

THE SYRUP KITCHEN.

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AIM:

To develop an organic drink that contains cider vinegar.

ISSUE:

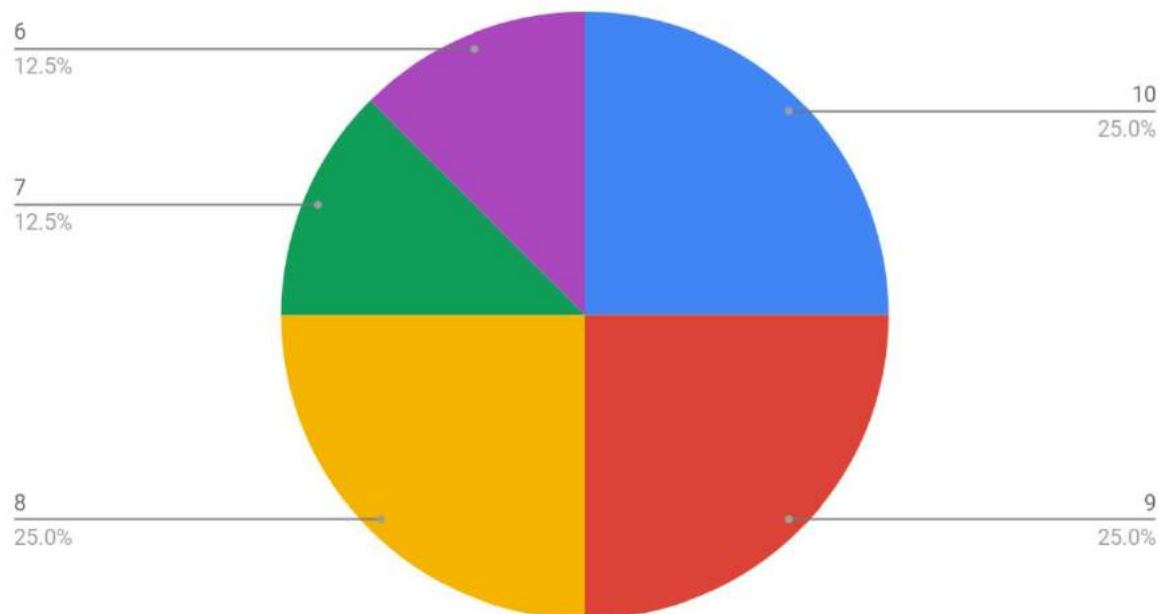
In society today, eating organic products has become very trendy and popular. People are looking for healthier and organic products that taste good and can be used in everyday life. This is why we have decided to present a product that is multi-purpose and organic.

100%
Organic!

TURMERIC

Anti-inflammatory!

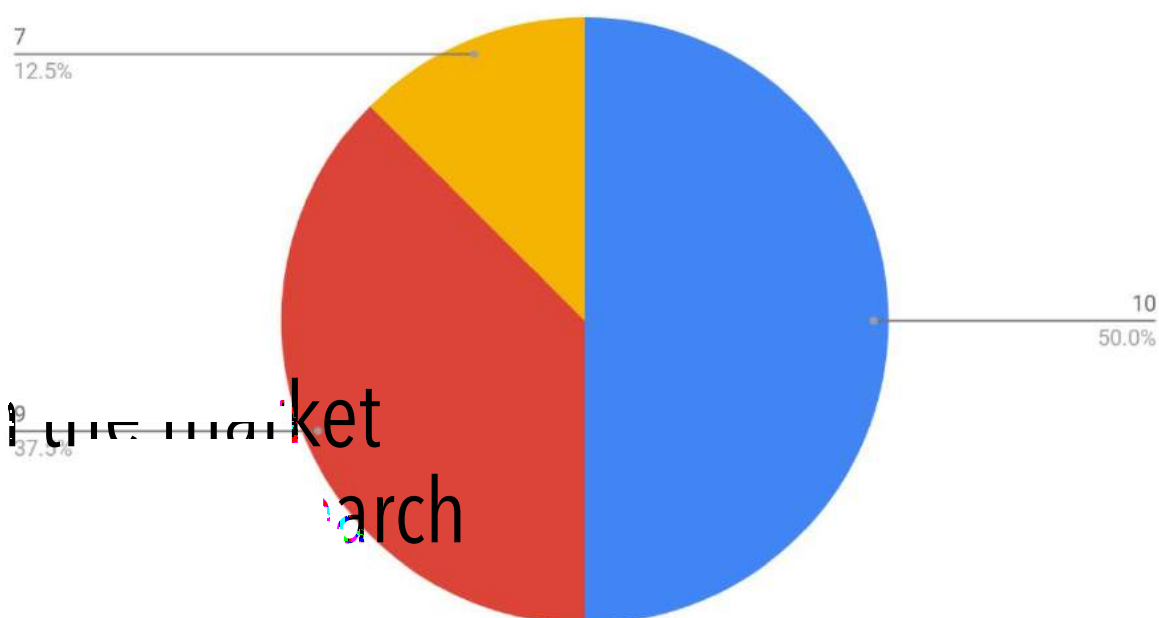
The 'Overall Appeal' of "The Orange Syrup."



ACV

Good for
gut health!

The 'Overall Appeal' of "The Purple Syrup."



ITERATIVE PROCESS:

- Research and trial existing products on the market
- Brainstorm possible product ideas based on market research
- Trial and test the brainstormed ideas
- Gather feedback on products
- Finalised product ideas, test & trail
- Gather more feedback
- Develop and refine ideas
- Finalise prototypes

CHALLENGES FACED:

- Time constraints
- Deciding on trials
- Finding organic inclusions
- Finding flavour combinations and balance