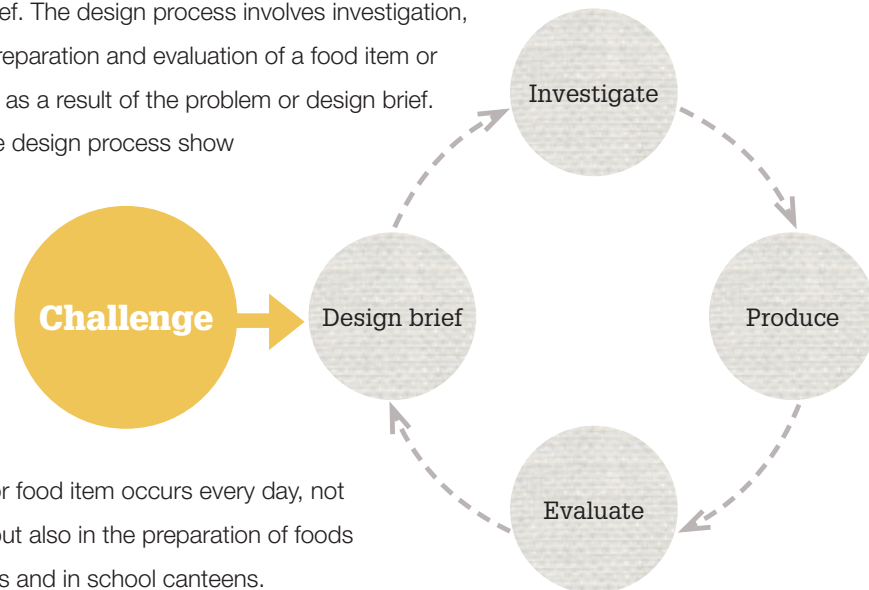


# The design process



The design process is all about problem solving – this problem is often written in the form of a design brief. The design process involves investigation, planning, production or preparation and evaluation of a food item or product that is developed as a result of the problem or design brief.

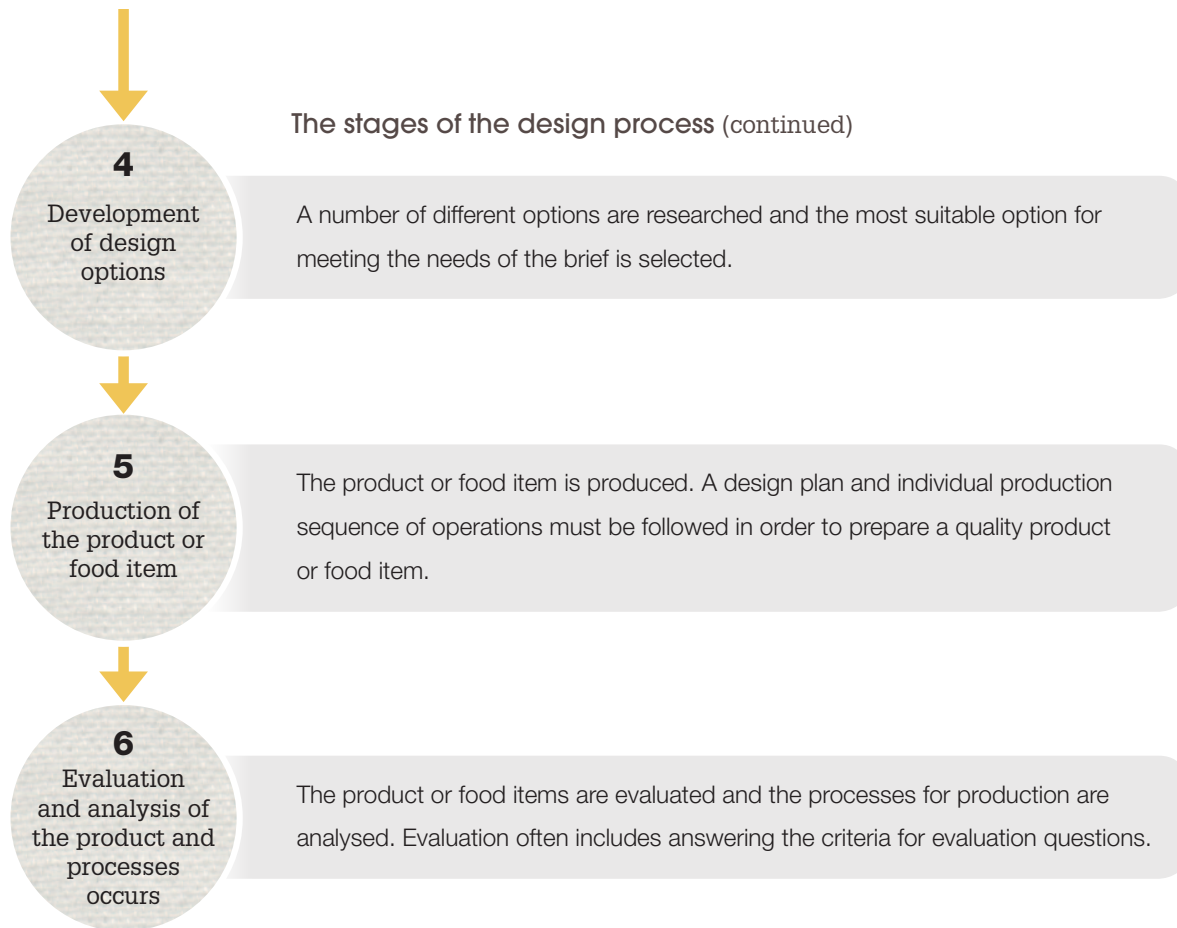
The main stages of the design process show a circular course:



The design of a product or food item occurs every day, not only in the food industry but also in the preparation of foods in the home, in restaurants and in school canteens.

## The stages of the design process





Consider the following design brief developed for a new potato chip. The potato chips must be 97% fat-free, made using 100% Australian potatoes, gluten-free, preservative-free and unique to the Australian market.

This seems to be a very difficult challenge, but when the design process is implemented the product outcome can certainly be unique.



### Design brief

It is Mother's Day and you are going to cook a special breakfast for your mum. In the fridge you have eggs, spinach and milk, along with a few other essential breakfast ingredients. Your mum is in a hurry on this Sunday morning, as usual, as she has to get you and your brother to your local football match. Design a quick and easy – yet special – breakfast for your mum to show her how your cooking skills have developed and to show her that you love her.