

New Product Development

AgriTech and Food Innovation



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Cofinançat per
la Unió Europea

Subvencionat pel Departament d'Empresa (**Programa Primer**) i amb el cofinançament del Fons Social Europeu Plus

From Idea to Prototype

Innovation Process - Design thinking

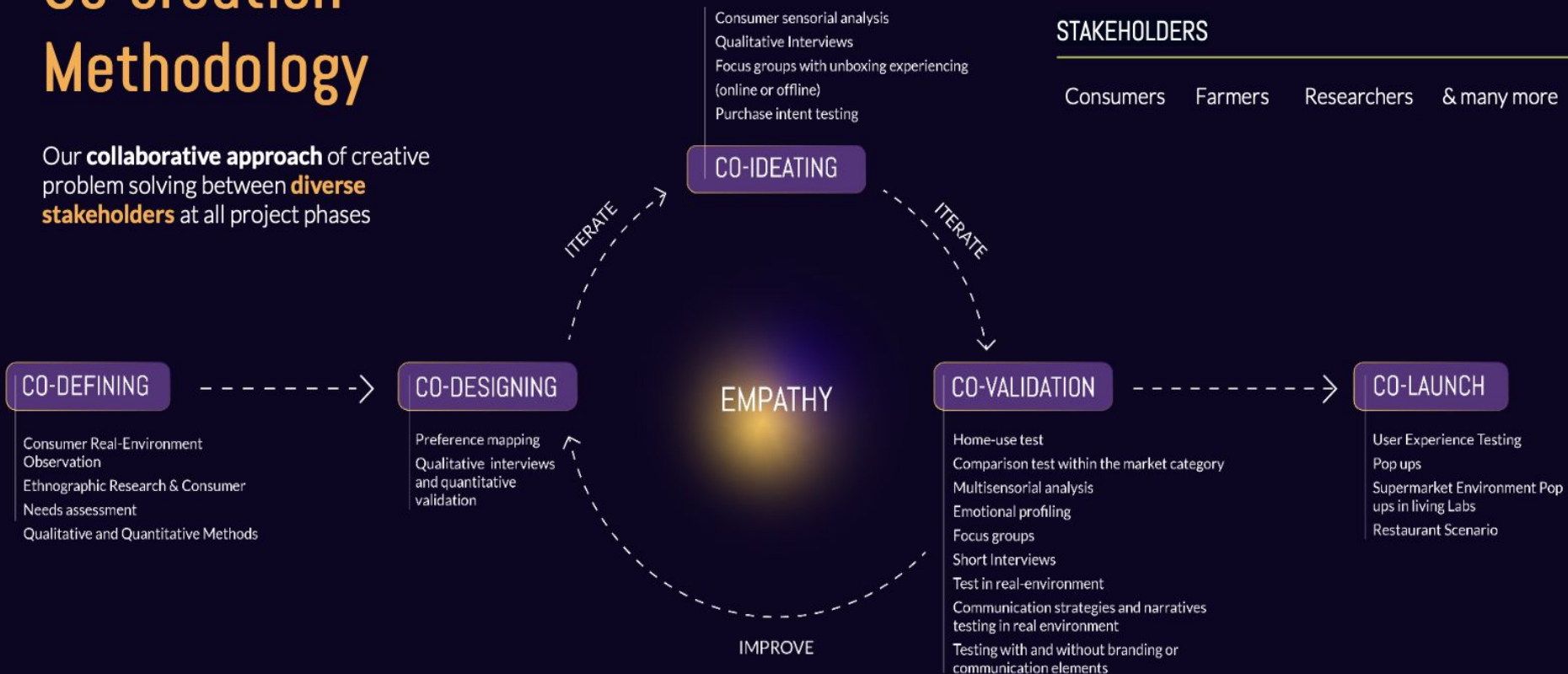
#2



Co-creation Methodology

#3

Our **collaborative approach** of creative problem solving between **diverse stakeholders** at all project phases



It integrates **diverse perspectives** to enhance creativity, efficiency, and impact.

THE TARGET ACTOR.

Who do we think are the people we want to talk to? Who has the problem we want to solve?

List the target you want to talk to here..

THE ENVIRONMENT.

Why do we think it's important to solve the chosen challenge for our environment?

Enter your reasons here..



Problem definition

To truly innovate, it's essential to stop and identify the right question to solve before jumping into solutions to vague problems.

Tool:

- *How might we? Statement*

How might we **ACTION/verb** for a **planetary-social problem for Actor** **while** satisfying his **need/goal?**

Task:

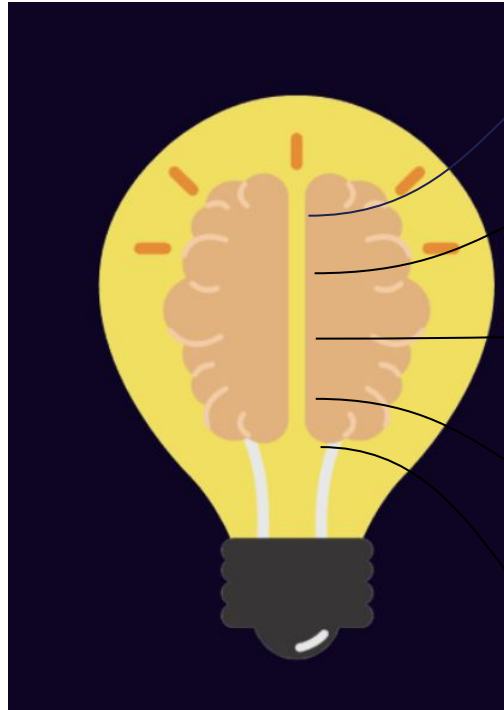
1. Identify a **real challenge** related to agrifood (e.g., sustainability, nutrition, waste reduction, health, or social impact).
2. Define:
 - **The Target actor:** Who experiences this problem?
 - **The environment:** Why is solving this challenge important?
3. Formulate a **“How Might We”** statement:
Example: “How might we create a snack that reduces food waste by reusing vegetable by-products for health-conscious consumers?”

Ideation

Goal: To propose as many creative and relevant ideas as possible to address the specific challenge.

Tool:

- *Brainstorming*



All ideas are welcome

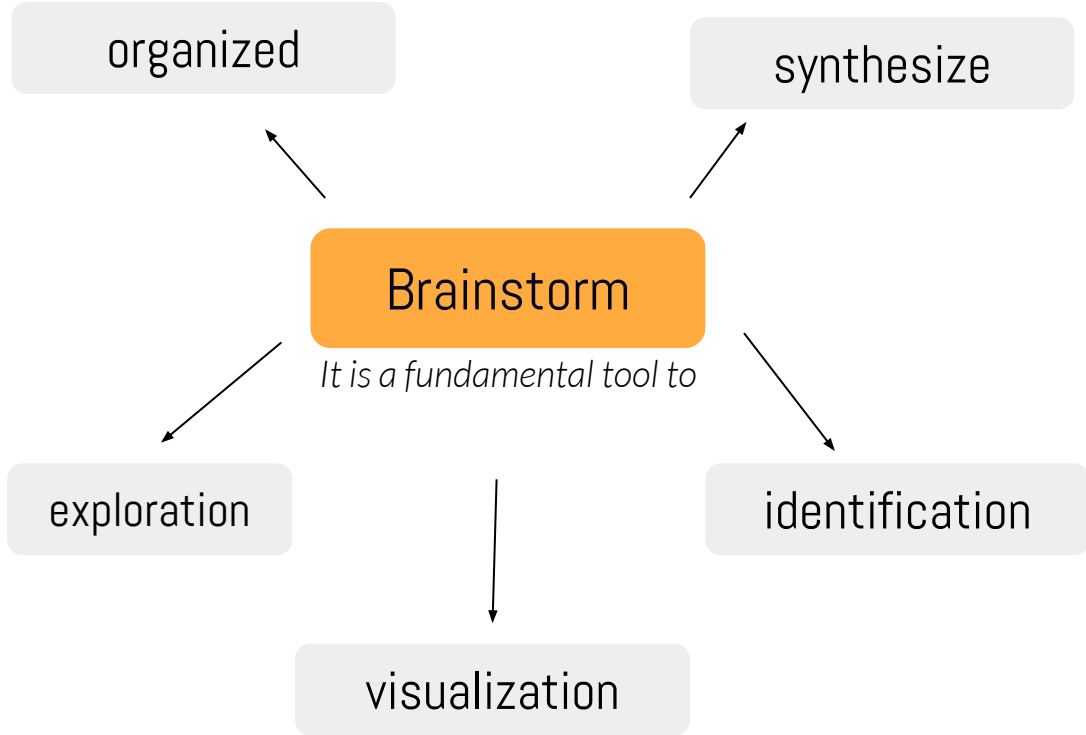
Building on other people's ideas

Visualize your thinking

Generating as many ideas as possible.

Diverge and converge

CREATIVITY



Stimulate innovation and explore the challenge you are working on from all angles.

Task:

1. Conduct a **brainstorming session**
2. Generate **at least 10 ideas** related to your “How might we” question.
3. Highlight the **three most promising ideas** and explain why you selected them (criteria: creativity, feasibility, sustainability, consumer relevance).

Prototyping

Goal: Simulate, transform an idea into something concrete, visible and testable.

Tool:

- *Storyboarding*
- *Testing and Experimenting*

Create a storyboard, create a website, create a physical prototype, make a video



Thinking by doing

Task:

1. Select **one final idea** and create a **prototype concept**:
 - Describe its **composition, ingredients, and preparation**
 - Define **target consumer** and **use context** (when, why, how consumed)
2. Visualize your concept:
 - Create a **storyboard** (show the consumer journey or the product story), or
 - Build a **simple prototype** (mock-up, 3D model, or kitchen sample)



Validation

Objective: Verify whether the idea or prototype truly addresses a real need and works in the intended context.

Tool

- *Feedback Survey, Interview, SM Poll*

Analyze and validate your solution from all points of view

Positives: What aspects do you like the most?

Doubts: What are the aspects that you don't understand or that need clarification?

Cons: What aspects didn't you like?

Suggestions: How can this be improved?

Task:

1. Test your idea or prototype with **at least 3 people**
2. Ask for feedback using these 4 questions:
 - Positives: What do you like most about it?
 - Cons: What do you like least?
 - Doubts: What is unclear or confusing?
 - Suggestions: How could it be improved?