

INNER SPACE

The Hidden World of Packaging Design

By Dane Whitehurst, Creative Director at Burgopak

Great packaging design is often celebrated for what happens on the outside of a box. But the experience of packaging and how much value that experience brings to consumers can extend way beyond the surface.

People inherently consume design through an aesthetic and functional lens. It's not always a conscious decision but people respond on different levels to the things that fill their surroundings.

This talk is about the opportunities that exist inside a box to leverage additional value. It is about combining user insights, manufacturing knowledge and good design to create internal spaces that can be utilized more effectively.

These spaces have the ability to educate, entertain and even solve some of the problems associated with people, products, poor packaging and the environment.

As innumerable packaging designers will attest; there are many questions that nag in the back of our minds. Perhaps one of the most pressing in the last decade or so is this one; Why does everyone want a bloody Apple Box?

Part of the reason is no doubt the fact that Apple invest a significant amount of time and money in perfecting their packaging experiences. And why wouldn't they? Why should anyone that has invested heavily in developing the design of their product neglect the design of their packaging?

Whilst this is true, I also argue that some products need more than the Apple box. That not all products are created equal and that it relies on other touch points in a very well considered system to earn the simple minimal approach to packaging that Apple represents.

WHY DOES EVERYONE WANT A BLOODY APPLE BOX ?

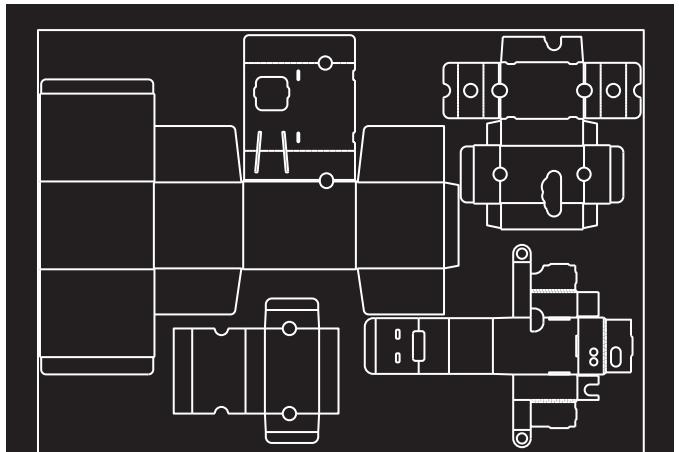


We will look at one of Apple's competitors in the smart phone industry and how they struggled to connect with users through delivering and setting up their product. And how through understanding from a user's perspective the troubles they were facing, we were able to disrupt the out of box experience to improve people's relationship with the product and help to reduce return rates.

Other less glamorous topics such as handling and weight distribution also provide the foundations for great opportunities to develop innovative packaging approaches.

Insights from some of the consultancy work we have done with major electronics brands evidences how taking a user centred approach is also crucial to a successful unboxing experience.

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The Little Printer dieline was designed to fit neatly on a B1 sheet.

Creating simple, intuitive and engaging packaging that's easy to handle is just as important as getting your product from A to B without it being smashed to pieces.

Aligning all of these requirements doesn't necessarily need to cost more it just requires consideration from multiple viewpoints.

We will also explore the potential of narrative in developing out of box experiences that play out like a voyage of discovery; pairing products and peripherals with setup info and tone of voice.

Finally we will consider how system design within the packaging process from design to production to logistics can streamline processes, save money and help reduce a company's impact on the environment.

