
Weight
Place of origin
Additives info
'Favourite" -button
More than one option for the product

### Q18 - Is there something that would make this application more appealing or easier to use for you? Please indicate below.

Aspects to consider	Aspects to change	Aspects to add
Theme for colour blind users	Design	Recipes
	Structure	Sales locations
	Colours	English language option
	Logo	Recipe search
	Typeface	Explanation of the purpose
	Spelling/Grammar (Dutch)	Products other than meat replacements
	Visibility of the information	Easy access from mobile and desktop
	Icons	Personalised savings per month
		Organic Products filter
		Align the features
		Product background information
		Reward points
		Supermarket filter



## Appendix VI: Online Promotion Tests



### Performance

You've spent **€12.00** over **4 days**.

Post Engagement

165

Reach

3,208

Cost per Post  
Engagement

€0.07

### Activity

## Appendix VII: Financial Calculations

### Total Revenues

Revenue Stream	1st Year	2nd Year	3rd Year	4th Year	5th Year
Commissions	604.8	604.8	604.8	604.8	604.8
B2B Subscription	4800	4800	4800	4800	4800
B2C Subscription	19200	292800	353400	353400	353400
<b>Total</b>	<b>24604.8</b>	<b>298204.8</b>	<b>358804.8</b>	<b>358804.8</b>	<b>358804.8</b>

### B2C Subscription Revenue Streams

#### *2<sup>nd</sup> year revenue*

2nd Year	Subscribers	Price	Revenue
1st Month	10000	2	20000
2nd Month	10400	2	20800
3rd Month	10800	2	21600
4th Month	11200	2	22400
5th Month	11600	2	23200
6th Month	12000	2	24000
7th Month	12400	2	24800
8th Month	12800	2	25600
9th Month	13200	2	26400
10th Month	13600	2	27200
11th Month	14000	2	28000
12th Month	14400	2	28800
<b>Total</b>			<b>292800</b>

### 3rd year revenue

3rd Year	Subscribers	Price	Revenue
1st Month	14450	2	28900
2nd Month	14500	2	29000
3rd Month	14550	2	29100
4th Month	14600	2	29200
5th Month	14650	2	29300
6th Month	14700	2	29400
7th Month	14750	2	29500
8th Month	14800	2	29600
9th Month	14850	2	29700
10th Month	14900	2	29800
11th Month	14950	2	29900
12th Month	15000	2	30000
<b>Total</b>			<b>353400</b>

### Income statement

Column1	Year 1	Year 2	Year 3	Year 4
Revenues	604.8	604.8	604.8	604.8
	4,800	4,800	4,800	4,800
	19,200	292,800	353,400	353,400
Total revenue	24604.8	298204.8	358804.8	358804.8
Variable Costs				
New website	11,532			
Fixed Costs				
Marketing	24,000	12,000	12,000	12,000
	11,988	11,988	11,988	11,988
Employee salaries	32,496	32,496	32,496	32,496
Website maintenance	8,700	8,700	8,700	8,700
Total costs	88,716	65,184	65,184	65,184
Net operating income	-64,111	233,021	293,621	293,621
Taxes	0	58,255.25	73,405.25	73,405.25
Net Income	-64,111	174,765.55	220,215.55	73,405.25

## Appendix VIII: Scope of Work (By Web Developer)

### Scope of Work

Date: May 27<sup>th</sup>, 2021

Type of Work: Website Design & Development

#### **1. Background/Objective**

Website Re-design on the WordPress platform

#### **2. Description of the Work**

Vegantranslate

<https://www.vegantranslate.com>

Platform: WordPress

Overall site theme: Client likes the look of the mockup below. Client likes this website: <https://www.ecosia.org/>

New site will have similar structure with a clean, modern design style

One main page with search option as well as ability to load all products

FAQ Page to be added

Recipes Page as well as searchable via product – Product that would be used in a recipe will be searchable? For example, if they search for a vegan cheese, it would show recipes using that product. We can assign tags to the products that will make them searchable in the backend. It would also be nice to have a link on each product page that would say “recipes you can make with this product” or similar wording. When they click that it would search the backend for that tag and show the recipes you can use that product in.

Ability for user to sign up for an account. That way they can save their favorite products as well as sign up for the email list. Also, if they do create an account, they will be able to see reviews of the products. Cost to users for an account would be 2 Euros per month. **Client** will provide payment gateway info and **Developer** will setup a subscription plugin.

Privacy Policy needed

Cookies Policy needed

Research and environmental data (CO2, water consumption on plant vs animal-based product) will be provided by client. Health factor is most important factor, so launch with that for v1 to start with for sure. Data will be based on a product category versus an individually product. We can always add a link on each products page that is specific to the type of product it is. There would be a page on the website with all the data, as well as a link on the unique product page that would have a pop-up with the data specific to that product's category (for example the specific cheese product page would have a link to cheese data that would display in a pop-up when clicked)

Have a simple call to action on the main page asking for their first name and email address to sign up for a newsletter with news and special offers/sales

Product Page Count: estimated 200 pages – we will quote building a template and loading 10 products versus us creating all 178 product pages currently on the website.

Target market: Dutch medium flexitarians between 18 and 65 years old, approx. 4 million people

Competitors:

Primary Competitors	Strengths	Weaknesses
Veggie Alternatives	<ul style="list-style-type: none"> <li>- An easy solution</li> <li>- Large variety of products</li> <li>- A clear layout</li> </ul>	<ul style="list-style-type: none"> <li>- Not positioned on Dutch market</li> <li>- Tastiest products not indicated - No reviews on page</li> </ul>
gonutss	<ul style="list-style-type: none"> <li>- An easy solution</li> <li>- Informative</li> </ul>	<ul style="list-style-type: none"> <li>- Not positioned on Dutch market</li> <li>- Unclear instructions</li> </ul>
<b>Secondary Competitors</b>		
Vegan Wiki	<ul style="list-style-type: none"> <li>- Focused on Dutch market</li> <li>- Clear layout</li> <li>- Variety of visuals</li> </ul>	<ul style="list-style-type: none"> <li>- Overwhelming design</li> </ul>
Happy Cow	<ul style="list-style-type: none"> <li>- Mature business</li> <li>- Clear layout</li> <li>- Highly rated</li> </ul>	-
Food Monster	<ul style="list-style-type: none"> <li>- Clear layout</li> </ul>	
Is it Vegan?	<ul style="list-style-type: none"> <li>- Scanning with phone camera</li> </ul>	<ul style="list-style-type: none"> <li>- No extra information or tips</li> </ul>
Vegan Agogo	-	-
Vegan Amino	-	-
<b>Substitute Competitors</b>		
TooGoodToGo	<ul style="list-style-type: none"> <li>- Well-structured layout</li> <li>- Very popular</li> </ul>	<ul style="list-style-type: none"> <li>- No additional features available</li> </ul>

Logo: client provided current logo. We will add logo design to the proposal as optional. Please provide colors liked and some example logos you like. I think the green and white color scheme is good as green is usually associated with vegan, vegetarian, eco-conscious

Site page's naming conventions need to be optimized for optimal search engine placement. Site will be Mobile optimized

Social icons in footer to LinkedIn and any other social sites client provides

(optional) – <https://www.facebook.com/VeganTranslate1/>  
<https://www.instagram.com/vegantranslate/>

Chat bot installation and configuration (optional) - Not needed for v1 of the website Site Specifications:

**Developer** will have creative control for this project. The site will have 1 main page, 1 FAQ page, the ability for a user to create an account, and one template for the product pages. No contact page. **Developer** will quote us building a template and creating 10 product pages versus the template design and all the current products into new product pages (178 products as of 5.24.21)

The site will be optimized for mobile devices. All images used on the site will be high resolution and optimized to increase page load times. **Client** would like social icons on the site for Facebook and Instagram, **Client** has provide **Developer** the URLs for these site's profiles to implement on vegantranslate.com (<https://www.facebook.com/VeganTranslate1/> <https://www.instagram.com/vegantranslate/>). **Client** must provide their logo in a high-resolution digital format if they want **Developer** to design a new logo for **Client**. **Client** will provide new text for all product pages if needed. **Client will also provide any images, testimonials, or promo videos they would like to add to the new website.** **Developer** can also provide new images (stock, royalty free) at no additional cost.

Mockups of all the new home page and the product page template will be submitted to **Client** based off the chosen initial mockup of the design style. Once **Client** signs off on all mockups, the site will be built.

## Appendix IX: Proposal for Web Development (By Developer)



Saturday, May 29, 2021

# PROPOSAL PREPARED BY 5280 SOFTWARE LLC FOR VEGANTRANSLATE

Submitted on 29/5/2021 by Boyce Eggert  
Email: [boyce@5280software.net](mailto:boyce@5280software.net)  
Offer is Valid until: 29/6/2021

Dear Mira Kotorinne,

Thank you for your interest in working with 5280 Software LLC! Our team has reviewed your business requirements and has prepared the following detailed proposal. Given our experience and specific expertise in design, usability, and programming, we are confident that we can work with you to achieve your aims and goals.

Please let me know if you have any questions.

We look forward to working with you!

5280 Software LLC 1/12 6422 South Quebec Street, Building #4, Centennial, Colorado 80111  
Tel: +1 720-744-2412 | Toll Free: +1 888-510-0833 | WhatsApp +1 720-383-0753



[www.5280software.net](http://www.5280software.net)

Saturday, May 29, 2021

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5280 Software LLC 2/12 6422 South Quebec Street, Building #4, Centennial, Colorado 80111  
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[www.5280software.net](http://www.5280software.net)

Saturday, May 29, 2021



## OVERVIEW

### General:

The purpose of the project is to execute a complete design & development of a WordPress website for **Vegantranslate**. The cutting-edge website will feature all the elements, functions, and specifications as mentioned in the attached document “Scope of Work - Vegantranslate.pdf”.

Despite the evident complexity and depth of the website, the user experience must remain particularly smooth and simple. The design must be high-end, pleasant and clean, creating an atmosphere of confidence and professionalism.

The major web technologies used on the website will be WordPress with CSS and other code customization as needed.

The main goal of this proposal is to determine an accurate time and budget estimate, as well as determine the main technological route, web technologies, methodologies, phases of work, and other important details to best achieve **Vegantranslate’s** creative goals.

Please view the attached proposed project specifications (“Scope of Work - Vegantranslate.pdf”) for the re-designed launch of **vegantanslate.com**, which includes all the specifications we compiled, with the modifications and changes suggested.



## SOLUTIONS, SCOPE OF WORK, AND DELIVERABLES

The primary purpose of this website development project with **5280 Software LLC** is to create a website using the latest technologies and trends designed to portray **Vegantranslate's** aims and objectives. The process includes building a visual representation and integration with the technologies.

For this project, **5280 Software LLC's** work process will be a five-step methodology for delivering the website. The five-step process includes the following deliverables for the development of a high-end website featuring all the specifications listed in "Scope of Work – Vegantranslate.pdf":

### **1. Preliminary Research and Discovery Phase:**

- a. Gathering all the final specifications of the project.
- b. In-depth research of the field, market pool, and target population.
- c. Establishing the strategy to best accomplish **Vegantranslate's** goals within budget and timeframe.
- d. Fine tuning the technological route for the design and development of the website.
- e. Determining the full and final in-depth scope of the project.

Strategic Planning & Project Management – 2 hrs

Web Consulting – 1 hrs

### **2. Strategic Planning:**

- a. Conception of the main goals of the website's logic-based functions and of the users' pathways, including what we call "the preferred customer pathways".
- b. Conception of the website's flow.
- c. Optimization of the navigation according to the website's goals.

Strategic Planning & Project Management – 2 hrs

Web Consulting – 1 hrs

### **3. Web Design – Graphic Design Work:**

- a. Conception and creation of the graphic theme of the website; including color scheme, atmosphere, general look and feel, etc...
- b. Actual design of the website based on the layouts and structures.
- c. Conception and creation of all the graphic elements of the website.

Graphic design – 20 hrs

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#### **4. Front End Programming:**

- a. Top quality WordPress integration and customization (WordPress and CSS) of all the web pages. Build out registration and subscription platform for site users.
- b. Advanced programming and integration of latest front-end web technologies for enhanced user experience and usability.

Front End Programming – 100 hrs

Advanced Programming – 41 hrs

#### **5. Quality Assurance and Launch:**

- a. Extensive testing to ensure the website is 100% bug free and is fully compatible with all browsers. Also verify the website is mobile optimized for iOS & Android devices.
- b. Fine tuning the final details of the website design and features.

Strategic Planning & Project Management – 4 hrs

Graphic design – 5 hrs

Front End Programming – 5 hrs

Advanced Programming – 5 hrs

Through the above five-step process we will deliver all the services designed to exceed **VEGANTRANSLATE** expectations and needs. Once a client of **5280 Software LLC**, you will regularly communicate with your project manager, and be constantly involved with the work as well as updated on the team's progress.

Each step of the process is supported by the appropriate documentation and will go through its own QA process. The **VEGANTRANSLATE** team will fully approve each phase.

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## OUR FEES

Our rates are extremely reasonable and we work with a very precise reporting system. Throughout the project, you will have full control in regards to how much you want to hold back or push the creativity, functionality, technology, etc...

Below is the list of our special fees for the **Vegantranslate** project:

- Graphic Design: **\$1,550 EURO**
- Front End Programming (WordPress/CSS): **\$6,510 EURO**
- Strategic Planning & Project Management: **\$496 EURO**
- Advanced Programming (advanced WordPress customization and Plugins, advanced CSS, social media integration, site registration & subscription platform, custom built product template): **\$2,852 EURO**
- Web Consulting: **\$124 EURO**

### Hours included in your solution:

Service type	Included
Graphic Design	25 hrs
Front End Programming (WordPress/CSS)	105 hrs
Strategic Planning & Project Management	8 hrs
Advanced Programming (WordPress/CSS)	46 hrs
Business and Web Consulting	2 hrs

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## PAYMENT PLAN AND TURN AROUND TIME

### Turnaround time

We estimate that the project can be completed within 8 weeks. If you are working with a tight deadline, we can discuss arrangements to complete the project sooner.

### Total cost of your solution:

The estimated total cost of your solution comes to **\$11,532 EURO**. The hourly rate has been discounted from our normal rate of **\$98 EURO per hour to \$62 EURO per hour**.

### Payment plan:

A first deposit of **\$6,532 EURO** will be required upon signature of a contract of service between **5280 Software LLC** and **Vegantranslate**. The remaining balance (**\$5,000 EURO**) will be paid upon completion of the project. For the optional upgrades to the project listed on the next page, 50% of the total cost of each upgrade will be due with the first deposit and the remaining 50% of the cost of each optional upgrade will be due upon completion of the project.

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## OPTIONAL UPGRADES TO THIS PROJECT

### Design new logo

**5280 Software LLC** will create a new logo based off the color scheme provided by the client. **5280 Software LLC** will deliver 4 different mockups with up to 2 revisions of the one liked the best by the client. Client must provide a few logos they like the look of to give our design team an idea of design style.

**Cost: \$299 EURO**

### Create the product pages for the initial 178 products

Using the template **5280 Software LLC** creates, our development team will create all the initial pages (178 products).

**Cost: \$2,799 EURO**

### iOS & Android Mobile Apps

**5280 Software LLC** will build iOS & Android Mobile Apps that have all the same features as the website. The mobile apps will be based on a conversion from your new website to iOS & Android mobile apps. Client must setup Apple & Google developer accounts to launch the apps. The price for this is discounted 50% as part of an offer included with the development of the website. **Cost: \$6,495 EURO**

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## HOSTING & MAINTENANCE

### Hosting:

Vegantranslate already has hosting setup.

### Maintenance:

Based on the details of the system specifications, we recommend a maintenance plan based on a monthly retainer that will include all necessary maintenance/update needs of the website. We can scope out the maintenance budget upon completion of the project or prior to getting started with the development.

Our standard maintenance and updates fees are **\$100 EURO per hour**. We offer a discount for 5 hours per month for **\$400 EURO** billed monthly. 10 hours of maintenance per month is **\$725 EURO** billed monthly.

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## 5280 SOFTWARE LLC QUALIFICATIONS, RESPONSIBILITIES AND COMMITMENT

### Our Experience:

We think our experience, vision, and personal interests lend themselves to accomplishing your creative and business goals.

For many years, **5280 Software LLC** solutions have been the source for some of the most outstanding websites and applications available today on the World Wide Web. We build solutions that lead in the industry and have remained at the top for a long time.

We have developed numerous, large scale websites and web applications – we do the best in this industry and our work speaks for itself. Our unique approach, philosophy, and ethic of work have proven their efficiency throughout hundreds of projects, resulting in tremendous, long lasting successes.

### Our Clients:

**5280 Software LLC's** clients are proud to work with us. Please feel free to contact any of our past

clients. **Cutting Edge Technologies**

**5280 Software LLC** builds the best websites and web applications out there, and our fees are very reasonable.

For the past 21 years, we have been leading the web development industry with innovative concepts, cutting edge design, and state of the art web technologies. We specialize in creating advanced web applications combining robust functionality with object-oriented programming practices including Ajax, PHP 5+, MySQL 5+, etc. We also build mobile apps for iOS and Android phones, tablets, wearables, and Apple and Android TV. We also provide custom software development solutions to clients globally.

Our software engineers use cutting edge technology to create optimized internet-based interfaces that are accessible, interactive, functional, and interoperable. The result is a fast and efficient, user-friendly website or web application. We provide world-standard web development services covering a vast technical area based around web technologies and trends.



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## **The Team Allocated To The VEGANTRANSLATE Project**

There are usually 2 or 3 experts working together on projects of this scope, covering the project's management, the graphic design phase, development phase, the QA, etc... But really the entire team is dedicated to the success of your project and we regularly have brainstorming sessions and staff meetings where everybody here at **5280 Software LLC** participates.

The team who prepared this proposal has been actively thinking about the solution since we received your quote request, and will be the core leadership team on this project. **5280 Software LLC** is prepared to allocate a core team immediately after executing an agreement with you. The ideal team structure accounts not only for **5280 Software LLC's** team, but also for the **Vegantranslate** team. We will be working closely throughout the project and need to align resources so that information flows freely and bottlenecks are avoided. It is expected that **Vegantranslate** will provide one main point of contact through which all feedback and communication will flow to minimize confusion throughout the project.

## **Our Website:**

Please visit our website at [www.5280software.net](http://www.5280software.net) for further detailed information about us, our work, the technologies we use, and our philosophy. 5280 Software LLC 11/12 6422 South Quebec Street, Building #4, Centennial, Colorado 80111

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## **VEGANTRANSLATE RESPONSIBILITIES**

For the solution we have prepared for your project, we have assumed that:

- **VEGANTRANSLATE** will provide one main point of contact through which all feedback and communication will flow
- The **VEGANTRANSLATE** team will be responsive and cooperative throughout the project ➤ **VEGANTRANSLATE** will provide all documentation and any digital assets as requested in a timely manner.

## NEXT STEPS

We think our experience, vision, and personal interests lend themselves to accomplishing your creative and business goals.

If you have any questions, please feel free to call me anytime at +1 720-744-2412, via WhatsApp at +1 720-383-0753, or to visit our website at [www.5280software.net](http://www.5280software.net). On our website, you can learn more about us, our stunning work, our services, and the technologies we use.

We appreciate your business and I am looking forward to working with you.

Best Regards,  
Boyce Eggert  
CEO & Founder  
5280 Software LLC  
[boyce@5280software.net](mailto:boyce@5280software.net)  
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## Appendix X: Proposal for Social Media Marketing (By Developer)



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# PROPOSAL PREPARED BY 5280 SOFTWARE LLC FOR VEGANTRANSLATE

Submitted on 29/5/2021 by Boyce Eggert

Email: [boyce@5280software.net](mailto:boyce@5280software.net)

Offer is Valid until: 29/6/2021

Dear Mira Kotorinne,

Thank you for your interest in working with 5280 Software LLC! Our team has reviewed your business requirements and has prepared the following detailed proposal. Given our experience and specific expertise in Social Media Marketing, we are confident that we can work with you to achieve your aims and goals.

Please let me know if you have any questions.

We look forward to working with you!

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## OVERVIEW

### General:

The purpose of the project is to execute a successful Social Media Marketing campaign for **Vegantranslate**.

### What is Social Media Marketing?

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive traffic to your website. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.

The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.



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In simple terms, it means the process of improving your social media presence to increase your user base and interest in your product or service. The biggest brands post to social media on a regular basis which builds authority in their niche.

**Despite the evident complexity** and depth of the work involved to achieve higher online engagement with your brand, our adroit team of experts can achieve this task over time. We have had many success stories over the years helping our clients achieve their goals of increasing their website traffic, gaining new clients, and increasing their revenue. You can see our most recent testimonial about how we helped an e-commerce company get their products known in the digital space and increase revenues in a short matter of time [here](#).

**The main goal of this proposal** is to determine an accurate time and budget estimate, as well as determine the main phases of work and other important details to best improve **Vegantranslate's** Social Media outreach.



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## SOLUTIONS, SCOPE OF WORK, AND DELIVERABLES

The primary purpose of this Social Media Marketing project at **5280 Software LLC** is to create a Social Media Marketing roadmap using the latest technologies and trends designed to achieve higher brand exposure for **Vegantranslate**.

For this project, **5280 Software LLC**'s work process will be a three-step methodology for achieving higher social media engagement. The two-step process includes the following deliverables:

### **1. Phase 1 –Social Media Profiles Optimization – Facebook & Instagram:**

Time Frame: 30 – 35 days

This Phase Includes:

1. Current Social Media Site Analysis – Facebook & Instagram
2. Keyword Research
3. Competitor Research
4. Optimize Profile Pictures
5. Optimize Cover Photos
6. Optimize profile text
7. Optimize Profile Information
8. Optimize Contact Information
9. Keyword Relevancy Modification
10. Hashtag research in **Vegantranslate's** niche

Cost: **\$999 EUROS**

### **2. Phase 2 – Social Media Posts**

Time Frame: 28 - 30 days, ongoing monthly

This Phase Includes:

1. Hashtag research for posts to send to Vegantranslate's Project Manager
2. Hand Writing Fresh Content in English
3. Using Google Translate to translate to Dutch
3. Sending the 5 posts to Vegantranslate's Project Manager to verify translation
5. Vegantranslate's Project Manager returns verified translation
6. Vegantranslate's Project Manager returns appropriate images for each post
7. Posts will be done Monday through Friday at 12 pm Central European Time
8. Monthly reporting on top 10 performing posts
9. Modify copy and hashtags according to previous month's top performing posts

Cost: **\$999 EUROS**

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Through the above two-step process, we will deliver all the services designed to exceed **Vegantranslate's** expectations and needs. Once a client of **5280 Software LLC**, you will regularly communicate with **Vegantranslate's** Project Manager, and be constantly involved with the work as well as updated on the team's progress.



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## OUR FEES

Our rates are extremely reasonable and we work with a very precise reporting system. Throughout the project, you will have full control in regards to how much you want to hold back or push the creativity, functionality, technology, etc...

Below is the list of our special fees for the **Vegantranslate** project:

### **1. Phase 1 – Social Media Profiles Optimization – Facebook & Instagram:**

Time Frame: 30 – 35 days

Cost: **\$999 EUROS**

### **2. Phase 2 – Social Media Posts**

Time Frame: 28 - 30 days, ongoing monthly

Cost: **\$999 EUROS**

## PAYMENT PLAN

### **Payment plan:**

The greatest thing about working with the Digital Marketing experts at **5280 Software LLC** is our flexibility of payments. For Phase 1, 50% of the total (**\$499.50 EUROS**) is due to start. At the end of phase 1 the remaining 50% is due (**\$499.50 EUROS**). Phase 2 does not require an initial payment. Phase 2 payments are due at the end of that month's work. You also will receive reports and feedback on the improvement of **Vegantranslate's** Social Media engagement. To get started we would need to execute a contract of service between **5280 Software LLC** and **Vegantranslate**.

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## 5280 SOFTWARE LLC QUALIFICATIONS, RESPONSIBILITIES AND COMMITMENT

### Our Experience:

We think our experience, vision, and personal interests lend themselves to accomplishing your creative and business goals.

For many years, **5280 Software LLC** solutions have been the source for some of the most outstanding Social Media growth campaigns for our clients. We deliver solutions that lead their industry and remain at the top for a long time.

Our unique approach, philosophy, and ethic of work have proven their efficiency throughout hundreds of projects, resulting in tremendous, long lasting successes.

### Our Clients:

**5280 Software LLC's** clients are proud to work with us. Please feel free to contact any of our past clients. **Cutting Edge Technologies**

We perform the best performing Social Media Campaigns for our clients, and our fees are very reasonable.

For the past 15 years, we have been leading the Digital Marketing industry with innovative concepts, cutting edge strategies, and state of the art optimization strategies. We specialize in creating advanced Digital Marketing and Social Media campaigns that deliver results. We provide Digital Marketing solutions to clients globally.

### The Team Allocated To The VEGANTRANSLATE Project

There are usually 2 or 3 experts working together on projects of this scope, covering the project's management, the content creation, image optimization, the QA, etc... But really the entire team is dedicated to the success of your project and we regularly have brainstorming sessions and staff meetings where everybody here at **5280 Software LLC** participates.

The team who prepared this proposal has been actively thinking about the solution since we received your quote request, and will be the core leadership team on the project. **5280 Software LLC** is prepared

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to allocate a core team immediately after executing an agreement with you. The ideal team structure accounts not only for **5280 Software LLC's** team, but also for the **Vegantranslate** team. We will be working closely throughout the project and need to align resources so that information flows freely and bottlenecks are avoided. It is expected that **Vegantranslate** will provide one main point of contact through which all feedback and communication will flow to minimize confusion throughout the project.

## Our Website:

Please visit our website at [www.5280software.net](http://www.5280software.net) for further detailed information about us, our work, the technologies we use, and our philosophy.

## VEGANTRANSLATE RESPONSIBILITIES

For the solution we have prepared for your project, we have assumed that:

- **VEGANTRANSLATE** will provide one main point of contact through which all feedback and communication will flow
  - The **VEGANTRANSLATE** team will be responsive and cooperative throughout the project
  - **VEGANTRANSLATE** will provide the verified and modified text and images for each week's post within 48 hours of receiving the initial translation from **5280 Software LLC**.

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## NEXT STEPS

We think our experience, vision, and personal interests lend themselves to accomplishing your creative and business goals.

If you have any questions, please feel free to call me anytime at +1 720-744-2412, via WhatsApp at +1 720-383-0753, or to visit our website at [www.5280software.net](http://www.5280software.net). On our website, you can learn more about us, our stunning work, our services, and the technologies we use.

We appreciate your business and I am looking forward to working with you.

Best Regards,  
Boyce Eggert  
President  
5280 Software LLC  
[boyce@5280software.net](mailto:boyce@5280software.net)  
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## Appendix XI: Proposal for SEO Marketing (By Developer)



Saturday, May 29, 2021

# PROPOSAL PREPARED BY 5280 SOFTWARE LLC FOR VEGANTRANSLATE

Submitted on 29/5/2021 by Boyce Eggert  
Email: [boyce@5280software.net](mailto:boyce@5280software.net)  
Offer is Valid until: 29/6/2021

Dear Mira Kotorinne,

Thank you for your interest in working with 5280 Software LLC! Our team has reviewed your business requirements and has prepared the following detailed proposal. Given our experience and specific expertise in Search Engine Optimization, we are confident that we can work with you to achieve your aims and goals.

Please let me know if you have any questions.

We look forward to working with you!

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## OVERVIEW

### General:

The purpose of the project is to execute a successful Search Engine Optimization campaign for **Vegantranslate**.

### What is Search Engine Optimization (SEO)?

Have you ever tried to look for a certain piece of information in search engines like; Google, Yahoo, Bing, Baidu, and DuckDuckGo? Well, have you asked yourself why some content appears on the first page? It's all about a content improvement tool known as **SEO**.

### DEFINITION.

SEO stands for "search engine optimization."



In simple terms, it means the process of improving your site to increase its visibility for relevant searches. The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.

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**Despite the evident complexity** and depth of the work involved to achieve 1<sup>st</sup> page search engine rankings, our adroit team of experts can achieve this task in usually 8 to 12 months. We have had many success stories over the years helping our clients achieve their goals of increasing their website traffic, gaining new clients, and increasing their revenue. You can see our most recent testimonial about how we helped an e-commerce company get their product on the first page of Google and increase revenues in a short matter of time [here](#).

**The main goal of this proposal** is to determine an accurate time and budget estimate, as well as determine the main phases of work and other important details to best improve **Vegantranslate's** Search Engine rankings.





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## SOLUTIONS, SCOPE OF WORK, AND DELIVERABLES

The primary purpose of this Search Engine Optimization project at **5280 Software LLC** is to create a SEO roadmap using the latest technologies and trends designed to achieve first page search engine results for **Vegantranslate**.

For this project, **5280 Software LLC**'s work process will be a three-step methodology for achieving first page search engine results for the desired search terms. The three-step process includes the following deliverables:

### **1. Phase 1 – On Page Optimization – 1 Language: GEO Targeted Keywords:**

Time Frame: 30 – 35 days

This Phase Includes:

1. Site Analysis
2. Keyword Research
3. Competitor Research
4. 178 Web Pages Titles, Meta Description & Meta Keywords
5. Sitemap Creation & Submission
6. Internal Links & Link Structure
7. Alt Tags
8. Keyword Density
9. URL Canonicalization check
10. Browser Compatibility check
11. Page weight checking
12. Duplicate Content checking
13. Search engine spider simulation
14. Keyword relevancy modification
15. Optimize robots.txt & Manual SE's Submission.

**Cost: \$1,399 EURO**

### **2. Phase 2 – On Page Analysis, Web 2.0 Properties, Directory Submissions, Forum and Social Profiles**

Time Frame: 30 – 35 days

This Phase Includes:

1. SEO ON Page Analysis
2. 20 WEB 2.0 Properties
3. 10 Forum Profiles

4. 25 Article Directories Links
5. 5 Classified Ad Postings with Hand Written Content
6. 20 Social Bookmarks

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7. 10 Instant Approve Directory Submissions
8. 30 WEB 2.0 Profiles
9. 40 Media Links

The Web 2.0 Phenomenon continues to advance. Facebook (900 million users), YouTube (the second most searched site on the web), LinkedIn (150 million users), Twitter and other social networks continue to gain popularity. New review, opinion, and blog sites are appearing every day. You have to have a presence in this expanding social media.

**Cost: \$1,299 EURO**

### **3. Phase 3 – Ongoing Maintenance and Blog Posts**

Time Frame: minimum 6 to 12 months

This Phase Includes:

1. Research to find high performing articles and blog posts to use as a guide to writing 10 blog posts per month to drive traffic. Blog posts will be optimized for keywords and long-tail keywords. Posts will be a minimum of 750 words and will include internal and external links as well as images.
2. Build One Way Links
3. Permanent Link Building
4. Clean Links
5. Related Website Links
6. Related Web Directories and Social Links

We provide a **Power Mixture of Links**, combining them through various sources like: Web 2.0 Links, Social Network Links, Profile Links, Article & Directory Links.

**All links would come from separate Class C IPs**

**100% Compliance with the latest Google Algorithms & Google Webmaster**

**Guidelines. Cost: \$999 EURO**

Through the above three-step process we will deliver all the services designed to exceed **Vegantranslate's** expectations and needs. Once a client of **5280 Software LLC**, you will regularly communicate with your project manager, and be constantly involved with the work as well as updated on the team's progress.

5280 Software LLC 6/10 6422 South Quebec Street, Building #4, Centennial, Colorado 80111  
Tel: +1 720-744-2412 | Toll Free: +1 888-510-0833 | WhatsApp +1 720-383-0753



[www.5280software.net](http://www.5280software.net)

Saturday, May 29, 2021

## OUR FEES

Our rates are extremely reasonable and we work with a very precise reporting system. You will get regular reports of your keyword ranking improvements as well as approval requests for blog posts and other monthly tasks we perform.

Below is the list of our special fees for the **Vegantranslate** project:

### **1. Phase 1 – On Page Optimization – 1 Language: GEO Targeted Keywords:**

Time Frame: 30 – 35 days

**Cost: \$1,399 EURO**

### **2. Phase 2 – On Page Analysis, Web 2.0 Properties, Directory Submissions, Forum and Social Profiles**

Time Frame: 30 – 35 days

**Cost: \$1,299 EURO**

### **3. Phase 3 – Ongoing Maintenance and Blog Posts**

Time Frame: minimum 6 to 12 months

**Cost: \$999 EURO**

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## PAYMENT PLAN

### Payment plan:

The greatest thing about working the SEO experts at **5280 Software LLC** is our flexibility of payments. For Phase 1, 50% of the total is due to start (**\$699.50 EURO**). At the end of phase 1 the remaining 50% is due (**\$699.50 EURO**). For Phase 2, 50% of the total is due to start (**\$649.50 EURO**). At the end of phase 2 the remaining 50% is due (**\$649.50 EURO**). Phase 3 payments are due at the end of that month's work. You also will receive reports and feedback on the improvement of **Vegantranslate's** Search Engine and Keyword Rankings. To get started we would need to execute a contract of service between **5280 Software LLC** and **Vegantranslate**.

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## 5280 SOFTWARE LLC QUALIFICATIONS, RESPONSIBILITIES AND COMMITMENT

### Our Experience:

We think our experience, vision, and personal interests lend themselves to accomplishing your creative and business goals.

For many years, **5280 Software LLC** solutions have been the source for high quality SEO campaigns that increase traffic and exposure to our client's websites. We build brands by using white-label SEO techniques that are compliant with Google's algorithms and rules.

### Our Clients:

**5280 Software LLC's** clients are proud to work with us. Please feel free to contact any of our past clients.

### The Team Allocated To The VEGANTRANSLATE Project

There are usually 2 or 3 experts working together on projects of this scope, but really the entire team is dedicated to the success of your project and we regularly have brainstorming sessions and staff meetings where everybody here at **5280 Software LLC** participates.

The team who prepared this proposal has been actively thinking about the solution since we received your quote request, and will be the core leadership team on the project. **5280 Software LLC** is prepared to allocate a core team immediately after executing an agreement with you. The ideal team structure accounts not only for **5280 Software LLC's** team, but also for the **Vegantranslate** team. We will be working closely throughout the project and need to align resources so that information flows freely and bottlenecks are avoided. It is expected that **Vegantranslate** will provide one main point of contact through which all feedback and communication will flow to minimize confusion throughout the project.

### Our Website:

Please visit our website at [www.5280software.net](http://www.5280software.net) for further detailed information about us, our work, the technologies we use, and our philosophy.

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## VEGANTRANSLATE RESPONSIBILITIES

For the solution we have prepared for your project, we have assumed that:

- **VEGANTRANSLATE** will provide one main point of contact through which all feedback and communication will flow.
  - The **VEGANTRANSLATE** team will be responsive and cooperative throughout the project.
  - **VEGANTRANSLATE** will provide feedback on blog posts in a timely manner.

## NEXT STEPS

We think our experience, vision, and personal interests lend themselves to accomplishing your creative and business goals.

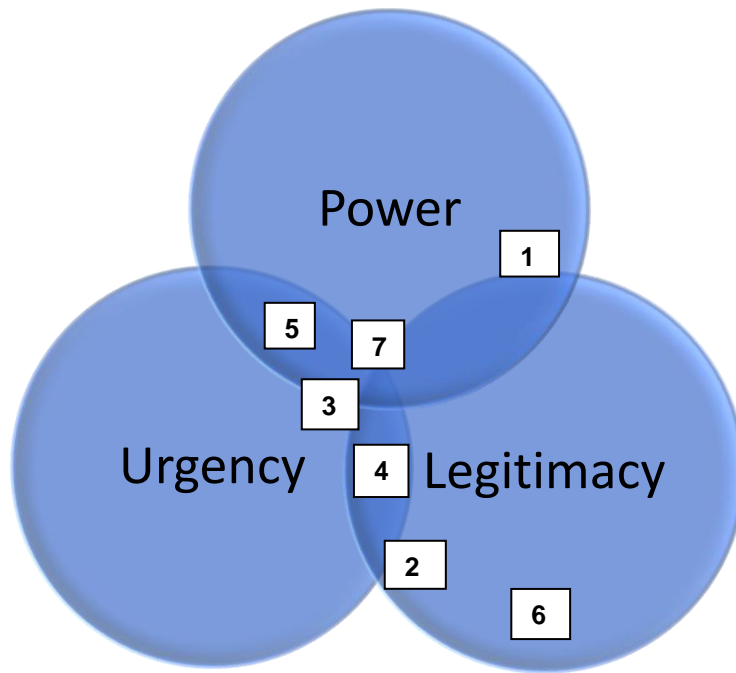
If you have any questions, please feel free to call me anytime at +1 720-744-2412, via WhatsApp at +1 720-383-0753, or to visit our website at [www.5280software.net](http://www.5280software.net). On our website, you can learn more about us, our stunning work, our services, and the technologies we use.

We appreciate your business and I am looking forward to working with you.

Best Regards,  
Boyce Eggert  
CEO & Founder  
5280 Software LLC  
[boyce@5280software.net](mailto:boyce@5280software.net)  
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## Appendix XII: Salience Model



1. Dormant stakeholders

- The Dutch Government
- European Union

2. Discretionary stakeholders

- Research Groups (e.g., NHL Steiden University of Applied Sciences)

3. Demanding stakeholders

- Users of Vegantranslate

4. Dominant stakeholders

- Wed Developer Company or companies

5. Dangerous stakeholders

- Supermarkets

6. Dependent stakeholders

- Vegan/Sustainability Organisations (e.g., ProVeg)

7. Definitive stakeholders

- Veggiedeli

(Kuthiala, 2014)