

PRODUCT DEVELOPMENT, DESIGN AND BRANDING SEMINAR



**What makes one product succeed?
And another fail?**

**It's all about your users and customers:
Listen to them!**



Topic: Market oriented and user focused product development

Content:

- What is the market need?
- User/customer involvement
- Competitor analysis
- Unique Selling Propositions – what are your product's advantages?
- Product positioning
- Design & Branding
- The role of multi-disciplinary teams

Date: Monday 14th of November, 2011 at 2 PM

Venue: Food Science & Technology Conference Hall

Students & staff of the following Schools are encouraged to attend:
Food Technology Nutrition & Bio-Engineering; Agribusiness and
Natural Resource Economics; Engineering; Industrial & Fine Art

Marianne G. Boye is Master of Science in Engineering and Industrial Design from the Norwegian University of Science and Technology in Trondheim, Norway. She has 10 years of working experience as a product developer, brand manager and project manager in the private sector, including working with food products and international brands like Disney and Stokke.

Marianne is currently working as an industrial designer in Uganda with Reco Industries Ltd., through the Design without Borders program. Together with Reco she will work with branding and packaging design for Reco's current line of food products and develop new competitive products.

She will also be involved with a team of students and staff to pilot multi-disciplinary research projects on product development, design and branding at Makerere University.