

Name: \_\_\_\_\_  
 Group Members: \_\_\_\_\_  
 Teacher: \_\_\_\_\_ Date: \_\_\_\_\_



# Packaging Improvement Project

## ~ Brainstorming Guide ~

***How can the convenience, protection, sustainability, and image (shelf-appeal) of packaging be improved? To prepare you for our next project you will complete the following brainstorming guide.***

### -Packaging Impressions-

Think about packaging that you have used before. Can you remember a frustrating experience with packaging? Maybe you can remember a package that was hard to open, leaking, your purchase was broken inside, and/or there was excessive packaging materials, etc. Maybe you have had some other frustrating experience with packaging. In the space below describe your encounter with this frustrating packaging feature. Be specific!

Once, I experienced frustrating packaging...

Was your frustration because of lack of the convenience, protection, sustainability, or image/shelf-appeal? Explain.

### -Packaging Imperfections-

Now... List two other major annoyances or frustrations that you have experienced with packaging that you regularly use. We will call these frustrating features “**packaging imperfections**”. You can describe ANY type of packaging imperfection. Be specific about imperfection and include product information - list brands, packaging materials, where it was purchased, etc. Also, in the last column please identify if the packaging imperfection is related to the convenience (C), protection (P), sustainability (S), and/or image (I) of the package.

	Packaging Imperfection:	Explanation:	C/P/S/I?
1			
2			

Please record your group members' brainstorming thoughts in the table below.

	Packaging Imperfection:	Explanation:	C/P/S/I?
1			
2			
3			
4			
5			

Together, brainstorm ideas that could improve each of the packaging imperfections that your group members listed on their papers.

First idea for improvement:
Second idea for improvement:
Third idea for improvement:
Fourth idea for improvement:
Fifth idea for improvement:

Use another piece of paper if you need more space for your brainstorming.

**NOW.... You must choose one packaging imperfection from your brainstorming session that your group will analyze for your project. What could you suggest to a company to improve packaging that fails to please the consumer? Remember - the imperfection should be found in a package that is regularly used.**

Discuss as a group which packaging imperfection and possible solution you find most interesting. This one feature will become the focus for your next project.

Once your group has made their choice please complete the Packaging Improvement Project - Product Request Form. Your teacher will look over your form before approving your project.



# Packaging Improvement Project

## Product Request Form

(Complete 1 form per group)



Group Members: \_\_\_\_\_

Requested Product for Study: \_\_\_\_\_

Specific Packaging Imperfection: \_\_\_\_\_

The packaging imperfection affects the (circle all that apply):

*Convenience*

*Protection*

*Sustainability*

*Image*

Idea(s) for packaging improvement: \_\_\_\_\_

\*Requests should be made only for products that you regularly use!\*

*Circle all that apply about your requested packaging...*

<b>Type of Item:</b>			
Food Item	Beverage Item	Personal Care	Home Care
<b>Item is:</b>			
Shelf Stable	Refrigerated	Frozen	
<b>Item was bought at a:</b>			
Grocery store	Drugstore	Mall	Big-box store
Bulk supplier	Gas station	Corner store	Other: _____
<b>Brand is:</b>			
Generic brand	Store specific brand	Brand name	
<b>The item is packaged for:</b>			
Single servings	Multiple servings	Bulk	
<b>Type of packaging:</b>			
Paperboard	Plastic	Metal	Other