

PACKAGE DESIGN

Aesthetics, ergonomics and winning product functionalities

For all consumer goods in Food and Non-food: sport and personal care articles, mobile phones, cloths, car parts... **SAM's SENSORY MARKETING** provides effective solutions to design long lasting successful products.

The aesthetics of packaging contribute significantly to consumer choice and act in combination with other elements to drive – **FIRST PURCHASE DECISION**.

Package ergonomics and functionalities i.e. the ease of carrying, holding, opening, serving, closing, removing, storing etc. significantly affect **REPEAT PURCHASE**.

Case study objectives

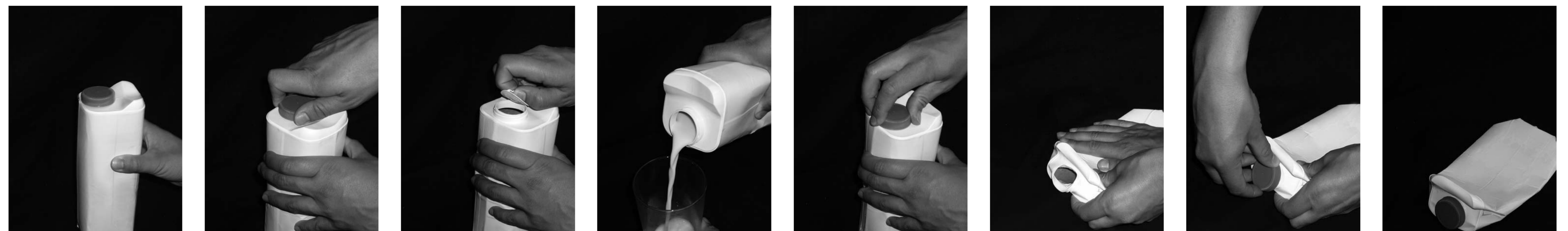
- Which is the ideal milk-package?
- Which are the key drivers of the ideal milk-package?

SAM Solution

Exploring and understanding consumers' liking and comfort via package perception and manipulation:

- Observe physical user-object interactions
- Explore and define manipulation paths
- Detect and measure essential drivers of liking and comfort
- Design ideal product properties maximizing consumers' liking

Examples of Milk Packages→



Results

Milk-package drivers of liking-comfort:

Physical hand-package interactions:

Grasp comfort, edged shape, slipperiness, material texture, standing stability...

Package opening:

Package stability, first opening, opening sound...

Comfort at pouring:

Ease of pouring, flush stop, flush size, pour spill and package stability at pouring...

Package closing:

Closure, splash at closing, closure sound, closeness...

After usage functionalities:

Box stability, closeness under pressure, re-opening...



Conclusions

"Tetra Top" was the winner for "liking" and "comfort" between the commercial milk-packages considered in this study. Grasp comfort: shape, slipperiness and stability; ease at first opening, ease of pouring, pour spill, flush stop, closure and hermetic closure after usage are the key drivers explaining the Tetra Top success.

These drivers are also part of a multivariate model which maximizes the ideal package liking and comfort and can be effectively implemented to design new winning products.



Tetra Top

Positive and negative key drivers of acceptance

