



Elevating Fashion by  
Combining Creativity with  
Seamless Project Execution.



# ThermaWare

Product Research &  
Market Analysis

2025



# *ThermaWare: Reducing Food Waste Through Freshness Visibility*

Improving freshness awareness through low-effort product design.

## **Execution**

Developed and evaluated a reusable food storage container concept that visually indicates food freshness over time.

## **Planning**

Designed research and testing to evaluate consumer understanding, perceived value, and adoption potential.

## **Preliminary Budget**

50

survey  
participants

8+

qualitative  
interviews

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# Research & Concept Testing

Creating a new, user-friendly website to enhance online presence and engage customers more effectively.

## Interview Insights

Designed and launched a Qualtrics survey to evaluate consumer perceptions of food freshness tracking and product usability.

## Interview Insights

Conducted qualitative interviews to understand common behaviors, frustrations, and decision patterns related to food storage.



## Concept Comparison

**ThermaWare** – reusable freshness-indicating container

**Tuppersticker** – single-use freshness sticker

### Quantitative Analysis

Analyzed survey data using Excel to compare both concepts across relevance, uniqueness, believability, and purchase intent.

### Consumer Insight

Participants strongly preferred solutions that required **no additional effort** and provided **clear visual cues**.

### Strategic Finding

ThermaWare demonstrated stronger differentiation and higher perceived long-term value.

#### ThermaWare: Purchase Intent Drivers

	Str. Disagree	Disagree	Neutral	Agree	Str. Agree	Mean	T2B	T1B
Purchase Intent	4%	0%	23%	3%	50%	2.64	36%	33%
Uniqueness	2%	0%	17%	33%	48%	4.25	81%	46%
Believability	0%	10%	23%	44%	23%	3.80	67%	23%
Relevance	0%	6%	17%	35%	37%	3.94	72%	37%
Liking	4%	2%	15%	38%	37%	3.50	75%	37%

#### ThermaWare: Additional Questions Data

	Str. Disagree	Disagree	Neutral	Agree	Str. Agree	Mean	T2B	T1B
A color-change from green to red is a useful visual cue	0%	0%	15%	25%	58%	4.33	81%	56%
I often forget how long leftovers have been placed in my refrigerator	0%	0%	15%	7%	78%	4.64	94%	44%
I would replace my current food containers	0%	0%	15%	7%	78%	4.64	94%	44%
Having visible freshness indicators on my Tupperware container that tracks freshness	0%	0%	15%	7%	78%	4.64	94%	44%

#### TupperSticker: Purchase Intent Drivers

	Str. Disagree	Disagree	Neutral	Agree	Str. Agree	Mean	T2B	T1B
Purchase Intent	12%	8%	17%	35%	29%	3.64	64%	29%
Uniqueness	2%	6%	15%	44%	33%	4.00	77%	33%
Believability	4%	8%	15%	40%	33%	3.90	73%	33%
Relevance	0%	10%	13%	33%	39%	3.87	71%	38%
Liking	8%	2%	23%	40%	27%	3.76	67%	27%

#### Consumer Problem

Consumers often forget how long leftovers have been stored (71% T2B), creating waste and frustration.

**Conclusion:** Over appreciation

#### New Ideas Pull People In

- With Uniqueness at (77% T2B, 4.00 M), consumers feel like the TupperSticker is unlike something they've seen before.
- Boasting the highest T2B score out of all drivers, there is a clear likelihood of a high trial potential.

#### Building Confidence

- Believability scores highly with the TupperSticker (73% T2B, 3.90 M) showing that consumers believe this system works accurately.
- Consumers find this concept understandable but also unique (4.00 M, 77% T2B)

#### Consumer Connection

- With Relevance at (71% T2B, 3.87 M), consumers feel that TupperSticker fits into their daily usage.
- Paired with the strong Uniqueness score (77% T2B), consumers feel like this is an innovative solution to a real-life problem.

#### Addressing Purchase Intent

- With Purchase Intent at (64% T2B, 3.64 M), consumers are interested, but several respondents gave us feedback and said "the product feels too expensive for their needs."
- Believability (73% T2B) and Uniqueness (77% T2B) are strong, so improving value perception will help increase overall purchase intent.

**Conclusion:** Overall, consumers find this product innovative and relevant, but concerns about price and one-time use not aligning with their goals limit purchase intent.

# Data Analysis & Key Insights

### **Strength**

Reusable design aligns with sustainability and long-term consumer habits.

### **Weakness**

Thermochromic technology requires clear communication for users to understand how it works.

### **Opportunity**

Growing awareness of food waste creates demand for smarter kitchen products.

### **Threats**

Consumers may default to traditional containers without clear value messaging.



# *Concept Evaluation*

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### **Research Leadership**

Led market research including survey design, consumer interviews, and concept testing.

### **1.2 Content Creation**

#### 1.2.1 Copywriting

- Write homepage content
- Write product descriptions

### **1.3 Website Development**

#### 1.3.1 Front-End Development

- Code Homepage
- Code product page

Clear Pathways to Project  
Completion through  
Structured Breakdown.

# *Project Contribution & Outcomes*

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# Project Contribution & Outcomes

- **Research Leadership**

Led market research including survey design, consumer interviews, and concept testing.

- **Data & Insights**

Analyzed research findings and synthesized insights that informed the final concept recommendation.

- **Team Coordination**

Supported project execution by organizing research timelines and consolidating results into the final presentation.

- **Recognition**

Project awarded **Best Product Concept** and **Best Presentation**, the first team in the course to receive both awards.



*This project combined strong consumer insights with a well-developed product concept. The team delivered one of the most compelling presentations in the course.*

*- Course Professor*



# Thank You For Attention

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