Slide 1:

Talk about the study of the industry

Based on the primary and secondary data we have defined a big problem in the plastic manufacturing sector that was conducted which is ............. and this problem is the high usage

of supplements plastic jars.

* Target Audience
* Market Size

Primary Data Charts:  
Customer survey:

1. How often do you consume protein supplements in your fitness regimen?
   * Daily, several times a week, occasionally
2. What types and flavors of protein supplements do you prefer?
3. Have you experienced any issues when preparing your protein shake? If yes, please specify.
4. Do you find it boring to drink the same flavor of protein shake every day for an extended period?
5. If you find it boring, what changes would you like to see in terms of flavor variety?
6. Would you be more inclined to continue using protein supplements if there were more flavor options available?
7. How likely are you to continue using protein supplements in the long term based on your current experience?

Secondary Data details

* Talk about percentages of the world global plastic burning
* Relate the awareness of the use of gym supplements
* Merge both ideas together

Slide 2:

POV For Cafeteria:  
POV Statement:

Gym cafeteria managers need a way to reduce the time and product loss involved in weighing supplement doses because even though supplements are in high demand, the current process leads to inefficiencies that increase wait times and customer dissatisfaction.

How might we achieve high accuracy in weighting supplement doses in a faster way than the traditinal way or how we can elimenate the weighting part?

POV For End User:

POV Statement:

End users need a way to afford a variety of supplements in smaller, more manageable quantities because they prefer to experiment with different flavors and supplement types without the need large-volume purchases.

HMW simplify the prosces of preparing any supplemts?

HMW offer supplements in smaller amounts that allows the user customize their supplemnts types and flavers?

Slide 3:

Our idea is .....

which will achieve all the needs of users which are the cafeterias and the end users which will also achieve our main goal which is to reduce the plastic waste by targeting the persona’s emotions.

This idea will solve multiple problems and achieve the needs of the customers such as simplicity of the use and loss and the need of multiple supplement and flavours in small quantities also it solves other problems such as the package user friendly and the material that it is used for the capsules which is sustainable

Slide 4:

1. Emphasizing helps in understanding our target audience’s needs, leading to a product that satisfies them. It allows you to design an experience they connect with, boosting satisfaction.
2. Brainstorming and ideation help generate a wide range of creative solutions, which can provide innovative ideas for our project and lead to unique and effective strategies.
3. Mind map can help by organizing ideas and how different aspects of the project are connected.
4. Inductive reasoning
   1. The observation
   2. Generalization
   3. Theory
5. Divergent Reasoning

Slide 5:

* Iteration number one was done by doing a sketch for having the general idea of using capsules instead of protein jars.
* Athletes can select personalized nutrient combinations.
* Feedback gathered from athletes for knowing what is preferable regarding their intake.
* Drawn model was presented in iteration number two.
* Finally in iteration number three a detailed 3d model was created for the design that will take place in gym cafeterias.
* This package model will include three supplements (protein, creatine, and preworkout ).

Slide 6:

Gym Cafeterias questions about packaging:

* How do you find the package as branding?
* Will it cause any mess or make the cafeteria unclean?
* Would buy it for this price as a reusable one?
* Do you find separating each supplement in a package is good?

After asking 2 cafeterias for the packaging made, they had shown a very excitement regarding the package with no refusals for the initial design, but we must ask more cafeterias in gym to gather more data among this package. But both of them confirmed that this reusable package won’t lead to any mess and will keep the cafeteria clean.

End User questions about packaging?

* How do you find the branding?
* Do you like the separation of each supplement?
* Will it tackle your flavor problem?
* Is it affordable for your income?

As for the end users we iterated twice and ask people in the gym multiple questions as for the first and second iteration was through brainstorming but for the 3rd iteration it was taken into consideration from customer feedback as for the customers, they mentioned that the idea is great and it would solve multiple problems for them but they want a more attractive packaging so it would target their emotions.

Slide 7:

Possibility:

The product possibility is high since its already similar in medicine field but we need to increase the solubility of the product.

Usability:

Getting the capsule and shaking it with water without the need of measuring any tiny grams.

Scalability:

To think bigger we can make customized flavors that can be sell in higher price