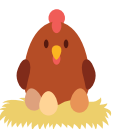


Group Name .....

## Empathise 1: Chosen Audience Empathy Map

Sees:	Feels:	Does:
Daily experiences:		

Chosen audience:
Needs:
Factors affecting their nutritional experience:







Group Name .....

## Quick Quiz

What is your favourite breakfast?

.....

What was your favourite childhood book?

.....

When do you wake up?

.....

Who do you aspire to be like?

.....

What is your current favourite song?

.....

What is your favourite weekend activity?

.....

What is the best memory you have of a time with your friends?

.....

If you could live anywhere else where would it be?

.....

What is your favourite smell in the world?

.....





Stage  
**4**

Group Name .....

## Egg Box Comparison Activity Sheet

Type of eggs	Keywords used	Design of box





Group Name .....

## Eggs for Everyone!

**Target Group:**

Explain why an increased intake of eggs will have a positive impact of your target group's lifestyle.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



Group Name .....

## Food Health and Safety

	Choosing ingredients	Storing ingredients	Health and hygiene	Skills and knowledge of people involved	Use of equipment	Environment or preparation space	Legal requirements
Food preparation at home							
Food sold by a business							



Group Name .....

### Recipe Research

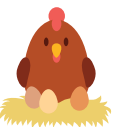
Name of recipe	1.	2.	3.	4.	5.
Type of meal					
Ingredients					
Method					



Group Name .....

## Recipe Research Evaluation

Name of recipe	1.	2.	3.	4.	5.
Time to prepare					
Equipment needed					
Cost of meal/ cost of ingredients					
Transport options					
Nutritional value of meal					
Suitability for focus group. Why? Why not?					







**Group Members** .....

## Creating a Success Criteria

**Our focus group is:**

**Our focus group's need are:**

**A successful meal for this group would include:**

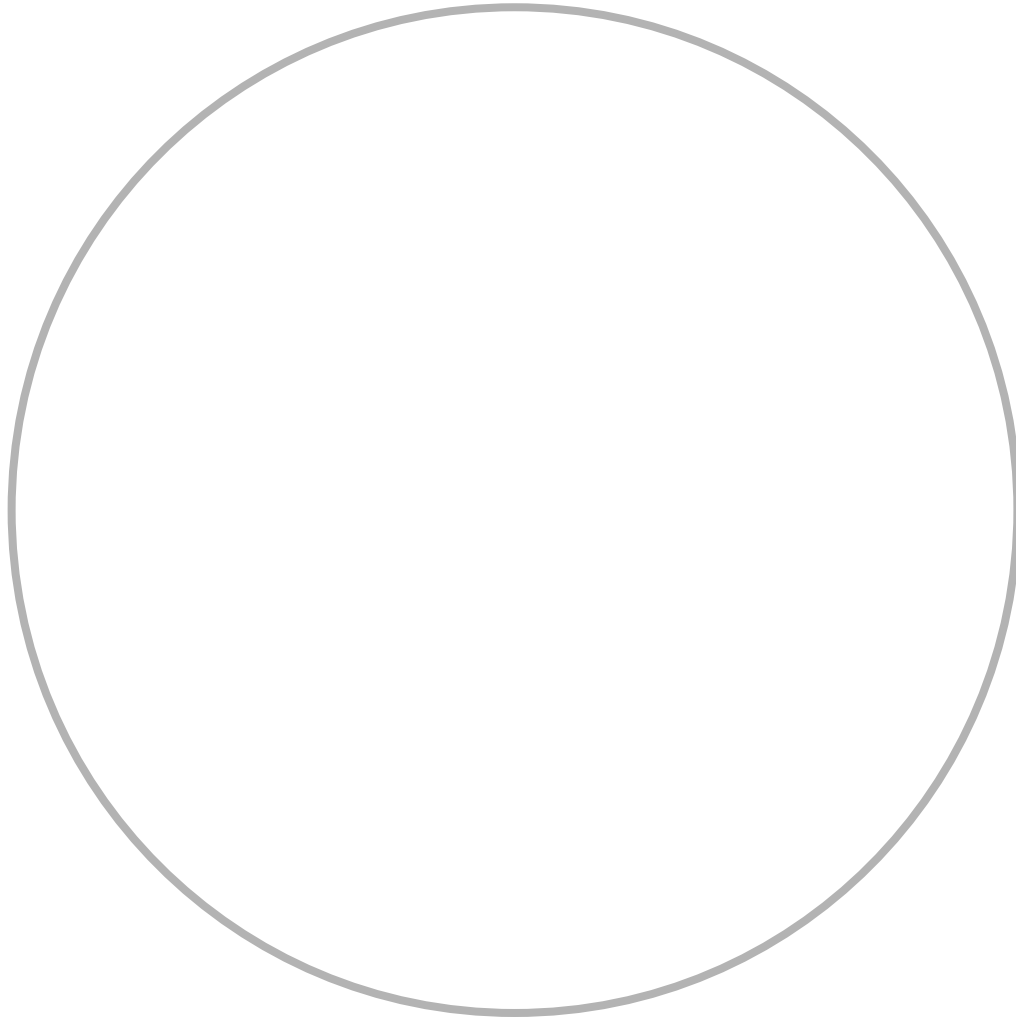




Stage  
**4**

Group Name .....

## Meal Planner



Sketch how you plan to present your product.

**Ingredients and amount:**  
(e.g. 10g unsalted butter)

**Equipment needed:**

**Steps for preparation:**

**Total Calories:**





**Group Name** .....

## Participant Feedback

<b>Main points of feedback from focus group</b>	<b>Changes that will need to be made to the product</b>

