

HOW DESIGNERS ADD VALUE ON PROMOTING ORGANIC SELF-COOKING THROUGH NEW MEDIA TO ADOLESCENTS IN HONG KONG

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Nowadays, more people are willing to eat organic foods in Hong Kong. Most of them are willing to pay for expensive organic meals even there are extra costs. They have positive attitudes of organic meals. On the other hand, there are many private kitchens are offering meals to cook at consumers' home directly. The audiences do not want to cook at home but they like and interest to eat homemade meals. However, there are no digital platforms that gather all the information about organic foods and private kitchens. Audiences can not find those private kitchens' profiles on one platform. They waste a lot of time to search the information. Also, that information is placed on different platforms. It is difficult for audiences to compare.

In addition, audiences are mainly concern three problems. Firstly, the quality of cooking, as different chefs will have different personal cooking skills. Secondly, they may not want the strange chefs to come to their home even they want to eat homemade meals. They do not want to cook for themselves because they think cooking is trouble. Thirdly, they want a convenience and comprehensive system to help them to book and select the most suitable private kitchen chefs to cook for them.

As we all know, three meals eaten outside the home is very common of many youngsters and office workers. They have no vegetables and admit is based on their preference rather than by a healthy diet. This unhealthy eating behavior appears seriously in the young generation. They do not cook for themselves. They think it is too trouble to cook at home. Also, they have a busy and fast lifestyle so that they mostly to order meals delivery directly to their office or home. They do not have a long-term equilibrium of eating. Centre for Food Safety of Hong Kong claims that more than 90% inadequate calcium intake; tend to have osteoporosis and fractures. However, in the young generation, they are more environmentally conscious because of higher education. They express positive attitudes towards organic food. Therefore, it is a potential market in the future. Through understanding their special needs and behaviors, can help designers to develop the better organic meals delivery services in the young market.

So, how design can change food preferences of Millennials rather than three meals eaten outside the home?

Designing a digital platform for supplier and demander of organic meals

The digital platform can help the audiences to find the suitable chefs and organic meals for them. It is more convenient and effective to help them to compare and select a good private kitchen chefs based on their budget and personal preference. The services mainly separate in two parts: one is a benefit for fresh private kitchen chefs and the other is a benefit for the customers who need delivery service of organic meals. It is different to those have stores and you need to go to the private kitchen restaurant. Now, you just need to stay at home and wait for them.

The unique selling point is the platform only sell and cook organic foods from local farms. You do not need to go outside and no chef will go to your home but you can still eat the private kitchen quality and high standard organic foods. Each chef has her cooking style so that you can decide which one is suitable for you through reading their portfolio, user comments, and feedbacks. Therefore, you can compare each chef and try different organic meals. You can order the organic meals through our platform anytime and anywhere. You just need to click a button and pay by credit card. When the chef receives your order, they will order our organic foods and cook for you. Finally, we will deliver your meals to your office or home during lunch time or dinner time. You can write comments and share to your friends after you tried the meals. Therefore, designing a digital platform can benefit to supplier and demander of organic meals.

The platform is a suitable design solution which can enhance the organic self-cooking market. It can reach out the young target audiences successfully. It can also enhance the awareness of organic self-cooking and enlarge the organic market to the young generation. Furthermore, it can cause any social impact to protect the environment and change their eating behavior through ordering our organic meals. The chefs will cook their meals by using our organic foods as their foodstuff. Also, the adolescents will eat more organic foods because of this fast delivery services. It can solve their worry of cooking organic foods. They can have a more energetic body. The risk of disease and disorders will be decreased because of non-eating pesticides, chemicals, or processed additives. Finally, more and more audiences will join the platform. The fresh chefs can easily start their own business through our platform. It gives all fresh chefs opportunity to develop their portfolio. It aims to match them to the right consumers. Through the fast and convenient design solution of using new media, eating organic meals will become their habits.