

Downsizing Biscuits - Katie Miller

Idea Development

Under the role of design development, I contributed to idea development by producing initial sketches for both juice and biscuit packaging. Several design principles were previously defined and consideration was given to a window on the packaging so that customers can see the product, curved shapes, and the incorporation of a cartoon character.

Initial sketches for juice packaging explored options for both multiple and individual portions (fig. 3A-B).

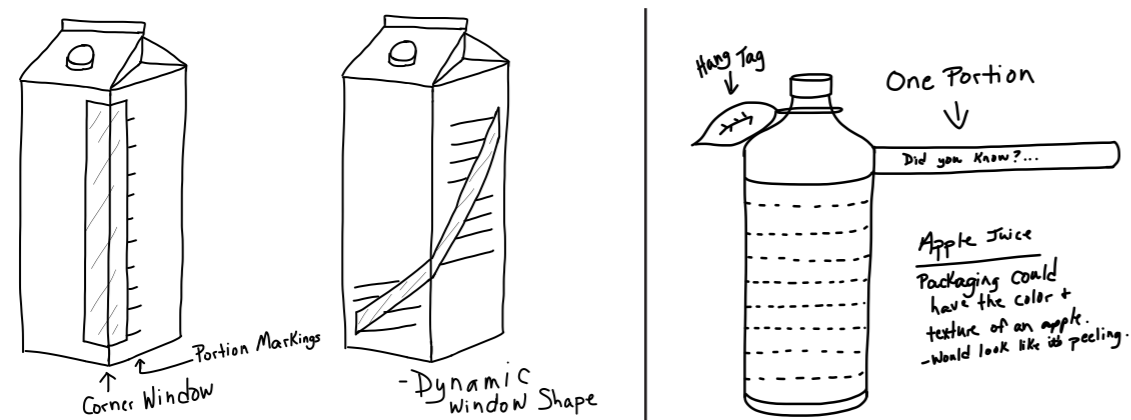


Fig. 3A - Initial juice packaging sketches: multiple portions

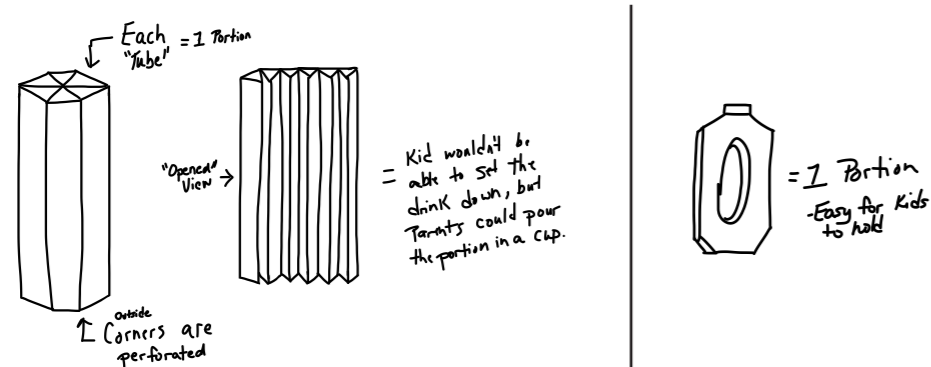


Fig. 3B - Initial juice packaging sketches: single portions

Initial sketches for biscuits (fig. 4A), show the variety of ways biscuits can be arranged, aligned, and stacked, to explore the possibility of more innovative packaging. Sketches for biscuit packaging were then developed to explore concepts for multiple and single portions (fig. 4B, see next page).

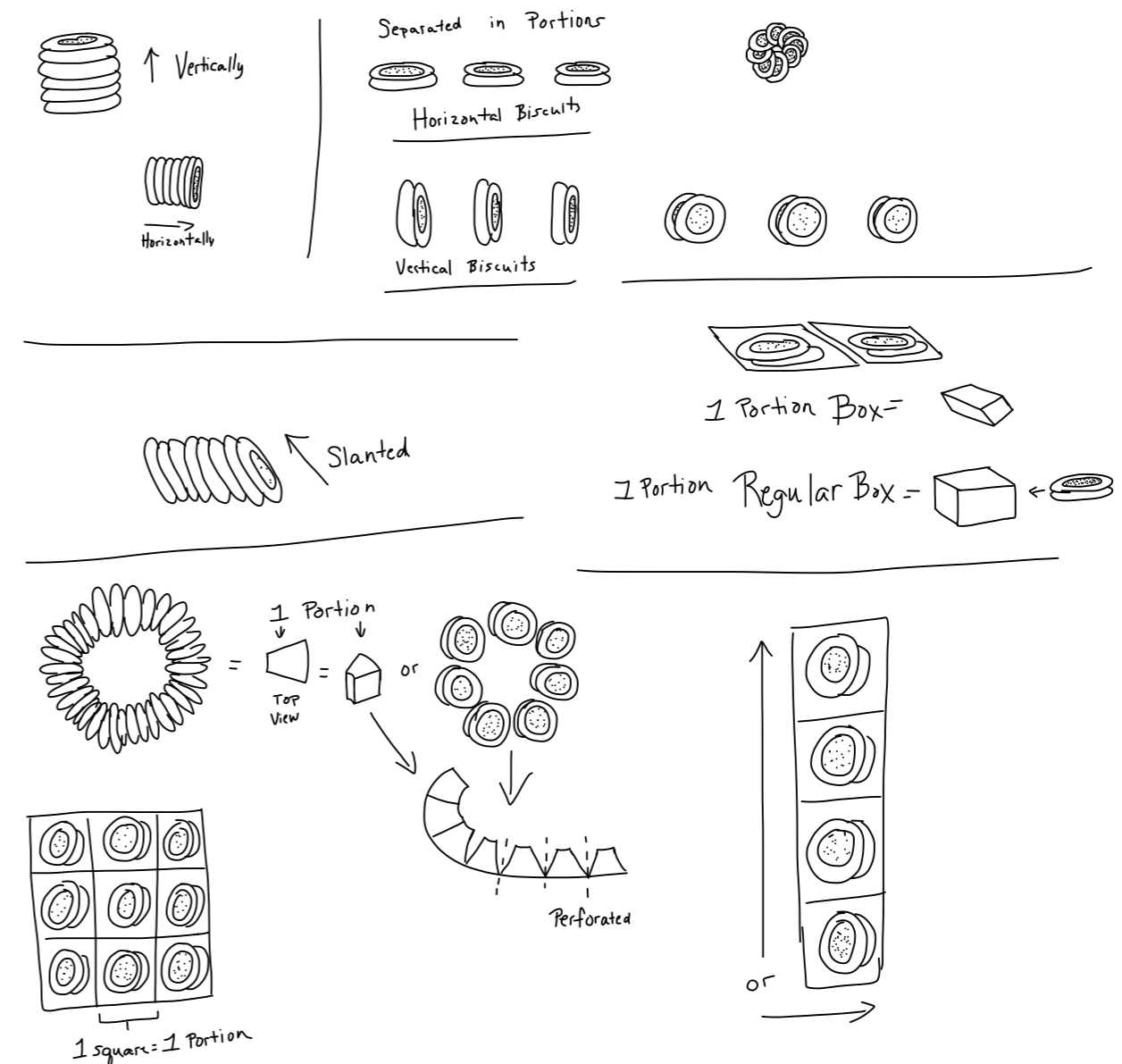


Fig. 4A - Initial biscuit packaging sketches: how to arrange, align and stack

Downsizing Biscuits - Katie Miller

Initial sketches of illustrations were developed by focusing on characters, bright colors, playful patterns, and textures (fig. 5A-B).

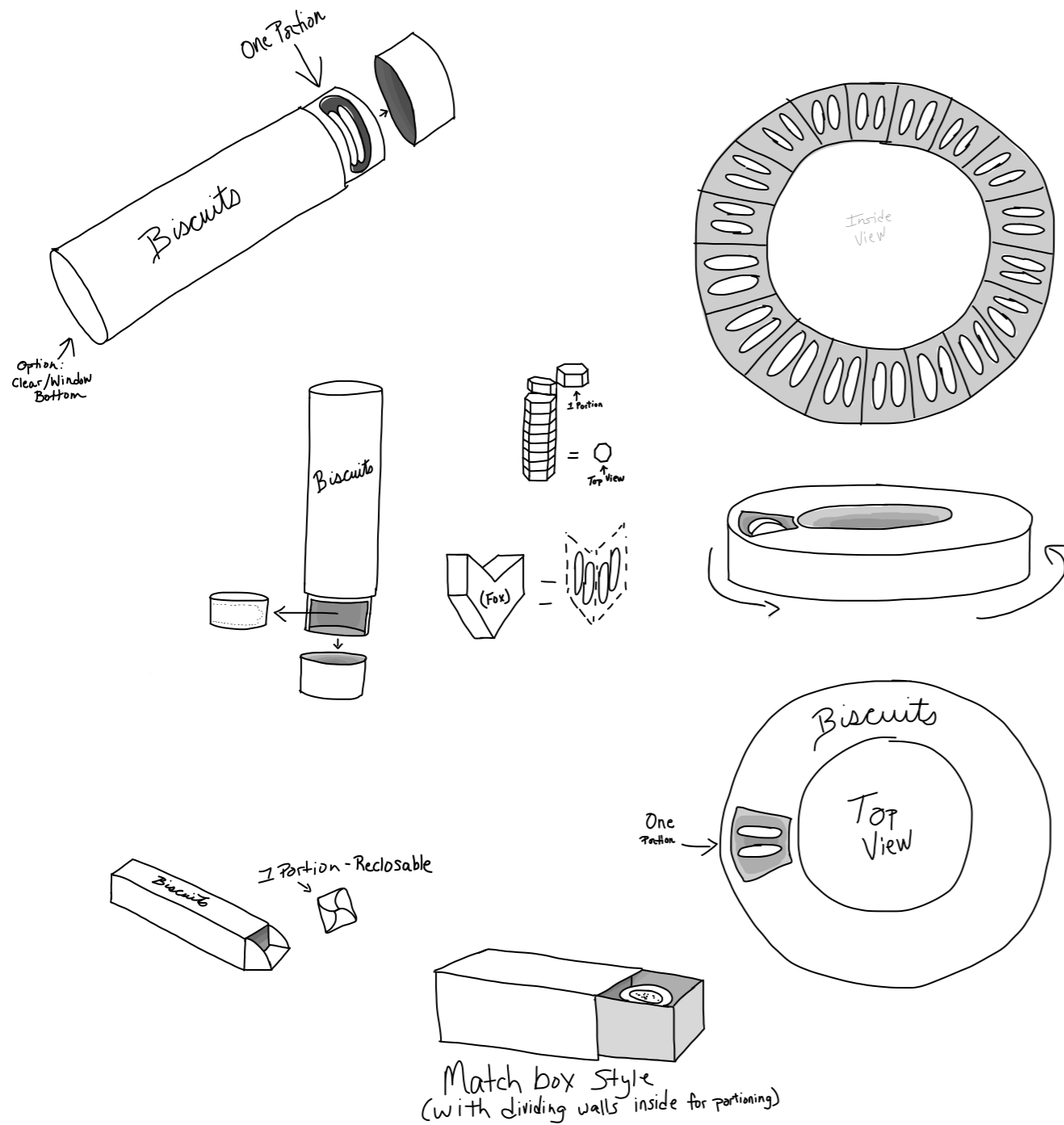


Fig. 4B - Initial biscuit packaging sketches: multiple and individual portions



Fig. 5A - Illustration sketches for biscuits

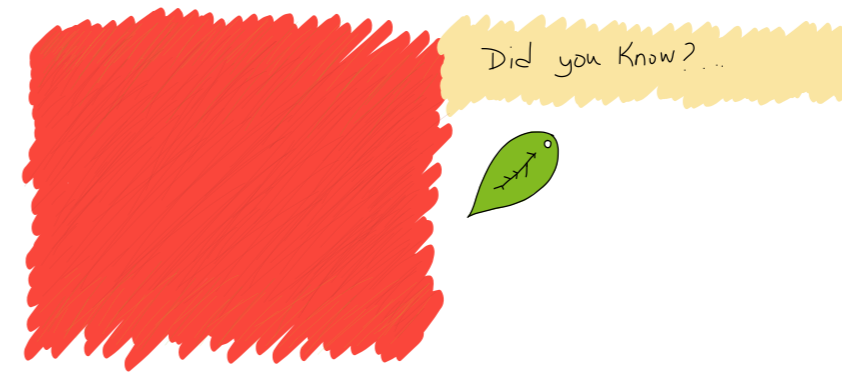


Fig. 5B - Illustration sketches for juice

Downsizing Biscuits - Katie Miller

Concept Development

After creating initial sketches for both juice and biscuits, to better focus our efforts the group was split into two teams: one for juice packaging and one for biscuit packaging. I volunteered to focus on biscuit packaging and moved forward with one design concept.

The concept focuses on a cylindrical canister or tube with a sleeve that wraps around it. The sleeve would twist to reveal an opening where two biscuits would come out (fig. 6A), equaling one portion for a child aged 3-5 years based on recommended daily sugar intake (NHS Choices, 2017).

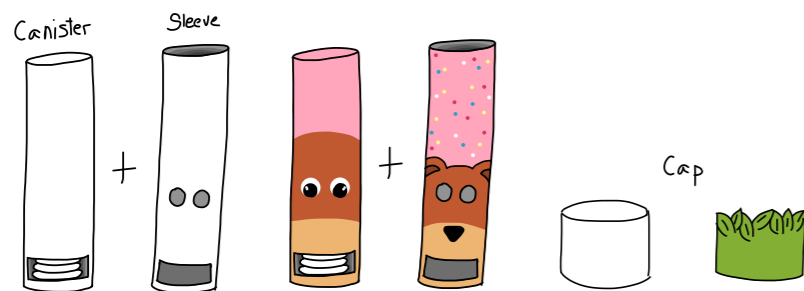


Fig. 6A - Initial biscuit packaging sketches: multiple and individual portions

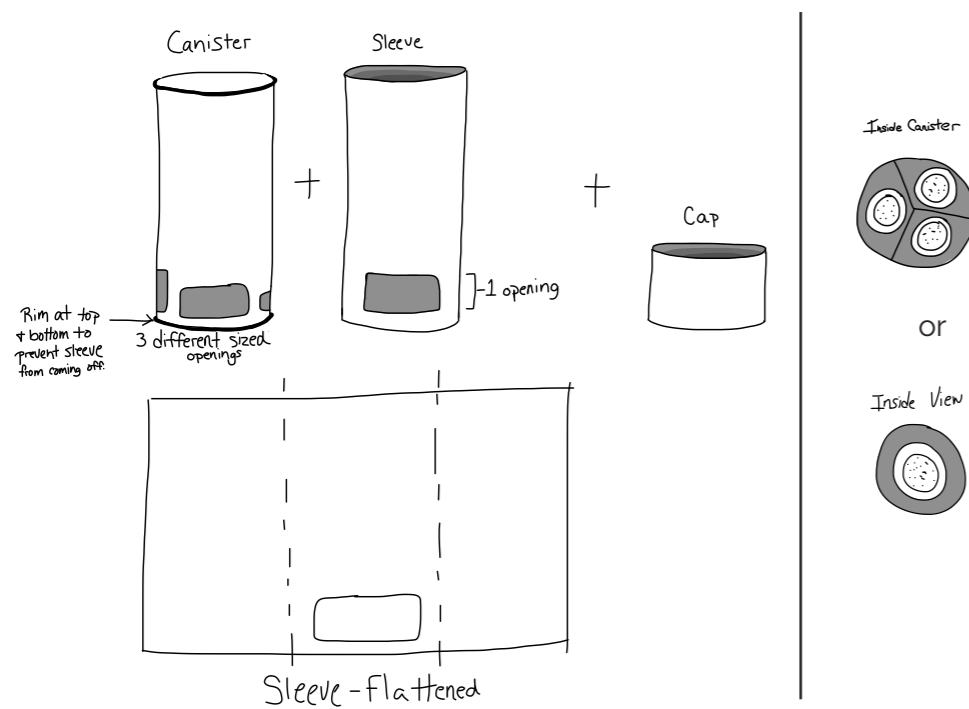


Fig. 6B - Initial biscuit packaging sketches: multiple and individual portions

This concept also explored the possibility of having three different-sized openings that could offer different portions for different ages of children (fig. 6B). This would require a cap and considered the possibility of having either one stack of biscuits for three (allowing the packaging to be larger, making more room for information). However, it was decided by the group to choose the concept that required less material to better support Marks and Spencer's efforts of moving toward zero waste.

Several iterations were developed based on feedback from the group (fig. 7A-9B), with an illustration focusing on an otter to support a wildlife theme, and designing concepts to show how the packaging would look when its open and closed.



Fig. 7A - First iteration of biscuit packaging concept



Fig. 8A - Second iteration (when open)

Fig. 8B - Second iteration (when closed)

Downsizing Biscuits - Katie Miller



Fig. 9A - Third iteration (when open)



Fig. 9B - Third iteration (when closed)



Fig. 11A - Fourth iteration (when open)



In considering the food ranges that Marks and Spencer offers (such as Eat Well), it became an objective to develop a logo for what could be considered a new food range that focuses on portioning food for kids. Initial sketches for this logo were developed (fig. 10A) and one was selected for the packaging concepts.

After the third iteration, all subsequent iterations incorporated the "Portioned for Kids" (fig. 11A-16F).



Fig. 11B - Fourth iteration (when closed)



"Portioned for Kids"

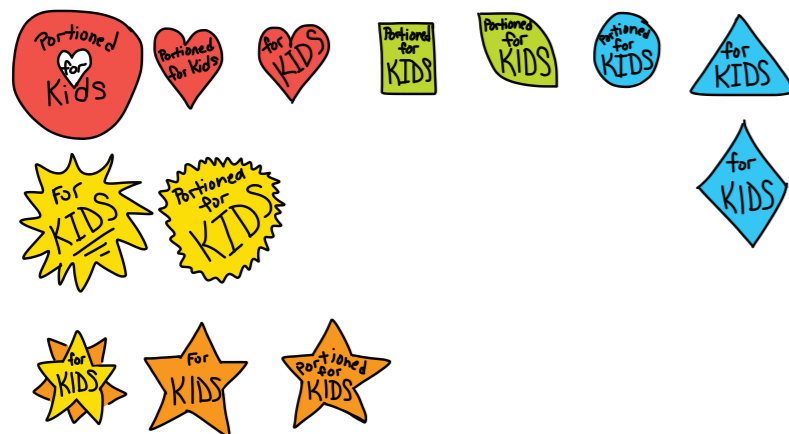
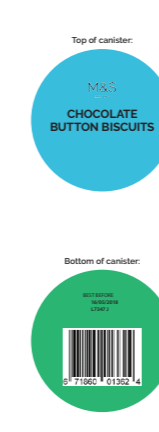


Fig. 10A - Sketches of logos for "portioned for kids" food range



Fig. 12A - Fifth iteration, including a label to point out that 2 biscuits per day equals a kid's daily sugar intake and a more dynamic window shape



Downsizing Biscuits - Katie Miller

In an effort to develop the nutritional information on the packaging in a more visual manner, the "traffic light" system was explored (fig. 13A).

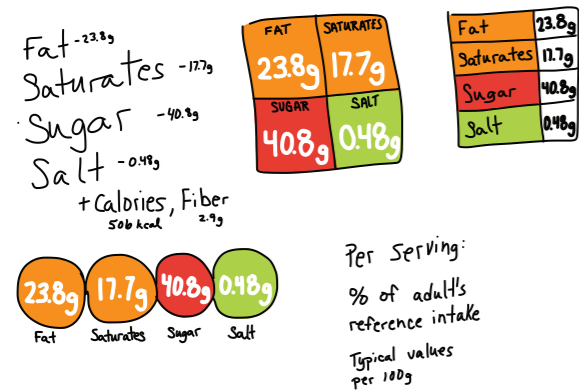


Fig. 13A - Sketches of "traffic light" system options

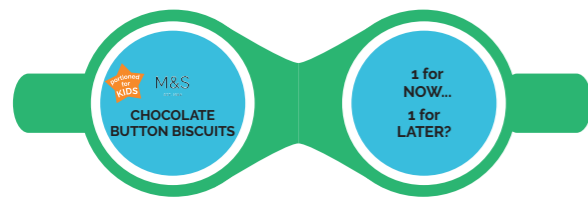


Fig. 14A - Design iteration: a biscuit wrapper that would encourage kids to make a decision to either eat both biscuits or eat one and save one for later



Fig. 14A - Sixth iteration



Fig. 15A - Seventh iteration



Downsizing Biscuits - Katie Miller

Final Design Concept

The final design demonstrates a clear message for both adults and children about how much many biscuits a child should have in one day. "2 biscuits per day = A Kid's Daily Sugar Intake" is a message that adults can understand, but the illustrations with biscuits showing "1 or 2 is OK for you, 3 is just too much" keeps words to a minimum so that children can understand the message as well (fig. 16A-F).

The biscuit wrapper (fig. 16B) which is intended to be handed to children is meant to encourage children, at a young age, to start making choices about food. The child could eat just one biscuit and save the other, or eat two, but as the design on the main packaging shows, 3 would be too much.

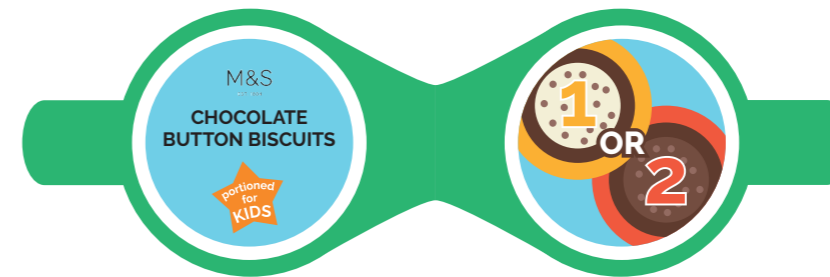


Fig. 16B - Final design iteration: biscuit wrapper



Fig. 16A - Final design iteration: outside of packaging (when opened)



Fig. 16C - Final design iteration: 3D model example (when opened)

Downsizing Biscuits - Katie Miller

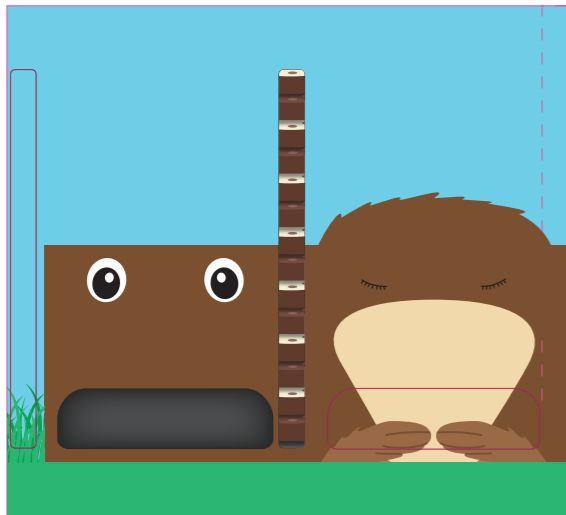


Fig. 16D - Final design iteration: net for inside layer



Fig. 16E - Final design iteration: outside of packaging (when closed)



Fig. 16F - Final design iteration: 3D model example (when closed)

Downsizing Biscuits - Katie Miller

Image References

Marks & Spencer. 2018. M&S logo. [Online]. [Accessed February 23, 2018]. Available from: <https://corporate.marksandspencer.com/media/multimedia-library>

Marks & Spencer. 2018. Nut allergy logo. [Online]. [Accessed February 23, 2018]. Available from: <http://www.marksandspencer.com/s/food-to-order/health/allergies>

NHS Choices. 2017. How does sugar in our diet affect our health? [Online]. [Accessed 23 February 2018]. Available from: <https://www.nhs.uk/Livewell/Goodfood/Pages/sugars.aspx>