

Final report- Pinehurst Wiffle Waffle team

For our project our aim was to design a dry powder-based dairy product, which is either a new range of product or an extension of an already existing range of Easiyo products. We thought this would be a challenging, but also interesting, product to design.

Firstly we researched what dry powdered products were already on the market, so that we could familiarise ourselves with all the different kinds of products out there, and also to see what had already been done and which ones looked most enticing to us. We then had a brainstorming session combining all the ideas we had.

Out of all the thoughts we discussed we narrowed it down to the five ideas we liked the most:

1. The protein/sports drink
2. Waffles
3. Scones
4. Pavlova
5. Yoghurt

We then discussed and researched the positives and negatives of each of these ideas.

To help us to decide which one out of our three choices we wanted to continue our project with, we constructed a survey in which we asked a variety of ages which idea they preferred. From our surveys, we found that the waffle mix was by far the most popular and thus we chose the waffle mix to continue our project with.

From our market research, we found that present food trends are showing that the population is inclined towards healthy eating, so we decided in our kitchen sessions to experiment with a healthy option, and also a dessert or treat option, and by doing this we would be catering for a large proportion of the population.

In preparation for our kitchen sessions we researched and found that most waffle recipes contain: baking powder, flour, salt, sugar, milk, eggs and butter.

Being quick and easy was one of the features we wanted our product to have, therefore we wanted to make our dry powdered mix as self-contained as we possibly could. To achieve this instead of using wet ingredients, we had to use dry powdered ingredients e.g. the egg into a powdered egg form. We researched and found that 12g of egg powder are the equivalent of one egg. Firstly we found a base recipe to structure all of our other recipes from. We then experimented with the different flavours, trying to determine which flavour was the best and which recipe gave the best texture and consistency.

Eventually we came to the conclusion that we liked the idea of a chocolate chip waffle for the dessert/treat and an apricot wholemeal waffle for the healthy option. Overall we really enjoyed the project, it taught us a lot about the processes needed to design a new product in a fun and interesting environment.

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