

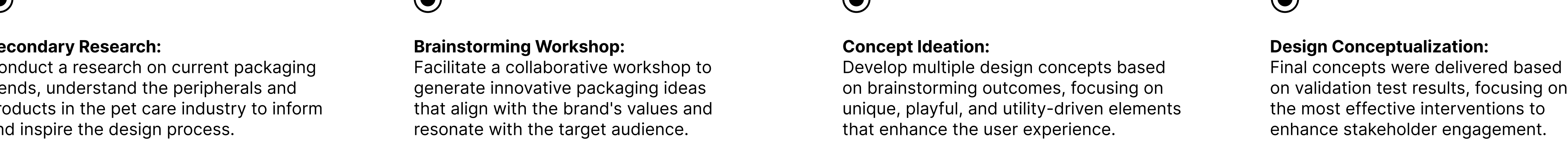
PROJECT PAWSOME

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, high-quality 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.



FOND

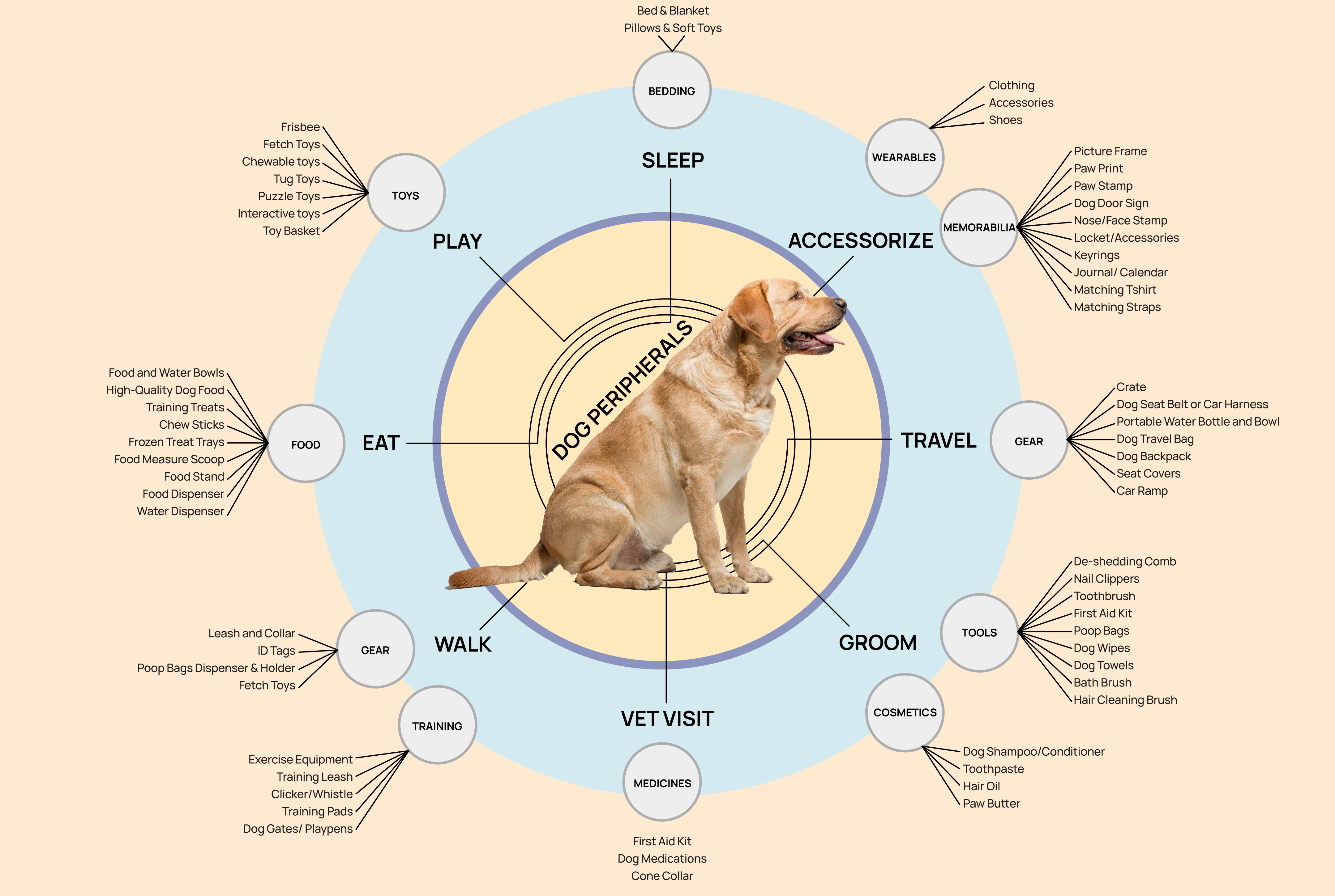
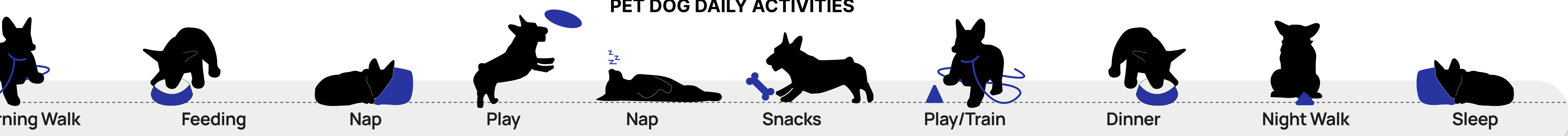
Petinary Startup | Technology Forward | Pet Well Being | Human Pet Interaction

PACKAGING

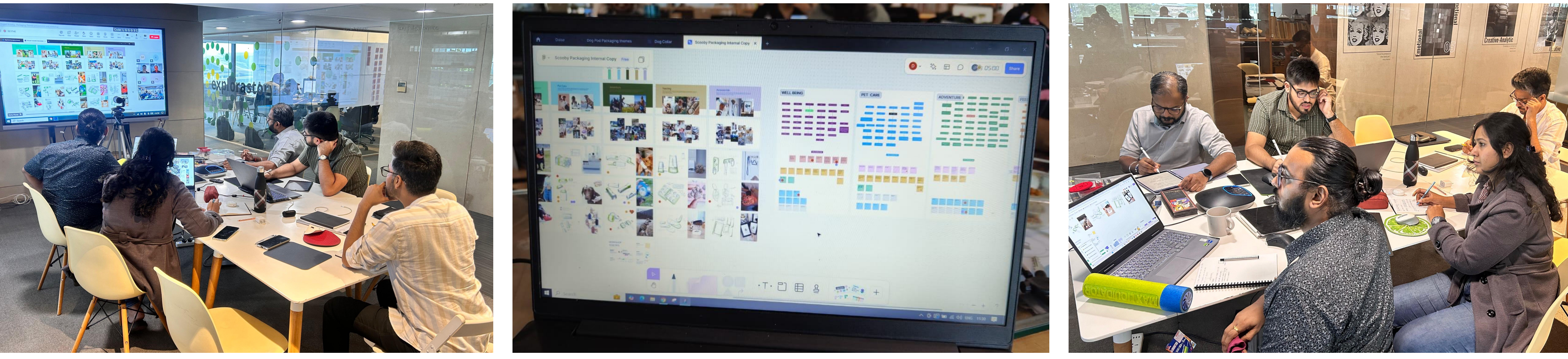
DESIGN	Reusable	Unique	Value Add	Utility	Authentic
ESSENTIAL	Brand Visibility	Information	Material	Feasibility	Storage
GOOD TO HAVE	Compactness	Sustainability	Durability	Stackability	

WORKSHOP

Theme Experience	Packaging Feasibility	Utility	Reuse	Exploration	Branding	Material	Infographic	Uniqueness
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WORKSHOP DESIGN

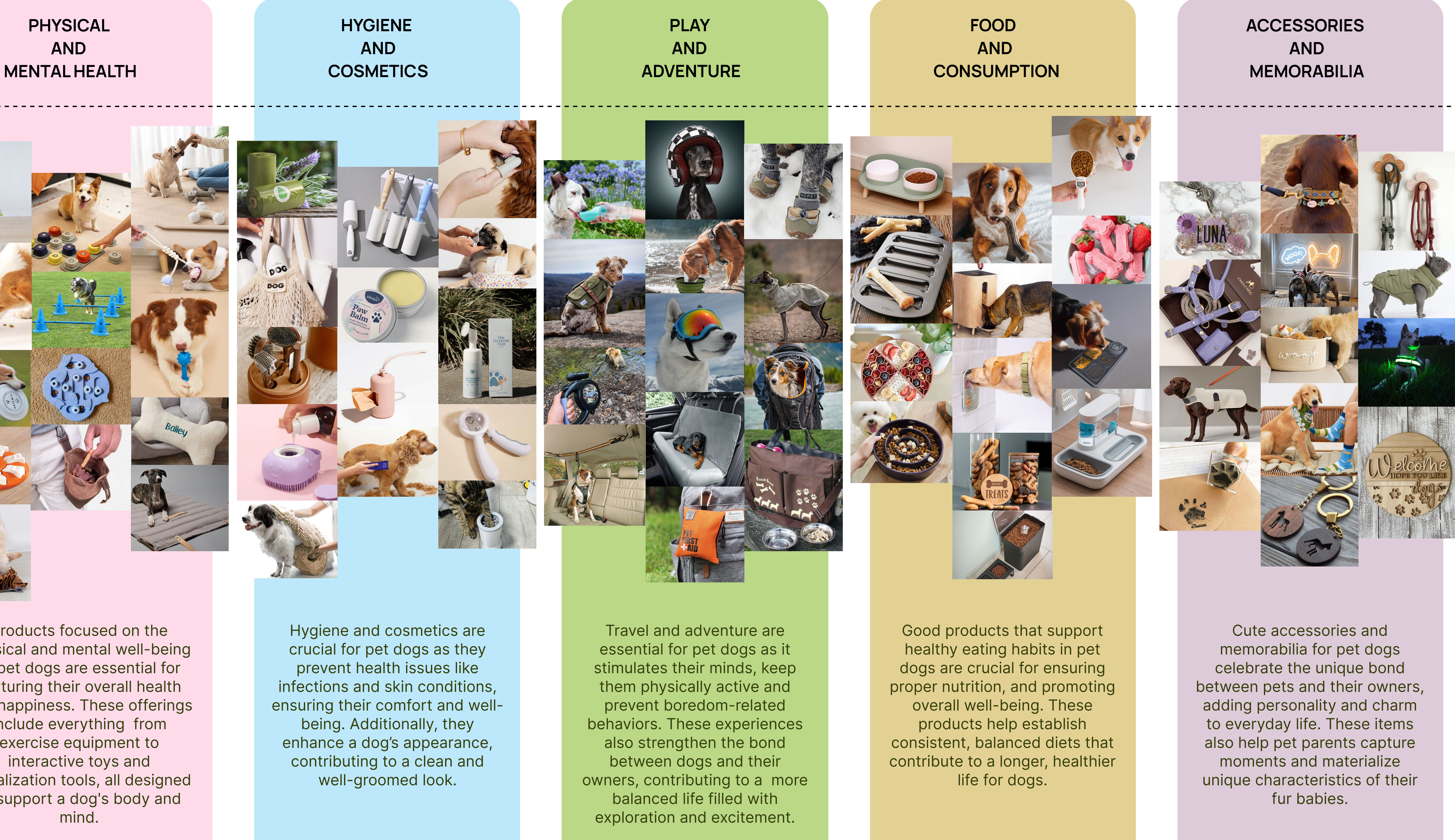


As part of the Pawsome packaging design project, a collaborative workshop was conducted using FigJam to streamline idea generation and concept development. The platform allowed for real-time brainstorming, visual organization, and feedback collection.

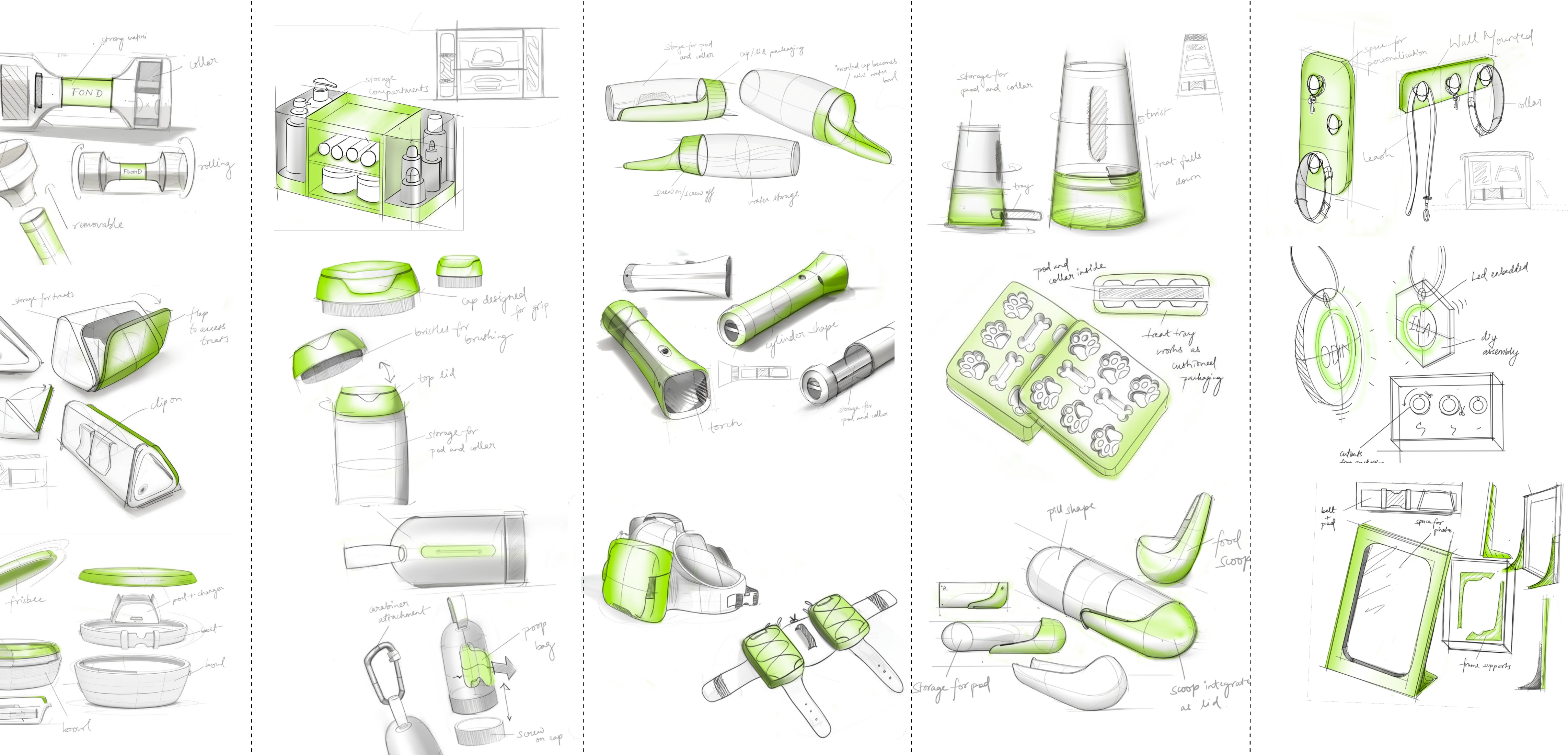
Activity	Duration	Description
Introduction	15 minutes	Overview of project goals, objectives, and the workshop format.
Theme Exposure	10 min/theme	Presented key elements of each packaging theme.
Word Associations	5 min/theme	Brainstormed words that capture the essence of each theme.
Idea Generation	15 min/theme	Generated initial packaging concepts based on each theme.
Voting	10 minutes	Voted on favorite ideas across themes.
Conclusion	5 minutes	Recap of selected ideas and next steps.

- Introduction Board:** Provided an overview of the agenda and a platform usage guide, ensuring participants understood the flow and tools available.
- Theme Boards:** Separate boards were created for each theme. These were exposed to participants one by one, featuring:
 - Brief Theme Description
 - Board of Existing Products & Directional Ideas
 - Word Association & Connections Section
 - Idea Generation Section
- Concluding section:** Highlighted selected concepts, segregated into:
 - Most Liked Ideas
 - Worth Exploring Ideas
 - Disliked IdeasThis board served as a discussion point for refining the ideas and outlining next steps.

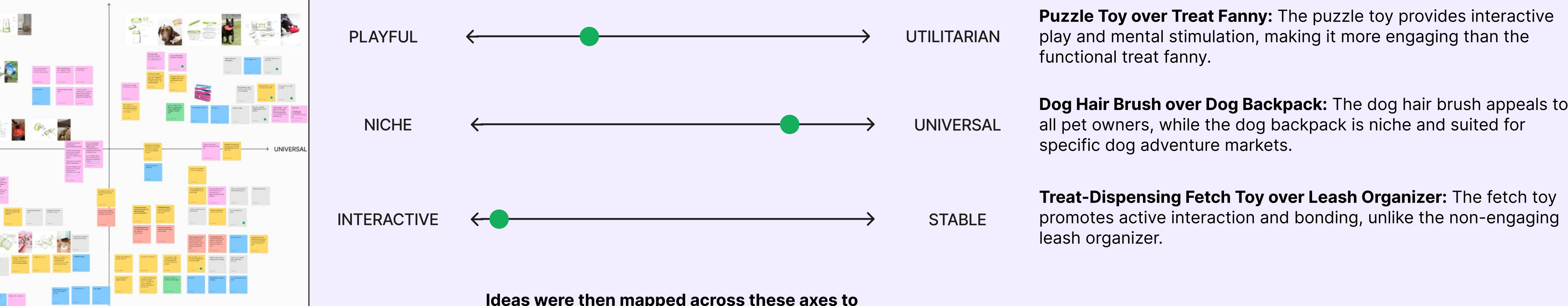
THEMES AROUND PETS



IDEATION & BRAINSTORMING



DISCUSSIONS



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.

