

EXISTING PRODUCTS

HERE ARE SOME EXISTING PRODUCTS AT A SIMILAR PRICE RANGE



WHO?

PROJECT TARGETED TOWARDS PARENTS AND CHILDREN



HOLLY JONES

- 29 years old.
- Lives with her husband and young child.
- Works part time to spend time looking after her son.
- Likes to buy things for her family.
- She likes to stay healthy.



WHERE?

FOR HOME USE



THE PROBLEM?

TO MAKE HEALTHY EATING MORE ENJOYABLE FOR CHILDREN

