

BLUEBERRY BUTTER

ISSUE: THERE IS NO BLUEBERRY BUTTER IN THE MARKET AND BLUEBERRY ALSO BECAME A FOOD TREND IN NOWADAYS DUE TO ITS HIGH NUTRITIONAL VALUE. USE BLUEBERRY BUTTER CAN SAVE THE TIME FOR PUTTING BLUEBERRY JAM AND BUTTER TOGETHER. ALSO THE USE OF CREAM PROVIDE A NATURAL SOURCE OF CALCIUM.

AIM: TO CREATE AND DEVELOP A DAIRY PRODUCT THAT MADE FROM NATURAL INGREDIENTS AND SUITS THE TARGET MARKET 17 TO 24 YEARS OLD.

PRODUCT ATTRIBUTES:

- HAS NATURAL COLOURS AND FLAVOUR
- NO ADDITIVES
- MADE FROM NATURAL INGREDIENTS
- SMOOTH AND SILKY IN TEXTURE

ITERATIVE PROCESS:

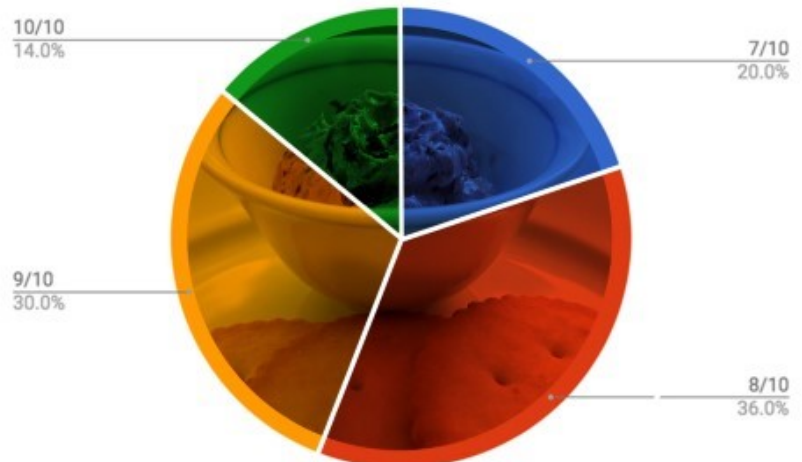
- RESEARCH AND TRIAL EXISTING PRODUCTS ON THE MARKET
- BRAINSTORM POSSIBLE PRODUCTS IDEAS BASED OFF OF RESEARCH.
- TRIAL AND TEST THE BRAINSTORMED PRODUCT IDEAS
- GATHER FEEDBACK ON PRODUCTS
- FINALISED PRODUCT IDEA, TEST AND TRIAL
- GATHER MORE FEEDBACK
- DEVELOP AND REFINE IDEAS
- FINALISE PROTOTYPE.

FINAL PRODUCTS:

- A NATURAL SMOOTH BLUEBERRY BUTTER
- NO ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES.
- COMPETITIVE PRODUCT PRICE

CHALLENGES FACED:

- DETERMINING THE BEST RESPONSE TO THE PROBLEM
- DECIDE TO GO WITH A BUTTER INSTEAD OF THE ORIGINAL MILK PRODUCT
- GETTING THE BUTTER SMOOTH, AS IT WAS GOING CHEESEY
- FOOD SAFETY STANDARDS ON IRON
- SERVING SIZE
- PRESENTATION OF THE PRODUCT.



STAKEHOLDER FEEDBACK

ELLA HE & LAURA DEAN