

Case report - Skare Food

Purpose

The project aimed to create an entirely new packaging for uncut salami based on user-friendly packaging. The end user study should provide Skare with insight into the use of and attitude to different packaging types presently employed by Skare as well as packaging from a competitor.

Gathering of insight and research

In the preparatory work they analysed their existing packaging types in order to identify those best representing Skare's assortment concerning different opening mechanisms. Furthermore an evaluation was made regarding which of the competitor products would be the most beneficial for Skare to test. Five types of packaging were chosen.

Test packaging

1. Uncut vacuum packed salami, opened by cutting with scissors.
2. Uncut salami in upright bag with zipper, opened by cutting with scissors.
3. Upright bag with a small indentation on top where the packaging is opened by cutting with scissors.
4. Salami dome for cold cuts, flap opening with a knob.
5. Bag for cold cuts with a tray inside and glue on the flap for re-sealing.



End user observations

The five types of packaging were tested in an end user study. It is important to Skare that everybody including children are able to open their packaging, therefore both elderly with and without physical ailments as well as children participated in the user study. The case was making lunch bags for families with children.

Workshop and idea generation

For the workshop day Skare gathered employees from the entire organisation as well as a machine supplier and an industrial designer that Skare had worked with previously. 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:

Generally

- End users accept the use of scissors for opening the packaging.
- Would like reseal possibilities for the uncut salami packaging.
- End users think that they can open the sauce bag using their fingers because of the small indentation in the top.
- Children ruin the salami dome.
- Some end users like the zipper bag and some don't.
- Wish to avoid "super packing"; product vs. amount of packaging.

Merete

- Generally poor graphics.
- Like the vacuum packed salami best, as no moisture occurs in the packaging.

Rikke

- Didn't find it difficult to open but used scissors for two types of packaging.
- Important that the packaging is appealing.
- Preferred re-sealing as salami smell in the refrigerator should be avoided.
- Prefers to avoid vacuum packing.

Hallgren family – father and two younger children

- The zipper bag can be a problem if the product is sugar, rice or the like.
- Children ruin the salami dome when opening it, so it is impossible to reseal.
- Important not to "super pack"; e.g. the salami dome is a lot of packaging compared to the amount of product.
- Opening the packaging should be quick as we're in a hurry when making lunch bags.

Lillian – elderly woman with arthritis

- Prefers re-sealing
- Had trouble opening the sauce bag with her fingers as she thought she should/could.
- Easy to close zipper bag.
- Accepts the use of scissors to open with.
- Prefers the salami bag.

Eva – arthritis

- She cuts off the zipper as she doesn't have enough strength to re-close it.

Concept development and prototypes

As Skare has not yet finished developing concepts it is not possible to describe the concepts in more detail.

The result of the work has so far been a number of idea concepts. Furthermore this workshop has bonded the company to its suppliers in a mutual process having lifted the innovation skills for everybody involved. To a company like Skare not having its own packaging development department developing a new packaging will mainly be placed with the suppliers instead of with the company.

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