

## Slide 2

We would just like to once again say thank you for inviting us to Prep World

We really appreciated the chance to experience the working environment and the production process.

This helped us put together an appropriate design.

Our initial thoughts focused on trying to improve the overall atmosphere.

## Slide 3

Our brainstorming lead us to these key points: -

- Travel – We want to inform the workers of the journey the fruit has taken to get to the factory. This will hopefully give a better appreciation of the overall process, that the workers are key to the final stage of the fruits journey.
- Comic angle- taking inspiration from products such as ‘Henry the hoover’ we wanted to increase the value of the fruit on a personal level with the workers- humanizing the fruit to
- Making the preparation processes comparable to real life scenarios for the fruit.

## Slide 4

Our overall idea is to create a persona for the fruit.

By personifying the fruit you can put them into any situation you feel is appropriate.

Gently making others aware with a comical value.

## Slide 5

As an example of a developed idea

We created an international beauty pageant to portray the origin of the fruit.

We also related the processes involved with preparing the fruit in comparison to the preparation involved in getting ready for a beauty pageant.

## Slide 6

Here is a example of the fruit in a real life situation.

For example the UV lights would act as a tanning bed for the fruit.