hello sunshine

hello

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Process Book
Zeke Wattles
Packaging Design 3: Interactive
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ArtCenter College of Design
Fall 2017

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Typefaces used:
Basis Grotesque
Freight Text
FF Netto
Proxima Nova Condensed

Paper stock:
Mohawk Superfine Ultrawhite
Eggshell 28 lb.

Designed & printed in Los Angeles.

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Preface

Last term, I did an editorial project with Annie Huang-Luck to fill a need I saw was unmet in the emerging cannabis market. *High Times* wasn't cutting it—the voice of the new market needed a new platform. It wasn't Tommy Chong anymore, but boutique shops, gourmet chefs, scientists, and even Martha Stewart.

For this class, I knew I wanted to focus on cannabis (nothing new there—ArtCenter's been churning out at lot of cannabis projects in the past few years). Though I started off with a few ideas, I had no idea where this project would lead me until I started doing my interviews. Through the user research project, I saw a clear need in understandable, dosage-controlled, symptom-first cannabis projects that is currently unmet. In the face of the current opioid crisis, alternatives for pain management are more important than ever.

There's a real opportunity here: beyond the slew of luxury and celebrity cannabis products on the market, this is something that can really help people who are in pain, just by making the packaging easier to understand. By putting users first, it's a win-win for consumers and business alike.

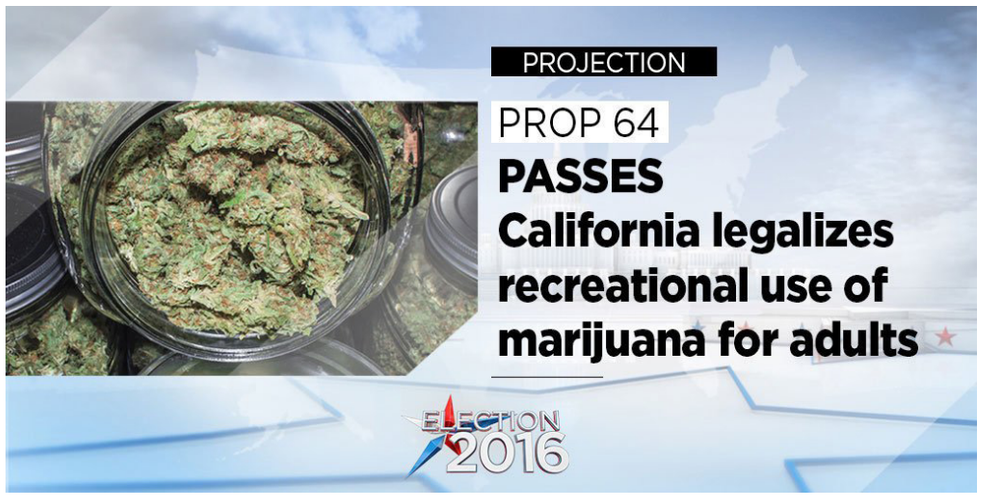
Cannabist was my editorial project from last term. I hand-lettered the logotype, which was inspired by *Gourmet* magazine. The bottom spread uses Hobeaux Rococeaux from OH no Type Co.

research

Background

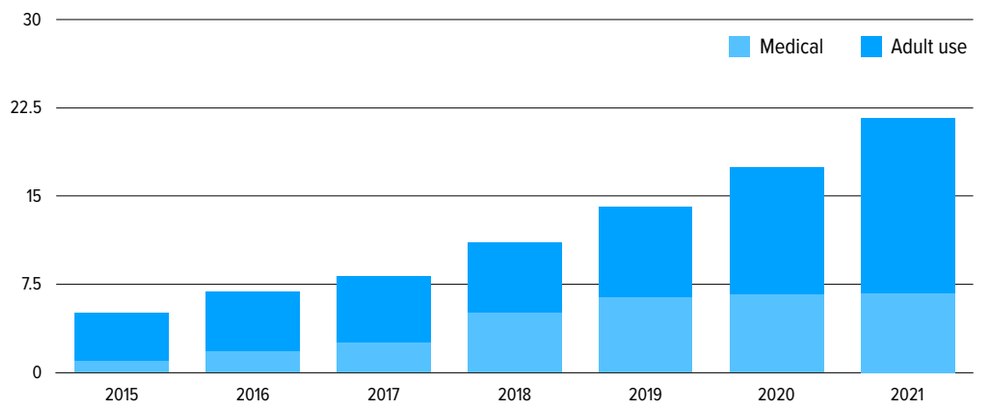
The Acapulco Gold rush

Legalize It



With its recent legalization in California, there's no doubt about it: the cannabis business is booming. Tons of brands are looking to get into what they see as the next gold rush.

North American Legal Cannabis Spending (in Billions)



Source: Arcview Market Research (*https://arcviewgroup.com/research/free-executive-summary/*)

Full Interviews
Listening to users

Since everyone's needs are different, there was no set script for the interview process. I just found as many different people I could for a wide range of use cases and perspectives.

In total, I interviewed 8 people the first week, and followed up with 3 more the second, which hugely influenced my thinking. While I started this project thinking I wanted to do something recreational, I realized there was a possibility to really help and impact the medical consumer. There is a huge user need for clearer instructions and dosage control that is currently not being met. For people living with daily chronic pain, medical marijuana can be a game-changer.

Lily

Age **24**
Sex ♀
Occupation **Medical Student**
Familiarity

How is cannabis part of your lifestyle?
I use it to relax and help me sleep. For recreation. Usually at the end of the day.

How do you use it?
With a small vaporizer or sometimes I like to roll a joint and smoke it.

How do you feel when you purchase cannabis?
It depends where I'm going. Some dispensaries are super sketch. There are guards and metal gates. The other ones do have security guards but the environment is a lot nicer. Some are like parties. It's still kind of reminiscent of buying weed from a dealer. It feels like it's semi-illegal. I can't talk about it with coworkers, I feel uncomfortable about it because it's still taboo and stigmatized.

What types of cannabis products do you buy?
Flowers. With edibles it's harder to control the dosage. I'm not experienced enough to know what's a good dose for me. You can get too high. Some strains are so strong now it's like a hard drug. You don't always know what you're going to get.

How have your habits changed as you got older?
I smoke less. By myself more. I used to smoke more socially.

Is there a ritual to it?
Grinding, putting it in the vaporizer. The joint is kind of a ritual. I like listening to music. I definitely get munchies! I just use it to relax at the end of the day.

Would you have wished to remain anonymous if this were about something else, like wine?
Oh no. I drink wine like water! Not really, but there is a stigma about weed. I'm worried it might affect my career.

Destigmatizing it is so important because then doctors can truly research the impact of the substance. In the face of the opioid epidemic, part of destigmatizing it is learning to be more responsible, and finding a better solution for pain management. Having a cannabinoid option is really good. CBD can help kids for seizures without the scary side effects.

Have you ever used marijuana for period pain?
Oh yes! Absolutely. Also when I got my IUD.

Why marijuana and not other pain relief?
I guess because my stomach is sensitive and taking OTC pain meds can upset my stomach. I'm weird about taking too much OTC medicine if I feel like I can avoid it. There's a risk of GI and liver problems.

Susan

Age **64**
Sex ♀
Occupation **Retired**
Familiarity

Can you tell me about your cannabis usage?
Well now I don't use cannabis, but I would, if it were available to me. When I used it the last time, it wasn't recreational, but it was medicinal. I used it to treat my frozen shoulder. The first time, I was prescribed Vicodin for it, but I didn't take it because I was afraid of becoming addicted. The second time, the doctor recommended Advil and OTC medications but that didn't work either. So I got a prescription for medical cannabis and it was absolutely successful. There were no side effects. They gave me the right strain for what I described.

Was it psychoactive?
No, it just mainly relieved the pain and agitation I felt from being in constant pain.

Do you still use it?
I would use cannabis now, if it were available to me. Why? Now, even my orthopedic surgeon won't prescribe opioids. He wants me to take Advil which hurts my stomach and creates long term damage, taking so many chemicals. When I saw a pain management specialist, they made me take a 15-page survey if I even knew anyone who abused drugs. The opioid epidemic is now making it difficult for anybody to get pain relief. I'm just left hanging.

You would?
I know the voters in California want legalization. We're not supposed to need a subscription. We voted on it. I don't want to get a prescription because it's already legal! Why can't they regulate the sale?

Can you tell me about how you used it?
I didn't want to smoke it. The woman who advised me was not a cannabis user but her husband was a Vietnam veteran and cannabis was the only thing that helped him. At that time, there weren't oils or edibles, there were just flowers. So she told me how to make butter. I cooked the buds in butter, then cooled it, and the clarified butter had the cannabis oil. I froze it, then put small pieces in tea or hot water then drank it. This was around 2009. The whole house smelled like weed! I didn't know what to tell my kids.

I looked at a few sites of mothers who treated their children with cannabis who were on the autism spectrum or had anxiety disorders. They cooked it into butter because it was a controlled dose. For me, just a little bit of butter helped. It was a tiny amount, much less potent than what you would get now.

My only trepidation now is that some of the products are so strong that I would want a product for someone like me, so I know I wouldn't become incapacitated when I take it. Dosage control is really important.

What type of products would you want to see?
I want something I can carry with me in my purse like a pill or lozenge, I'm not interested in candy or whatever, just like a lozenge I would put under my tongue with a small controlled dosage. If I had to take two I would, but one should not get me too high. Portability is important. I also want it to be discrete. I don't want to carry around a spray bottle. A tin of lozenges would be better, or something. Maybe something sublingual or a strip for my tongue.

What do you see in the future?
In the future, I want this to be covered by my insurance. They won't cover Vicodin even though they would have happily, 15 years ago. If this is what helps me, and it's safer, they should cover it. It's cheaper and easier than opioids. I feel like big pharma doesn't want it around because of that. I mean, I could grow my own medicine and not rely on them. They don't want that, right? I think that's why legislation is stalling.

[Shows "Allay" from Pearlfisher work] How would you feel about something like this?
I like the tabs. The problem with the oil is it's messy, and not as controlled. And I wouldn't want to wear the band. I think the wrist tab is for people who are less stable and can't administer it themselves.

Anything else?
You know another good market? Aging women. So much advertising, like Viagra, is focused on aging men, but what about women with menopause? What about joint deterioration or bone deterioration and all the normal aches and pains that come with aging? Lots of older women are told by their doctors that they just have to "learn to live with it" [chronic pain]. The medical industry patronizes older women, and doesn't take us seriously.

Do you think cannabis is a good solution for menopause?
It would be excellent. The big problem with menopause is the mood swings. And there's a lot of anxiety because they aren't in control of their mood. And for younger women with period pain and mood swings it really helps too. There's no product to address these issues! Except maybe Midol, which is just aspirin and caffeine. To treat these so called "emotional disorder," cannabis is cheap and doesn't have the same side effects.

How do you feel about the packaging?
I want it traditionally packaged so I can just read the label and know exactly what it is. This population doesn't use apps. It's the forgotten population. I want the product to look familiar. Like aspirin. Something I know and am familiar with. **Super clear and familiar labels, like a prescription bottle.** "Take one every four hours as needed, no more than three." When they put a giant warning label on cigarettes, it was really effective packaging, smoking rates declined. You really have a responsibility to inform about the product through the packaging. I can't rely on an app. I want to feel self-sufficient.

Older sick people can't smoke. When my dad had terminal cancer, we wanted to, but couldn't use it for him. At that point, it was very uncommon. For dying patients, morphine is administered drop by drop under the tongue.

I think the food/candy association is kind of dangerous. It should be medicine.

How long does the butter take to take effect? Some people say edibles can take a long time.
Actually because of the heat, I think it works faster. That's why I used it in tea. Maybe 30 minutes or so.

What do you take when your shoulder pain acts up?
Nothing. Now I take one aspirin nearly every day for my knee, but I guess I get used to a new normal.

What happened to your knee?
Partially torn meniscus and joint deterioration. It has been swollen, painful, and hot to the touch for 3 months. Starting on physical therapy for it.

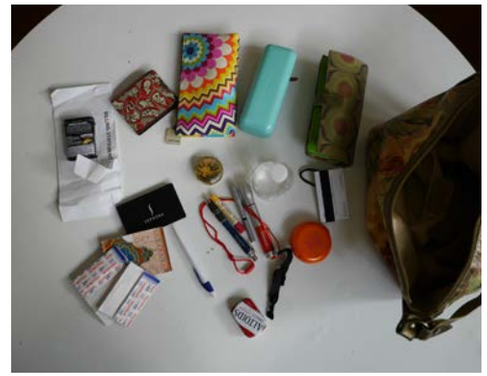
What do you do to stay active and how has that changed since you started getting chronic pain?
I stay active to maintain my strength, stamina, and flexibility by swimming 3 times a week, tai chi 3 times a week, and walking a 2-3 mile trail hike once a week with my friends.

I had daily yoga practice in addition to walking 20 miles a week before my first shoulder injury. Now with my knee and my back, I don't walk and do any of the regular dance classes or fitness group classes anymore. I do things in the water for less impact. Tai chi is slow and controlled too. By 2 or 3 in the afternoon or after a hike, I have to get off my feet and get my knee elevated for the swelling. I have to lie or sit down.

I used to spend no more than 4 hours sitting per day, but now it's twice that. **I still think I'm really active and healthy for my age.**

What's in your bag?
I carry aspirin and Advil. I put it in a little pill box.

What I learned: people with chronic pain are seeking advice on internet forums because there aren't products that address their needs: reliable pain management that's easy to understand and control the dosage.



Oscar

Age **40**
Sex ♂
Occupation **Dispensary Owner**
Familiarity

How did you get involved in the cannabis industry?
I'm a retailer and I got involved by being one of the folks that was pushing for regulation and legislation in Seattle, Washington. Also on the national level for tax reform and business parity and descheduling at a federal level. I also organize large conferences and symposiums. And I have a few shops that I run and develop.

What products do you carry?
Full range of products for medical and recreational markets in Washington. It's really one product with two different demands. You could have a super heavy indica that helps with pain, and it could be used recreationally.

Who are your customers?
Literally everyone in society. All socioeconomic levels, all races, everyone. We see everyone come in. From little old ladies to hardcore republicans.

Some people who use edibles say they have issues controlling their dosage. They are reluctant to purchase because they don't know what they'll get, how strong it'll be. What can they do?
Butter is a good way to control the dosages. Anything you can modulate to a small level.

Can you tell me more about the current market for cannabis?
There's really three markets for cannabis users: **people who need it, people who want it, and people in between. Health, recreation, and I guess what you'd call Wellness.**

Some of the options people have for taking it are combustion, vaporization, ingesting the oil, and topical treatments. Higher CBD options are better for people for Health/Wellness.

For people using cannabis to treat pain, who can't smoke or vaporize, how do you help them find the right dosage?
They have to *titrate*. They have to work to get their dose to the right level. You'd start small, monitor your dose, and gradually increase it. It's a new thing for doctors and nurses and patients.

So you have to teach patients?
We don't, as retailers. But there are groups that help. There are a lot of networks.

Here are some good resources:
Americans for Safe Access
National Cannabis Industry Association

As a retailer, what do you look for in brands you carry in the store?
Consistency of quality. Consistency in general. Do they have the right mix of products for the customer base we're serving? Is it the right modality [delivery mechanism]?

Think about modalities: what other systems of the body can you introduce the compound? Orally, lungs (sublingual tinctures), topicals, edibles (digestive tract).

What are the most popular products you offer?
Still the most popular product is flower and vaporization (concentrates). For pain, there are capsules. It depends on the type of pain. For immediate relief, vaporization works fastest. There are capsules available. For longer release, edibles work for extracting the compound over a long period of time.

What do you tell people who are afraid of edibles because they think they will take too much?
This is why they have to titrate. They have to start slow and increase the dose. They can always add. Wait 30-45 minutes to feel the effect before increasing the dosage.

Tate

Age **23**
Sex ♀
Occupation **Designer**
Familiarity

How often do you use cannabis?
It depends, but I wouldn't call myself a regular user. There was a month where I used cannabis once almost every day for a week. But now I'll use it maybe once or twice a month.

Was there any reason you used it more or less now? Does it correlate with anything?
I think the most I ever used it was when I found out my mom was sick. It was scary and pretty serious for a month or two but now she's healthy and doing well. I never thought I would use any substance to push about from feeling numb or sad, but cannabis helped. Now if I do use it, it's when I want to focus on working on a personal project. But the outcome differs—sometimes it makes me really focused and kind of gets me fixated on small details and other times it makes me want to watch *The Office* and chill.

How do you ingest it? Smoke? Edibles?
I have tried edibles twice and both times they definitely messed me up. They were gummies. And I think one time I took a gummy bear, waited a couple hours and didn't feel anything, then it hit me and was way too much for me. Not fun. So I stick to smoking.

It's hard to know how much to take and each dosage varies per person. The package that had those gummies that I took, it had the total mg but didn't say how much was in one gummy.

I have tried edibles twice and both times they definitely messed me up. So I stick to smoking.

It's hard to know how much to take and each dosage varies per person.

Was it obvious what that meant? What is an "mg" of weed compared to like, a puff?
Good question. I'm not that well-versed in weed language, haha. I understand percentage a little better than mg. But either one, I'd say the higher the number the higher it'll get you.

Have you ever considered it for pain relief?
Recently yes! I had a terrible migraine that lasted for a day and a half. But when I thought about smoking I didn't have any around me at the time.

Why did you think of using it instead of typical OTC medication?
I don't like taking pills and I have a difficult time swallowing them.

Can I use your name and photo or would you like to remain anonymous?
Yes please [to being anonymous]. Maybe in the future I'll be okay with myself being public about weed, but not yet.

Rebekah

Age **25**
Sex ♀
Occupation **Medical Student**
Familiarity

How would you describe your use?
R I probably use it daily. I mostly smoke it. I like to roll blunts, I have a bong, joints sometimes. Sometimes with friends or by myself. Mostly with friends on the weekends, by myself in the week. The dispensary I go to mostly is Mecca natural medicine. I also have a vape pen, I don't use it as much. I don't really do edibles. Only if I know I have nothing to accomplish because I never know how high I'm going to get.

Would you use it more if you could control your dose better?
R Well, technically you can, they tell you how much the serving size is. But I don't know how many milligrams gets me high. I feel like I would need to do more of my own education before I am competent enough to do it.

The thing about smoking is, you smoke and then you're high. With edibles, I don't feel high at first so I end up eating too much.

Have you ever used marijuana for medical reasons?
R Yeah! Actually I started using it because I got terrible cramps and had trouble eating. The only thing that helped me was cannabis. No doctors could figure out what was wrong, so that treatment worked the best.

Since I started medical school, it helps with my depression. Most of my friends also smoke weed, so it helps me feel motivated to see my friends. It helps with social anxiety and also the depression symptoms. My friends say getting high really, really helps with periods. Even though it's medicinal, we don't know how much we need to be taking. Doctors can't tell us.

Can you describe the dispensary experience?
R What I like about Mecca [dispensary] is that prices are reasonable, it's amazing quality, a lot of variety. Most of the time I buy just buds. Sometimes I buy accessories. One of my friend likes gummy bear edibles so sometimes I get those.

Are there any [smoking] rituals you have?
R One of my friend groups come by every weekend. Sometimes we just hang out and talk, sometimes we watch TV together. We go outside to smoke on the balcony.

With my other friend group, I don't see them as often, we just kinda hang out and talk and compare the weed we brought over. One of us rolls it up, one of us is in charge of our musical selection. Since it's football season we usually watch SportsCenter now. We usually hang out for maybe 2 hours, max. We talk, compare weed, smoke together.

So it helps facilitate social experiences.
R Exactly. It's not like an addiction thing, but it's something we like to do together.

Since I can't eat unless I'm high, it's a way for me to hang out and eat with my friends. I can't do that when I eat lunch with my mom. I was high, but it was awkward.

There's a stigma?
R Yeah definitely. She's concerned about me, and I'm confused as a student, so she thinks it's because I smoke. That's frustrating.

What do you see is a need in the cannabis world?
R Giving people more agency over smoking. If they don't want to smoke it, what other options they have. Things to dissuade the stereotypes and expose it to other populations. Educating people on the benefits of it. People think it's just minorities or unproductive members of society who use cannabis. It should be more well-rounded.

There's not enough friendly packaging. When it comes to flowers, those aren't really branded. It's like a line of drugs, kind of. It all has the same effect in the end.

More consumer-friendly packaging. It seems like most of the packaging just advertises you getting high and being high, but maybe it should focus on the medicinal uses.

Teun & Layla

Ages **20 / 21**
Sex ♂ / ♀
Occupation **Exchange Students**
Familiarity

What is it like to get cannabis in the Netherlands?
I've smelled more marijuana in California than in the Netherlands! We smoke it with tobacco. You smoke it pure here in California.

Only in coffee shops?
You can only buy in there. You can smoke it in the streets. You can have 5 cannabis plants and it's legal, but no more. It's actually semi-illegal, but people still do it.

Is it medicinal?
No, that's never been an issue. There is a group who want to introduce this, but doctors are against it. It's all recreational.

Is it widely accepted?
Not at school, you'd get expelled. With students, it's really normal. They get their bike, buy their weed, then go home and roll their own joints to smoke it. A few times a week.

I tried once, but then my parents asked me about it. They were against it.

It seems like here in California people can't be as open about it.
Well it used to be illegal in California, but now it's more legal. I think in 20 years it will be normal. In the Netherlands, you can say I'll just come home and have a beer, or a joint. It's normal.

It's legal to smoke when you're 18 in the Netherlands. It used to be 16!

How is cannabis packaged when you buy it?
You have the little bags with the seals, and they put pre-rolled joints in it. Usually my friends buy it, I don't. Sometimes in the little plastic tubes.

If you buy pure, it's in the sealed baggies. Like for food. You see them a lot on the street.

How does the stores look?
You have coffee shops, like a cafe, or where they have a glass wall with a speaker in the wall to buy it at night, usually open til 2AM. Like the government.

Like coffee shops look like here, but with weed. You either buy to go or smoke it there. You can buy food with weed in it as well. Brownies, cake. I think some of the mushrooms are illegal now. Some are actually legal still.

You can take 5 grams out with you.

At festivals, they have people that check your drugs to make sure you have good and real ecstasy or whatever. They know people will use it, they want to make sure it's safe.

I think the bad side about being so open about drugs is all my friends use hard drugs too. Ecstasy, LSD, speed. The friends I have that use hard drugs try only 3 months so they don't get addicted. Some of my friends who use every week have mental or health issues from the drugs. One maybe has Schizophrenia. Some of the guys admitted to having erectile dysfunction. And they're under 25!

There's so much pressure on people here [in America]. You work like 120 hours a week. We work maybe 40, 45. I'm taking 17 credits!

I have ADHD and I've never used drugs, but they always want to prescribe me! Even in the Netherlands.

Drug tourism is actually really bad in the Netherlands.

Benin

Age **26**
Sex ♂
Occupation **Student**
Familiarity

What are your habits with cannabis?
I smoke occasionally. I don't really buy weed.

Socially? By yourself?
Both.

Have you ever used it for medicinal reasons?
Yeah. I had a lot of injuries because I ran a lot. I tore my meniscus. For body pains, if I work out, when I'm sore. I smoke to relieve the pain and swelling. Sometimes to sleep.

Edibles?
They're a lot stronger. You can't really gauge how high you're going to get. Some people put weed in everything, butter, brownies, anything. It's really difficult to gauge how high it's going to get you. The instructions are like "don't eat the whole thing, unless you wanna get really high."

Do you know what the milligrams mean?
Nope. I want like a meter that shows me how high I'd get if I eat so much. Even though everyone's tolerance is different, I think it would help. The hard thing about edibles is, once you get way too high, you don't get that high again. Your tolerance builds up too fast.

I've seen weed capsules before. This woman told me. She said you want to know what's in it and how it's grown. So when she gave it to me, she told me all about how she grew it. I took it and it was good. I didn't get super high, but it was nice. I think that could break it down more from drugs to medicine. If you're familiar with different methods, like pills, they're medicine.

When you break weed apart, I think that's when I know how high I'm going to get.

My friend has this vape pen with a disposable cartridge that had this percentage on them, of THC and CBD.

Dillon

Age **29**
Sex ♂
Occupation **Student**
Familiarity

When I ran into Dillon,he told me he was going home for the day because of chronic pain from a back injury he suffered years prior.

Can you tell me about your accident?
I was snowboarding when I was 14 or 15 and got into an accident and have had back pain ever since. I've had back pain since when I was in high school, I was rowing. I got in a snowboarding accident and I didn't feel the effects 'til later when I came home and was doing daily activities. The long term effects, the chronic pain, took a while.

Can you describe the pain?
I'll be fine, then I'll be bending over to get something, or when I sit for too long, I get shooting pain. Sharp. My muscles tighten in my back. At that point my body goes stiff. The nerve pain is the shooting pain. I usually have to lay down for a few days and take it easy and take muscle relaxers to relax the muscle relaxers and put heat on it. Basically, I'm an old man.

I went through major depression because of it, but you have to cope. Life goes on. I went to business school because I wanted to open a bike shop, and I was really active. After the accident, I couldn't ride mountain bikes any more. I got into road biking, but I still had pain. I was always active, but then I realized I had to pursue other passions.

I get shooting pain, I start sweating. I had to go home during a class and just lay down with a heating pad. The only issue with the muscle relaxers is they put me to sleep.

Pain medicine?
Only if it's extreme pain where I can't walk. But I have to stay optimistic. There's always someone who could have it worse.

Can you still be active?
Yeah, I got into running. Then I had back pain. Now I go to the gym and lift weights and do pilates since I've had so much physical therapy.

Have you ever considered medical marijuana?
I smoked a lot in undergrad but I started getting anxiety attacks so I stopped completely. Maybe I'm like too wound up? I think people can get positive effects, though. In order for me to try it, I need someone to tell me they've figured out how to get zero anxiety from it.

[On the subject of marijuana vs. painkillers]
You can get really addicted [to painkillers]. I try to avoid taking Tylenol with Codeine at all costs. That's only for excruciating pain.

For the lower back, you can either strengthen and live with it, or do surgery, but I'm not a candidate for surgery. It's not that extreme, but as long as I stay on top of things and I'm cautious I can avoid pain.

Do you keep any medicine with you?
Advil for mild pain and muscle stiffness. For the really bad times (Tylenol with Codeine), it's only when I can't walk.

Interview Insights

Adding it all up

Who is the customer?

Oscar

We see everyone in society in our store. All socioeconomic levels, all races, from hardcore republicans to little old ladies.

The diverse cast of Netflix's pot-centric sitcom *Disjointed*.

Early on in this project, I saw a clip of Olivia Newton-John on the *Today Show* talking about how she wants to "change the vision of cannabis" and how much it had helped her in her fight with cancer. If that's not a ringing endorsement and proof that this product category has mainstream health and wellness potential, well, I don't know what is.

Why do they buy it?

Susan

I used it to treat my frozen shoulder. I was prescribed Vicodin, but I was afraid of becoming addicted.

Benin

I tore my meniscus. I smoke to relieve the pain and swelling. I don't think pills are good for you.

Lily

I use it to relax and help me sleep at the end of the day.

Why not traditional medicine?

Susan

Now, even my doctor won't prescribe opioids. He wants me to take Advil, which hurts my stomach.

Dillon

You can get really addicted. I try to avoid taking Tylenol with Codeine at all costs. That's only for excruciating pain.

Lily

Taking OTC pain meds can upset my stomach. I try to avoid taking too many pills, if I can.

What are their pain points?

Susan

Some of the products are so strong now. I need to know I wouldn't become incapacitated when I take it.

Dillon

I smoked in undergrad but I started getting anxiety attacks so I stopped completely. For me to try it, I need someone to tell me they've figured out how to get zero anxiety.

Lily

There is a stigma about weed. I'm worried it might affect my career if people knew I smoked.

Dosage control was huge for people. Reliability was another factor. Many people are seeking discrete alternatives to smoking for various reasons.

Another thing a lot of people mentioned off-the-book was the stigma attached to cannabis. Although cannabis is becoming a lot more mainstream, much of its branding hasn't moved beyond old school "stoner" stereotypes, and anything branded this way only appeals to the existing consumer base, which is mainly younger males and ignoring a huge potential customer base.

It's also hard for people to understand what to take—people have to rely on secondary or tertiary sources (a dispensary worker refers you to a website, etc...). Even experienced cannabis users were at a loss when it came to knowing exactly how much to take, and for non-recreational users like Susan, it's particularly difficult.

Trends

What's hip?

Celebrity

Cannabis companies are the new vineyards. Every celebrity with name recognition and a penchant for puffing wants a piece of the pie.

Source: own research

High End

Eager to shed any "stoner" stigma and make bank in a lucrative new industry, many cannabis brands are embracing a high-end route (no pun intended), from gourmet food offerings to luxury skincare.

Source: WGSN

ANALYSIS

CANNABIS IS SHRUGGING OFF ITS HIPPY STONER VIBE. IT'S GROWING UP. NO LONGER TABOO, THERE IS A NEW AESTHETIC UNDERWAY, AND IT LOOKS NOTHING LIKE THE GRUNGY, JUVENESCENT PRECONCEIVED IDEAS THAT COME TO MIND EITHER. THIS IS SLICK AND SOPHISTICATED. FROM HAUTE CUISINE TO PRETTY MUCH EVERYTHING IN BETWEEN, HERE ARE SOME OF THE ENLIGHTENING OPTIONS OUT THERE TO EXPLORE AND GET YOUR HEAD AROUND.

First up, food. There are loads of chefs bringing the taste of cannabis into gastronomy, with or without the psychoactive effects. Heston Blumenthal, eat your heart out. These chefs are taking typical stoner cuisine up a notch. Case in point: Sinsemil.la. This is a brand new underground supper club in NYC, and it's the first marijuana experience dedicated to fine dining. Second case in point: Fraîche, in Amsterdam. This restaurant serves up a psychedelic dinner dreamed up by a weed sommelier. Here, diners can expect psychedelic truffles, foie gras coupled with hash sauce, and raspberry coulis doughnuts infused with cannabis vapour. Again, this is less about getting high and more about haute cuisine. Across the pond in Seattle, Trichome also proves cannabis can be classy. This lifestyle boutique reflects a trendy new look for cannabis culture, and serves up cold-brewed coffee infused with weed. Coffee and cannabis? This sounds like it could be the new flat white. Adding to that, this new movement is trickling into wellness too. Take Marley Natural, for example, selling cannabis-infused coconut oil. From menstrual cramps and aches and pains to skincare and sleep medication, there seems no bounds to the healing power of this herb.

Sinsemil.la

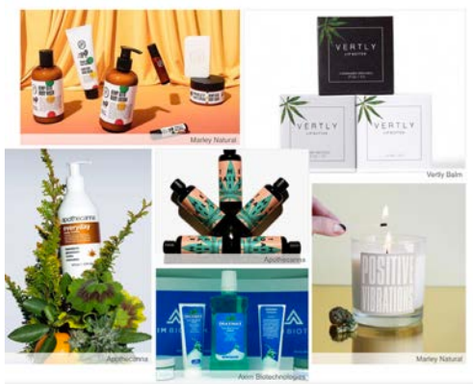
Trichome

Marley Natural

Beauty

As medical and recreational pot use becomes increasingly legalized in the United States, companies are beginning to experiment with the marijuana plant in the same way they would with other botanicals. Among beauty brands, CBD is becoming the next "it" ingredient incorporated into buzzy new products that hydrate skin, relieve swollen spots, and reduce under-eye bags.

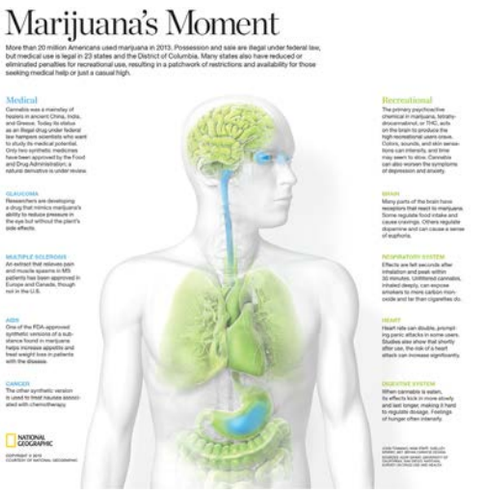
Source: Quartz (*https://quartzy.qz.com/1124261/the-next-it-ingredient-in-beauty-products-is-marijuana/*), WGSN (*https://www.wgsn.com/content/board_viewer/#/74624/page/1*)

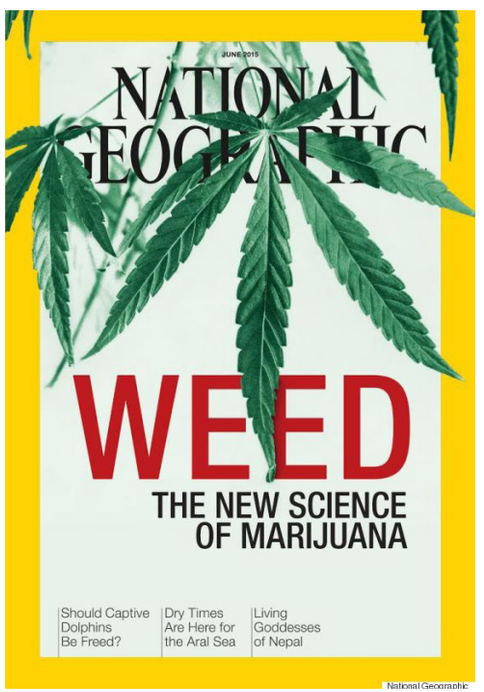


Health/Science

At its worst, the term "medical marijuana" is just a legal loophole for cannabis growers to peddle their pot (semi-) legally. At its best, though, breakthroughs in CBD science have truly changed the lives of people living with epilepsy and cancer for the better. And that's just on the full-medical side of the spectrum—for those with less serious concerns, cannabis can be a godsend for pain, insomnia, appetite, anxiety, and stress. Genetic researchers are discovering more about the plants and its uses every day. For some, Cannabis can even replace opioids.

Source: HelloMD (*https://www.hellomd.com/health-wellness/58abd12e005f8b00176972fd/the-top-5-health-trends-in-cannabis*)





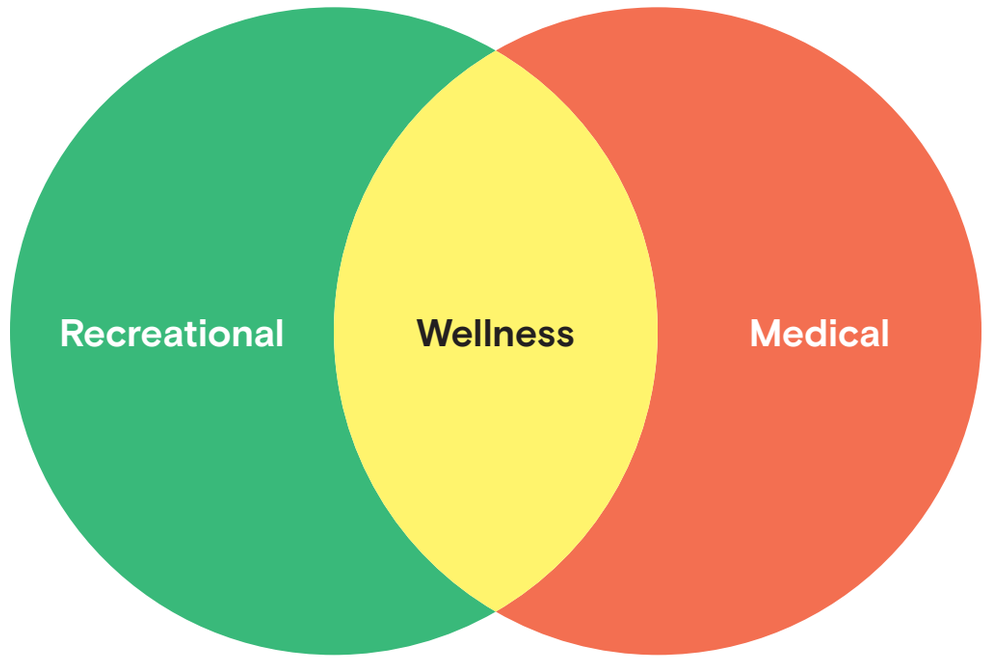
National Geographic

Recently, cannabis science has gained credibility through major journalistic outlets (both covers are from 2015).

Competitive Analysis

When everyone zigs, zag

Mapping the Market



According to Oscar, the cannabis retailer I spoke to in Seattle, there are 3 main types of cannabis consumers: those who **want** it (recreational), those who **need** it (medical), and those in **between** (wellness).

I took a comprehensive look at 10 of the leading cannabis brands and mapped them according to these attributes in order to see new opportunities for brand positioning. Though I explored different ways of mapping attributes initially, I chose this as it was the easiest to understand.

Leafs by Snoop

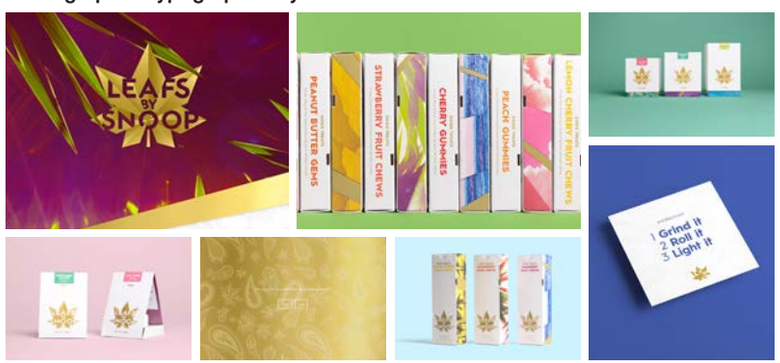
Wordmark/symbol

Color palette

Typeface

Hurme Geometric Sans No.1

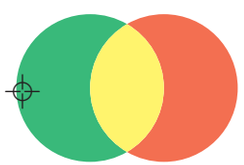
Photographic/typographic style



Product suite

Flower 1Oz, 1/4Oz, 1/8Oz
Chocolate Bars
Shatter
Wax
Drops
Fruit Crews
Peanut Butter Gems
Gummies

Positioning



Tone of voice

Let's medicate, elevate, and put it in the air!

Marley Natural

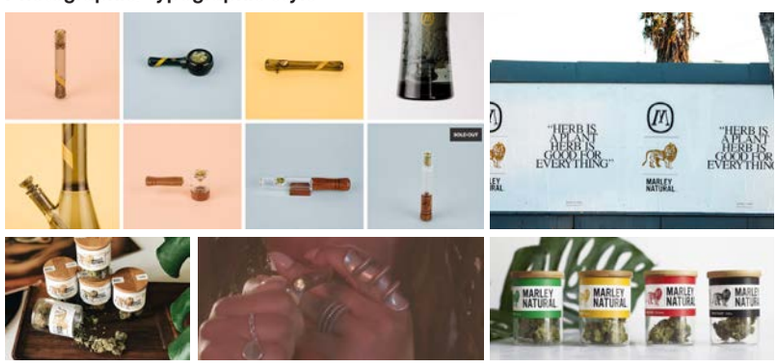
Wordmark/symbol

Color palette

Typeface

YWFT Ultramagnetic

Photographic/typographic style

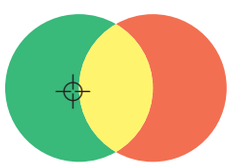


Product suite

Whole Flower
Pre-Rolls
Cannabis Oil Cartridges
- Marley Black™ Indica
- Marley Green™ Hybrid
- Marley Gold™ Sativa
- Marley Red™ CBD Rich

Crystal Ashtray
Bubbler
Small Grinder
Hemp Seed Hand Cream
Hemp Seed Lip Balm
Hemp Seed Body Lotion

Positioning



Tone of voice

Herb is a plant, herb is good for everything

Willie's Reserve

Wordmark/symbol

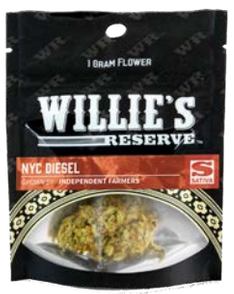
WILLIE'S RESERVE™

Color palette

Typeface

GIN

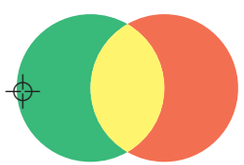
Photographic/typographic style



Product suite

1 Gram Flower
Ready Roll
Flower Box
Flower Can
Battery and Charger
Vape Cartridge
Annie's Chocolate Box Multi-Pack
Annie's Chocolate Box Single-Pack
Hard Edibles Multi-Pack
Hard Edibles Double-Pack

Positioning



Tone of voice

Legends aren't born. They're made. And they grow.

Kiva

Wordmark/symbol

KIVA™

Color palette

Typefaces

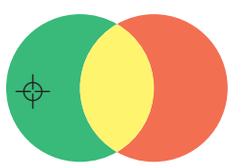
Archer Knockout

Photographic/typographic style

Product suite

Kiva Bars
Petra Mints
Kiva Terra Bites
Kiva Minis

Positioning



Tone of voice

We are dedicated to developing innovative ways for people to consume cannabis which nurture, enhance & improve lives.

Lord Jones

Wordmark/symbol

Color palette

Typeface

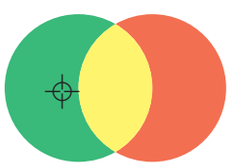
Minion

Photographic/typographic style

Product suite

Sigur Rós Limited Edition All Natural Sigurberry Gumdrops
All Natural Old Fashioned Gum Drops
Dark Chocolate Covered Sea Salt Caramels
Single Serve Dark Chocolate Espresso Chews
5:1 Pain and Wellness Formula Body Lotion
1:1 Pain and Wellness Formula Body Lotion
Lord Jones Pain and Wellness Pure CBD Body Lotion

Positioning



Tone of voice

Lord Jones offers a distinctive collection of cannabis infused products including a full line of edibles and topicals of unsurpassed quality.

Apothecanna

Wordmark/symbol

apothecanna

Color palette

Typeface

Gotham

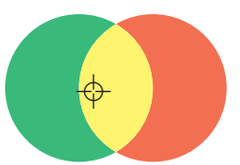
Photographic/typographic style

Product suite

extra strength
calming
circulating
everyday
sexy time

creme
spray
body oil
lip buzz
personal intimacy oil
cherry balm
gift card

Positioning



Tone of voice

double time.
relieve stubborn aches and stiff joints.

Mirth Provisions

Wordmark/symbol

Color palette

Typeface

Brandon Grot.

Photographic/typographic style

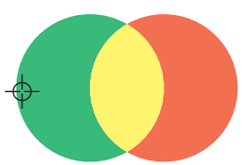
Product suite

Legal – Sparkling Tonic
- Rainier Cherry (Hybrid)
- Cranberry CBD (CBD+THC)
- Espresso Mocha (Sativa)
- Lemon Ginger (Indica)
- Pomegranate (Sativa)

Drift – Sublingual Spray

Swift – Full CBD Sublingual Spray

Positioning



Tone of voice

If THC is the psychedelic artist who blows glass in a yurt, CBD is his brainy twin brother with an advanced degree the science of feelin' good.

THE GOOD STUFF INSIDE

Fresh Washington cherries & locally grown cannabis extract.

GW Pharmaceuticals

Wordmark/symbol

Color palette

Typeface

Roboto Slab

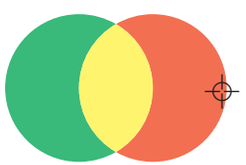
Photographic/typographic style

Product suite

Epidiolex

Sativex

Positioning



Tone of voice

GW's vision is to be the global leader in prescription cannabinoid medicines, developing and commercializing pharmaceutical products which address clear unmet needs.

Henry's Original

Wordmark/symbol

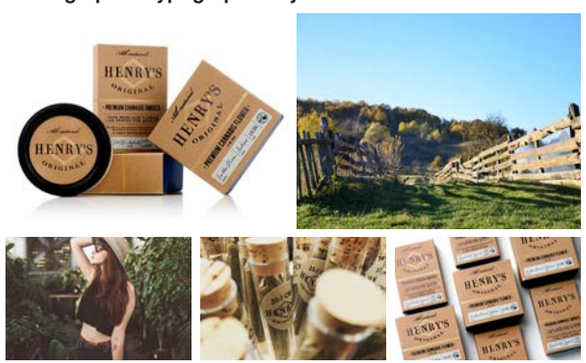
Color palette

Typeface

Adelle

(used on web—packaging typefaces unknown)

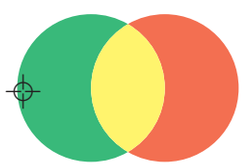
Photographic/typographic style



Product suite

Premium Cannabis Smokes
1/8 Oz. Canned Flower

Positioning



Tone of voice

Heirloom cannabis that heralds from a commitment to quality.

Whoopi & Maya

Wordmark/symbol

Color palette

Typeface

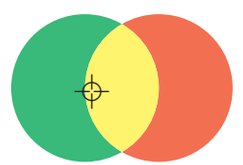
Gotham

Photographic/typographic style

Product suite

Soak (bath salts)
Savor (cacao infusion)
Rub (cream)
Relax (tincture)

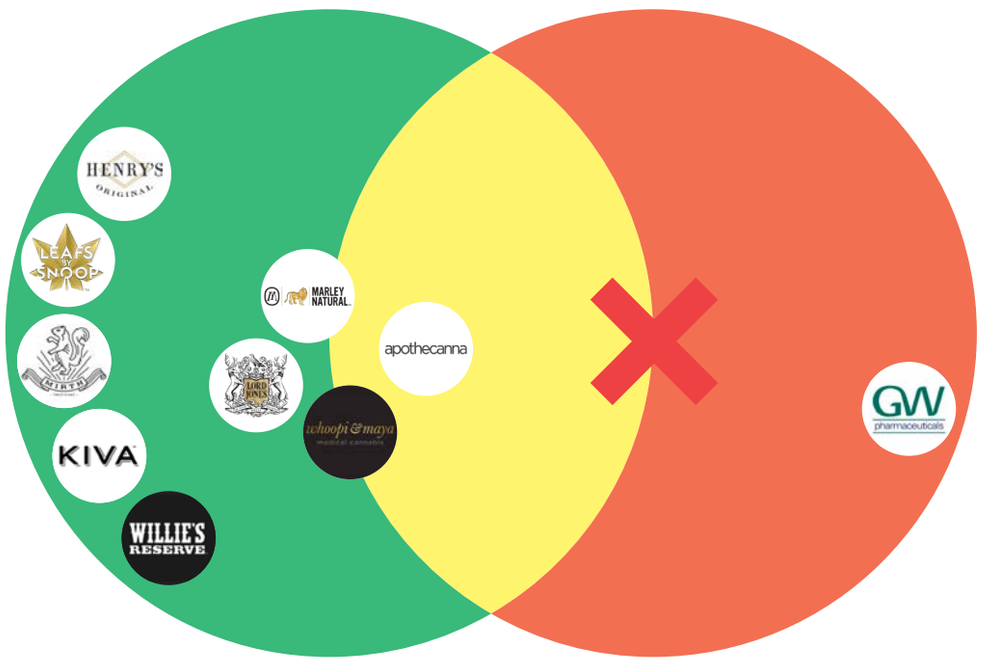
Positioning



Tone of voice

Soak, Savor, Rub & Relax... with Whoopi & Maya.

Where's the Opportunity?



Want to stand out? Avoid gold, black, and pastels.

Instead of playing "me too" with the other cannabis brands (who seem to really, really like the color gold), there is an opportunity to enter the market in the area between Medical and Wellness—presenting pain and inflammation relief in a clear and understandable way.

Most wellness brands focus on talking about their product rather than the benefit (i.e., pain relief), forcing users to do their own research on THC:CBD ratios to figure out which product is right for them. It's a confusing experience. Today's cannabis brands have a responsibility to educate customers about proper use, and can't rely on dispensaries to do it for them. It's the packaging that does most of the heavy lifting. **Let's go from recreational to educational.**

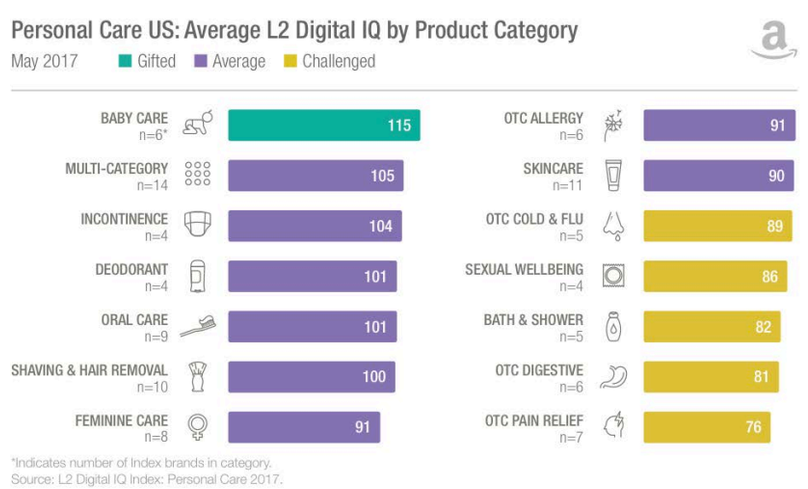
OTC Medicine Insights

A Healthy Industry Shows Stress Symptoms

Over-the-counter (OTC) brands have been slower than other categories to transition to digital. Despite the importance of a speedy delivery for OTC shoppers, only 14 percent of health care product listings are Prime eligible on Amazon, compared to 47 percent of home care listings.[1] In addition, all but one of the OTC categories ranked in the Challenged category in the L2 Digital IQ Index: Personal Care 2017. Despite sluggish digital investments, e-commerce sales accounted for 61 percent of growth in the sector between May 2016 and April 2017,[2] suggesting demand for more robust digital strategies.

OTC online shoppers tend to search online by symptom, concern, or ingredient rather than brand name. Only 31 percent of overall OTC search volume on Google comes from branded keywords.[3] Digital-native disruptors capitalize on this search behavior to gain outsize search visibility on Amazon, while legacy players must adapt to the specific challenges that online distribution presents.

1. L2 Insight Report, "Amazon Intelligence: Prime Assortment," April 2017.
2. The Nielsen Company, April 2017.
3. L2 Digital IQ Index: Personal Care 2017.



Source: OTC Health Care US: Amazon Performance | Insight Report | L2 *(https://www.l2inc.com/research/otc-health-care-us-amazon-performance-2017)*

Seems obvious, right? This is how CVS, Target, or any drugstore organizes its inventory. But most cannabis brands haven't figured it out yet.

Further Analysis

From a distance, Care By Design (one of the most widely available CBD brands I came across in my research) and Help Remedies look similar—they use a very similar color palette. But the similarities stop there. What Help Remedies succeeds at, and Care By Design doesn't, is **information hierarchy**.

From my interviews (and personal experience), I learned that most customers don't understand what a CBD:THC ratio means—it's an additional piece of information that confuses more than illuminates. Not much help that Care By Design doesn't even tell the customer what the ratio on the box is—it's just a ratio. I found that even on some CBD brands like Papa & Barkley, their website descriptions sometimes said which ratios were good for which symptoms, but this information was always missing from the packaging, which is the only thing customers are actually going to see in a dispensary.

How come the most important piece of information is so hard to find?

What do you read first?

1. Brand
2. Ratio
3. Product description

1. Symptom/concern + brand
2. Illustration
3. Product description

Ratios are confusing!

PRODUCT DETAILS

The Releaf Tincture™ captures P&B's whole plant infusion into a cannabinoid-rich tincture. Activated with 900mg of cannabinoids, this robust tincture is ideal for whole body aches and pains. Available in 30 ml and 15 ml bottles in three ratios: 3:1 THC:CBD for Acute Pain & Insomnia, 1:1 THCa:CBD for balanced wellness without psychoactivity and 1:30 THC:CBD for chronic pain & Inflammation.

Website description says which ratio is good for which symptom, but it's missing from the packaging.

Needs
What are we solving for?

1
Customer needs

Clear information, reliable products. Approachable for users at all levels.

2
Retailer needs

A consistent product that doesn't take an expert in chemistry to understand and better serves the whole spectrum of health/wellness customers.

3
Manufacturer needs

In a market crowded with me-too recreational cannabis brands, stand out by occupying the health/wellness space as the approachable alternative to OTC healthcare.

Basically,

Medical marijuana wants to be taken seriously.

It's time to look the part.

User Personas

Who *are we solving for?*

Lucy

61, retired mom (kids moved out)
Lives in the San Fernando Valley (suburbs)
Daily moderate pain, new user

A retired mother, she likes to stay active, but recurring knee and back injuries limit her mobility and mean she has to lie down at 2 or 3 every day to recover. She goes to physical therapy. She's interested in natural medicine and medical cannabis, but isn't very familiar with it, and is looking for approachable smoking/vaporizing alternatives.

Halfway through Tai Chi, her knee acts up. She takes a break and uses the sublingual spray in her purse for fast and discrete pain relief, then gets back in action. Later in the day, if the pain is still acting up, she takes a gelcap to ease it so she can rest well but still function.

Typical Day

- 6 AM
- Wakes up, watches local news and makes a coffee (Peet's brand in bulk from CostCo)
- Drives to tai chi class in the park listening to NPR in her Prius
- 9 AM
- When her back and knee pain acts up, she takes a break, uses the sub-lingual spray she keeps in her purse and finishes the class
- Hangs out and talks to friends from the class, eats snacks her friend brought (from CostCo)
- 12 PM
- Heads home and feeds her pet cats and birds
- Lies down with her knee elevated, watches Game of Thrones, and takes a gelcap to prevent more knee pain
- 3 PM
- Makes & eats a salad at home (365 Whole Foods Organic)
- 6 PM
- Reads in bed. Currently she likes Michael Pollan and Zadie Smith.
- Falls asleep
- 9 PM
- 12 AM
- 3 AM

Alex

27 y/o male
Student (getting his second degree)
Millennial jetsetter, likes being active/outdoors
Lives downtown

TRADER JOE'S
BLUE BOTTLE COFFEE

NETFLIX
adidas
Trojans

Alex was in a snowboarding accident as a teenager and experiences intermittent chronic pain about every month, for 2 or 3 days at a time. He used to be really into cycling, but that started hurting his back too, so he mostly goes to 24 Hour Fitness now.

When his chronic pain acts up, he has to go home and use heat pads. He also uses the topical CBD ointment to ease his pain. When it gets really bad, he takes a gelcap too. He feels comfortable knowing it's a small controlled dose, and won't leave him feeling anxious or incapacitated.

Typical Day

6 AM

Alarm goes off, hits snooze, gets up. Grabs a Cliff Bar and rushes out to his 8 AM class.

9 AM

His chronic pain starts to act up so he excuses himself and drives home. He takes a gelcap, knowing it'll take about half an hour to kick in.

Lies down, puts a heat pad on his back, and rubs some CBD ointment on for targeted relief

12 PM

Heats up a frozen Trader Joe's lunch and does homework on his laptop

Lies down with her knee elevated, watches Game of Thrones, and takes a gelcap to prevent more knee pain

3 PM

Still sore, he eats a bowl of cereal for dinner and takes a CBD gelcap

6 PM

Watches Narcos on Netflix via Apple TV and browses Instagram on his phone in bed. Does some homework too, but mainly tries to relax.

9 PM

12 AM

Falls asleep

3 AM

Andres

37 y/o male, father
Works in marketing at a midsize tech company
Lives in Santa Monica

An experienced but mature cannabis user. He likes to enjoy cannabis through smoking and vaporizing to de-stress at the end of a day. He wants to try CBD-dominant cannabis for the relaxing effects without the psychoactive effects.

After the kids are in bed, he and his spouse enjoy vaporizing CBD-dominant cannabis to de-stress, knowing they won't get "too high." As a mature user, he likes to know exactly what he's going to get from his product. Reliability is more important than potency—he's a responsible adult, and doesn't want to get so high that he loses control over himself. He just wants to relax.

Typical Day

- 6 AM — Wakes up. Has his oatmeal & coffee for breakfast (365 Whole Foods organic brand). Says goodbye to kids and drives to work.
- 9 AM — Eats a snack at work (Pop Chips from the office break room). Drinks water from a HydroFlask he keeps at his desk.
- 12 PM — Goes to Mendocino Farms with colleagues for lunch, next to his office. Grabs coffee from the Coffee Bean nearby.
- 3 PM — Heads home, picks up kids from tutoring on the way.
- 6 PM — He and his SO reheat pasta from 365 Whole Foods with vegetables they made the other night for dinner & eat with the kids.
- 9 PM — Hangs out with kids for a while then puts them to bed
- He and his wife vaporize cannabis to relax, then watch House of Cards. They brush their teeth then read in bed. He reads Fast Company in print.
- 12 AM — Takes insomnia strip, goes to sleep
- 3 AM

What if...

Brainstorming exercise

What if...

The packing was designed to make decision-making easier?

What if...

It was part of a system that empowered users to track and manage their symptoms?

What if...

Users never had to think about dosage?

What if...

It were discrete enough to be part of your daily routine?

What if...

Cannabis could help a market segment that often feels ignored?

From my interviews, I learned that **older female consumers experiencing pain**—those who could have the highest benefit, and struggle with complicated healthcare concerns—often feel the most ignored by current cannabis offerings.

process

Look & Feel

What *is it like?*

Initial References

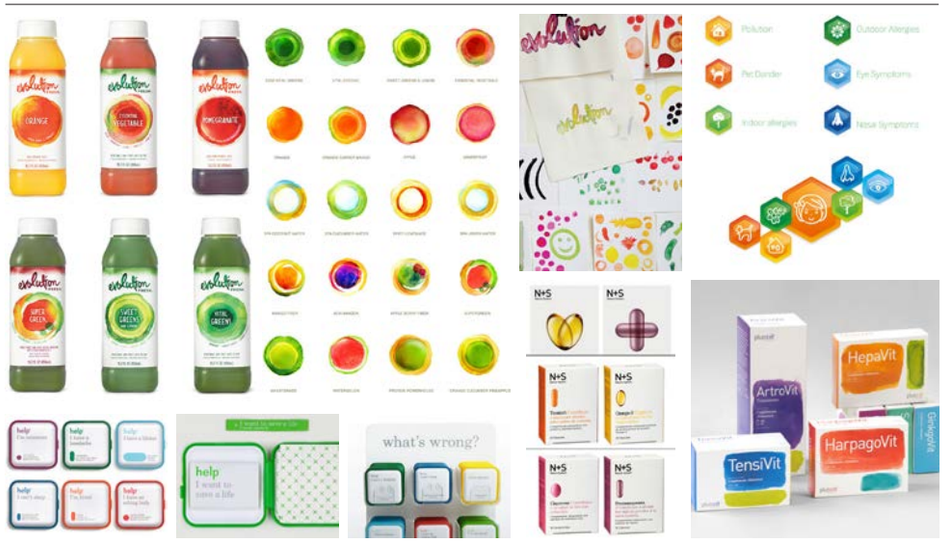
Moodboard

Zeke Wattles • Package Design 3 • Fall 2017 • Gerardo Herenra • Week 3 • Page 12

Moodboard: Graphic Language

Clean, fresh, clear, light

Zeke Wattles • Package Design 3 • Fall 2017 • Gerardo Herenra • Week 3 • Page 17



Moodboard: Product Language

Clear, easy, friendly, portable (wearable?)

Zeke Wattles • Package Design 3 • Fall 2017 • Gerardo Herenra • Week 3 • Page 18

Moodboard: Photography Style

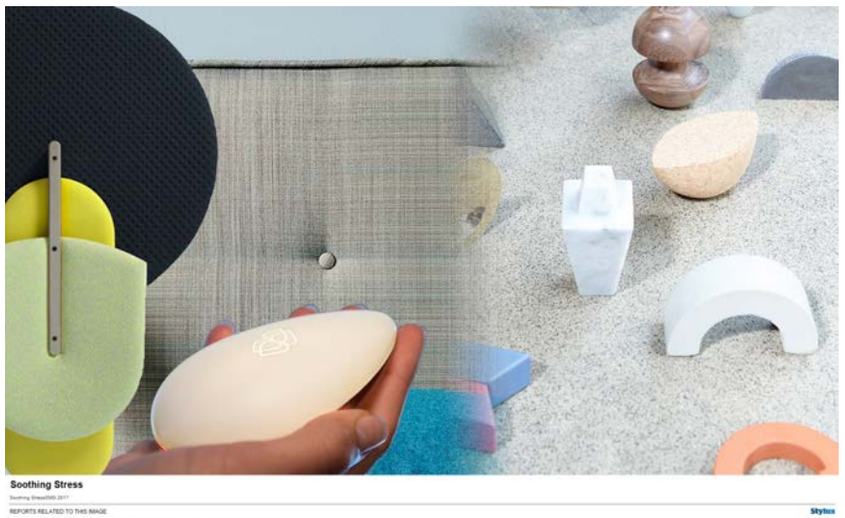
Active, sunny, outdoors, user-focused, healthy lifestyle

Zeke Wattles • Package Design 3 • Fall 2017 • Gerardo Herenra • Week 3 • Page 19

Final Moodboard

mood: active serenity

Colors / materials / finishes (Stylus, etc)



Photography (Stylus)

Lifestyle product montage
+ more CMF

Zeke Wattles | Pack 3 | Week 5 | Graphic development

After a ton of time spent on Stylus looking at trend reports, I compiled the most findings along with other products/images I had collected into a look I called "active serenity." **Active serenity** looks for peace but doesn't slow down. It doesn't sacrifice modern minimalist aesthetics for crunchy "wellness" clichés. It's relaxed, but smart. Think health food, FitBit, and athleisure.

Brand Attributes

friendly
smart
portable
easy
discrete
trusted

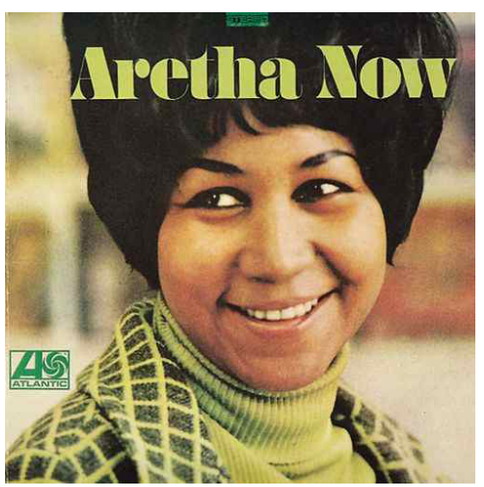
Along with the moodboards and references, it was helpful to define brand attributes early on in the process. These help to define the voice of the brand.

Naming

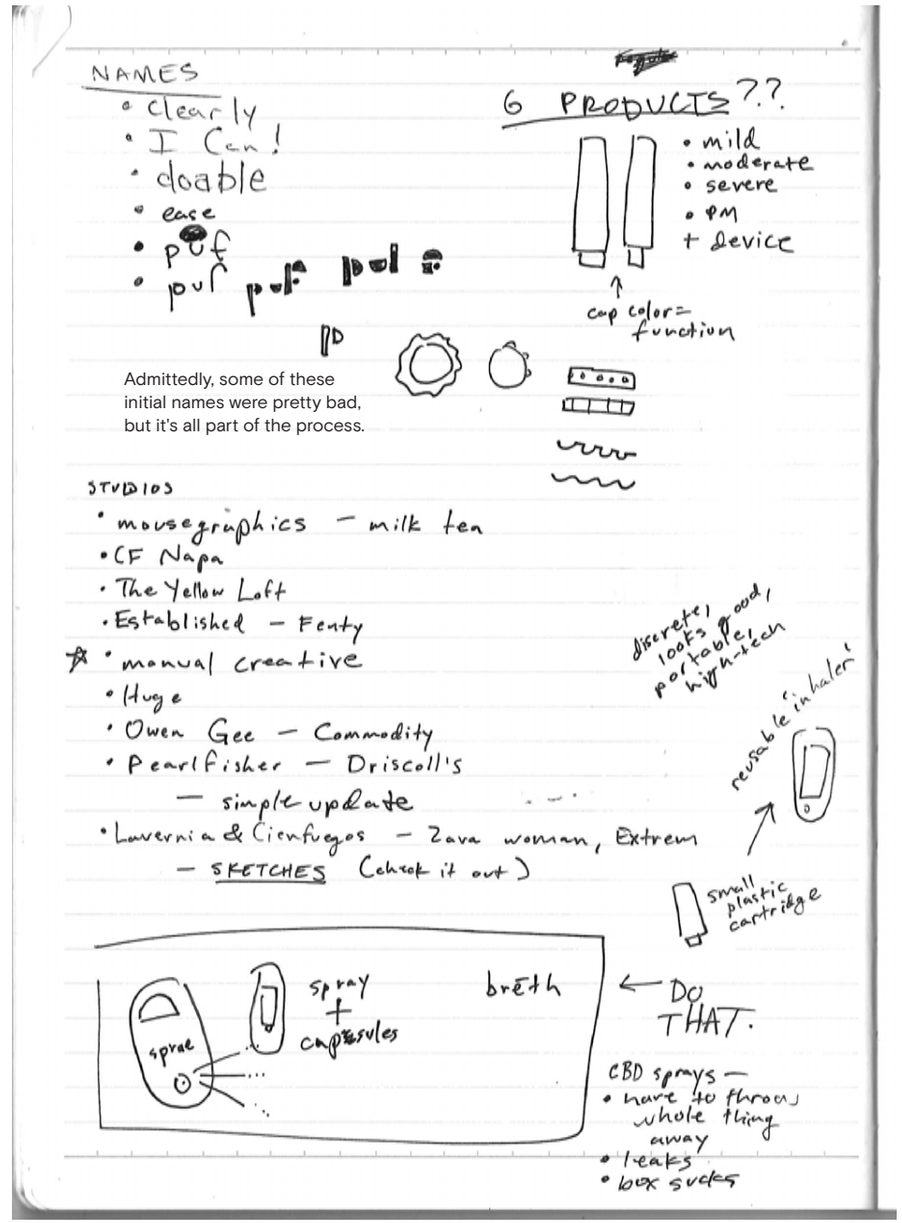
Naming is always hard. After considering different options, "Hello Sunshine" just felt right. It's friendly, memorable, and speaks to the benefit of cannabis without being punny or referencing cannabis itself—it's about getting back to your active life, getting well—not getting high.

It also lends itself to a nice naming system for each of the products: hello sunshine, goodbye symptom. It's been the title of countless songs (including a great one by Aretha Franklin).

And who doesn't love the sunshine?



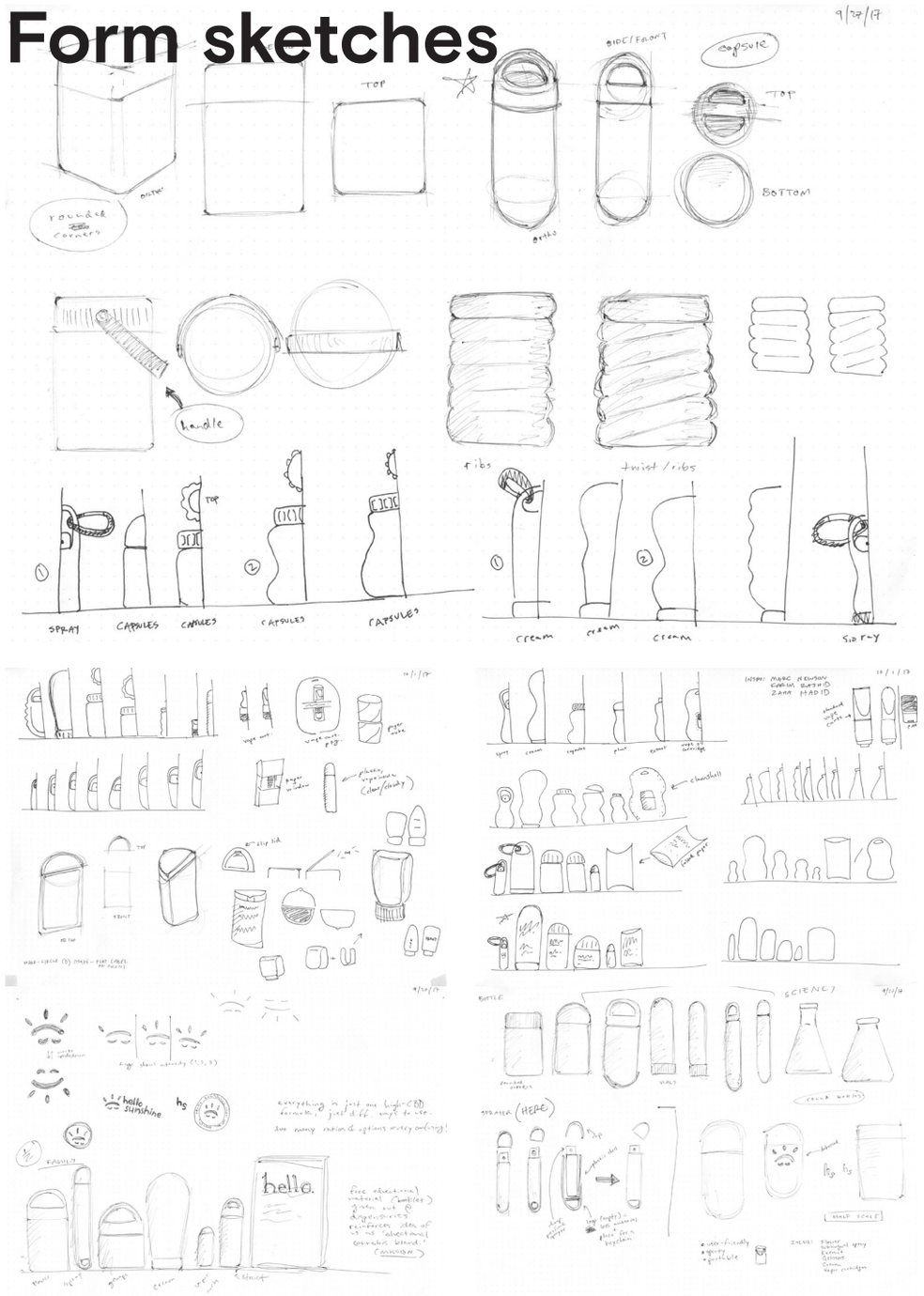
STAY AWAY FROM VAPES...
Need more distinct/clear goals
Don't want to fall behind...
spray
pills
6 ITEMS
• STRIPS
• SPRAY
• CREAM
• PATCH (skin)
• EXTRACT (for mixing w/ food or drink)
• WEED
6 ATTRIBUTES
• Friendly
• Approachable
• Simple
• Easy
• Innovative
• Smart
*amber (or blue) bottle — light protection (oils)
6 FORM FACTORS (SILHOUETTES) — FAMILIES (IN SCALE)
hs
hello sunshine
ridges
cream
tree shell
* SCIENCE/ BEAKERS
ridges
clean lab/medical aesthetic
patches/strips
grip (tribling)
vials

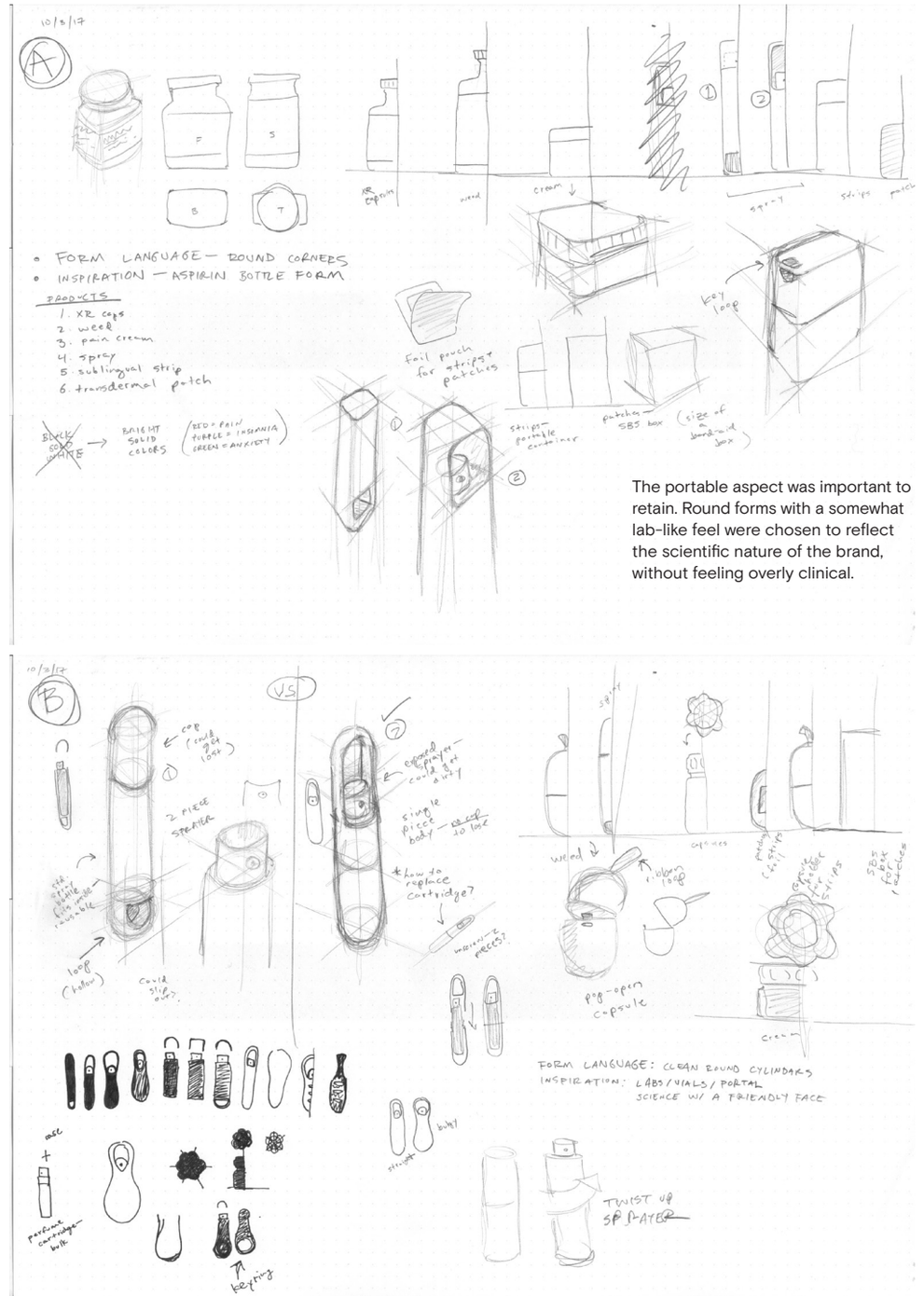

NAMES
• clearly
• I Can!
• doable
• ease
• puf
• pur
6 PRODUCTS??
• mild
• moderate
• severe
• PM
+ device
cap color = function
Admittedly, some of these initial names were pretty bad, but it's all part of the process.
STUDIOS
• mousegraphics — milk tea
• CF Napa
• The Yellow Loft
• Established — Fenty
• manual creative
• Huge
• Owen Gee — Commodity
• Pearlfisher — Driscoll's
— simple update
• Lavernia & Cienfuegos — Zara woman, Extrem
— SKETCHES (check it out)
discreet, looks good, portable, high-tech
reusable inhaler
small plastic cartridge
spray
spray + capsules
breth
← DO THAT.
CBD sprays —
• have to throw whole thing away
• leaks
• box sucks

Form Development

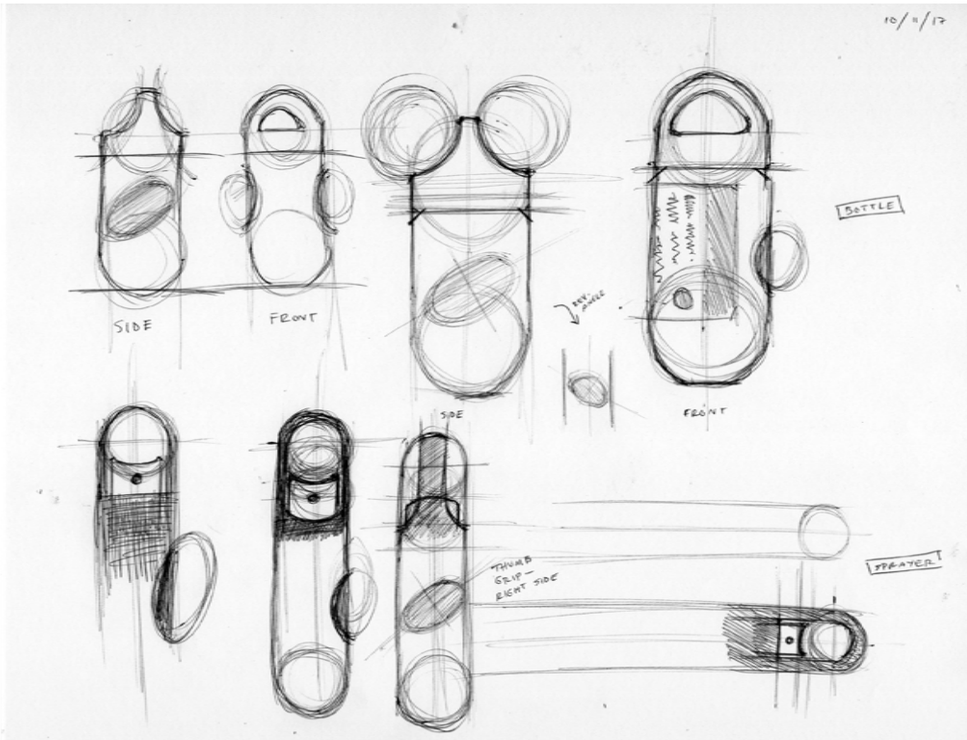
How *does it work?*

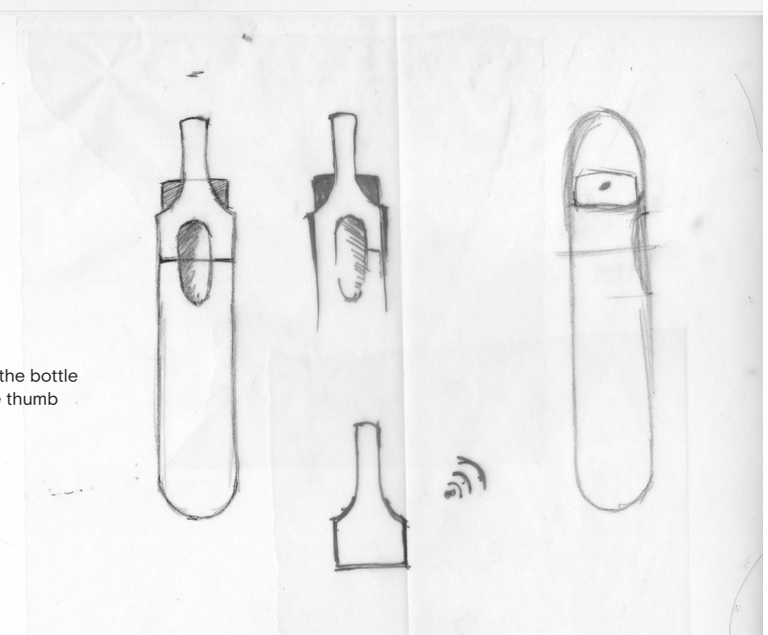
Form sketches



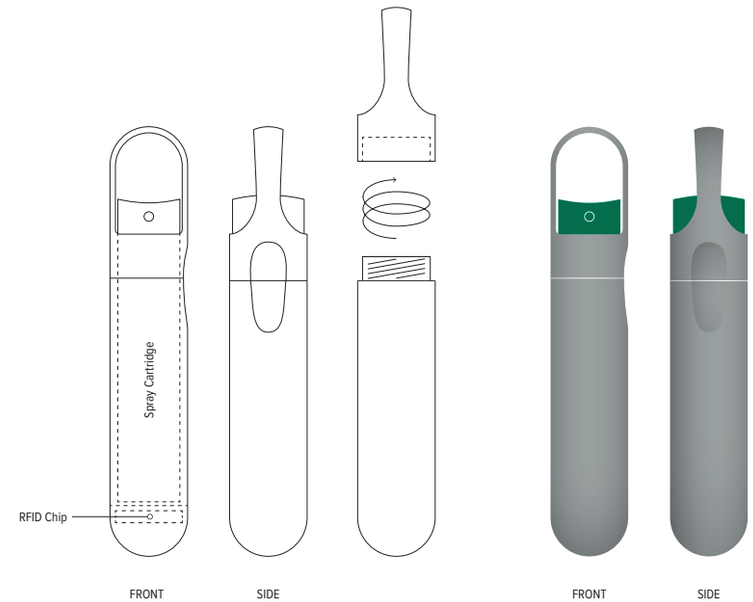


The portable aspect was important to retain. Round forms with a somewhat lab-like feel were chosen to reflect the scientific nature of the brand, without feeling overly clinical.





More refined sketches of the bottle and sprayer, exploring the thumb indent and form factor.



I considered a lot of options as smoking alternatives, and after being somewhat overwhelmed, learned that pretty much anything could be a CBD delivery vehicle. But a clear winner from early on was the sublingual spray—it's easy, discrete, portable, and won't be mistaken for food or candy.

Rather than just sell the spray cartridge, I wanted to design an outer case to keep it protected and discrete. The outer case could also house an RFID chip that would monitor use/contents and connect with an app as part of a holistic symptom management system.

Muji sells both pens and refills, and I liked the idea of users being able to easily refill their medicine without throwing the whole package away. The form factor is also similar to nicotine spray.

Form studies

For quick-and-dirty development of the spray case, I cut different thicknesses of wooden dowels into different lengths to see what felt best in the hand.

Initially, I explored having a small indentation on the side for the user's finger to rest on, but eventually abandoned the idea when I found that if the cartridges were interchangeable, the indentation added too much extra wall thickness to my model to be 3D printed. By working with a product designer, I believe this issue could be solved and the thumb rest could work.

I collected a lot of different forms related to my products during the development process. It helped a lot to see references and know some of what was already out there.

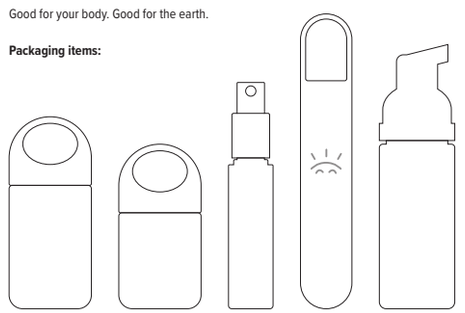
Thinking about Materials

Gimme 5: The Power of Recycled Polypropylene

The Preserve brand has been successfully using recycled post-consumer PP for their food and health-grade products. Like regular PP, it can be colored. We can differentiate ourselves and make a positive environmental impact by adopting recycled PP.

Good for your body. Good for the earth.

Packaging items:



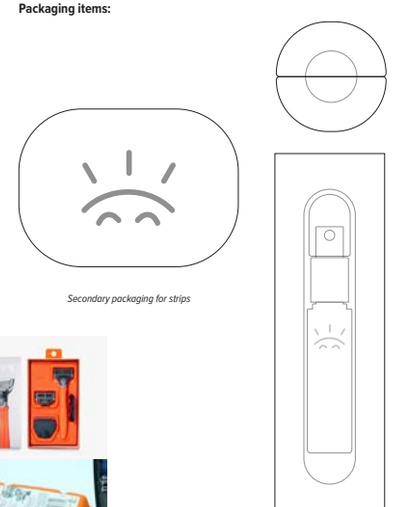
Dried herb container *Gelcap container* *Spray bottle* *Spray porta-case* *Topical cream dispenser*

Hello Hemp: The Power of Paperfoam/Pulp

Paperfoam is a recent packaging innovation where recycled consumer paper is molded and formed like plastic with similar density and durability. By using hemp pulp, we are making every possible use of cannabis, a plant with truly endless possibilities.

Good for your body. Good for the earth.

Packaging items:



Secondary packaging for strips

Secondary packaging for sproy bottle and case—inspired by Kin phone packaging?

CMF (Color, Material, Finish) is a specialized area of design that focuses on color, material and finish development. This involves trend research, materials and processes R&D, analysis, strategy, and lots of creative thinking.

It's extremely useful for both product design and packaging.

CMF board

sprayer system anatomy
outer shell unscrews into two pieces & is reusable
replaceable spritzer sits inside
standard sprayer bottle cap is color-coded & easily visible
Graphic language
how are you today?
hello sunshine
Lifestyle product montage + more CMF
Stylist S/S 2019
Unstudio – RESET Stress Reduction Pods
the target pharmacy of medical marijuana
simple
friendly
calming
clear
human
hello sunshine is...
Medical cannabis
CBD THC formula
Sublingual spray
Prop 215 SB 420
uplift-energize
goodbye-insomnia
relaxing-energize
relaxing-sleep
relaxing-chill
DIRECTIONS: Spray
DIRECTIONS: Spray
BOTTLE
SIDE
TOP

Graphic Development

Typography, logo, icons, & color

Type/Logo Studies

Maison Neue

hello
sunshine

Benton Sans

hello
sunshine

Calibre Medium

hello
sunshine

FF Tisa

hello
sunshine

Cera

hello
sunshine

Calibre Regualr + Bold

hello
sunshine.

FF Tisa Sans

hello
sunshine

Sweet Sans

hello
sunshine

Calibre Regualr + Bold

hello**sunshine.**
hello**wellness.**
hello**you.**

hs.

Maax Rounded Medium

hello
sunshine

Tiempos Text Bold

hello
sunshine

Tiempos Text Regular + Bold

hello**sunshine.**
hello**wellness.**
hello**you.**

hs.

Logomark works rightside-up and upside-down. It represents both the shining sun and a smiling face that says hello. Hello, health. Hello, you.

Logomark + FF Tisa Sans

hello
sunshine

Logomark + Calibre Regualr + Bold

hello
sunshine.

hello**sunshine.**

Proxima Nova

hello
sunshine

hello**sunshine**

hs

Icon system

Logo becomes strength/levels (1-3) icons

Logomark + Calibre Regualr + Bold

hello
sunshine.

hello**sunshine.**

Proxima Nova

HELLO SUNSHINE • HOW ARE YOU TODAY?

Sweet Sans

HELLO SUNSHINE • HOW ARE YOU TODAY?

Proxima Nova

h s

Calibre Regular + Bold

h s

h/s

Sweet Sans – loading spinner

HELLO SUNSHINE HOW ARE YOU TODAY?

HOW ARE YOU TODAY? HELLO SUNSHINE

Garage Gothic Regular

hello
sunshine

Logomark + Garage Gothic

hellosunshine

hs

Omnes Regular Italic + Bold Italic

hello
sunshine

Garage Gothic Regular + Bold

hellosunshine

hs

Omnes Bold Italic + Regular

hello
sunshine

Omnes Bold Italic + Regular

hello
sunshine

hello
pain
relief
spray

Freight Text Medium Italic + Medium

hello
sunshine

Freight Micro

hello
sunshine

Omnes Regular

hello
sunshine

hello
pain
relief
spray

hello
pain relief
spray Type system for product names

hello
pain relief bud

hello
pain relief gelcaps

Omnes Bold + Regular

hello
sunshine

hello
sunshine

Benton Modern + Benton Sans

*hello*sunshine

Benton Modern + Apercu

*hello*sunshine

Tiempos Text Italic + Apercu

*hello*sunshine

Tiempos Text Italic + Calibre

*hello*sunshine

Freight Text Italic + Omnes

*hello*sunshine

goodbye
pain

goodbye
stress

Tiempos Text Italic + Maison Neue Medium (PERFECT X-HEIGHT)

*hello*sunshine

Copernicus Medium Italic + Maison Neue Medium (PERFECT X-HEIGHT)

*hello*sunshine

Copernicus Book Italic + Maison Neue Light (PERFECT X-HEIGHT)

*hello*sunshine

goodbye
pain +
inflammation

goodbye
stress +
anxiety

*hello*sunshine

Copernicus **+ Maison Neue**
Romantic + Rational
Fluid + Rigid
Emotional + Scientific

hs

hello sunshine

hello sunshine

hellosunshine
goodbyepain
goodbyeinsomnia
goodbyeanxiety
goodbyeanxiety

goodbye pain

goodbye insomnia

hellosunshine

goodbye anxiety

goodbye anxiety

hs

hello sunshine

hellosunshine

hello sunshine

hellosunshine
goodbyepain
goodbyeinsomnia
goodbyeanxiety
goodbyeanxiety

goodbye pain

1:1 THC/CBD spray for pain relief

goodbye insomnia

hellosunshine

goodbye anxiety

goodbye anxiety

hs

Out of the options I explored, **FF Netto** struck the best balance between friendly/approachable and modern/scientific. I chose **Proxima Nova Condensed** as a secondary font. Its forms complement Netto nicely, and, being condensed, it works great for health/regulatory where you need to be space-efficient and still legible.

Graphic language

hello sunshine

how are you today?

great so-so ow

goodbyepain goodbyeanxiety goodbyeinsomnia

goodbyepain
goodbyeanxiety
goodbyeinsomnia

hello sunshine

Colors

Primary
(soft & warm)
logo, type

Tangerine Ash

Secondary
(bold & saturated)
product colors

Orange-Red Green Turquoise Royal Blue

Tertiary
(soft primaries)
UI, other applications

Blue Sky Corn Coral

Stylus S/S 2019

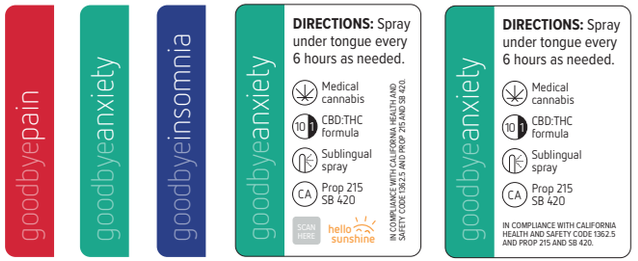
Icons & labels

Medical cannabis

CBD:THC formula

Sublingual spray

Prop 215 SB 420



Thinfilm NFC:
Product history/monitor (temperature, date packaged, efficacy)
Health app to monitor usage

Labels with invisible Thinfilm NFC?
Product history/monitor (temperature, date packaged, efficacy)
Health app to monitor usage/reminders
Know when to purchase a new one

1. Scan label with smart device
2. Create your regimine
3. Track symptoms, product quality, set dosage reminders
4. Automatic alerts when product is running low & can order more online so you are never without medicine

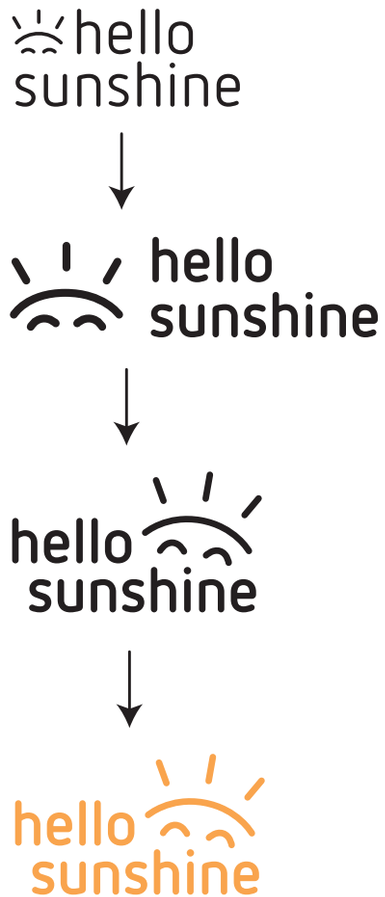
Brand attributes

hello sunshine is...

friendly
simple
smart
caring
clear
human

(the Target Pharmacy of medical marijuana)

Logo development process



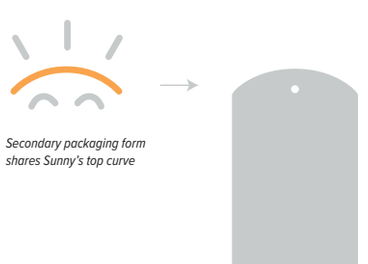
Meet Sunny

Sunny is hellosunshine's logo and its friendly, simple, caring character.

Sunny's face changes in digital applications corresponding to things like pain level, time, and mood.

Say **hello** to Sunny and **goodbye** to pain, insomnia, and anxiety.

how are you today?



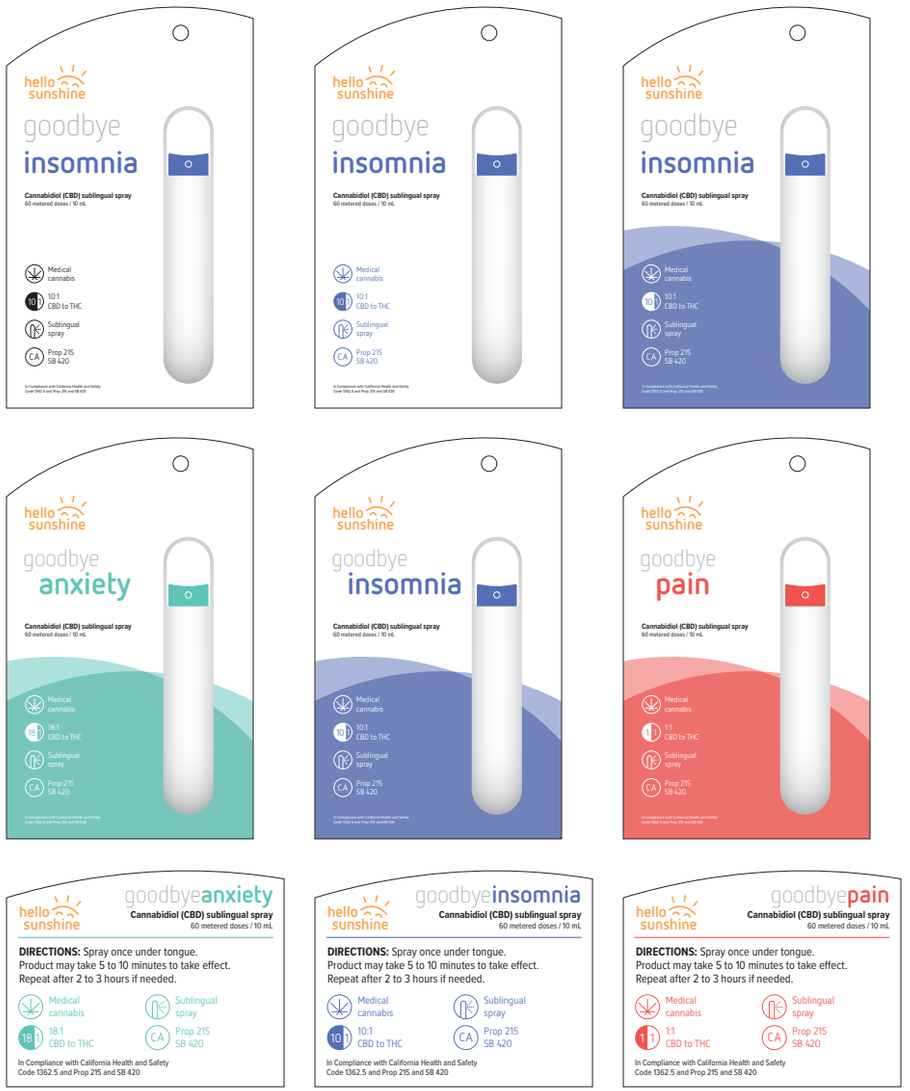
Secondary packaging form shares Sunny's top curve

1/4 scale

Here I refined the logo, chose colors, and started creating an icon system for my brand. I wanted the packaging to be clear and easy-to-read. Icons are a fantastic way to present quick-read information, and can be a fun design challenge as well. I also started to explore how the icon/mascot could work as a flexible identity system.

mood active serenity
hello sunshine
great
ow
pain
anxiety
insomnia
goodbye insomnia
goodbye anxiety
goodbye pain
hello sunshine
hello sunshine
hello sunshine
hello sunshine
hello sunshine
hello sunshine
hello sunshine
hello sunshine
hello sunshine
hello sunshine
great
ow
hello sunshine
sublingual spray

Packaging Development



Icon set

Pathways

- Topical cream
- Sublingual strips
- Sublingual spray
- Gel capsules
- Dried buds

Ratios

- 1:1 CBD to THC
- 10:1 CBD to THC
- 18:1 CBD to THC

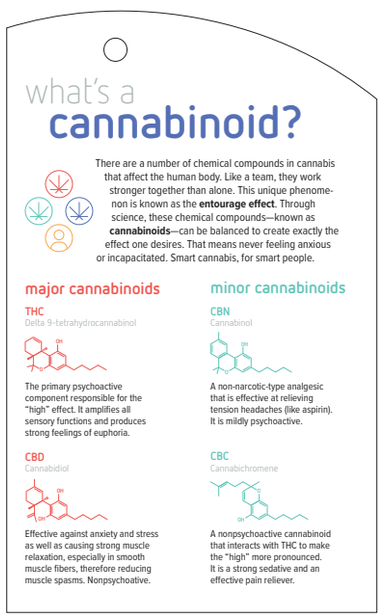
Legal

- Prop 215/SB 420 compliant
- Medical cannabis

Logo face (for digital applications)

Great! Great!
So-so So-so
Ow... Ow...
Loading...

hello sunshine



Here I started exploring packaging, labels, and a refined icon system. Eventually I moved away from using a blister pack, but I started looking into what information might go on the back.

Full line

Polypropylene (PP)

Polypropylene (PP)

Casing: Polypropylene (PP)
Cartridge: PET
Cartridge spray nozzle:
solid colored PP

Case: translucent PP
+ plastic sticker label

Pouch: foil

Bottle body: PET
Cartridge spray nozzle:
solid colored PP

At this stage, I started applying the system to different labels and exploring 3D forms. It was starting to get somewhere, but still felt a little dull.

Fast-acting
Sublingual spray

Secondary packaging: card/blister pack

Fast-acting
Sublingual spray

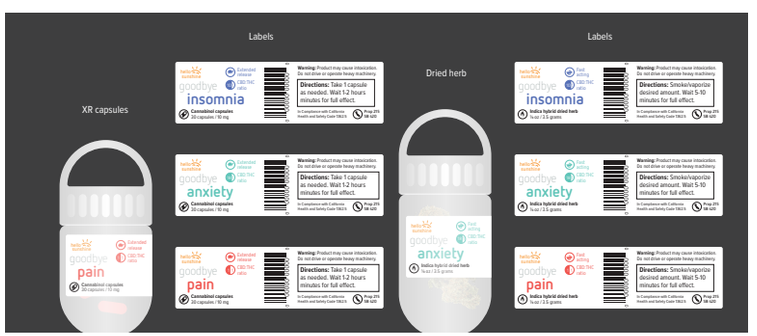
Casing: translucent olypropelyene (PP) / Olefin
Cartridge body: solid colored PET
Cartridge sprayer nozzle: translucent olypropelyene (PP) / Olefin
Labels: plastic stickers

XR capsules
Dried herb

Bottle body: solid color PET
Dispenser nozzle: translucent olypropelyene (PP) / Olefin
Label: plastic sticker

XR capsules
Dried herb

Bottle body: solid color PET
Dispenser nozzle: translucent olypropelyene (PP) / Olefin
Label: plastic sticker



XR capsules
Dried herb

Containers: translucent olypropelyene (PP) / Olefin
Labels: plastic stickers

3D Renders
First round

Once I got the hang of SolidWorks, I was able to iterative with form, color, and material rapidly and easily.

More flat graphics
Refining

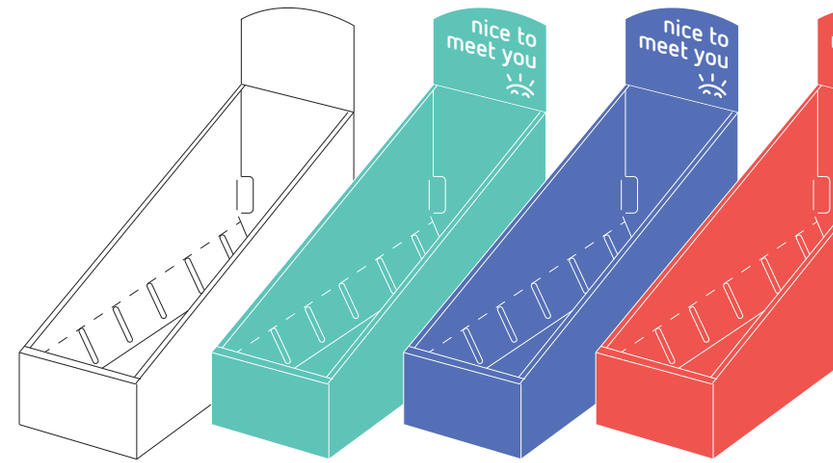
Instead of a system of applied labels, I started to explore full-form graphics with bright bold colors. I kept refining, but I had my design system.

POP

Zeke Wattles / Pack 3 / Week 7

Corrugated shipper/display unit for carded products
Diecut header insert

E-flute cardboard
Flexo printing



POP with product

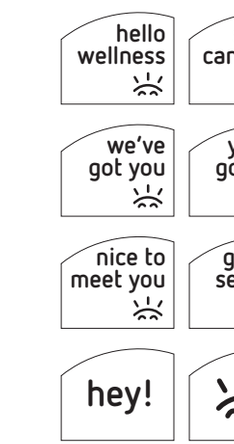
Corrugated shipper/display unit for carded products
Diecut header insert

E-flute cardboard
Flexo printing

Making a good first impression

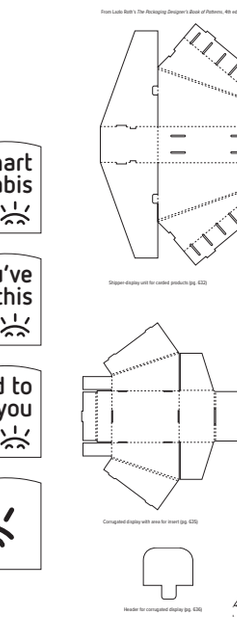
POP displays on dispensary counters are how some people will first learn about the brand.

How do you make a good first impression?



POP dielines

From Ladislav Rodrigo's *The Packaging Designer's Book of Patterns*, 4th ed.

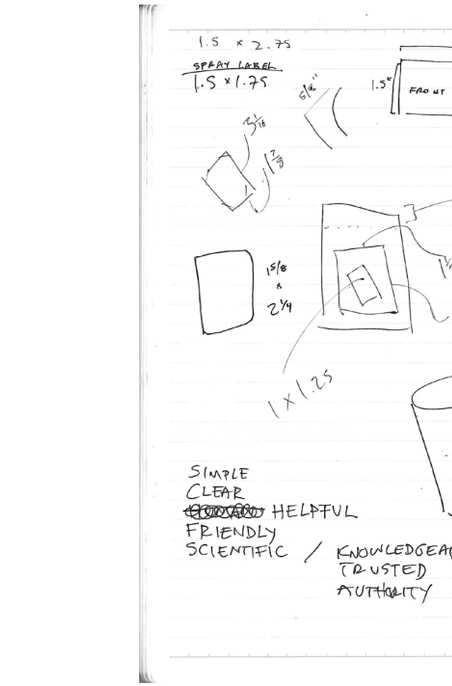


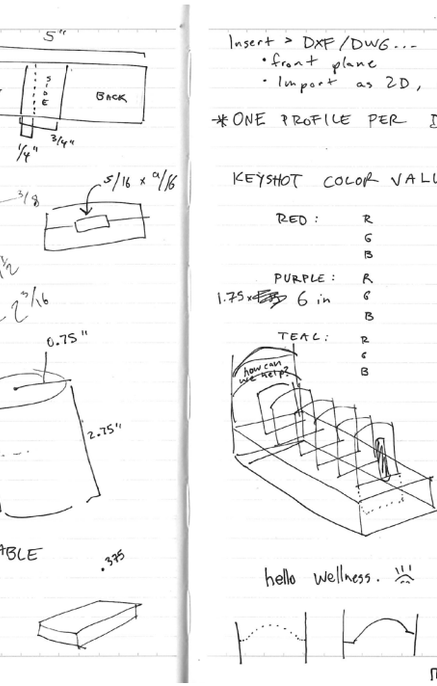
Shipper-display unit for carded products (pg. 632)

Corrugated display with area for insert (pg. 628)

Header for corrugated display (pg. 636)

Some POP development (corrugated shipper/display units) that didn't make the final cut (this was before I switched from blisterpacks to boxes).





solution

Brand

Brand elements

Logotype

Full lockup (wordmark + logotype)

Logomark only

Colors

Sunny Orange
CMYK: 0/49/87/0
PMS: 130 U / 715 C
RGB: 248/150/58
#f8963a

Anti-Anxiety Azure
CMYK: 66/0/20/0
PMS: 319 U / 319 C
RGB: 56/193/207
#38c1cf

Red Alert
CMYK: 0/89/74/0
PMS: Red 032 U / Red 032 C
RGB: 239/67/69
#ef4345

Languid Lavender
CMYK: 56/69/0/0
PMS: 2685 U / 7676 C
RGB: 129/100/171
#8164ab

Typography

Primary typeface

FF Netto

ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnop
qrstuvwxyz0123456789

For logo, product names, and headlines.
FF Netto was originally developed for infographic and wayfinding applications. Its technical construction and rounded edges give it a scientific yet approachable feel.

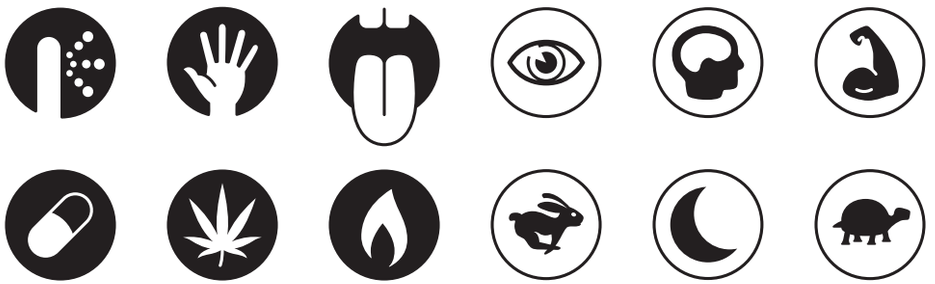
Secondary typeface

Proxima Nova Condensed

ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnop
qrstuvwxyz0123456789

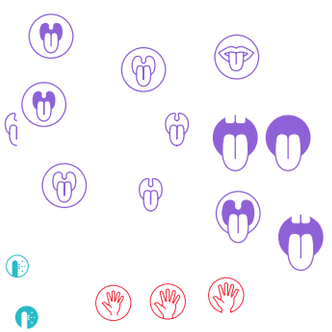
For body copy. Proxima Nova Condensed retains the friendly and legible qualities of its big brother while being optimized for dense information. It is especially useful with medical information and warning labels where spatial efficiency is important.

Icons



Part of my packaging and brand identity design was this system of icons that reflect the rounded, approachable, and just a bit playful nature of the brand identity.

Each icon was kept within a circle for visual consistency, except for the icon for sublingual strips, where the circle becomes a mouth its tongue sticking out. Some of the other icons, which I designed to explain the health effects of cannabis, didn't make the cut to the final FRP, but found a new home in a visually engaging pattern on the secondary packaging for the spray set.



Iterating icons—a non-sexy tongue. Playing with figure and ground relationships.

Sketching barcode ideas.

Barcode

400%

Down to the smallest detail, the packaging should be engaging to the consumer. Barcodes, an often overlooked element in packaging design, are a fantastic way to add an element of surprise and delight to a design. I enjoy the challenge of working within the constraints of size and scannability to produce something that still has a strong visual idea. Hello Sunshine's barcode is a representation of the sun icon, Sunny, rising over a hill with trees.

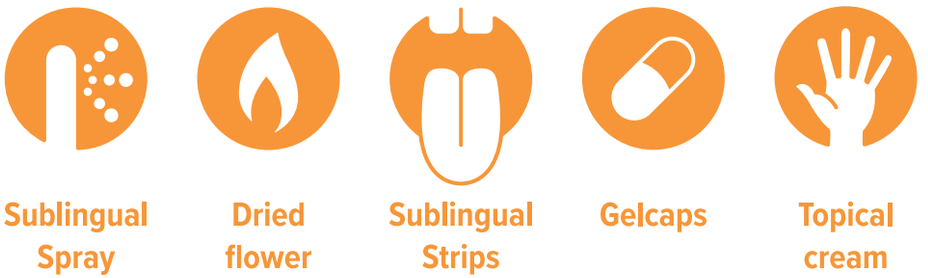
100%

Patterns

Packaging

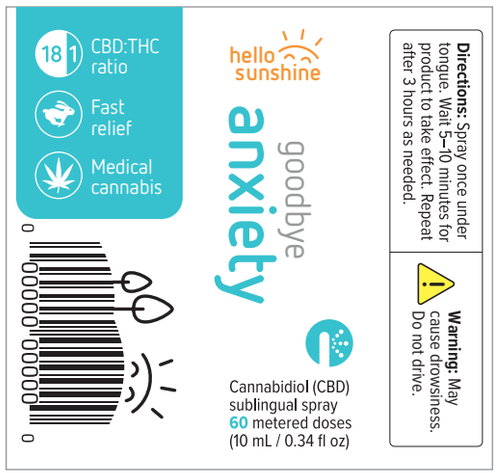
Bringing it all together

Product Range



Something for everyone.
There are many pathways that cannabis can enter your system. Hello Sunshine offers options for all levels of familiarity with cannabis—discrete options for non-smokers, and dried flower for experienced users ("flower" is the term for dried cannabis that experienced customers are most familiar with).

Sublingual spray
Anxiety formula



Label at 100% scale

On organizing information:
CBD:THC ratio is always listed first. Attributes like fast relief, extended release, or no high (non-psychoactive) are listed second. Medical cannabis is listed third. There is an icon for each attribute for quick-read information. After looking at the various types of information found on medical marijuana, I determined these piece of information to be the most relevant to the consumer—enough to be informative, and not so much it overwhelms.

There is certain legal information on cannabis packaging as of my writing this, but it's December 2017, and in 2018 those laws will change. I didn't include it on my packaging, but I did design some variations on the current legal disclaimers:

California Health & Safety Code 1362.5

In Compliance with California Health & Safety Code 1362.5 Prop 215 SB 420

Materials

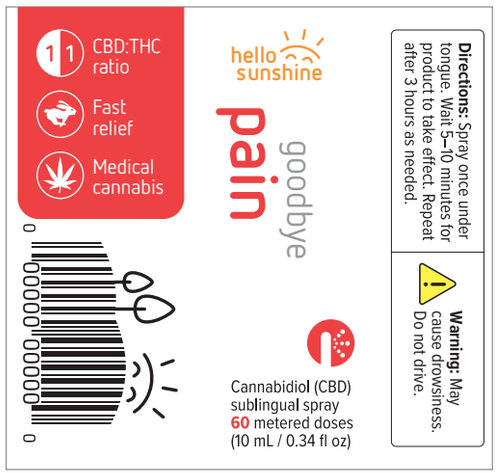
Cap
Color-tinted semi-transparent recycled polypropylene (PP)

Label
Soft touch matte plastic label
Spot color offset litho printing

Body
Color-tinted transparent recycled polyethylene (PET)

Sublingual Spray

Sublingual spray
Pain formula



Label at 100% scale

Materials

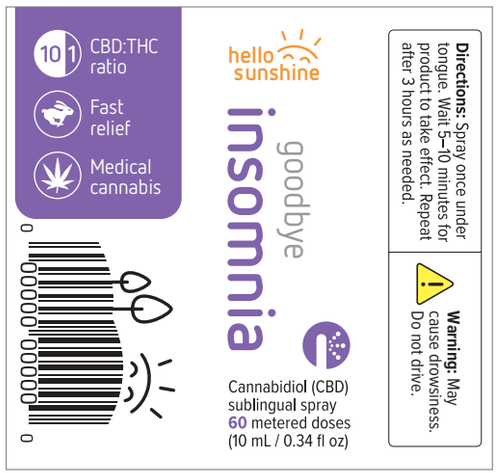
Cap
Color-tinted semi-transparent recycled polypropylene (PP)

Label
Soft touch matte plastic label
Spot color offset litho printing

Body
Color-tinted transparent recycled polyethylene (PET)

Sublingual Spray

Sublingual spray
Insomnia formula



Label at 100% scale

Materials

Cap
Color-tinted semi-transparent recycled polypropylene (PP)

Label
Soft touch matte plastic label
Spot color offset litho printing

Body
Color-tinted transparent recycled polyethylene (PET)

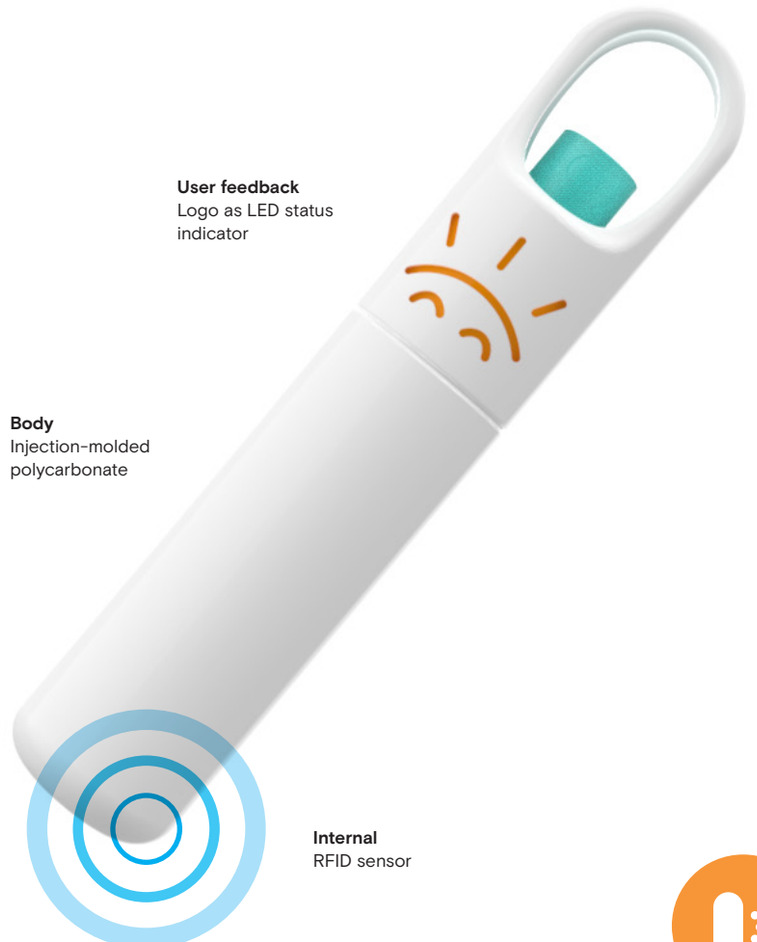
Sublingual Spray

hello sunshine
goodbye
anxiety
Cannabidiol (CBD)
sublingual spray
60 metered doses
(10 mL / 0.34 fl oz)
hello sunshine
goodbye
pain
Cannabidiol (CBD)
sublingual spray
60 metered doses
(10 mL / 0.34 fl oz)
hello sunshine
goodbye
insomnia
Cannabidiol (CBD)
sublingual spray
60 metered doses
(10 mL / 0.34 fl oz)

18:1 CBD:THC ratio
Fast relief
Medical cannabis
Directions: Spray once under tongue. Wait 5–10 minutes for product to take effect. Repeat after 3 hours as needed.
Warning: May cause drowsiness. Do not drive.
CBD:THC ratio
Fast relief
Medical cannabis

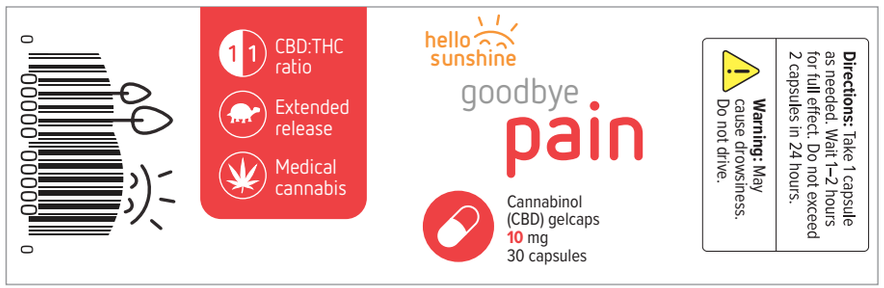
Sublingual spray
Outer case

Materials



Sublingual Spray

Gelcaps
Pain formula



Label at 100% scale

On extending this further:
All three of the proposed formulas (pain, anxiety, and insomnia) can work in the form of this pathway.

Materials

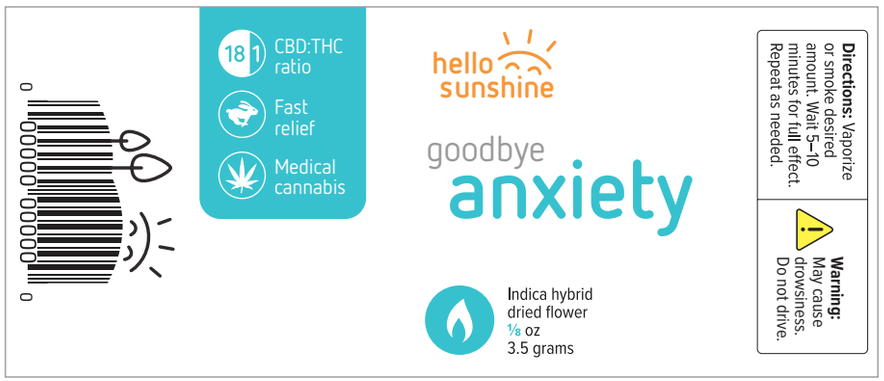
Cap
Color-tinted semi-transparent recycled polypropylene (PP)

Label
Soft touch matte plastic label
Spot color offset litho printing

Body
White opaque recycled polypropylene (PP)

Gelcaps

Dried flower
Anxiety formula



Label at 100% scale

On extending this further:
All three of the proposed formulas (pain, anxiety, and insomnia) can work in the form of this pathway.

Materials

Cap
Color-tinted semi-transparent recycled polypropylene (PP)

Label
Soft touch matte plastic label
Spot color offset litho printing

Body
White opaque recycled polypropylene (PP)

Dried flower

hello sunshine
goodbye
pain
Cannabinol
(CBD) gelcaps
10 mg
30 capsules
hello sunshine
goodbye
anxiety
Indica hybrid
dried flower
1/8 oz
3.5 grams

Directions: Take 1 capsule as needed. Wait 1–2 hours for full effect. Do not exceed 2 capsules in 24 hours.
Warning: May cause drowsiness.
Directions: Vaporize or smoke desired amount. Wait 5–10 minutes for full effect. Repeat as needed.
Warning: May cause drowsiness. Do not drive.

Topical cream
Pain formula

Label at 100% scale

On (not) extending this further:
For pain, I specifically chose topical cream for **targeted relief** of symptoms. I do not believe this pathway would be the right choice for anxiety and insomnia formulas.

Materials

Cap
Color-tinted semi-transparent recycled polypropylene (PP)

Label
Soft touch matte plastic label
Spot color offset litho printing

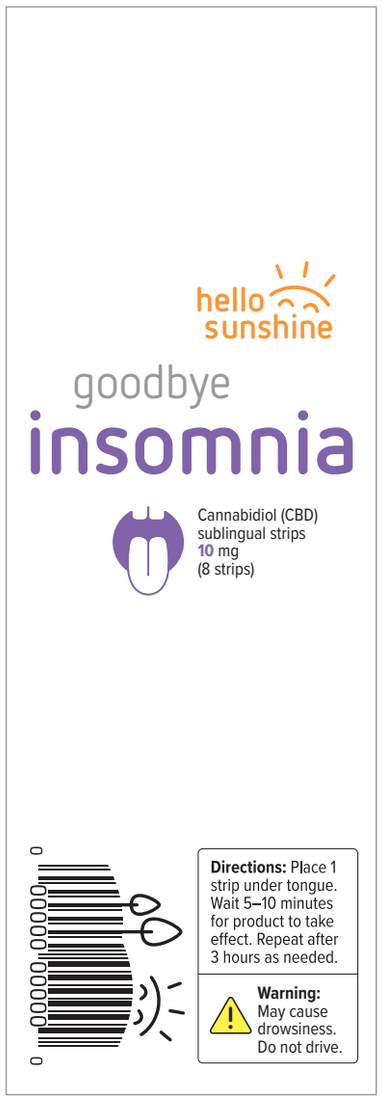
Body
Color-tinted transparent recycled polyethylene (PET)

Topical cream

hello sunshine
goodbye
pain
Cannabidiol (CBD)
topical cream
50 mL / 1.5 fl oz
100 doses

1 1 CBD:THC ratio
No high
Medical cannabis
get well. not high.
Hello Sunshine products let you safely control your own dosage of quality controlled medical cannabis in convenient, discrete packaging designed for your lifestyle. Because all of our products contain symptom relieving compounds (CBD) without the mood altering chemicals (THC) all you'll feel is relief.

Sublingual strips
Insomnia formula



Label at 100% scale

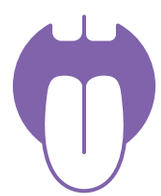
On extending this further:
All three of the proposed formulas (pain, anxiety, and insomnia) can work in the form of this pathway.

Materials

Label
Soft touch semigloss paper label
Spot color offset litho printing

Container
Molded color-tinted
hemp-based paperfoam

Strips
Peelable foil pouch



Sublingual
Strips

Strips
Peelable foil pouch

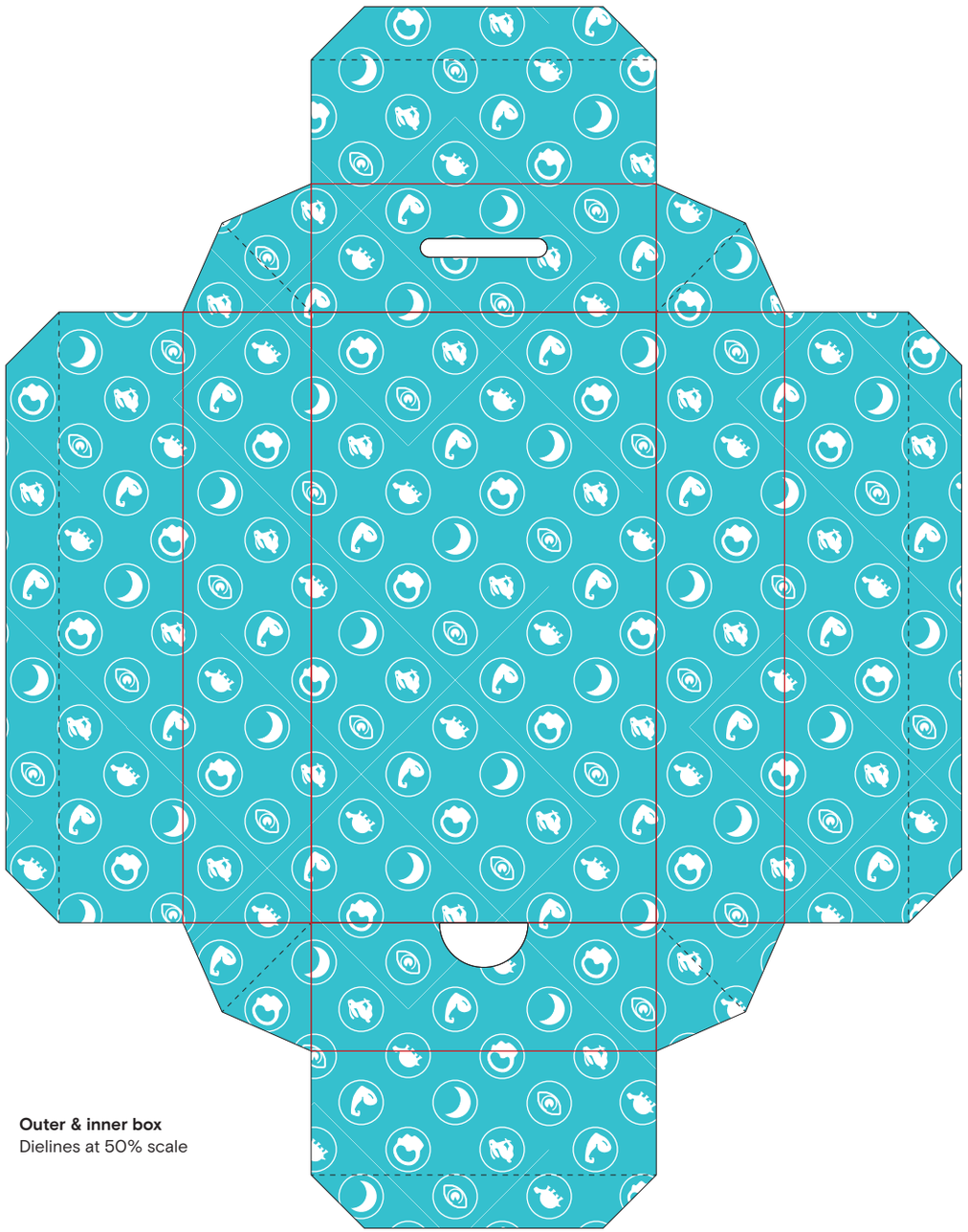
Sublingual spray
Secondary packaging

Initially, I was exploring blisterpack solutions for the spray case because I wanted to show off the product so people could touch it and see what it would feel like in their hand. However, it just felt too cheap. I didn't want the product too feel too pedestrian; at the same time, it wouldn't feel right if it were too premium (i.e. rigid carton).

This two-part box was the right middle ground. It's made of SBS, with a spot gloss on the product shot. Inside is a vacuum-formed insert to hold the products, made of PETE. There is also a colored acrylic hang tag with a laser-etched logo.

I created the insert in SolidWorks, then made it on a CNC machine, then vacuum-formed a sheet of PETE on the top of it. I spray painted the insert and the hang tag with the same blue the product.

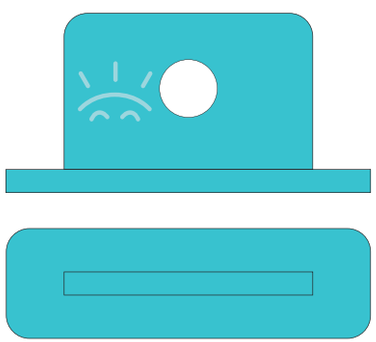
Back of the packaging.



Outer & inner box
Dielines at 50% scale

Process

Female mold and vacuum-formed result. The logo detail was too fine for the CNC to pick up, so I lasercut it as a separate piece.

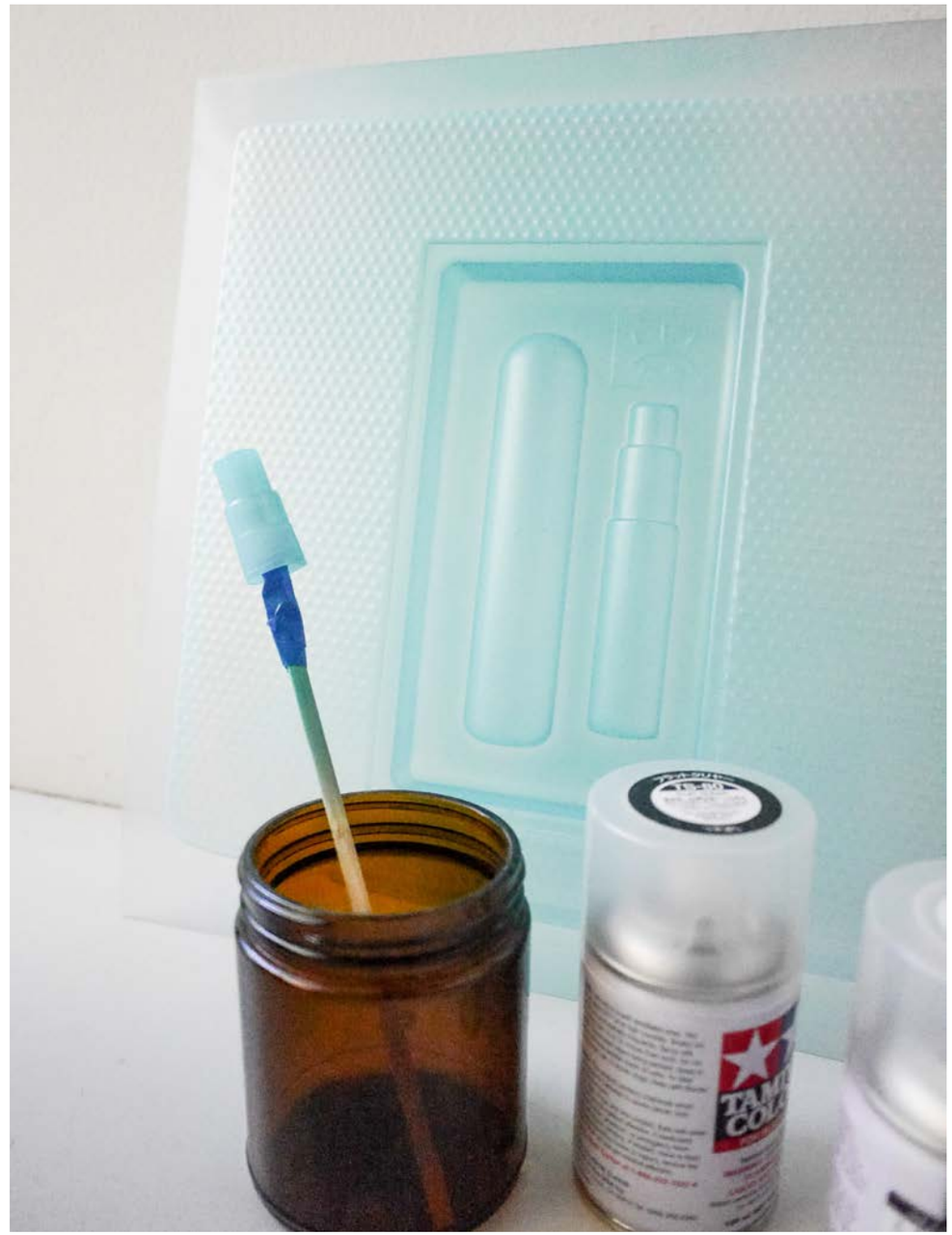


Front & top view of hang tag
100% scale

Gluing hang tags.

First box design & final box design. I cut transparent vinyl to fake the UV spot gloss.

Priming and painting. I used Montana Gold transparent colors for the clear parts and Tamiya acrylic Pure White for the solid parts.



Finally, I gave everything a top-coat in either matte or glossy Tamiya clear acrylic. I coated the secondary packaging for the spray case (not pictured) with Krylon Crystal Clear fixative to protect it, make the colors more vibrant, and give the paper a luster effect.

Full family

hello sunshine
goodbye
pain
Cannabinol (CBD) gelcaps
10 mg
30 capsules
hello sunshine
goodbye
anxiety
Indica hybrid dried flower
⅛ oz
3.5 grams
hello sunshine
goodbye
pain
Cannabidiol (CBD) topical cream
50 mL / 1.5 fl oz
100 doses
hello sunshine
goodbye
insomnia
hello sunshine
goodbye
insomnia
hello sunshine
goodbye
pain
hello sunshine
goodbye
anxiety
CBD:THC ratio
Fast relief
Medical cannabis
Cannabidiol (CBD) sublingual spray
60 metered doses
(10 mL / 0.34 fl oz)
hello sunshine
goodbye
anxiety

Brand Applications

Extending the sunshine

Campaign

get well,
not high.

Messaging Strategy

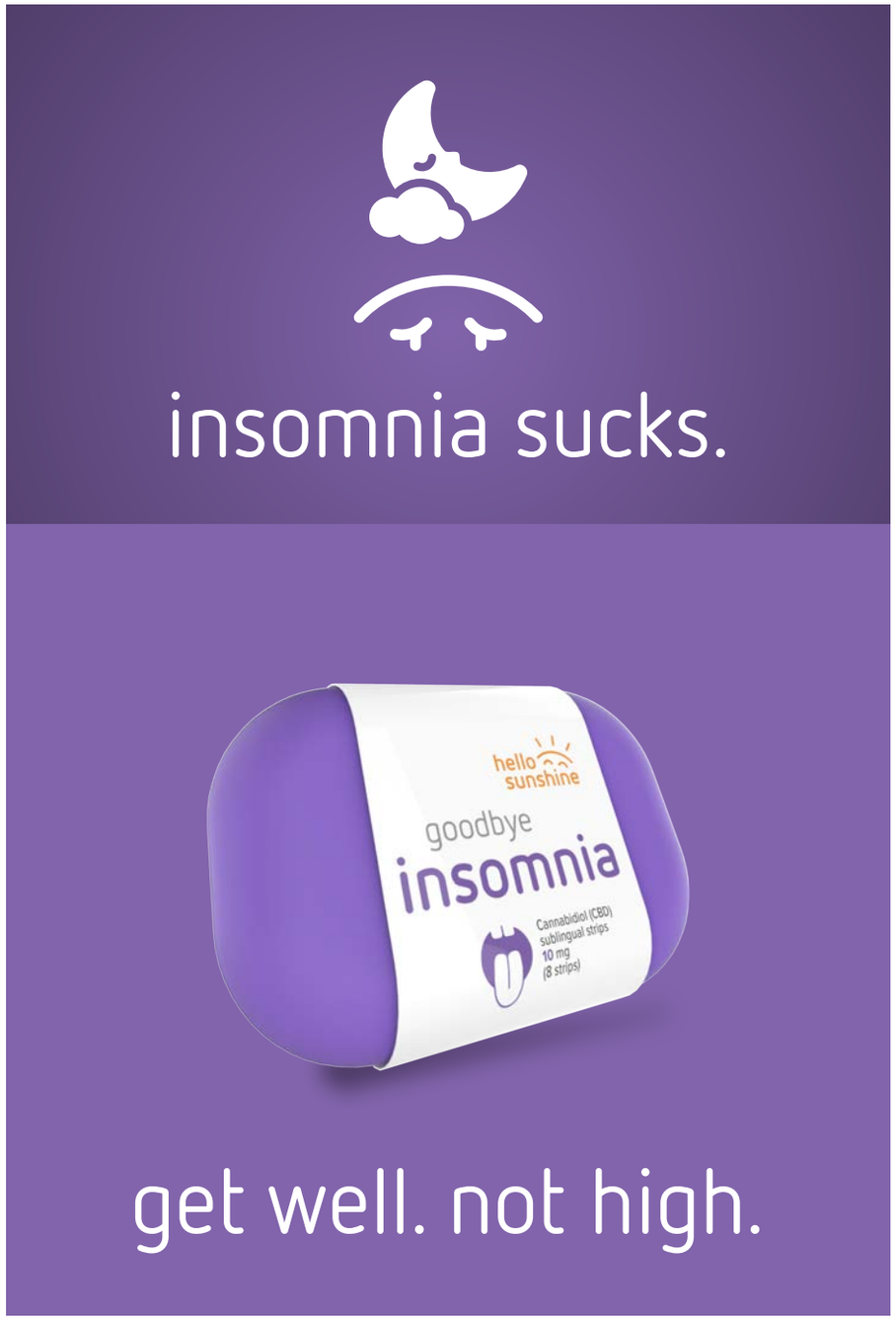
The tagline **"get well. not high."** reflects the brand positioning as firmly a health/wellness product, not a recreational product, with a straightforward, approachable attitude.

The logo icon, nicknamed Sunny, becomes an indicator for the types of symptoms that Hello Sunshine can help customers with.

Posters in context
These posters could be strategically placed where people are most likely to feel the symptom each poster addresses: anxiety in a crowded subway, insomnia on Sunset Boulevard at 2 AM.

pain sucks.
hello sunshine
pain
goodbye
Cannabidiol (CB
sublingual spray
60 metered do
(10 mL / 0.34 fl
get well. not high.

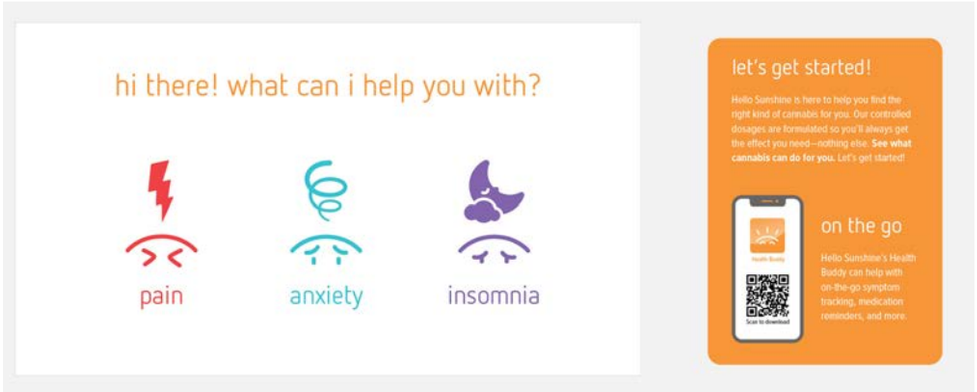
anxiety sucks.
hello sunshine
goodbye
anxiety
Indica hybrid
dried flower
⅛ oz
3.5 grams
get well. not high.

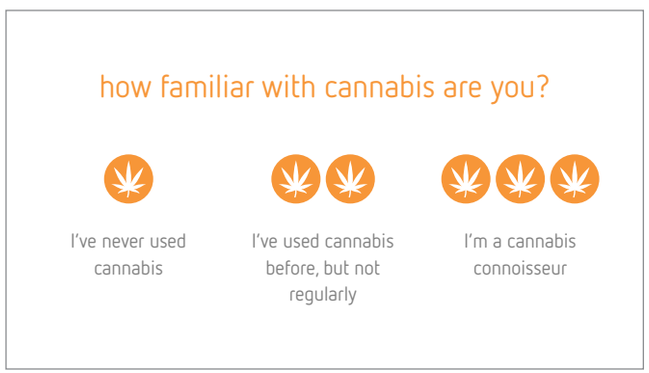

insomnia sucks.
hello sunshine
goodbye
insomnia
Cannabidiol (CBD) sublingual strips
10 mg
(8 strips)
get well. not high.

Retail

what's your symptom?
hi there! what can i help you with?
pain
anxiety
insomnia
let's get started!
on the go
pain
anxiety
insomnia

Self-standing display
The dispensaries of the future may look more like modern medical facilities, like this one.

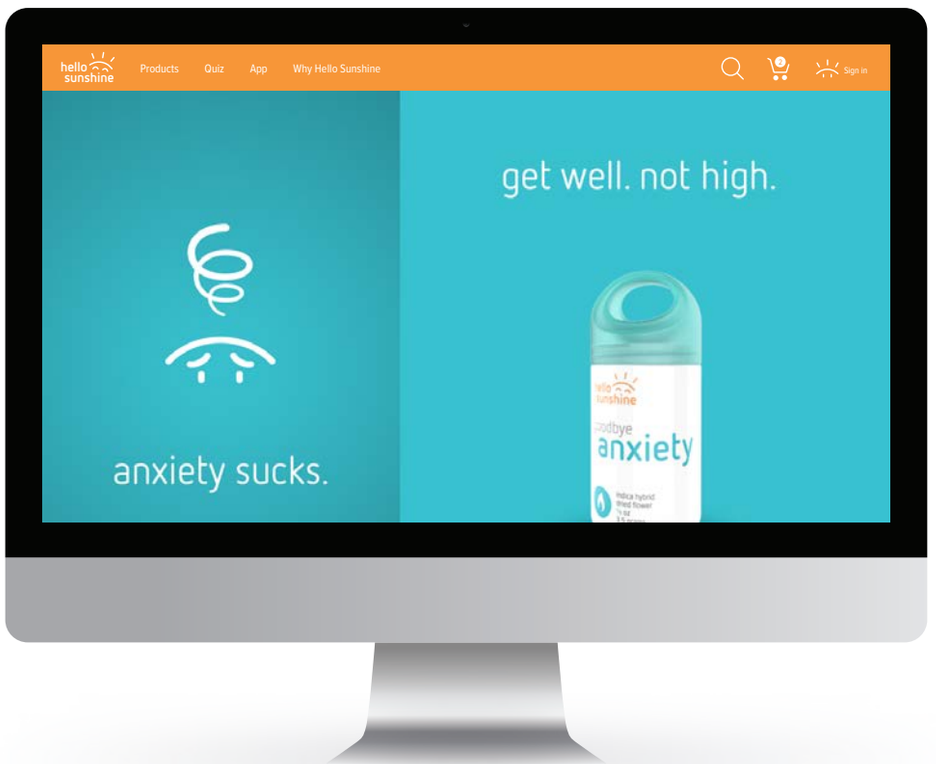




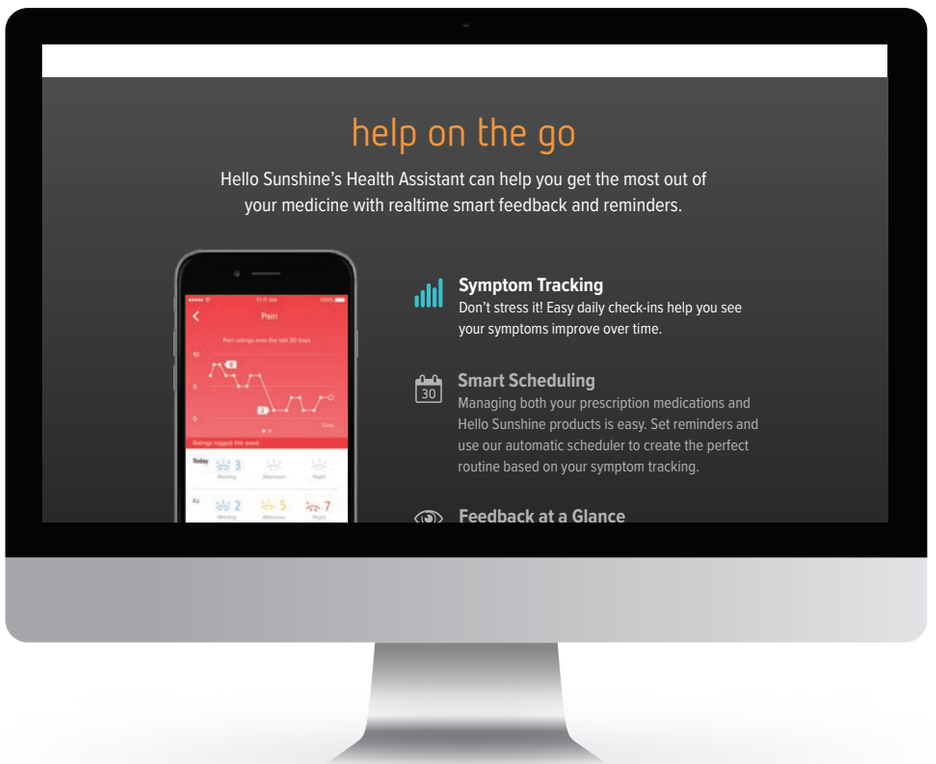
3-step onboarding
This self-standing display features a touchscreen with an easy 3-step onboarding process that helps users determine which products are right for them.

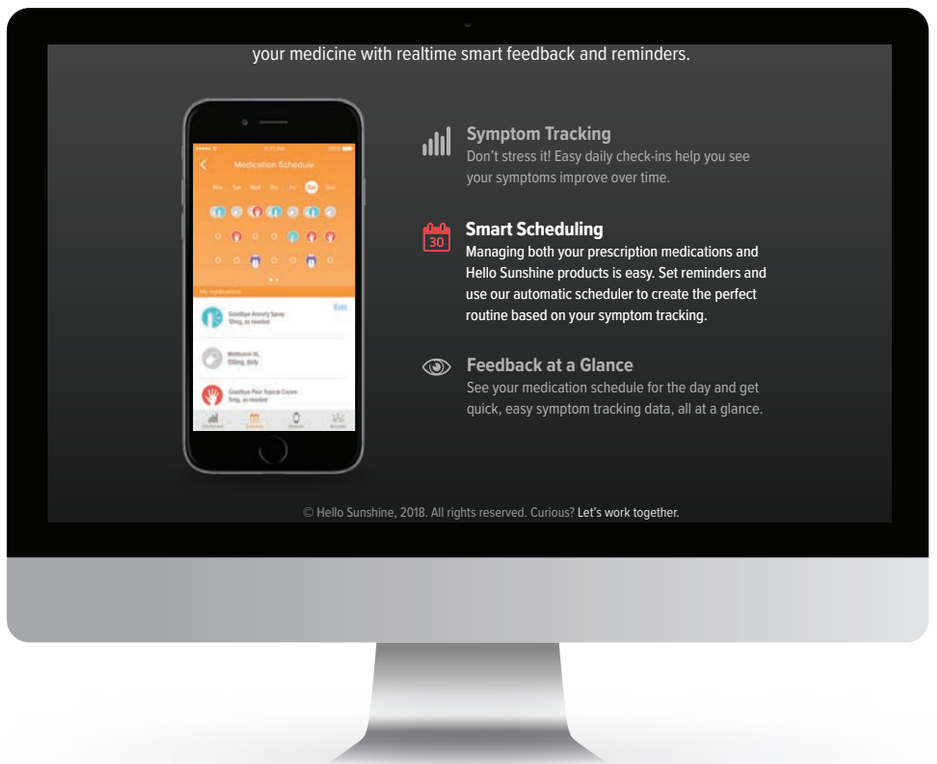
Countertop display
Dispensaries don't have standardized shelving, so it's important to keep the POP options flexible. This display could also work inside of a shelf.

Digital
Web

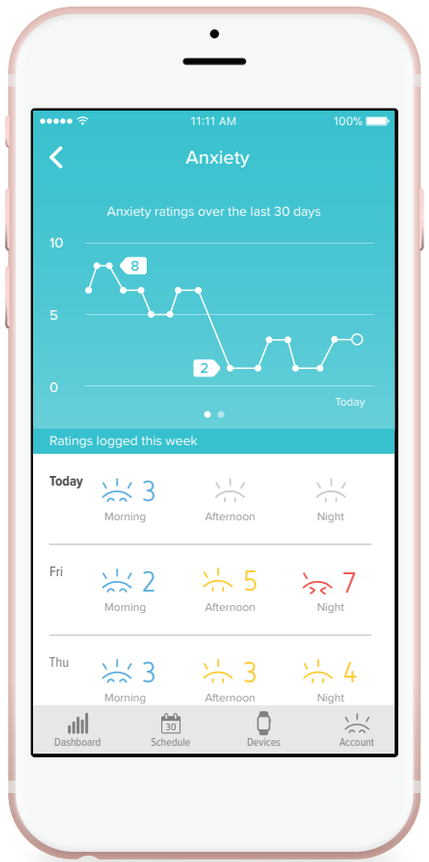


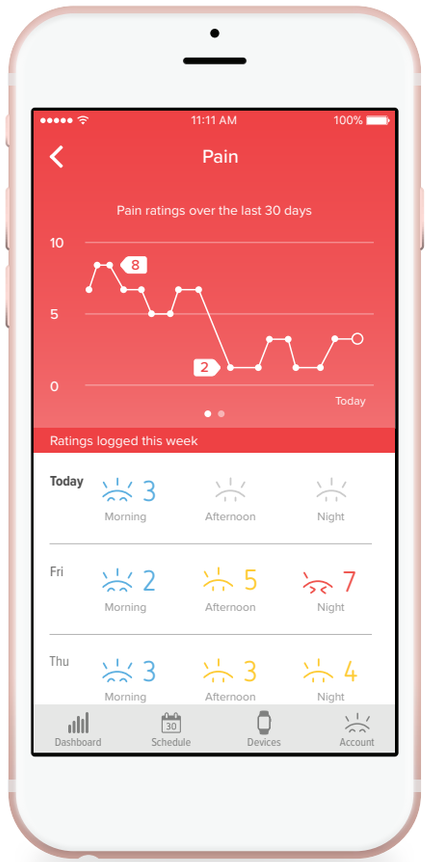
Landscape versions of the campaign posters also find a home on the landing page.


help on the go
Hello Sunshine's Health Assistant can help you get the most out of your medicine with realtime smart feedback and reminders.
Symptom Tracking
Don't stress it! Easy daily check-ins help you see your symptoms improve over time.
Smart Scheduling
Managing both your prescription medications and Hello Sunshine products is easy. Set reminders and use our automatic scheduler to create the perfect routine based on your symptom tracking.
Feedback at a Glance

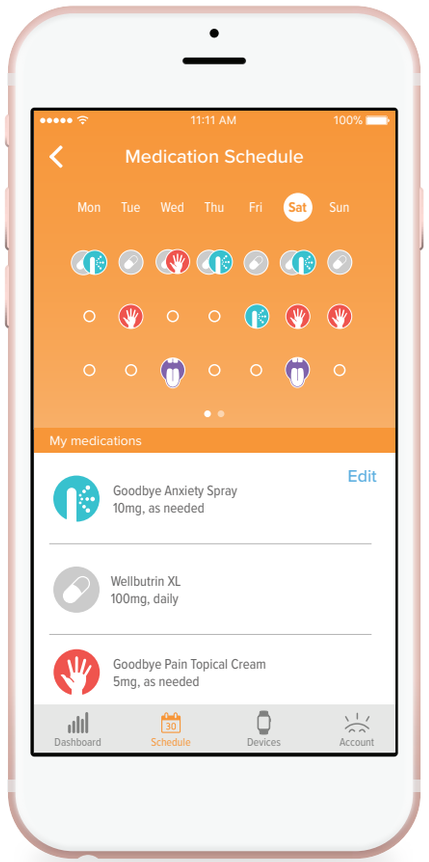

your medicine with realtime smart feedback and reminders.
Symptom Tracking
Don't stress it! Easy daily check-ins help you see your symptoms improve over time.
Smart Scheduling
Managing both your prescription medications and Hello Sunshine products is easy. Set reminders and use our automatic scheduler to create the perfect routine based on your symptom tracking.
Feedback at a Glance
See your medication schedule for the day and get quick, easy symptom tracking data, all at a glance.
© Hello Sunshine, 2018. All rights reserved. Curious? Let's work together.

Digital
Mobile



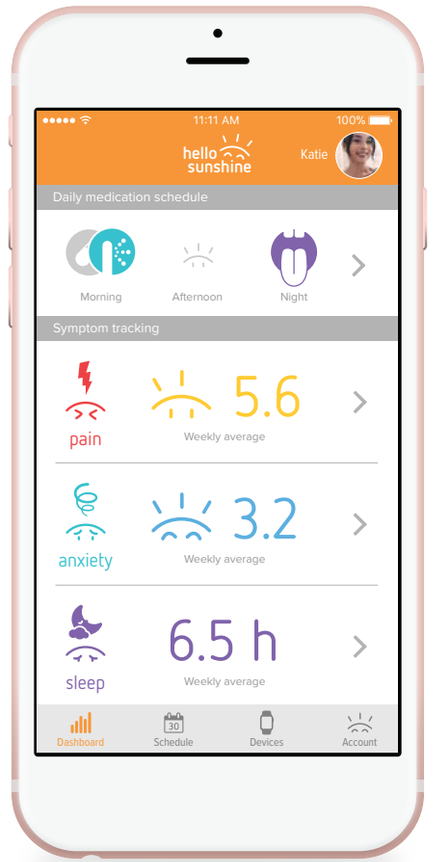


Symptom Tracking
Don't stress it! Easy daily check-ins help you see your symptoms improve over time.



Smart Scheduling

Managing both your prescription medications and Hello Sunshine products is easy. Set reminders and use our automatic scheduler to create the perfect routine based on your symptom tracking.



Feedback at a Glance

See your medication schedule for the day and get quick, easy symptom tracking data, all at a glance.

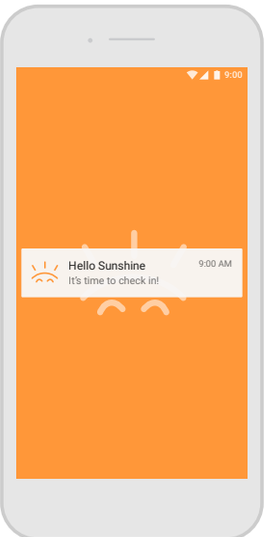
Digital
Mobile

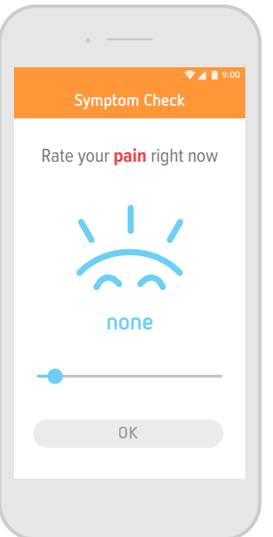
Symptom check

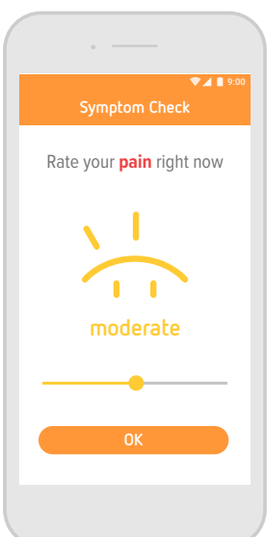
I want to empower users to get better over time. They would do this by tracking their symptoms via a daily check-in, logging the medication they take and when (if you stick to the schedule, you don't need to worry about this step, and if you use the spray case, it's automatic via RFID), and learning about their progress. I think that one of the most important things in consumer healthcare—and I've talked to doctors who confirmed this—is giving patients a way to help themselves. Feeling empowered, feeling in charge of your health and your body, is so important when you've been experiencing pain, feeling like you've really lost that control.

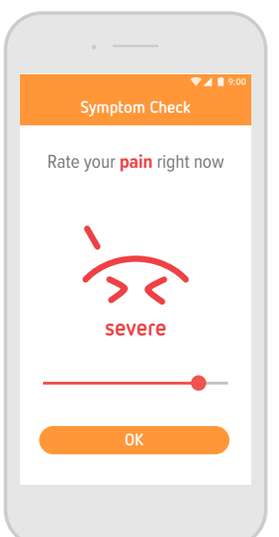
By giving users information, and showing them that what they've been doing, and what they can do, is really helping, and by a measurable quantity, it gives people a sense that they can take charge of their health again. They **can** get well (not high).

One of the ways the logo can work as a flexible identity system.





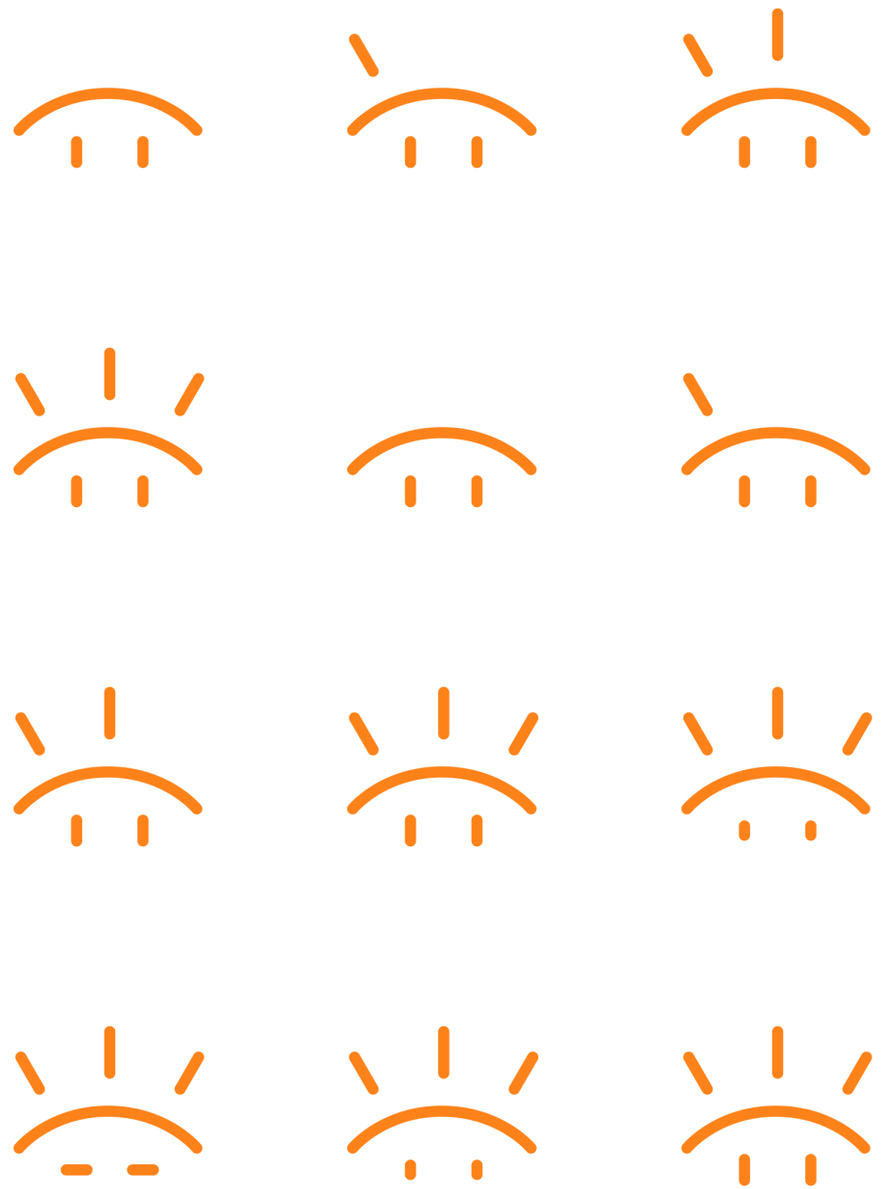




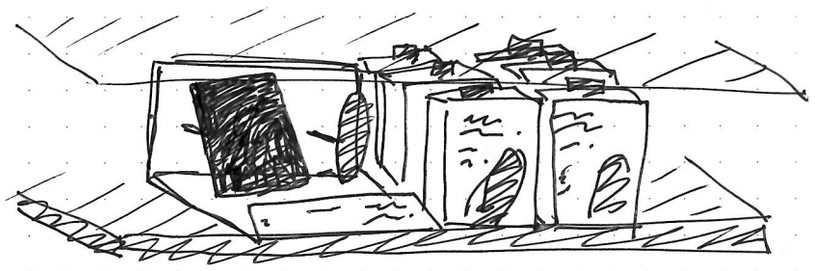
Digital *Animation*

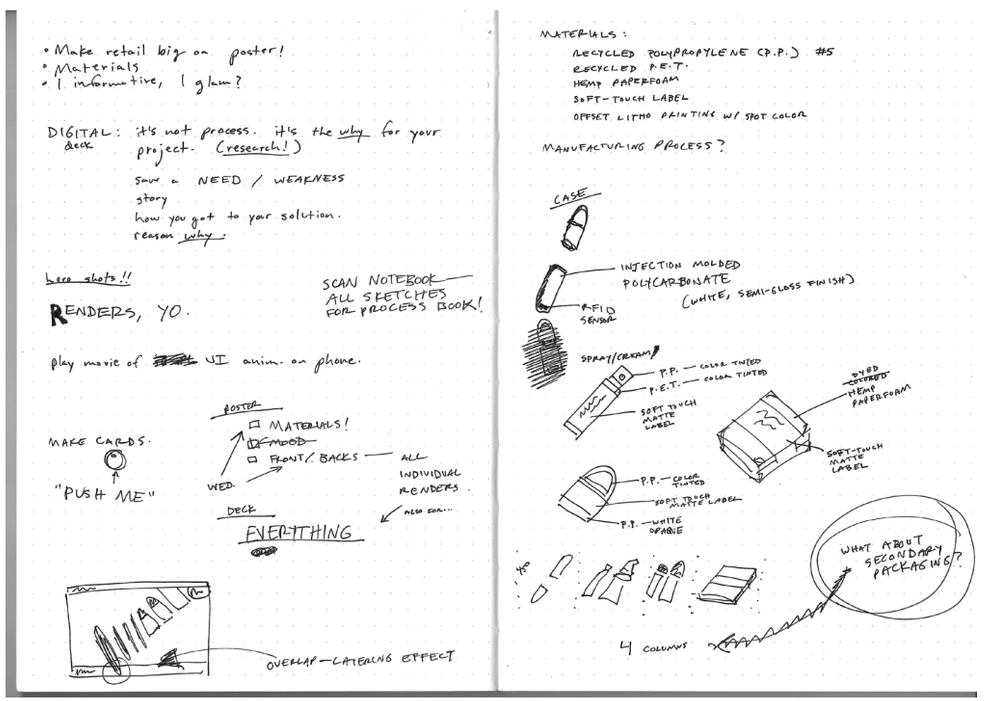
Obviously, it's difficult to translate animation to print, but UI animation was a big part of my project. Hello Sunshine is not just a cannabis brand, but a holistic wellness system. I was excited to apply my background in interaction and interface design to this project. All of the digital assets were animated with After Effects, including this cute blinking loader animation of Sunny.

Loading
and blinking,
frame by frame.

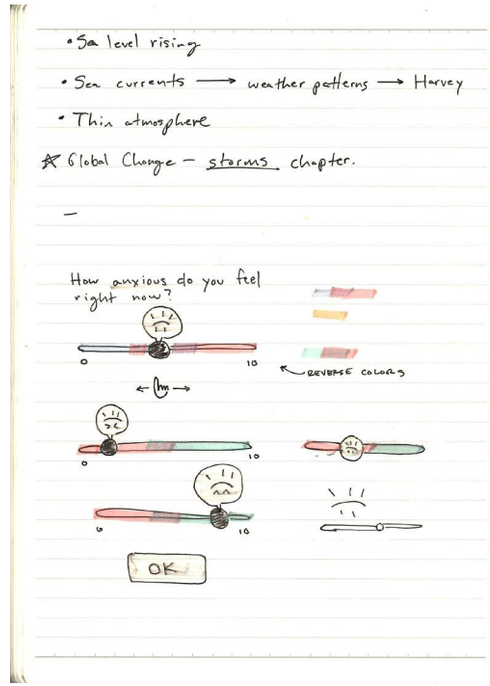


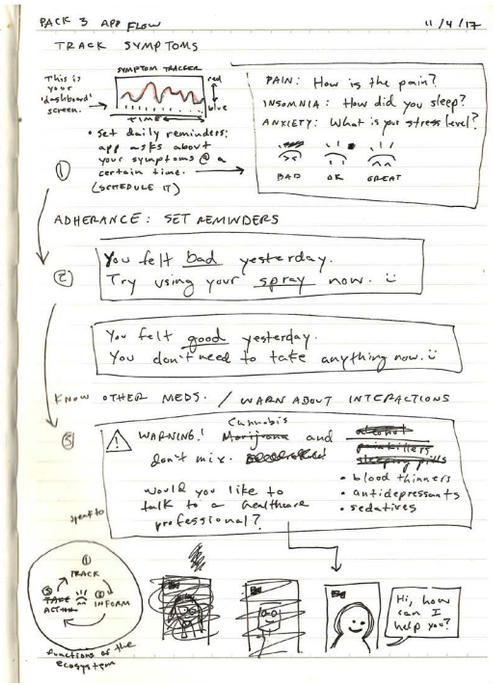
Digital
Process

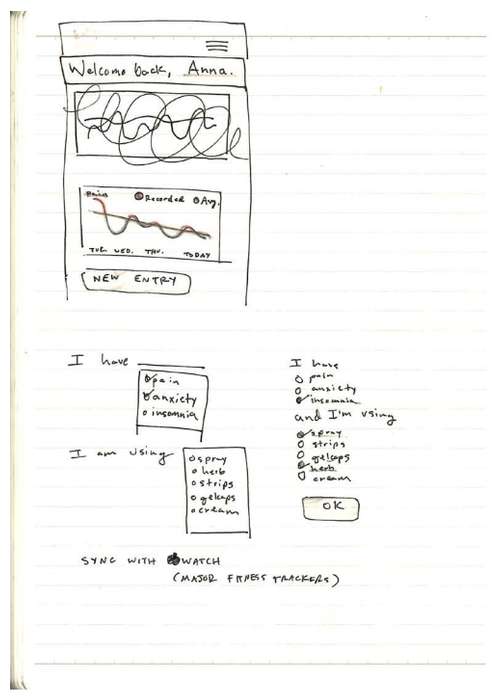


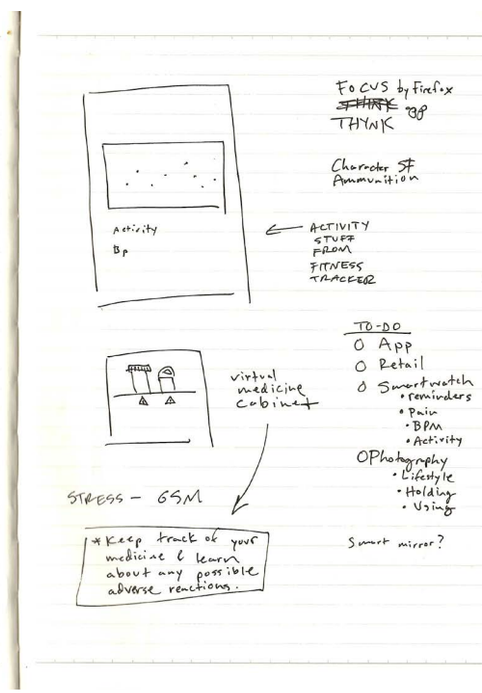


Sketchbook pages—retail, digital, and more.





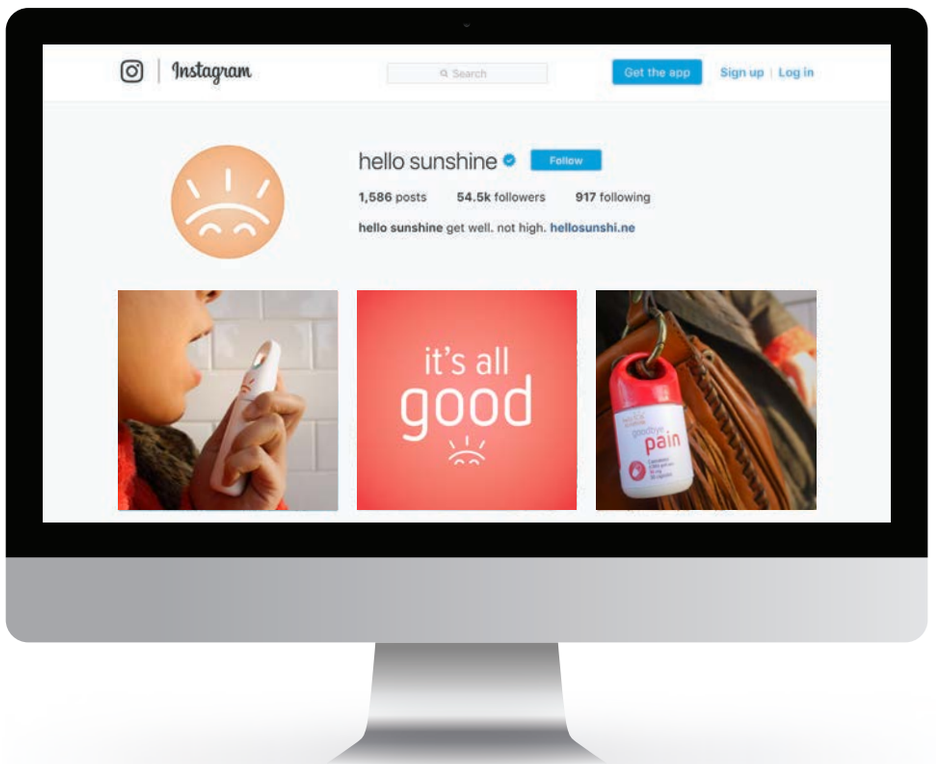




Photography
In context

In-context photography highlights the functionality and portability of the packaging.

Digital
Social Media



Social media is likely one of the first touchpoints through which consumers will learn about the brand. In-context photos can be used here to show what the packaging looks like in a user's daily life.

get well,
not high.

hello sunshine

get well,
not high.

hello sunshine

Afterword
Final thoughts

The cannabis industry has been trying to legitimize itself through "medical" offerings for some time now, but when "patients" walk into a dispensary and see names like Trainwreck and OG Kush, it feels like anything but.

For consumers who are really interested in the health/wellness side, especially as an alternative to perceived damaging and addictive drugs like Xanax and opioids, it's due time for cannabis to compete with the Tylenols and OTC supplements in a serious but approachable manner.

Through direct, no-nonsense product names that address symptoms first; bold, bright typography, Hello Sunshine is cannabis for a whole new era. Not young stoners, but health-conscious consumers.

Hello Sunshine was featured in ArtCenter's student gallery. During the grad show (the day when the student gallery gets the most foot traffic), when visiting mothers noticed the project, they would lean in to learn more—and that's exactly the right market for this project. (And yes, I hung around my work in the student gallery to how people responded—that's market research, right?)

Names like "poison" and "Ebola" don't exactly communicate positive health.

Conclusion

With this student project, I hope to have achieved two goals: to change the perception of medical cannabis through packaging, and to present a seriously lucrative business opportunity.

When cannabis starts to take itself seriously, consumers (and their wallets) will too.

goodbye

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