Unlocking Opportunity		Health-conscious drinks	Physical & mental morning boost	Daily morning hydration	Weekend accompaniments	Tasty evening drink	Noon delight soda	Lunch / mid-day hydration	
Analyzing Consumer Fu 20%	f Total								
100%		DS1	DS2	DS3	DS4	DS5	DS6	DS7	Total
Health and Wellness	Aids digestio	n 📕							100
	Is nutritious / health	y							100
	Prevents illness / strengthens immunit	y 🔳							
	Helps me manage/lose weigh	nt 📕			4.0				
	Is pure / natura	al =	•	•		•			-
Social Enjoyment	Good to share with friends / famil	y				•			-
	Complements or goes well with what I'm eatin	g	•			•	•		
	Enhances my meal momer	nt 🔳		•		•		•	-
Energy and Vitality	Gives me a boost / energ	gy							
	Improves mental performance	ce 🔳	_						
	Improves physical performance	ce 🔳			100				
	Gives energy that las	ts							
	Helps me to wake u	ıp •			100				
	To keep me going until my next me	al =					100		
	Gives me a physical energy boo	st							
	Replenishes vitamins and minera	ls \blacksquare	•	•	•	•	•	•	-
Taste and Flavor	Is tast	y -							
	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	g				•			
	Is a good meal replacement	nt 🔳		•					
	Is worth paying more for	or •	•		•	* * * * * * * * * * * * * * * * * * *			
	Something I would drink everyda	y							
Hydration and Refreshment	Warms me u	p •			•	•			-
	To rehydrate my bod	y							
	Good for cooling dow	n •	•	<u> • </u>	•			<u> • </u>	
	To quench/satisfy thirs	st 📕	•		•				
	Is refreshin	g	•		•				
Sleep and Recovery	Relieve my hangove	er •	•						
	Helps me slee	p	•			•		•	

Dataviz by Isin Kosemen