



# ECOTUNNEL

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# Introduction

**GOAL:** Make healthier purchasing decisions

**CONCEPT PROCESS:** Eco Farm Outlet -> Eco Store -> Eco Pop-up -> Eco Tunnel

**Multisensory** experience as a motivator

**Relaxation** leads to healthier eating habits [1]

**-> Create a relaxing multisensory experience**

[1] Manzoni et al., 2009; Goldbacher et al. 2016

# DESIGN CONCEPT



# Going back to our roots

## THE ECO TUNNEL

### Fruits / Vegetables

the top level contains  
fruits/vegetables that  
could catch customers  
attention with its smell  
and appearance.

### Fruits / Vegetables

the lower level allows  
children to pick up  
the vegetables/fruits  
on their own.



### Seeds Bag

give consumers  
the opportunity to  
grow their own  
plants

### Faucets

customers could  
wash out the soils  
on the  
vegetables/fruits.



# **SENSES**

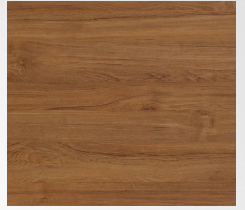
# Visual

## Lights

## Natural aspects

Soft lights reduce  
calorie intake. [2]

[2] (Wansink & van Ittersum, 2012)



# Sound

## Natural sounds with minimalistic melody

Low volume music leads to healthy food purchases through a calming effect (vs. High volume leads to unhealthy purchases through excitement). [3]

[3]Biswas, Lund & Szocs, 2018



# Smell

## Phytoncide

The smell of phytoncide produced by plants relaxes people. [4]

[4] Li et al., 2009





# Taste

## Organically grown

Organically grown plants have enhanced taste. [5]



[5] M.B. Albright, 2014

# Touch

**Touching the plants in their natural environment**

Touching plant foliage makes people feel calm. [6]

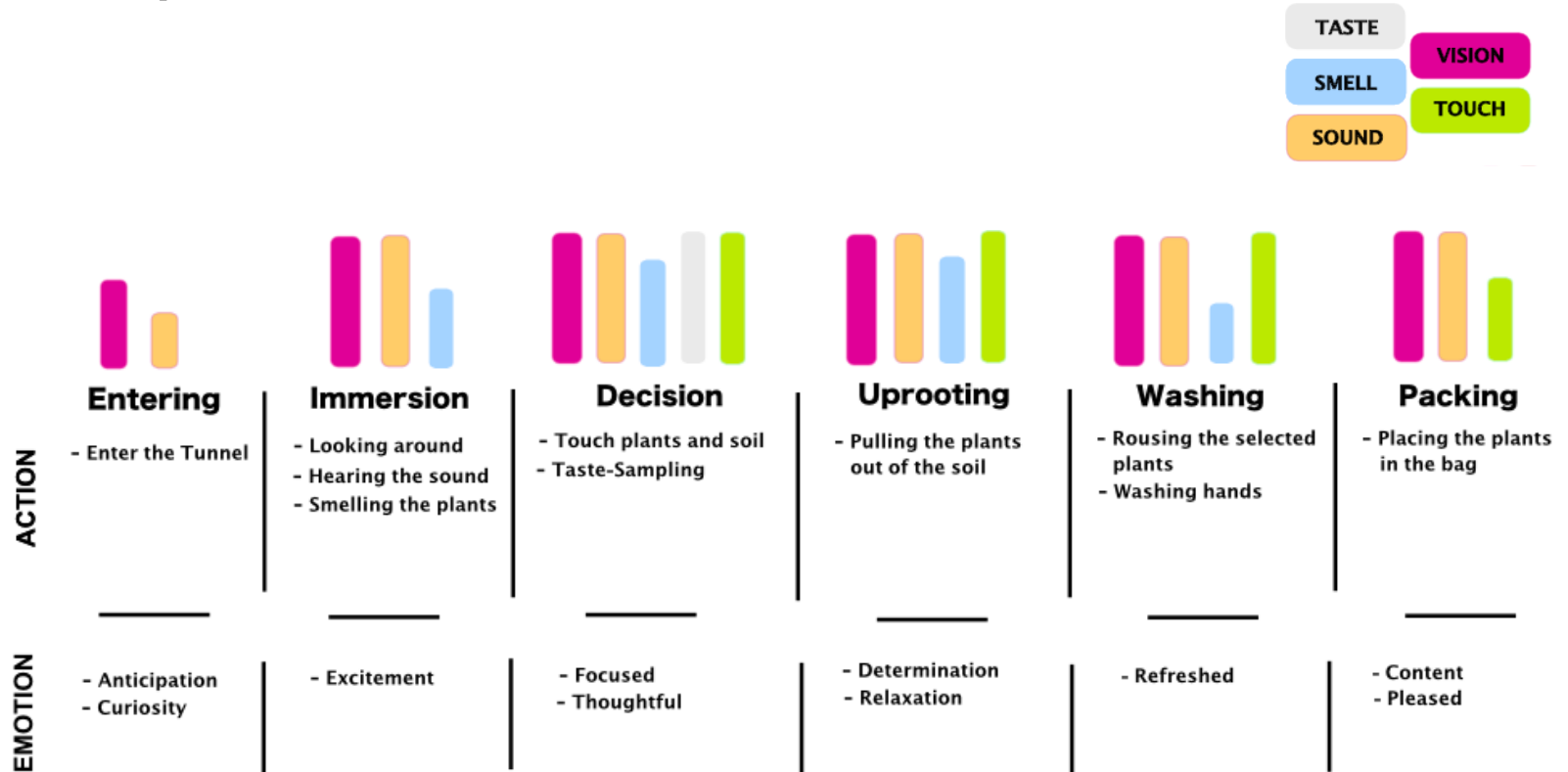
[6] Koga & Iwasaki, 2013



# **Sensory Experience Map**



# Eco-tunnel Experience



# Comparison



## ECO-TUNNEL

### PROMPT

ACTION

- Stand still
- Slow down activity

EMOTION

- Confused
- Excited
- Curiosity

### OBSERVATION

- Observe the tunnel
- Look around
- Walk around
- Enter the tunnel

- Curiosity
- Excitement
- Anticipation

### ENTER TUNNEL

- Smell the plants
- Touch plants and soil
- Walk around
- Taking picture
- Uproot the plants
- Put plants in bag
- Wash hands

- Excitement
- Pleasure
- Joyful
- Energetic
- Confuse
- Curiosity

### EXIT

- Leave the tunnel
- Take the plants
- Walk to other sections

- Joyful
- Relax
- Energetic

## SuperMarket

### PROMPT

ACTION

- Writing down the shopping lists

EMOTION

- Confused(Not knowing what to buy
- Overwhelmed by options

### OBSERVATION

- Looking for Food
- Check price
- Look ingredients

- Excited
- Rushed
- Confused

### Pick FOOD/Bag FOOD

- Pick the food
- Put food into basket

- Accomplishment
- Bored

### EXIT

- Exit the vegetable section

- Relief
- Rushed

# **Experience the tunnel**

**Build a healthier life together**

**Thank you for your listening**

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