Buishan City, Jilin Province

Personal Project
When: 2020. 6 - 2020. 7

Ugly Fruit Juice
Fruit & Street Vendor
China Turns To ‘Street Vendor Economy’ To Help Manage Unemployment Crisis

New policy to encourage street vendors is backed by Premier Li Keqiang as a way to create self-employed businesses to absorb newly unemployed.

### Development History Of Chinese Street Vendor

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<tbody>
<tr>
<td>Farmers/Craftsmen</td>
<td>Street vendor</td>
<td>Street vendor</td>
<td>Employer</td>
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<td>Urban Environmental Governance</td>
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### Chinese Unemployment Rate

In terms of the unemployment rate, the unemployment rate in the national urban survey of March was 5.9%, down 0.2 percentage points from 6.1% in February 2020, but it was still at a High Level; the unemployment rate in the urban survey of 31 major cities in March was 5.7%, which was the same as in February. But still lower than the overall, indicating that the unemployment rate in small and medium-sized cities has improved in March but is still more severe.

![Graph](image)

### Negative Social Effects

Unemployment caused a huge waste of social human resources.

The existence of the unemployed poses a threat to social stability.

The existence of the unemployed exacerbates urban and rural poverty.

### Desk Research --- Consumption Change

#### Growth rate of Chinese total retail sales of consumer goods

<table>
<thead>
<tr>
<th>Month</th>
<th>2020 Jan</th>
<th>2020 Feb</th>
<th>2020 Mar</th>
<th>2019 Jan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth</td>
<td>10.7</td>
<td>-12.4</td>
<td>-7.5</td>
<td>8.8</td>
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</tbody>
</table>

#### Fresh Shops DAU Comparison

<table>
<thead>
<tr>
<th>Month</th>
<th>2020</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>DAU</td>
<td>500</td>
<td>450</td>
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The new coronavirus has caused consumers’ purchasing power to decline, but consumers are putting “downgrade” in price and “upgrade” in quality. According to McKinsey’s “2020 China Consumer Survey Report”, the overall retail consumption has shown a trend of reaching a new normal, which is mainly reflected in the change of consumption concepts. The new normal in consumption is characterized by higher quality and high-quality products, higher expectations for the quality of life, and more concerns about health and safety. This is also reflected in the consumer’s rational consumption, which is increasing while the consumer experience is improving. The epidemic has brought a huge impact on consumption, but it has also brought huge opportunities for new consumer behaviors and consumption modes.
Because the experience of different suppliers varies greatly, I chose this type of interview. First, ask the main questions listed in the written survey, and then expand the other questions based on the street vendors’ answers.

- 3–15 min
- Understand stakeholder views and experience.

<table>
<thead>
<tr>
<th>Street Vendor</th>
<th>Urban Residents</th>
<th>Physical Store Owner</th>
<th>City Management</th>
<th>Supplier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advantage</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Worry about quality</td>
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<tr>
<td>Competition</td>
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The vendors do not know how much to buy, fearing the backlog of goods.

Customers tend to buy cheaper things.

Consumers have concerns about product quality.

City Management is concerned about noise.

Low price and convenience.

State management brings a safer working environment to street vendors.

Visiting the market will bring the public a sense of happiness.

The new coronavirus has reduced the number of customers on the street.

Due to the impact of the new coronavirus, street vendors have a deficit in income, making it difficult for them to make ends meet.
COVID-19 has caused an increase in remaining fruit, which eventually turned into rubbish, causing street vendors to lose money. This has increased the difficulty of obtaining employment for fruit vendors and caused problems such as garbage pollution and food waste.

Fruit Characteristic

- Short shelf life: 4-5 days become not fresh, they will be thrown away.
- Customers have high expectations in order to keep the goods fresh, need to restock every day.
- The demand for fruit is not as high as that of vegetables.
- The product has lower quality, and the profit on the second day is much smaller than the first day.

Evaluation Matrix

- Fruit Street Vendors suffer the most due to the characteristics of the goods.

Interview --- Insight

- Field Research --- Morning Market

In order to better collect data and understand the life of elderly fruit street vendors, I was involved in the working environment of street vendors in the morning market. Be a street vendor for a day.

Description of the physical context and the people involved, including their behavior and nonverbal communication.

These notes record my personal reactions, frustrations, and assessments of life and work in the field.

Interview

Analysis

• New Consumerism
• Fewer Consumers
• Government
• Encourage
• More Street Vendors
• Few people buy fruit, and stocks increase
• Leftover Fruit

Evaluation Matrix

- Original price
- Sales
- Great deal
- Original price

Field Research

Field Notes

• Description of the physical context and the people involved, including their behavior and nonverbal communication.
• These notes record my personal reactions, frustrations, and assessments of life and work in the field.

Camera

Field Notes

Fruit Street Vendors suffer the most due to the characteristics of the goods.

Fruit Characteristic

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About

- Age: 55
- Gender: Female
- Status: Laid-off workers
- Sell items: Fruit
- Economic status: low income
- Character: Relatively introverted
- Education: Junior high school
- Family: Son (works outside)
- Husband: (Security guard)

Physical Conditions

- Backache
- Stomach illness

Hobbies

- Cooking
- Dancing

Needs

- Stable Income

Ability

- Physical Strength: Low
- Learning Ability: Low
- Internet: Low

persona

Aunt Wang

She initially worked in a restaurant in town because the new coronavirus restaurant went bankrupt. In order to solve the cost of living, Aunt Wang must find another way. As the economy improves, but still due to age and health problems, Aunt Wang heard that the government’s recent economic policy to encourage street vendors wants to make money from street vendors. This is her only option at the moment. Aunt Wang bought a batch of fruit and started the business of fruit street vendors. Every day, she went to a different morning market to sell fruit. But after a while, Aunt Wang found that the income of this business was not ideal, and sometimes even lost money. And throw away a lot of broken fruits every day. A lot of hard work every day and bad income make Aunt Wang more and more unhappy.

User Journey Map

Prepare Fruits (4-6 o’clock)

1. Get up early
2. Drive to the fruit & vegetable wholesale market to buy
3. Pick the freshest fruit

- Supplier
- Fruits
- Car

Early suppliers will not have fresh food

Display Fruits (6-7 O’Clock)

1. Transport Fruit to the morning market
2. Put fresh apples on top
3. Pick out fruits which not fresh

- Booth equipment
- Truck
- Fruit

Fruits will be squeezed when unloading

Sell Fruits (7-12 O’Clock)

1. Sell Fruits
2. Weighing Fruits
3. Packing Fruit

- Consumer
- Fruit
- Packing Bag
- Weigh

The quality of the goods
- Relatively obsolete goods must be purchased at a discount
- Fruits will be squeezed when unloading
- Relatively obsolete goods are not bought by customers. These fruits need to be sold at a reduced price
- Prolonged sun exposure accelerates fruit decay and deterioration
- Improve facilities and shorten the distance to help them reduce the damage caused by goods during transportation
- Increase the value of relatively stale fruits and reduce losses

Transport Fruits To Home

1. Put the fruit in the car
2. Throw away stale fruits
3. Drive home

- Trash Can
- Rotten inedible Fruits
- Truck

It’s a loss to throw away the rotten goods, but it can’t be sold anymore. The good ones that were bought and not fresh are left

Opportunity

- Help them choose relatively fresh products

- Relatively obsolete goods must be purchased at a discount
- Fruits will be squeezed when unloading
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Goods

- Book equipment
- Truck
- Fruit

Online Booking

Market

Buy at the market

Sell

Goods

Remain Good

Virtual Reality
Opportunity --- “Ugly” Fruit

Pretty Fruit

“Ugly” Fruit

Garbage

“Ugly” Fruit has an ugly appearance and defective but can still be eaten normally.

Consumers are reluctant to purchase ugly fruits.

How can we help the fruit street vendors in the morning market to reduce the losses and waste caused by “ugly” fruits that are difficult to sell but still can be eaten, normally?

Opportunity --- Morning Market

Space

Need rent space

Need social space

Process the “Ugly” Fruit into Juice. It attracts people in the morning market to buy with lower prices and fresh quality and provides a relaxing social space, greatly reducing losses and waste.

Ideation --- “Ugly” Fruit Juice

Business Model Canvas

People

Customer

Street vendor

Citizen

Consumer

Street vendor

Street vendor

Citizen

Consumer

Customer relations

Purchase fruit

Processing fruit

Sell fruit

Help fruit street vendors deal with defects

Help find sell

Help find space

Lower price

Better income

Healthier food

Lower price

Leisure and entertainment

Business revenues

Transportation

Distribution channels

Website

Retail store

Online sales

Profit from selling juice

Value proposition

Reducing losses

Key partners

Supplier (Fruit Street Vendor)

Street Vendor

Citizen

Consumer

Key activities

Prepare fruit

Find a place

Processing

Sell

Help fruit street vendors deal with defects

Help find sell

Help find space

Lower price

Better income

Healthier food

Lower price

Leisure and entertainment

Key resources

Quality fruit

Healthy juice

Healthy fruit

Seat

Leisure and entertainment

Key customer segments

Local

Non-local

Leisure and entertainment

Main income

Full time

Part time

Consumer

The elderly

Shopping

Hang out

Customer relationship

Citizens will buy fruits from hawkers

Citizens will socialize

The relationship between street vendors is good

Cost structure

Time to collect goods

Deliver goods

Find someone to sell

Tool equipment

Find space

Promote sales

Revenue streams

Street vendors

Website

Retail store

Online sales

Profit from selling juice
**Concept**

Encourage vendors to build juice sales kiosks in the morning market. And buying defective fruits from other sellers, processing them into juices and selling them to consumers.

**Solution --- Brand Design**

**Ugly Fruit Juice**

Change consumers' perceptions and let them discover the value of these ugly fruits.

Consumers are very concerned about the appearance of the fruit, even if the ugly fruit becomes juice, they are not willing to buy it.

Consumers have high requirements for fresh juice, and the making process must be transparent. Juice must be squeezed from beautiful fruits to buy them. If they knew it was an “Ugly” fruit, no one would buy it.

Profitable business: I can sell these fruits to fruit juice vendors. Loss reduced! Many people come to buy juice. I have made a lot of money and can help other vendors!

Brand Design: Change consumers’ perceptions and let them discover the value of these ugly fruits.

Get Feedback

Ask them for their opinions.

Other Fruit Vendors Buy Their “Ugly” Fruits

Juice Street Vendor

Consumer

Consumers are very concerned about the appearance of the fruit, even if the ugly fruit becomes juice, they are not willing to buy it.

Consumers have high requirements for fresh juice, and the making process must be transparent. Juice must be squeezed from beautiful fruits to buy them. If they knew it was an “Ugly” fruit, no one would buy it.

Ugly Fruit

I am ‘ugly’, but I am ~ delicious! Don’t give up on me because I’m ‘ugly’!

Ugly Fruit Juice

I am ‘ugly’, but I am – delicious!

Ugly Fruit Juice

Juice

I am ‘ugly’, but my heart is super sweet! Don’t give up on me because I’m ‘ugly’!

Ugly Fruit Juice

Juice

I am ‘ugly’, but my heart is super sweet!