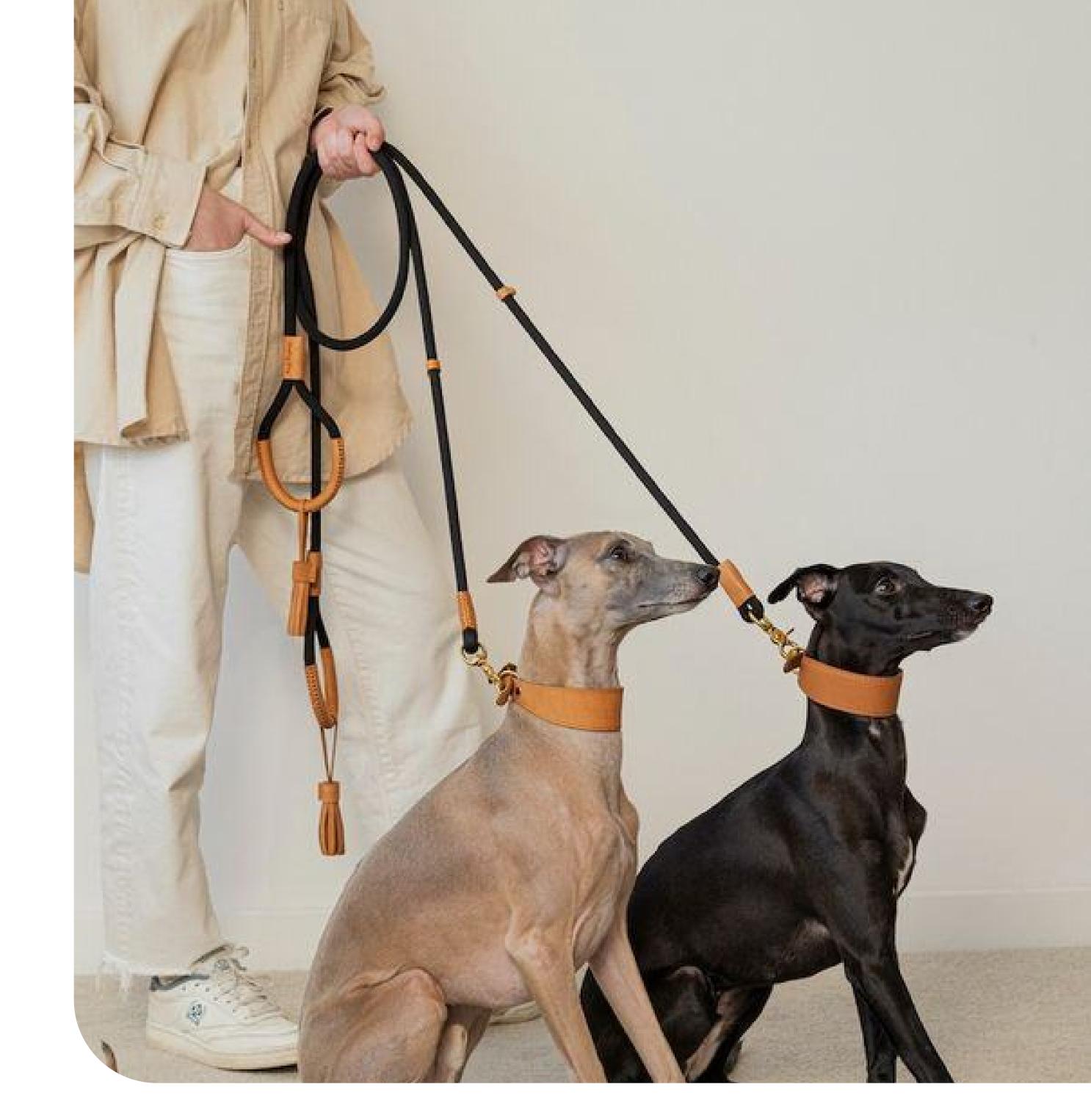
# PROJECT PAWSOME

# **PROJECT BRIEF:**

Client Overview: Our client, a forward-thinking startup in the pet care industry, is at the intersection of veterinary science and pet well-being, aptly named "Peterinary." Their core values emphasize technological innovation, the well-being of pets, and enhancing human-pet interactions. They seek packaging that reflects these values while being functional and engaging for both pets and their owners.

# PROJECT SCOPE:

Design a packaging solution for Peterinary that is reusable, unique, and adds value through utility and playfulness. The packaging must prominently showcase the brand, provide essential product information, and be made from feasible, highquality materials. While compactness, sustainability, durability, and stackability are desirable features, the primary focus should be on creating a functional, authentic design that resonates with Peterinary's technology-forward and pet-centered values.





**Brainstorming Workshop:** Facilitate a collaborative workshop to generate innovative packaging ideas that align with the brand's values and resonate with the target audience.

Pet Well Being

Unique

Information

Sustainability

Reuse

#### **Concept Ideation:** Develop multiple design concepts based on brainstorming outcomes, focusing on unique, playful, and utility-driven elements that enhance the user experience.

**Design Conceptualization:** Final concepts were delivered based on validation test results, focusing on the most effective interventions to enhance stakeholder engagement.



**DESIGN** 



Utility

Feasibility

Stackability



Uniqueness

→ Charger

Sleep

# **GOOD TO HAVE**

**ESSENTIAL** 

**PACKAGING** 

WORKSHOP					
	[				
Theme	Packaging				
Experience	Feasibility				

Feasibility	Utility		
	l		

Nap

Technology Forward

Reusable

**Brand Visibility** 

Compactness



Play



**UNDERSTANDING A DOG'S LIFE** 

Nap

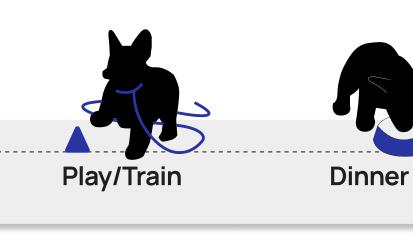
Snacks

Exploration

Value Add

Material

Durability

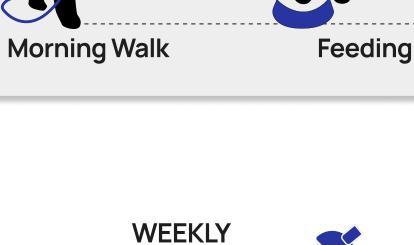


Authentic

Storage

Material



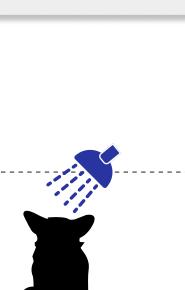


Clean Up

De-shedd

Bath

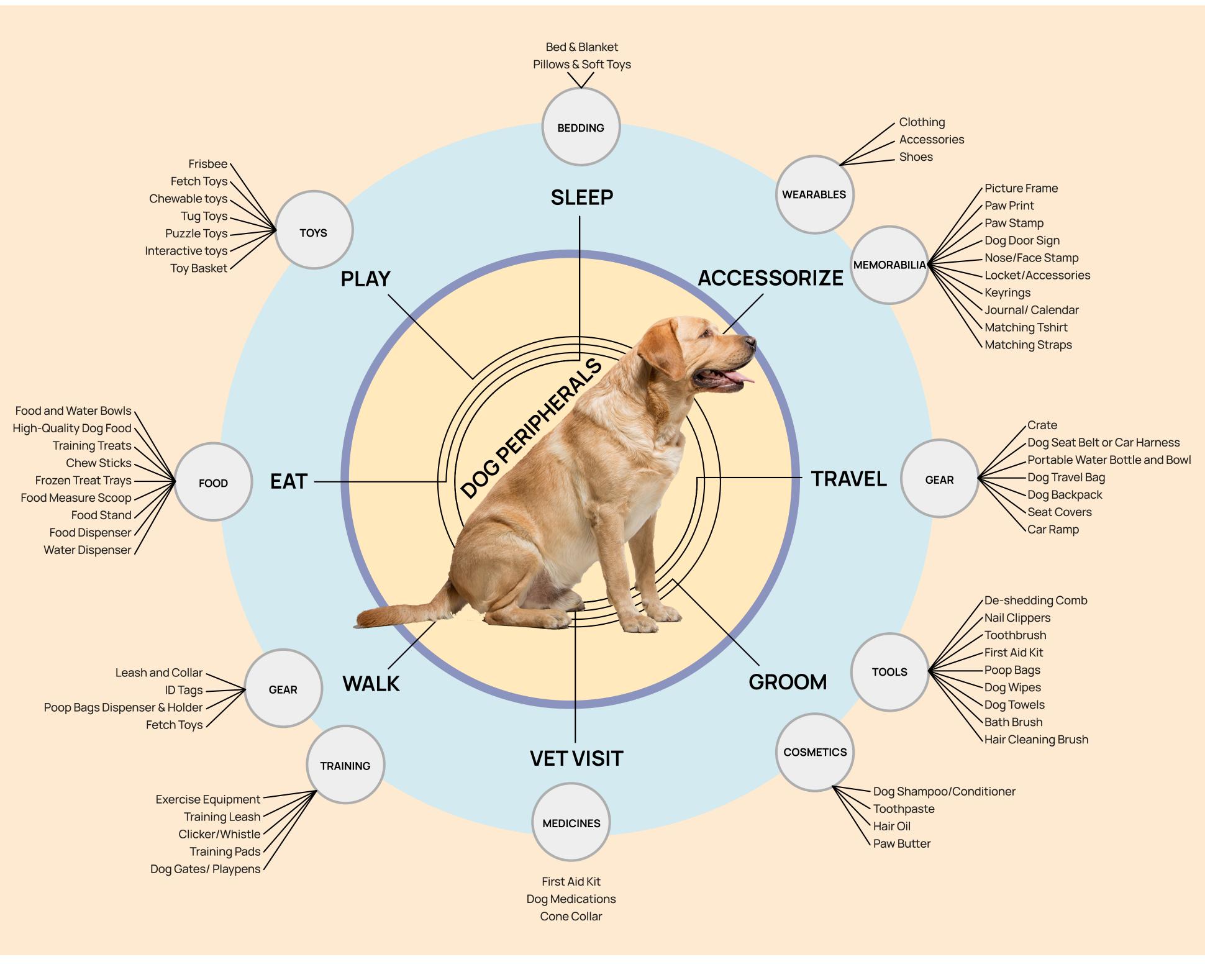
Brush



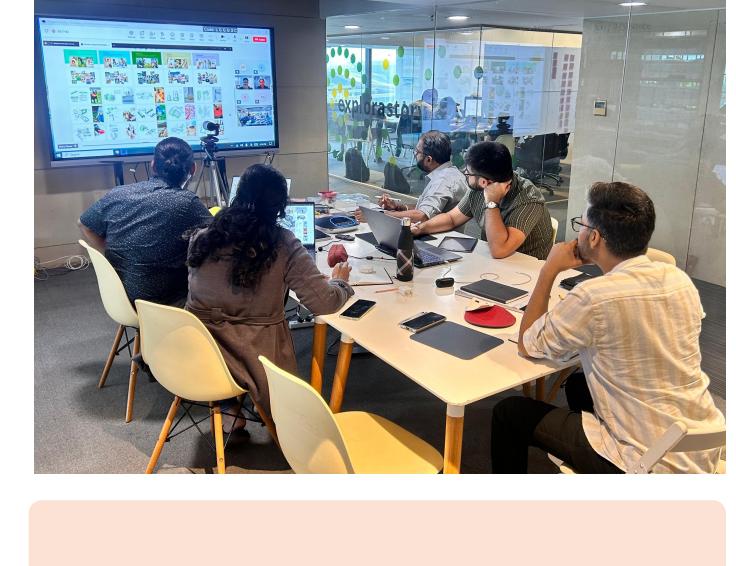


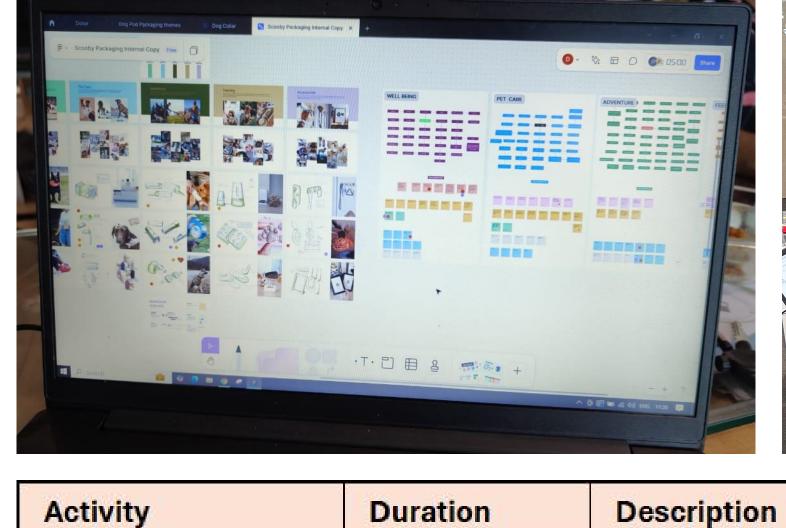






# **WORKSHOP DESIGN**





15 minutes

10 min/theme

5 min/theme

15 min/theme

10 minutes



. (	roject, a collaborative workshop was conducted using FigJam to streamline idea generation and concept development. The platform allowed for eal-time brainstorming, visual organization, and feedback collection.

Provided an overview of the agenda and a

understood the flow and tools available.

platform usage guide, ensuring participants

• Introduction Board:

As part of the Pawsome packaging design

	Conclusion	5 minutes	Red			
•	Theme Boards:					
	Separate boards were c	reated for each theme.	These			
	were exposed to participants one by one, featuring:					
_	<ul> <li>Brief Theme Descript</li> </ul>	tion				
7	<ul> <li>Board of Existing Products &amp; Directional Ideas</li> </ul>					
	<ul> <li>Word Association &amp; C</li> </ul>	Connections Section				
	a Idea Congration Soct	ion				

Introduction

**Theme Exposure** 

**Idea Generation** 

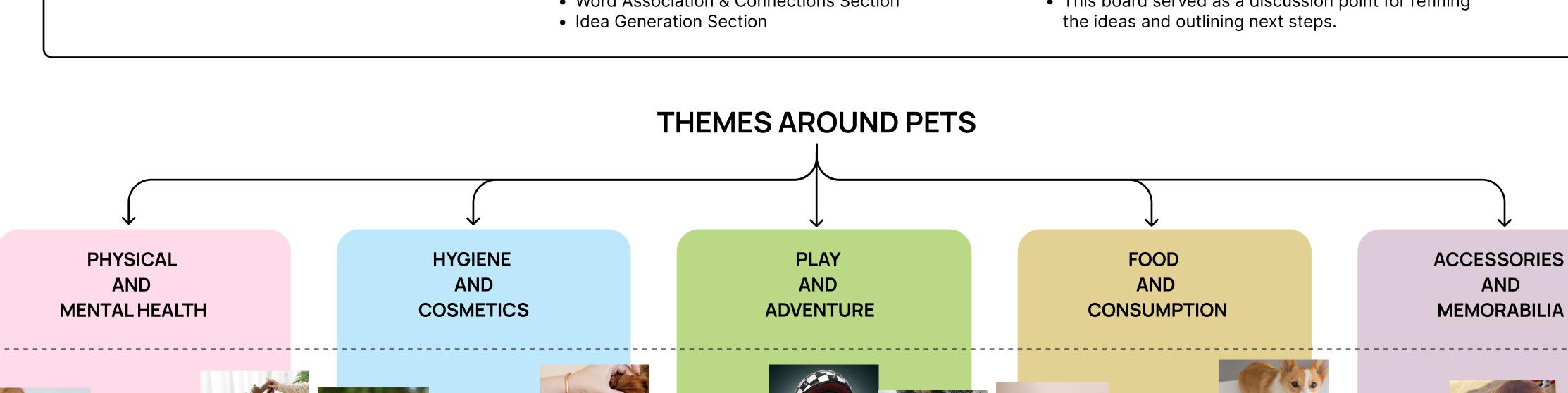
Voting

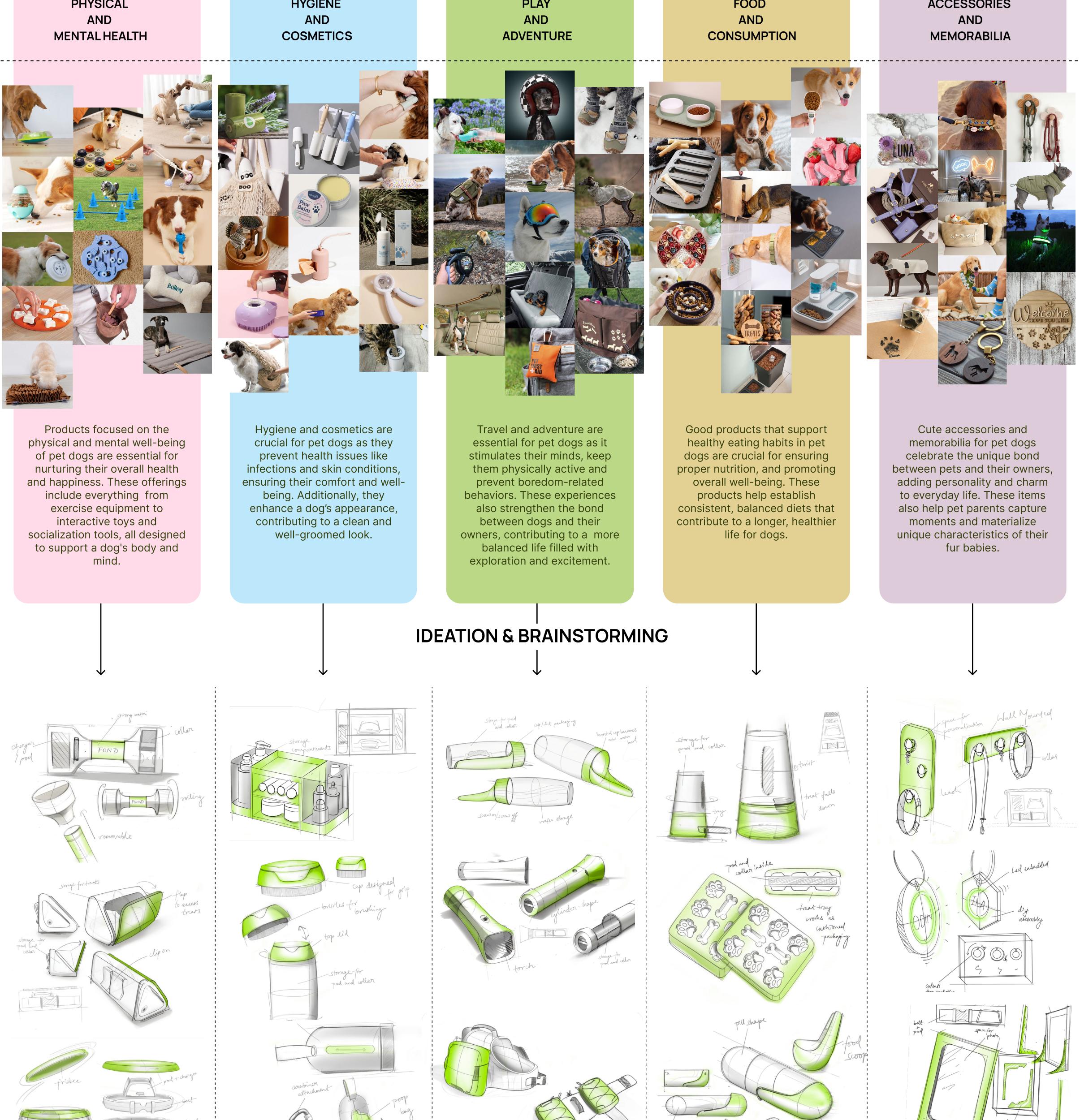
**Word Associations** 

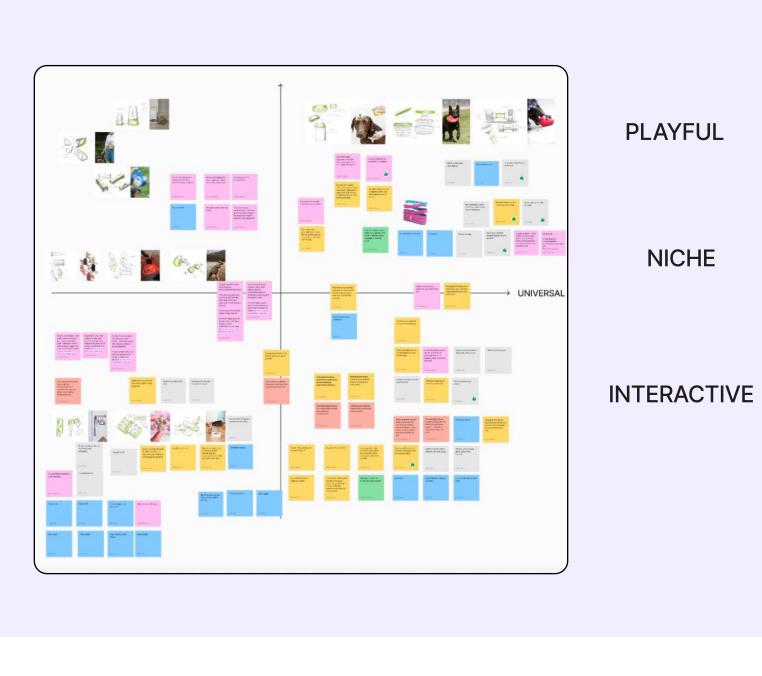
Voted on favorite ideas across themes. Recap of selected ideas and next steps. • Concluding section: Highlighted selected concepts, segregated into: Most Liked Ideas Worth Exploring Ideas Disliked Ideas • This board served as a discussion point for refining

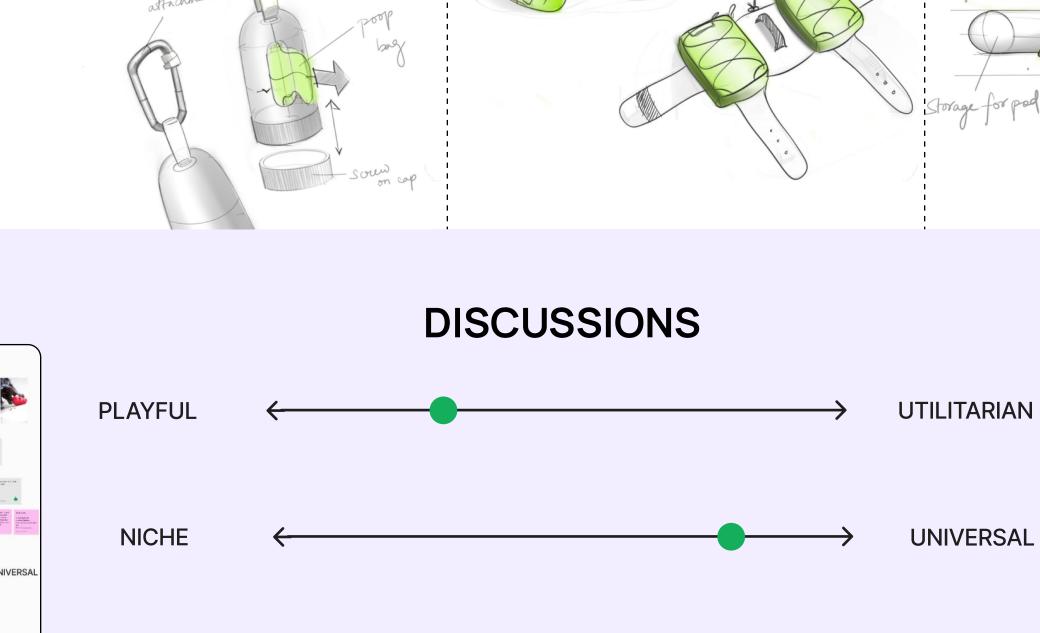
Brainstormed words that capture the essence of each theme.

Generated initial packaging concepts based on each theme.









functional treat fanny.

specific dog adventure markets.

leash organizer.

Treat-Dispensing Fetch Toy over Leash Organizer: The fetch toy

promotes active interaction and bonding, unlike the non-engaging

Puzzle Toy over Treat Fanny: The puzzle toy provides interactive

Dog Hair Brush over Dog Backpack: The dog hair brush appeals to

play and mental stimulation, making it more engaging than the

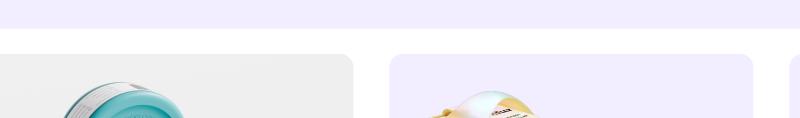
all pet owners, while the dog backpack is niche and suited for

ensure the above criteria were met.

Ideas were then mapped across these axes to

# FURTHER REFINEMENT AND STREAMLINING Further ideation and sketching led to the development of 4 strong, unique concepts that aligned with the playful yet practical approach, universal appeal, and high interaction between pet and owner. These final concepts were refined through sketching &

discussions to ensure packaging feasibility, durability and easy utility.





Whirl n' Wag

Frisbee with a Treat Puzzle



**Groom n' Glee** 

Eggshell brush massage

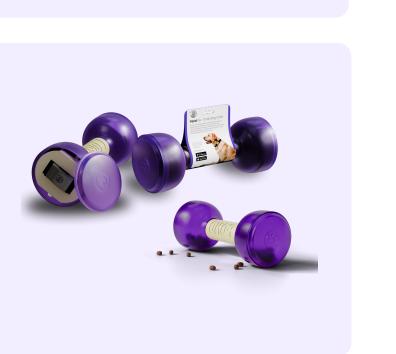
pack that wobbles



**Snatch n' Scratch** 

A tug toy surrounding

a nail Scratch Pad



Fetch n' Fun

A dumbbell treat dispensing

chew and fetch toy

STABLE

