

Product development model

Example

Explanation of the different stages:

- Opportunity identification
- Development
- Optimisation
- Launch



Example

Explanation by means of questions to be answered in the different stages of product development.



Based on work of EU ISAFRUIT

Jesionkowska, K., S.J. Sijtsema, D. Konopacka and R. Symoneaux (2009) Dried fruit and its functional properties from a consumer's point of view. *Journal of Horticultural Science & Biotechnology* (2009) ISAFRUIT Special Issue 85-88

During the harvest season, many berries are available.

- How can you best capitalise on this?
- Is dried fruit an option?
- If yes, how?

Dried fruit is interesting because:

- It contributes to increased fruit consumption
- It is easier and more user-friendly than fresh fruit as it keeps longer and is easy to take with you

Opportunity identification

opportunity
identification

development

optimization

launch

Questions?

- How do people think about fruit and dried fruit in general?
- Which barriers do they experience when eating fruit?
- How do they eat dried fruit? Just like that or processed into other products?
- Which technologies are available to dry fruit? Conventional and freeze-drying and what are the characteristics of these products?
- Literature, equipment, testing

How do you get answers?

- Literature
- Consumer research: focus groups or interviews to measure perceptions about dried fruit.

Examples of results:

- Dried fruit is seen as unconventional in The Netherlands and more traditional in Poland

What do you do with answers?

- Meet with the product development team and take decisions together.
- What are the opportunities?
- Which technology is even better suited?
- Which products are most suitable for us?
- Drying different berries
- Trying out various drying technologies
- Develop a dried fruit product

Questions?

- What is the consumption of dried fruit like?
- In combination with which other products is it consumed?
- When are dried fruits eaten?
- What could be another suitable moment for eating dried fruit?
- Which fruit is better or less suited for drying in terms of flavour?
- Which fruit is better or less suited in terms of healthiness?

How do you get the answers?

- Research by questionnaire
- Sensory tests
- Research the nutritional value

What do you do with the answers?

- Make a choice about which fruit you are going to use.
- Make decisions regarding which combinations with other products are possible (e.g. biscuits or cruesli with dried fruit).
- Make a choice to optimise technology?
- Make decisions regarding the sugar solutions for the drying process.

Questions?

- On which consumer target group are you going to focus?
- Which preferences do people have?
- Which process technological characteristics deliver better quality products?
- And which ingredients?

How do you get the answers?

- Consumer evaluation of the product whether or not including health claims.
- Consumer preferences
- Quality tests
- Taste tests

What to do with answers?

- Which health aspects are you going to continue with?
- Which flavours are you going to continue with?
- Which fruit types are you going to continue with?
- Optimising the process
- Optimising the ingredients
- Optimising the quality

Questions?

- Which packaging?
- Where do you sell it?
- Which place is it given on the shelves?

How do you get the answers?

Research into:

- Consumer preferences for products and packaging.
- Which packaging is preferred?
- Which packaging do you use for which sales channel?

- Quality check
- Sensory research

What to do with answers?

- Formulate claims taking into account laws and regulations.
- Adjust packaging.
- Decide where to place the product on the shelves.