

Major Project

Presented By

Team VIRTUSO



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Presented

About Us

We are team virtuoso providing an meat alternative which is based on plant amalgamated with butylated hydroxyanisole to give same taste and same raw texture.

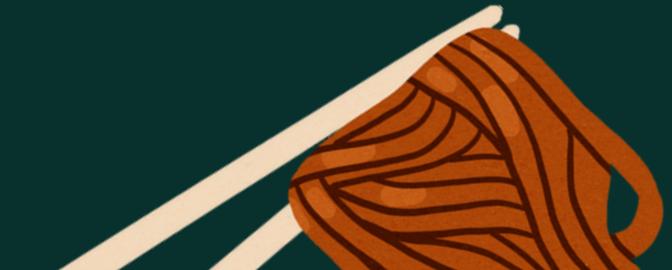


Old Problem Statement

Consumer find it easy to be comfortable around their regular environment habits rather than switching and by these stages a lot of pollution is generated which ultimately increases the overall carbon footprints.

Iterated Problem Statement

Consumer finds it easy to be comfortable around their regular eating habits instead of switching to better eating habits which in turn causes severa





Persona 1

Frustrations

He Encounters extreme climate and constantly needs to keep himself warm
Grains don't cook quickly due to low pressure and heat transmissions.

Cant use agriculture equipment and basic farming practices on hilly terrain. The crops grown don't have fulfilling nutritional content that he requires.

Goals and Needs

Being a nature loving person he wants to cut down meat in his diet.
Wants to increase his farming output and consume more fresh grains.
Wants to have vegan as fullfilling and nutritious as meat with longer shelf life.



Age : 27
Occupation : Climber
Residence : Eastern Himalayas
Staple Diet : Meat and Grains
Status : Married
Hobbies : Farming , Travelling

Strongly Ethic

Eco-Friendly

Bio

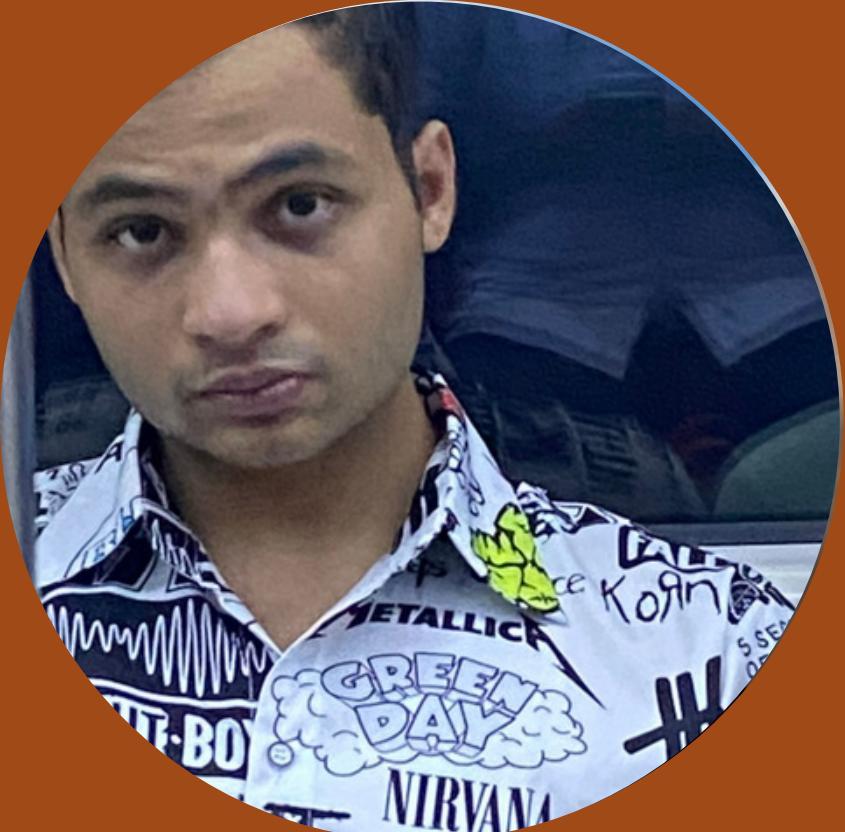
Sherpa resides close to the eastern Himalayas near Sikkim, where he mostly works as a Mountaineer for local people and Tourists. Since, the grain farming is not so extensive, he resorts to mostly eating meat. He also practices part time farming in his village where he grows rice and maize for him and his family. He needs to have a good protein and carbohydrate intake in his diet as climbing requires much effort. He is very content and happy with his personal life but also tries to amend some major changes in his diet.



Persona 2

Frustrations

Because of his religion believes he can't consume meat.



Goals and Needs

Eats only and only vegetarin food due to his religious practises which dosen't allows him to consume meat. But want's to have a taste of meat and want to explore the non-veg section.

Age : 23

Occupation : Student

Residence : Delhi

Staple Diet : plant based diet

Status : Single

Environment
friendly

Animal rights
protector

Bio

Adish jain grew up in a Jain family and vegetarian diet regularly. He craved to eat non-veg because of his non-veg friend circle but his religion dosen't allows him to. He want's to know how exactly it tastes like and why do people consumes it.



Persona 3

Frustrations

Weekly needs 350-500g of protein and can't waste time looking for other options.

Can't afford to take supplements for every vitamin in case of the absence of meat.

Following a strict diet plan to get the best results.

Goals and Needs

Cutting down cholesterol from his diet.

Wants to maximise performance and minimise heart failure rate.

Wants to increase the concentration of antioxidants and phytochemicals found in a plant-based diet.

Wants a more flexible and enjoying diet plan involving many food options.



Age : 24

Occupation : Soccer Player

Residence : Northern Planes

Staple Diet : Meat, Supplements

Status : Single

Hobbies : Singing, Gaming

Passionate

Optimistic

Bio

Wilson is a soccer player. He has been playing in state and national level championships since age 15. He focuses much on his fitness since the game requires much stamina. Also, he eats a lot of red meat and many nutritional supplements to build his muscle and fulfill his athletic needs. But he is constantly looking for healthier food accessories for himself because the meat affects performance in the long run.

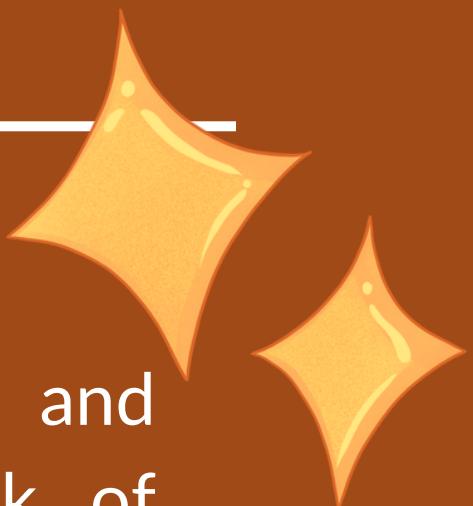




Persona 4

Frustrations

Consumes meat because of its taste and nutritional value but there is a risk of cholesterol, she needs something with low fat and a better protein-to-calorie ratio.



Goals and Needs

Her goal is to fulfil her protein content. To have an alternative during the seasonal time which has proper amount of protein content.



Age : 23

Occupation : Nutritionist,
Fitness expert

Residence : Hyderabad

Staple Diet : vegan diet (B12 supp.)

Status : Married

Veganism
promoter

Animal rights
protector

Bio

Annavi Khot is non-vegetarian. From working in a gym and being a fitness expert, she used to eat chicken and eggs. But being an hindu she can't consumes it during the religious seasons for example in the month of savan. And also during durga puja. she wan't to have such a diet where she would br able to fulfil her protein based content.

CUSTOMER'S REQUIREMENT

SHERPA

01

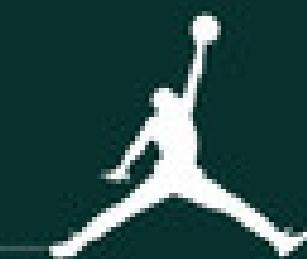
Consumes meat because he has no other choice due to high altitude where vegetation is very less, and needs to keep his body warm.



02

WILSON

Wilson a sportsperson knows that eating meat in a long run can harm his body but can't help himself because he need to fulfil his protein content. And there is no alternative for this.



ADISH JAIN

03

Adish Jain a student can't taste meat because of his religious practises.



04

ANNAVI



Annavi a hindu nutritionist can't consume meat during the religious hours like in the month of sawan or durga puja where she can loss her protein content. And many a times she does craves for it.

AMAN

05

Aman wants to try just for the sake of flavor and taste.





Using the "HOW MIGHT WE ?"

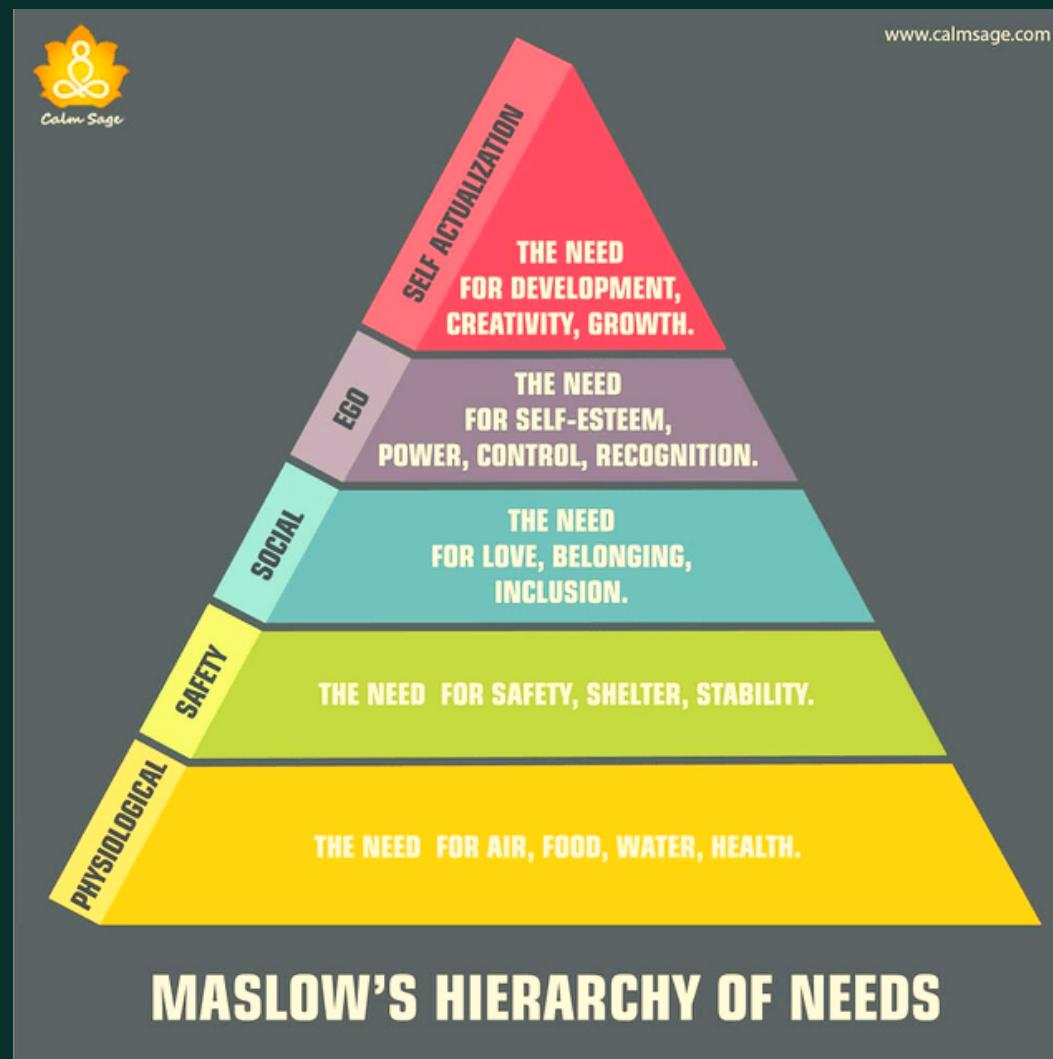
Finding the missing link

- Understanding the personas using the empathy map and brainstorming technique.
- Understanding the need of the user and connecting with the consumer to provide a solution which is viable, feasible and Desirable
- Using the 3 lens approach to research on pre-existing solution and why they fail or succeed for a set of personas

“ There are substitutes of meat i.e. Synthetic Meat which is produced in Lab, which is more resource efficient, favours environment and provides great nutritional value at more affordable rates that would give better tasting dishes. Which not only helps the environment but also is beneficial for the consumer switching the lifestyle to more sustainable. ”



Understanding the problem in existing solutions



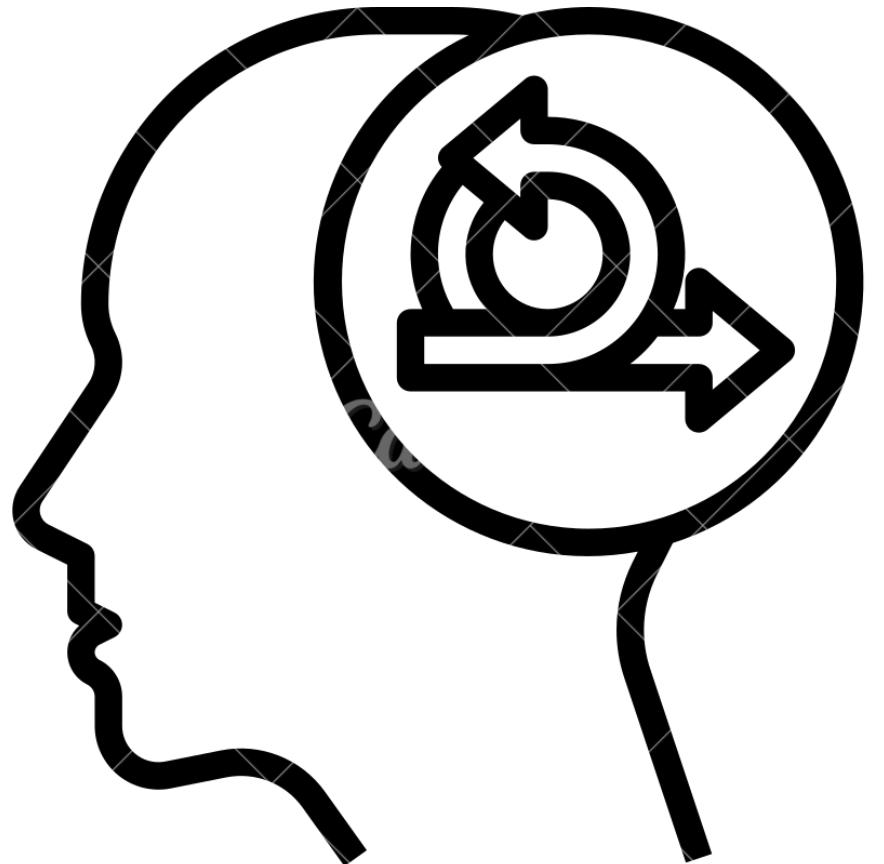
- No Meat substitutes available in the market to solve the problem lacks one basic principle discussed in the Maslow's Hierarchy Pyramid.
- There is a disconnect from the consumers, They tend to talk about environment rather than the basic self actualisation needs.
- They tend to loose the touch of consumers in their product and try to provide every consumer with same solution.

Proposing Solution

Providing a substitute to make the user switch to better eating habits which in turn benefits them, looking up to the needs of the consumer, as it is said one solution can't fit it all so coming up with a solution which is more people-centric, which not only takes in account the main problem of environmental concerns but fits different set of persona's with personalised solution.



Iterating Solution



- The first draft of the solution was to provide access to meat substitutes to the set of consumers, but this was not enough for every set of persona, we took feedback while testing our first draft of the solution and made the required changes to best fit and solve the problem.
- While drafting the iterative solution we asked lots and lots of “Why” at every step and before reaching to the conclusion there were several why's asked.

The digital solution

Website

*[https://website3356021.nicepage.
io/?version=6d1eeb93-021a-
4c29-9b95-f9286257d74a](https://website3356021.nicepage.io/?version=6d1eeb93-021a-4c29-9b95-f9286257d74a)*

Adding emotions to the product

- The solution requires the user to switch their eating habits, but what would make the consumer switch their pre existing eating habits. So we intended to sell emotion and add value to the product not just the solution , but an alternative which is better, cheaper and much needed, i.e. meat substitute which is more desirable, viable and feasible.

People First

Adding more Value

It's not what is the solution, but rather
why is it not already implemented

This was the digital solution and how we are connecting to the consumer, but it had to be more accessible as well , we took into account the overlooked, the packaging would take care of small design changes which might not be visible but does make a lot of difference, like using braile scripting on the packaging, and every packaging of product would have a sentimental emotion which will make the product not just a product but an association to the product..

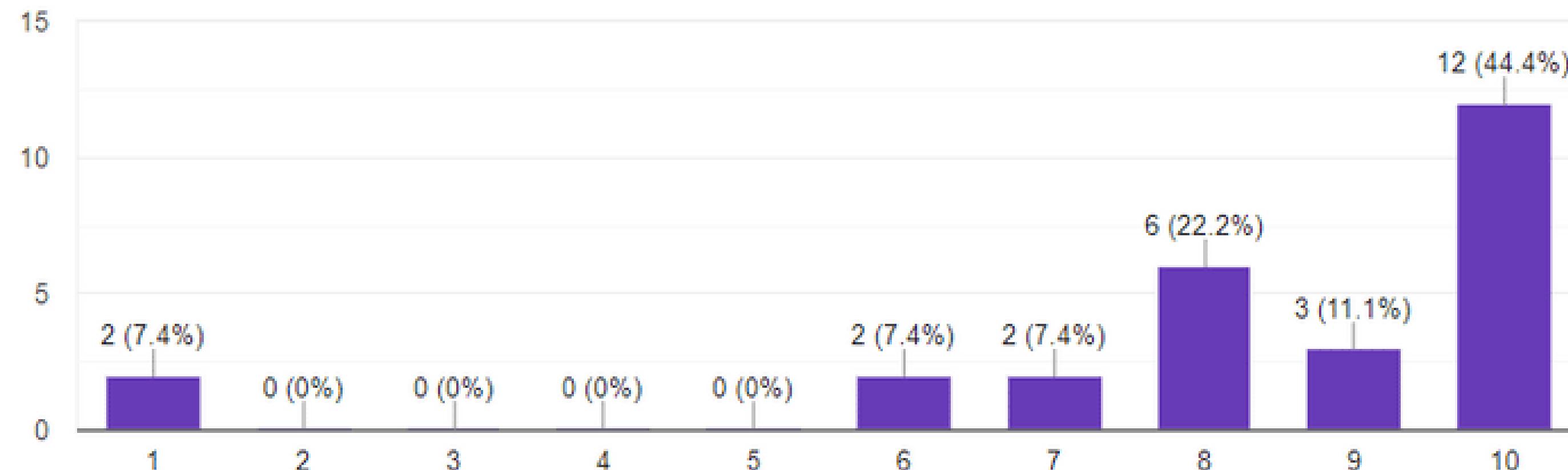
User feedback

As part of user testing and to have iterations in our product we circulated a google form along with the link of our website. Here we asked questions such as rating of the user experience and ease of using our website, how useful is our personalised model and about the variety of options. The results we got are shown in this and following slides.

How much do u think on a scale of 1-10 that people will find it useful to use our products based on personalized needs (mountaineers, athletes, occasional)

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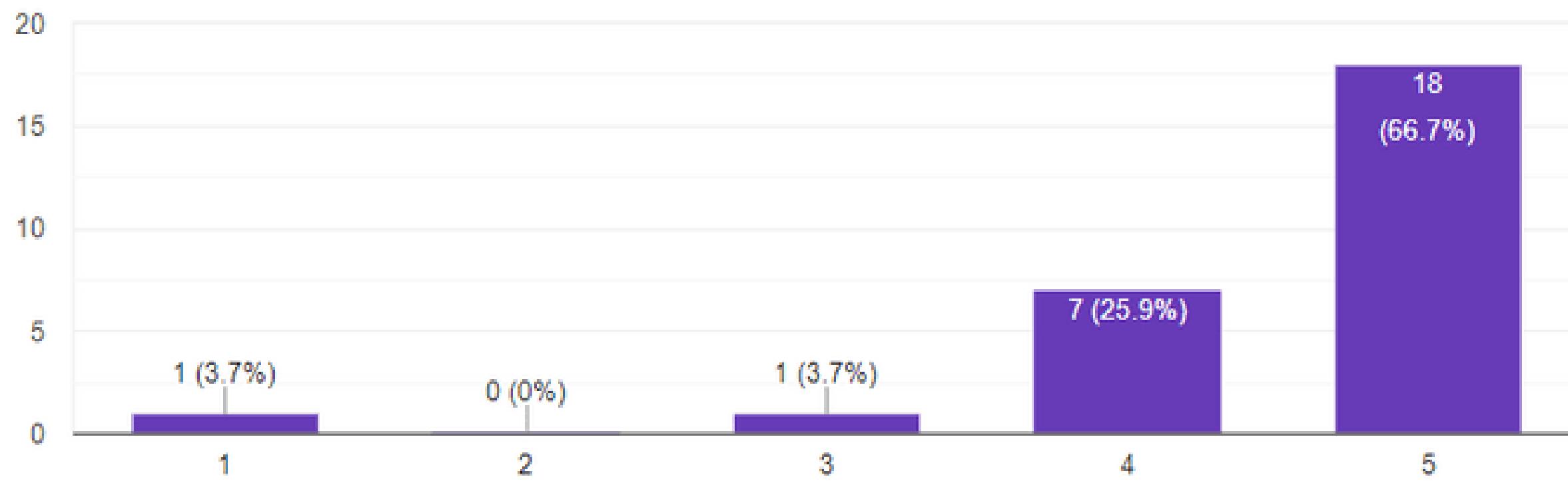
27 responses



How much did you find our website interactive and user friendly on a scale of 1-5 ?

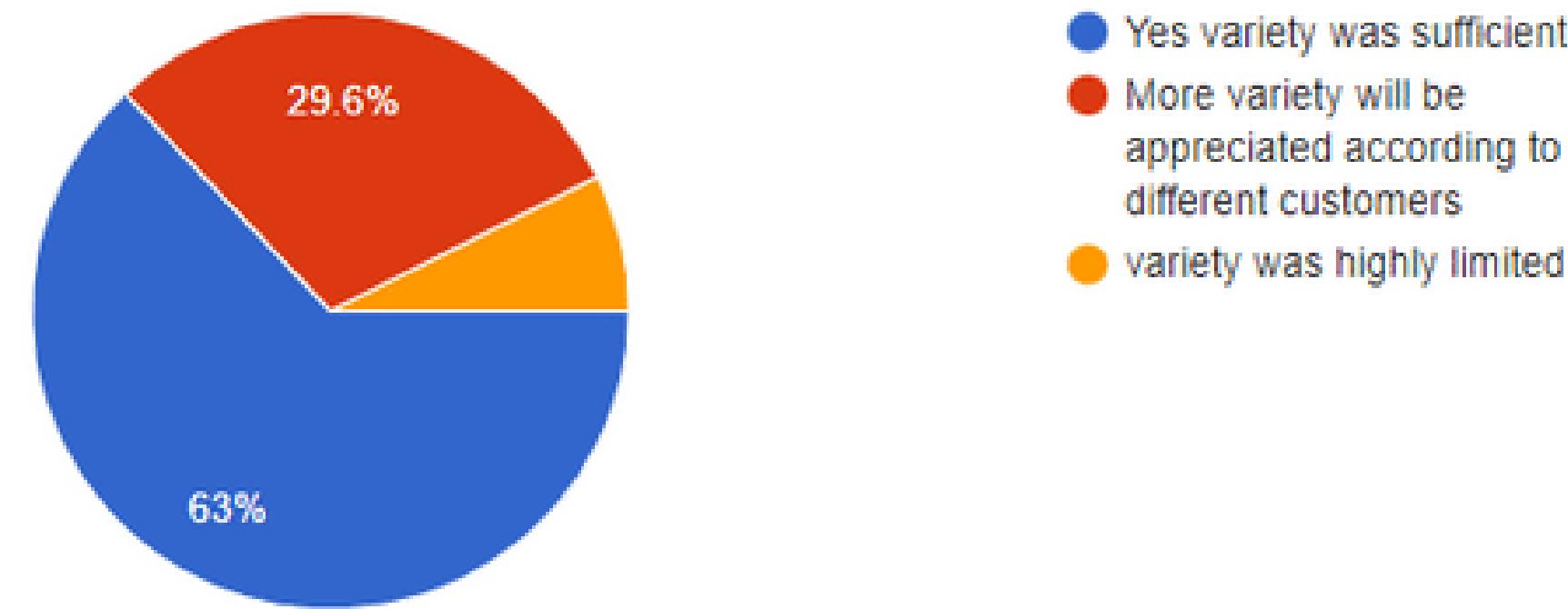
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27 responses



Did our website provide you enough options among products to explore vegan products ?

27 responses



As some of the users asked for more variety we added more products under each personalization.

Thank You

**Shubham Attri
Trilok Singh
Kumar Saksham
Aditya Daipuria
Vijay Hooda**