



Starpack Students Competition
Brief D: Berry Delicious

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Research Board

Initial Research

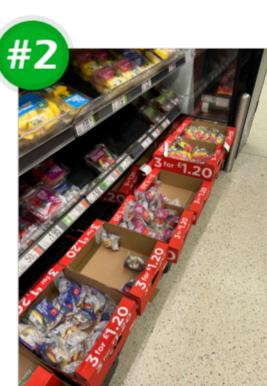


"Loose retailers could prevent 8 million shopping baskets' worth of food going to waste." (Footprint, 2024)

"Supermarkets face a potential ban on fruit and veg plastic packaging as the government considers a return to 'greengrocer' style method." (Parr, 2024)



Field Research



Lidl

ASDA

M&S

Aldi

- Wide Variety
- Clever Character names
- Products all "fun-size"

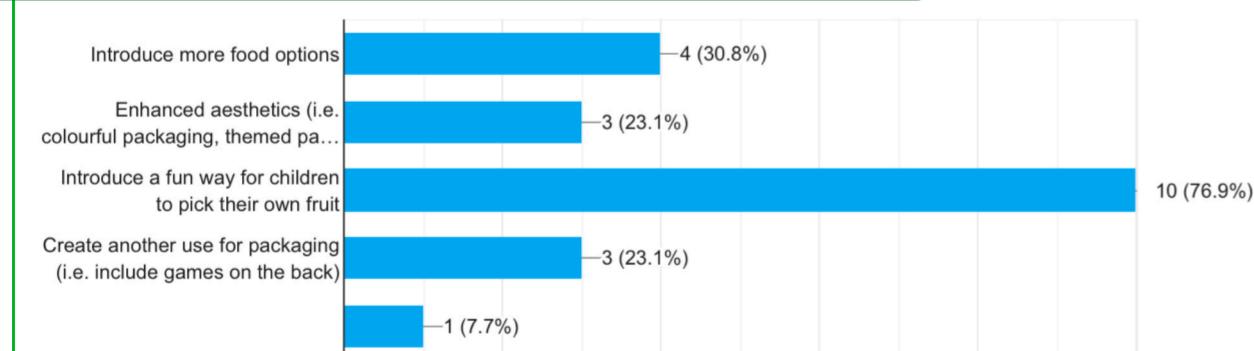
- 3 for £1.20 range
- "Snack-bags" ideal for packed lunches
- Limited range elsewhere

- Very limited range
- Products difficult to locate
- Packaging with high visual impact

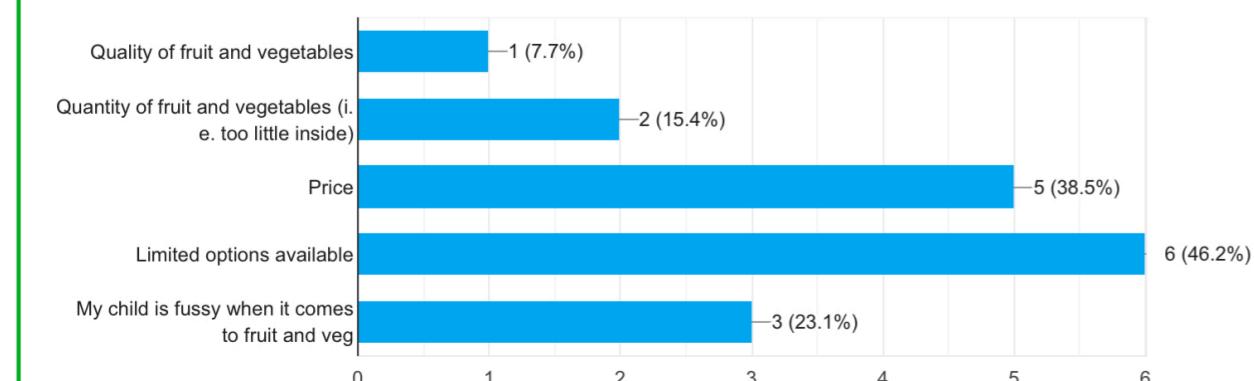
- Minimalist packaging
- "Fun-size" options available

User Research

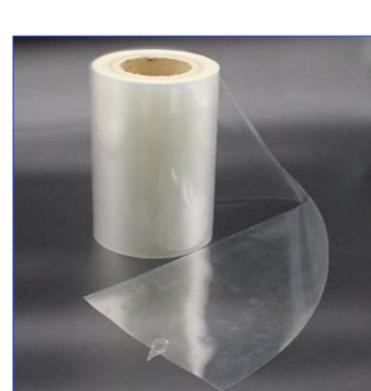
What do you think would make children's fruit and veg packaging more engaging?



Are you reluctant to purchasing children's fruit and veg for any of the following reasons?



Sustainability and Materials



PLA Film



Modified Corn Starch Adhesive



Loose Produce - Minimise Waste



Single Wall Corrugated Cardboard

Design Exploration

Target User:

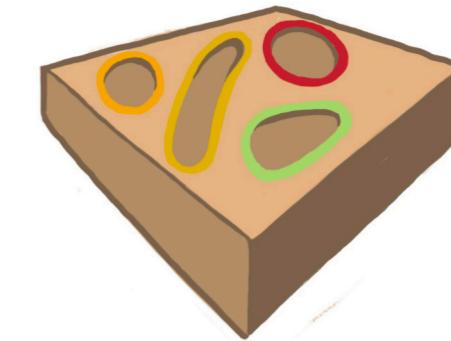
School children aged 4 - 10 who regularly eat packed lunches.

Aim:

To encourage children to eat fruit on a daily basis try new fruits and vegetables through preparation of loose produce.



Concept Development



Concept #1
Fruit Slot Box



Concept #4
Loose Fruit
Lunch Box

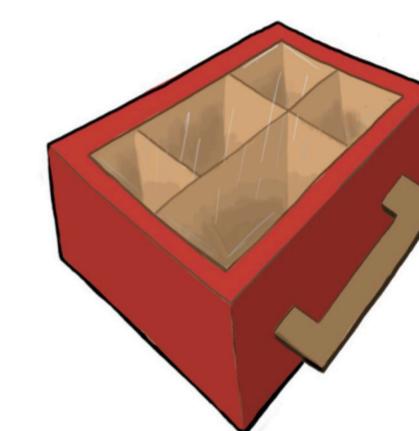
Concept Selection



- **5 Slots** - Children and parents can pick fruit for each school day

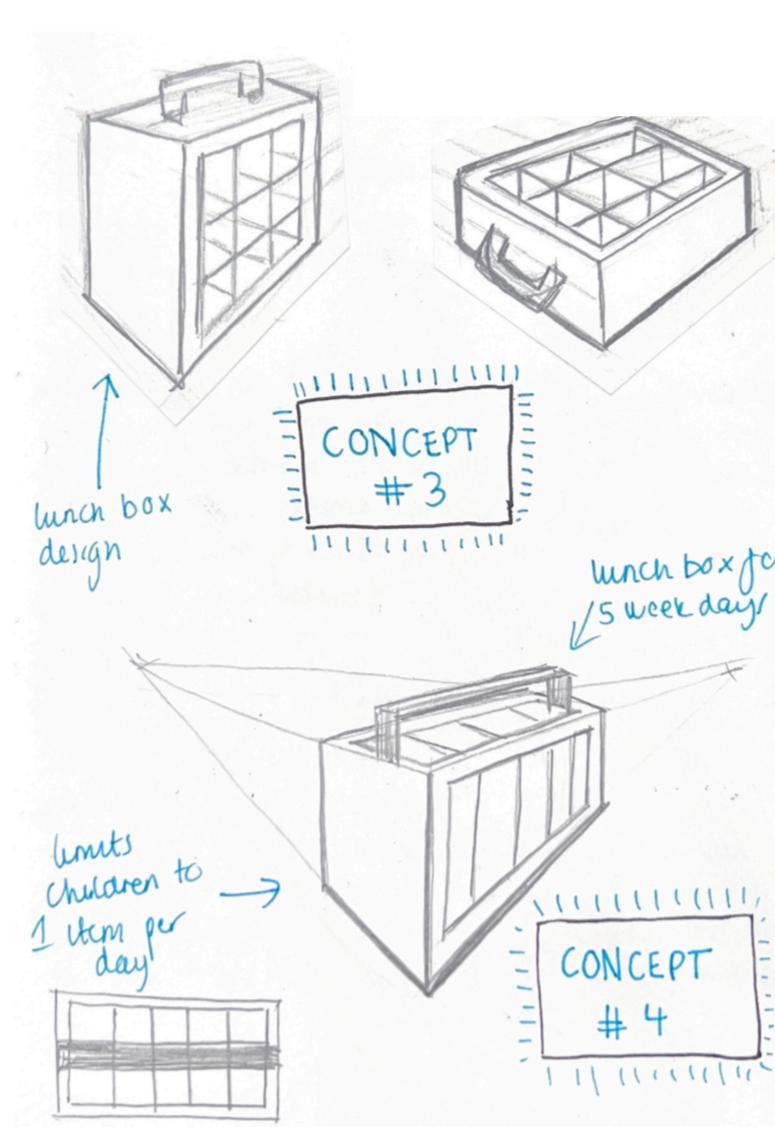
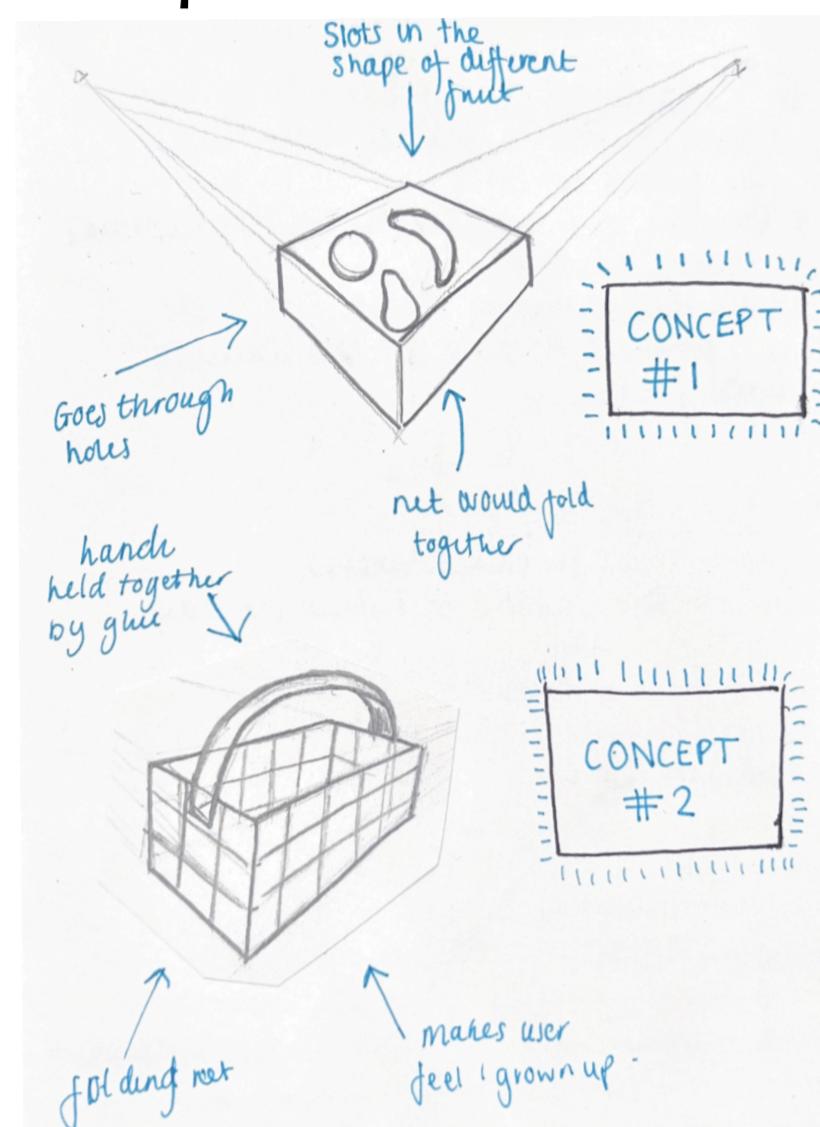
- **Handle** - Easy to carry

- **Various price ranges** depending on which fruit/veg is selected



- **Cardboard walls** are rigid for reuse - parents can recycle box for several uses

Concept Generation

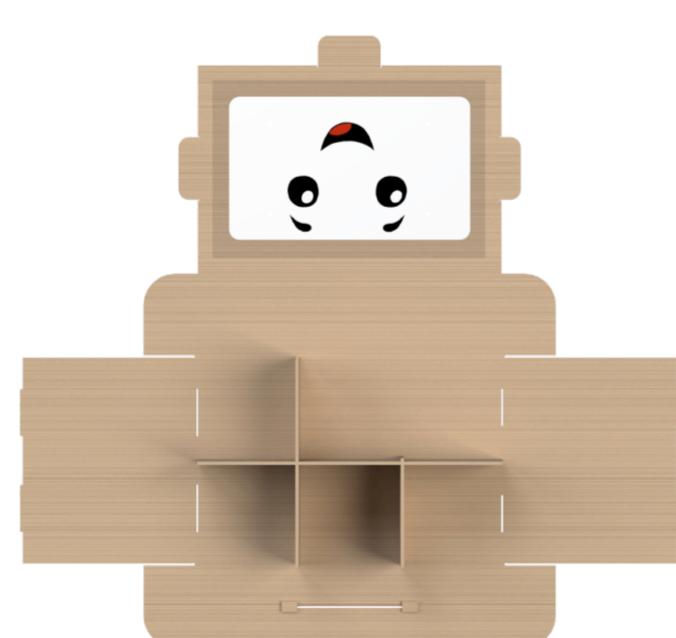
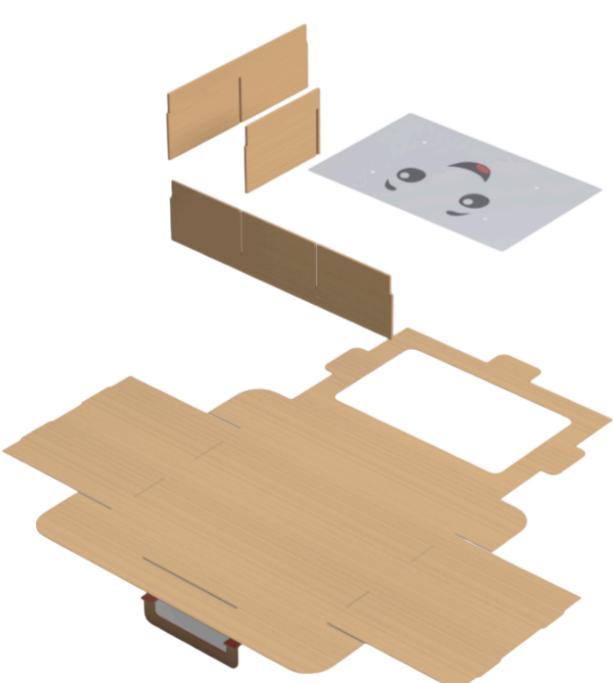


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Final Design

3D Modelling



Prototyping



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