

FOOD DESIGN THINKING APPLIED TO THE CONCEPTION OF PROTEIN AND VITAMIN-RICH PRODUCT FOR SENIOR CONSUMERS

RODRIGUES ROCHA M. (1), ALVES SILVA G. (1), PINHO S. (1)

1 University of Sao Paulo (USP), Pirassununga, Brazil

Design Thinking (DT) is a tool used for product development, focused on the relevance of solutions from the point of view of the customer (user), based on empathy, co-creation and experimentation, aiming to generate creative and prototype ideas. User prioritization distinguishes DT from conventional product development models. However, employing such an empathic vision to understand how population aging influences the development of a food is still not a reality. This study aimed to develop a food with high protein and vitamin content, aimed at senior consumers, applying DT fundamentals. The work was divided into stages - empathy, analysis, ideation, prototyping, delivery. In the initial results, 127 answers were obtained from the scanning survey questionnaire, with an exploratory screening character to select the target audience. Non-inclusion criteria were applied, generating a final sample of ten participants for an in-depth, virtual interview with a deep analysis character. A team of designers was formed, who realized the great challenge of practicing otherness, listening empathically, without interfering and/or directing the user's responses. In the empathy phase, it was deeply understood how senior consumers relate to food, brands, through experiences, sensations, pain, needs and two extreme profiles were identified. In the analysis phase, an affinity diagram was set up mapping collected insights, the pandemic (Covid-19) was observed influencing the food life of vulnerable people, even those of higher economic class. A deep investigation questionnaire was applied to ascertain about food consumption and level of understanding of the elderly about proteins. The persona, the challenge and the critical point of the project were identified: to develop a food rich in vitamins and proteins, which connects health and pleasure, softness and crispness and does not "denounce" the consumer's age.