

# Development Journal

ADD202  
Design Strategies  
Assignment 2

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# Brainstorm and Mind Maps:

## Assignment 2

- Choose specific product to focus idea generation based on research and chosen consumer from Assignment 1

### Cereal

- Brainstorm and mind map ideas to explore a variety of ways to promote Healthy Breakfasts to the specific audience through innovative packaging and point of sale designs – what strategies can you use to engage the audience and why? Packaging, colours, would be sold at Woolworths to trial

- Visual Research:

- Choose 3 ideas to explore through detailed sketches (3-5 for each idea) Packaging, QR Code, Shape of product, Serving size

- Test 3 ideas on intended audience for feedback – select 1 detailed sketch of each idea and develop clear questions to ask your audience to gather feedback for improvement.

Silicon Packing – Packaging

Box with Satchels – serving sizes

To-Go Bowl – serving size

## Research: Brainstorming:

- Misleading slogans
- Tiny font sizes
- Sugar vs. artificial sweeteners
- Nutritional information
- Ethical / transparent ingredients
- Serving sizes – determined by the companies so hard to tell correct serving sizes
- Colour coding nutrition
- Shaping
- Positioning in supermarket
- Money
- Knowledge
- Durable
- Grams of contents
- Edible packaging
- 3D mock up or flat – meet requirements of brief

## Products with a purpose

QR code can help the blind in they scan the codes and the scanned information reads itself back to the customer. But can also have a scanner in the store that shows more information or a clearer idea on the product when or if the customer forgets their phone or just doesn't have a phone. Might not be a QR code could use the existing barcode.

The Lady from Israel, get her to help with using her plastic instead of the everyday product and then this plastic product is durable and the better choice in using plastic and the idea of being able to put it back in water and it dissolve creates a better way of living with plastic.

The people who world with the product to the people who consume it to the end of the products life.

An additional crowdsourcing barcode where if the information isn't available the customer or consumer can add to the website that it takes you to, to suggest what should be added in that secondary information that was left behind or not yet added. Colour coding or a universal symbol.

Or a store directory – have an updater each week or so when the new sales come in but it shows the map and a search bar find what you're looking for.

Package and its point of sale.

## Watch other videos

Get into creative techniques

What are the best 3-5 ideas that expand on the limitations of the brief.

Thumbnails

Mind map

Look at products and window technology

Google effective design awards uk

Not fake not cheap not bland

Language is transparent

Minimal, ethical look

## Ideas:

- Scanner in aisles (barcodes)
- QR Codes
- QR Code scanners
- Barcodes could have double meaning – barcode price and information – easy to read and navigate
- Apps? / Websites – websites to take to the information of products
- Resealable
- Reusable
- Mixed recycled products
- Silicon? – reusable and able to keep and wash.

Target Audience: Topaz

## 3 ideas:

- Silicon bagging/material/ packaging – taking away the 2 packaging ideas for cereal and making them 1
- Single serving already separated to make it easy for her kids
- Single use instore

## 3 ways

- QR code scanning takes you to an app that you can download to find more info.
- Barcode to do the same thing
- Scanners instore like target with scan barcode to get info.

## Final Idea:

Silicon Resealable Reusable Cereal Packaging

With QR Code to provide more information on package?

# Visual Research:



Obela Grab & Go Classic Hommus 125g

\$3.00 \$2.40 / 100G

Save to list +

Add to cart



Kellogg's Sultana Bran 420g

\$5.30 \$1.26 / 100G

Save to list +

Add to cart



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Check out the best deals...

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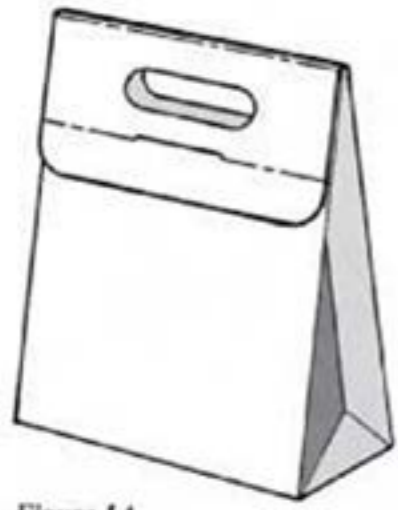


Figure 1A

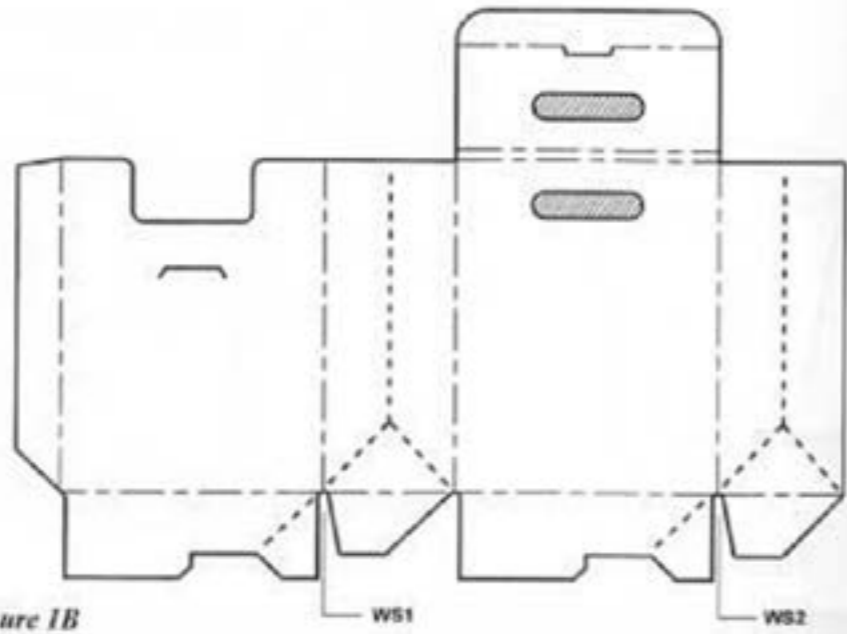
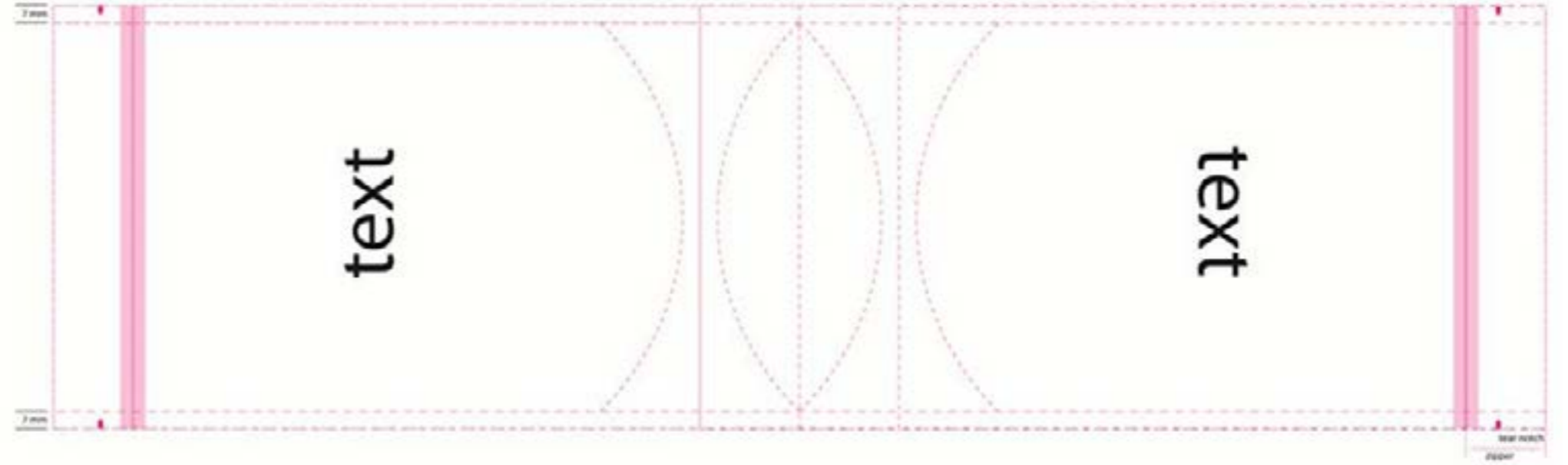
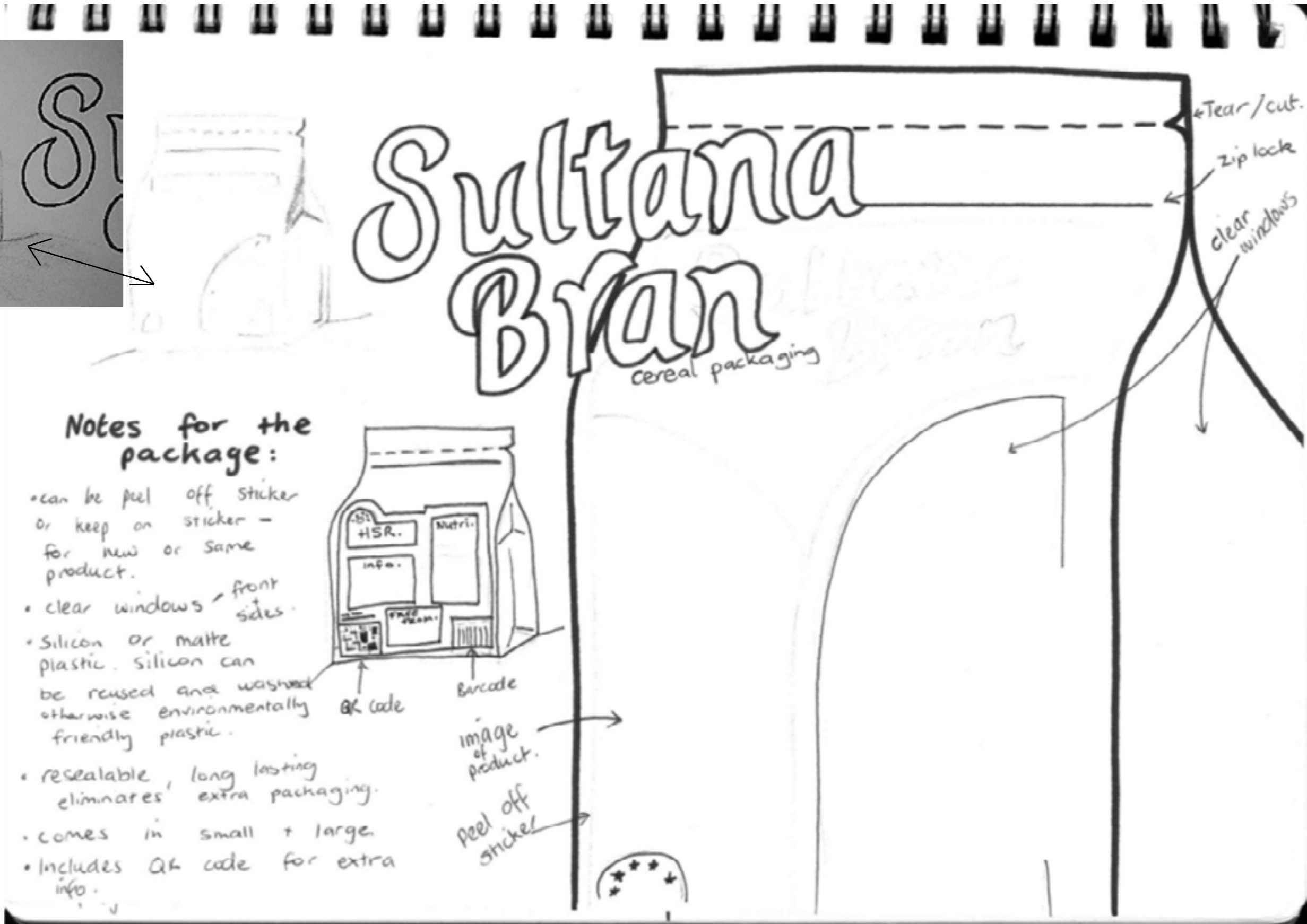
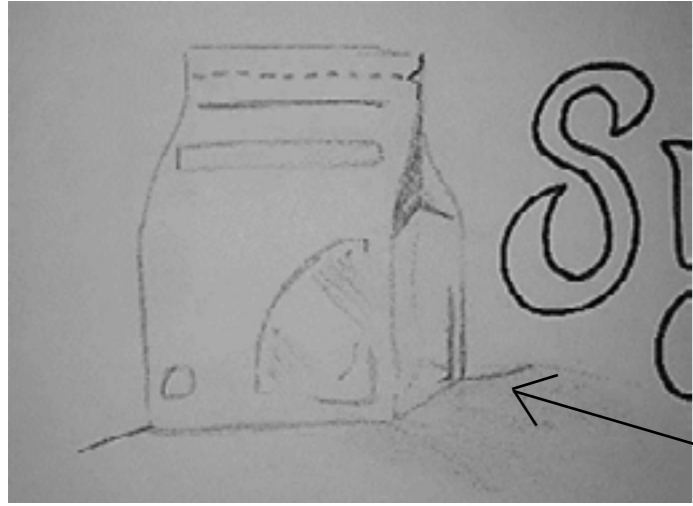


Figure 1B



#265527135

# Detailed Sketches:

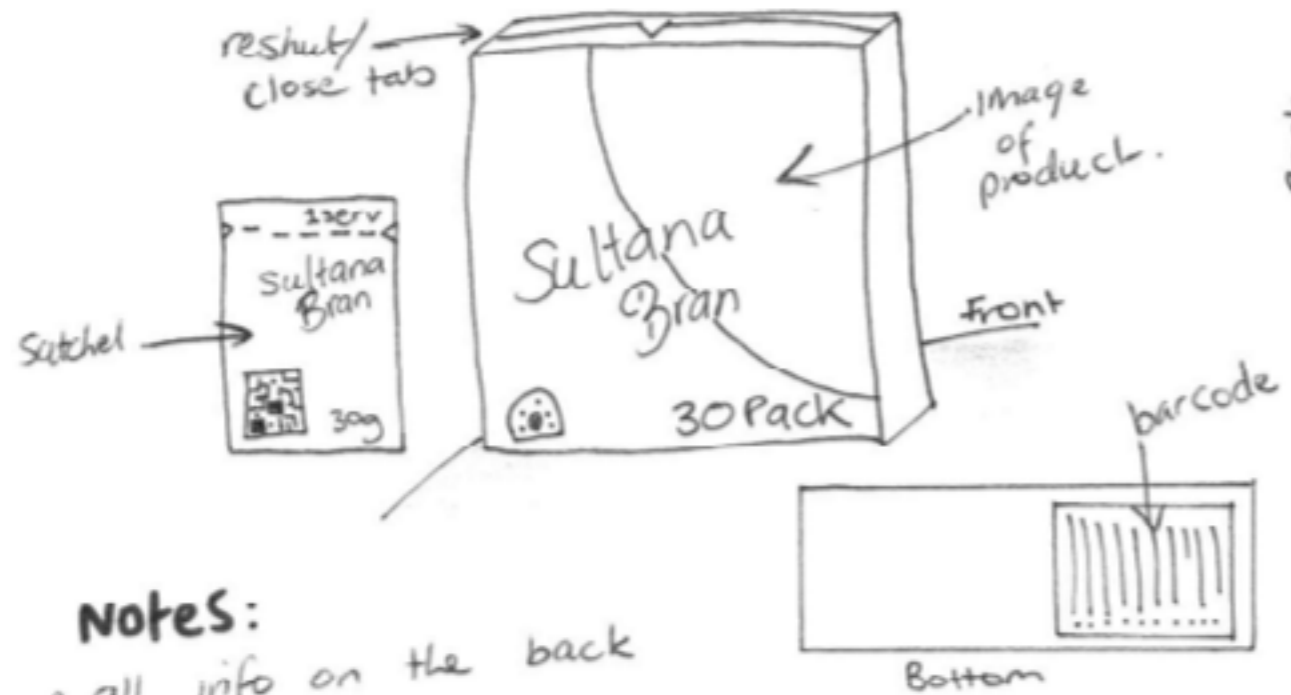


## Notes for the package:

- can be peel off sticker or keep on sticker - for new or same product.
- clear windows - front sides.
- Silicon or matte plastic. Silicon can be reused and washed otherwise environmentally friendly plastic.
- resealable, long lasting eliminates extra packaging.
- comes in small + large.
- Includes QR code for extra info.

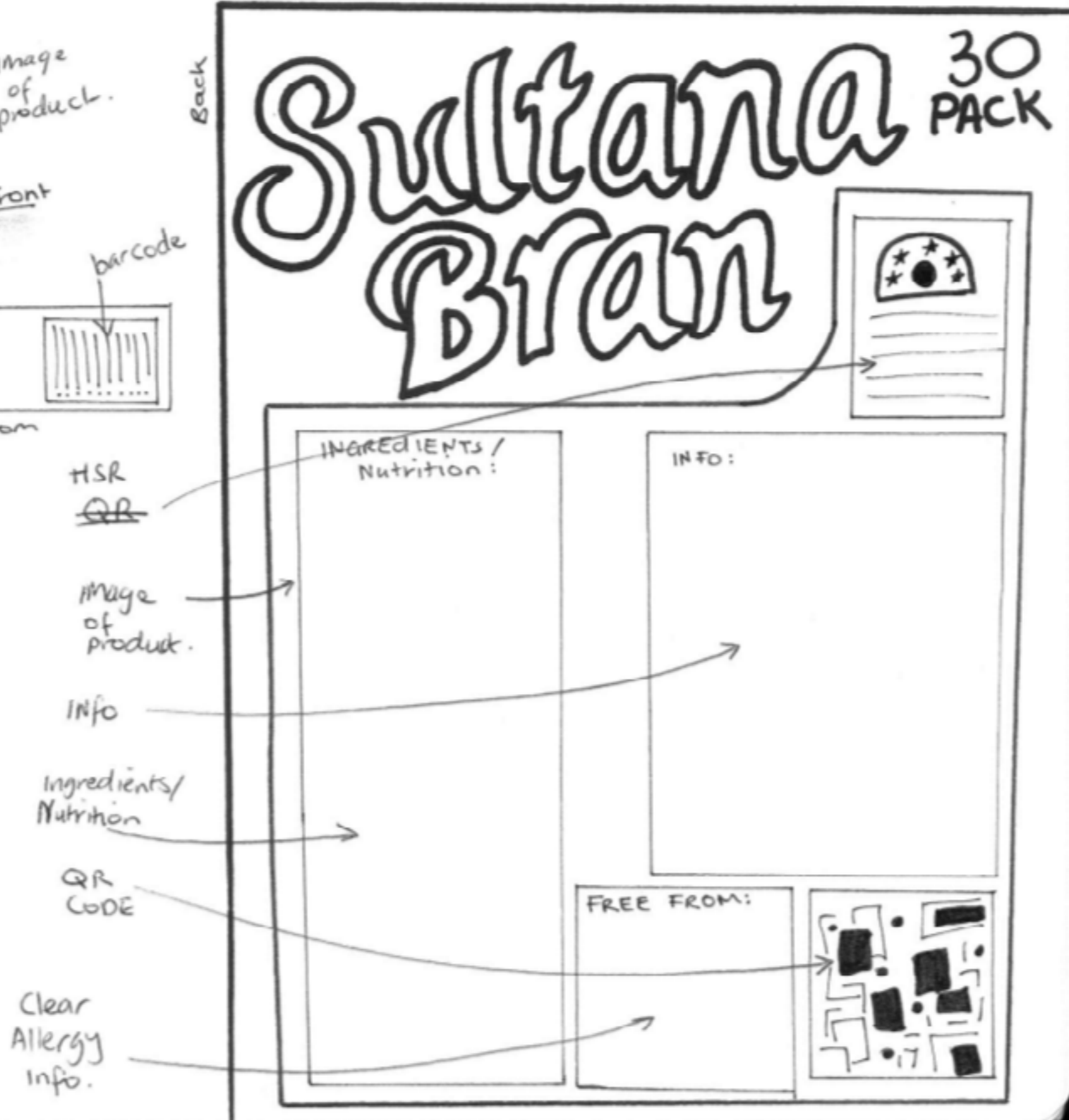


QR code  
Barcode  
Image of product.  
Peel off sticker



**Notes:**

- all info on the back of packaging makes it easier to ~~source~~ source out what the customer is looking for.
- QR code on both inside on satchel for info that the box has on back and box is ~~same~~ same.
- makes serving sizes easy and convenient "to-go" meals/snacks.
- made from cardboard box + paper/wax paper recycled materials.

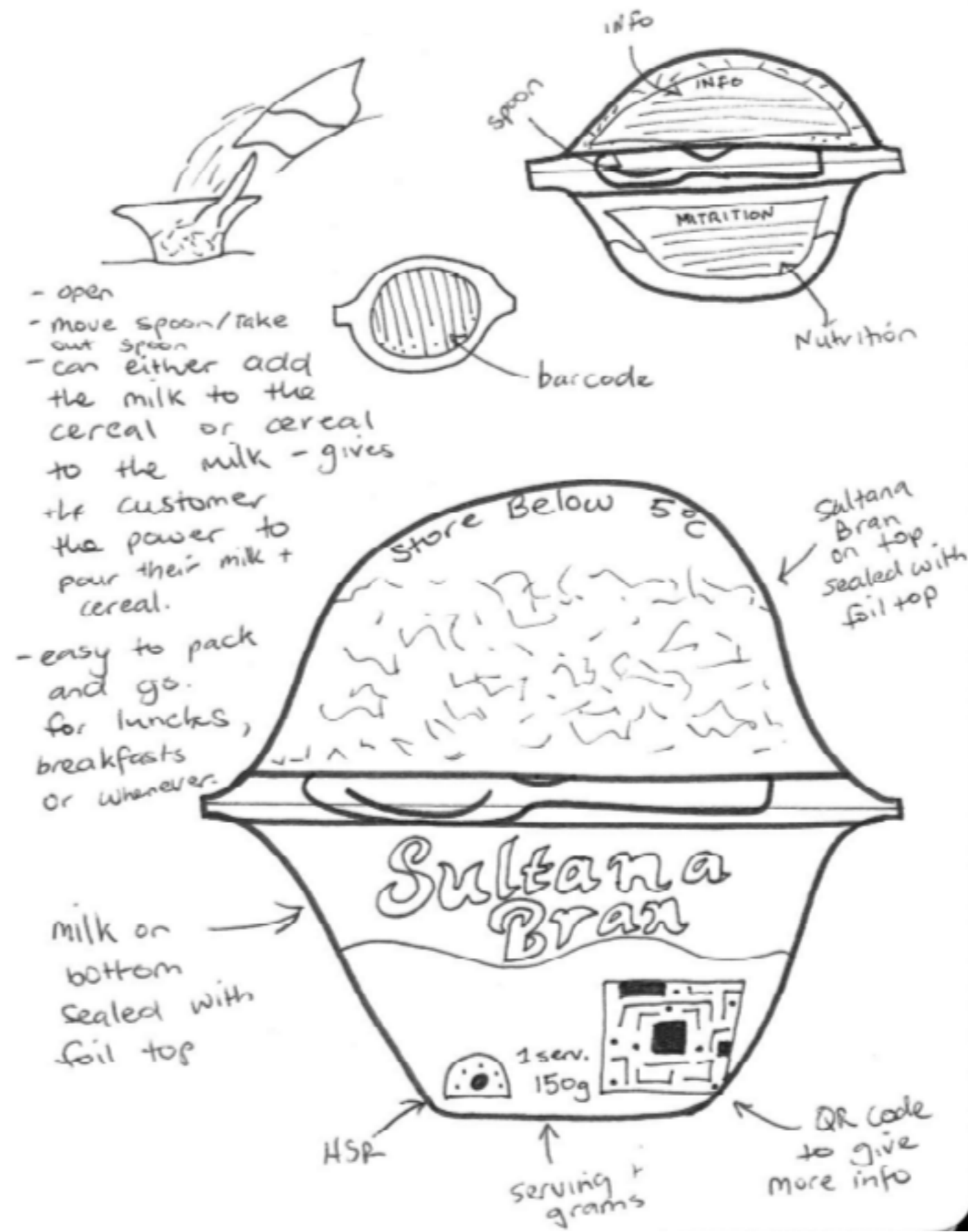


- Missing Breakfast?
- Early Job and won't have Breakfast until later?
- Needing an easy 'to-go' snack for yourself or your kids?

## Sultana Bran To-Go!

### Notes:

- Store in fridge (Below 5°C)
- Contains milk, might come as normal milk + lactose free Milk.
- only able to be kept for a few days
- single serving sizes only
- Milk on bottom so no spills although materials are plastic and foil + reusable spoon. however all materials are > reuse, reduce and ~~recycle~~ recyclable <



# Ways to User Test:

- **Test 3 ideas on intended audience for feedback – select 1 detailed sketch of each idea and develop clear questions to ask your audience to gather feedback for improvement.**

Silicon Packing – Packaging  
Box with Satchels – serving sizes  
To-Go Bowl – serving size

- Recording but need consent
  - Summarising of the data
  - Notes
  - Get someone else to write notes
  - Survey monkey
- Testing the product and not the user
  - Build rapport is key
  - Start with initial impression
  - Blink test: show the product for 5 seconds and then take it away
  - Expertency test
  - Can they use the product
  - Short tests, but 3-5 tests rather than 10 straight away – test then fix then test then fix
  - Get them to rate the test
  - Audio/video
  - Thank them

## WHAT AM I TESTING? New packaging and QR code, package shape

1. What do you think of the product?
2. What do you think could be improved?
3. What do you expect to be able to do?
4. What is good about the product?
5. Would you use this product?
6. Would you recommend this product? 1 (not likely) – 5 (very likely)



EMILY DAVITT

Thu 29/08, 12:00 AM

MELANIE JASMINE ROWE; ZOE ANN JANE MCFARLANE; brandon\_anderson95@outlook.com; +2 more



3 attachments (1 MB) Download all Save all to OneDrive - Deakin University

Hey,

So as you know I'm doing design strategies unit and I have to do a user testing. I've sent pictures attached to show my design.

here are some questions to answer for all or each if easier for the pictures.

1. What do you think of the product?
2. What do you think could be improved?
3. What do you expect to be able to do?
4. What is good about the product?
5. Would you use this product?
6. Would you recommend this product? 1 (not likely) – 5 (very likely)

should take less than 20 mins 5 mins or so on each which is even just 15mins.  
if you have any questions for me please let me know.

# User Test Questions and Responses:

## WHAT AM I TESTING? New packaging and QR code, package shape

- What do you think of the product?
- What do you think could be improved?
- What do you expect to be able to do?
- What is good about the product?
- Would you use this product?
- Would you recommend this product? 1 (not likely) – 5 (very likely)

User Test	Box	Sealable	To-Go Containers
Melanie Rowe	<p>1. What do you think of the product? I think it is like current cereal boxes but with a twist to allow for serving sizes to be easily identified.</p> <p>2. What do you think could be improved? I don't think there could be much improved. Everything stands out and makes sense for the product.</p> <p>3. What do you expect to be able to do? I expect you to be able to take out each packet whenever you want one serve. You can also check all the information you need on the front of the package.</p> <p>4. What is good about the product? Its good that the serving sizes are all individual. I also like the fact all the information is on the front of the packaging. It is clear what is inside.</p> <p>5. Would you use this product? Yes I would</p> <p>6. Would you recommend this product? 1 (not likely) – 5 (very likely) 4</p>	<p>1. What do you think of the product? I like the fact that there are clear windows, showing the product inside, it eliminates confusion. I also like that its reusable and that you can keep using it even after you've finished the cereal.</p> <p>2. What do you think could be improved? I think there could be more focus on the Nutritional panel or the 5 star health rating as it feels a bit tucked away to the side.</p> <p>3. What do you expect to be able to do? I expect that I will be able to keep my cereal fresh even after opening as I can reclose it, unlike other products.</p> <p>4. What is good about the product? The fact that it is reusable and that you can close it once opening. I also like the clear windows.</p> <p>5. Would you use this product? Yes I most likely would as you can close it once opening.</p> <p>6. Would you recommend this product? 1 (not likely) – 5 (very likely) Probably a 3/4</p>	<p>1. What do you think of the product? I think this product allows for an easy serve that someone can take if they need</p> <p>2. What do you think could be improved? I feel as though it would be hard to eat on the go as you could spill. Or you need to eat it once you take it out of the fridge otherwise the milk will go warm. Maybe could have a keep cold material at the bottom.</p> <p>3. What do you expect to be able to do? Expect that that you will be able to eat it quickly and open up the package with the spoon included.</p> <p>4. What is good about the product? I like that the spoon is included so I wouldn't have to carry a spoon around</p> <p>5. Would you use this product? Maybe, if there was a keep cold material so that I didn't have to use it right away</p> <p>6. Would you recommend this product? 1 (not likely) – 5 (very likely) 3</p>

<p>Zoe McFarlane</p>	<p>1. What do you think of the product? I think it's very innovative to put individual satchels of serving sizes in a multipack, makes it easier to determine serving sizes and also means you get the most out of your product</p> <p>2. What do you think could be improved? I think maybe more helpful information could be put on the front of the box, so when I pass it in the store, I can immediately know that either the product is healthy or that there are multiple sachets inside. Also maybe explain the QR code a little more on the package, such as saying "scan here!"; to encourage interaction.</p> <p>3. What do you expect to be able to do? I expect to be able to get 30 servings of cereal, where each sachet is the perfect serving size for one person.</p> <p>4. What is good about the product? That it address potion issues and serving sizes, allows for ease without measuring or excess time.</p> <p>5. Would you use this product? Yes</p> <p>6. Would you recommend this product? 1 (not likley) – 5 (very likely) 4</p>	<p>1. What do you think of the product? I like the idea of making the package resealable as it not only keeps the product fresh, but it also eliminates extra waste, by for example you no longer need to put the cereal in a container and throw out the bag.</p> <p>2. What do you think could be improved? I think the graphics on the front could be improved a little to help communicate the product.</p> <p>3. What do you expect to be able to do? I expect to be able to keep my cereal fresh.</p> <p>4. What is good about the product? I really like the concept of having clear windows, so I can see a realistic representation of the inside product.</p> <p>5. Would you use this product? Yes</p> <p>6. Would you recommend this product? 1 (not likley) – 5 (very likely) 4</p>	<p>1. What do you think of the product? I think the 'to go' concept is awesome and handy, where I no longer need to get extra ingredients or utensils to consume the product. I also appreciate it being a perfect serving size.</p> <p>2. What do you think could be improved? I think the only thing that can be improved for this product is to briefly explain what benefits the QR code does and what specific info it will provide to me.</p> <p>3. What do you expect to be able to do? I expect to be able to use this package on the go, where I can combine the milk and cereal without the need of an extra bowl and eat it using the provided spoon.</p> <p>4. What is good about the product? That it considers those who don't have time to prepare breakfast, that it caters to those who are looking for something fast. It also solves portion control issues and provides a unique way to package cereal.</p> <p>5. Would you use this product? Yes</p> <p>6. Would you recommend this product? 1 (not likley) – 5 (very likely) 5</p>
<p>Brandon Anderson</p>	<p>1. What do you think of the product? Very good for people who are always on the go and for people who are looking after their portions.</p> <p>2. What do you think could be improved? Different sizes, along with the 30 pack have smaller varieties.</p> <p>3. What do you expect to be able to do? Eat a healthy well balanced breakfast.</p> <p>4. What is good about the product? You're always eating the same every morning, it can help with dieting.</p> <p>5. Would you use this product? Yes I would.</p> <p>6. Would you recommend this product? 1 (not likley) – 5 (very likely) Yes I would recommended this product too parents with a few kids too feed in the mornings. 4</p>	<p>1. What do you think of the product? Very smart, good idea to help save the use of plastics or rubbish in general.</p> <p>2. What do you think could be improved? Maybe the use of completely recycled plastics.</p> <p>3. What do you expect to be able to do? Reuse the same resealable packaging everytime without fail.</p> <p>4. What is good about the product? It can help save the environment, by using reuseable plstics.</p> <p>5. Would you use this product? Yes I would</p> <p>6. Would you recommend this product? 1 (not likley) – 5 (very likely) Yes to people who would want too save the planet and make a real differace in school, 4</p>	<p>1. What do you think of the product? Very good idea for busy people who never have time for breakfast.</p> <p>2. What do you think could be improved? A big serving size in-case people wont get time too eat again for a long time.</p> <p>3. What do you expect to be able to do? Have a healthy breakfast on the go instead of something from a maccas or servo.</p> <p>4. What is good about the product? You get everything you need in a easy too fit into lunchboxs container.</p> <p>5. Would you use this product? I would use this product because I never get time for breakfast before work, so for me this would be perfect.</p> <p>6. Would you recommend this product? 1 (not likley) – 5 (very likely) yes I would recommend this product too tradies or busy people who skip breakfast in the mornings. 5</p>

Michelle Davitt	<ol style="list-style-type: none"> <li>1. What do you think of the product? Satchel is good for weight portion size I love it. One package is better than the 2. Resealable is great as well.</li> <li>2. What do you think could be improved? Head towards more environmental factors / milk could be a powder option maybe shake with water</li> <li>3. What do you expect to be able to do? Convenience to be able to take it on the go. Sealing in the freshness / portion size</li> <li>4. What is good about the product? As per answer 3 and the QR code / zip lock / minimal and effective packaging and serves a wide range of consumers.</li> <li>5. Would you use this product? Yes</li> <li>6. Would you recommend this product? 1 (not likley) – 5 (very likely) 5</li> </ol>
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Joe Davitt	<ol style="list-style-type: none"> <li>1. What do you think of the product? I like the product. it is well laid out clearly showing the ingredients, allergy components as well as info.</li> <li>2. What do you think could be improved? I think if the “to go’ container is a excellent idea as it includes the satchel of milk which then is great for people who have not got time at home to eat but can eat it on the run or on the train etc.</li> <li>3. What do you expect to be able to do? The “to go” product you can eat it on the run. So you still get to eat breakfast as we all live a very fast paced life. The other products are good for every day at home consumption.</li> <li>4. What is good about the product? It is a healthy breakfast and it is easy to prepare either at home or on the run or in the office.</li> <li>5. Would you use this product? Yes I would as I like cereal for breakfast</li> <li>6. Would you recommend this product? 1 (not likley) – 5 (very likely) 4</li> </ol>
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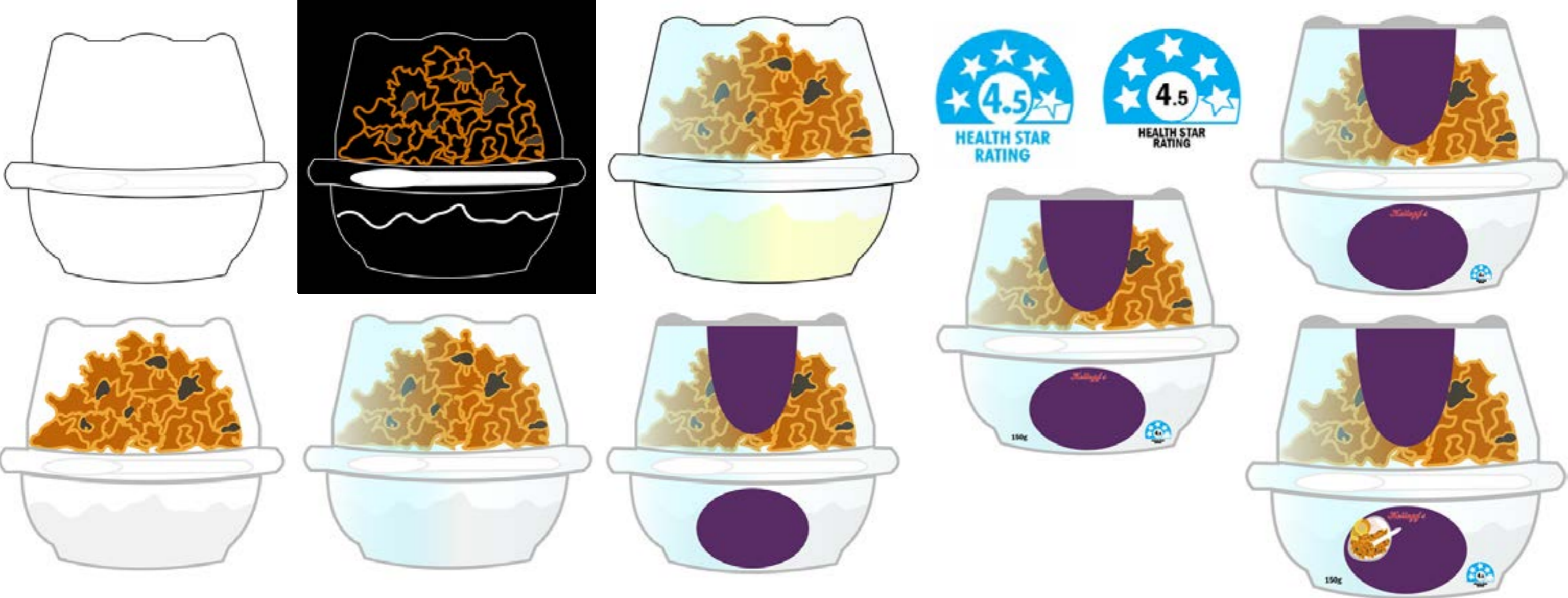
## User Test Summary:

The testing showed the strengths and weaknesses of all three detailed designs. They suggested; a big serving size suggestion in case the purchaser wouldn't get a chance to eat again. Have other sizes in packaging other than the 30 pack. The more helpful information could be put on the front of the box, so when the customer and consumer pass the product in the store, they can see what the product has in it and can immediately make the right choice in picking the item. Or checking that there are multiple sachets inside. Also, to explain to scan the QR Code with their phone cameras as they then can find out more! The QR code will be working as well taking them to the website of Sultana Bran Kellogg's.

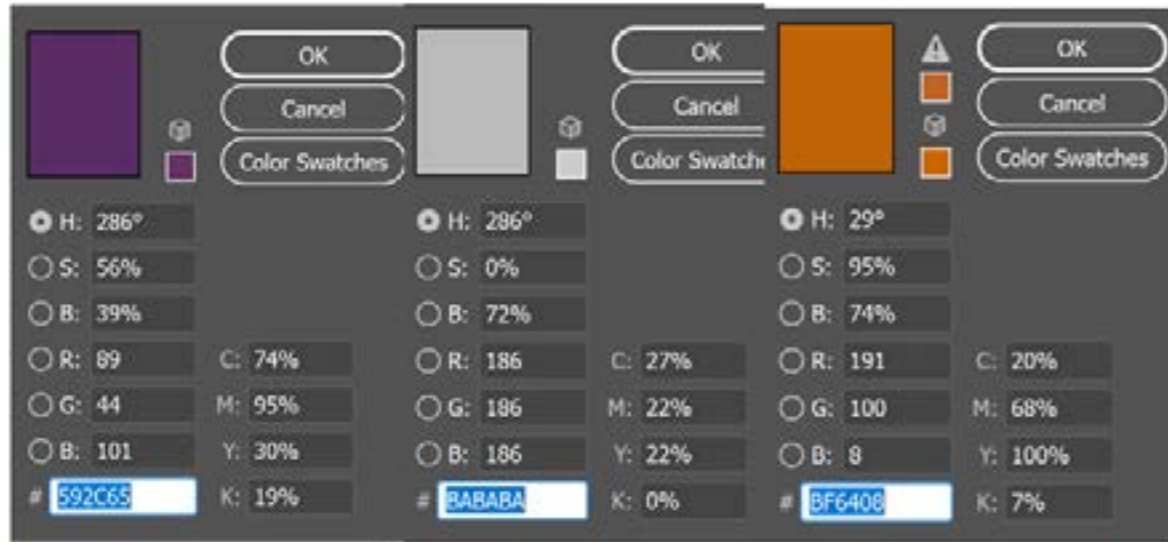
“I think there could be more focus on the Nutritional panel or the 5 star health rating as it feels a bit tucked away to the side.” Although I won't be showing the back of the product the nutrition and information about the product it will be displayed on the back of the product – and even on the QR Code it scans to the website that shares the information about it also.

Box	Sealable	To-Go!
<p>What do you think could be improved?</p> <ul style="list-style-type: none"> <li>• I don't think there could be much improved. Everything stands out and makes sense for the product.</li> <li>• I think maybe more helpful information could be put on the front of the box, so when I pass it in the store, I can immediately know that either the product is healthy or that there are multiple sachets inside. Also maybe explain the QR code a little more on the package, such as saying “scan here!”, to encourage interaction.</li> <li>• Different sizes, along with the 30 pack have smaller varieties.</li> </ul>	<p>What do you think could be improved?</p> <ul style="list-style-type: none"> <li>• I think there could be more focus on the Nutri-tional panel or the 5 star health rating as it feels a bit tucked away to the side.</li> <li>• I think the graphics on the front could be improved a little to help communi-cate the product.</li> <li>• I think the only thing that can be improved for this product is to briefly ex-plain what benefits the QR code does and what specific info it will pro-vide to me.</li> <li>• Maybe the use of com-pletely recycled plastics.</li> </ul>	<p>What do you think could be improved?</p> <ul style="list-style-type: none"> <li>• I feel as though it would be hard to eat on the go as you could spill. Or you need to eat it once you take it out of the fridge otherwise the milk will go warm. Maybe could have a keep cold material at the bottom.</li> <li>• A big serving size in case people won't get time to eat again for a long time.</li> <li>• Head towards more environmental factors / milk could be a powder option maybe shake with water</li> <li>• I think if the “to go’ container is a excellent idea as it includes the satchel of milk which then is great for people who have not got time at home to eat but can eat it on the run or on the train etc.</li> </ul>

# Development of Digital Prototype:



It is clear that the inspiration was taken from the Obela Grab & Go Classic Hommus 125g however - there would be a bigger gap between the milk container and the sultana bran for the placement of the spoon. The Health Star Rating needed to be showcased also, along with grams.



Font : **ballpark weiner**  
**Myriad Pro**  
**Franklin Gothic Demi Cond**



The colours were dropped from the packaging from the box itself and red was chosen from the colour fill from the side menu. Dark colour for the sultana bran to look like sultanas and the bran to be brown flakes. The blue was displayed as the clearness of the container and the grey to be shown as the milk so it didn't disappear into the white of the screen.



From taking away the summary and answers from the test - "Also maybe explain the QR code a little more on the package, such as saying "scan here!", to encourage interaction." i added in the **SCAN ME!**

The creation of the To-Go! container shows how the development of the to go information would or could be displayed and to share how the small print shares the allergy, the store below how their information about the "more fiber" being in fine print above the "To-Go!". This also shows the placement of the qr code

## References:

[https://www.google.com.au/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwie\\_7Cb4u\\_jAhUPA3IKHb\\_CAxkQjRx6BAGBEAQ&url=%2Furl%3F-sa%3Di%26rct%3Dj%26q%3D%26esrc%3Ds%26source%3Dimages%26cd%3D%26ved%3D%26url%3Dhttps%253A%252F%252Fwww.theapollobox.com%252Fproduct%252Fsku351907%252FReusable-silicone-food-storage-bag%26psig%3DAOvVaw0FiqDuc\\_hx7k753LRmwPQ5%26ust%3D1565233090723843&psig=AOvVaw0FiqDuc\\_hx7k753LRmwPQ5&ust=1565233090723843](https://www.google.com.au/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwie_7Cb4u_jAhUPA3IKHb_CAxkQjRx6BAGBEAQ&url=%2Furl%3F-sa%3Di%26rct%3Dj%26q%3D%26esrc%3Ds%26source%3Dimages%26cd%3D%26ved%3D%26url%3Dhttps%253A%252F%252Fwww.theapollobox.com%252Fproduct%252Fsku351907%252FReusable-silicone-food-storage-bag%26psig%3DAOvVaw0FiqDuc_hx7k753LRmwPQ5%26ust%3D1565233090723843&psig=AOvVaw0FiqDuc_hx7k753LRmwPQ5&ust=1565233090723843)

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[https://www.google.com.au/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&ved=2ahUKEwj70cP15O\\_jAhVYfSsKHQ4ODysQjRx6BAGBEAQ&url=https%3A%2F%2Fwww.aliexpress.com%2Fitem%2FReusable-Silicone-Vacuum-Food-Sealer-Bags-Wraps-Fridge-Food-Storage-Containers-Refrigerator-Bag-Kitchen-Colored-Ziplock%2F32808487828.html&psig=AOvVaw0FiqDuc\\_hx7k753LRmwPQ5&ust=1565233090723843](https://www.google.com.au/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&ved=2ahUKEwj70cP15O_jAhVYfSsKHQ4ODysQjRx6BAGBEAQ&url=https%3A%2F%2Fwww.aliexpress.com%2Fitem%2FReusable-Silicone-Vacuum-Food-Sealer-Bags-Wraps-Fridge-Food-Storage-Containers-Refrigerator-Bag-Kitchen-Colored-Ziplock%2F32808487828.html&psig=AOvVaw0FiqDuc_hx7k753LRmwPQ5&ust=1565233090723843)

[https://www.google.com.au/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&ved=2ahUKEwi8x-PT5e\\_jAhUOVH0KHXkzDmgQjRx6BAGBEAQ&url=https%3A%2F%2Fwww.katom.com%2F151-3520539.html&psig=AOvVaw0FiqDuc\\_hx7k753LRmwPQ5&ust=1565233090723843](https://www.google.com.au/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&ved=2ahUKEwi8x-PT5e_jAhUOVH0KHXkzDmgQjRx6BAGBEAQ&url=https%3A%2F%2Fwww.katom.com%2F151-3520539.html&psig=AOvVaw0FiqDuc_hx7k753LRmwPQ5&ust=1565233090723843)

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