

My design was to create a separate box for the large cupcakes and a separate one that incorporates the small and medium cupcakes in the same design. The medium and small cupcake holders can hold small and medium cupcakes at the same time. So with the 6 slots shown, 12 cupcakes can be held, 6 small and 6 medium. The large box has only two slots for two jumbo cupcakes. I created the packages this way to limit the sizes of the boxes. The small and medium cupcakes are more common than the large cupcakes which is the reasoning for my number of slots for the cupcakes. The problems mentioned by the customers were that the cupcakes were hard to get out, the cream on top was crushed, the cupcakes were tipped over, & the containers wouldn't stay closed. My prototype addresses these problems in the following ways: For ease of taking the cupcakes out, there are holes at the side of the cupcake holders for peoples' fingers to fit into. To prevent the cupcakes from moving or crushed, I created a ragged and sharp surface for the cupcake liners to catch onto. It's a tight enough fit to stop them from moving around so much. To keep the containers closed, I created little paper flaps that would go in a cut on the opposite side of the box so that when the flap goes in the little cut, it keeps the box shut and secure. The little flaps have two little flaps one on each side so that when the big flap is in place, the two flaps on each side provides additional security when closed.

