Iterative Processes:
• Researching existing products on the market
• Generating initial ideas based on research
• Creating surveys to identify the wants and needs from the target market
• Creating and experimenting with our chosen product
• Testing and trialing followed with feedback
• Developed and refining ideas
• Final product

Final Product:
• A whey protein powder base
• Contains iron supplement
• Vitamins A & C & E
• Strawberry flavouring
• Red beet juice powder
• Thickener
• Pre-biotic and dilution
• Contains sugar

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Product Attributes:
• High in Iron
• Fortified in Calcium
• Fortified in Protein
• Fortified with vitamin A, C & E
• Fortified in Choline
• Fortified in L-Carinitine
• Dairy based
• 12 months shelf life
• No artificial colours
• No artificial flavours
• Targeted females aged 13 – 25
• Unique selling point targeting iron

Challenges Faced:
• Determined the best way to approach the brief
• Finding the vitamin powder
• Deciding to put iron in our product
• Figuring the chemical balance of all the powders

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