

ADD202
Design Strategies
Assignment 3

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Brief:**Assignment Three – Pitching your idea**

It is important that we are able to 'sell' our ideas to clients and/or potential investors. Assignment Three requires you to develop a 3-minute pitch presentation to sell your design idea. You can pitch live or prepare a video to be presented and screened to the class.

To prepare your pitch you are required to do the following:

- Research at least 5 engaging 3-minute pitches and reflect on what makes them successful
- Research and identify the audience type you are wanting to pitch your idea to
- Collate the key aspects from your work undertaken in assignments 1 and 2 that help sell your design.
- Identify any further research that needs to be undertaken for your pitch
- Assess your design and refine if necessary
- Prepare test pitch for week 10 peer review
- Refine 3-minute pitch for presentation in seminar week 11

Submission:**Details: In seminar presentations. Weeks 10 & 11**

- Present findings from Assignments 1 and 2 within 3 minutes
- You have the opportunity to test your pitch in week 10 prior to finalising for week 11 (marks are assigned to both presentations)
- Must be engaging, well designed and easy to follow
- Upload final presentation to CloudDeakin

Development journal (pdf)

- Notated research on existing, engaging 3-minute pitches
- Research audience for the pitch (this is not the same as the audience for the design response).
- Design development of presentation (notes and sketches of progress).
- Screen captures (min. 20) showing development of presentation development.
- Week 10 test pitch with notes for improvement and feedback given.

* Files should be no more than 20mb each in size.

Deadline: Week 11 – Upload final presentation and development journal by

Sunday 29th September 11.59pm

Weighting: 40%

To prepare your pitch you are required to do the following:

- Research at least 5 engaging 3-minute pitches and reflect on what makes them successful
 1. https://www.youtube.com/watch?v=XWRtG_PDRik
 2. <https://www.youtube.com/watch?v=Njh3rKoGKBo>
 3. <https://www.youtube.com/watch?v=yi41U9ahyoE>
 4. https://www.youtube.com/watch?v=Lb0Yz_5ZYzl
 5. <https://www.coxblue.com/17-things-you-need-to-consider-when-pitching-your-startup/>

- Research and identify the audience type you are wanting to pitch your idea to:
Supermarkets and all kinds of busy (morning) people, but mums who:
 - Reduce plastic pollution even if it's just a little, recycle and reduce and try to reuse as much as possible.
 - Teach her kids to be kind to the environment
 - Also Teaching her family how to keep healthy on the road, picks fresh fruits and vegies but also most of the time when its packaged foods – aims for 3.5 and higher in her HSR.

- Collate the key aspects from your work undertaken in assignments 1 and 2 that help sell your design.

- Identify any further research that needs to be undertaken for your pitch
- Nutrition and qr info

- Assess your design and refine if necessary
 - Need to have the qr code lead to somewhere
 - Placement on words
 - Add back of packaging to show nutrition an information

- Prepare test pitch for week 10 peer review

Pitch:

- Refine 3-minute pitch for presentation in seminar week 11

Refine:

Nutritional Information:

Health professionals recommend a daily fibre intake of around 25g for women and 30g for men[^]. With 22% of your daily fibre needs in one serve, as well as the delicious taste of sultanas, Kellogg's Sultana Bran is a great way to start the day off right.

Ingredients:

Whole wheat, sultanas (26%), wheat bran (25%), sugar, barley malt extract, salt, minerals (iron, zinc oxide), vitamins (niacin, vitamin B6, riboflavin, folate). (Natural source of magnesium).

Allergen Notes:

Contains cereals containing gluten. May contain traces of peanuts and/or tree nuts.

	Quantity per serving	Per Serve with ½ cup skim milk
ENERGY	650 kJ	850 kJ
PROTEIN	4.3 g	8.9 g
FAT, TOTAL	1.3 g	1.4 g
-SATURATED	0.3 g	0.4 g
CARBOHYDRATE	28.3 g	34.8 g
-SUGARS [^]	13.0 g	19.5 g
DIETARY FIBRE	6.8 g	6.8 g
-SOLUBLE	1.5 g	1.5 g
-INSOLUBLE	5.3 g	5.3 g
SODIUM	121 mg	178 mg
RIBOFLAVIN (VIT B2)	0/42 mg	0.68 mg
NIACIN	2.5 mg	2.6 mg
VITAMIN B6	0.4 mg	0.4 mg
FOLATE	50 µg	56 µg
IRON	3.0 mg	3.1 mg
MAGNESIUM	48 mg	63 mg
ZINC	1.8 mg	2.3 mg
[^] Approximately 2/3 of the sugar in this product is from sultanas		



To-Go!

What do you think could be improved?

- I feel as though it would be hard to eat on the go as you could spill. Or you need to eat it once you take it out of the fridge otherwise the milk will go warm. Maybe could have a keep cold material at the bottom.
- A big serving size in case people won't get time to eat again for a long time.
- Head towards more environmental factors / milk could be a powder option maybe shake with water
- I think if the "to go" container is an excellent idea as it includes the satchel of milk which then is great for people who have not got time at home to eat but can eat it on the run or on the train etc.



In assignment 2, the test summary showed that the testers preferred the “to-go” cup. This is where the mock up came to life. Once the audience (user test) showed their interest in the to go cup, I focused majority on that. However, When Looking back to assignment 1, the goal for Topaz was simply to look at the environmental needs for cereals. And this was an easy thought, cut back on how there are 2 packages casing cereal. A box and a plastic bag. So, here is the mock up for the silicone version of a cereal packing too. It has a transparent window, ability to Ziplock and the function of having a QR Code. The focus with the nutrition was going back to simply serving size and what the serving size with skim milk was.

Currently still looking into the QR Code ideas for where it leads to and what it does, but the idea is to make it easier for people when looking at food and cereals etc. – also thinking now to scrap the idea even though so far along in the assignment.

Also the window allows the customer to see that the bag is full and not full of air so you definitely get your moneys worth.

Feedback on Pitches:

- Bring together elements that help sell your design so you can talk about it in a visual sense and develop a stylescape to express your design ideas and the context of the implementation.
- Who is it being pitched to? – Supermarket Woolworths
- What's the problem?
- Our audience – persona and key words
- The product – why its reusable (if going with the silicone – otherwise if going with the to go just maybe talk about the materials if any are recyclable)
- How does it help?

How's the refills look like – is it environmentally friendly?

Also looking into dates when refilling and how its documented etc.

- Focus on the stake holder
- Make sure images are large for the viewers to see
- Okay to show images that aren't ours – more like the refill sections.
- Titles
- Take 3-4 elements and present them – the images and information – large information and clear images
- Styles cape is an extreme mood board with the images and target audience – but the final look – what the target audience liked
- Persona
- Product
- QR code for additional information – tell you how much you should be consuming in a day – time conscious – to show more information rather than dots etc. But could show the rest of the information – how people want to gain/lose weight and work out how much a daily intake for adults in the weight range/height and also even for teens and kids on daily intakes.
- Mandatory
- Highlights from the product – another girl had her health stars (treat to everyday) and then also her macro information
- Legend? Key*

Macros are fats, carbs and proteins - A macro diet goes a step further than typical calorie counting. For it, you count the macronutrients—grams of proteins, carbs and fats—you're eating within your calorie goal, and in what ratios.

- Clear nutrition – with and without milk – daily serving and daily serving with milk.

- **Assignment 1 – problem the persona and the information on what they need**
- **Assignment 2 – solution the product and what the product can offer for the consumer**

Video or something hand in

Screen grabs (20 min)

Mums feedback being the only feedback given properly.

Need a qr code location what it does etc.

New user tests:

User 1	<ul style="list-style-type: none"> • What do you think of the product? Satchel is good for weight portion size I love it. One package is better than the 2. Resealable is great as well. • What do you think could be improved? Head towards more environmental factors / milk could be a powder option maybe shake with water • What do you expect to be able to do? Convenience to be able to take it on the go. Sealing in the freshness / portion size • What is good about the product? As per answer 3 and the QR code / zip lock / minimal and effective packaging and serves a wide range of consumers. • Would you use this product? Yes • Would you recommend this product? 1 (not likley) – 5 (very likely) 5
User 2	<ul style="list-style-type: none"> • What do you think of the product? I like the satchel when looking into serving sizes and all that but when it comes to resuable and environmentally friendly I would prefer the resealable as it cuts down on that unnessary plastic and cardboard issue with cereals. The to go is a great idea but needs work. • What do you think could be improved? I think the qr code could be improved all together along with the 'silicone' material for the resealable idea, could find a biodegradable material instead as shops might not always want to have a refill station in their supermarkets. • What do you expect to be able to do? I would expect the to go is the most convienet product but the resealable is the most environmentally friendly product and the satchels are the ideal weight watching concept. • What is good about the product? The good thing about the sealable is the fact that its taking away from the 2 materials and takes it down to 1 packaging material. The good thing about the satchels is the idea of already having the serving size of the cereal sorted so no more thinking about how much is needed. And the

	<p>to go is a great breakfast product for kids on a bus or people who need that extra bit of food in their system</p> <ul style="list-style-type: none"> • Would you use this product? yes • Would you recommend this product? 1 (not likley) – 5 (very likely) 4
User 3	<ul style="list-style-type: none"> • What do you think of the product? Good ideas, the satchel is okay, the sealable is better and the to go is the good idea as well. • What do you think could be improved? The flaw of the to go is that not everyone can take the same daily intake and serving size. The sealable could be plastic and not silicone. The satchel could also have the information about the milk amount to use. • What do you expect to be able to do? Resealable and refill if supermarkets have that option in the future. The 'To-go' is to go with your breakfast and get the nutrition needed in the morning that some people can't get to. The satchels are the idea of the to go but more of a if you have a tea room at work or a place to have milk. Otherwise can just have at home. • What is good about the product? Resealable is resueable with silicone and can be used in other ways so its also multipurpose. To go is the easiest breakfast option for taking the stress out of the morning decisions. The satchel is the same idea but serving sizes for one size fits all but takes the effort out of worrying about serving sizes. • Would you use this product? yes • Would you recommend this product? 1 (not likley) – 5 (very likely) 5
User 4	<ul style="list-style-type: none"> • What do you think of the product? Satchel is good but not for environmental factors, unless using biodegradable satchel material and the box is completely recyclable. The to go is good for easy on the go breakfast. The resealable packaging is a good idea for those who want to cut down on unnecessary packing and focus on improving the environment. • What do you think could be improved? To go could be one half and have a satchel of milk that's a tear open, although those who pour their milk first might have an issue unless they can put the milk in second. • What do you expect to be able to do? Easy to take with you on the go, good idea for being able to reduce materials but also able to keep freshness and serving sizes in the satchels helps in taking the hassle out of making the right choice in serving sizes. • What is good about the product? Simple and effective as it suits a wide range of consumers (all products). • Would you use this product? Yes • Would you recommend this product? 1 (not likley) – 5 (very likely) 4

QR Code ideas:

QR code could lead to a calculator and information to work out how much you weigh; how much your weight and height works out to how much you should be eating.

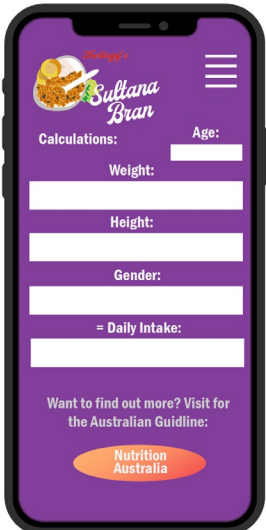
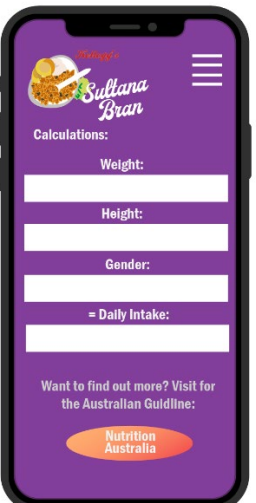
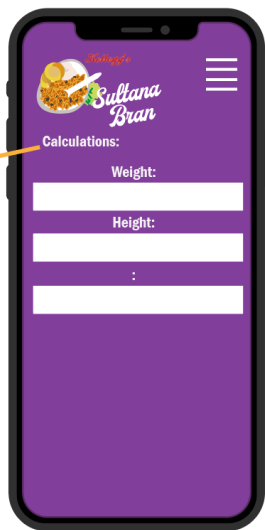
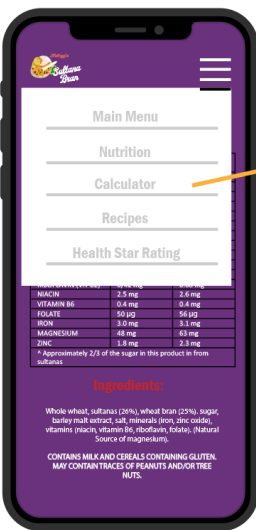
Weight + Height = daily intake

Also shows underneath what the intake of the cereal by itself and the cereal with a brand of milk.

Information about the cereal and the allergies. And what would go great with the cereal with the calories next to the other products that would go great.

Development:





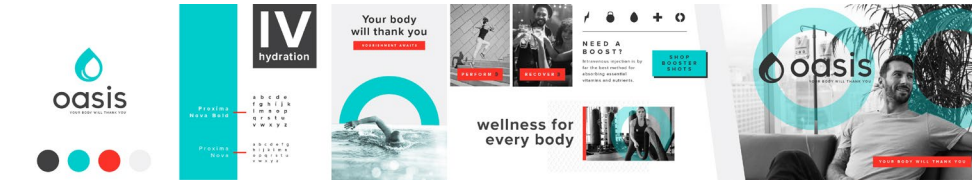


Styelscape



Styelscape Research: (suggestion)

Big – medium - small



Pitch:

Looking at the target shoppers of Woolworths, mothers are more likely to get her kids a nutritious breakfast. Her busy and environmentally friendly lifestyle makes Topaz a mother of 3 the perfect demographic for the new and improved cereal packaging that Kellogg's is trying with their users. They have a QR Code that helps you work out your daily intake and the package is environmentally friendly. It comes in 2 ways, resealable and recyclable plastic or silicone – this way you can come back and refill the bag. With the silicone option, step one is pour your cereal out from the dispenser like you would at a breakfast buffet. Step two, weigh the cereal as fitted and put in the code that would be displayed on the Kellogg's price ticket. Step three, scan the pre-existing barcode with the hand-held attached scanner provided and your new price is now registered on your pre-existing barcode. No more printing prices for tickets and start saving paper and as much as you can!

Who is it being pitched to? Being a big company like Woolworths, Woolworths customers are very loyal and will look into products that Woolworths is willing to promote and sell and also with how much they stock in stores, a resealable and new packaging idea would go a long way.

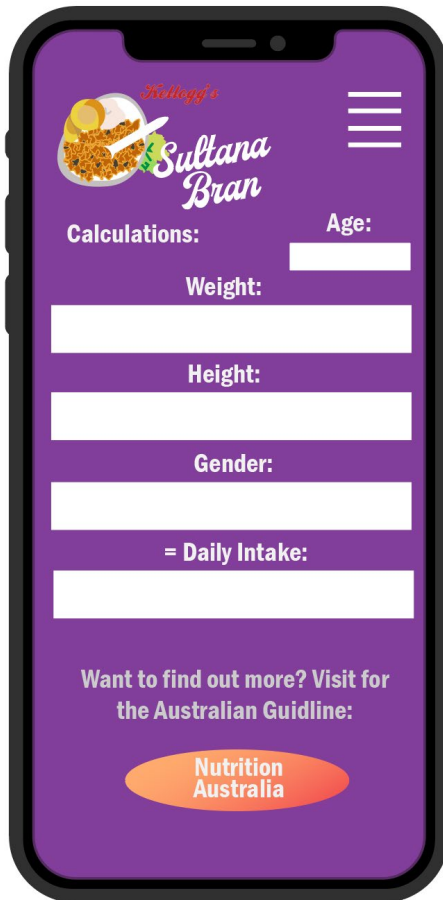
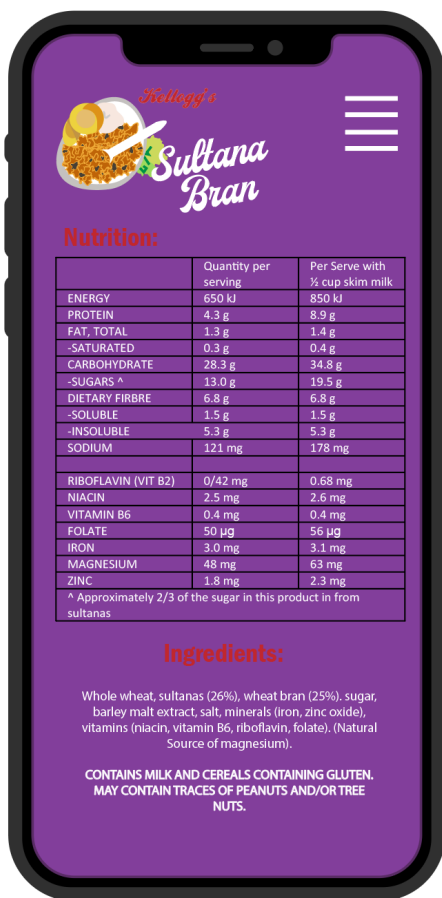
What's the problem? The goal of this product is to start convincing other brand of cereals to take away the secondary plastic or cardboard and have the one packing that is used out of recyclable and/or reusable materials. The problem is there is too much plastic waste in current cereal packing and we can reduce it to a resealable to hold in freshness while also looking at nutrition to keep our customers healthy.

Our Audience: Topaz is a fun-loving mother of three and her kids' health and wellbeing and futures are something she thinks strongly about. She loves an easy breakfast which to her she believes cereal is a great easy breakfast with three steps – bowl, cereal, and milk. She also finds however when she buys cereals there are unnecessary plastics and too much extra waste that they could be cutting down on in very popular cereals such as Kellogg's Sultana Bran. She always checks the nutrition information and labelling before she buys her kids food. Topaz wants to grow her kids strong, healthy and fit. Making sure her and her family get the best start to the day.

The Product: With the QR code, it is connected to an app that once you scan on your device it takes you straight to the app! You can find out how much your daily intake will be by finding your weight, height, gender, and age. It calculates it all out for you. Any age from toddler to senior. And if you choose to know more you can visit the button that takes you to the <http://www.nutritionaustralia.org/national/resource/australian-dietary-guidelines-recommended-daily-intakes> page where you can do more extensive research. Topaz wants the very best for her kid's so she chooses this cereal looking at the nutrition, the daily intake app and the packaging itself.

How does it help? This product would help not just topaz, but everyone who loves Kellogg's Sultana Bran and one day many more cereals to come! With a great QR Code, it makes understanding nutrition and how much you should be getting in your daily intake so much easier! and don't forget

the better packaging design to help you be successful in reducing your waste, reusing what you already have and recycling what you no longer need!



References:

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