

GCSE Food Technology

Name:

Candidate number:

St Anthony's Girls Catholic Academy

Centre number: 39551

Context:

Café culture is becoming increasingly popular. There are many coffee shop brands on the high street, in railway stations and shopping centres.

Design Brief:

Design and make an attractive sweet or savoury product to be sold from the counter in a coffee shop.

Slide 2 - Introduction & Task Analysis

- The aim of the Task Analysis Page is for you to start to make sense of your chosen design brief. You will need to show:
- your initial understanding of the Design brief and Design Context
- your **detailed** planned approach to Research, highlighting exactly what you plan to do; visit a café, what do you want to find out? Survey your target market, what do you hope to find out from this? Internet research

- This slide **MUST** include:
- Title
- Aim
- Design Context
- Design Brief
- A few paragraphs explaining what you know about the context
- Identify your chosen target market (families, teenagers 18-19yrs, Pensioners, young professionals)
- Word web of key words or use the heading on the next slide
- A text box detailing your planned approach to research

TOP TIP

Remember that there are many methods of research, such as;

- Client/Customer surveys using questionnaires,
- Internet research used for identifying existing products & looking at finishing techniques,
- Coffee shop visits

Key Words

Here are some of the Key thoughts which you should be brainstorming around!

Design	Products (sweet & savoury)	Ingredients	Target Market
Cost	Dietary Needs		Sustainability
Finishing Techniques		Research	Decoration
	Storage		Portion
<u>Fairtrade Products</u>			<u>Farmers Market Ingredients</u>
			<u>Coffee shops/farmers markets/bakeries</u>

Investigating the Design Opportunity

Candidates Individual Controlled Task

I have choose Starbucks as my café culture design project and to make a New cafe style product suitable to be sold from their coffee shop. The product will be aimed at teenagers. I will design a range of these products and choose one of them to design into my final new Coffee Shop product.

Task Analysis

When designing my new Café product I need to consider.....

Aesthetics

The product should look attractive, maybe I could do this by using 'Chocolate Drizzles' or sprinkled icing sugar. It is important my product looks attractive so my customers want to eat it. When products are appealing to the eye they are more common and popular.

Customer

When I am designing my product I am aiming for it to be appealing for the tertiary customer (teenagers), secondary customer (Teenagers or the people buying the product for them) and the primary customer which is the Café this means I should look into what teenagers and other people like. The product needs to be suited to them.

Cost

Cost and price is important because it can define your product, if something is really expensive or not cheap then you should expect quality and quantity. I need to know the price of the products other companies sell because this will help me to realise what is already being offered and for what price.

Environment & Ethical

The environmental considerations include using free range produce like eggs and chicken as well as using Fairtrade products like icing sugar. This is because when a customer buys these things they feel better knowing that they are helping Charities and don't mind paying a little bit extra. More and more manufacturers are using these ethical products because it gains them more customers.

Size

I should consider making products that are either small or mini versions of things, larger and filling or round or hand held. I should also do research to see what my target audience would prefer. People may be interested in Mini portions as they can be quickly consumed if people are on the go or they can be easier to carry around and could even be considered 'cute' attracting the teenage girl audience.

Safety

When designing the product I need to think about the end customer, they would benefit if I thought about what are the most common allergies and tried to avoid those ingredients. It is also important to warn people or make it clear that my product includes things such as nuts or soya for the third customers welfare.

Function

I can think about how my product could be a breakfast snack or meal, a lunchtime snack or meal or late afternoon. I should link this with my ideas about the size of the product as that will help produce a good outcome.

Materials

I need to consider using reduced or low fat ingredients, sugar replacements, and healthier alternatives such as honey and natural sugars. The type of person who might want these in their products are teenagers because they are constantly reminded to be healthy I also need to use ingredients such as Fair Trade/Free Range/Organic/British foods as this helps provide a good product with many things considered.

Manufacturing

I need to make sure the product is carefully bought and stored properly.

Research Plan

From my task analysis I need to carry out the following areas of research:

Questionnaire- This will help me by allowing me to collect information of which products my target audience may prefer, it will help plan out any issues too such as Fairtrade ingredients e.t.c

Shop Report- This will help me gain knowledge of how Cafes work and what Starbucks attracts customers with their products.

Existing products- This will help me to understand what is already available and what most people prefer or like.

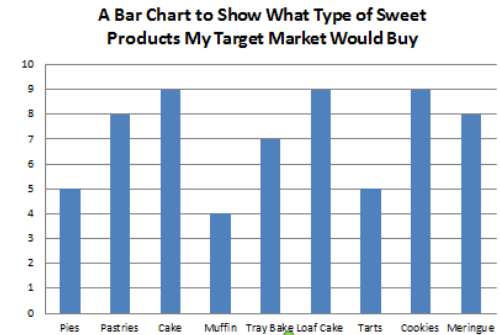
Customer profile - This will help me focus my designs to a particular user allowing me to gather information on preferred foods and snacks.

Slide 3 - Questionnaire Results

- The Aim of this page is to **display** and **interpret** the results of your survey
- You must make sure that you are your **TARGET MARKET** relevant questions that will **HELP** you when **DESIGNING**
- Use only pie charts and bar charts to display the results. If there is more than one possible response use **BAR CHARTS**
- A detailed explanation of what your results are showing, and how they will affect your product should be included for each chart.

This page **MUST** include:

- Title
- Aim
- A selection of graphs
- Text box for each graph explaining the results and how they may affect your product



This bar chart shows that Cake, Loaf Cake, Cookies, Pastries and Meringue were very popular choices for my target audience, therefore, if I want a product to sell very well, I should try to develop some of these. Although they didn't get quite as many votes, Tarts, Tray Bakes, Pies and Muffins are still an option, because I could develop a unique product that my target market may be tempted to buy. If I use some of the sweet ingredients that my target market chose in the less popular products, then it may make them more appealing.

Note the use of the word 'therefore'

You could use this word to link your research findings to your own products. Or use the example on the following slide

Top Tips

Design your questionnaire on paper first. It should include 10 questions which have a selection of responses for the customer to choose. The aim of the questionnaire is to find out what the customer wants in a product. You must survey at least 10 people.

For example

Do you prefer sweet or savoury?

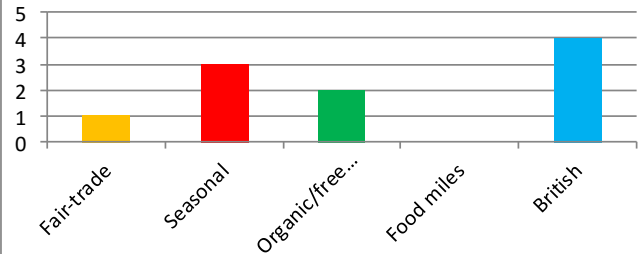
	Savoury	Sweet
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How much would you be prepared to pay for a Fairtrade product?

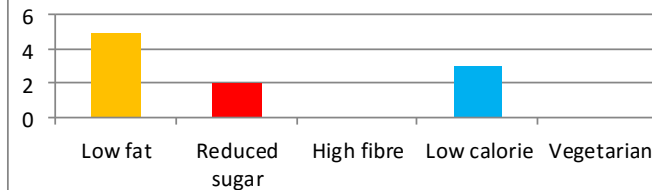
£2-£3	£3-£4	£4-£5
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Questionnaire Analysis 1

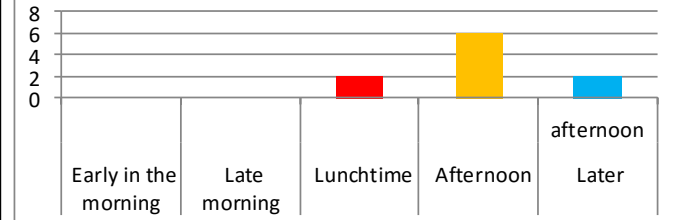
Q1 Which of the following are important to you when visiting a cafe?



Q2 Which of the following is the most important to you?



Q3 What time of day are you most likely to visit a café?



These answers show that my target market care more about the food being **British and seasonal**, than organic and fair trade. They showed no interest in food miles, which shows that as long as the food is British (which is what they care about the most)

The results from this question show that many people prefer **low fat and low calorie food options**. They aren't as bothered about the food being vegetarian or high fibre. But **they do want a product with reduced sugar!**

People have said that they like to visit cafes more in the afternoon or lunchtime/late afternoon. Their **least preferred time to visit a café was morning**, this shows they may be busy or not hungry then.

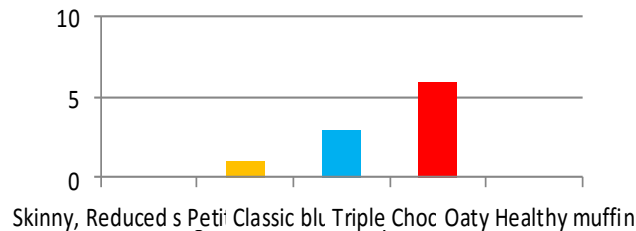
This means I could look to include **British food in my products as well as making them Fairtrade and seasonal**. I don't have to worry about food miles as that was the least preferred option, and I don't have to worry about using fair trade ingredients as much as people prefer British food, in season. The Fairtrade ingredients that could be used are sugar and chocolate. The British ingredients could range from raspberries and other fresh fruits and produce like milk and eggs.

I could think about using alternatives to sugar in my products for e.g. using honey and then using healthy ingredients such as **oats, whole meal flour and fruit**. This would hopefully make my products more desirable to my target audience. If people prefer low fat food they probably would like **smaller snacks, and savoury products with less sugar**. I could use honey as a sweetener instead of sugar, or reduced fat butter/fat instead of full fat. I could look into brands of things that do specific ranges of lower fat produce.

This means that I could aim for my product to be **suitable for the afternoon instead of the morning**. I don't need to think about breakfast products, but I can consider what things that people would prefer to eat at lunchtime and afternoon, to please my target audience. This means my product is more likely to be **a small to medium sized sweet or savoury product**.

Questionnaire Analysis 2

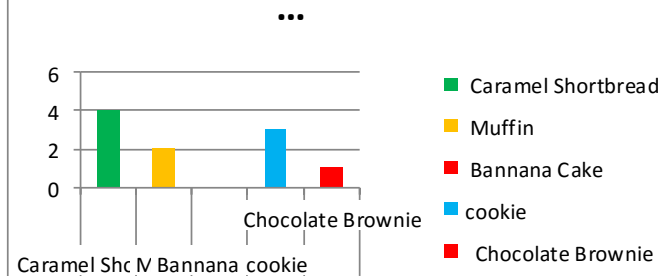
Q8 Which one of these would you prefer?



The results from this question show that people love the idea of a **triple chocolate muffin** compared to a skinny/ reduced fat muffin or healthy oaty muffins.

I could use the idea of chocolate in my product as people seem to prefer the **chocolate products**, they also showed interest in a classic blueberry muffin and a petite muffin. This shows that my target audience prefer a **smaller version of things** or "mini" things. This means that I may make a smaller product or a "mini" version of something as my target audience like that idea.

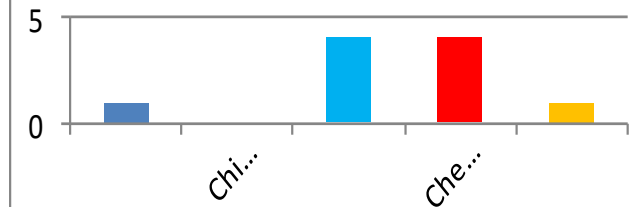
Q7 If you were having a sweet snack which one would you be more likely to chose?



People said that they would be more likely to choose a **Caramel shortbread**, this includes biscuit, Caramel and chocolate which seemed to be a favourite in the question before this. They also said they would prefer muffins, cookies and brownies. They said **they would not like a banana cake**, this may be because of preferred tastes such as the chocolate caramel slice.

I could improve that recipe and make it **low fat** or **higher in fibre** by adding oats to the shortbread. I was surprised that they prefer tray bakes a lot more to muffins and cakes, this may be because it's easier to eat or hold. I may choose my final product to be a tray bake and make sure it has reduced fat, and lower sugar level.

If you were having a savory snack which one would you be more likely to chose?



The results from this question show that people are more likely to have pasta than chicken. It also shows that they would chose **cheese or tuna melts/toasties the most out of everything**.

This means I could incorporate these ingredients in my final product. No one picked the chicken, which may indicate that at the time they would visit the café it may be too heavy or too much for them to eat. Even though a few people still picked the soup it shows the **same amount** also picked pasta salad. I could use these recipes to make **healthy, low carb** meals or snacks as that is what my target audience prefers.

Slide 4 - Visit/Chosen Coffee Shop Research

For this slide you could either

- A café visit that is evidenced through photographs and explained with text boxes. A visit is key to get a feel for products that are available, ask permission to take pictures of the counter, ask for a price list and ask which products are most popular/least popular

Or

- Visit the website and record your finding in text box - see following slide.

Is the café international?

With more than 21,000 stores in over 65 countries, "it's clear that our passion for great coffee, **genuine service** and community connection transcends language and culture."



Special services:

Starbucks allow you to have free Wi-Fi service, they're bringing the most interesting stuff on the web right to your comfy chair. It's the Starbucks Digital Network. This can attract younger members of the neighbourhood and make the Starbucks experience more enjoyable.

"Since 1971, it always has been and will always be about quality. We're passionate about ethically sourcing and blending only the finest Arabica coffee beans and roasting them with great care. Our passion for coffee is rivalled only by our love of sharing it."

Starbucks believe the Coffee house should be welcoming, and **eco-friendly** just like the coffee they create. They design their stores to reflect the unique characters of the neighbourhoods they serve, they feel their stores should be a familiar place to connect with other people.

Who is their target audience?

Almost half of Starbucks' total business comes from its target market men and women aged 25 to 40. These customers tend to be professional urbanites with relatively high incomes, who are interested in socially responsible and environmentally friendly policies. They also consider the Starbucks logo as a status symbol and want to be associated with it. **Another 40 percent are young adults, aged 18 to 24.** Starbucks targets prestigious college campuses and appeals to these students as an alternative place to socialize and study. Although Starbucks boasts of its commitment to diversity, the company is often associated with customers who are **upper-middle class, white and college-educated.**



What do they sell?

Delicious, handcrafted beverages and great-tasting food. Starbucks provide us with; savoury **snacks such as sandwiches, Paninis and salad.** "Starbucks petites" which consists of different **cake pops.** They also serve people for breakfast, and lunch in a special deal called the **'Bistro Boxes'.**

Are they healthy?

Starbucks now offer a range of Delicious Drinks Under 200 Calories. These range from milkshakes to coffees. By offering the lighter version of things they are widening their target audience.

Price range:

Starbucks drinks and snacks can range from £1 to £5 or more, but to gain more customers they hold offers like:

'Just £2 when you buy any handcrafted drink 22-28 September before 11am.'

Moral, Cultural & Ethics

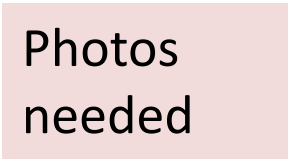
In the spirit of our commitment to global communities, we host a Supplier Summit in China each year. The summit includes a community service event and time for suppliers and factories alike to raise questions and concerns to our staff and other key business leaders from our support centres and markets. They have been working with the Ethical Tea Partnership (ETP) since 2005 to collaborate with others in the tea industry, and to make sure that our tea is produced in a socially responsible way.



Slide 5 - comparing competitors products

- You need to know what the competitors are selling in their coffee shops.
- Look at the type of products that you know your target market would like - look at your questionnaire results to guide you

Foods Already Available

Product Name and image	Store	Description and Price	Special Information e.g.. Calories, Allergy Advice	Personal Opinions
Cheddar Mushroom croissant 	Starbucks Cafe	A delicious all-butter croissant, filled with plenty of cheddar, mushrooms and parsley, lightly toasted and served for breakfast.	Suitable for vegetarians. Not suitable for vegans, as it contains animal related product. Also contains Wheat, Gluten and Dairy products.	This croissant seems like it would be suitable for an older, more business like target audience. It is a lot more complicated than a croissant and jam or honey, I think this attracts the older people with more of a mature taste and a bit of time to eat it.
Moreish Meze Salad	Starbucks Cafe	Sweet potato falafel, spiced roasted vegetables, humus with chimichurri, mixed seeds, bulgur wheat, chickpea, parsley and mint tabouleh, salad leaves and a tomato dressing.	Suitable for Vegans and Vegetarians. Dairy Free however contains Wheat and Gluten. Fairtrade vegetables could have been used and Fairtrade seeds too.	This is a Tasty but quick to eat lunch, It suitable for most people and again looks like it is aimed at the older more business like audience. As salads are healthy they can also be aimed at the Young adult audience who are often seen as trying to improve health.
Mini Macaroons	M+S Cafe	Mini macaroons in the flavours of Vanilla, Raspberry and Chocolate. These bring the French culture to the Café and provide a sophisticated snack.	Diet suitability: Suitable for Vegetarians No artificial colours, Fairtrade sugar could have been used.	These mini snacks can be quickly consumed. The 3 flavours provide more of a choice and Attract any target audience. Older Middle aged woman who already shop at M+S might just want a quick sweet treat.
Mini CupCakes	M+S Cafe	Mini CupCakes in the 3 flavours raspberry, chocolate and vanilla.	Diet suitability: Suitable for Vegetarians Free range eggs could have been used.	These CupCakes are mini so can quickly be consumed. They will attract a younger audience who enjoy bright colours on food.
Jammy Heart Biscuit	Greggs	A Shortbread biscuit with a raspberry jam heart in the middle.	Salt 0.4g Suitable for Vegetarians. Organic milk and British jam could have been used.	Personally I love these biscuits. I think the target audience varies. They can be easily consumed on the go and are a sweet treat.
Beef and Veg pasty	Greggs	Mince beef and vegetables In a Corn beef like pasty.	Not suitable for Vegans or vegetarians, not gluten, dairy or wheat free.	This is targeted at people who are on the go and looking for a warm filling snack. Older generations will enjoy this as well as younger.

Slide 6 - Target Market Profile

- It is very important that you explain who your target market is, what their dietary needs are, what SMCE ingredients they prefer, and what type of products they prefer. Lots of this information will be in your questionnaire.

Target Market Profile

Target Group

The target group I have chosen to design my products for is **teenagers** because there is a range of both **savoury and sweet** products in stock.

Meet Kate Brown she, is 14 years old and goes to St Anthony's Girls' Catholic Academy where she is doing her GCSE's for food, business and other subjects. She goes to Starbucks some mornings before school to buy a sandwich. After school on a night she goes to sit in Starbucks café with friends to talk. She goes there because the foods are reasonably priced and they have a large range of different delicious products.

Which type of Food Products may they want, and why?

I think that my target customer would like both take out and eat in products, teenagers who are maybe going to and from school may like to pick a quick snack up. In holidays and on weekends the teenagers would go out with their friends this means they are more likely to want to eat inside the café. From my **questionnaire** I can see that my target group of teenagers prefer **sweet** products with **low calories**.



What are their Dietary Needs?

Teenagers take many things on the **nutritional table** into consideration when purchasing foods. Most teens look at the **sugar** and **fat** contents. Many of them choose to take more notice of these as they are dieting or maybe just want to lead a healthier life. The teenagers may also have dietary needs such as **allergies** like **nut allergies, lactose intolerant** or they may need a **calorie controlled diet**. By looking at my questionnaire there is not any dietary needs but I would still need to take it into consideration.

Nutrition	Daily Amount (approx.)
Energy kcal	2110kcal
Protein	45g
Carbohydrate	250g
(of which sugars)	53g
fat	77g
(of which saturates)	23g
Fibre	12g
Iron	15mg
Salt	4g



What are their Ethical & Environmental concerns?

In my product I would make sure that I used **Fairtrade** and **British** ingredients, this is due to the questionnaire results I received from my **target customers**. Ingredients that I could consider these in are flour, chocolate, meats, fruits and vegetables.

Slide 7 - Analysis of Research

- The aim of this page is to pull together all of your research and identify;
- What research you did?
- What you have learnt?
- How you will use this new knowledge to design your new product?
- There are two different examples on the next slides or create your own layout

Analysis of research

Design brief – To research relevant factors relating to nutrition that will help me to produce a new product that links to my design brief.

Target group = Family of 4

Name of research Interview

Aim of research

To ask the person that is responsible for buying the food each week, e.g. do you make or buy desserts or main courses or how much do you spend on food each week.

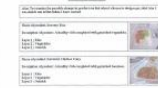
What I learnt

I have learnt that families make main courses and normally buy their desserts. I have found out that not many families have a vegetarian in their family.

Specification point

- It may Be put into a graph
- It will Appeal to parents

Justification



Name of research Mood Board

Aim of research

To research what main meals and desserts are available and to examine different types of decoration and garnishes which enhance the appearance of food.

What I learnt

Most foods are colourful. Most foods have a garnish e.g. a mint leaf or coriander, or a decoration e.g. sprinkled chocolate and fruit this will enhance the food.

Specification point

- It may Have a garnish or decoration
- It will Be colourful



Name of research Questionnaire

Aim of research

To find out information relating to healthy food. I will ask 15 people 9 questions and use the information to help me to produce a healthy product that could be sold in a retail outlet.

What I learnt

That most people would pay less than £5 for a Main Course, but under £5 was the most popular. That not many people that I surveyed have a vegetarian in their family.

Specification point

- It may Cost up to £5
- It will Have graphs to show data



Name of research Garnish + Decoration

Aim of research

To research into different garnish techniques that could be used to enhance the appearance of main courses.

What I learnt

I have learnt what different things you can decorate desserts with e.g. cherries or Butter Cream, or a mint leaf and tomatoes. Also how decoration and garnish improves the appearance of the food.

Specification point

- It may Be decorated
- Be Garnished
- It will Be colourful



Name of research Internet research

Aim of research

How to use the internet to research the supermarket and how to compare products and evaluate the competition for our food.

What I learnt








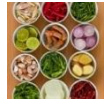
I have learnt about special requirements e.g. nut allergies or gluten free. I have also learnt about the advantages and disadvantages of using the internet for shopping at the supermarket.

Specification point

- It may Weight under 500g
- It will Be healthy



Research Analysis

	What have I learned in my research about.....	Which pages in my research did I find information out about this? (Shop report/competitor report/questionnaire/target market profile)	How can I use this information in my project?	Image or Logo relating to this.
A	Aesthetics. What have I learned about how a Café product should look?	I learnt through my Questionnaire page 5 research that my product should look appetising for the wide variety of customers mainly teenagers.	I will consider things that can make my product attractive, I could decorate cakes with different buttercream, icing or even chocolate drizzles . If I was baking with pastry I could consider frilling the edges and making sure it's an even bake so it looks appealing. I can also use the information that it's aimed at customers I can make it Brighter colours or more fun to look at so it's attractive .	
C	Customer. What have I learned about my customer? Do they want low fat/low sugar/high fibre/ low calorie?	I have learnt from my research that customers prefer British foods as well as Fairtrade and low fat .	This means I can use this information to decide what ingredients I will use to make things for example, British raspberries or Fairtrade chocolate and sugar. I can also use this information to develop a product which is lower in fat as well as being tasty and attractive.	
C	Cost. What have I learned about cost?	I have learnt that <u>if the price of a product is a lot then people may buy it expecting the best ingredients and quality.</u>	I can use this information by budgeting accordingly to my project recipe. By not spending too much preparing it on ingredients as it means a higher price to sell it to get me a profit. I should use this information to indicate which ingredients would be more appropriate.	
E	Ethics & Environment. What I have learned about my customer views?	I have learnt that people feel better about themselves buying products that support things like the Fairtrade farmers.	I can think about the ingredients that are going into my product and how it's made. I may want to use Fairtrade ingredients such as chocolate and sugar or mention on the packaging about money going towards charity. The product in my project must be good towards the environment.	
S	Size & Shape. What have I learned about size and shapes of products available?	The size of products available depends on the time of day people want to eat. My research shows there are many small snacks.	With this information I can start to think about appropriate sizes of food snacks, whether they will be sweet or savoury. They may prefer it to be round and petite or square, sliced or even little bite sized blocks. I can use the information from my research to make considerations about a good product size.	
S	Safety. What have I learned about safety of products (e.g.. allergies etc.)	I have learnt that people with allergies generally stay away from products that they do not know the content of as they could be unsafe.	This can help me to decide the ingredients or the type of product I will make. I can take note of the fact that many people have nut allergies. This means I should avoid products that include nuts or things like that. I can also link this to what the customer likes and instead of using nuts for fibre I can use the WHOLEMEAL version of things which is healthier.	
F	Function what have I learned about the functions of products? Do people want snacks/meals/	I have learnt that people would prefer a product to fill them up with a cup of tea.	This means I can think about what snacks cafes already have to offer and see the most favourable products. From my questionnaire I can see that sweet snacks after lunch are the mode , so people prefer snacks later in the afternoon which are sweet.	
M	Material. What healthier alternatives have I found I could use in my products?	I learnt in my products already available research that many free-range materials are used in products as well as British ingredients.	I can use the information that many people have dietary needs like Nut free and gluten free products to help me think about the materials I would use in my end product. I can consider about the amount of materials I am using to reduce costs and unhealthy ingredients .	

Research Analysis

Chosen theme research

I learned that:

1. what they sold e.g. they sell lots of things ranging from sweet products—biscuits and bakes, to savoury products-pasties and bakes.
2. what their moral, social and ethical views are:-they sell **dolphin friendly tuna** for their sandwiches also they sold **100% Fairtrade** products e.g. coffee, tea, apple juice and orange juice. And they sell sandwiches including **free range eggs**.
3. Also who their customers are such as, families on a budget, workers e.g. builders also secondary children as Greggs offer meal deals.
4. What healthy and unhealthy products they sell e.g. double chocolate muffin and chicken and bacon layered salad.

I could use this information in my project by

1. As I wouldn't want to make a product they already sell.
2. I could use some of these ingredients to help with the **social, moral and ethical** views,
3. I could make a product for the popular customer e.g. children.
4. If I was making an unhealthy product I would have to consider what unhealthy products are already available-vice versa.

Target Market Profile (P.6)

I learned that:

1. Greggs target market profile is families on a budget as it is cheap, also early workers.
2. More than 1/5 of the parents who I surveyed marked that **reduced sugar** was important as it could lead to rotting teeth, also that **fat** is important as well.

I could use this information in my project by

1. Considering that I will have a similar target market as I am doing children 4-10 years.
2. My final product will be **reduced in sugar** and in **fat** as my target market think that is important.

Next I will complete my design specification.

Customer Questionnaire (P.5)

I learned that:

1. Most of the people who answered the questionnaire thought that in question 1 that **Fairtrade** was important to them (for their children.)
2. I also found out that they think in question 2 **reduced sugar** is important for their children.

I could use this information in my project by

1. I will consider making a product including **Fairtrade** ingredients e.g. chocolate, bananas.
2. Considering to use **less sugar** as possible in my product as if I am doing a product for children I don't want them to get hyper especially when they have noted that a product what is **reduced in sugar** is important to them.



Competitor Foods Available (P.4)

I learned that:

1. In Greggs a sweet product what are already available are a toffee crunch slice and a savoury product what is already available is a sausage roll.
2. That Starbucks' desserts look more delicious but are more expensive.

I could use this information in my project by

1. If I make a sweet product it will not be a toffee crunch slice or if I make a savoury product it will not be a sausage roll.
2. I will try and make my product look as attractive as Starbucks but not as expensive (as much as a Greggs product.)

Summary

Within the course of my research, I have found a lot of information regarding my target market and the company at which my product will be sold at. Also the cost, dietary needs of my target market and ethical foods all need to be considered when I am making my product, in order to be successful.

Slide 8 - Design Specification

- When writing your ACCESSFMM design criteria you **MUST** start each point;
- **My Product should**and also explain where in your **RESEARCH** you found this information
- “My product should cost less than £2 so that it can be sold at a price of £2-£3 as this is the ideal price range for my target market as shown in my questionnaire.”

Design Specification

<i>Attributes</i>	<i>Points to consider</i>	<i>Measurable criteria</i>
A – Aesthetics (sensory qualities) taste/texture/aroma/appearance	Will the product be sweet or savoury? What does your customer prefer? Look at your research. how should the product look? What flavours? What textures?	From my questionnaire, I can infer that my target market prefer sweet products over savoury products at cafés and they particularly favour cakes. The product must be presented neatly and attractively so that it looks appetising but it does not need to be brightly coloured or in a unique shape. Chocolate, coffee and vanilla are popular flavours amongst my target market and they enjoy products which have a combination of different textures.
C – Cost per unit to make/selling price	Is there a limit? What is the selling price of similar products? What will customers pay? Look at your research	The cost of manufacture should be less than £2 so that it can be sold at a price of £2-£3 as this is the ideal price range for my target market as shown in my questionnaire.
C – Consumer (target group). And name of retail outlet	Look back at your research.	My product must appeal to young adults specifically those who are students and it should meet the requirements of products sold at Costa Coffee.
E – Environment suitability/other SMCE factors	What SMCE factors are your target market concerned about? Look at your research	My questionnaire shows me that my target market are mostly concerned about whether the ingredients in their products are Fairtrade and organic/free range so my product should contain these types of products where possible.
S – Size of product/weight/shape	Are there any restrictions? Specify a general size. Is weight important? What are competitors products?	My product should be individual and handheld as my target market profile tells me that students often eat on-the-go. My product could be any shape as this is not an important factor for my target market but it should be small enough to be able to be carried around easily.
S – Safety (use by date)/food allergies /storage	What warning/advice will there be? Allergy information? Hygiene issues?	My product should be suitable to be stored in a refrigerator cabinet at the counter of the coffee shop. My questionnaire demonstrates that the majority of students are not allergic to anything so I could use ingredients that are common allergens such as nuts and eggs. However, all allergens that I use must be specified on the packaging.
F – Function	What is the purpose of the product? Look at your research. Is it a snack? main meal? Other?	My product must be a snack and a dessert because my questionnaire suggests that target market prefers this type of product from a coffee shop.
M – Material (foods and packaging)/ingredients	Specific requirements such as dairy free. Are they easy to source? What is the nutritional content?	My product could be reduced fat/sugar/salt as many students are conscious about their health and their calorie intake. If I use meat in my product then I could use halal/kosher meat in them so that it can be consumed by Muslims and Jewish people.
M – Manufacture (suitability to manufacture)	What is the scale of production? Batch/mass/continuous flow?	My product must be suitable for batch production.

Slide 9-10 Ideas web or webs

- You need to generate a thought shower to show all of the possible ideas that you could design for your chosen coffee shop. Remember that your ideas need to be suitable for your TARGET MARKET
- If your TARGET MARKET have said they would prefer both sweet and savoury products then generate two webs

Cakes

- Chocolate (White, milk, dark)
- Orange
- Vanilla
- Cinnamon
- Ginger
- Banana (Banoffee)
- Coconut
- Red velvet
- Carrot cake
- Fudge cake
- Victoria sandwich
- Cupcakes
- Layered
- Butter cake
- Cheesecake
- Fruit cake
- Spice cake
- Coffee cake
- Crumb cake
- Loaf cake



Shape

- Rectangle
- Small Tart shape
- Shape of a cupcake
- Mini individuals
- Swirls
- Ovals
- Slices

Analysis:

With the information from the research I did, I can now produce ten well detailed design ideas that fit in with my design criteria. After each practical dish I make, I will use my design specification in order to see what went right with my product, what went wrong, whether my product could be developed further and whether it fits my design brief.

Sweet Ideas

Biscuits and pastries

- Shortbread biscuit
- Chocolate biscuit
- Vanilla biscuit
- Lemon/orange biscuit
- Chocolate chip biscuits
- Fruit biscuits
- Oat biscuits
- Millionaire shortbread
- Viennese biscuits
- Choux pastry profiteroles
- Sweet pizza
- Sweet pies e.g. fruit
- Bakewell tart
- Puff Pastry
- Choux Pastry
- Short crust Pastry



Tray bakes

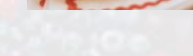
- Flapjack- plain, chocolate, honey, fruit
- Rocky road
- Cereal treats e.g. Rice Krispy squares, Cornflakes.
- Brownies- White chocolate, dark chocolate, milk chocolate, peanut butter, marshmallow, fruit, Nutella
- Cake squares e.g. cheesecake, vanilla, chocolate, gingerbread, carrot, fudge, almond, Eton mess, cherry, fudge,
- Apple crumble
- Fudge cake
- Lemon drizzle
- Millionaire shortbread
- Coconut
- Lemon drizzle cake

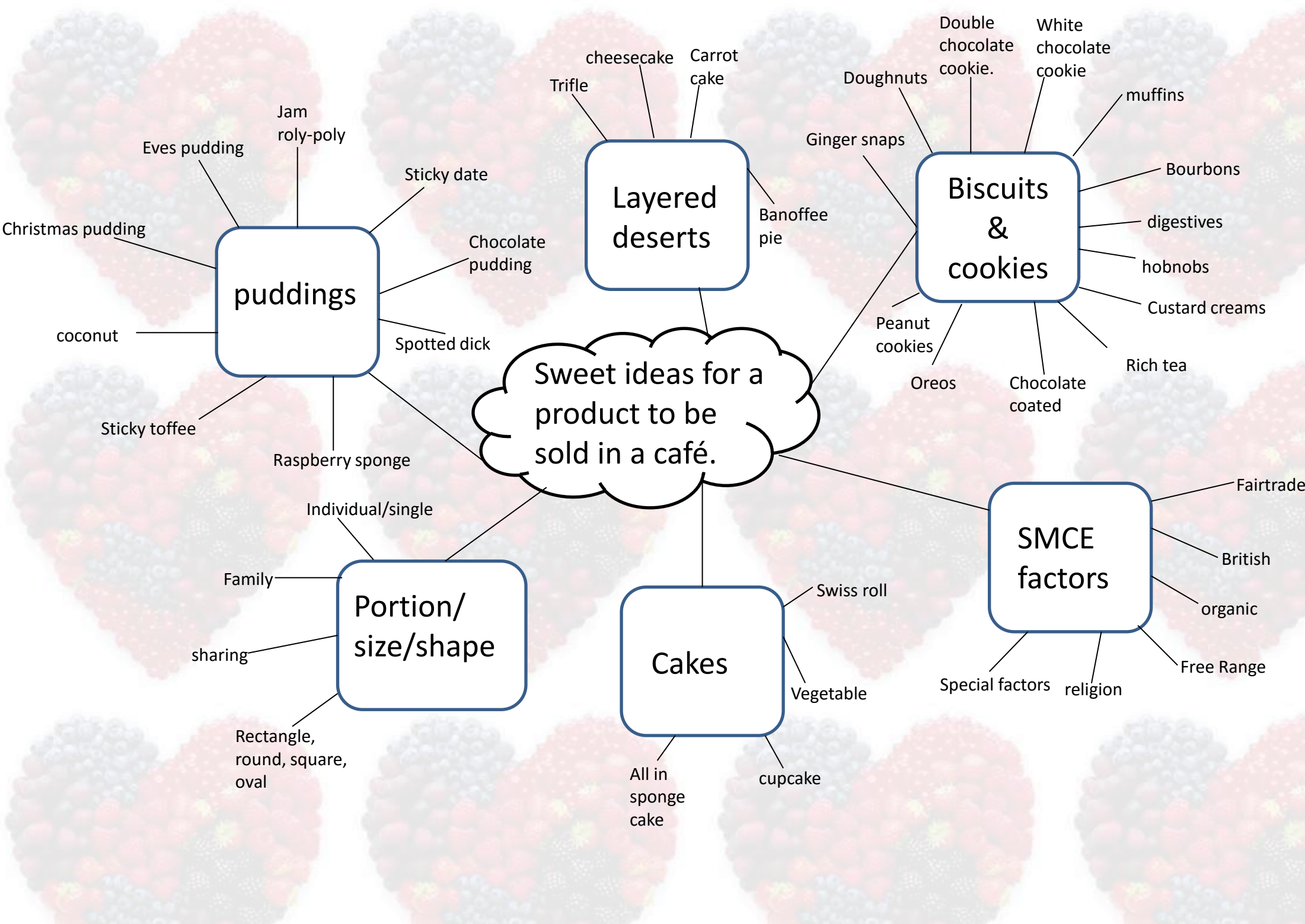
Fillings

- Chocolate (White, Milk, Dark)
- Orange
- Lemon
- Lime
- Cherry
- Strawberry
- Chocolate and cherry
- Nuts (Peanuts, Almonds, Pistachios)
- Toffee
- Caramel
- Raspberry
- Buttercream filling
- Vanilla
- Fudge

Sizes

- Mini
- Slices
- Sharing platter
- Plate made for 2-4 people
- Take out





Sweet ideas for a product to be sold in a café.

puddings

Layered deserts

Biscuits & cookies

Cakes

SMCE factors

Portion/size/shape

- Christmas pudding
- Eves pudding
- Jam roly-poly
- Sticky date
- Chocolate pudding
- Spotted dick
- Raspberry sponge
- Sticky toffee
- coconut

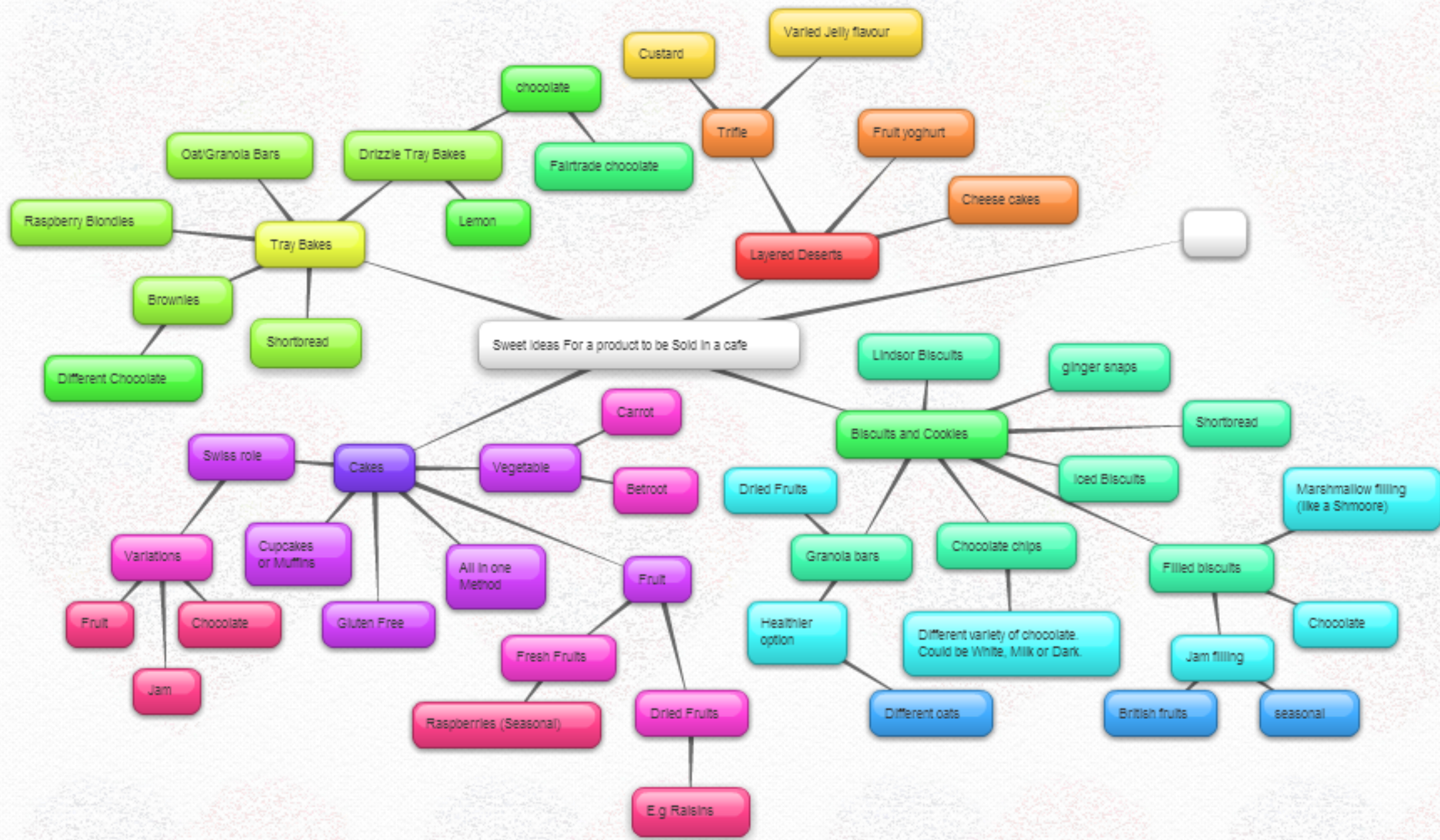
- Trifle
- cheesecake
- Carrot cake
- Banoffee pie

- Doughnuts
- Ginger snaps
- Peanut cookies
- Oreos
- Chocolate coated
- Rich tea
- Custard creams
- hobnobs
- digestives
- Bourbons
- muffins
- White chocolate cookie
- Double chocolate cookie.

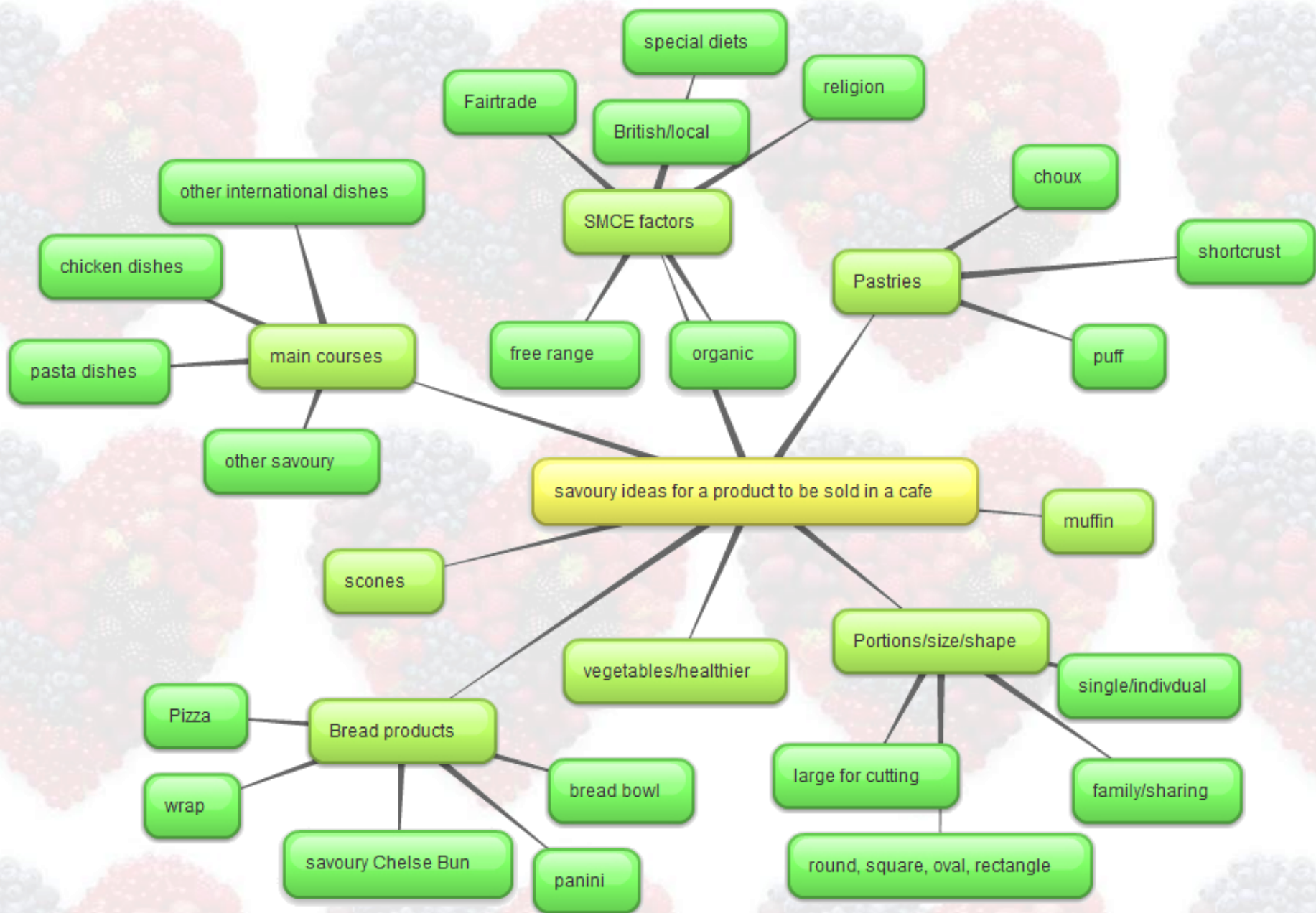
- Swiss roll
- Vegetable
- cupcake
- All in sponge cake

- Fairtrade
- British
- organic
- Free Range
- religion
- Special factors

- Individual/single
- Family
- sharing
- Rectangle, round, square, oval



Analysis:
 With the information from the research I did, I can now produce ten well detailed design ideas that fit in with my design criteria. After each practical dish I make, I will use my design specification in order to see what went right with my product, what went wrong, whether my product could be developed further and whether it fits my design brief.



Analysis:

With the information from the research I did, I can now produce ten well detailed design ideas that fit in with my design criteria. After each practical dish I make, I will use my design specification in order to see what went right with my product, what went wrong, whether my product could be developed further and whether it fits my design brief.

Slide 11-12 Design ideas

- **Initial Ideas - You will be making 6 of these!!**
- The aim of this page is to create 10-12 initial design ideas which fit your design criteria;

Top Tip

For access to higher marks you will need to demonstrate a variety of practical skills – make sure that the 6 products you will be cooking in the test kitchen use a variety of techniques, HIGH LEVEL SKILLS and equipment. Use the skills tables on the next 4 slides to see if you will be demonstrating enough techniques in the dishes you will chose

High range marks *Assessment Criteria 2 & 3: Mark Bands 26 - 32*

Design ideas:

Product 1: Savoury open tarts

Product 2: Savoury choux filled with sauce

Product 3: Mini Pavlova

Product 4: Homemade pasta: tortellini

Product 5: Curried samosas (dough) with spicy dip

Product 6: Stuffed bread plait

Product 7: Pasties in own pastry e.g. rough puff

Product 8: Fruit strudel using seasonal fruits

Design ideas:

Product 1: Individual cheese and sundried tomato jalousie

Product 2: Focaccia bread

Product 3: Caramel and chocolate éclairs

Product 4: Individual Quiche with roasted vegetable filling

Product 5: Lemon meringue cakes (creamed)

Product 6: Mini black forest gateaux (whisked)

Product 7: Viennese whirl biscuits

Product 8: Brandy snap baskets

Design ideas:

Product 1: Lemon meringue

Product 2: Bakewell tart

Product 3: Gateau with ganache

Product 4: Éclairs

Product 5: Homemade rough puff pastry Cornish pasty

Product 6: Chelsea Buns

Product 7: Salmon and dill savoury choux

Product 8: Chocolate roulade

Design ideas:

Product 1: Lasagne

Product 2: Vegetarian pasties

Product 3: Sausage plait with flaky pastry

Product 4: Bread - shaped rolls/ pin wheels - own tomato

Product 5: Fish pie - poached fish, roux piped top

Product 6: Thai green curry with homemade noodles

Product 7: Chicken stuffed ravioli

Product 8: Savoury stuffed pancakes - sauce roux

Bake well Tart TOP 1000s



Skill Level	8
Time	60
Wow Factor	8

#TOPTRUMPIT

Lemon Meringue Pie TOP 1000s



Skill	10
Time	90
Wow	9

#TOPTRUMPIT

Brandy Snap Basket TOP 1000s



Skill	8
Time	30
Wow	9

#TOPTRUMPIT

Viennese Whirl TOP 1000s



Skill	8
Time	60
Wow	8

#TOPTRUMPIT

Vegetable Jalousie TOP 1000s



Skill	10
Time	60
Wow	8

#TOPTRUMPIT

Rough Puff Pastry Pasty TOP 1000s



Skill	10
Time	90
Wow	8

#TOPTRUMPIT

Stuffed Bread Plait TOP 1000s



Skill	8
Time	60
Wow	8

#TOPTRUMPIT

Mini Fruit Pavlova TOP 1000s



Skill	9
Time	60
Wow	9

#TOPTRUMPIT

Savoury Flan Quiche TOP 1000s



Skill	9
Time	60
Wow	8

#TOPTRUMPIT

Choux Pastry Profiteroles TOP 1000s



Skill	10
Time	80
Wow	10

#TOPTRUMPIT

Mid range marks *Assessment Criteria 2 & 3: Mark Bands 19 - 25*

Design ideas:

Product 1: Pizza - own bread dough and sauces

Product 2: Sausage roll - short crust pastry

Product 3: Samosas

Product 4: Lasagne

Product 5: Chicken and mushroom pies

Product 6: Quiche

Product 7: Fruit pie

Product 8: Vegetable curry

Design ideas:

Product 1: Mini quiche - bacon & cheese - short crust

Product 2: Coleslaw with homemade mayonnaise

Product 3: Mini bread based pizzas

Product 4: Savoury roll with rough puff pastry

Product 5: Fruit tartlets with rich short crust pastry

Product 6: Millionaire shortbread

Product 7: Ind. Cheesecakes set with gelatine - biscuit base

Product 8: Cupcakes

Design ideas:

Product 1: Tiramisu

Product 2: Victoria sandwich, buttercream filling

Product 3: Savoury seeded bread (tear & share)

Product 4: Quiche

Product 5: Cupcakes (piped finish)

Product 6: Sausage short crust pastry

Product 7: Gingerbread men

Product 8: Apple pie

Design ideas:

Product 1: Pasta - macaroni cheese

Product 2: Pastry - pasties/pie(rough puff)

Product 3: Bread - pizza own sauce

Product 4: Potato topped - shepherd's pie

Product 5: Rice - curry/risotto (oven baked)

Product 6: Noodles - sweet & sour

Product 7: Batter - Toad in the hole

Product 8: Pastry - cheese and onion flan

Lower range marks *Assessment Criteria 2 & 3: Mark Bands 12 - 18*

Design ideas:

Product 1: Curry

Product 2: Carrot cake/ lemon drizzle/ brownies

Product 3: Soups - minestrone; leek & potato; tomato

Product 4: Scones

Product 5: Crumble

Product 6: Cheesecake - biscuit base

Design ideas:

Product 1: Samosas with standard component filo pastry

Product 2: Skewers of halloumi, veg - simple French dressing

Product 3: Bread individual pizzas

Product 4: Sausage rolls standard component pastry

Product 5: Cup cakes

Product 6: Chocolate shortbread

Design ideas:

Product 1: Scones

Product 2: Flapjack

Product 3: Shortbread

Product 4: Chocolate cookies

Product 5: Sausage roll, standard component pastry

Product 6: Scone based pizza

Design ideas:

Product 1: Pasta with tomato sauce

Product 2: Plate pie/short crust pastry






Product 3: Plain bread rolls/ pizza sauce

Product 4: Cheese and potato pie






Product 5: Savoury slice

Product 6: Flapjack

Design ideas

<p>Pasta and a sundried tomato sauce with fresh basil</p>	<p>Bakewell Tart</p>	<p>Chicken skewers</p>	<p>Chocolate Choux bun</p>	<p>Samosas</p>
				
<p>Ingredients 00 flour, egg, onion, garlic, tomato puree, chopped tomatoes, mixed herbs – oregano, basil and water.</p>	<p>Ingredients Flour, hard vegetable margarine, water, raspberry jam, Caster sugar, egg, almond essence and flaked almonds.</p>	<p>Ingredients Chicken, natural yoghurt, garlic, fresh ginger, ginger spice and tandoori spice powder.</p>	<p>Ingredients Water, margarine, strong plain flour eggs, vanilla essence, double cream, icing sugar and cooking chocolate.</p>	<p>Ingredients Filo pastry, butter, potatoes, peas, Curry powder and fresh coriander.</p>
<p>Analysis of idea Homemade pasta and Tomato sauce would be really good in coffee shop, it's a filling meal that can have a range of variations and flavours. My target audience would also like this product as you can reduce the fat content which is what they're looking for. It can be presented well and in many different ways. The Tomatoes give it colour as well as being the main flavour for the sauce.</p>	<p>Analysis of idea The bakewell tarts would be good in a coffee shop as they can be mini and easy to serve and eat, or they could be a slice from a large pie. The icing on the top and the cherry are aesthetically pleasing, since my target audience are looking for British ingredients with little food miles the fruit and jam could be from a local farm in Britain.</p>	<p>Analysis of idea These chicken skewers are easy to eat and hold. They make a good coffee shop snack as you can have more than one. They can be presented in many ways, and served with different things such as salad. The flavours of the chicken can also be varied to include healthier ingredients to reduce the fat content.</p>	<p>Analysis of idea These chocolate choux buns can be served as mini bites or bigger buns. The flavouring could be altered so British Raspberry icing could replace the chocolate and raspberries could be put in the cream. Not only does that offer different flavours it also reduces the fat content of the chocolate.</p>	<p>Analysis of idea These samosas would be great in a Café, the shape of them could be changed and they could be made into more aesthetically pleasing. The fillings could be changed. The size of these products could be changed to mini samosas. They can be served individually or with for example a selections of dips, like sweet chilli. The peas used in the filling can be 100% British and sourced locally to reduce food miles.</p>
<p>SMCE factors The tomatoes in the sauce can be organic and also local to save food miles. The 00 flour will be Fairtrade, and free range eggs will be used for the pasta.</p>	<p>SMCE factors The jam used will be organic and local. The flour used for the cake and pastry will also be Fairtrade to please the consumers who care about the workers abroad. The egg will also be free range.</p>	<p>SMCE factors To reduce the salt content to fit my target audiences criteria, I am going to replace the salt with herbs and spices. I am also going to cook the chicken in a reduced fat cooking oil.</p>	<p>SMCE factors As my target audience are looking for British food the cream can be local and fresh as well as the flavours altered so I can use British fruit as alternatives.</p>	<p>SMCE factors The fillings of these samosas can be flavoured and seasoned with herbs and spices instead of using salt. The fillings can also be sourced locally and be British.</p>
<p>Ways I could further develop this product: I could change the type of pasta, and develop the flavourings used in the sauce as well as the ingredients and where they are from.</p>	<p>Ways I could further develop this product: I can alter the size and presentation of the tarts. I can also develop the flavours by replacing the toppings and jam. The fat content can also be reduced.</p>	<p>Ways I could further develop this product: I can develop this product by using British sourced ingredients, and test out different flavours the chicken could be. The portion size and presentation can also be developed.</p>	<p>Ways I could further develop this product: I think an important thing to develop would be the fat and sugar content because my target audience are looking for something with reduced fat. The size and can also be developed.</p>	<p>Ways I could further develop this product: reducing the salt for this would be easier too as it can be replaced with herbs and spices. The shape could be developed to something more unique.</p>

Design ideas

Puff Pastry Plaits	Meat and potato Pastry Pie	Swiss Roll	Cheese cake	Lemon meringue pie
				
<p>Ingredients Puff Pastry dough, grated cheese, herbs, cherry tomatoes, onions, milk.</p>	<p>Ingredients Shortcrust pastry, garlic, onion, vegetable oil, minced beef, flour, beef stock, tomato puree, potatoes and an egg to glaze.</p>	<p>Ingredients Eggs, Caster sugar, self raising flour, raspberry jam, double Cream, raspberries, icing sugar.</p>	<p>Ingredients Digestive biscuits, butter, full-fat soft cheese, Caster sugar, natural yoghurt, eggs, lemons, plain flour, raspberries and icing sugar.</p>	<p>Ingredients Plain flour, butter, icing sugar, egg, cornflour, lemon and orange.</p>
<p>Analysis of idea The puff pastry plait can be presented as one whole plait or as slices, from a main plait. The pastry recipe can be changed so it has less salt or fat and so can the fillings. The plait could be served with (if savoury) a small salad or (if sweet) some ice-cream.</p>	<p>Analysis of idea The beef and potato pastry pie is a very filling snack. It can be served as a slice or a whole pie, the fillings are "comfort" food-esque and the Pastry lid is usually decorated. This pie can be served with other foods too.</p>	<p>Analysis of idea Swiss rolls are a really light, fluffy cake rolled with a layer of raspberry jam in between. It is usually served with either ice-cream, cream or the fruit that is the flavour of the jam.</p>	<p>Analysis of idea The Cheese Cake is a combination of the sour lemon and raspberry flavours and the creamy cheese, and sweet digestive biscuit base. The cheesecake is usually served as a slice and with a side of some cream or fruit.</p>	<p>Analysis of idea The lemon meringue pie is a shortcrust pastry casing filled with a lemon flavoured 'curd' layer with fluffy, sweet meringue on top. In a café you would usually be served a slice of this and it is usually served on its own.</p>
<p>SMCE factors The fillings in the puff pastry plait will be organic and Fairtrade, the consumers will know these ingredients were grown naturally. The fat used in the puff pastry will also have reduced salt to make it healthier.</p>	<p>SMCE factors The beef used in this pie will be free-range and 100% British. The potatoes will also be sourced locally, as well as the egg to glaze. The fat used in the pastry recipe should be reduced salt to make this product healthier.</p>	<p>SMCE factors The jam used in this product should be local, and also organic. The fruit it is served with should also be local and organic. Since my target audience are looking for food where they know the animals are treated fairly, the eggs will be free-range.</p>	<p>SMCE factors The Cream used should be reduced fat so the product is healthier, the eggs used should be free-range and the lemons and raspberries organic. The flour used and icing sugar should be Fairtrade to support the workers abroad.</p>	<p>SMCE factors The eggs used in the meringue recipe and the lemon layer will be free range. The lemons used will be organic. The fat in the pastry should be reduced salt and the icing sugar, lemons and oranges will be fair-trade.</p>
<p>Ways I could further develop this product: I can consider the shape and size of this product as it could either be one big plait or it could be individual parcels. I will develop it so it is aesthetically pleasing and will also change the fillings and find new combinations.</p>	<p>Ways I could further develop this product: I can develop the fillings of this product, and explore the different types of meat that would taste nice. The pie could be served as a mini pie or as a slice, I will develop the shape and size of it. I can also consider making it spicy.</p>	<p>Ways I could further develop this product: I can develop this product by trying out new flavour combinations, my target audience are looking for something new so I could try a chocolate flavoured cake with Nutella to incorporate more flavours.</p>	<p>Ways I could further develop this product: The cheesecakes appearance can be developed as it can be served as individual mini cheesecakes. The flavour combinations can also be developed to something more exciting and different.</p>	<p>Ways I could further develop this product: I can develop this product by changing the shape to smaller pies, and even making them square. The lemon flavour throughout the product could be changed to a raspberry flavour. The pastry base could also be altered.</p>

Slide 13 - Justification Table

- The Aim of this page is to select 6 of your initial ideas that best fit your design criteria. One way of doing this is in a Justification table.
- See the next two slides for different layouts

Analysis of Design Inspiration & Design Strategy

I will now compare all the products that I have designed against my design specification criteria to see which product fits my specification the best. I will choose the highest scoring products to make and test further. This will help me decide which product to develop for my final new café product.

	Design Inspiration - 10 Ideas									
Design Specification Point (Copy from P.8)	Cheese cake	Chocolate cookie	Bakewell tart	lemon meringue pie	Doughnut	Cupcakes	Choux Pastry	Rocky Road	blackberry and apple pastry pie	Swiss roll
A- Sweet	☺☺☺	☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺	☺☺☺	☺☺☺
C- £0-£6	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺
C- Teenagers & Adults	☺☺☺	☺☺☺	☺☺	☺☺	☺☺	☺☺☺	☺☺	☺☺	☺☺	☺☺☺
E- British, Fair-trade, Organic/free range	☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺	☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺
S- Hand held	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺
S- Eat there and then	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺
F- Lunch or snack	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺
M- Low fat, low calorie and reduced sugar	☺☺	☺☺	☺☺	☺	☺	☺	☺	☺☺	☺☺	☺☺
M- Batch produced	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺
Total	25	24	25	24	23	24	24	24	25	26

Design Strategy		
My research showed that my target market prefer sweet products. I will make the 6 highest scoring products to test:		
	Product name	How I am going to make this product creative/original
1	Swiss Roll	I am going to add a combination of flavours to the middle of the product.
2	Cheesecake	For this product I will add chocolate to the biscuit base, Oreo cream to the filling and Oreos to decorate.
3	Bakewell tart	I am going to add fruit to this products filling so it will be a nice fruit combination flavouring.
4	Lemon meringue pie	For this product I will add grated chocolate or fruit to the top of the product to add extra flavouring.
5	Choux Pastry	I am going to mix together two different types of chocolate to drizzle over the choux pastry.
6	Blackberry and Apple pastry pie	I am going to make this product creative by doing strips of pastry over the top for design.

Analysis: From the 10 ideas above I have chosen to make the following 6 products cheesecake, Bakewell tart, lemon meringue pie, choux pastry, blackberry and apple puff pastry pie and Swiss roll.

I have chosen these products because all the products score a overall 3/3 for the sweetness of the product. They all also score a 3/3 for the product being in the pricing range, 2/6 of the products score a 3/3 for customer the rest still score a pretty good 2/3.

Another reason why I have chosen these products is because 5/6 of the products all scored 3/3 for the for the ethical i.e. Fairtrade side of the product, there for only one scored 2/3. All of the products I choose again scored a impressive 3/3 for both size and eat there and then. They also all scored 3/3 for function which lunch or snack falls under. The products didn't score as well in materials as non of the products scored 3/3 but 4 out of 5 of the products scored a not so bad 2/3, but the 2 of the products scored a not very good 1/3. This is because the products didn't meet the target markets targets if low fat, low calorie and reduced sugar. Finally all the products scored a great 3/3 for them being batch produced.

Overall the cheesecake scored 25/27, the Bakewell tart scored 25/27. The lemon meringue pie scored 24/27 as did the choux pastry, the blackberry and apple pie scored a good 25/27. But the Swiss roll scored the highest which was a great 26/27.

Justification of Design Ideas Table

I will now compare all the products that I have designed against my design specification criteria to see which product fits my specification the best. I will use the highest scoring product as the product that I will test/make further. This will help me decide which to develop for my final product.

	Aesthetically pleasing	small hand held	Interesting flavours	Tastes nice	Smells appetising	A smaller version can be made	Products all look the same shape and size	Low in fat	Has nutritional value	Isn't expensive to make	Low food miles	Fairtrade products can be used	Total Score Out of 60
Pasta and a sundried tomato sauce with fresh basil	4	1	3	5	5	2	4	3	4	5	5	5	46/60
Bakewell Tart	5	5	3	4	2	4	5	3	2	4	3	3	43/60
Chicken skewers	3	4	4	5	4	3	4	5	4	3	3	3	45/60
Chocolate Choux bun	4	5	4	5	4	3	3	3	2	4	5	5	47/60
Samosas	5	5	5	4	5	3	4	3	4	3	3	3	47/60
Puff Pastry Plaits	5	5	4	5	5	5	4	4	4	5	3	5	54/60
Meat and potato Pastry Pie	4	4	4	3	3	5	4	4	3	3	3	4	44/60
Swiss Roll	5	5	4	5	5	5	4	4	3	4	5	5	54/60
Cheese Cake	5	4	3	5	4	4	4	3	3	5	4	5	49/60
Lemon meringue pie	5	2	3	5	5	3	3	2	3	4	4	5	44/60




Analysis:

All the products apart from around three tasted delicious, which made me reconsider developing them, The top 2 scoring products out of 60 were the puff pastry plaits and the Swiss roll. I have come to the conclusion that going down the road of a puff-pastry product may be the best solution for me as it can be developed a lot. The Cheesecake also scored high, when checking it with my design specification criteria so I will think about this.




Slides 14-20

- Next you will make the 6 ideas that score the highest and record your findings on the next 7 slides







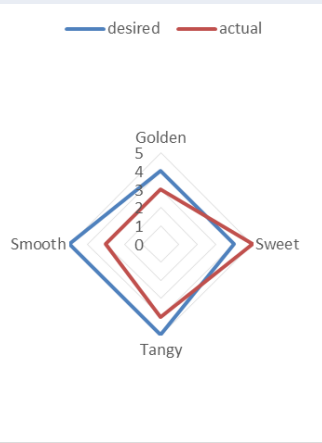
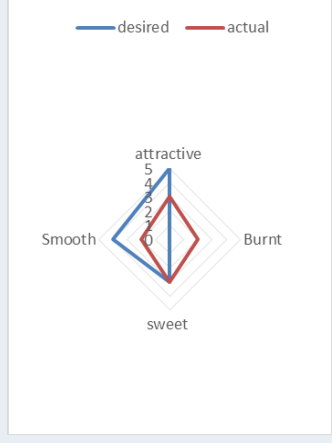
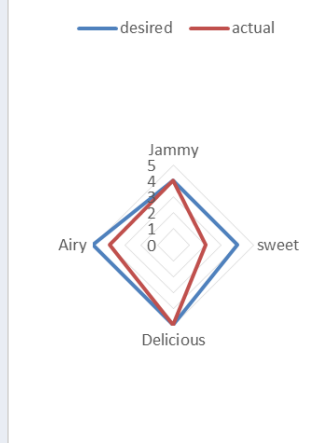
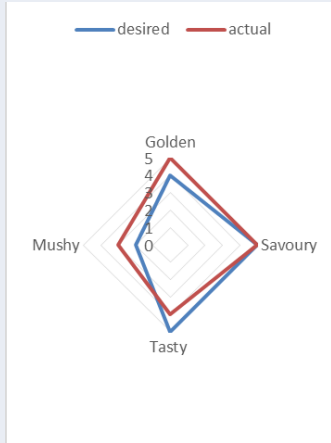
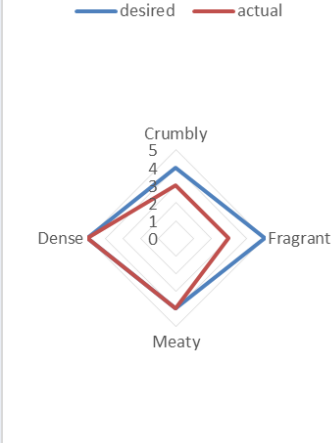
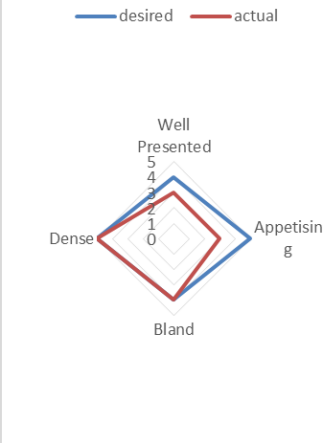
Analysis of tested Design ideas - photograph, function of ingredients, description and presentation

Bakewell Tart	Puff Pastry Plaits	Chocolate Choux bun
		
<p>Ingredients used</p> <p>Self-Raising flour</p> <p>Jam</p> <p>Sugar</p> <p>Almond Essence</p> <p>Function of 4 main Ingredients used</p> <p>This helps to absorb the fat and sugar from the rest of the cake mixture giving it more form.</p> <p>Makes the product sweet, gives it a nice taste of whatever kind of jam it is e.g.. Strawberry.</p> <p>Makes the product sweet and gives the cake in the middle more flavour, keeps mixture together.</p> <p>Give the product its known flavour of almonds.</p>	<p>Ingredients used</p> <p>Tomato Sauce</p> <p>White vegetable fat</p> <p>Plain Flour</p> <p>Cheddar cheese</p> <p>Function of 4 main Ingredients used</p> <p>This gives the product its individual flavour, it works well along with the other ingredients.</p> <p>This is a lot healthy than animal fat or lard, and also makes the product suitable for vegetarians.</p> <p>Helps absorb the vegetable fat Gives the pastry form and holds it all together.</p> <p>This ingredient gives the product calcium. As the cheese sprinkled on top melted fast it gives the product a bitter taste.</p>	<p>Ingredients used</p> <p>Sugar</p> <p>Whipping Cream</p> <p>Milk chocolate</p> <p>Eggs</p> <p>Function of 4 main Ingredients used</p> <p>Makes the product sweet, giving the product more flavour. Also it keeps all the mixture together and un plain.</p> <p>Adds tastes, texture and flavour creating a more enjoyable snack. Vitamins A and D.</p> <p>This is too decorate and add flavour.</p> <p>Adds colour, flavour, holds air when whisked, binds ingredients together, adds nutritional value.</p>
<p>Description of product</p> <p>The Bakewell Tart is an English confection consisting of a short crust pastry with a layer of jam and a sponge using ground almonds.</p>	<p>Description of product</p> <p>Layers of golden coloured puff pastry, plaited evenly with a tomato filling and Cheese.</p>	<p>Description of product</p> <p>This airy choux pastry is filled with a thick whipped cream and dipped in melted Milk chocolate.</p>
<p>How this product could be presented</p> <p>A slice of this tart served with a dollop of cream on a plate with raised edges, maybe served with fresh fruit for example raspberries.</p>	<p>How this product could be presented</p> <p>Would be served on a plate with a handful of salad leaves, or with a freshly prepared salad.</p>	<p>How this product could be presented</p> <p>It could be presented with many other Chocolate choux buns on a plate for sharing or as an individual snack.</p>




Analysis of tested Design ideas - photograph, function of ingredients, description and presentation

Swiss Roll	Cheese cake	Pastry Pie
		
<p>Function of 4 main ingredients</p> <ol style="list-style-type: none"> 1. Flour - This forms the Main structure of the product due to its gluten content. 2. Sugar - Sweetens the Swiss roll, Develops Flavour and Increases bulk. 3. Jam - Adds Flavour, sweetens and holds together the Swiss roll. 4. Egg - Adds colour, holds the air when whisked and binds all of the ingredients together, it also adds to the nutritional value. 	<p>Function of 4 main ingredients</p> <ol style="list-style-type: none"> 1. Butter - This holds bubbles during mixing to create texture and volume, it also holds together the crushed digestive biscuits. 2. Lemon - Adds fibre, colour and flavour adds nutritional value with Vitamin C. 3. sugar - The sugar sweetens the cheese and also develops the lemon flavour. 4. Double Cream - This is to help provide the Creamy flavour in the cheesecake, it also thickens and adds volume. 	<p>Function of 4 main ingredients</p> <ol style="list-style-type: none"> 1. Flour - Adds bulk to the mixture and forms the main structure of the pastry because of its high gluten content. 2. Eggs - Binds the flour and butter together, adds colour and was also used for glazing the pie so it would be golden once cooked. 3. Water - holds the mixture together and makes it easier to roll out and shape the pastry. 4. Beans - Add fibre to the pie, as well as a small amount of protein and texture.
<p>Description of product</p> <p>A Swiss Roll is a light sponge cake rolled filled with Jam or Buttercream, in some places it is called a roulade.</p>	<p>Description of product</p> <p>A cheesecake usually consists of Two layers one being thinner and commonly digestive biscuits and butter and the other being a thicker, creamy layer of cream cheese (or Ricotta) Double cream and a specific flavour.</p>	<p>Description of product</p> <p>a savoury pie made with short crust pastry with a filling of baked beans and minced beef.</p>
<p>How this product could be presented</p> <p>This product could be served on a plate with some fresh cream and berries for e.g.. Raspberries or Strawberries.</p>	<p>How this product could be presented</p> <p>A slice of cheese cake could be presented on a plate either on its own or with ice-cream, fresh cream or a fruit coulis that goes with the specific flavour.</p>	<p>How this product could be presented</p> <p>This could be served as a mini pie with a salad or some potato wedges at the side, or it may be sliced and shared out between people.</p>



Analysis of tested Design ideas - star profile, sensory analysis and testers comments

Cheesecake	Chocolate choux bun	Swiss Roll	Puff Pastry	Short crust Pastry Pie	Bakewell Tart
					
 <p>—desired —actual</p> <p>Golden 5 4 3 2 1 0</p> <p>Smooth Sweet Tangy</p>	 <p>—desired —actual</p> <p>attractive 5 4 3 2 1 0</p> <p>Smooth Burnt sweet</p>	 <p>—desired —actual</p> <p>Jammy 5 4 3 2 1 0</p> <p>Airy sweet Delicious</p>	 <p>—desired —actual</p> <p>Golden 5 4 3 2 1 0</p> <p>Mushy Savoury Tasty</p>	 <p>—desired —actual</p> <p>Crumbly 5 4 3 2 1 0</p> <p>Dense Fragrant Meaty</p>	 <p>—desired —actual</p> <p>Well Presented 5 4 3 2 1 0</p> <p>Dense Appetising Bland</p>
<p>Sensory analysis/Testers Comments</p> <p>The Cheesecake tasted extremely sweet, it was also very tangy. The texture of this cake was smooth for the cream cheese part but quite a hard base. There was not much of an aroma but there was a sweet smell. The product looked not very golden on top as you can see in the photo since it was a no bake cheesecake, Overall I think this is a good product that tastes really nice, It is also quite filling.</p>	<p>Sensory analysis/Testers Comments</p> <p>These choux buns were delicious, and had a sweet taste, the texture of them was crumbly but smooth, maybe not as smooth as I would have desired them to have been. They smelt caramelized and sweet but not burnt which is good, they did not look as good as I wanted them to be, I think this is due to my inexperience to baking them, after practice I'm sure they would look better.</p>	<p>Sensory analysis/Testers Comments</p> <p>The Swiss Roll looked good, and when I cut them up into slices I think it looked appetizing and jammy. It tasted delicious and sweet, maybe not as sweet as I would have hoped. The texture of the sponge cake was airy and fluffy, it could have been more airy if I whipped the mixture longer to get more air bubbles into it. The Swiss roll smelt eggy which is not good, it also smelt sweet though.</p>	<p>Sensory analysis/Testers Comments</p> <p>These puff pastry plaits looked golden and cheesy, however I think they looked too golden, almost burnt. Next time I can prevent this by putting them in the oven for less time. They tasted flavoursome because of the tomatoes and cheese and they also were very tasty, they could have been tastier though. It smelt savoury and a tiny bit burnt, The texture was quite layered and mushy inside.</p>	<p>Sensory analysis/Testers Comments</p> <p>The shortcrust pie looked crumbly and tasty. It smelt fragrant and like a hearty meal, it could have smelt nicer. It tasted meaty and quite salty, this was not the best aspect of the pie. The texture of the pie was crumbly, not crumbly enough although it was dense which is how it's supposed to be.</p>	<p>Sensory analysis/Testers Comments</p> <p>The bakewell tart tasted delicious, although it was quite bland. It smelt appetizing however it did look well presented. The texture of the pasta was very dense but this can be improved by putting it through the pasta machine on a thinner setting.</p>







Analysis of tested Design ideas - ways to develop, skills used, SMCE factors and QC

Cheesecake	Chocolate Choux bun	Swiss roll
		
<p>At least 3 ways I could further develop my product:</p> <ol style="list-style-type: none"> 1. Nutrition – My target market are looking for low-calorie and reduced salt foods. I can use more nutritious ingredients like whole grain biscuits and Citrusy fruits to provide vitamins. 2. Reducing the Fat content - In order to reduce the fat, I can make the base a much thinner crust and swap full fat digestive biscuits for a reduced fat version. I can also replace the full fat Cream Cheese with a reduced fat version. 3. Improving the flavour - To improve the flavour of the cheese cake I can consider using different fruits or more lemon, then I can develop which flavour people would prefer. 	<p>At least 3 ways I could further develop my product:</p> <ol style="list-style-type: none"> 1. Nutrition – To make this product more nutritious I can replace the chocolate with a healthier low fat or darker 70% COCO CHOCOLATE. 2. To improve the flavour I can use a different filling or flavour the cream for example, Orange flavoured Cream and orange zest sprinkled on the top. 3. I can also change different aspects of the buns like using raspberries and Vanilla Cream or different flavour combinations. 	<p>At least 3 ways I could further develop my product:</p> <ol style="list-style-type: none"> 1. Nutrition – The Swiss roll can be made healthier by replacing the jam with a lower sugar or reduced fat jam, the eggs can be replaced by just 2 egg whites per whole egg, or mashed Banana 75g per egg. 2. There can be variations of the flavours from the traditional Swiss rolls, such as fruit in the filling whether that be buttercream or jam. I can also swap some of the flour for a different type of flavour like chocolate or coffee. 3. I can also change the appearance and make mini Swiss rolls.
<p>Skills used Stirring, mixing, baking, cooling, spreading, weighing, slicing, folding, pouring, squeezing, spooning and cutting.</p>	<p>Skills used Spreading, mixing, weighing, heating, melting, dipping, stirring, baking, cooling and presenting.</p>	<p>Skills used Weighing, baking, stirring, mixing, spreading, spooning, cutting and slicing.</p>
<p>SMCE factors My target market is looking for British ingredients and low calorie foods. Cheesecake is usually suitable for everybody unless they have allergies or are lactose intolerant. There are other issues such as the Cream Cheese being Fairtrade or the biscuit base. The fruit used could be seasonal, or local to help support the local community.</p>	<p>SMCE factors Improved transportation and technology means less reliance on local or seasonal produce which means different chocolate and cream fillings or flavourings. The eggs could be free range, Free range is a method of farming where animals are allowed to roam freely.</p>	<p>SMCE factors The ingredients in the Swiss roll can be free range and Fairtrade, this makes the cake more appealing to my target audience as it shows that this food helps the farmers. The jam inside can be from locals and seasonal flavoured, for e.g.. Raspberries or Strawberries.</p>
<p>QC point to consider All portions should be the same size, and if there is lemon or something on the top, they should all have the same amount of this. The cheesecake base should also be the same thickness all the way through.</p>	<p>QC point to consider The buns should all be the same size and roughly the same shape, they should have the same portion of chocolate or topping on each one and all be cooked through correctly.</p>	<p>QC point to consider The Swiss roll's Jam should be spread evenly over the whole thing. The cake should also be flat and even, all cooked the same. When cutting the slices I need to consider the width and getting them all to be the same size.</p>

Analysis of tested Design ideas – ways to develop, skills used, SMCE factors and QC

Puff Pastry Plait	Short crust Pastry Pie	Bake well Tart
		
<p>At least 3 ways I could further develop my product:</p> <ol style="list-style-type: none"> 1. Nutrition – I can replace the fat in the pastry with a reduced fat version, or an unsalted butter. This reduces the overall fat content. 2. flavour- I could develop this product by changing the fillings, from Tomato and Cheese to different variations such as a different cheese, or added toppings like bacon. 3. shape/size- I can develop the shape of my product, the portion size from my testing was perfect but I could think about changing the shape, instead of a plait, making a pin-wheel. 	<p>At least 3 ways I could further develop my product:</p> <ol style="list-style-type: none"> 1. Nutrition – The short crust pastry recipe could be developed to have a reduced salt amount and less fat. I would make my own short crust pastry and find products with less fat. 2. Fillings – the filling for this pie could be developed from beans and sausages to something with bigger flavours, or added spice. 3. Shape/size- I could develop this pie to be a different shape or to make it smaller, as I felt when testing this product that the pastry was very filling and I wouldn't need a large portion. So by altering the size I could consider making mini pies. 	<p>At least 3 ways I could further develop my product:</p> <ol style="list-style-type: none"> 1. Nutrition – I can develop the nutrition by using a low sugar, or low fat jam. The cake in the base could be fat-free (like the Swiss roll cake) therefore reducing the overall fat content of the product. 2. Flavours – I can develop the flavour of the tart by altering the cake recipe by adding vanilla essence or another flavour. I could change the jam flavour to something more unique or tangy and I could add a flavouring or certain nuts to the pastry instead of almonds. 3. Shape/Size – Like many of my other products I could make this into a smaller version and make a few mini bake well tarts. Or I could change the shape to something more interesting like a square.
<p>Skills used Rolling, spreading, weighing, mixing, plaiting, baking and presenting.</p>	<p>Skills used Rolling, weighing, slicing, baking, slicing and serving.</p>	<p>Skills used Rolling, weighing, mixing, baking and serving.</p>
<p>SMCE factors My target audience are looking for something with reduced sugar and fat too! I can use all British ingredients to make this puff pastry plait and think about reducing salt, and increasing ingredients that would provide vitamins. I should also consider peoples dietary needs such as nut allergies e.c.t.</p>	<p>SMCE factors Like with the puff pastry plait my target audience want something low fat, so I can consider using a reduced fat butter and make sure the filling of the pie is also reduced fat. The filling can also be something with reduced fat and maybe something that contains more nutrition than beans.</p>	<p>SMCE factors This pie contains a lot of sugar, so I need to find a way of using ingredients with less sugar. I may be able to find a reduced sugar or healthier jam and cake recipe. I may also find a different way of constructing the pie so there can be smaller or larger portions.</p>
<p>QC point to consider The products should all be the same portion size and look the same, they should definitely have the same amount of filling and be cooked evenly.</p>	<p>QC point to consider The Pie should be cooked evenly and if I do mini pies they should all be the same size, colour and shape. The fillings should be evenly spread between them and the portion size (if slicing the pie) should be exactly the same.</p>	<p>QC point to consider I would make sure that all of the slices of the tart would be the same, with the same amount of cake and an even layer of jam. The pastry should be cooked evenly and all the way through to avoid the pie being stodgy.</p>

Nutritional analysis of tested ideas

Lemon cheese Cake	Chocolate Choux bun	Swiss roll	Puff pastry Plaits	Shortcrust pastry Pie	Bakewell Tart Pie																																																																																										
																																																																																															
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<p>Nutritional Analysis tested against design specification:</p> <p>This product contains 28g of FAT per portion which means it Red on the traffic light system.</p> <p>This means that I should try and use less fat and butter in the base.</p> <p>Too much of this can lead to a high cholesterol especially if the fats are saturated. This increases a persons risk of heart disease and other problems such as strokes.</p> <p>I could improve the nutrition of this product by changing the salted butter in the base to unsalted butter or vegetable fat margarine.</p>	<p>Nutritional Analysis tested against design specification:</p> <p>This product contains 4.9g of SUGAR per portion which means it is Green on the traffic light system.</p> <p>This means that there is an okay amount of sugar in this recipe, however if the person had more than the suggested portion they may be consuming too much sugar.</p> <p>Too much of this can lead to weight gain and obesity. Sugary food can also cause tooth decay, this is a problem on the rise in the uk.</p> <p>I could improve the nutrition of this product by changing the chocolate on the top to Jam or a less sugary coating.</p>	<p>Nutritional Analysis tested against design specification:</p> <p>This product contains 28g of SUGAR per portion which means it Red on the traffic light system.</p> <p>This means that there is more than the recommended amount of fat in a portion of this Swiss roll.</p> <p>Too much of this can lead to heart disease, strokes and weight-gain leading to obesity, which also brings a huge amount of problems.</p> <p>I could improve the nutrition of this product by changing the sugar to some sort of sugar substitute or something sweet like honey.</p>	<p>Nutritional Analysis tested against design specification:</p> <p>This product contains 13g of SALT per portion which means it Red on the traffic light system.</p> <p>This means that the ingredients and the toppings contain way too much salt for our bodies.</p> <p>Too much of this can lead to salt poisoning or the extra water in our body raises our blood pressure. This creates a greater strain on our kidneys and arteries.</p> <p>I could improve the nutrition of this product by changing the high in salt cheese to a spreadable reduced salt cheese.</p>	<p>Nutritional Analysis tested against design specification:</p> <p>This product contains 285kcal of CALORIES per portion which means it Red on the traffic light system.</p> <p>This means that there's a high amount of energy in this product.</p> <p>Too much of this can lead to our bodies not being able to break down the calories and then they're stored as fat.</p> <p>I could improve the nutrition of this product by changing the puff pastry to another base including less carbohydrate.</p>	<p>Nutritional Analysis tested against design specification:</p> <p>This product contains 21g of FAT per portion which means it is Red on the traffic light system.</p> <p>This means that there is way too much fat in this product, this can be seriously unhealthy for us if we ate a large portion.</p> <p>Too much of this can lead to heart disease, a higher risk of heart attacks or strokes and a high cholesterol.</p> <p>I could improve the nutrition of this product by changing the butter to a reduced fat and salt version.</p>																																																																																										

Justification of Tested Design Ideas Table

I will now compare all the products that I have tested against my design specification criteria to see which product fits my specification the best. I will use the highest scoring product as the product that I will develop further. This will help me to come up with my final product.

	Aesthetically pleasing	small hand held	Interesting flavours	Tastes nice	Smells appetising	A smaller version can be made	Products all look the same shape and size	Low in fat	Has nutritional value	Isn't expensive to make	Low food miles	Fairtrade products can be used	Total Score Out of 60
Lemon cheese Cake	4	3	3	4	4	5	3	3	2	4	3	4	42/60
Chocolate Choux bun	3	4	3	2	4	4	2	3	2	3	3	3	36/60
Swiss roll	4	3	4	3	3	5	4	4	4	3	4	4	45/60
Puff pastry Plaits	5	5	3	5	4	5	5	4	5	3	5	5	54/60
ShortCrust pastry Pie	3	4	5	3	4	3	3	3	3	3	3	4	41/60
Bakewell Tart	4	4	3	2	3	3	2	2	2	4	3	4	36/60

Analysis:

The products I tested against my design specification were a range of different pastry products. One of the most pleasing things I found whilst testing these products was that most of them scored a 5 in the section which tells me if a smaller version can be made. This helps to please my target audience with a "mini-product". The puff pastry plaits scored 54/60 which was the highest which leads me to want to make my final product a puff pastry one, this product choice would also allow Fairtrade ingredients to be used, have low food miles, and be aesthetically pleasing.