

Case report – Kelsen Group

Purpose

The project aimed to investigate new possibilities for cookie packaging based on user-friendly packaging. The study should give Kelsen insight in end users' use of and approach to different packaging types.

Gathering insight and research

The preparatory work consisted of an assessment of what packaging systems would be most beneficial for Kelsen to test. Five types of packaging were chosen.

Test packaging

1. Kjeldsen cookies in a carton box with "zipper", metallised bag with a carton serving box inside.
2. Oreos Mini, plastic cup with metallised inner-lid and a plastic lid for re-sealing.
3. Paprika-chips in a tube with a perforation in the top, a serving tray in a transparent foil bag inside
4. Karen Volff cookies with a deep drawn plastic serving tray in a bag.
5. Rug Sprø, carton box with "zipper", crispbread in two transparent foil bags.
6. After Eight, carton box wrapped in thin foil with a tear strip.



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End user observations

The five types of packaging were tested in a user study. It is important for Kelsen that everybody can open their packaging and therefore the test persons were both elderly people with and without physical ailments.

Questions for the end users:

1. What type of packaging was the easiest to open and why?
2. What type of packaging was the most difficult to open and why?
3. Did anything located on the packaging help you open it – instructions, graphics or markings on the material?
4. Where and how will you store the product after opening?
5. Do you have any suggestions concerning what would be useful/efficient/nice to consider when developing cookie packaging?
6. Which significance does the packaging have concerning your impression of the product inside (evaluate the five types of packaging). Quality product or not?

Workshop and idea generation

Kelsen gathered employees from the entire organisation for a workshop day. Videos from the end user studies were analysed during the workshop. Below you will find an overview of the insight from the end user study.

Insights from the end user study:

- "Zipper" in the box from Kjeldsen is ok if the flap is large enough and doesn't go skew.
- Plastic foil properties have an immense influence on how the packaging is perceived.
- Bags and foil often break during opening which is a common irritation factor.
- A lot of people desire re-sealing for cookies. At present they use a tin box or plastic bag for storage.
- Tear strip on foil has to be clearly marked.
- It is important how the product is presented inside the packaging, so that the cookies are not all mixed up.
- The end user does not serve the product in its packaging but prefer a bowl regardless how nice the packaging looks.
- Evaluation of the actual packaging is very linked up with previous experience with the product.
- Two layers of packaging is a common irritation factor.
- Graphics should be well-considered. The end user will e.g. perceive a significant change in colour by the seem as a signal that the packaging can be opened here even though this is not the case.
- People with arthritis often use their teeth to open. One of the users states that she prefers using her teeth, even though that makes all the cookies come out on the table, because she doesn't want to waste time on fetching scissors.
- The lid comes off the Oreo Mini easily. The inner lid is likewise easy. The re-sealing is good. This was the easiest packaging to open among the six tested ones, but not the nicest looking.

Concept development and prototypes

As Kelsen has not yet finished developing their concepts it is not possible to describe them in more detail. The result of the work so far is a number of idea concepts.

In the continuing development of a more user-friendly packaging it is important to still conduct tests on end users as well as mechanical tests if Kelsen want to prove the new packaging to be more user-friendly and demanding less strength to open than the existing one.