10/3/2016

Mind Map Discussion

* Smoothie
* Sauce
* Jerky & Cheese
* Lettuce wrap
* Meal replacement bar
* Potato skins
* Dried fruit
* Vegetable chips
* Shrimp crackers
* Shredded squid
* Veggie gummy snacks
* “Lunchable” package
* Rice balls
* Sandwich ball (breadbowl with sandwich contents inside)
* Hummus with pita and meat chips?
* Veggie crackers that taste like chicken

Evaluation Matrix

<https://docs.google.com/spreadsheets/d/1wZF6vTZugp-2lGJvYRuPRvMQTeIIY0aI-gNhG9dPzFQ/edit?usp=sharing>

Based on the brainstorming and evaluation matrix, the group decided to combine the rice balls and hummus ideas. The idea came from a Japanese recipe called “Onigiri”. We know that Asian food/snacks are quite popular, thus we decided to Americanize the rice balls. The final idea decided upon was a rice ball filled with lettuce, hummus, vegetables, and lunchmeat, to create a sandwich ball. The presentation is attractive to college students, and different from many current on-the-go options. Challenges that might arise from this idea include the shelf life of the product, as well as how well it will keep its structure over time. It should also be noted that rice does not have significant nutritional value in correlation with the requirements of the project. This means that the inside of the rice balls will need to be filled with highly nutritional items.

* Issues with water activity -- hummus inside rice (soggy?); moisture migration
  + Rice paper, egg whites
  + Protein film over rice
  + Vegetable oil, cooking oil
  + gelatin
* shelf stability -- savory profile to fill meat.

Mintel Market Research

Target customer: 18-22 years, any gender, any race

How do you market product towards customer: health qualities, values of consumer, taste quality

HOw does product compare to competitors?

<http://academic.mintel.com/index.html>

SWOT:

* Strengths:
  + Marketability, strong market due to millennials being open to trying different foods.
    - International Food Trends -- March 2016
  + Palatable to Americans because of simple design and American twist
    - International Food Trends -- March 2016
  + 30% of consumers feel that rice keeps them full
    - Grains and Rice -- April 2016
  + Millennials are most likely to eat rice of all demographics
    - Grains and Rice -- April 2016
  + 63% of millennials have purchased hummus
    - Chips and Dips -- February 2016
* Weaknesses:
  + Nutritional Value -- Only 14% of people believe that rice has lots of nutrients
    - The nutritional value of rice is poor for the constraints of the project. (15% DV Carbohydrates)
  + Young adults place added emphasis on these values and are more likely to look for specific health and nutrition benefits when they shop for rice and grains
    - Grains and Rice -- April 2016
* Opportunities:
  + Rice has a moderate growth rate that is expected to continue
    - Grains and Rice -- April 2016
  + Able to pair rice with various cuisines
    - Grains and Rice -- April 2016
  + “In addition, new convenience-oriented products and packaging could help to expand usage further into lunchtime and snacking occasions.”
    - Grains and Rice -- April 2016
  + Millennials are the demographic most likely to try new, unfamiliar international foods
    - International Food Trends -- March 2016
  + Focus on flavor innovation
    - Chips and Dips -- February 2016
* Threats:
  + Lack of familiarity an obstacle to wider use
    - International Food Trends -- March 2016
  + 78% of consumers want international foods to be as authentic as possible.
    - International Food Trends -- March 2016

List of ingredients

Rice ball:

* Rice (white/brown)
* Water
* Salt
* Dry fish flakes (optional)
* Seaweed
* Sesame seeds (optional)
* Vinegar (optional to add taste)

Possible Fillings:

* Cooked chicken
* Canned Tuna
* Lettuce
* Hummus
* Lunch meat
* Other vegetables

Equipment:

1. Rice cooker or saucepan
2. Plastic wrapper
3. Aluminum foil

Procedure:

1. Cook rice with rice cooker, if not use a saucepan (Combine washed rice and 4 1/2 cups water in a saucepan. Bring to a boil over high heat, stirring occasionally. Reduce heat to low; cover. Simmer rice until the water is absorbed, 15 to 20 minutes. Let rice rest, for 15 minutes to allow the rice to continue to steam and become tender. Allow cooked rice to cool.)
2. With a small amount of salt sprinkled on your hands, mould the rice into small balls or triangles
3. Create a small hole in the centre of the rice and put in your choice of ingredients. Then mould the rice around the hole to cover your filling completely.
4. Using a sheet of nori seaweed, wrap up your ball of rice.
5. Sprinkle some sesame seeds or cut up shiso leaves to put on the rice for a little extra flavour (optional).

Plan for data collection:

We will take pictures and record the procedure of the recipe.

SWOT Analysis:

|  |  |  |
| --- | --- | --- |
|  | Strengths | Weaknesses |
| Opportunities | * Market the various cuisine options   + millennials open to trying new things, able to pair with various cuisines * Use hummus in different ways   + hummus popularity, flavor innovation * Portion size to be a midday snack or meal replacement   + rice keeps full, usage in lunch and snacks | * Fill inside with lots of nutritious options   + young adults look for health in rice, yet are most likely to eat rice * Use a type of rice that contains a lot of nutrients, like brown jasmine, if possible   + young adults look for health in rice, yet are most likely to eat rice * Use as little rice as possible for the covering to detract from little nutritional value offered by rice   + young adults look for health in rice, yet are most likely to eat rice |
| Threats | * Keep simple design of structure, but make ingredients as authentic as possible   + Palatable to Americans, authenticity * Keep cuisine options to popular international (i.e. Chinese, Mediterranean)   + Lack familiarity, marketability | * Keep ingredients simple, healthy, and familiar to a typical millennial   + Health of rice, familiarity of international cuisine |

Ingredients List:

looseleaf lettuce

Hummus

Several flavors

Carrots

Celery

Green Peppers

Rice Paper

Egg whites

Vegetable oil (spray)

Nori (Seaweed wrapping)

Tofu skin?

Feta

Sundried tomatoes

Iteration Ideas:

* Traditional Chinese

* Japanese
  + Ginger
  + Lemon
* Mediterranean
  + Hummus
  + Sun dried tomato
  + Feta
  + Spinach
  + Red peppers
* Indian