

PACKAGING ANALYSIS

(TO BE USED IF MECHANICAL TESTS OF THE PACKAGING HAVE BEEN CARRIED OUT)

ID for packaging: _____

Materials: _____

Design: _____

Graphics and colours: _____

Result of mechanical test: _____

Do you wish to continue working with this packaging?

Yes ____ **No** ____

If yes proceed to 'Target group and physical strength'.

TARGET GROUP AND PHYSICAL STRENGTH

(TO BE USED IF MECHANICAL TESTS OF THE PACKAGING HAVE BEEN CARRIED OUT)

Description of target group: _____

Women (age intervals): _____

Men (age intervals): _____

Children (age intervals): _____

Use the calculator provided at www.userfriendlypackaging.com/get-started/test-your-packaging/ to compare target group strength with the mechanical test in order to learn how many will be able to open the packaging. Is the result satisfying?

Do you wish to continue working with this packaging? **Yes** ____ **No** ____
If yes proceed to 'Design frame and limitations'.

DESIGN FRAME AND LIMITATIONS

(TO BE USED IF MECHANICAL TESTS OF THE PACKAGING HAVE BEEN CARRIED OUT)

Development purpose – brand new design or redesign: _____

Limitations for new packaging: _____

Examples:

Finances and timeframe

Production demands – durability, methods of use ...

Production – speed, stacking, in-line production ...

Distribution

Marketing

Do you wish to continue working with this packaging? Yes ____ No ____

If yes proceed to phase 2: 'Research'.