

\_\_\_\_\_

**How is the packaging of similar products on the market?**

**Product:** \_\_\_\_\_

**Particular qualities by the packaging:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Product:** \_\_\_\_\_

**Particular qualities by the packaging:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Product:** \_\_\_\_\_

**Particular qualities by the packaging:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Product:** \_\_\_\_\_

**Particular qualities by the packaging:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**What packaging mechanisms are available on the market which could be an inspiration concerning the new packaging?**

**Design:**

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**Opening mechanism:**

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**Storage/resealing:**

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**Graphical impression:**

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**Material/environment:**

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**Others:**

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**What packaging should to be tested by end users?**

1: \_\_\_\_\_

2: \_\_\_\_\_

3: \_\_\_\_\_

4: \_\_\_\_\_

5: \_\_\_\_\_

Choose a packaging or two from similar products and two or three from other products where the packaging mechanism is relevant in respect of developing the new packaging (choose based on the packaging qualities not on the products inside).

**How is the new packaging to differ from your competitors?**

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The differentiation strategy will be presented at the workshop in phase 4.