

What packaging should to be tested by end users?

1: _____
2: _____
3: _____
4: _____
5: _____

Arrangements made for end user observations?

End user 1: _____	Time and place: _____
End user 2: _____	Time and place: _____
End user 3: _____	Time and place: _____
End user 4: _____	Time and place: _____
End user 5: _____	Time and place: _____

Choose three to five end users from the target group and agree on time and place for the observation (consider including a person with less strength, as such a person often will be helpful in pointing out advantages and disadvantages by various packaging).

Questionnaire for end user observation:

Ask the user to open every packaging while thinking out loud (use video for documentation).
It is important that the observer do not interfere.
After every packaging has been opened the prepared questions are asked:

Examples of frequently asked questions:

- Which packaging was the easiest to open and why?
- Which packaging was the most difficult to open and why?
- Did anything on the packaging help you to open it – instructions, graphics, marking in the material?
- How would you serve the tested products?
- How would you store the products after opening?
- How would you dispose of the packaging?
- How does the packaging influence your impression of the product? (Evaluate five different kinds of packaging).
- Do you normally buy “this kind of product”?
- If yes which criteria do you use when choosing – taste, packaging, price, availability ...?
- If yes in what situations do you buy “the product”?

On top of this you can ask additional questions focusing on the specific areas of interest decided by the company.

Subsequently the observations are scrutinized – videos are reviewed and cut for use in the workshop in phase 4.