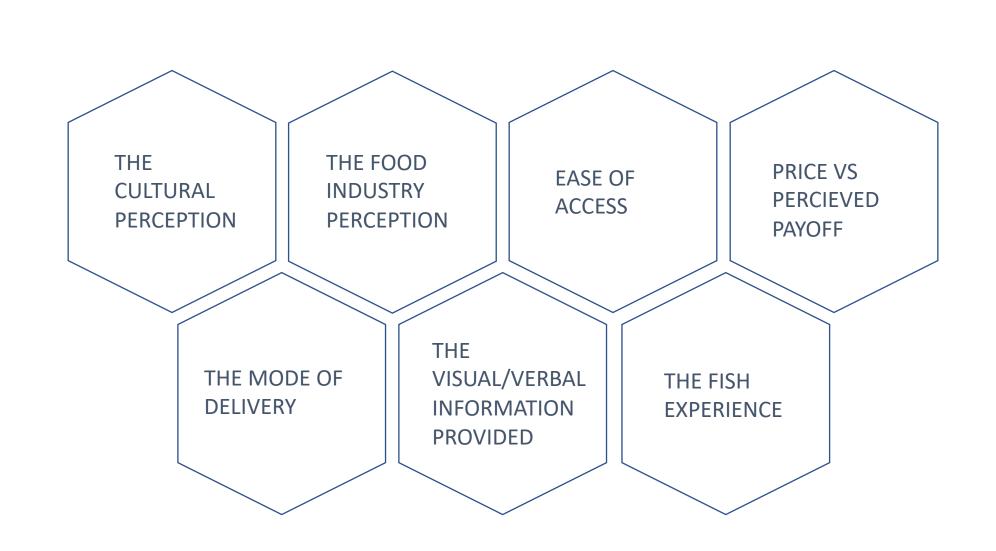
# Australian Wild Barramundi

**UX Audit** 



THE CULTURAL PERCEPTION

## **Sources of Experience**

As with the wider market, chefs claim to source their information, and therefore develop their market perceptions, from both word-of-mouth recommendations and mainstream digital media.

## Primary points to optimise

- Mainstream PR & Content
- Instagram
- Facebook
- Pinterest

THE FOOD INDUSTRY PERCEPTION

## Sources of Experience

Trade information and supplier relationships are highly important to chefs, therefore the awareness and perception of the Wild Barramundi industry, by the wider food industry, is an important source of information to chefs when deciding on what to buy and why.

### Primary points to optimise

- Trade events
- PR & content
- Wholesaler communications
- Sales & promotional collateral



## Sources of Experience

The research shows that chefs want to experience consistency in the supply, quality, format and price of Wild Barramundi. Any perceived, or experienced, disruption to these variables represent a risk to, or unnecessary disruption to their business operations.

## Primary points to optimise

- Stability of supply chain
- Quality control protocols
- Product formatting and pricing

# PRICE VS PERCIEVED PAYOFF

# **Sources of Experience**

The versatility and/or perceived 'premium' of Wild Barramundi is clearly taken into account by chefs looking to improve their margins along with their customer satisfaction. Though price is clearly important, Wild Barramundi is assumed to be a better performing product and therefore represents a good pay off.

#### Primary points to optimise

 (Content source) Leverage the product perception of 'high-quality Wild Barramundi' to create information consistency across both trade and mainstream channels



## **Sources of Experience**

Though occurring after the point of purchase, the way in which Wild Barramundi is delivered has a clear impact on Chef perceptions.

Portioning, packaging, vac-sealing, frozen vs iced and use of plastics are all experiences that are informing chef perceptions.

## Primary points to optimise

- Optimization of highest quality delivery methods for frozen & fresh
- Wholesale product labeling & packaging

THE
VISUAL/VERBAL
INFORMATION
PROVIDED

## **Sources of Experience**

Chefs surveyed confirmed that they are seeking more detail when it comes to Wild Barramundi. Clear information regarding product origins and provenance is sought as are details regarding portion size, taste quality, and sustainability.

#### Primary points to optimise

 (Content delivery) Creation of clear onpack/box imagery, infographics and information highlighting the key factors chefs value most



## **Sources of Experience**

Quite possibly the most important factor, how fresh and frozen Wild Barramundi performs under the pressures of a high-volume hospitality operation, including customer feedback, will ultimately provide direct product experience and inform whether it will be purchased again.

## Primary points to optimise

- Supply-chain optimization designed to produce highest possible quality Wild Barramundi experience throughout the processing, portioning, packaging, and storage
- (Content) Equip chef/staff and wider industry with knowledge necessary to maintain high quality through to consumption