

# Understanding The NPD Process

## Objectives:

- To develop knowledge and understanding of New Product Development (NPD) process in the food industry.
- To develop knowledge of the relationship between NPD and classroom practice.
- To develop understanding of practices within the food industry and their link to the Technology Curriculum.

## Stage 1: DEFINE

Opportunity identification  
Gather information  
Outline project goals

**Initial Brief:** to develop a vegetable flavour yoghurt base that has the potential to be marketed by EasiYo Products Ltd.



## Stage 2: EXPLORE

Market research  
Consumer research  
Technical research  
Idea generation



**Revised Brief** - to develop a new yoghurt base that has the potential to be marketed by EasiYo Products Ltd. Possible options include:

- a vegetable flavour
- a vegetable/fruit combination
- a drinking yoghurt/smoothie
- a yoghurt with inclusions

## Stage 3: CONCEPT DESIGN

Experimental design  
Development of product idea concept  
Further consumer research and analysis  
Final product concept design specifications

SCREEN



- Rose & Cardamom  
- Honey, Ginger & Mint  
- Raspberry, Coconut & Lime

- Pumpkin & Spice  
- Carrot & Berry  
- Beetroot & Pomegranate



SCREEN

## Stage 4: PROTOTYPE DESIGN

Further testing  
Sensory  
Final design specifications  
Final recommendations

**Final Brief** - to develop a fruit/vegetable drinking yoghurt base that has the potential to be marketed by EasiYo Products Ltd.



**Pomegranate and Beetroot**  
*A contemporary new taste with a distinctive and sophisticated touch of modern opulence.*  
*A convenient on-the-go drink or snack for anytime rejuvenation.*  
*Quick and easy for all ages with the benefit of live cultures, source of calcium and protein, real beetroot powder and no artificial colouring.*