

TCR 2018 TRACK PROPOSAL: OPTION-TRACK 1

A DESIGN THINKING APPROACH FOR INNOVATIVE FOOD EXPERIENCES AND WELL-BEING

TRACK CHAIRS

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OVERVIEW OF TRACK THEME

This research builds on the extant literature on Food Well-Being FWB (Block et al. 2011) and the outcomes of our previous TCR 2015 track on the adoption of Alternative Food Consumption (AFC) to achieve FWB food justice and sustainability (Batat et al., 2017; Batat, 2016) as well as TCR 2017 track on the introduction of the Experiential Pleasure of Food for well-being. Our phase I conceptual research conducted during TCR 2017 paper for JBR suggests that food well-being can be achieved by designing innovative food experiences. At TCR 2017, we found ourselves interrogating how Design Thinking can help institutions, public policy, and food services and industry to achieve food well-being by designing healthy, pleasurable, and innovative food experiences including meals, space, delivery, services, etc. A Design Thinking approach can provide important insights to understand and address a wide range of TCR issues comprising relationship to food, self-control, and designing future healthy eating experiences — but, until recently there have been few attempts to develop and implement a Food Design Thinking for food innovation and well-being focusing on the whole food experience.

Design Thinking, a term first introduced by Buchanen in 1992 in design studies uses the designer's methods to match people's needs with what is technically feasible and commercially viable (Brown, 2008). It has been defined as "a human-centered innovation process that emphasizes observation, collaboration, fast learning, visualization of ideas, rapid prototyping, and concurrent business analysis" (Lockwood, 2010). During the last 10-15 years, Design Thinking has evolved from a way of thinking among engineers when designing technical products to become a very popular innovation technique among scholars focusing on innovation management (Olsen, 2015). In food innovation, research reveals that Design Thinking is gradually making its way into the food value chain too. Consultancy firms and non-profit organizations offer Design Thinking help to individual firms, branch organizations, and public food and health organizations (e.g., lfooddesign.org). However, while Design Thinking has attracted business scholars focusing on innovation management (e.g., Liedtka, 2014; Norman and Verganti, 2014; Seidel and Fixson, 2013), the same is not the case within the food marketing and transformative consumer research. This track contribute to TCR food research by discussing how Design Thinking can help to design innovative food experiences which are healthy, satisfying, and pleasurable.

The integration of a Food Design Thinking approach has the potential to foster cost-effective, impactful food educational programs, and food innovation that are actually implemented and utilized. Rather than providing an alternative to science as a way to creating knowledge, Food Design Thinking provides a complementary approach to transform food-marketing research. This track will define Food Design Thinking and what is its contribution to FWB. It also describes how Design Thinking differs from the traditional way of thinking within food services and industry and discusses the likely outcome of Design Thinking to achieving food innovation for consumer well-being. Furthermore, in this track, we aim to discuss and exemplify how Design Thinking can contribute to innovation in the food services and industry to achieve well-being based on three main aspects that capture the core of this new food approach: consumer empathy, visualization and rapid prototyping, and collaboration. Accordingly, an

integrated team of Design Thinking scholars, designers, consumer behavior researchers, community members and community partner leadership – each bringing different areas of expertise and different sets of skills – has greater potential to address TCR issues than any one of these groups working alone. The conference track will serve as a workshop to allow conceptualizing Design Thinking Approach for innovative food experiences and well-being, synthesizing, and writing up emergent outcomes in order to submit a paper to the TCR conference official journal.

PROJECT ACTIONS AND TENTATIVE STRUCTURE OF THE TRACK SESSION

1. Preconference

- a. Selected applicant should provide: Background related to this area (what triggers interest in this domain), theoretical approach they adopt for their research, methodological approach they use in their research, research and scientific publications produced to-date on this topic.
- b. All team members will conduct literature review related to his expertise.
- c. Participants will gather, process, and analyze data from international quantitative and qualitative study exploring food design thinking, innovation and well-being.
- d. Track chair will then develop a Facebook (FB) discussion group to facilitate the sharing of information.

2. Conference day 1

- a. Morning session: a roundtable session and brainstorm
Participants will contribute to the roundtable to work on the issues that have been raised prior to the conference.
- b. Afternoon session: Preparation of the poster and synthesis of key points and potential contribution of the improve FWB by applying food design thinking.

3. Conference day 2

- a. Morning session: TCR conference outcomes
Continue the work that has been initiated the day before, with a focus on the TCR conference outcomes with at least two collaborative articles: one in to be submitted to the official TCR-journal conference special issue and Journal of design studies. The structure and the content of each research project will be defined. In addition, the tasks attributed to each sub-team will be defined and discussion of future possibilities for funding and grant proposal submission.
- b. Afternoon session: Present the outcomes of the track and main research projects and TCR circle.

4. **Post conference:** work in small teams on the research projects such as book proposal and special issue and continue collaboration by furthering our cross cultural empirical research to other cultural contexts context based on the topics developed in the conceptual TCR articles.

TRACK CHAIRS BIO AND PICTURES



Wided Batat is an Associate Professor of Marketing at the University of Lyon 2 (France). Her work focuses on consumer education, well-being, food culture, and sustainability. Dr. Batat's research has been published in academic journals such as *Journal of Business Research*, *Marketing Theory*, *Journal of Marketing Management*, *Journal of Macromarketing*, *International Journal for Consumer Studies*, *Advances in Consumer Research*, *Journal of Research for Consumers*, etc. Wided participated to past TCR conferences

2011-2013-2015-2017 and chaired the 2015/2017 TCR track conferences on alternative food systems and the experiential pleasure of food.



Michela Addis is Full Professor of Management at Università di Roma Tre, Italy and adjunct senior faculty member of the SDA Bocconi School of Management, Marketing Department. Her areas of expertise include experiential marketing, customer engagement, and hedonic consumption. Author of two books on experiential marketing and articles in top-tier journals such as *Journal of Consumer Research*, *Journal of Cultural Economics*, and *Psychology & Marketing*. She has been a visiting scholar at the Helsinki School of Economics (2000) and at the Columbia Business School (2000; 2004; 2005).

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