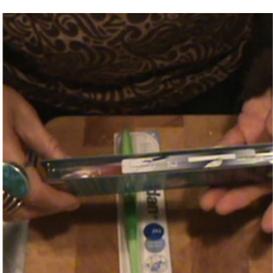




**Anni Mathiesen**  
**Age:** 64 years  
**Place:** Århus  
**Job:** Earlier secretary, now disability retirement  
**Arthritis:** Mild osteoarthritis  
**Civil status:** Married, husband unemployed  
**Hobbies:** Employee at FNUG  
**Visitation date:** 21.10.08, 3.00-8.00 p.m.  
**Interviewer:** Birgitte and Henrik

## “I had not seem them before, and I would not have trusted the corner to hold”



### LIFE STYLE

Anni Mathiesen lives in the center of Århus, in a smaller house together with her husband and his daughter. It is most often him who does the shopping, as he enjoys cooking, and it does not interest Anni so much. They shop in Føtex and the small specialized shops in the city center. We accompany her shopping and afterwards we cook together with her.

Anni has mild osteoarthritis in her fingers and arms. On a daily basis she does not consider it a large problem; she has learned to live with it.

### Spice bag

“Tear here”, it says, and so Anni does. Nothing happens, and after having looked on the spice bag for some time and turned it over and over again she gives up. “ah okay, there is also a pair of scissors on

the other side”, she says slightly irritated. Then she takes a pair of scissors and quickly cuts the top part of. It is obvious that the bag is open, as the spice sprinkles on the table. However it is still not easy for Anni to open the bag, as there is almost nothing to grip and she uses a long time to open the “zipper”. She cuts of more, but is still unable to open it. “No, it is stupid”, she exclaims in the process. Finally she opens it and exclaims ironically “Yeah”. It all takes about a minute and a half.

### Honey

“Oh how clever” was the first Anni said when she saw the bin with honey. “It is logical to open”, she then says. She gives it all she’s got, but she cannot get the sealing broken with her nail. “It was not so easy”, she says. It starts out positively, and she actually selects the packaging, because it

signals that it is easy to open, but it turns out as a bad experience.

### Toothbrushes

We have brought two different packaging types with toothbrushes with us home. One is a traditional blister pack with cardboard on the back and the other is a new, untested type. We wish to see how she experiences them.

The new type has a clear instruction on the side, and Anni has no problems opening it with her nail. “And it can be re-closed, how clever” is her comment. When it comes to the other type her approach is negative, and she tells about her (negative) experiences with this type of packaging. She only discovers that there is a triangle opening area in the corner after a long time. It was not particular clear, and it was pure luck that she discovered it.

### In general

As with Anni, and many others, we have seen that there often is a big difference between what is expected and what really happens. Several times we see a packaging being selected, because the end user thinks it is easy to open, and thereafter gets disappointed when it turns out that the opposite is the case.

We also experienced the opposite, where the end user expects not being able to open the packaging in the ordinary way, but then turns out that it was not impossible and sometimes even easy. This means that the end user probably would resort to using a tool without attempting the intended way first. This is interesting with reference to the further work.

### QUOTES

‘If I had not noticed the corner, I would have struggled with it for a long time’.

‘If it the usual thing happens, then I cannot get the foil off!’

‘The milk (screw cap) is okay, but it could be a little higher, but the diameter is good!’

‘With screw caps it is all about size and friction of the surface’.

‘This (beer can) is classic. Right now my fingers are well, so perhaps I am able to open it’

‘That was not so bad (opens a bottle of wine with screw cap)’