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intro

Difrax BV is an SME that develops baby products. The company asked us to gain insights on travelling with young children. More specifically, they were interested in the problems and irritations that parents face when feeding their children during a trip and how they cope with these problems. We decided to look at this situation from a broader perspective and analyze the whole travelling experience with children, to gain a deeper understanding of the complete situation.

title

Rich Insights! on travelling with young children

Parents on the go

body

Rich assumptions!

Our first assumptions about travelling with young children included several clusters: loads of luggage, hygiene and safety issues and different situations that lead to stress and ask for different behavior of the children. Also, new and fun experiences were included. We combined our own assumptions with the assumptions Difrax had, in order to create a rather complete overview.

Recruiting

Parents with young children were not difficult to notice in the streets of Delft. With a clear flyer we got several positive reactions, leading to a large group of participants varying in gender and with children of different ages. We decided to have the session during the evening, so one of the parents was able to participate while the other could take care of the child(ren).

Sensitizing

The sensitizing booklet mainly focused on travelling with children in general, whereas the session would focus on eating during travelling.

The booklet included exercises about a typical time line of a journey, the content of one's backpack, job division between the parents, food and transportation. A camera was included so the participants could capture different aspects of their daily environment.



A booklet filled in by a participant

"When going to a restaurant with the children, I often think 'how am I going to survive this?', but we still want to go because it is also really nice."

The session

In addition to a collage making assignment, the participants were asked to create their own ideal product for a specific eating moment and explain why their product would be useful to them. This went smoothly, since we had just discussed different eating issues with the making of the collages. It also gave great insight into the problems participants experience as being most irritating. In addition to the group session, we organized three extra sessions at couples' homes. These were interesting, since it made it possible for us to actually observe parents in their home situation.

Analyzing

After analyzing the sessions and the booklets filled in by the participants, we created clusters of all the interesting subjects, such as 'preparation' or 'keeping the children busy'. We also made sure to look back on our first assumptions. Some assumptions were confirmed, where other assumptions proved to be less important than we first thought. We subsequently structured all the clusters on a timeline (divided in 3 levels: 'where', 'what products', 'which emotions') to gain a complete overview of the whole situation.



One of the participant expressively explains what she means



Participants creating artifacts during the session to tell about their ideal product

*Scrapbook to communicate
the insights*

"When I open the car, it is always a surprise to see how the children left it: footprints on the windows, junk everywhere, and it almost seems like people decided that cookies just have to crumble!"



Communicate!

To communicate our findings we created a scrapbook completely based on real stories, about a family trip with difficult situations. Only photographs made with the participants' cameras and their quotes were used, making the story realistic. We specifically did not make an explicit list of problems, but provided detailed situation sketches, which allows Difrax to understand why specific problems or situations arise and how important they are.

For even more inspiration, we filled a bag with different products and attached labels with inspiring quotes about those products.

Bag containing a combination of products and inspiring quotes

author(s)

Jonathan van Veelen
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intro

My name is Jonathan van Veelen and I work as a Senior Buyer at Difrax. Difrax is a company specialized in baby-items. We develop eating and drinking items for small children and their parents to make their lives easier. Rich Insights! was about parents and children on the go.

"Going out for dinner with children is not really relaxed but more a matter of survival"

title

Company's reflection

body

Expectations?

I expected to get insights on the habits, problems and surroundings of eating situations when parents are on the go with their young children.

How I experienced Rich Insights!

Rich Insights! generated lots of insights: not only for innovative new products, but also for marketing and sales.

Most surprising insights!

The situations with children in restaurants were inspiring. And that it is important not to focus on public transport, but on travelling by car.

How to continue...

Difrax will develop a few items directly from these insights. Our mindset of the situation at hand changed, that is a big plus. The opportunities for our sales expanded to other locations, like restaurants, hotels etc.

What you didn't ask, but what I'd like to share...

We learned a lot about the way respondents are treated; it really makes a big difference in the quality of the results.

"I want my children to eat healthy stuff, but it is more important that they get something in their stomach anyway"