| Unlocking Opportunity Analyzing Consumer Fu | | Health-conscious drinks | Physical & mental morning boost | Daily morning hydration | Weekend accompaniments | Tasty evening drink | Noon delight soda | Lunch / mid-day hydration | |
|---|---|----------------------------|---------------------------------|-------------------------|---------------------------|------------------------|----------------------|---------------------------------------|-------|
| 20% = <=80% o 40% =>=120% | of Total | | | | | | | | |
| 100% | | DS1 | DS2 | DS3 | DS4 | DS5 | DS6 | DS7 | Total |
| | Aids digestic | on 🔳 | | | | | | | |
| Health and Wellness | Is nutritious / health | <u> </u> | | | | | | | |
| | Prevents illness / strengthens immunit | | | | | | | | |
| | Helps me manage/lose weigl | <u>—</u> | | | | | | | 100 |
| | Is pure / natura | | • | • | • | • | | | |
| Social Enjoyment | Good to share with friends / famil | ly • | | | | | | | |
| | Complements or goes well with what I'm eating | ng 🔳 | | | | | | | |
| | Enhances my meal momen | nt = | | • | | • | • | • | - |
| Energy and Vitality | Gives me a boost / energ | gy | | | | | | | |
| | Improves mental performan | ce 🔳 | | | | | | | 100 |
| | Improves physical performan | ce 🔳 | | | | | 4.00 | | |
| | Gives energy that las | | | | | | | | |
| | Helps me to wake u | up • | | | | | • | | |
| | To keep me going until my next me | eal = | | | | | 100 | | |
| | Gives me a physical energy boo | ost 📕 | | | | | | | |
| | Replenishes vitamins and minera | als | | • | • | 100 | • | • | |
| Taste and Flavor | Is tast | ty = | | | | | | | |
| | Has new flavours / taste | es · | | | | • | | | |
| | Has a good aroma / sme | •11 | • | • | | • | • | • | |
| Convenience and Lifestyle | Is good to eat/drink on the g | go | | | | | | • | |
| | Is fillin | ng • | | | | • | | * * * * * * * * * * * * * * * * * * * | |
| | Is a good meal replacement | nt 💻 | | • | | | | • | |
| | Is worth paying more for | or • | • | | • | 100 | • | | • |
| | Something I would drink everyda | ny | | | | | | | - |
| Hydration and Refreshment | Warms me u | ıp • | • | | • | • | • | | |
| | To rehydrate my bod | ly | • | | • | • | | | |
| | Good for cooling dow | n • | • | <u>•</u> | • | • | | • | |
| | To quench/satisfy thir | st | • | | | | | | |
| | Is refreshing | ng • | • | | • | | | | |
| Sleep and Recovery | Relieve my hangove | er • | | | | | • | | |
| Jisop alla Root toly | Helps me slee | ep • | • | | | | | • | 100 |

Dataviz by Isin Kosemen