

#### **ISSUE:**

Women often have issues maintaining their iron levels. In the brief research we have done, we could see that there are very few female specific protein powders currently on the market or rarely any powders that are iron focused. This is a real life problem. Approximately 20 percent of females around the world are iron deficient and we can find little evidence of contemporary nutritional products that would appeal to this age group across many levels that target this issue.

#### How would you rate our powder overall?



Dislike Neutral Like Love

## **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

## AIM:

The opportunity exists to create a protein powder that targets females, aged 13 to 25, that tackles iron deficiency whilst being easy to make, has an appealing taste and is relatively inexpensive to produce.



#### **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

#### 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

Deciding to put iron in our product
Figuring the chemical balance of all the powders

# **TEACHER**Susanna Patterson**MENTOR**Ethan Dodds**SPONSOR**IMCD

**THANKS TO:** NZIFST, CREST, Futureintech, Saint Kentigern College, Danone, Formula Foods, Luke Paanakker and Alex Sames









