





***WHAT'S THE
PROBLEM OF
TODAY'S CHIPS
PACKAGING?***

► EXISTING PACKAGING

TALL & THIN FOIL BAG TO KEEP FRESH
BUT...



► PROBLEMS



► MARKETING QUESTIONNAIRE

TARGET AUDIENCE

**WHO DO WE WANT TO
BUY OUR PRODUCT?**

Literally anyone but especially:


- young consumers & students
- who is hygiene-conscious
- who likes partying



POSITIONING

WHAT MAKES YOU DIFFERENT?

- looking innovative
- it's all about sharing
- a different way to eat chips
- user-friendly



REASON TO BELIEVE

**WHY SHOULD THEY
BELIEVE YOU?**


- bringing them a user-friendly
consumption experience

SHARING | PARTYING | FUN ▼

INDIRECT COMPETITION

LOOKING FURTHER
OTHER PARTY SNACKS

- biscuits
- popcorn
- cookies



DIRECT COMPETITION

WHO DO WE WANT TO BEAT?
ALL CHIPS PRODUCTS FOUND IN
COLES & WOOLWORTHS

- Smith's
- Lay's
- Doritos



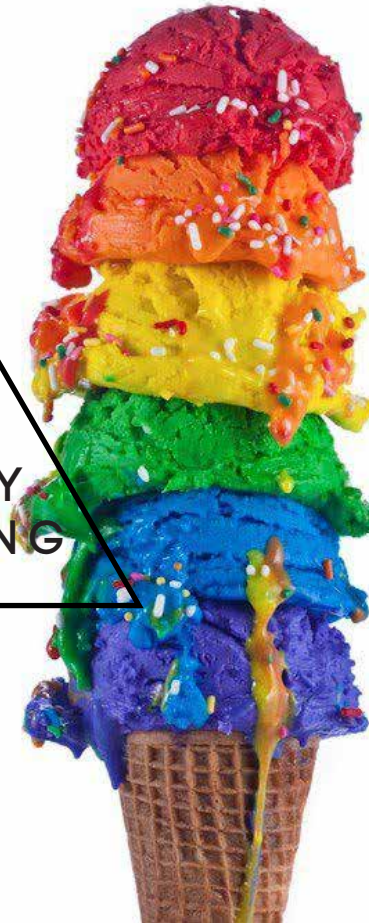
PERSONALITY

CHARACTERISTICS OR MOOD?

- feel like partying
- playful
- colourful



► MOODBOARD



FUN
PARTY
SHARING



► DESIGN DEVELOPMENT

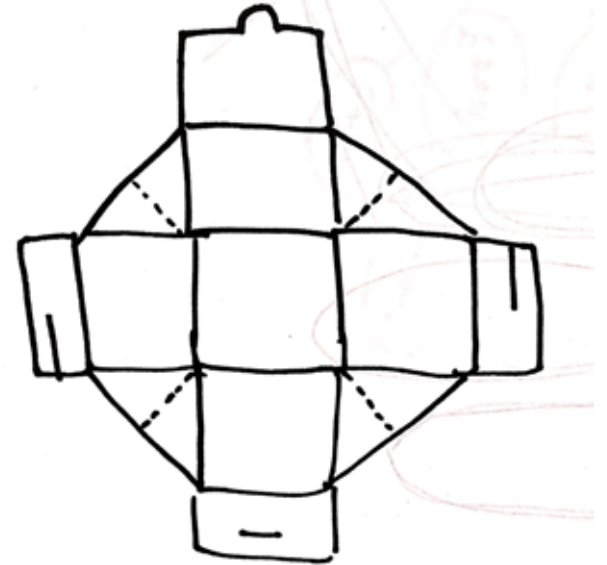
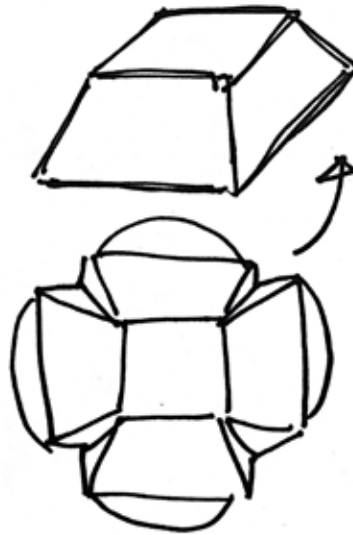
DIELINE

- “chips in a cube”
- from a cube to bowl



Chips in a
Cube

- original trapezoid shape forms better bowl shape
- but not good looking enough



► DESIGN DEVELOPMENT

CONCEP / LOGO

- sharing chips, "sharing happiness"
- rock the party!
- chips could be fun too!
- retro style logo



► DESIGN DEVELOPMENT

COLOR / PATTERN

- brightful, “happy” color
- strong, bold, haheavy



► DESIGN DEVELOPMENT

PATTERN EXPERIMENT



► OUTCOME

FOP/ SOP/ BOP DESIGN



“share your happiness from here” open tab

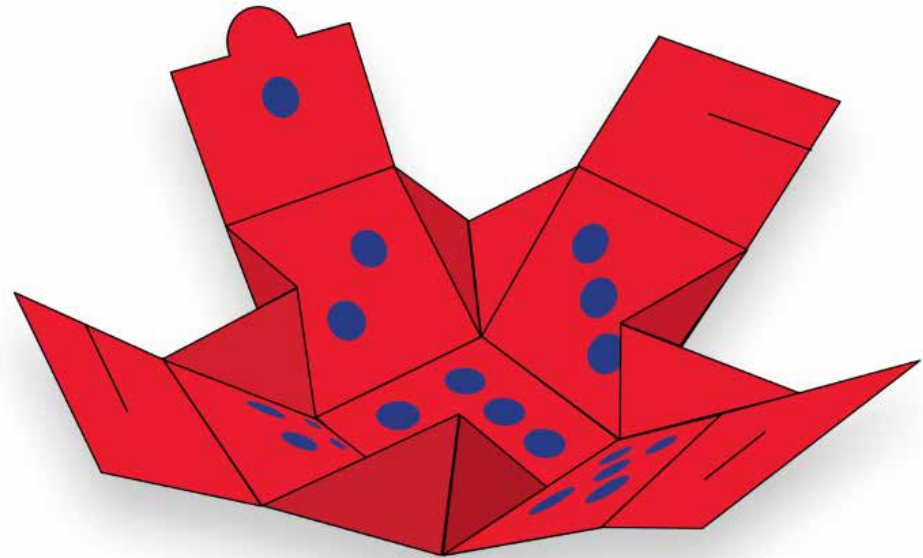


box open instruction

► 3D MOCKUP

HOW DOES IT WORK?

- unfold the box to turn into a party bowl
- flip and turn into a party dice



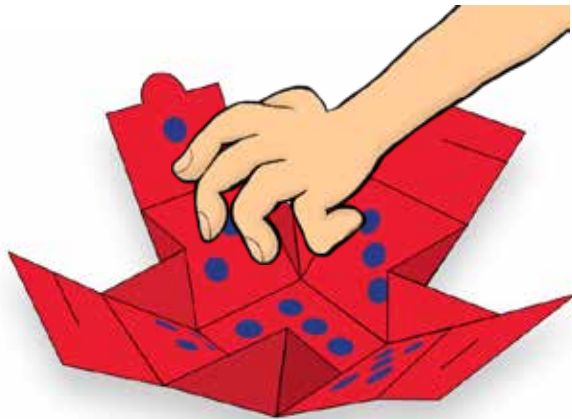
► WHAT'S THE SOLUTION?

DOUBLE-SIDED CUBIC PACKAGING

SIMPLY
"SHARING
HAPPINESS"!

PARTY FUN -
NOT JUST RUBBISH
TO THE BIN!

STACKABLE
BETTER STORAGE
LESS DAMAGE



► RATIONALE

CONSUMER as the DESIGNER

I am redesigning this everyday product because I am always a big fan of it. I enjoy eating a lot but I also get annoyed with its packaging design sometimes.

WHAT WE USED TO = GOOD ENOUGH?

I could definitely understand why chips are packaged in foil (metallized plastic) bags but I feel like there should still be room for improvement. Chips is a very situational consumption good which we eat it not because we physically need it but only under such occasions - movies, parties or simply doing nothing at home! We want something good tasting, instant and convenient that is why we like snacks isn't it?

SO WHAT IS THE PROBLEM?

Imagine you lie in bed to grab the chips but your hand and wrist get so greasy because of the tall and thin foil bag! Especially when you almost finish and you need to dig it from the bottom of the bag. Imagine you want to share with friends but you always have to grab a bowl first. What is more? Although we understand the half-empty bag design could keep chips' freshness, it also leads to so many product damaging since they are easily broken which cannot stack in supermarkets.

THEN HOW CUBIC SOLVE THE PROBLEM?

Simply "sharing the happiness". Having chips is all about sharing the happiness! Clean and convenient! What else, to prove packaging does not go to the bin right away. "Unfold to turn into a party bowl, flip to turn into a party dice!" More over, nowadays convenience is always based on wastage but we could save the environment by reducing plastic.. Retailers having less damage good because of stackable storage! Let's go share the happiness with the earth!



***SHARING
HAPPINESS!***