

Criterion D Evaluating

Task D1- Design testing methods

Designer

Attribute Test (Questionnaire - use with target market/customers) _____

Please score each category out of 5. **Key: 1 = Poor/5 = Excellent.** Please answer the questions and give a reason for your answers.

Taste 5/5

Is it delicious? Does it have the correct balance and intensity of flavour(s)?

It taste delicious it has a pop of flavor of pepper. You can taste the right balance of everything.

Texture 5/5

Does it feel nice in the mouth? Does it have the correct balance of textures (For example, soft/hard, smooth/crunchy, dry/moist)?

It feels very nice in the mouth. You feel the right balance of all of the ingredients.

Aroma 3/5

Does it have a pleasant and balanced smell (Not too strong or overpowering)?

Since I have a cold this won't be 100% accurate. It smells a little dull but you can smell a little bit of mushroom

Appearance 5/5

Does it look attractive? Does it match my design? Is it colourful? Is it in the right portion size?

Yes it looks very attractive and has lots of color and everything pops out. It somewhat matches my design.

Degree of Cooking 5/5

Is it cooked correctly (overcooked/undercooked)?

It is cooked all the way through and is soft.

“Wow” factor 5/5

is it creative, different or/and unique?

Their was huge wow factor from the pepper and all of the other toppings

Summary

What did you like **MOST** about the product overall? (shape, colour, flavour....)

I loved the pop of pepper.

Please give me ONE piece of advise to improve the pizza

Don't add as many mushrooms and only add 2 pinches of pepper.

Primary Testing Sheets

Methods of Testing

Attribute Test (Questionnaire - use with target market/customers)

Please score each category out of 5. Key: 1 = Poor/5 = Excellent. Please answer the questions and give a reason for your answers.

Taste 3/5

Is it delicious? Does it have the correct balance and intensity of flavor(s)?

It tastes really good but the base is a little overpowering.

Texture 5/5

Does it feel nice in the mouth? Does it have the correct balance of textures (For example, soft/hard, smooth/crunchy, dry/moist)?

The texture is soft, smooth, and squishy. It has the perfect balance.

Aroma 5/5

Does it have a pleasant and balanced smell (Not too strong or overpowering)?

The smell is perfect, not too strong or overpowering. You can smell the base, cheese, and sauce.

Appearance 4/5

Does it look attractive? Does it match my design? Is it colorful? Is it in the right portion size?

Depends on the swirl the one that I am eating is perfect because the sauce is oozing out and the cheese is nice and crispy on the outside.

Degree of Cooking 5/5

Is it cooked correctly (overcooked/undercooked)?

It is cooked perfectly because it is soft but not raw.

"Wow" factor 2/5

Is it creative, different or/and unique?

This isn't too much of a wow factor, but it still tastes good.

Task D1- Design testing methods

Designer

Attribute Test (Questionnaire - use with target market/customers)

Please score each category out of 5. **Key: 1 = Poor/5 = Excellent.** Please answer the questions and give a reason for your answers.

Taste 5/5

Is it delicious? Does it have the correct balance and intensity of flavour(s)?
It taste delicious it has a pop of flavor of pepper. You can taste the right balance of everything.

Texture 5/5

Does it feel nice in the mouth? Does it have the correct balance of textures (For example, soft/hard, smooth/crunchy, dry/moist)?
It feels very nice in the mouth. You feel the right balance of all of the ingredients.

Aroma 3/5

Does it have a pleasant and balanced smell (Not too strong or overpowering)?
Since I have a cold this won't be 100% accurate. It smells a little dull but you can smell a little bit of mushroom

Appearance 5/5

Does it look attractive? Does it match my design? Is it colourful? Is it in the right portion size?
Yes it looks very attractive and has lots of color and everything pops out. It somewhat matches my design.

Degree of Cooking 5/5

Is it cooked correctly (overcooked/undercooked)?
It is cooked all the way through and is soft.

"Wow" factor 5/5

is it creative, different or/and unique?
Their was huge wow factor from the pepper and all of the other toppings

Summary

What did you like **MOST** about the product overall? (shape, colour, flavour....)

I loved the pop of pepper.

Please give me ONE piece of advise to improve the pizza

Don't add as many mushrooms and only add 2 pinches of pepper.

Customer

Attribute Test (Questionnaire - use with target market/customers)
(Customer)... Wrote by Chad

Please score each category out of 5. **Key: 1 = Poor/5 = Excellent.** Please answer the questions and give a reason for your answers.

Taste 4/5

Is it delicious? Does it have the correct balance and intensity of flavour(s)?
The flavour is good... but the feta cheese is a little off... maybe next time don't use feta cheese, use cheese like mozzarella or cheddar.

Texture 4/5

Does it feel nice in the mouth? Does it have the correct balance of textures (For example, soft/hard, smooth/crunchy, dry/moist)?
It feel incredibly amazing in the mouth, it have a soft, smooth and moist pizza, it taste very delicious, especially the roasted chicken.

Aroma 5/5

Does it have a pleasant and balanced smell (Not too strong or overpowering)?
It have a very pleasant and a bit strong smell, makes me want to eat this pizza, the strong smell is great because the black pepper and tomato holds it up, I love the smell of the pizza.

Appearance 3/5

Does it look attractive? Does it match my design? Is it colourful? Is it in the right portion size?
It looks attractive, I guess... I didn't imagine that feta cheese looks like tofu, but the pizza looks very delicious! But... I also didn't imagine the pizza is rectangular.

Degree of Cooking 5/5

Is it cooked correctly (overcooked/undercooked)?
The pizza cooked completely correctly! It's not over cooked or undercooked, it's just right, and the pizza taste good!

"Wow" factor 4/5

is it creative, different or/and unique?
The pizza have a creative shape, different type of cheese and unique flavour of tomato sauce, the pizza in completely a "mystery"!

Summary

What did you like **MOST** about the product overall? (shape, colour, flavour....)

I like the shape, taste, texture, aroma, appearance, cooking and the "mystery", it's because it's unique and different, which have different smell, and the spice inside the pizza, but I think that the smell is the best part of the pizza

Please give me ONE piece of advise to improve the pizza

Maybe you could have mozzarella or other kind of cheese on the pizza, or maybe put more black pepper on the pizza to get more flavour.

Task D2 -Evaluate the success of the solution

Appearance/Visual/Look

My customer was not satisfied with the appearance because he didn't like how the feta looked like tofu. My customer liked how the pizza was a rectangle. I was satisfied because my pizza had lots of color and you can see all of the ingredients.

Taste/Flavor

My customer was not too satisfied with the flavor because he said "the feta cheese is a little off." I was satisfied with the taste because there was a "pop" of pepper and you can taste everything

Texture

My customer was very satisfied with the texture of the pizza because he said the pizza was moist, soft, and smooth. I was satisfied with the texture because I could fill it with all of the ingredients and the pizza was soft.

Smell/Aroma

My customer was extremely satisfied with the smell because he said it was strong and it made him want to eat the pizza. He also loved the smell of the black pepper and tomato. I wasn't satisfied with the aroma because it smelled dull (I was sick) and all I could smell was the mushroom.

Task D3 - Explain how the solution improved

- I would make the pizza bigger
- I would use less amounts of the ingredients
- I would use less pepper maybe only 2 pinches
- I would use a mix of blue cheese and mozzarella instead of feta

Task D4 - Explain the impact of the solution

The solution would help my customer because it has protein to help my client grow and help boost his energy, vegetables with fiber to help my client's stomach, and pepper for a healthy "pop" of flavor. If my client continued to eat my pizza I am confident that the would be taller, healthier, and more active.