

# F r u i t o t o

A horizontal line composed of several colored segments: dark blue, teal, light grey, teal, and dark blue.

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Fan Bu  
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## Key questions: How does nutrition of products affect consumers preference?

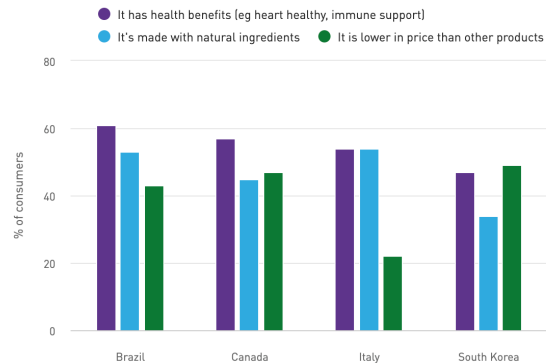
### Trend 1: The health benefits and natural ingredients are vital to foods

Health benefits and natural ingredients are more important factors than low price

Based on research In Brazil, Canada, Italy and South Korea

Adults across markets declared nutrition and affordability to be the key interests of foods

Select markets: top value indicators in food and drink, 2022\*

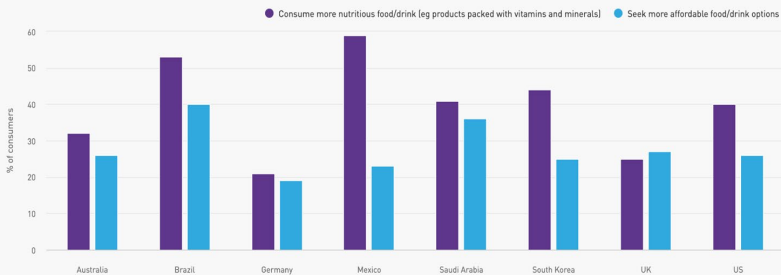


\* taken from Mintel's Global Consumer

Now: nutrition and affordability are key interests for consumers globally

Adults across markets want to consume more nutritious products. Brands that offer nutrition at affordable prices will stand out to shoppers as good value for money.

Select markets: select food and drink aspirations for the next 12 months, 2022\*



\* taken from Mintel's Global Consumer

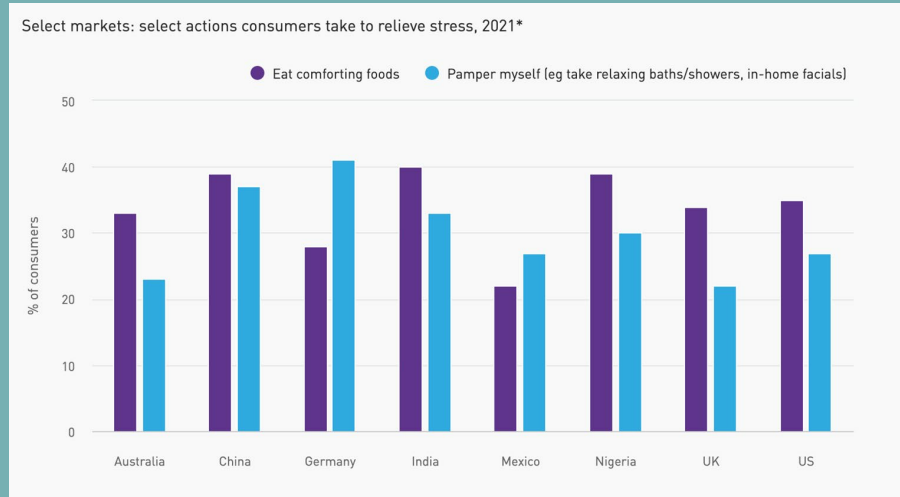
Base: UK, Germany, Brazil: 1,000 internet users aged 16+ in each market; Australia, Mexico, Saudi Arabia, South Korea, US: 1,000 internet users aged 18+ in each market

Source: Dynata/Mintel; Kantar Profiles/Mintel; Offinwise/Mintel, Mar 2022

## Key questions: How important are food and drink in self-care regimens

### Trend 2: Eating comforting foods is now a main action to relieve stress under pandemic

Traumatic global events and ongoing anxiety have transformed selfcare from a guilty pleasure to a necessary coping mechanism. **54% of US Gen Z consumers say setting aside time to relax as part of self-care is more important now than it was pre-pandemic.**



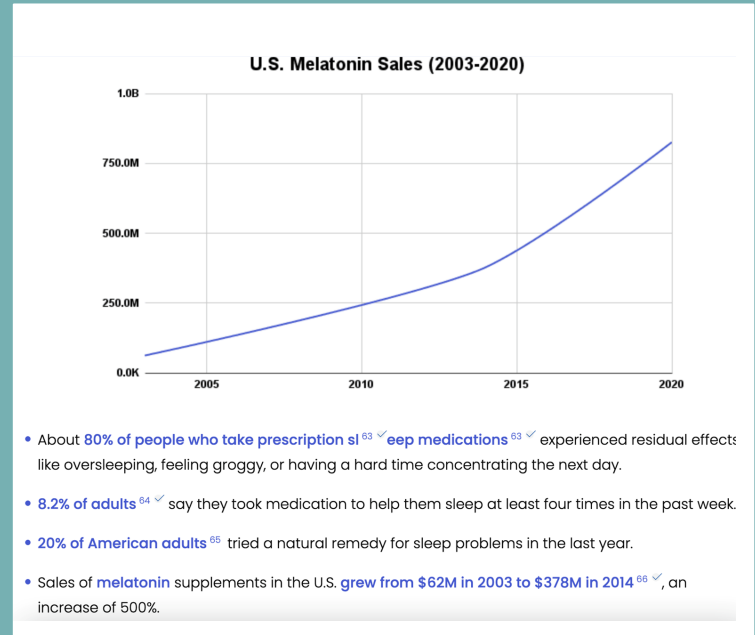
## Key questions: How is the sleep quality for young adult (aged 20-29) ?

### Trend 3: Insomnia is prevailing among young adults

At least one sleep disorder was present in 41.0% of females and 42.3% of males.

Citation: A cross-sectional observational study was undertaken in 1,227 young adults participating in the Western Australian Pregnancy (Raine) Study (2012–2014) to describe the prevalence of common sleep disorders.

### Sales of Melatonin grew 40% yearly in USA



## Research: Interview + Co-design

### Participants Screening criteria:

i) Age

ii) Profession

iii) How satisfied are you with your quality of sleep?

iv) What is your preferred taste for evening unwind snacks?

v) Have you tried functional food or beverages?



Jia 27 Student  
sleep quality: 3  
Fruit/tea  
don't like functional food. Take melatonin sometimes



Sophie 21 Student  
Sleep quality: 3  
Crazy about bubble tea  
Never functional drink



Zane 24 Student  
Sleep quality: 2  
Coffee addictive  
Functional food to help build muscles



Atakan 26 Student  
Sleep quality: 1  
Milk/Yogurt  
Like functional food if ingredient is healthy



Yue 23 Student  
sleep quality: 2  
cola/chips  
like drinks with sparkling feeling



Yiping 23 Student  
sleep quality: 2  
fruit/yogurt  
don't like functional food. sometimes drink wine



Jeremy 24 Student  
Sleep quality: 3  
Any drinks  
Energy drink after sports

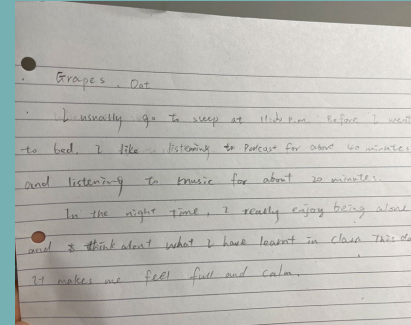


Cindy 23 Student  
Sleep quality: 3  
Fruit drink  
No functional drinks

## Research Method:

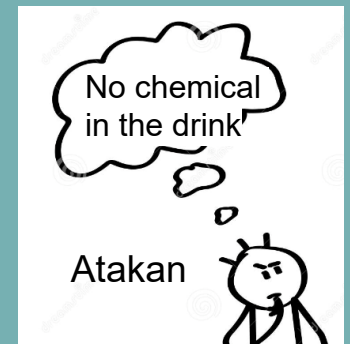
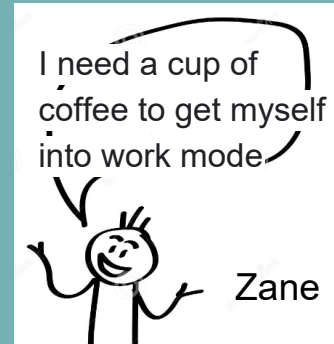
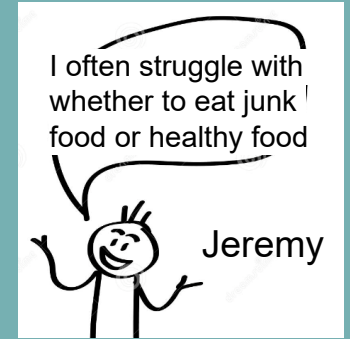
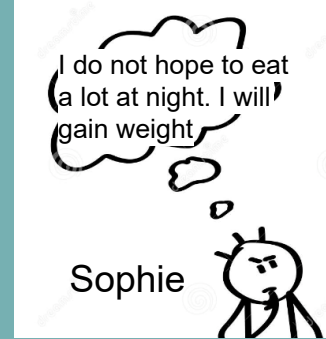
Keep evening diary for 3 days and take photo of the refrigerator

Co design product



## Key Insights

1. Contradictions between health appeal and enjoyness
2. Habit working at night rather than morning
3. Emotionally addictive to something
4. Concerns about side effects of functional drinks
5. Worried about gaining weight if eat a lot at night.



## Clusters → Opportunity:

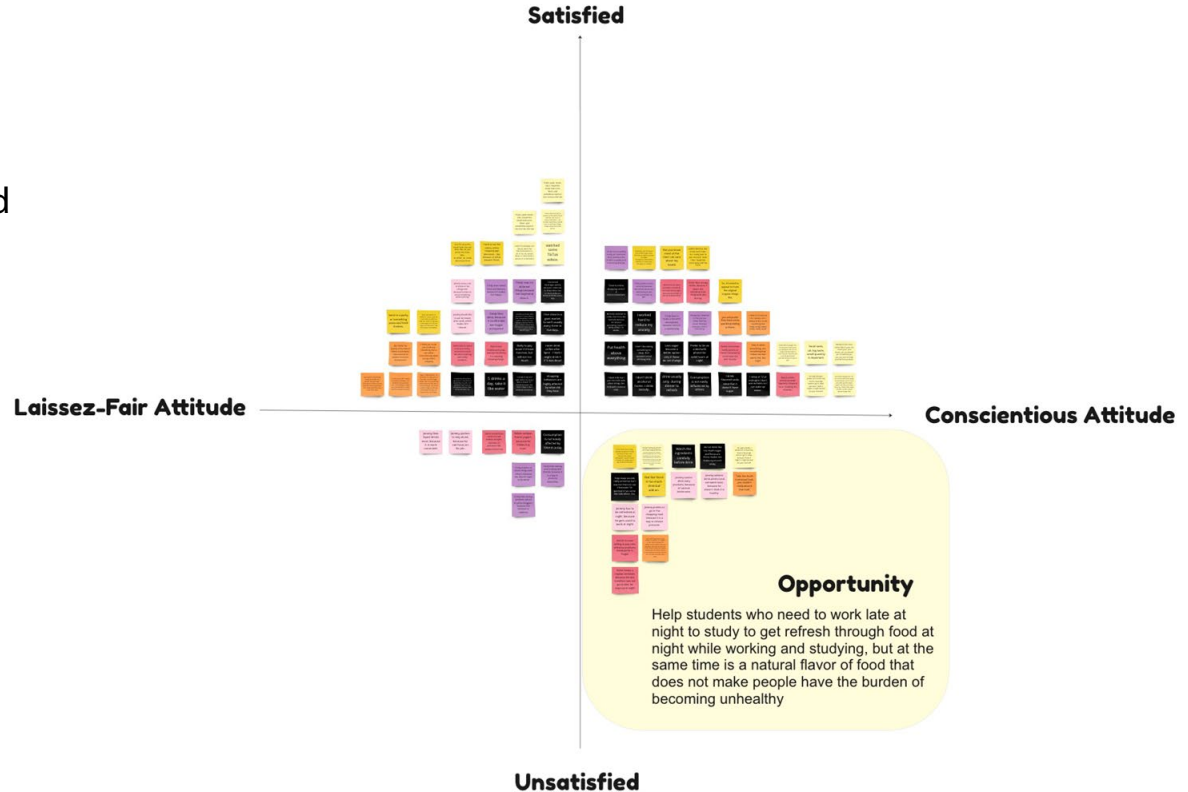
A product that helps people keep **refreshed** for those who work late at night  
A **healthy** product with **natural ingredients**  
A product that helps people have better **sleep quality**

### Product

Small portion and beautifully packaged  
Natural ingredients (fruits and vegetables) with no additives  
Sweet and fried food to treat themselves  
May think functional food as medicine

### Behavior

Can't resist snacks though unhealthy  
Sometimes have to work at night  
Insomnia problem  
Social needs at night





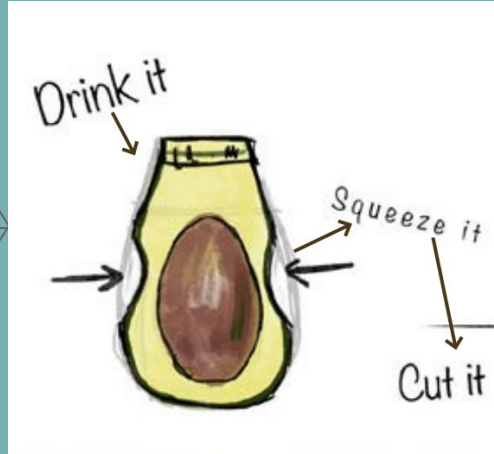
## CONCEPT1 HEALTHY SNACK

### Needs

Insomnia, hair loss  
problem

No chemical ingredients

Small amount



### Features

help grow hair / sleep  
better

All natural ingredients  
avocado, milk etc

Small size (5 oz)  
with Lactobacillus

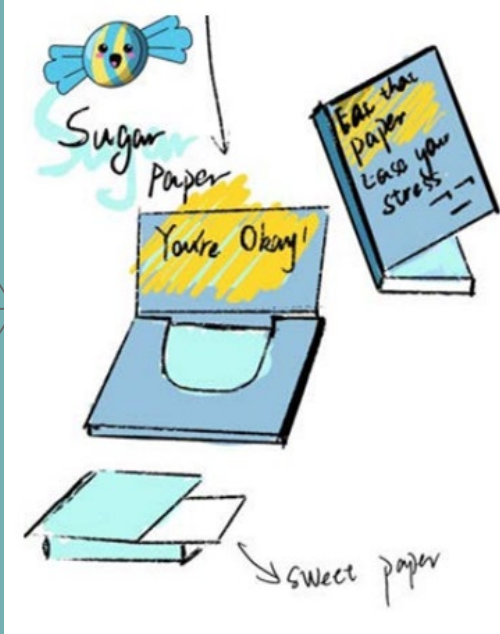
## CONCEPT2 REFRESHINGSNACK

### Needs

Refresh mind while studying at night

Sweet foods

Not want to gain weight



### Features

Decaf coffee

Sticky note shape,  
Soft sugar

Low calorie

### CONCEPT 3: HEALTHY SOCIAL BEVERAGE

#### Needs

Release Pressure

Social Activity

Side Effect



#### Features

Non-alcoholic

Feel delirious, Forget  
the Daily Hassles

No Side Effect

# How might we

make customers believe the product is healthy without looking at the label.



**Martin:**

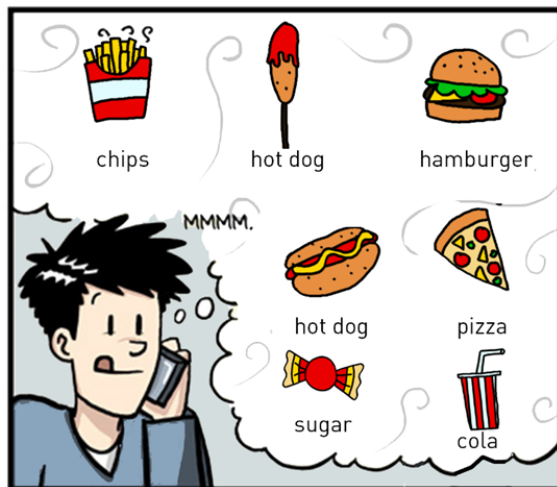
22

Phd Student majoring in Robotics  
feel a lot of stress and anxiety about  
schoolwork

Sleep quality: not good

Takes some junk food at night

Needs to stay up some time



Martin's  
product  
journey  
with  
Fruitoto:

# Fruitoto

the future of  
Health Evening Unwind

Our series of snacks provide company for people at night, fulfilling people's demand on nutrition, keeping them refreshed, and sleep quality

## Carrot Sticks.

*Salt/sweet. Crispy.*

- ~ Refresh
- ~ Good for eye, treat night blindness
- ~ Enhance intestinal motility

Serving size: 5 oz (150g)  
5\$ ea

## Avococo.

*Sour & sweet. Pulp and bubbles in the kernel after bite.*

- ~ Hair growth
- ~ Sleep
- ~ Enhance intestinal motility

Serving size: 5 oz (150g)  
5\$ ea



PepsiCo  
introduces  
**Fruitoto** to give  
the feel of a snack with

the **nutrition**  
and **simplicity**  
of fresh fruit.

Wow. Look at this product series. I will have healthy snack at night! I'll order it now!

Do you want  
fresh fruitoto  
products  
delivered to  
your home  
every week?

Yes!

Healthy Evening Unwind

Today !!

Online order for  
daily delivery

Find them in the  
Vending machine or Grocery  
near your location!

When you're overwhelmed  
by the stress of schoolwork,



When you need to stay up  
late to catch up on due,



When you suffer from insomnia,



Our product gives you the  
belief that you can design  
and control the food you eat.



Our product will help you  
feel less lonely and more  
focused at night.

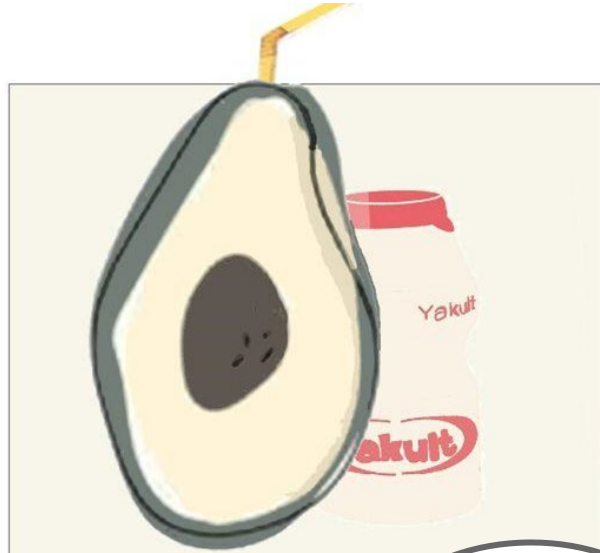


Our product will comfort you  
with a goodnight kiss



Fruitoto — a series of healthy evening snacks you can enjoy





clearing my  
mind and  
recharging my  
batteries! 😊

## **Avococo.** yogurt-like snack.

Sour & sweet. Pulps and bubbles in the kernel after bite.

### **Function**

- ~ Hair growth
- ~ Sleep
- ~ Enhance intestinal motility

### **Ingredients:**

spinach, kale, and spirulina, mixed with lactic acid bacteria, banana, coconut, avocado, and matcha

Serving size: 5 oz (150g)  
5\$ ea







## Carrot Sticks.

Two flavors: Salt/sweet.

Crispy

### Function

~ Keep refreshed

~ Enhance intestinal motility

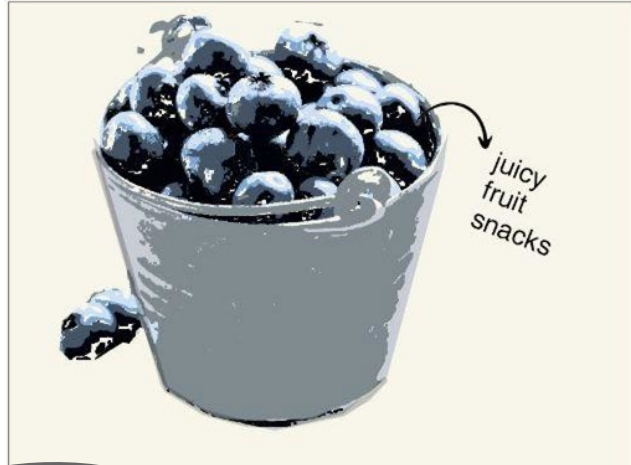
### Ingredients:

Carrot

Serving size: 5 oz (150g)

5\$ ea





Nice  
sleep 😊



## Berry Dream.

Sour & sweet. Chewy. Juicy

### Function

- ~ Antioxidants and vitamins
- ~ Good for sleep

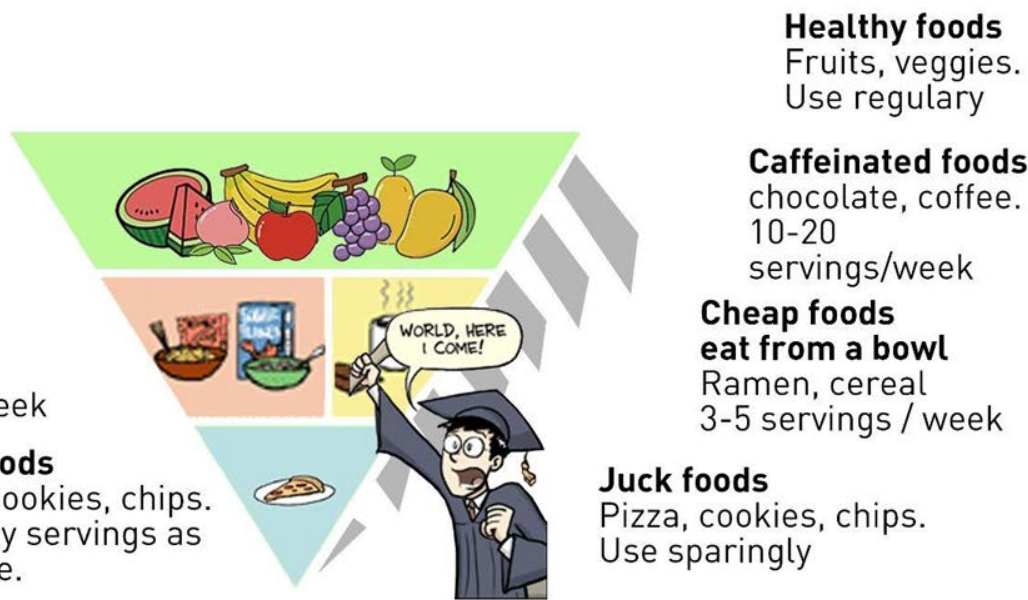
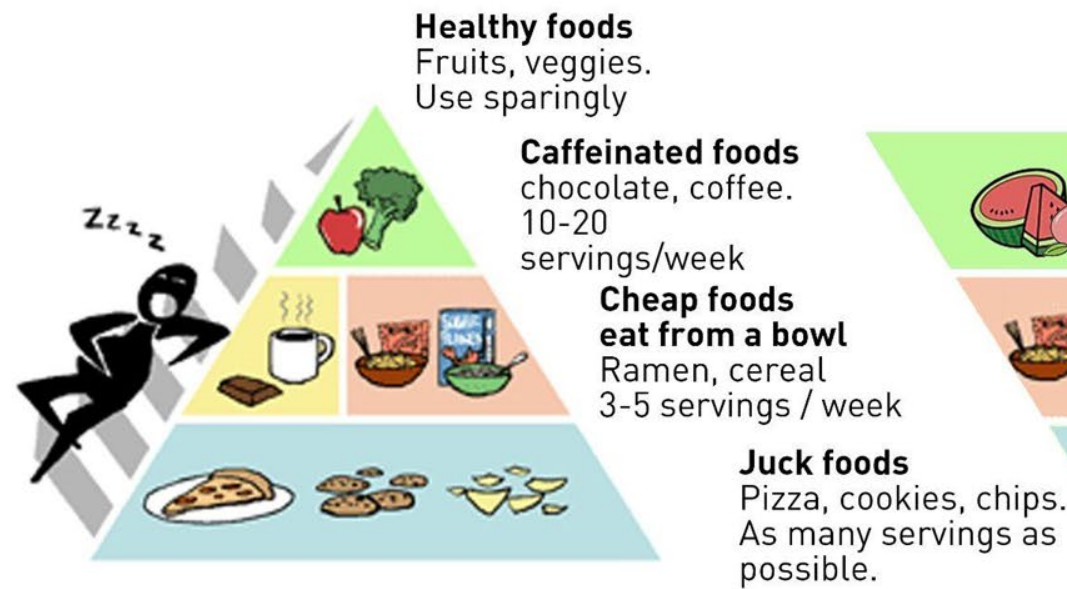
### Ingredients:

Blueberry, Melatonin, Pomegranate

Serving size: 5 oz (150g)  
\$5 ea



# The **Previous** evening unwind Food Pyramid of Martin



# The **NEW** evening unwind Food Pyramid of Martin with **Fruitoto**

Order Today !