



MONASH
University

PROTOTYPE 101 METHODS SEMINAR

Monash Innovation Guarantee

19/01/2023

Presentation by Rod Heath and Ben Hargreaves

MONASH
FOOD
INNOVATION



INTRODUCTIONS



ROD HEATH
Business Development Manager
- Industry & Education



BEN HARGREAVES
Project Coordinator – New
Frontiers



KOKO BLACK



coles



Saputo

ABOUT MONASH FOOD INNOVATION

INNOVATION IN FOOD AND BEVERAGE FOR OVER 8 YEARS

- Focus on industry innovation, education and research
- Leading industry practitioners within Monash University



JAN 2013



JUN 2016



JAN 2019



INNOVATION PARTNERSHIPS

SOME OF OUR PROUD PARTNERS



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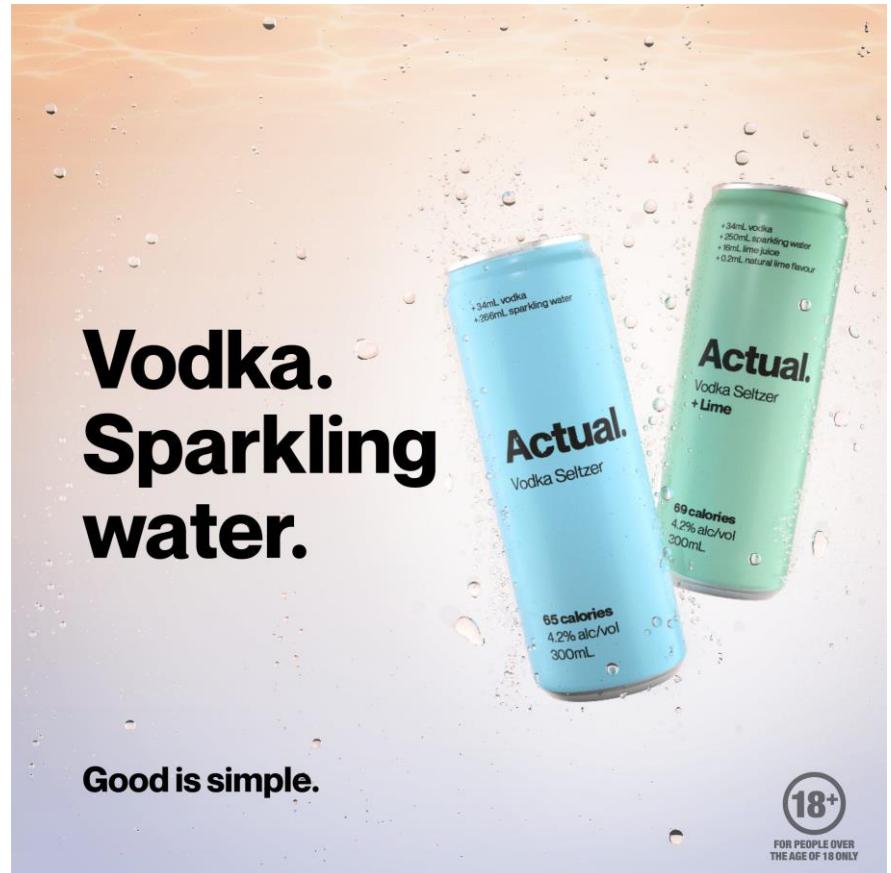


ACTUAL VODKA SELTZER DESIGN SPRINT

CARLTON & UNITED BREWERIES (CUB)

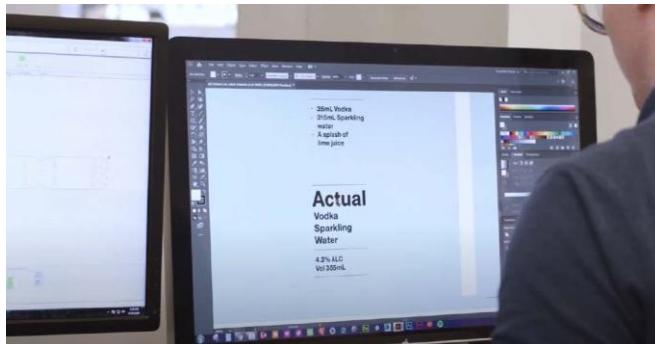
OVERVIEW

- CUB was looking to be first to market in Australia with a vodka seltzer.
- MFI assisted with packaging design and prototyping for testing in consumer focus groups and eye tracking.
- Different design variations were prototyped and presented to target consumers for feedback on form factor, design, etc.
- High resolution virtual shelf images produced for eye-tracking



ACTUAL VODKA SELTZER DESIGN SPRINT

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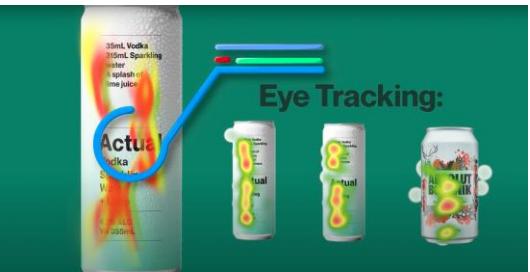
Design and printing of multiple different label designs suitable for slimline and regular can formats.

Packaging dieline creation and utilising Kongsberg robotised cutting table to rapidly prototype can 4 pack and label.



ACTUAL VODKA SELTZER DESIGN SPRINT

CARLTON & UNITED BREWERIES (CUB)



Eye tracking study to access effectiveness of packaging design and ability of product to stand out on shelf.



Consumer focus groups made up of women in their 20's (target market) testing flavour, form factor, label design, etc.

PROJECT POP TOP

ASAHI BEVERAGES

OVERVIEW

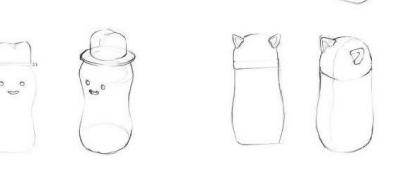
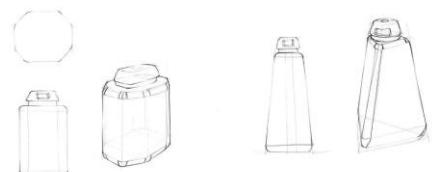
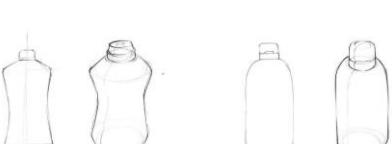
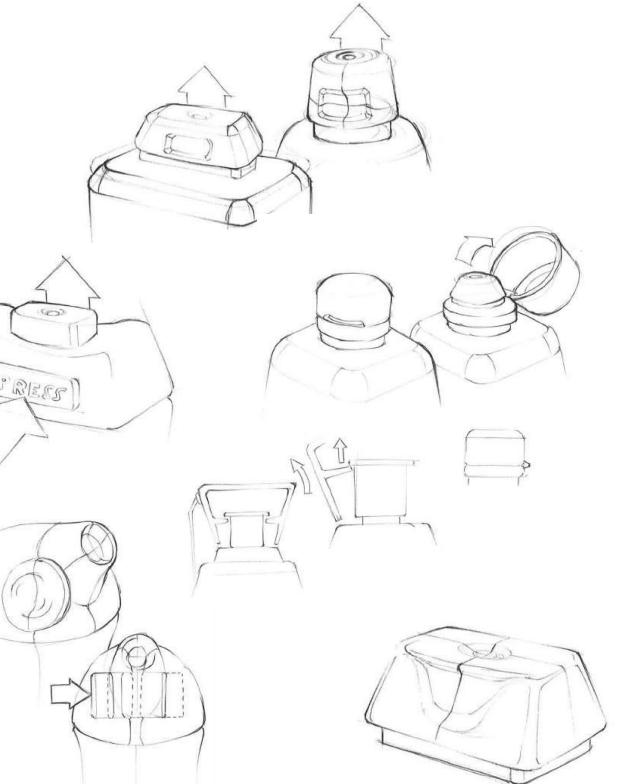
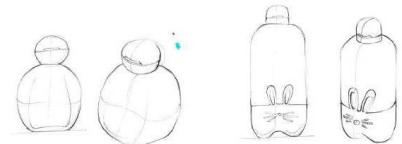
- Asahi was looking to redesign its classic Pop Top bottle and create an all new shape.
- Followed a traditional design approach with idea generation, concept development, CAD and prototyping.
- MFI rapidly developed this new design and prototyped the design.

**Pop Tops™
Water**



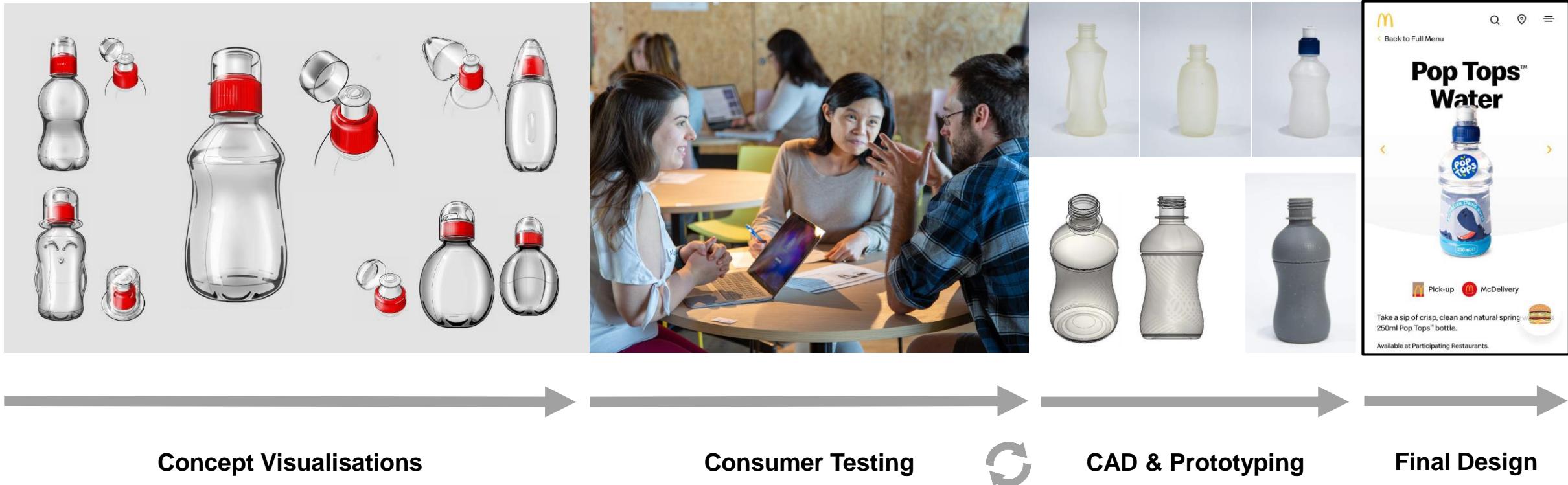
PROJECT POP TOP

ASAHI BEVERAGES



PROJECT POP TOP

ASAHI BEVERAGES



RAPID PROTOTYPING

IT'S OK TO FAIL, JUST DO IT *FAST*, AND LEARN



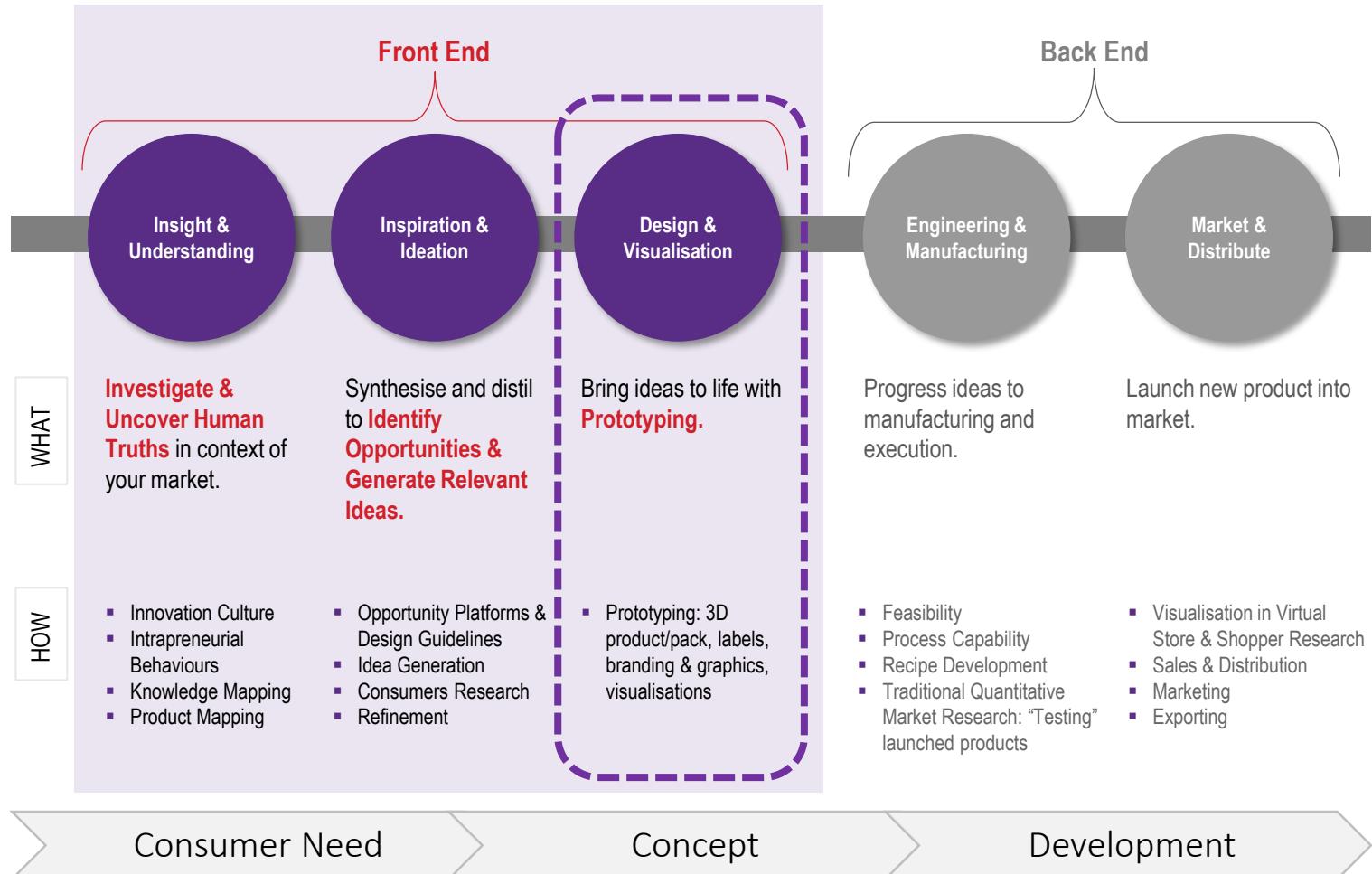
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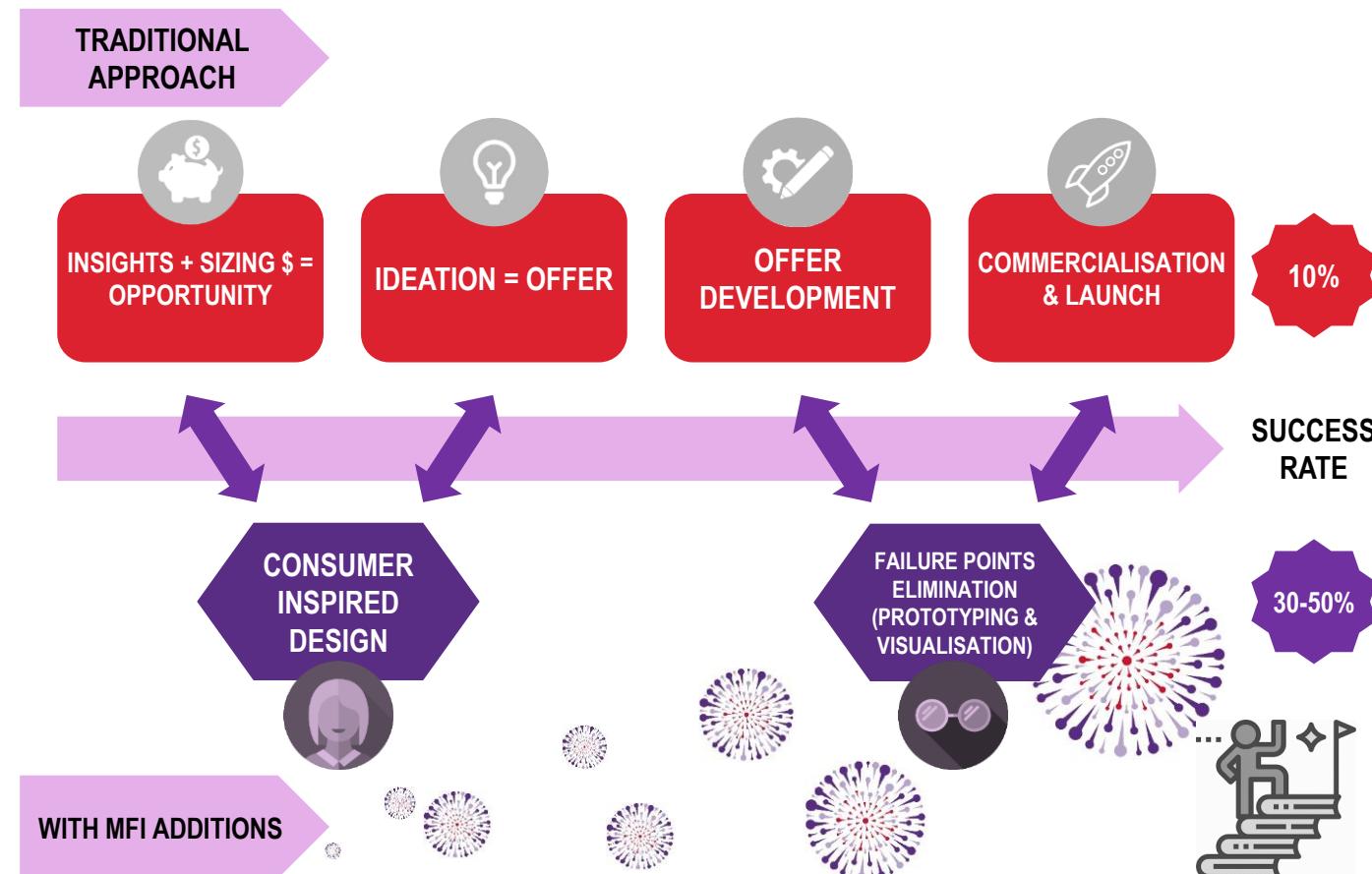
FRONT END INNOVATION PROCESS

OUR METHODOLOGY

Successful innovation comes from identifying opportunities at the **Front-End** of your Innovation Journey



OUR APPROACH TO INCREASE THE ODDS OF SUCCESS



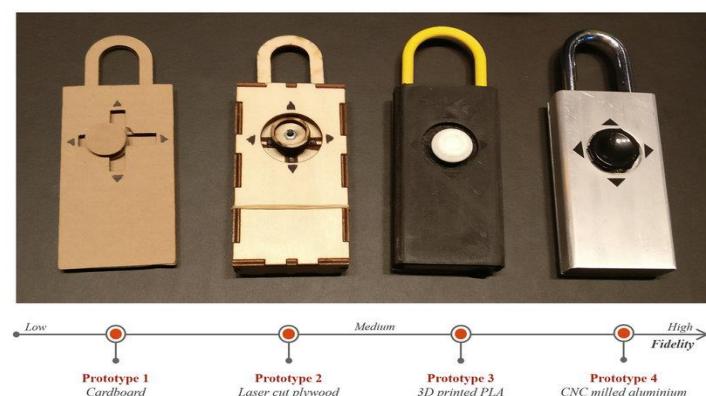
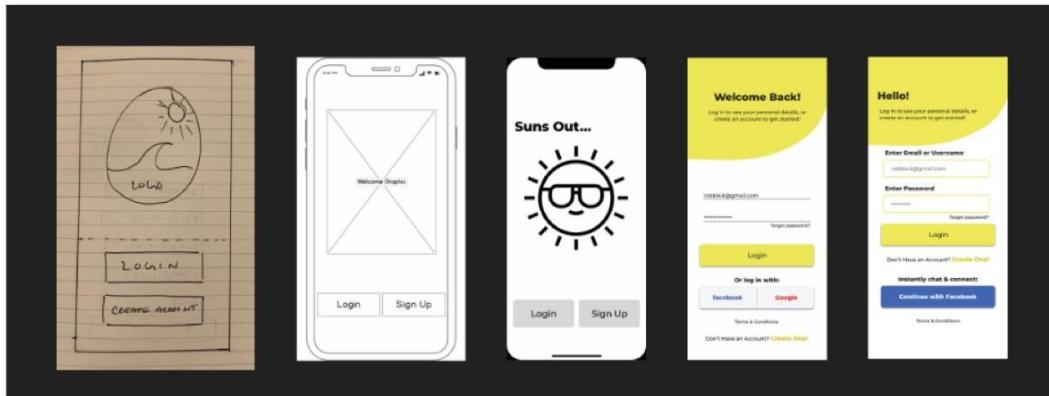
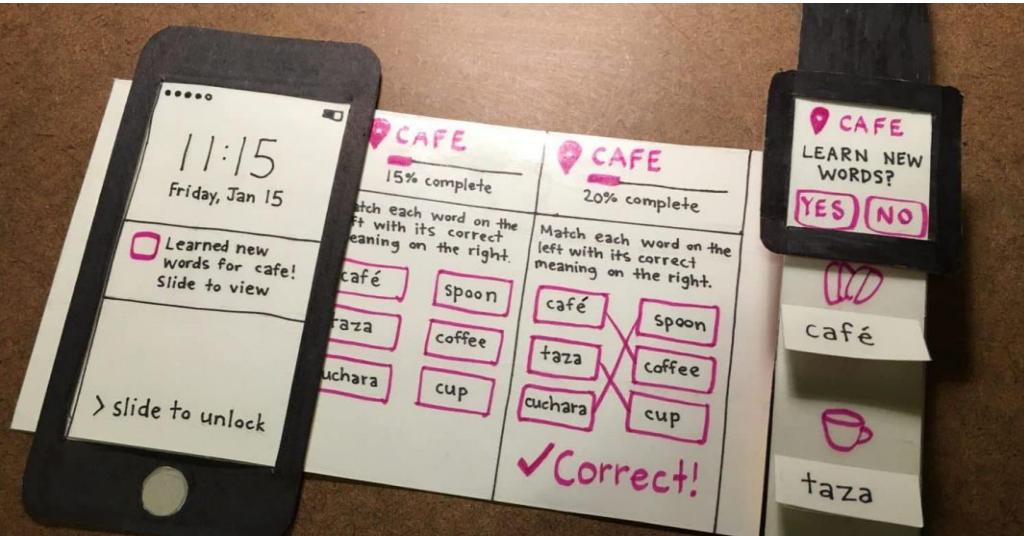
WHY WE PROTOTYPE?

WHAT IS A PROTOTYPE USED FOR?

- Prototyping facilitates in evaluation and feedback of a product or service.
- Stakeholders can see, touch and interact with a prototype more easily than a drawing or words on a page.
- It helps in finding failure points in the cheapest and fastest way possible.
- A great communication tool!

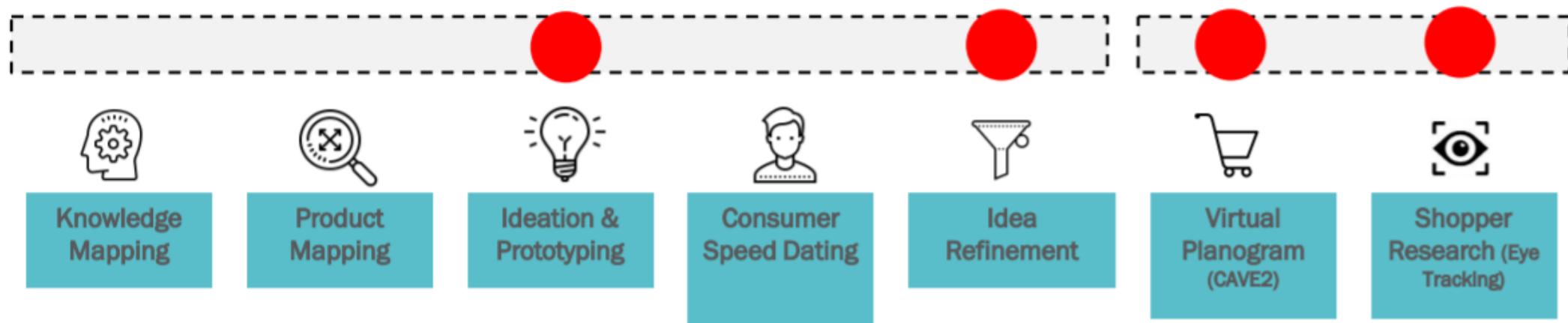


EXAMPLES OF PROTOTYPES



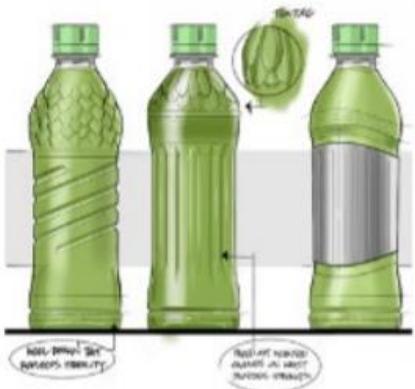
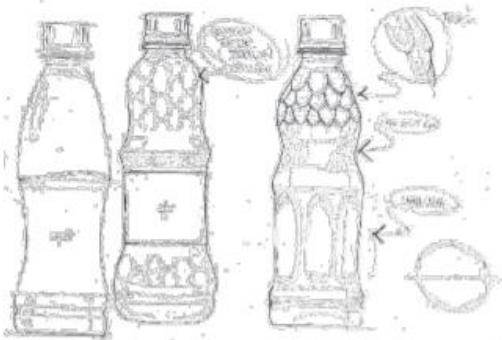
WHEN WE PROTOTYPE

RAPID PROTOTYPING IN BUSINESS



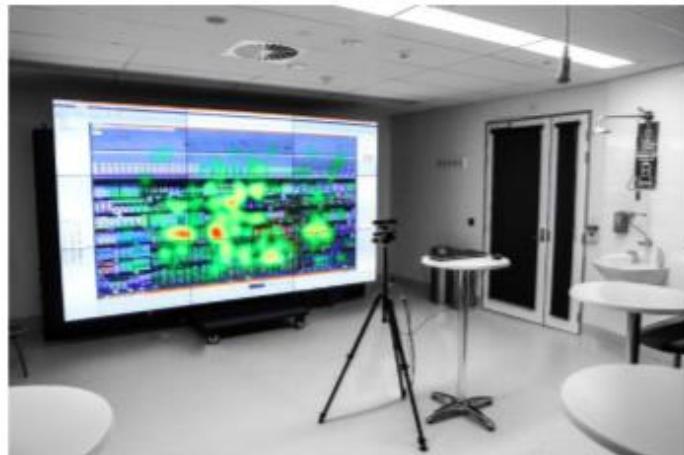
HOW WE PROTOTYPE

DIGITAL VS PHYSICAL



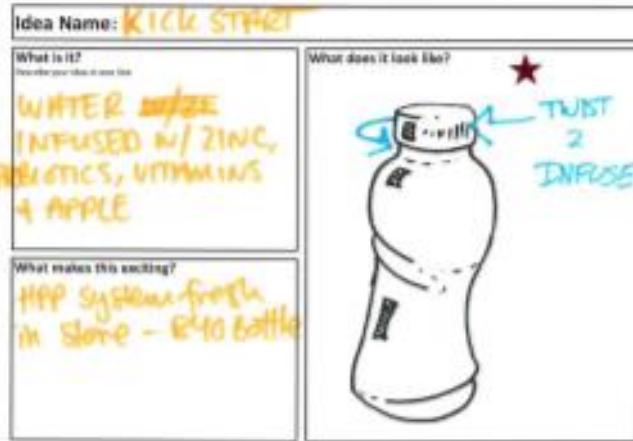
BENEFITS OF DIGITAL PROTOTYPING

- Quick iterative design and evaluation
- Alternative consumer/user engagement
- Offshore testing and development
- Aids other technologies
 - VR, AR, Virtual Environments, Eye Tracking
- Cost effective and accessible



WHAT DO YOU NEED?

PHYSICAL IDEAS

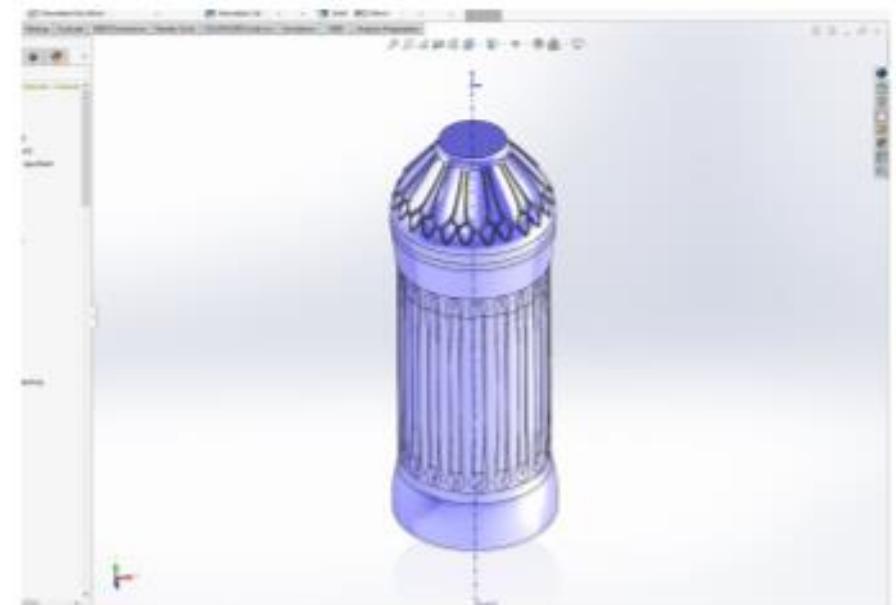


DIGITAL IDEAS

Platform 3 Ideas:

A screenshot of a digital platform showing a grid of food and drink items. Below the grid is a section titled "1. What We Know" containing three columns of colorful sticky notes under headings "SUPPLY", "CONSUMERS", and "PRODUCT".

CONCEPT CAD



WHAT DO YOU NEED? KNOWLEDGE MAP

MARKET

- GD is a premium product ranged in WW, Coles and IGA.
- Retailer growth is in 'value for money' retailers, i.e Aldi and Costco.
- Market is becoming more fragmented and value is shifting away from WW and Coles. (Source: Julia's Factpack)
- Online is growing i.e FoodBoxes
- Icecream Category - \$1.2B (growth)
 - Super premium is the only segment growing @ 5.3% (Source: Julia's Factpack)
- Cream Category - \$300M
- Dairy Desserts – 300M (declining)
 - Uninspiring offers, lots of same same (mousse, crème caramel etc.)
 - Twin packs (Source: Julia's Factpack)
- Jalna has biggest media spend, and high unaided awareness
- Other category: Dessert new SKUs w/ positive value and growth are mainly mousse and cheesecake. 42% of consumers of ice cream consume at least once a week.

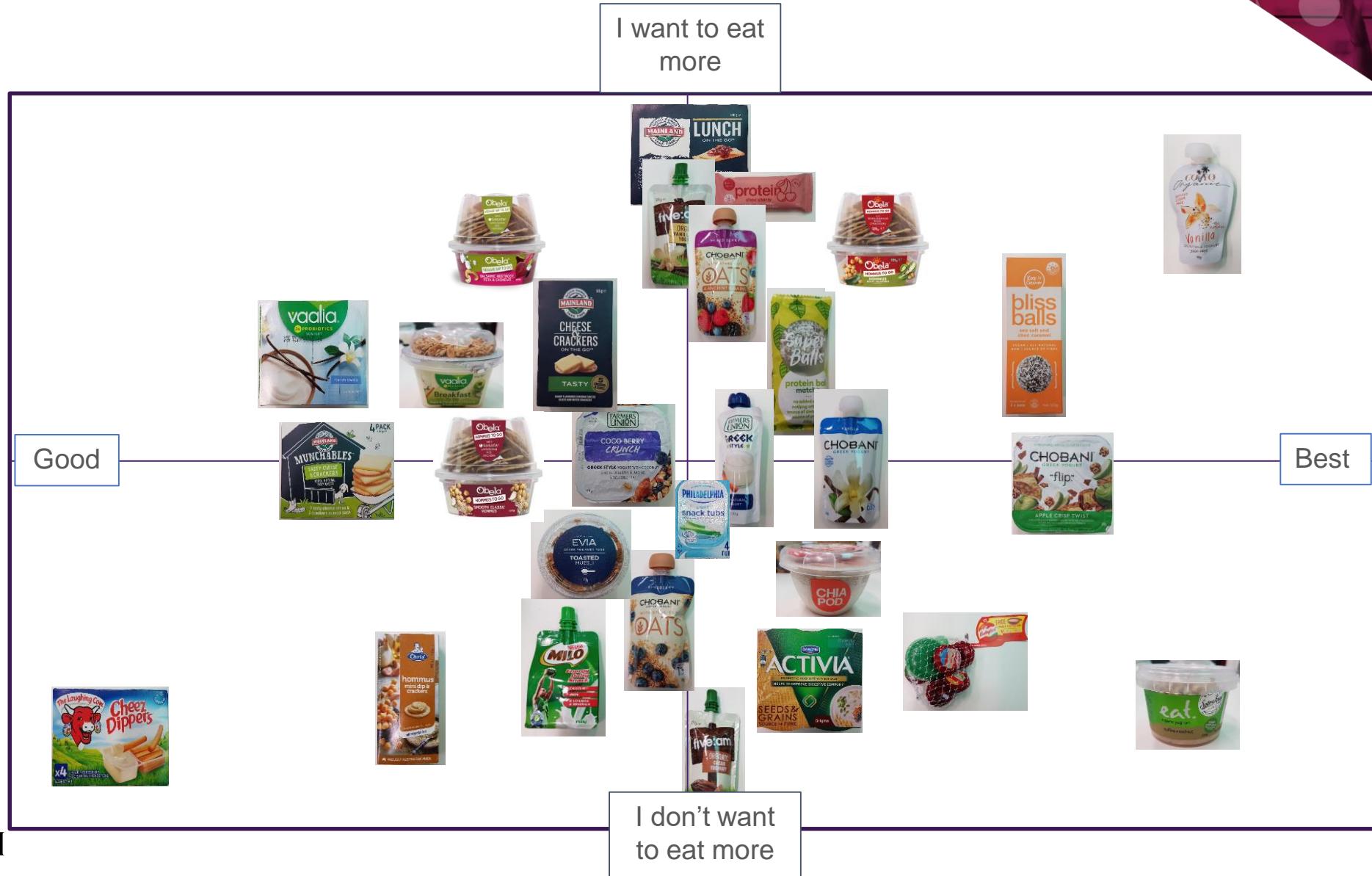
CONSUMER

- Who are GD consumers?
 - Senior couples
 - Established couples
 - Independent singles
- Creatures of habit with traditions and ritualistic behavior around GD
- Not willing to compromise on quality
- GD consumers value variety of flavours
- GD HH penetration 22.7%. Unaided awareness very low (10%)
- Support local farmers. 'Fantastic Aussie product'
- Buy 'mass prestige' items @supermarket
- First found product on-shelf; top reason for trying other brand is if GD out of stock
- GD 'lovers' represent 8% of consumers, but contribute 44% of value. They consume 18.7kg per year and spend \$164.60
- What consumers want: Value for money, Quality of Fresh Food, Convenience, Good quality products, Good promotions, Range of fresh produce

PRODUCT

- Gippsland Dairy 'moment' is: Introverted, individual, 'my time'
- Gippsland Dairy is adult's yogurt
- Simple packaging and messaging on front of pack works well for GD
- Consumer sentiment; Satisfying, pleasure, Quality, Yogurt is good for me.
- Yogurt profile very strong with Gippsland Dairy consumers.
- GD #1 attribute is taste ("creamy" & "smooth"). #2 is variety of flavours.
- Tradition, craftsmanship and Gippsland made are very important
- Toffee Honeycomb is #1 selling 160g SKU. Suggests appetite for more "super sweet" flavours
- Not trendy "flavours". Flavours have to be traditional/familiar/classic/close to foodie. (No far out e.g. acai.)
- Packaging is very important:
- Spoon in lid = POD.
- Transparent packaging is important
- Maintain GD thick and creamy delivery
- Not much \$\$ to do flavoured cream
- Pack size can be changed (not rim size).
- Change over in flavour takes between 40-60 min
- Licensing risky business

WHAT DO YOU NEED? PRODUCT MAP



PACKAGING ARCHITECTURE: WHAT TO CONSIDER

Graphics

Authentic photographs of the fruit combinations versus stylised versions.



Size

Is the vessel intended to be consumed in one hit or is it designed for several interactions



Colours

Consider that white and green are perceived as healthy and loud colours like red and black were omitted as old and traditional.



Origin

Product of Australia can add origin value



Texture

Fruit skin textures associates the bottle design with the juice contents.



Profile

Soft hourglass profile with thinner waist fits smaller hands.



Material

Sustainable / recyclable? Cheap, thin plastic or thick board or aluminium



Base

Flat base provides stability and volume appears more generous.



IT CAN BE QUICK AND EASY

SKETCH



ROUGH PROTOTYPE



3D SCAN



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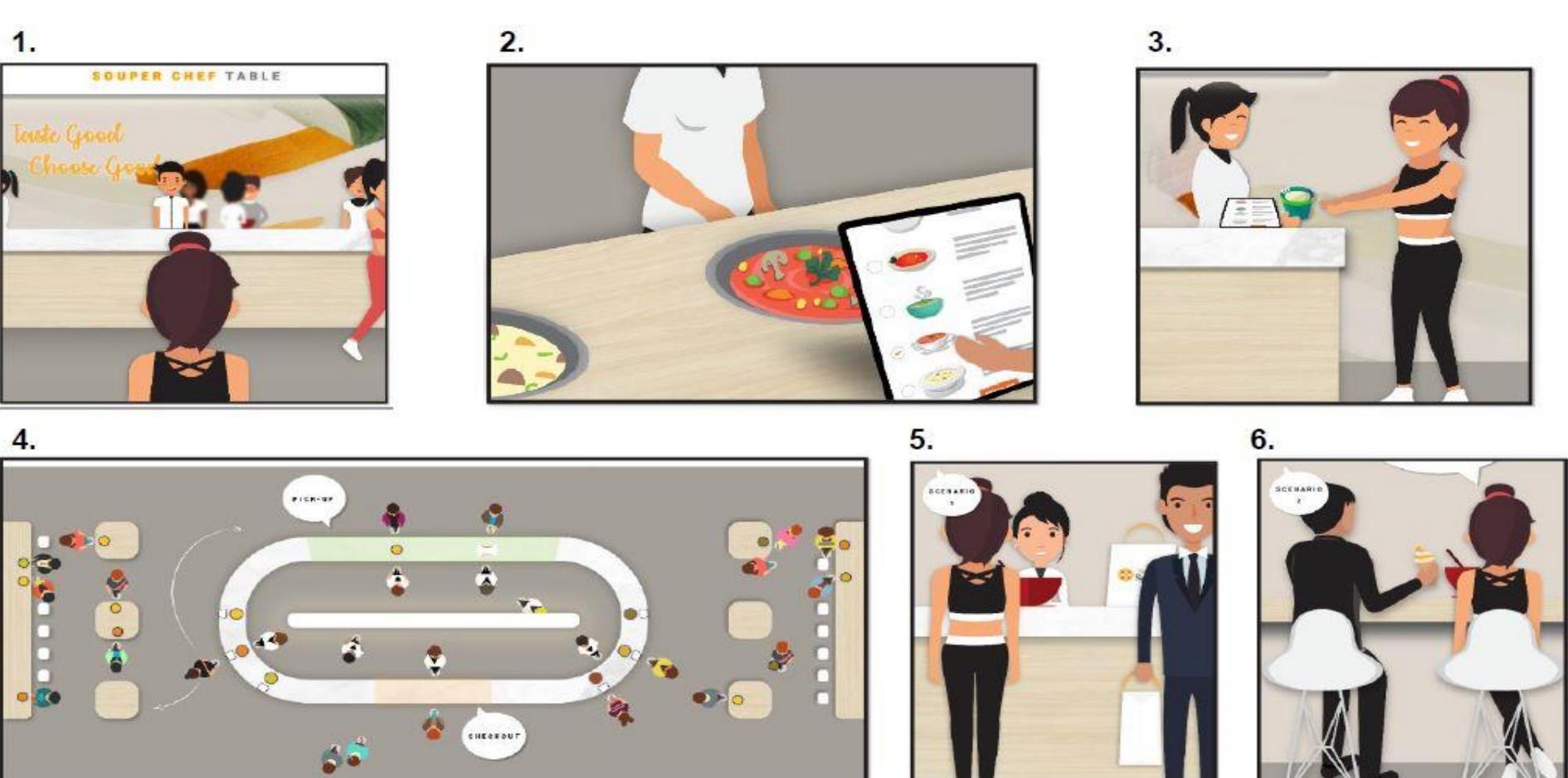
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DIGITAL PROTOTYPE EXAMPLES



PROTOTYPING FOR A SERVICE

THE SOUP SPOON, SINAGAPORE



THE SOUP SPOON LIVE STORE IN SINGAPORE





IDEATION & PROTOTYPING ACTIVITY



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A wide-angle photograph of a lush green field, likely a farm or agricultural area. The sky above is filled with wispy, white clouds against a clear blue. A bright sun is positioned in the upper right corner, casting long, golden shadows across the grassy foreground and illuminating the scene with a warm glow.

FOR THIS ACTIVITY...
WE'RE A FRESH JUICE
COMPANY

HOW DO WE WIN?

THE MARKET IS ALREADY CLUTTERED, HOW DO YOU STAND OUT ON SHELF?

- What will be your point of difference?
- How can you be better?
- How can you be different?
- Why will people become loyal to your brand?



THE BUSINESS CHALLENGE

WHAT'S AT STAKE?	SO THAT WE...	Drive growth for our business by creating a 'better for you' juice product that will reinvigorate the Australian market
HOW BIG?	BY...	Extend distribution into mainstream retailers in Australia
WHAT DO WE NEED TO DO?	WE MUST...	Develop a functional juice product to appeal to 18-28 year olds with unique and healthy claims to compete in a market favoring pre and probiotics, kefir,etc.

EXERCISE 1: INTERNET DIVE

WHO'S TRENDING IN THE RIGHT DIRECTION?

Use your phone/laptop to search for products that are making claims associated with 'better for you' drinks such as health and well being.

Example claims:

- Sustained energy
- No nasties
- Gut health
- Weight management
- "The fountain of youth"

Other than Google, try sites like Pinterest, Coles Online, Woolies Online, etc.

Use these products as inspiration to generate new product ideas.
Look at packaging, graphics, claims, imagery, etc.



HINT: Try searching for brands that provide natural energy, food for a happy gut or to nurture a youthful appearance

IDEA TEMPLATE

Give your idea a **headline**. This helps everyone if you need to refer back to it. Try use a short catchy name.

1

Start off by **describing the idea**. Use 3 or 4 bullet points to explain the concept. Don't get bogged down in the detail

3

Idea Name: **Bircher Bowl**

What is it?
Describe your idea in one line

→ single use on-the-go
bircher bowl.
→ comes w/ additional
+ soak overnight.
→ EAT on-the-go in AM.

What does it look like?

What makes this exciting?

→ Convenient / Quick / Functional
→ Edible Spoon
→ Healthy
→ Recyclable

2

Bring the idea to life with a drawing. No matter how limited your skills are, this will really help people to get the idea and bring it to life.

WE'VE 'IDEATED' SO NOW...

Let's start to
digitally
PROTOTYPE!



EXERCISE 2: MAKE A DIGITAL PROTOTYPE

INSTRUCTIONS:

1. Find an image of a bottle design that you like
 - Google “bottle png” or “bottle vector”
2. Save image and crop image if needed
3. Bring image into PowerPoint or Google Slides
4. Create a rough label using the “shape” tool, “text box” tool, etc.
5. **Have fun and venture out of your comfort zone!**
6. Screenshot completed design and add to Freehand Board

TIPS & TRICKS

1. Google **“Flat Icon”** to find icons and vector artwork
 - Create an account to allow you to change the icon colours
2. Go to <https://lorem ipsum.io> to find filler text for the first draft of your label
3. Look at examples of juice bottle packaging for inspiration (Pinterest, Google images, etc.)

EMAIL FINAL PROTOTYPE: ben.hargreaves@monash.edu

Here's one I prepared earlier!





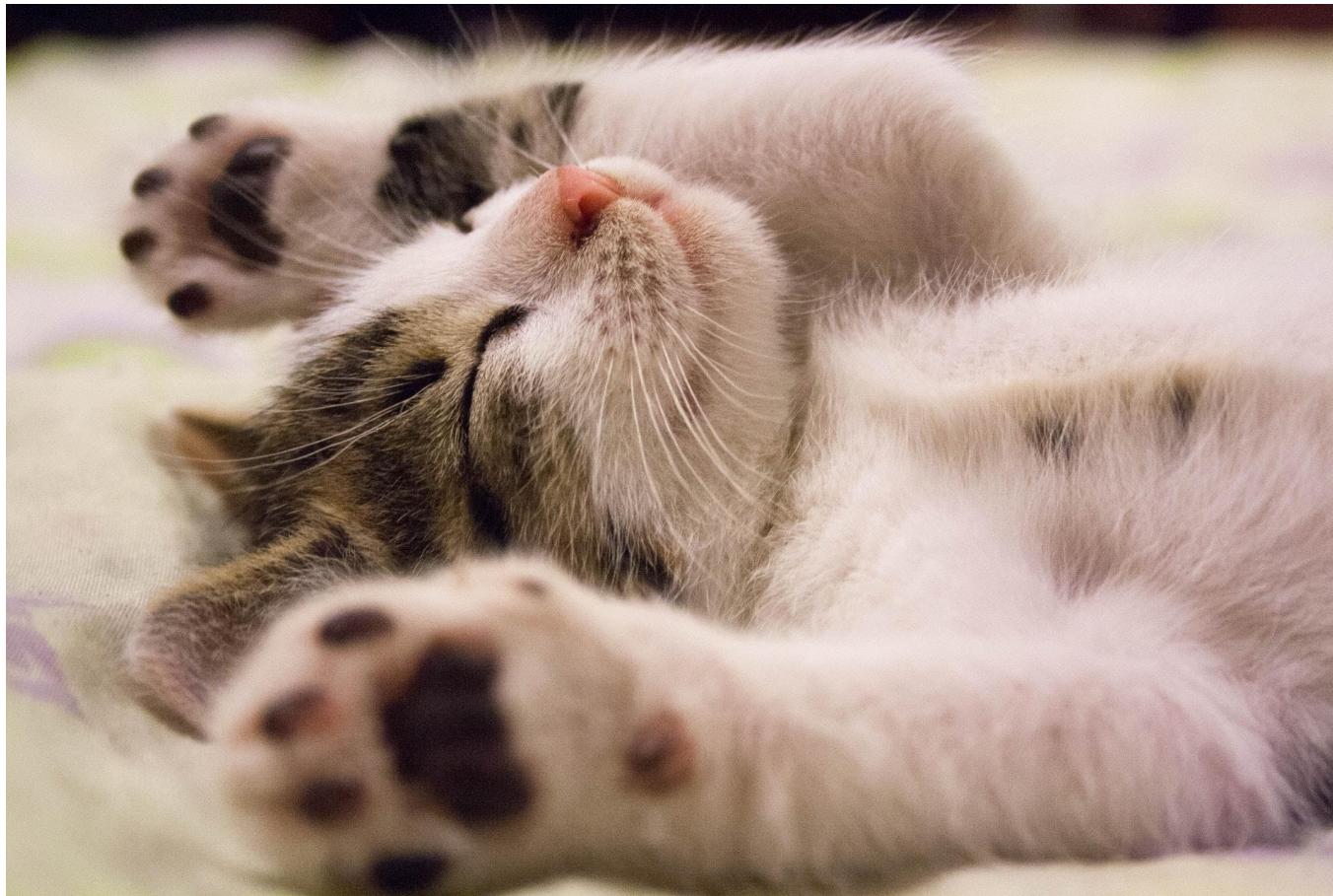
QUESTIONS?



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AND... WE'RE DONE





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THANK YOU

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