

# Sweet Avengers





## mission statement

To promote a sustainable and socially responsible mindset in an enjoyable and attractive way. Catalyst consists of a dedicated team of six individuals coming from diverse backgrounds. This allows us to use our collective expertise and experience to effectively design, budget and execute our products.

*Mission* Statement



## problem statement

SIAT and Business students are our next generation of industry leading talents entering an environmentally concerned world. How can we communicate the importance of sustainability and social responsibility amongst their busy lives with a fun and informative product?

*Problem* Statement



## who are the sweet avengers?

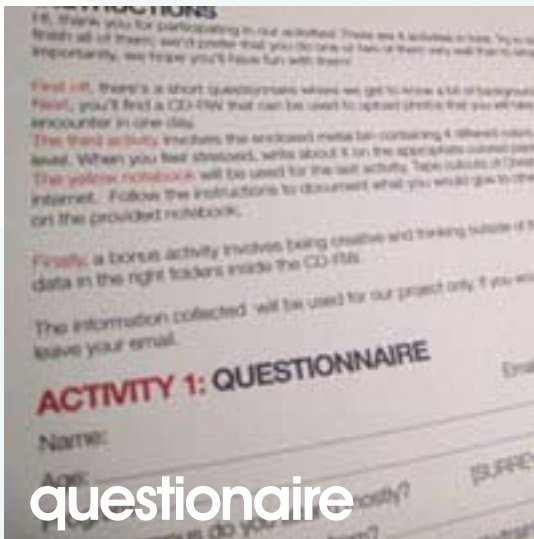
Sweet Avengers are creatures who have mysteriously appeared around Canada and come offering delectable treats to students. They're hopes are to deliver their knowledge of sustainable and social responsible ideas for students to think about when they go out into the world and pursue their careers. After their long journey, they've been battered, beaten and deformed. Those kind enough to take their offering of food will need to straighten them out and bring them back to their 3 dimensional selves. Once restored they hope to act as a reminder for the important knowledge they have brought and continue to share its knowledge with those around its owner.

*Product* **Story**



## what are cultural probes?

Cultural probes (also known as diary studies) provide a way of gathering information about people and their activities. Unlike direct observation (like usability testing or traditional field studies), the technique allows users to self-report. Information gathered from cultural probes is particularly useful early in the design process.



questionnaire



photo journal



happy/stress bin



shopping list



## activities

01 Survey. - A beginner activity to allow users to get into helping with these cultural probes. Ice breaker activity that gets them in the mood.

02 Photo journal - Provides the user with a list of things that they need to interpret and take pictures of. Eg take a picture of love, or something that is exciting to you.

03 Happy/stress bin - Provide user sheets of different colored paper. Bring students to write down their stress or happiness whenever they feel like it, and toss it into a bin.

04 Shopping list - Provide user a notebook with categories. Ask them to rip up or post things that they would give to their family members during this Christmas time

05 - Bonus paper clip activity - A bonus activity to play on their creativity. Give user paperclips and ask to see what and how many things they can do with such paper clips.



## customer general needs

- Need for a form of stress relief
- Need for source of energy
- Need for rest
- Need for form of expression
- Need for good health
- Need for knowledge



*“School sucks. Why is everything due at the same time. There needs to be more time in the day.”*  
*“Explain to dad that modeling a scale model of Casa de Musica is NOT easy at ALL”*



## specific needs for SIAT students



- Need for others to understand
- Need to relieve stress from long hours at school
- Need to express individual self through more than just words
- Need for unique identity



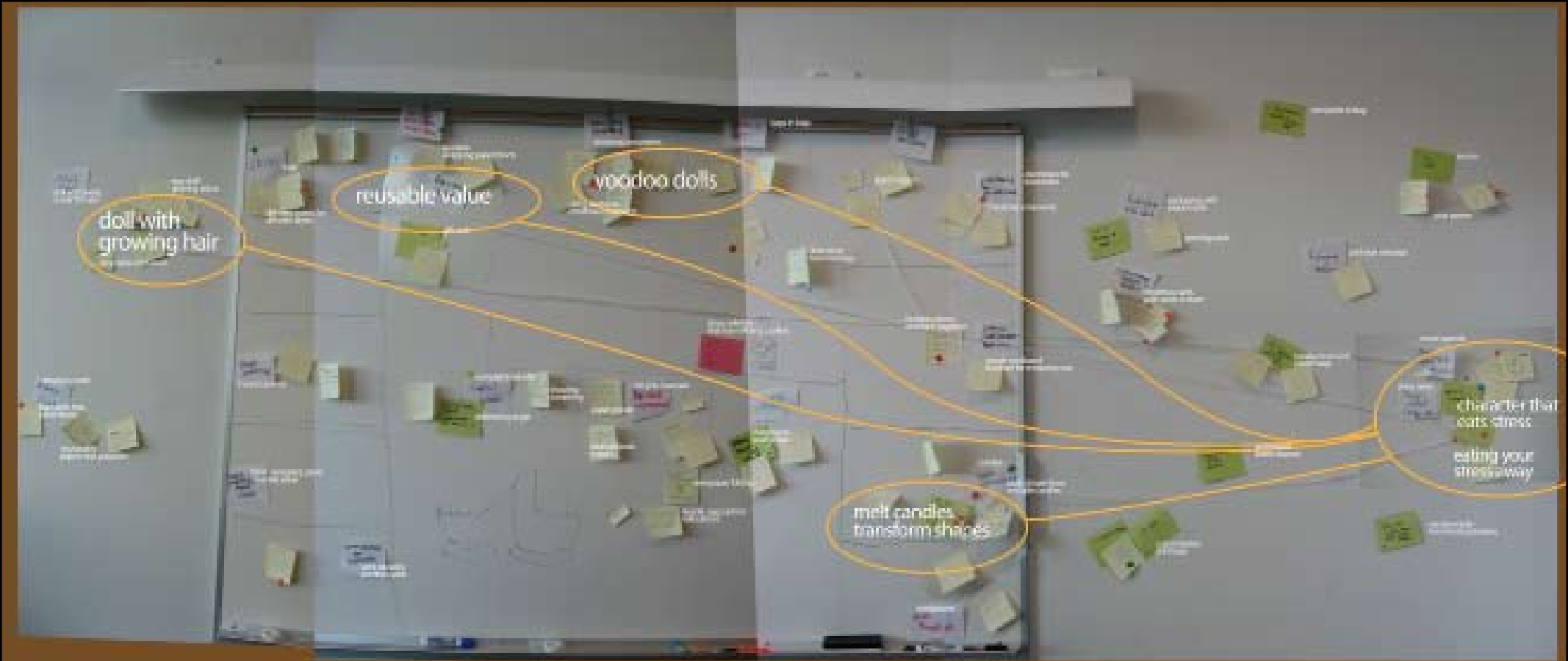
## specific needs for business students

- Need for focused networking regarding career
- Need for branded identify
- Need time to be alone
- Need expression through accomplishments
- Need for structure and organization



*“Driving to next job, skipped lunch again”*  
*“I’m damn stressed, I gotta get outa this town for a while”*

*Customer* Needs



# Ideation Process





## sustainable themes

**Open source:** Software in which the source code is available to the general public for use and/or modification from its original design free of charge. The Open-source model is so powerful because it turns competition towards collaborative ends through massive growth of shared knowledge for all to benefit.

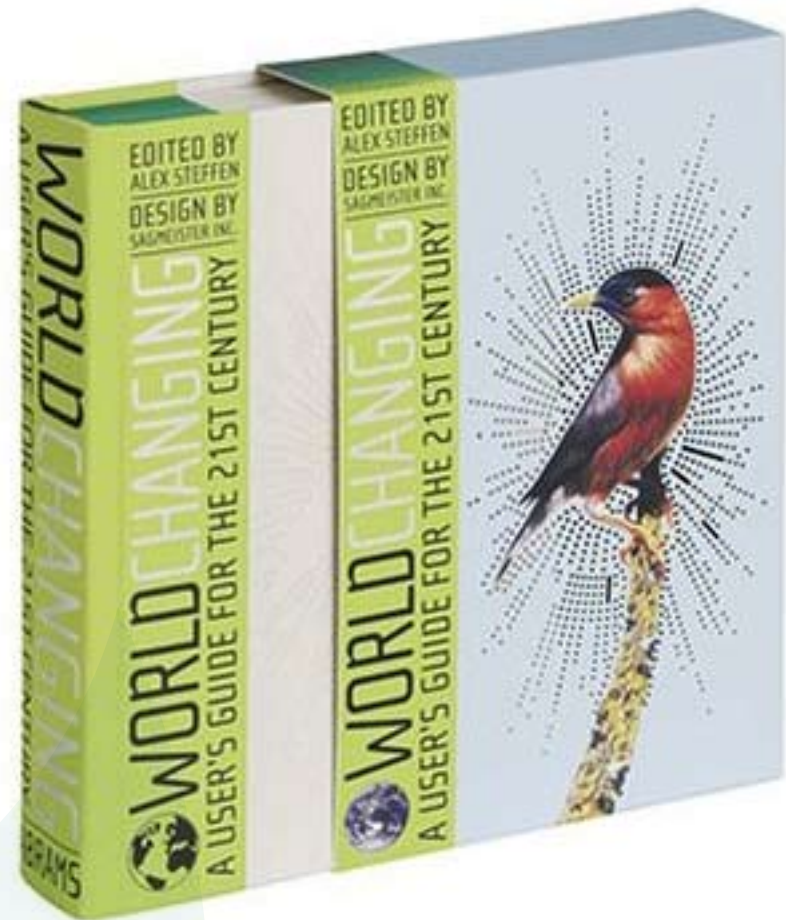
**Leap frogging:** the notion that communities which have poorly-developed technology or economic bases can move themselves forward rapidly through the adoption of modern systems without going through intermediary steps.

**Carbon trading:** The idea that industries have a cap on total annual carbon emissions where over polluting will require them to buy carbon credits while under polluting allows them to sell their credits.

**Ecoservices:** Natures services provide a wealth of tangible and intangible “free” services to businesses such as fertile soil, fresh water, breathable air, etc. that are not included in companies balance sheets. These services have an estimated worth of 33 trillion dollars.

**Neighborhood houses:** A central hub that welcomes people of different social status to participate in programs, activities, and community development that strengthen neighborhoods.

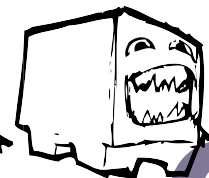
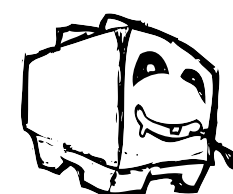
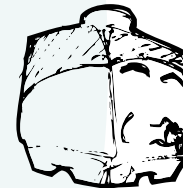
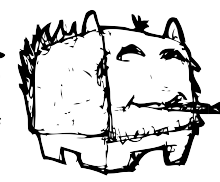
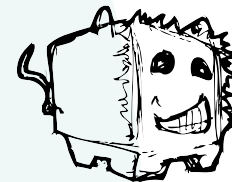
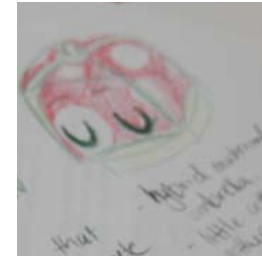
**Biomimicry:** A methodology where designs are inspired by nature. Everything we see in nature has been field-tested for thousands or millions of years and the earth has come up with countless clever solutions we might never had thought of.



*Participatory Design*

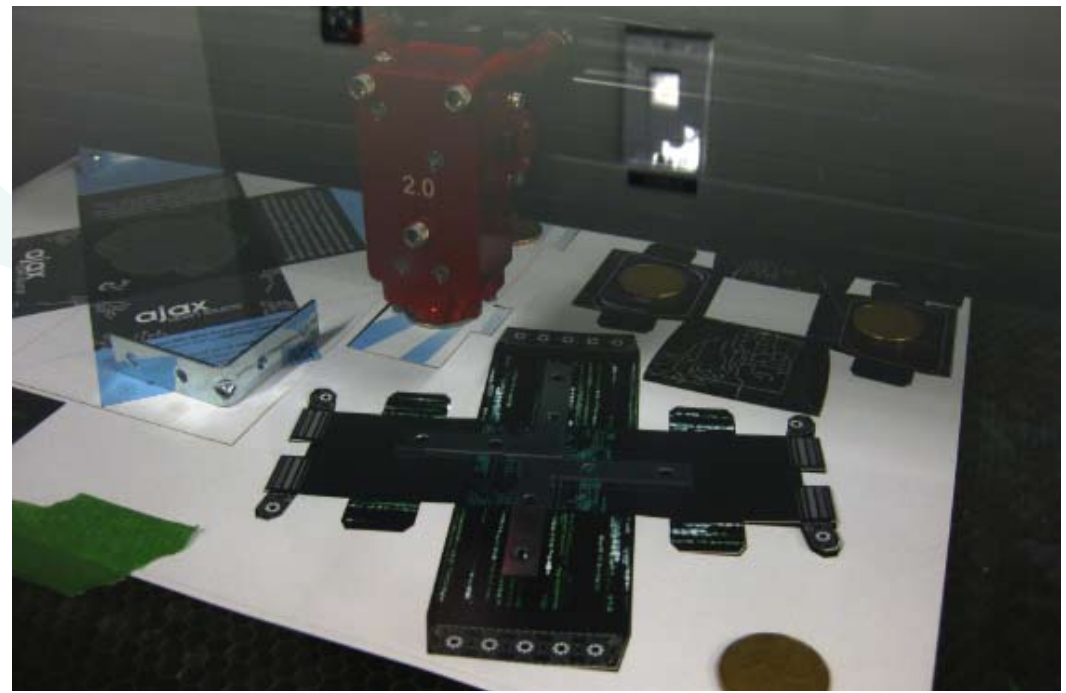
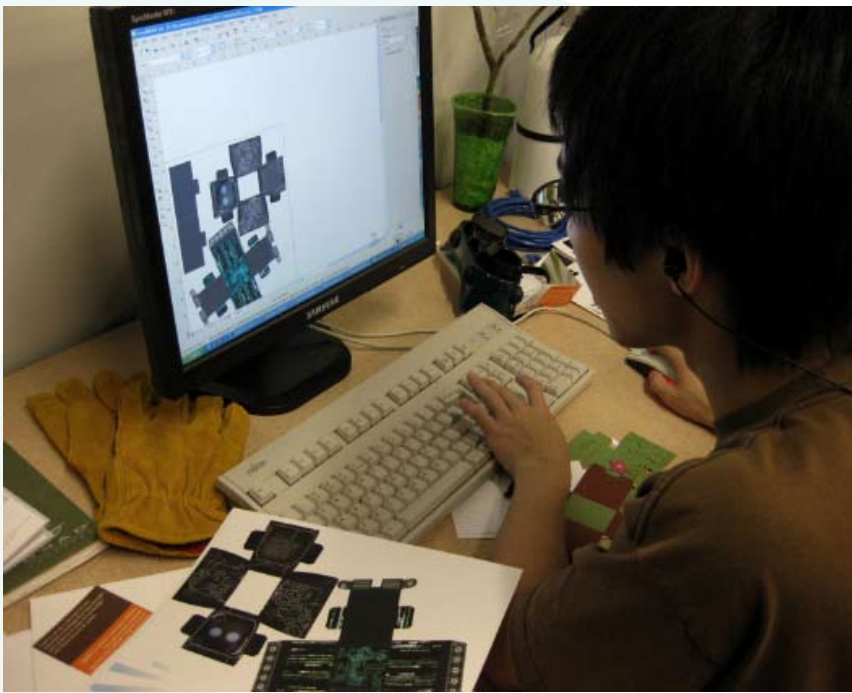


## sketching workshop



Participatory Design





## laser cutting

Creating a cutout file

Adjusting laser power, speed and parts per million

Adjusting positioning, alignment , and accuracy

Securing paper onto printer

*Iterative* Prototyping



## testing and revising



- Shape
- Cuts
- Slits
- Flaps
- Folds
- Popup features
- Alignment
- General look
- Size
- Paper thickness
- Print quality
- Colour
- Positioning
- Legibility
- Print borders
- Spacing

*Iterative* Prototyping



## macaron

A small round french pastry with a soft filling in the center sandwiched by two cookie-like halves. They consist of egg whites, ground almonds, icing sugar and sugar. Common flavours are lemon, strawberry, coffee and chocolate.

Regular Macaron: Icing sugar, egg whites, ground almond

Chocolate flavor: “Regular Macaron” + Cocoa powder + dark chocolate +

Butter Cream: butter, egg white, sugar

Coffee flavor : “ regular macaron” + Coffee + “Butter Cream”

Lemon flavor: “regular macaron” + lemon juice + egg yolk +butter

Strawberry: “regular macaron” + “Butter Cream” + strawberry jam



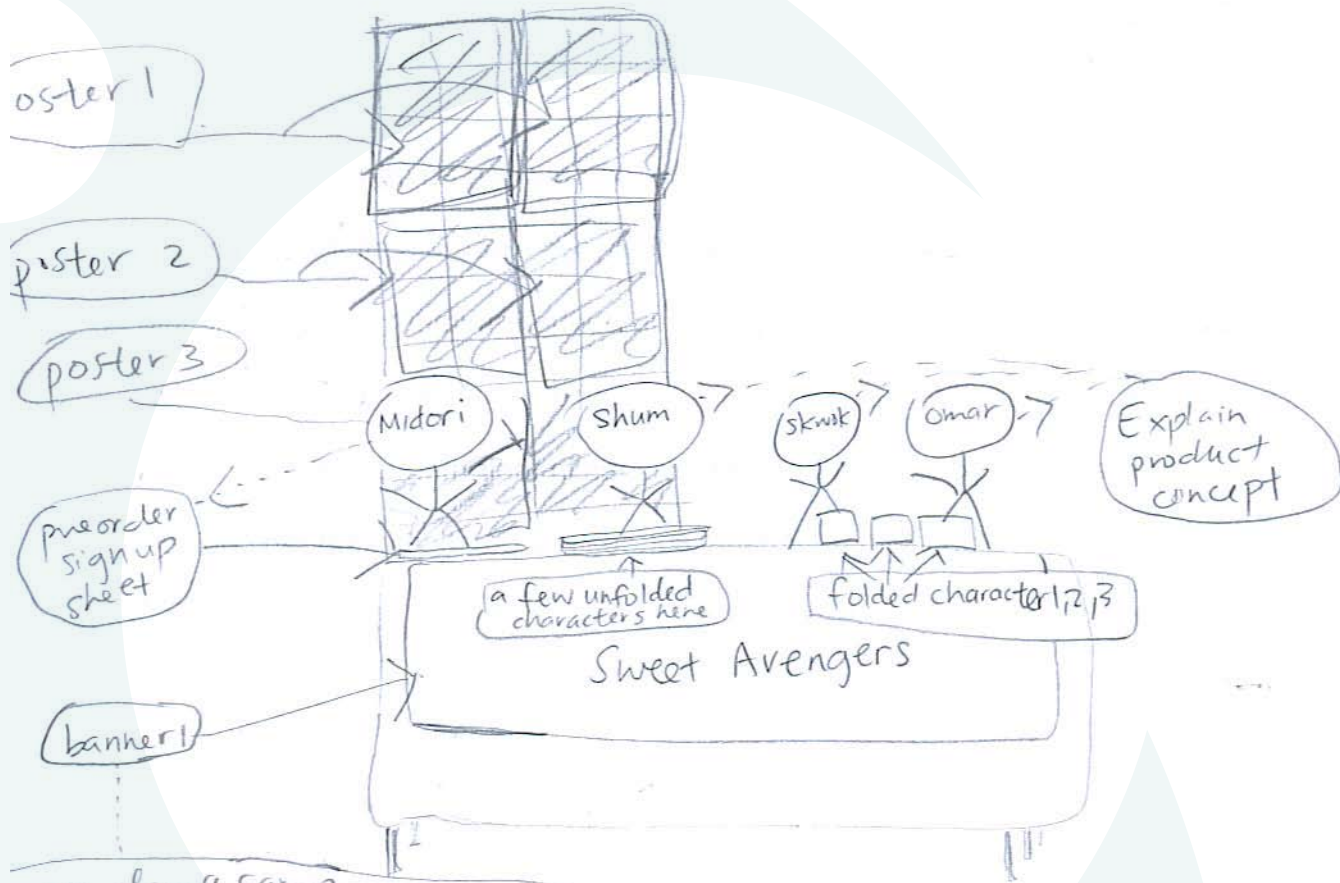


## chosen strategies

- Sketching workshop
- Walk-around sales to faculty and students
- Putting posters on corkboards
- Pre-sale day
- Give discount upon reserving products
- Deliver products on Launch Day

Marketing Strategy





- pic of macaron
- pic of each of 3 character
- sign Discant \$1 for preorder to
- sweetavengers@gmail.com
- etc...?



# Marketing Strategy



## unused strategies

Presenting to other lecture classes

Drawing campaign

Huge Sweet Avenger

Giant banner

Slide show

*Marketing* Strategy





# sensitivity analysis

Variable	Range			Net Profit		
	Optimistic	Expected	Pessimistic	Optimistic	Expected	Pessimistic
Market Size	60	50	40	\$ 148.00	\$ 120.00	\$ 92.00
Unit Price	\$ 5.00	\$ 4.00	\$ 3.00	\$ 170.00	\$ 120.00	\$ 70.00
Unit Variable Cost	\$ 0.96	\$ 1.20	\$ 1.80	\$ 132.00	\$ 120.00	\$ 90.00
Fixed Cost	\$ 10.00	\$ 20.00	\$ 30.00	\$ 130.00	\$ 120.00	\$ 110.00

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Market Size	60	50	40



## budget

Break-Even Analysis						
		Gross Margin			Break-Even	
Price	Base	\$4.00	\$2.80	70%	32.8	units
	High	\$5.00	\$3.80	76%	24.1	units
	Low	\$3.00	\$1.80	60%	50.9	units

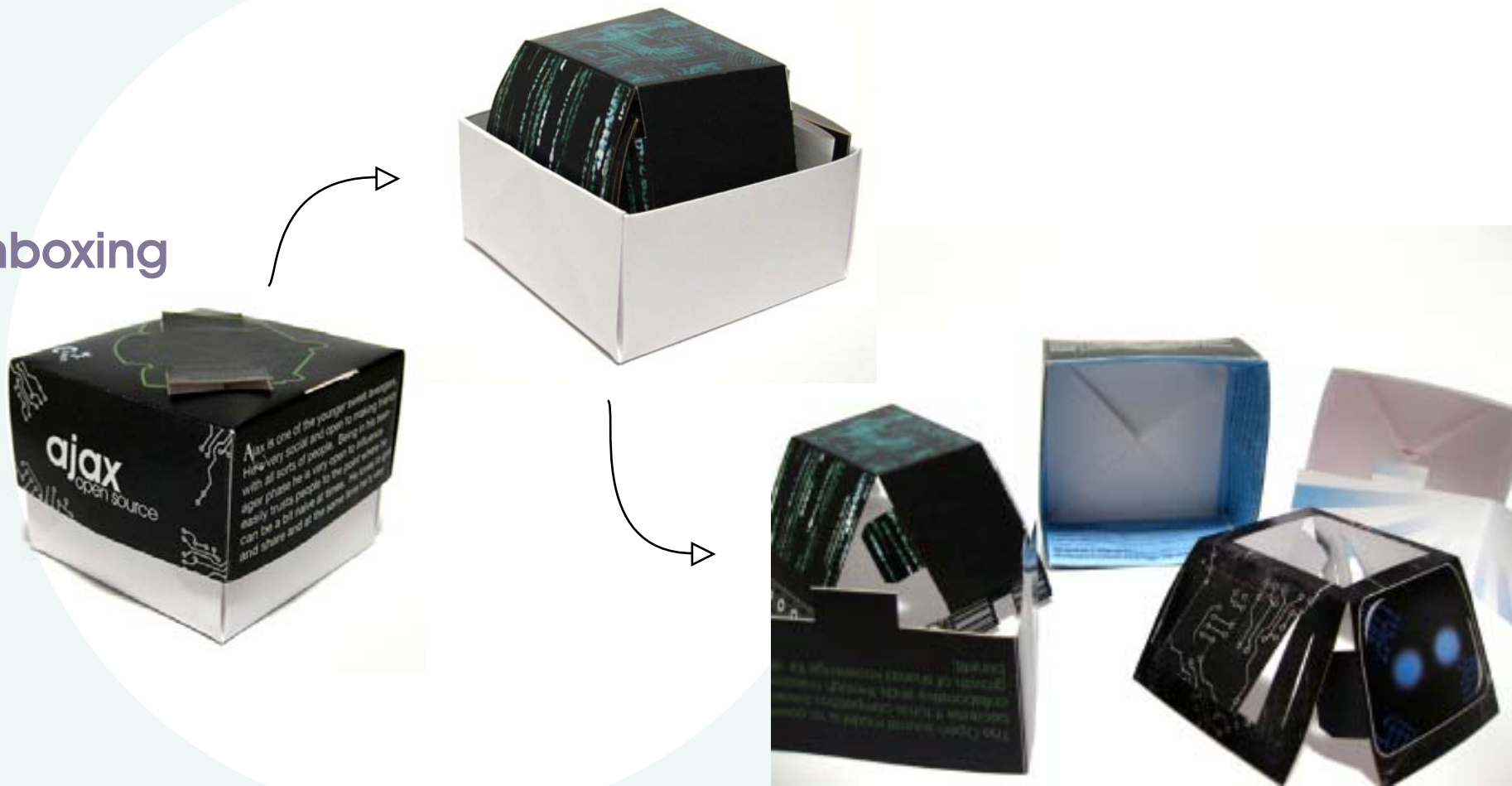
Variable Costs	Unit Produced = 60		
	Unit Cost	Units	Total Cost
Macaron	\$0.60	60	\$36.00
Paper Cost	\$0.15	60	\$9.00
Printing Cost	\$0.30	60	\$18.00
Packaging Total			\$27.00
Pre Tax Total Variable Cost			\$63.00
Total Variable Cost (14%)			\$71.82
<b>Unit Variable Cost</b>	100%		<b>\$1.20</b>
<b>Fixed Cost</b>			
Marketing Cost			10
Others			10
Total Fixed Costs			20



*Final* **Product**



unboxing



*Final* Product



## Product Specifications

Box and lid  
Sweet Avenger story  
Sweet Avenger papercraft character  
Character specific story  
Sustainable/social responsible theme  
Macaron  
Ingredients

1.5 pieces of 67lb 11"x17" paper  
1 piece of paper colour printed and laser cut  
Scrap paper recycled  
Boxes scored, folded and assembled by hand

*Final* Product