

## Feel Grounded, Waste Less? Develop an Experiential Prototype to Make People Feel Grounded

Graduation assignment for students of the MSc Programs  
Design for Interaction or Integrated Product Design –  
*start flexible*



### Background

The existing food system is grounded in assumptions of the need for excess and elaborate choice to cater for consumers' uncertain preferences and demands for food anywhere, anytime. This enhances consumer satisfaction, but comes at considerable societal costs of inefficient resource use. The large amount of food wasted is an impressive example.



Against this background, we want to investigate whether making feel people grounded – that is, connected to people, place, and past – helps mitigating food waste, because feeling grounded drives them to handle resources, such as food, more carefully and mindfully. For the concept of groundedness, please see

Eichinger, I., Schreier, M., & van Osselaer, S. M. (2022). Connecting to place, people, and past: How products make us feel grounded. *Journal of Marketing*, 86(4), 1-16.

### Goals

The goal of this project is to develop an experiential prototype that makes people feel grounded. Following your thesis project, the prototype will be tested in large-scale quantitative consumer research. You are free to choose the kind of prototype – it can be a digital prototype such as an app, but also a non-digital prototype (fridge magnet, notebook, postcard...) – we are looking for your creative ideas!

### Additional information

This thesis project is part of the interdisciplinary project “Food Waste: Transition from Excess to Enough” from the universities of Delft, Wageningen and Groningen, together with a large consortium of partners from practice. There will be budget available to help you realize your ideas, and opportunities to collaborate with relevant partners from practice, e.g., Hello Fresh, the Foundation United Against Food Waste (Stichting Samen Tegen Voedselverspilling) and the Nutritional Foundation (Voedingscentrum).

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