



Package Design for Success

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Package InSight

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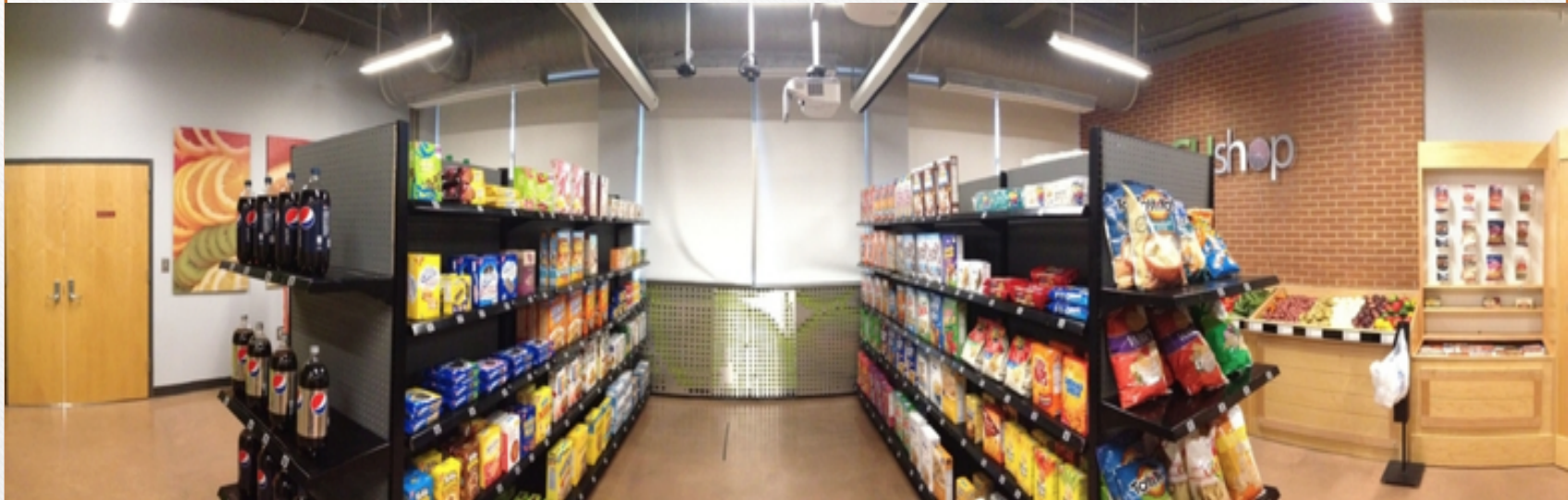








Package InSight







LOWE'S





What do we study when we use eye tracking data?

- Aim to identify and analyze patterns
- Brain process
- Duration
- Eye mind relationship



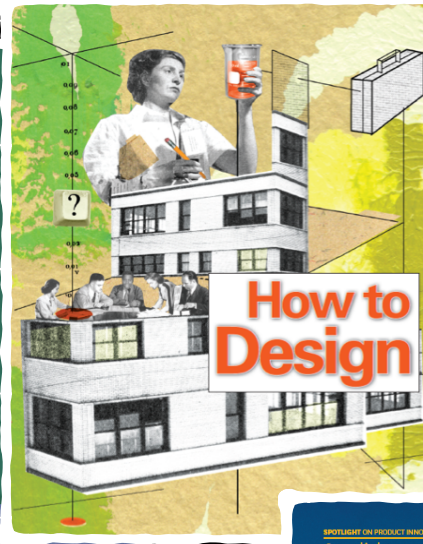


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Speed to Win

How Fast-Moving Consumer-Goods Companies Use Speed as a Competitive Weapon



How to Design

Managers now have the tools to conduct small-scale tests and gain real insight. But too many "experiments" don't prove much of anything.

EVERY DAY, managers in your organization take steps to implement new ideas without having any real evidence to back them up. They fiddle with offerings, try out distribution approaches, and adjust how work gets done, usually acting on little more than gut feel or anecdotal customer noise — "I'd bet this" or "I think that." Even more disturbing, some wrap their decisions in the language of science, creating an illusion of evidence. They so-called experiments aren't worthy of the name, because they lack investigative rigor. It's likely that the resulting guesses will be wrong and, worse of all, that very little will have been learned in the process.

Take the example of a major retail bank that set the goal of improving customer service. It embarked on a program hailed as scientific: some branches

Smart Business Experiments

by Thomas H. Davenport

SPOTLIGHT ON PRODUCT INNOVATION
Spotlight

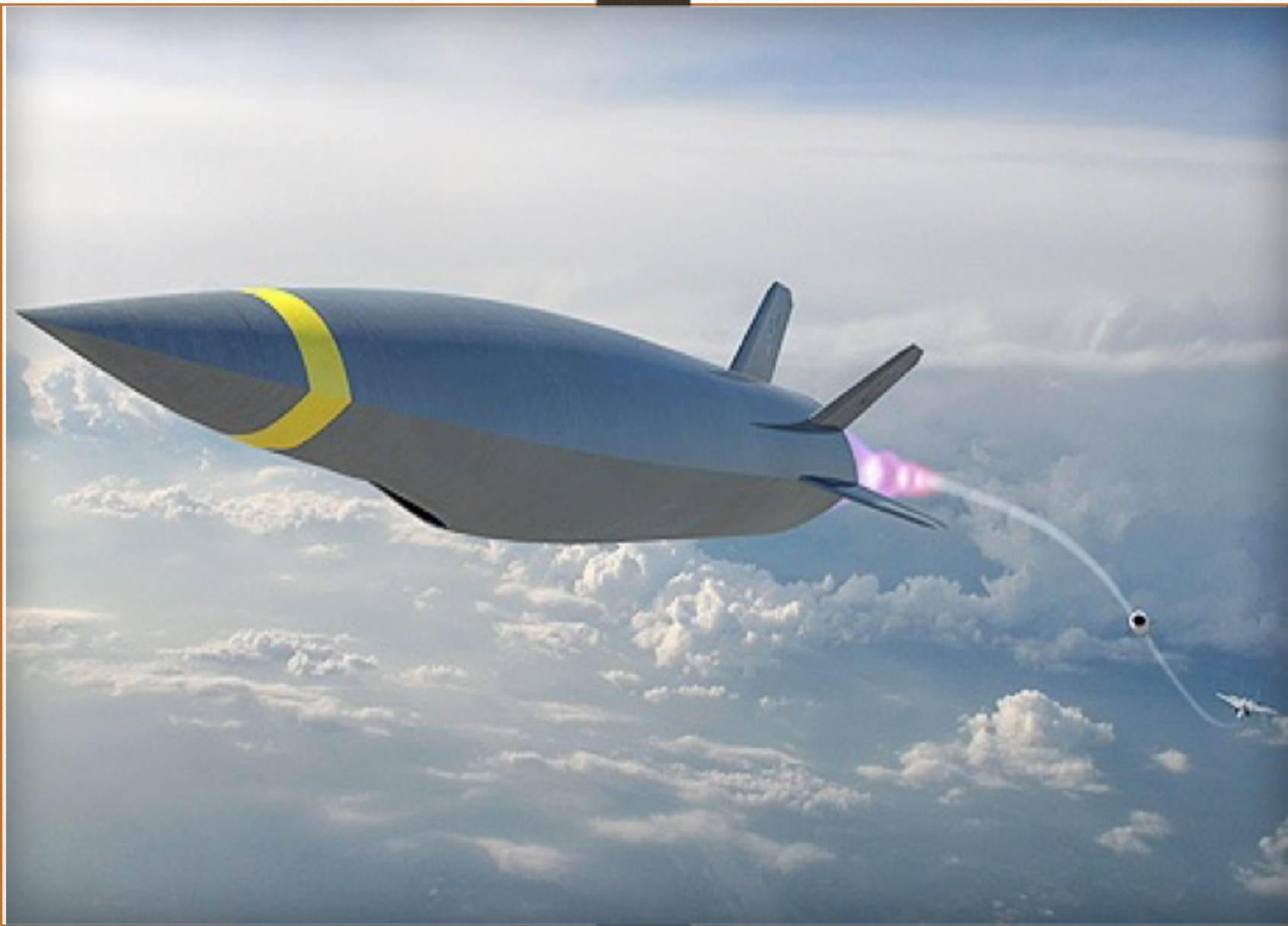
ARTWORK: Josef Sebst, Form 41, 2009
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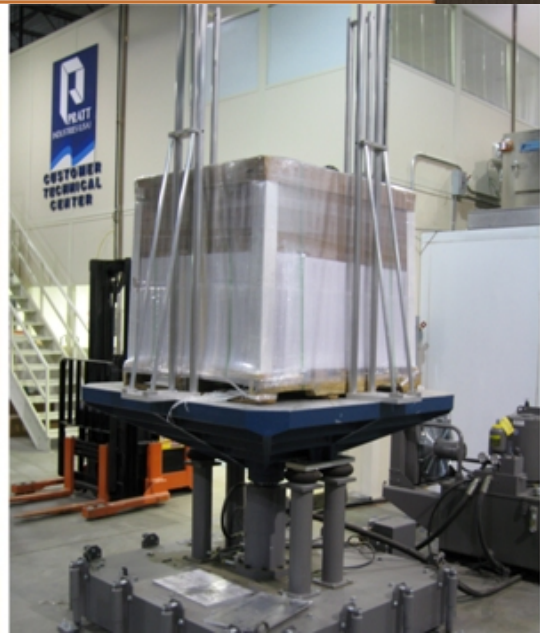
How P&G Tripled Its Innovation Success Rate

Inside the company's new-growth factory
by Bruce Brown and Scott D. Anthony

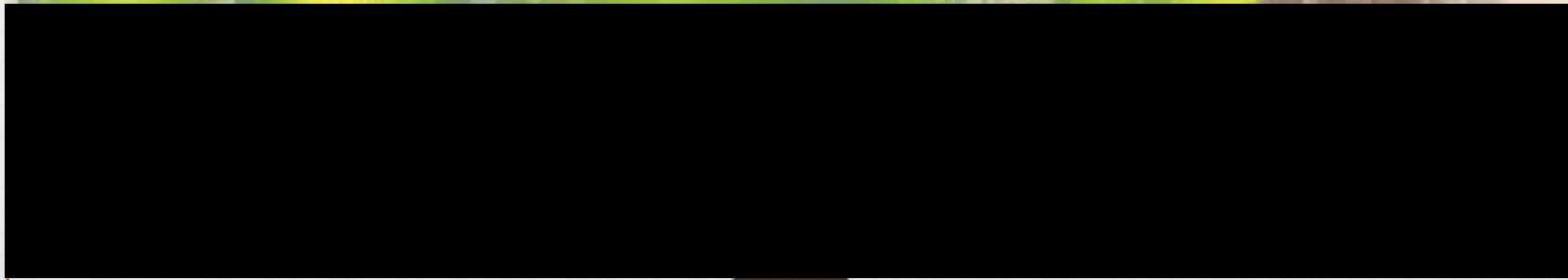


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Focus Group

Explore feelings, perceptions, and motivations

Provide guidance to the development process

Understand the story and why behind the numbers from quantitative studies or key performance metrics

Explore issues to form hypotheses when none exist

Provide input about issues that should be measured using quantitative research

Mixed

Complementary integration of methods

Qualitative

Inductive, generate hypotheses, observational, interpretation of textual data

Quantitative

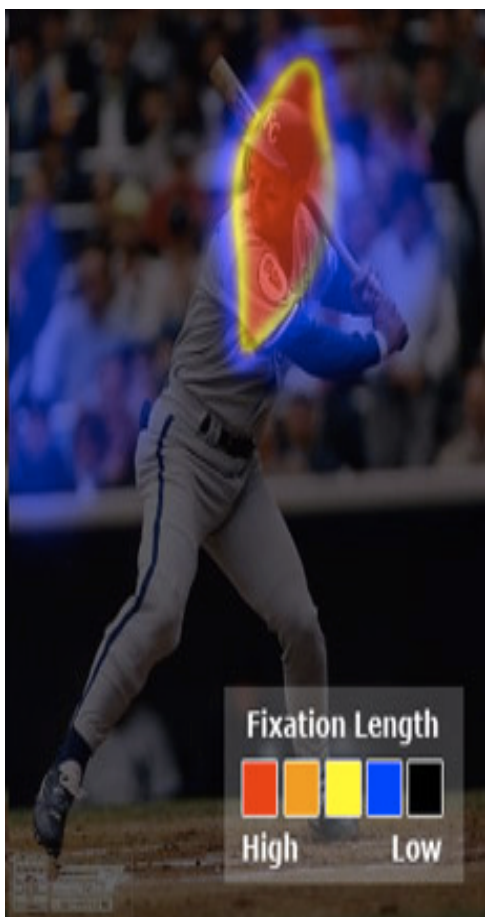
Deductive, test hypotheses, experiential, statistical analysis of numeric data, statistical significance, measures of association

Consumer Research



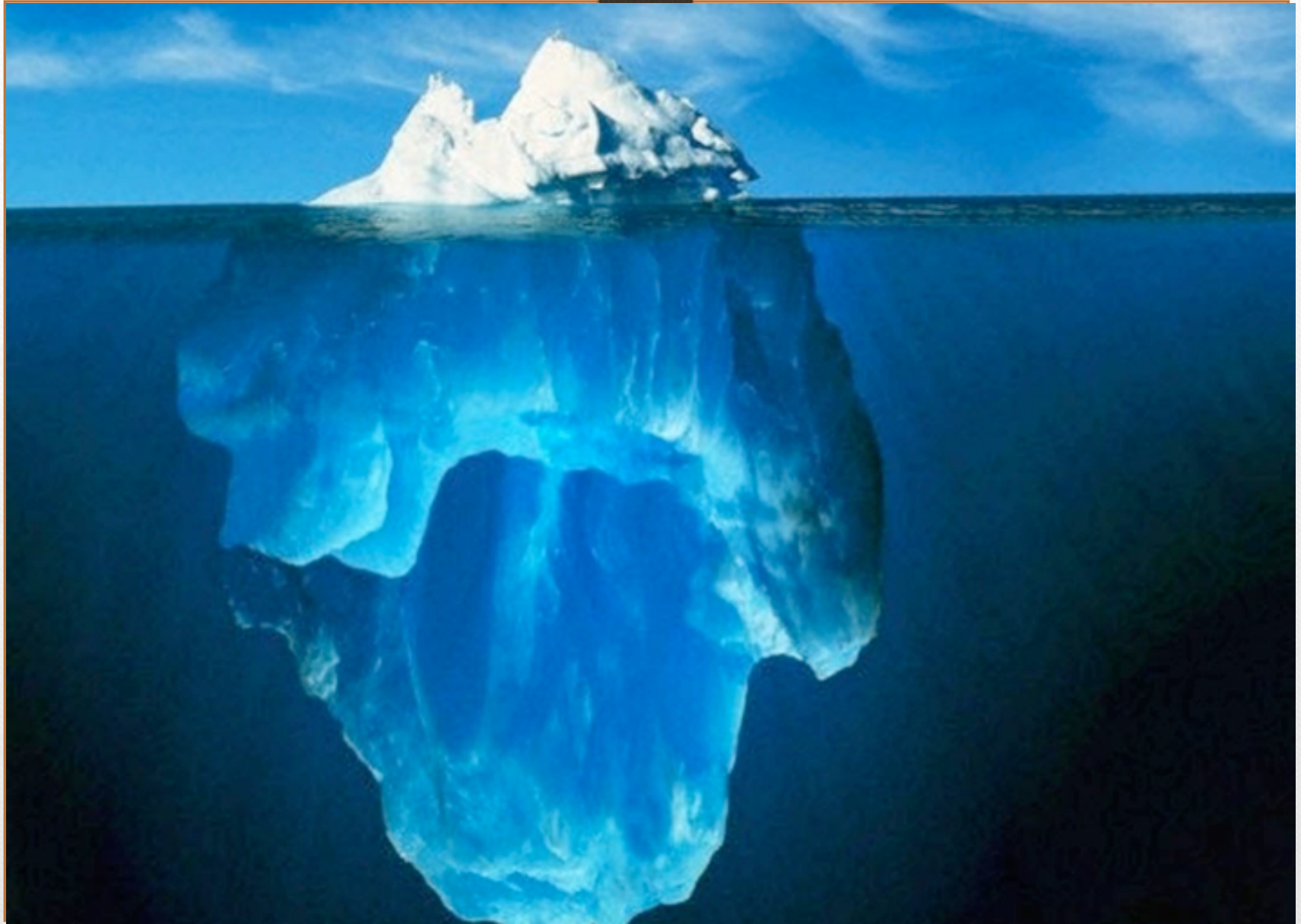
out of context

Women



Men





CUshop *(in context)*

- The environment
 - Shopping context / Staying in character
 - Avoids beauty contests
 - Results are different





Visualizing the numbers



Visualizing the numbers



Lowe's Customer Case Study

- 30 year old female shopping for mulch for her yard.
- Participated in the eye tracking study and completed a post survey on what she was looking for in the packaging of mulch and potting soil

Lowe's Customer Case Study

- “Make it easier to open”
- “Resalable”
- “Gusset bottom to easily pour out”
- “Sustainable materials while still be strong”
- “Stand-up pouch to shovel mulch out, with a metal band surrounding the opening to keep the pouch open when shoveling”

Lowe's Customer Case Study

- “Zipper at bottom, more like a Ziploc bag, to be able to quickly open and reseal”
- “Better closure options”
- “Different size variety”
- “Easy to carry”

Lowe's Customer Case Study



Material Research

LDPE4

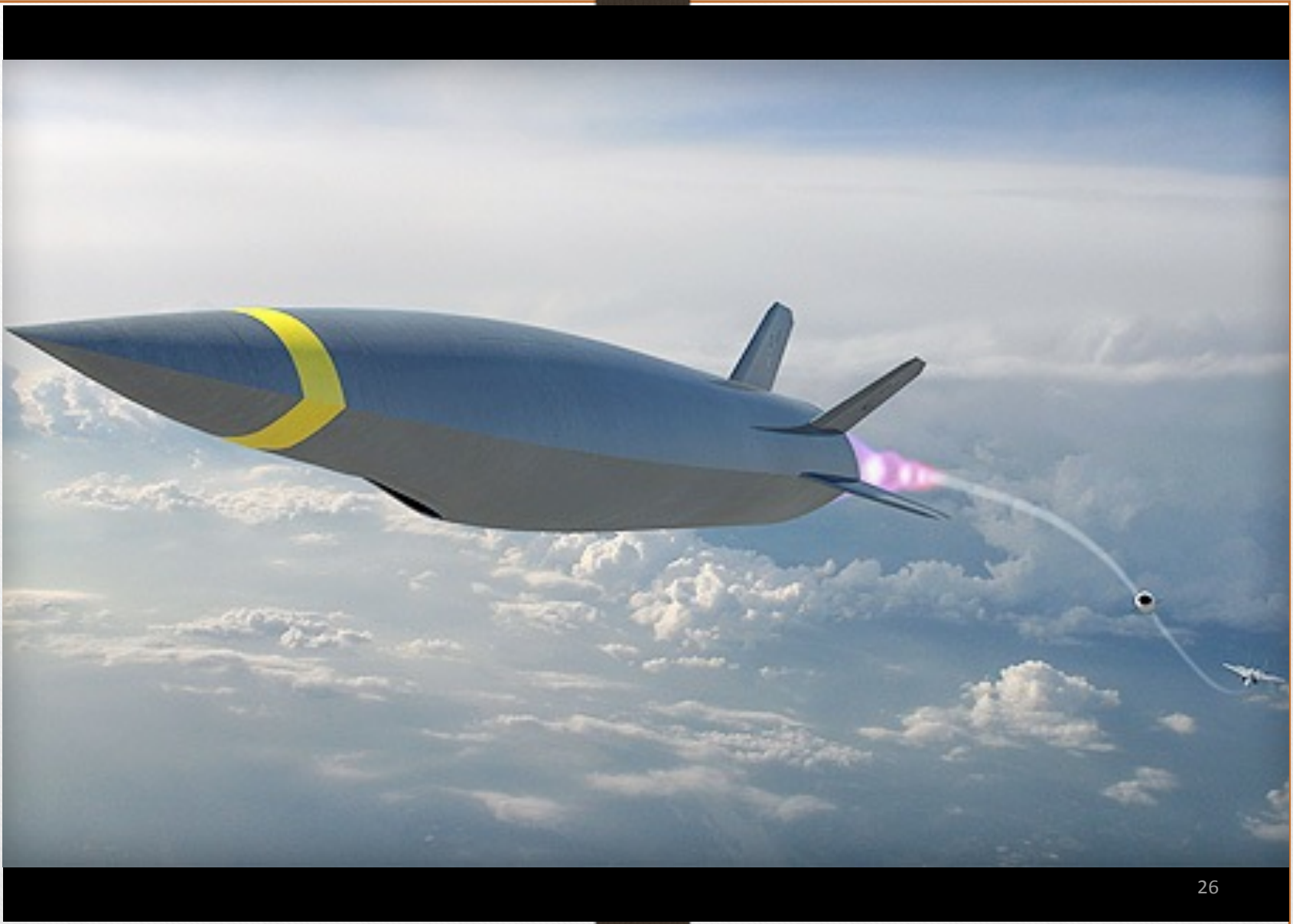
- Very low quality
- Only good for single use
- Low water permeability
- Low temperature toughness
- Vapor barrier properties
- Not resistant to high temperatures
- Seals easily
- Easily processable
- Flexible
- Generally transparent

Material Research

- Necessary Properties:
 - Low slip film for stacking ability
 - UVI film to protect against degradation under varying weather conditions
 - UVI inks to protect graphics from fading
 - Pin vents allow air release
 - Some puncture resistance for mulch bags

Alternative Materials

- LDPE is mostly single use, and often has too much residue from the soil to be recyclable
- Woven Polypropylene
- Multilayer Film may be the best option



A woman with long brown hair, wearing a yellow cardigan and AR glasses, is holding a box of Triscuits in a grocery store aisle. The aisle is overlaid with a green and red heatmap visualization, indicating 'hot spots' for product visibility. The background shows shelves stocked with various snack products, including Triscuits and Doritos. The woman is looking at the product she is holding, and the AR glasses are reflecting the product information.

DOES YOUR PRODUCT STAND OUT?
with "hot spots" see how your brand stands up to its competitors

○○○○



Importance of Package Design Analysis

- Strong shelf presence for consumer products is critical.
- Effective packaging increases the product's likelihood of being purchased by making it stand out among other products.
- But how do you determine what draws consumers' attention, especially before your product hits the stores?

Importance of Package Design Analysis

- Make packaging more noticeable, engaging and convincing
- Improve an existing design or identify the most effective one from a group of new concepts.
- Determine which design is more likely to attract attention and move your product on retail shelves.

Importance of Packaging

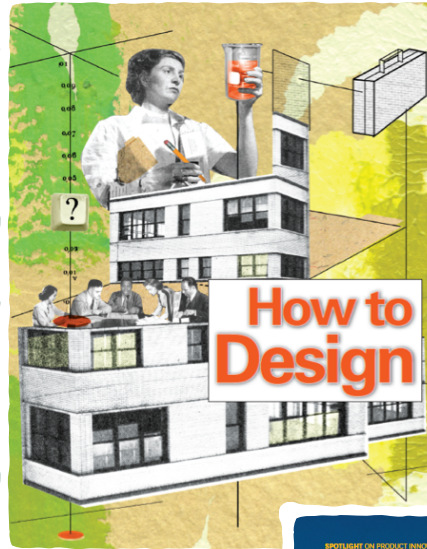
- Over 70% of consumers make their purchasing decisions in stores.
- 85% make their decisions after picking up only one item, and 90% make their decisions after only examining the primary display panel (PDP) of a package.
- Proper packaging design is thus crucial to draw attention of consumers and influence a sale.
- This is especially critical because the packaging of a product is usually the last thing a consumer sees of that product before making a purchasing decision.

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How to Design

Managers now have the tools to conduct small-scale tests and gain real insight. But too many "experiments" don't prove much of anything.

EVERY ONE managers in your organization take steps to implement new ideas without testing your real evidence to back them up. They fiddle with offerings, try one distribution approach, and after a few more tests get fed up or seeing common sense. "It's not that far to think that" Even more disturbing, some wrap their decisions in the language of science, creating an illusion of evidence. Their so-called experiments aren't worthy of the name, because they lack investigative rigor. It's likely that the resulting games will be wrong and, worse of all, that any insight will have been learned in the process.

Take the example of a major retail bank that set the goal of improving customer service. It embarked on a program to build an automatic home branch.

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ARTWORK: Josef Schmitz, Form #1, 2009
© print, 2008, 100mm

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What Package InSight can do for you

- Retail and Competitive Analysis
- Design Decision-Making and Process
- Targeted Research

Take Aways

- Establish a base of understanding
- Define your next decision
- Test iterations

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 - drew@packageinsight.com
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Thank you!

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