

\_\_\_\_\_

**Materials:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Design:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Graphics and colours:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Do you wish to continue working with this packaging?**

**Yes** \_\_\_\_ **No** \_\_\_\_

If yes proceed to 'Design frame and limitations'.

Work document (Phase 1 – Insight)  
**DESIGN FRAME AND LIMITATIONS**

**ID for packaging:**

\_\_\_\_\_

**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'.