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 Investigate product that is developed as a result of the problem or design brief. The main stages of the design process show a circular course: Challenge Design brief Produce The design of a product or food item occurs every day, not Evaluate 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

Problem to be solved or challenge

The challenge is explained or developed as a result of market research. The challenge may simply be 'What will I eat after school today?'



A design brief is developed

The challenge is developed into a design brief that needs to be solved. It clearly defines the aims and intentions of the product required, including any constraints and considerations that need to be addressed. This brief includes some guidelines in the solving of the problem. Criteria for evaluation are developed from this design brief. The criteria for evaluation are questions that are used during the evaluation process to ensure the specifications of the design brief have been met.



3

Investigation and design

The specifications set out in the design brief must be considered. A number of design elements must also be considered and investigated, such as flavour, colour, aroma, texture and price. The resources required to prepare, store or package and market the products or food items also need to be investigated.



(continues)



4

Development of design options

The stages of the design process (continued)

A number of different options are researched and the most suitable option for meeting the needs of the brief is selected.



Production of the product or food item The product or food item is produced. A design plan and individual production sequence of operations must be followed in order to prepare a quality product or food item.



6

Evaluation and analysis of the product and processes occurs

The product or food items are evaluated and the processes for production are analysed. Evaluation often includes answering the criteria for evaluation questions.

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.