

USEFUL ADVICE FOR THE DESIGN OF USER-FRIENDLY PACKAGING



40%

take user-friendliness into consideration when they choose what product to buy

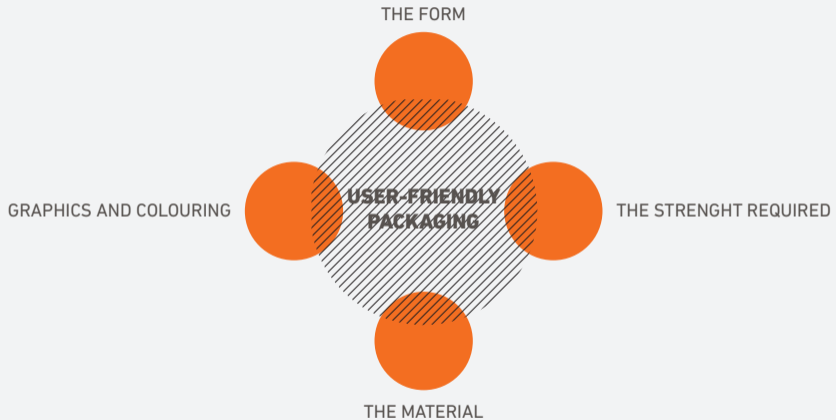


16%

choose a competing product
if they have had a negative
experience with packaging

Areas of priority

– the design of user-friendly packaging



More information at www.userfriendlypackaging.com

Process

– the design of user-friendly packaging



More information at www.userfriendlypackaging.com

Useful advice

– the design of user-friendly packaging

Graphics and colouring

- Use contrasts to highlight the opening.
- Use simple and easy to read instructions on how to open the packaging (texts/illustrations).
- Large amounts of information can be difficult to take in – think about what is essential.

Design

- Choose a form which clearly highlights the opening.
- Use flaps, pulls and screwcaps of large dimensions.
- A square form is easier to grip than a round form.

Material

- Use a material which will not break when the packaging is opened.
- Use grooves/structure and different materials to ensure the consumer a good grip on the packaging.

The physical strength of users

- Use a packaging which does not require inordinate strength or fine motor skills to open.
- Avoid double packaging.
- Use a type of packaging which can be opened in several ways.

Re-seal

- You should only incorporate a re-seal function if it works and makes sense to the user.
- You should test re-seal functions on users.

Tests

- You should test the packaging on users throughout the entire process of development.
- You should test the packaging on elderly or children to ensure that most users will be able to use it.

Users

- You should pay attention to the fact that users are accustomed to open certain types of packaging in certain ways.
- You should keep in mind that the users of your products have different preconditions – cultural as well as physical.

**Please note down your own
useful advice**

**Please note down your own
useful advice**

More information

- At www.userfriendlypackaging.com you will find more information and find specific tools for making your packaging more user-friendly.