

IPM - Assignment 1

13 de outubro de 2023

12:28

Bad design example:

Pringles long can

- The famous chips brand has at least two different ways of packaging, being one of them a long can.

Why is the design bad:

- Those that have already eaten from these long cans certainly know that halfway through the can it gets a lot harder to grab those chips.
- Mostly since our hands don't fit the opening our only way to get a hold on the chips is to slide them through the can, hence increasing the chances of getting dirty.

How to improve:

- Create a way to quickly open the can in the middle without spilling the chips.
- Add a type of cardboard inside the can that when pulled brings the chips closer to the opening.



Good design example:

Chilling cup holder

- There are a lot of cars with cup holders, some of them keep our drinks cold.

Why is it well designed:

- Since it is located right above the air conditioner there are outlets in the cup holder, which turns into a 2 in 1 benefit, our drinks are safe and cold.
- It is also of easy use/access, since it is located in the middle of the car next to the passengers and is ready to use, without hidden switches or mechanisms.



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