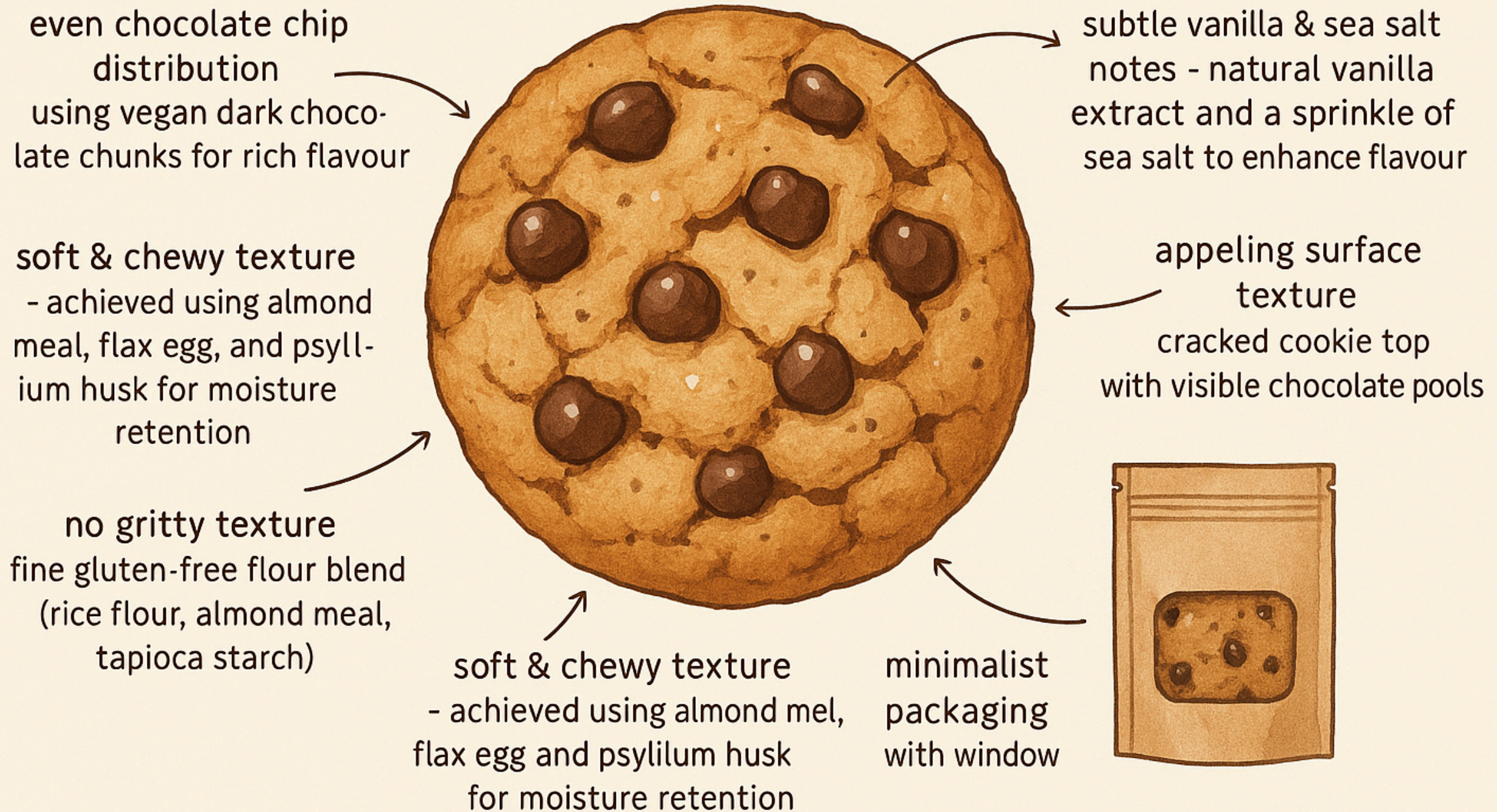


Annotated Illustration

SERIOUS COOKIES CHOCOLATE CHIP (GLUTEN-FREE & VEGAN)



This image was generated using OpenAI's ChatGPT image generation tool based on user input.

OpenAI. (2025). Image generated by ChatGPT (April 8, 2025) [AI-generated image]. ChatGPT. <https://chat.openai.com/>

Design Brief

End User Profile:

- Individuals who implement a gluten-free and/or vegan diet for health purposes (Coeliac disease, gluten sensitivity, lactose intolerance) or personal lifestyle preferences (veganism, plant-based eating).
- Health-conscious consumers looking for natural snacks with no artificial additives or preservatives.
- Those looking for inclusive sweets that taste and texture like conventional cookies, preventing feelings of exclusion.

Function (Purpose) of the Product:

- To create a gluten-free, vegan chocolate chip cookie that is soft, chewy, sweet, and satisfying replicating of a typical cookies.
- Address existing product problems (dryness, bland taste, gritty texture, and poor mouthfeel).
- Made with natural, high-quality ingredients for uncompromising flavour, comfort, and inclusion.

Project Scope:

Description

- Redesigning "Serious Cookies" Gluten-Free Chocolate Chip Cookie to:
 - Improve texture: soft and chewy with a slightly crispy exterior, not gritty or firm.
 - Enhance flavour for deeper, sweetness.
 - Enhance visual appeal with golden tones, glossy chocolate inclusions, and an artisan style.
 - Ensure the ingredients are gluten free, vegan-friendly and all-natural.

Constraints

- Must be completely gluten-free and vegan
- No artificial flavours, colours, or preservatives.

Considerations

- Consumer expectations concerning taste and mouthfeel.
- Ingredient price and availability.
- Sustainable Packaging Options

Research

Researching Need or Oppurtunity

The current "Serious Cookies - Chocolate Chip Gluten-Free" product fails to satisfy consumer expectations for taste, texture, and visual appeal. Feedback after taste tests revealed that the cookies are dry, bland, grainy, and unpleasant in appearance.

There is an increasing market need for inclusive gluten-free and vegan products made with natural, clean ingredients (Food Innovation Australia, 2023). Consumers want goods that mirror the delicious sensation of traditional cookies without sacrificing their dietary requirements.

Initial Proposal

- Redesign "Serious Cookies - Chocolate Chip Gluten-Free, Vegan cookie" into a cookie that has the appearance, flavour, and texture of a traditional bakery-style chocolate chip cookie.

Key product objectives:

- Soft and chewy texture.
- Rich chocolate taste.
- Appealing golden-brown colour.
- Large chocolate chunks.
- 100% natural ingredients (no artificial colours, flavours, or preservatives).
- Vegan and gluten friendly

Research Plan

Secondary Research

- Explore gluten-free and vegan cookie concerns, ingredient solutions, and baking science.

Primary Research

- Obtain consumer feedback on the current product.

Secondary Research Findings

- Gluten-free baking is susceptible to moisture retention and compact structure due to the lack of gluten. Popular solutions include almond flour, psyllium husk, and chia seeds (Coeliac Australia, 2023).
- Vegan cookies lack richness as they do not contain dairy or eggs. Plant-based fats such as coconut oil or vegan butter enhance suppleness and mouthfeel (Bob's Red Mill, 2023).
- Natural sweeteners, such as maple syrup, coconut sugar, or dates, offer greater taste depth and wetness than refined sugar (Minimalist Baker, 2023).
- According to Food Innovation Australia (2023), consumers prefer inclusive products that are not perceived as inferior to traditional baked goods.

Primary Research Results:

Taste testing of existing "Serious Cookies" » Found to be dry, gritty, tasteless, hard, and visually unappealing. » Need to improve the texture, flavour, and aesthetic = Soft, chewy, rich flavour, golden colour, large chocolate chunks.

Ethical considerations

- Allergy awareness (nut-free alternative is available).
- No artificial additives or preservatives.
- Support inclusion for gluten-free and vegan consumers.
- If possible, use sustainable and ethically sourced ingredients.
- Sustainable / environmentally friendly packaging design.

References

1. Bob's Red Mill. (2023). How to bake vegan cookies. Bob's Red Mill. <https://www.bobsredmill.com/blog/healthy-living/how-to-bake-vegan-cookies/>
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3. Food Innovation Australia. (2023). Trends in healthy and inclusive baking. Food Innovation Australia. <https://fiaaustralia.com.au/>
4. Minimalist Baker. (2023). Guide to natural sweeteners in baking. Minimalist Baker. <https://minimalistbaker.com/guide-to-natural-sweeteners-in-baking/>