

HYDRO MELON



Issue

Few natural sports beverages are present in the market and a recent focus on the amount of sugar we eat has provoked consumers to look for beverages with reduced sugar or other sweeteners.

Aim

To develop a natural sports beverage that considers the use of sugar alternatives, or reduced sugar, in order to appeal to 15-18 year olds.

Product attributes

- Has natural colours and flavours
- Contains a high electrolyte count
- Is naturally hydrating
- Is water, juice or tea based
- Has reduced sugar or sugar alternatives



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Iterative process:

- Researching existing products on the market
- Generating initial ideas based on research
- Gathering feedback and screening ideas
- Testing and trialling followed with feedback
- Developing and refining ideas
- Final prototype

Final Product:

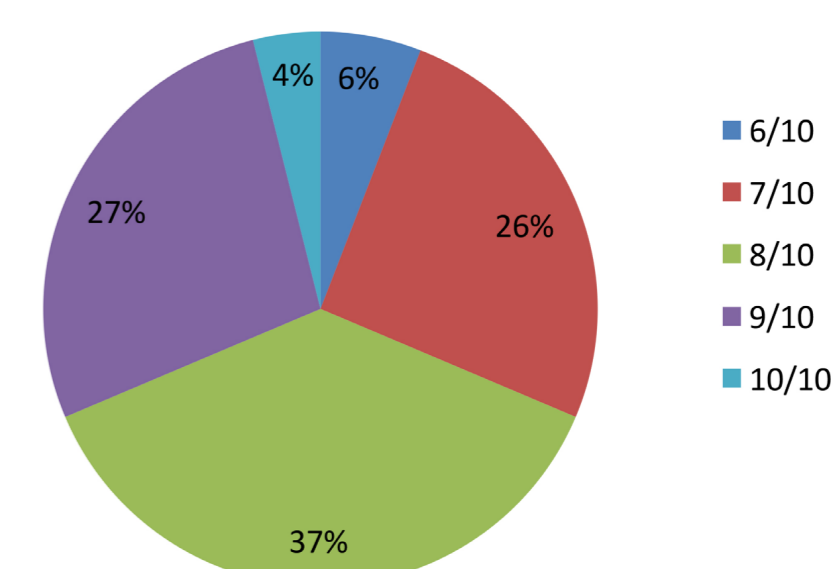
- A natural cold pressed watermelon juice
- No artificial flavours, additives or colours
- Competitively priced product

Challenges faced:

- Determining the best way to approach problems
- Deciding to go with watermelon juice or natural flavouring
- Investigating how to be innovative through the addition of seaweed



How would you rate our beverage overall?



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