



A Study of Innovative Design and Development of Hand-Made Diet Product Series

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Abstract

This study had planted flowers, fruits, and vegetables on a farmland in TouBianKeng on County Highway 136, Taiping Dist., Taichung City, without any chemical, and designed hand-made diet products including jam, honey, minced pork with radishes, coffee, salt pork, osmanthus fragran, jasmine, rose, chrysanthemum, and raspberry with natural food ingredients without any preservative or artificial flavoring. This study stressed the balance between nature and health. The materials of the Chinese medicine were blended carefully and made with the traditional bakery technology using local soil and through continuous cultivation with the desire for the purity of the nature and the fragrance of flowers. The mellow and rich mouthfeel of the tea was integrated into people's lives, containing the attentive care for human body health and delivering the message of valuing this land. With the idea of giving back to the land what's taken from it, this study designed a series of creative products, so that people can, through eating and drinking, regain health of their body.

Keywords: Innovative design, Design and development, Hand-made diet, Product series, Creative product, Creative design.



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Contents

| | |
|---------------------------|----|
| 1. Introduction..... | 40 |
| 2. Literature Review..... | 40 |
| 3. Research Methods | 40 |
| 4. Design Results..... | 40 |
| 5. Conclusions | 41 |
| References..... | 42 |

1. Introduction

In respect that people often wish to find a place to relax a little bit and spend time with family members during their leisure time as they are usually under great pressure at work, this study accept the case from a client in TouBianKeng on County Highway 136, Taiping Dist., Taichung City. This case was about using the quiet and beautiful environment in TouBianKeng and rich local resources to design products with flowers, fruits, and vegetables planted on this land without any agricultural chemical. In sunny days, this place was comfortable and pleasant as if spraying ink in the sky. And the client called his own house a “cottage”. Thus, this place was named “ink cottage”. The area was almost 1000 pings (about 3306 square meters). The space could be used by artists, calligraphers, and writers to exhibit or sell their works. It could also be used by musicians to play a solo or hold a concert. With various kinds of scented tea for tasting and healthy foods for sale, the atmosphere of cultures and arts and the easiness of recreation of this space can be conveyed.

Among various flowers and plants grown in this place, this study selected osmanthus fragran, jasmine, rose, chrysanthemum, and raspberry, the ones going well with drinks, plucked them, cleaned them, dried them, decomposed them, and preserved them. This series of handmade scented beverage can be mixed or brewed according to drinkers' preferences. One of the features is that these flowers and plants were grown without any agricultural chemical, so that the soil texture was not damaged and there was no chemical at all on the crops grown in this place. This series was the most natural and healthy choice, which also showed the love for this land and delivered the idea of giving back to the land what's taken from it. Secondly, this study also combined rich local products to make jam, honey, minced pork with radishes, coffee, and salt pork using traditional methods. The principles adhered to include producing only handmade products and making innovation. Lastly, this study selected the materials used to create the containers for these handmade foods and drinks and suitable external designs. Also, the posters and packages for these products were designed. These products can be given to others as a gift or used for oneself.

2. Literature Review

This study used other non-poisonous ways to expelling insects and snakes instead of applying agricultural chemicals to planted crops. Thus, a lot of attention was paid to innovation management of new technology. Here technology means science and technology. There are various definitions and research scales of different levels for this term. In a broad, it is generally called technology. In a narrow sense, the focus is on applications based on innovative and R&D technologies [5]. Technology management is the largest part of innovation. And technology innovation is the most common part of technology management. It can be classified in detail into product innovation, process innovation, and administrative innovation. Based on the degree of innovation, technology innovation can be categorized into product improvement, new product development, and breakthrough, in the order from the lowest degree to the highest. Technology innovation management gives products a chance to be designed and developed [2].

R&D is the key to success in product innovation. If sales and various professional services related to a product can be offered with consumers' demands being taken into consideration, then the popularity of the product can be increased correspondingly, as well as the enterprise's profits [4]. Novelty of product innovation is an important factor in technology development and cooperation process. It should not be ignored [1]. A lot of companies featuring innovation management or technology innovation have proposed various innovation policies based on the viewpoint of capability and conducted all kinds of promotional campaigns showing various innovative features of their products through internet systems [7].

3. Research Methods

Through field study and field interviews, this study got to know the plan of the owner of the place. Issues regarding handmade food materials, visual packaging, and other things were discussed and the conclusions were recorded as important references for the innovative designs and development of a product series of foods and drinks.

3.1. The Field Study Method

Field study is a method applied to obtain and record information regarding the background, current status, or interaction with environment of individuals, groups, organizations, or communities. For new and unknown research territories, it helps to obtain rich results and interpret large research statistical data to make up the insufficiency of the data. It is very useful for research in the field of social science. However, due to the small sample size, the results are often not representative enough [6].

3.2. The Field Interview Method

An interview is a type of conversation. The structure and the purpose are decided by the interviewer one-sidedly. An interview is a professional interaction, beyond spontaneous viewpoint exchanges in daily conversations [3]. The interview method helps to collect in-depth data related to a research topic. With topic planning in advance, this method can be applied to retrieve necessary information, which can be recorded, summarized, analyzed, and compared to obtain results related to the topic. The purpose is to give interviewees free space to answer interview questions. Without any limitation, they can fully express their feelings about, attitudes toward, and value judgments regarding the questions [6].

After several visits and recording, this study was able to further understand the client's wishes regarding the usage of the internal and external space, floor arrangement, and overall visual style. This information was a great help to the innovative design and development of the product series of handmade foods and drinks.

4. Design Results

Although the retention periods of handmade foodstuffs without any preservative or artificial flavoring made of healthy and natural food materials without any agricultural chemical are usually limited, they are still very attractive

to consumers. If a dealer wants to promote its non-poisonous products and make them popular in the market, the only way to convince consumers is to insist on the principle of honesty.

4.1. Poster and Package Design

Nowadays, consumerism is highly valued. To promote the handmade foods, proper poster designs regarding the non-poisonous food materials for the purpose of advertisement is very important. The poster designs and package designs for the handmade foods are presented below (figure 1):



Figure-1. Poster designs and package designs

4.2. The Handmade Flower Product Series

This study selected the flowers and plants which are suitable to make drinks and followed the procedure to make drinks. These drinks can be mixed or brewed according to drinkers' preferences. This study offered the service of customized product innovative design and development. The design results are presented below (figure 2).



Figure-2. The handmade flower product series

5. Conclusions

When working on the case of the handmade product series of foods and drinks, the design team of this study followed the principles which the client insisted on, including using natural food materials, keeping the original

flavors, not adding any additive or preservative, making healthy and safe foods by hand, and environmental protection. The features of the products are summarized below:

- (1) One principle was no agricultural chemicals on the land where the flowers, fruits, and vegetables were planted. Other scientific methods were applied to expel insects and snakes. This way, it was assured that there was no agricultural chemical left on the crops, and the foods and drinks are non-poisonous and can help with human body circulation and metabolism.
- (2) The original flavors of the handmade foods were kept. The products featured their natural and healthy taste and small packages and cold storage, which resolved the issue of short retention periods.
- (3) The containers were made of glasses, so that one can see clearly what is inside. These containers are non-poisonous, clean, and high-barrier. Thus, the processing was rather easy, and the designs could be flexible. There were plenty of raw materials available, and they are eco-friendly for they can be recycled.
- (4) The product gift boxes were packed with paper materials. The ink printing was replaced by embossing seals, to reduce the usage of ink. These packing materials are eco-friendly and easy to recycle.

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