PACKAGING DESIGN

Visual Arts | Ms Idy NG

Packaging design plays a vital role in the success of any product. It not only provides protection for your product but also serves as the key element that captures your customer's attention. Conversely, if executed poorly, it has the potential to result in disastrous consequences.

Now, the question arises:

How can you ensure that your packaging design is effective?

WHAT IS PRODUCT PACKAGING DESIGN?

- Product packaging design includes both the external and internal aspects of the packaging.
- Considerations include materials, manufacturing process, and use of forms or molds for internal packing.
- The external packaging design incorporates graphics, colors, fonts, brand messaging, and product information.
- Packaging should be practical while also telling a compelling story to customers.
- The design strategy should aim to provide consumers with a deeper understanding of the product, including its usage, target audience, and value proposition.

GETTING STARTED WITH YOUR PACKAGING DESIGN

Before embarking on the packaging design process for your product, it is crucial to address three fundamental questions:

1. What makes your product unique?

2. Who's buying your product?

3. How or where are people buying your product?

Having clear answers to these three questions will enable you to create a better package design.
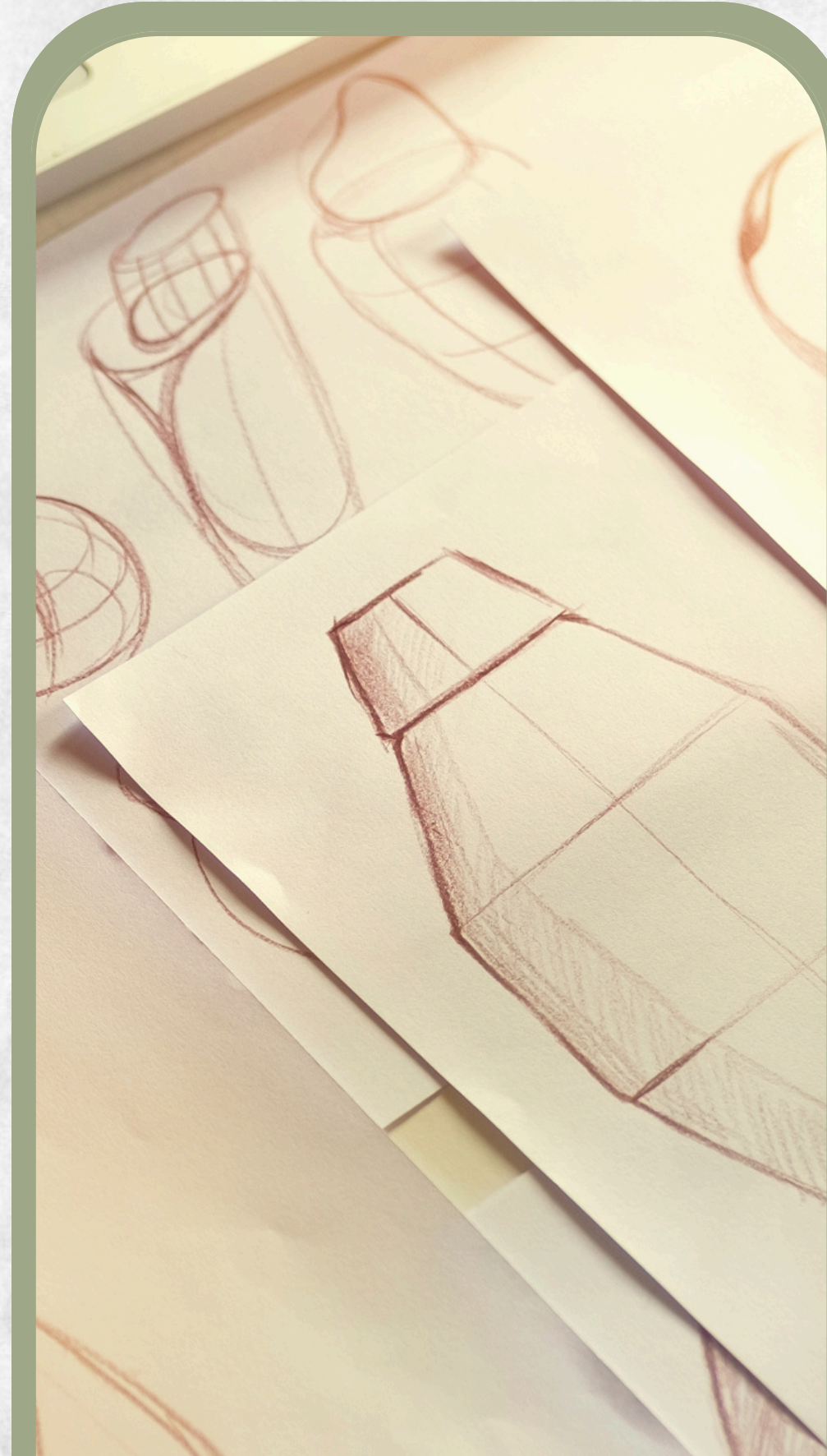
What makes your product unique?

Understanding and articulating the unique selling points and distinguishing features of your product will help guide the packaging design.

Consider what sets your product apart from competitors and how you can visually communicate these unique qualities through the packaging.

Who is buying your product?

Identify your target audience and gain insights into their preferences, demographics, and psychographics. By understanding your customers' needs, desires, and expectations, you can tailor the packaging design to resonate with their preferences and effectively communicate the value proposition of your product.

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How or where are people buying your product?

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Consider the various channels and touchpoints through which customers can purchase your product. Whether it's in physical retail stores, e-commerce platforms, or a combination of both, understanding the purchasing journey and the context in which customers encounter your product will inform packaging design decisions.

Factors such as shelf presence, online visibility, and ease of use during the purchasing process should be taken into account.

What Are the Four Factors to Consider for Package Design?

Packaging serves two primary purposes: to protect the product and create a positive first impression.

Consumers often judge products based on their appearance, so it is crucial to use attention-grabbing designs that capture their attention.

By recognizing the dual function of packaging, you can ensure both product safety and visual appeal, setting your product apart from competitors and enticing customers to choose it.
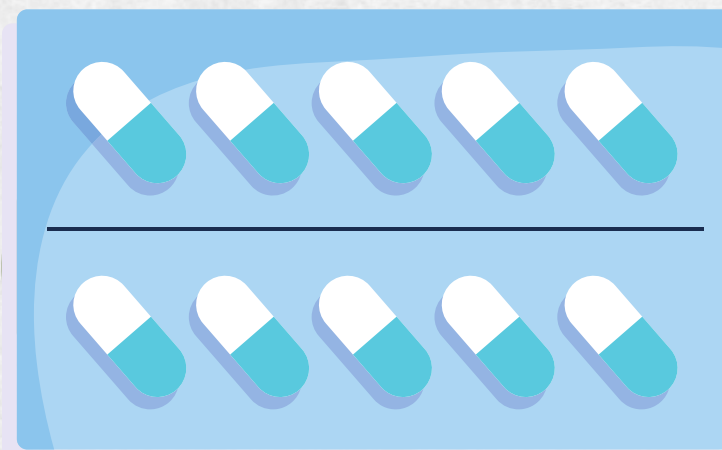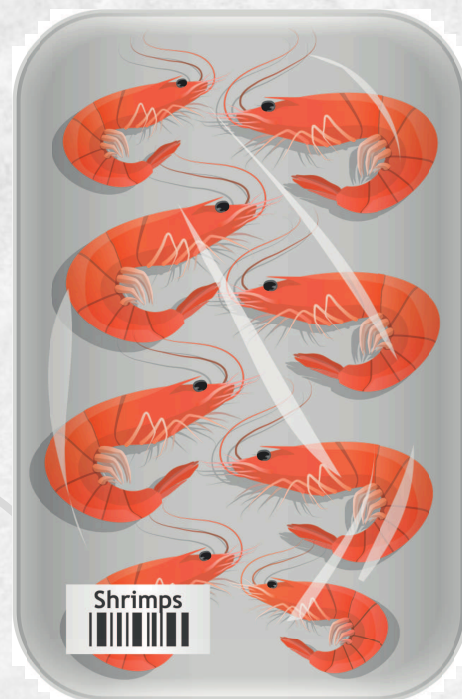
Good package design adds value and appeal to a product,

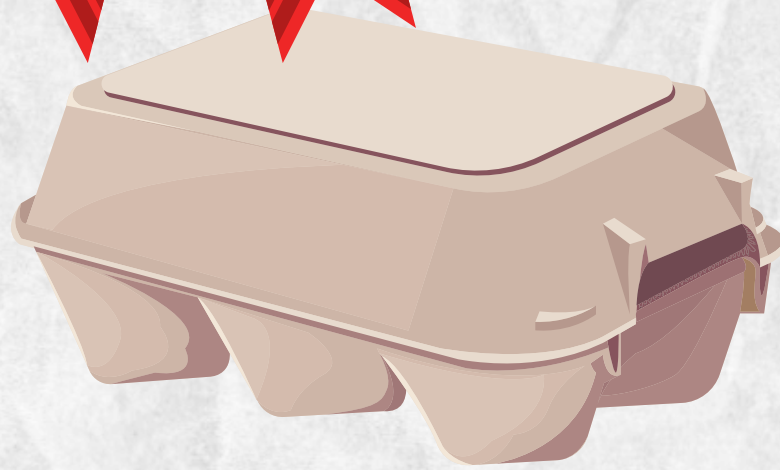while poor design can detract from its perceived value and discourage sales.

#1 Start With the Appearance

Create a great first impression with your packaging by perfecting the visuals. Choose the right images, fonts, colors, and graphics to make it visually appealing and impactful.

- Package designers play a crucial role in this stage.
- The packaging should convey the essence of the product.
- It should create a positive impression and radiate the product's value.
- The packaging should clearly communicate the benefits to the customer.
- It should strengthen the brand identity and convey positive messages about the product.

Fish

Shrimps

2. Decide on the Materials to Be Used

- Consider the construction of your packaging: foil, plastic, cardboard, or a combination of materials.
- Custom packaging allows for the use of multiple materials to meet specific requirements.
- Custom packaging may limit automated packing services.
- Complex or unique custom packaging may require manual packing instead of automation.

3

Packaging Cost

- Design, materials, printing, and assembly are integral parts of the package design and manufacturing process.
- Consider these factors when assessing costs and budget for packaging.
- Align the packaging design budget with your ROI goals and overall cost.
- Fast-moving consumer goods have limited room for error in packaging design costs.
- Seek guidance from a packaging design professional for optimal results.

4 Sustainability

- Consumer demand for sustainable packaging is rising, influencing packaging strategies across all levels.
- Brands are adopting recyclable materials and exploring options like multiple-use packaging or secondary packaging.
- Simply using sustainable materials is insufficient; packaging design should visually convey sustainability and include explicit messaging on the package itself to resonate with consumers.
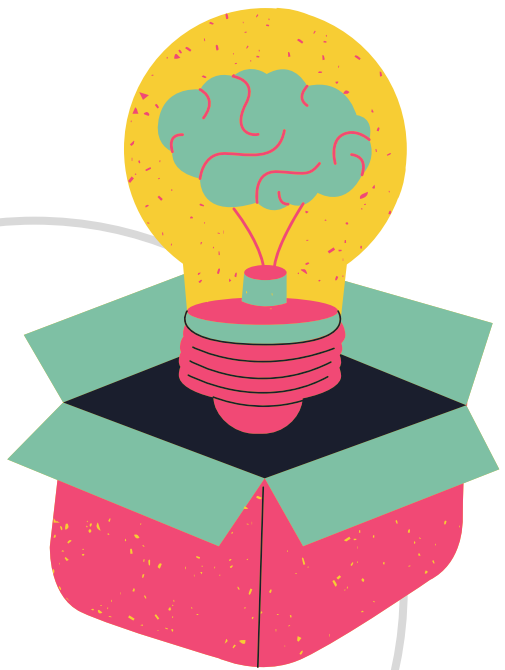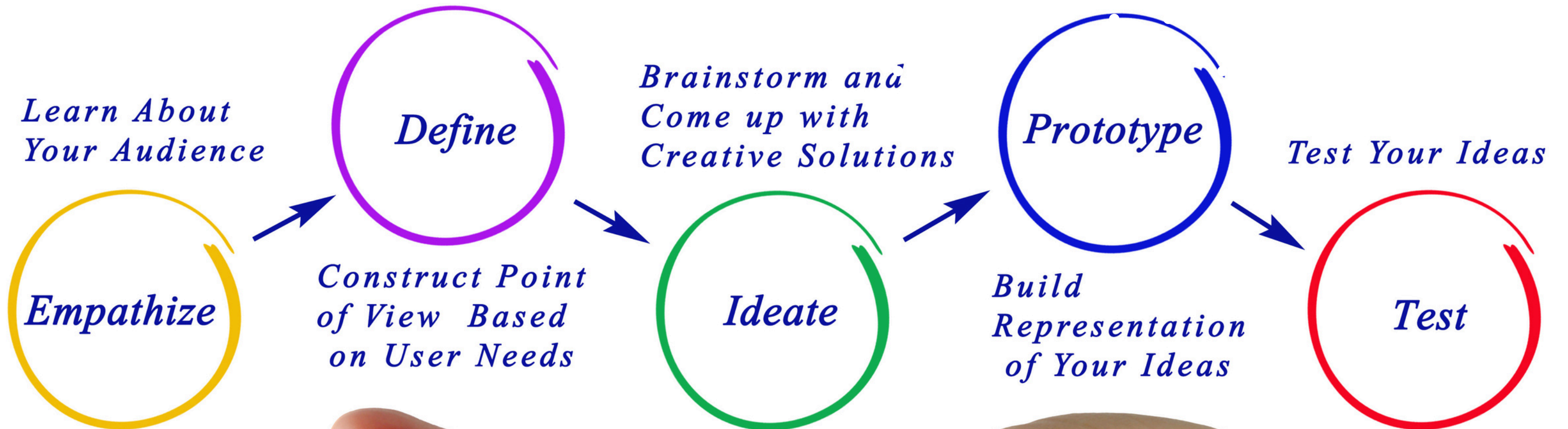
Packaging Design

First impressions have a significant impact on what your customers will think of your **product**. When designing custom packaging, keep these **four factors** in mind and consult with an expert if needed.
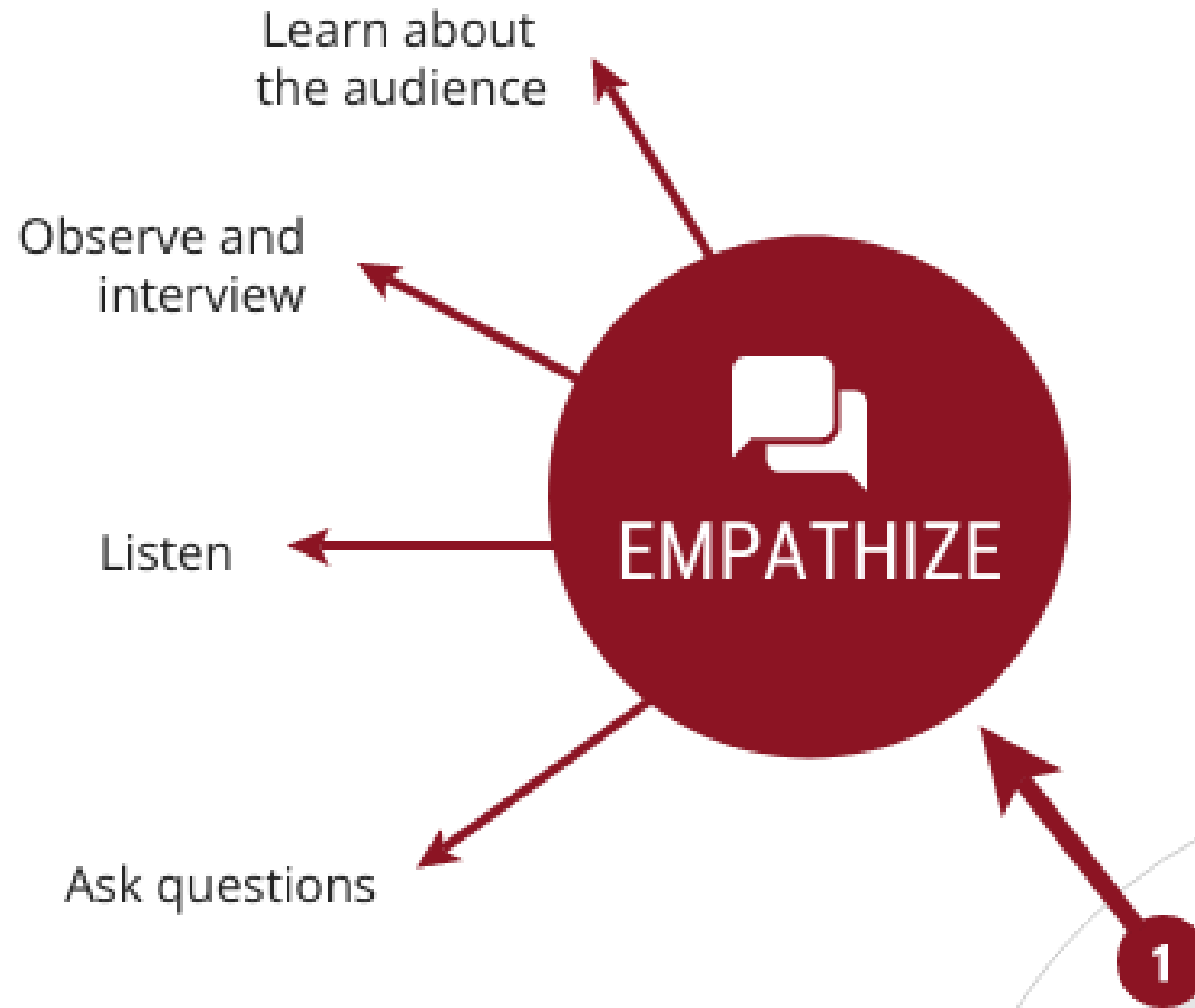
Design Thinking - 5 steps

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Learn About Your Audience

Empathize

Define

Construct Point of View Based on User Needs

Brainstorm and Come up with Creative Solutions

Ideate

Prototype

Build Representation of Your Ideas

Test Your Ideas

Test

Design Thinking

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EMPATHIZE

- Learn about the audience
- Observe and interview
- Listen
- Ask questions

DEFINE

- Define your scope
- Look for patterns and insights
- Question assumptions
- Frame your P.O.V

DESIGN THINKING

Design thinking minimizes the risks of innovation by engaging customers or users through a series of prototypes to learn, test & refine concepts.

TEST

- User testing and surveys
- Evaluate
- Gather learnings
- Iterate and scale

IDEATE

- Come up with many solutions
- Experiment
- Co-create with team members
- Brainstorm and select

PROTOTYPE

- Think big, act small, fail fast
- Gather feedback
- Refine
- Learn from users

1 2 3 4 5