



# GREEN SCIENCE



Customer-inclusive platform for quality testing of products people depend on

Total Customer Interviews: 20 | Week #1 (Feb. 14-19) Interviews: 20



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## Hypothesis

Consumers prefer information such as product specifics and reviews to be free

Consumers value price.

Consumers care about regulatory standards.

Consumers seek out important product information such as instructions, safety certifications, etc.

Consumers trust certifications.

## Experiments

"Magic wand → frustration → solution?"

"Quality vs. price point?"

"What information do you receive when considering a product?"

"How do you learn about new products? Is this sufficient for purchasing decision?"

"How do you approach seeing ingredients you are not familiar with?"

## Results

Easier way to learn about existing and new products (but expected as part of customer service).

**Quality more important.**

**Not important for final purchasing decision.**

**Information is always considered only as point-of-sale, up to a subjective threshold.**

**Relationship with retailer and/or assumed trust in "the system", retailer, and/or brand critical.**

## Iterate

What would be a barrier to obtain free information?

Diminishing returns?

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What would make you seek new information?



## Hypothesis

Retailers care about efficiency = faster turnaround.

Retailers value price point.

Retailers think consumers value price point.

Retailers understand certifications and regulations.

## Experiments

"Describe process... any frustrations?"

"Describe process... any frustrations?"

Observing product pricing strategies.

"Magic wand → frustration → solution?"

## Results

Some labs too slow.

Some labs too expensive.

**Prices are highly variable.**

**Prefer simplified analytical reports.**

## Iterate

Same experiment on more retailers, focus on solely producers or manufacturers

Determine where they would compromise with a testing lab in the required processes and with customer service.

Dive into pricing strategies and customer demographics.

Simplify or better educate?



## Customer Segments

Farmers, producers, and manufacturers

+

Retailers

Consumers

Academia

Regulatory

## Value Propositions

- Efficient testing = Faster turnaround
- Reduced testing cost
- ~~Reduced product cost~~
- Simplified reports
  
- Free educational resources
- Product specifics & reviews
- ~~Regulatory standards & safety information~~
- ~~Reduced product cost~~
- Presented at point-of-sale
- Special certifications
- Relationship with retailer
  
- Industry research
  
- Efforts for new standards