

Presentation

ADD202

Design Strategies
Assignment 2

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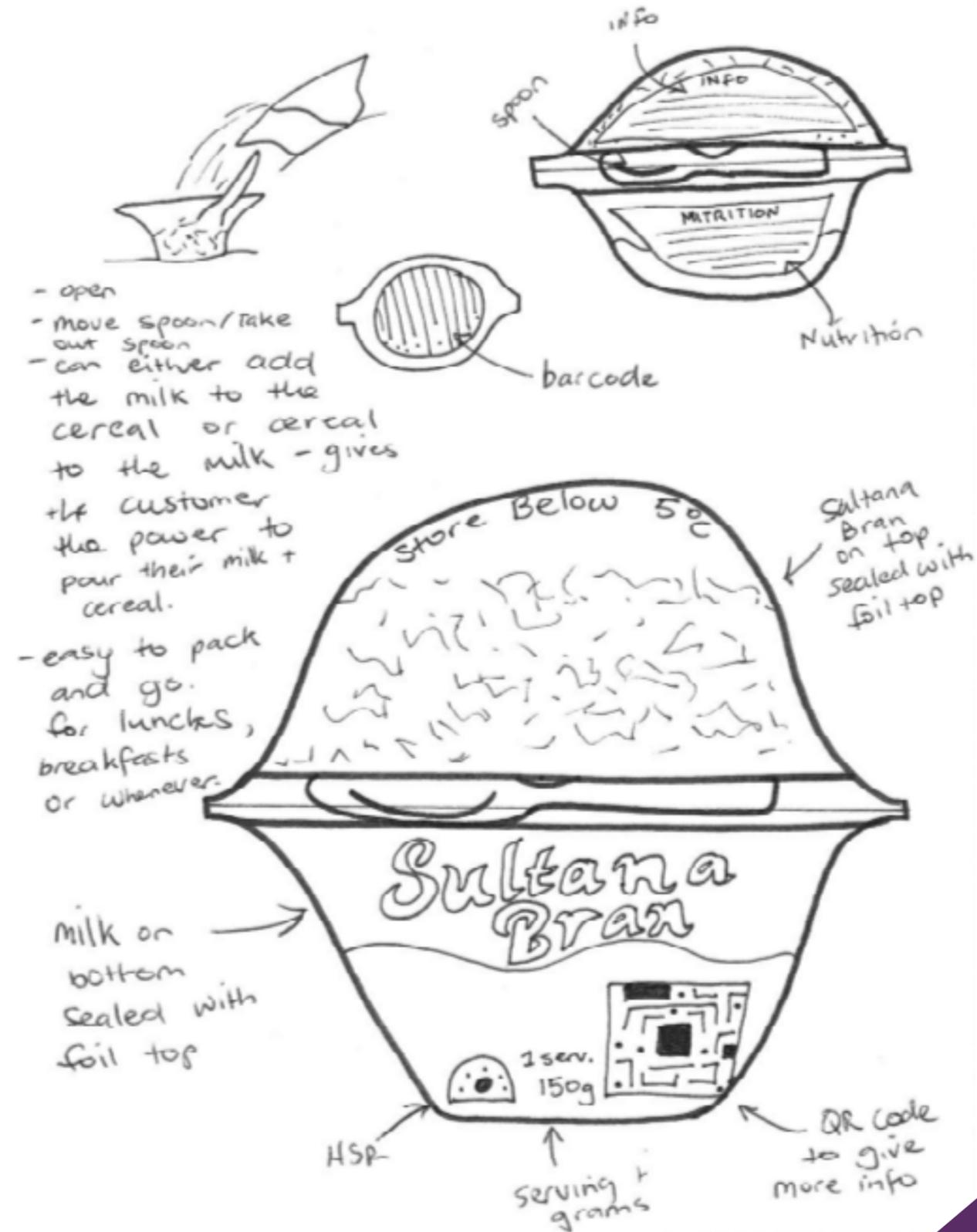
Selected Sketch:

- 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 <



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.

Digital Prototype:



