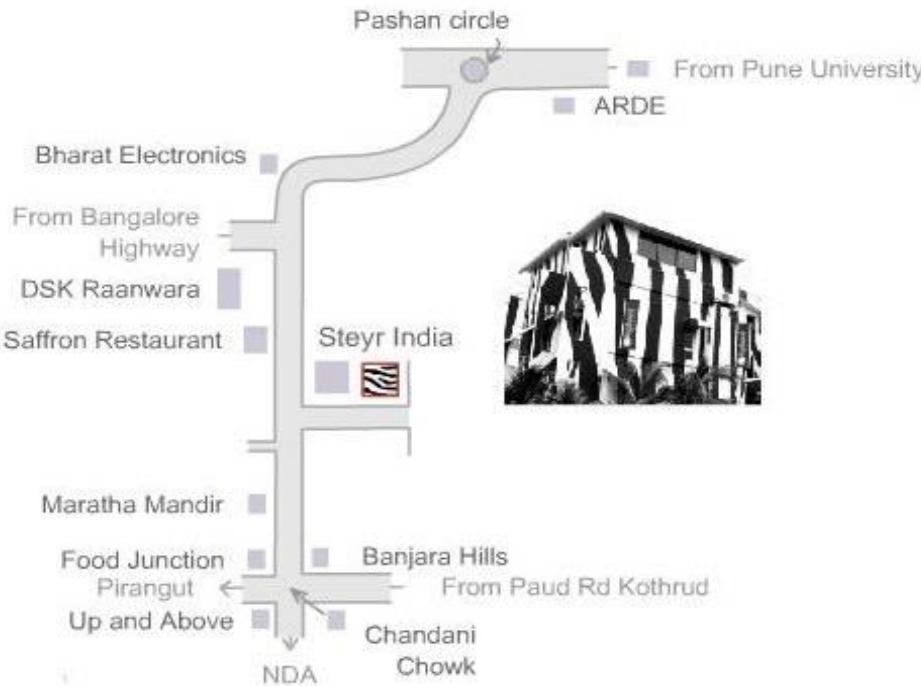

A REPORT ON SUMMER TRAINING @ ELEPHANT DESIGN, PUNE

DURATION 1st june'06-30th june'06

PRAJAKTA GOKHALE 05613801 **IDC**, IIT Bombay



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ACKNOWLEDGEMENT

At this time I take this opportunity to express my thanks and profound gratitude to all who were involved and helped me during the training period.

I offer my profound gratitude to Ashish Deshpande Ashwini Deshpande, Sudhir Sharma and Partho (Co founder's of Elephant Design) for giving me the opportunity to do my internship with them.

My sincere thanks to my mentor in the period of training, Nadeem Shiekh, who guided me through the design process. I would like to thank all the other members of the product design team who helped me. And also the whole elephant family, the time I spent with them is truly invaluable.

I also take would thanks the Staff of IDC for providing me this opportunity of training.

ELEPHANT DESIGN...

The place to be in...

THE DIRECTORS...



1st row L to R
Partho Guha, Ashish Deshpande,
2nd row L to R
Sudhir Sharma, Ashwini Deshpande

ELEPHANT DESIGN is a multidisciplinary office that started in 1989 as a five member team of graduates from NID. Since then it has grown many times over. The firm believes that contemporary design requires a strong convergence of various disciplines. The team includes strategists, creative people and specialists from numerous fields. The key team members are brand consultants, communication consultants, project managers, industrial product designers, architects, interior designers, model makers etc.

Elephant Design is over 15 years old and has grown rapidly, it consciously remains a young team. Young at heart, and in mind and body. Energetic, ever curious, open, strongly driven and high on enthusiasm.

STAGES OF A DESIGN PROJECT

1. Research, Strategy or Feasibility

The research stage is important in ensuring that all the information required for the success of the project is made available. This will then be used to revisit the brief and agree the strategic objectives for the project. This stage will normally result in a written presentation, which may be supported by a visual audit or independent research report.

2. Design Concepts

The design stage takes the project up to the presentation of design concepts - creative proposals that visualize the design idea and allow costing for implementation to be prepared. At this stage you will normally [but not always] select one concept approach for further development.

3. Design Development

Design development is the preparation of detailed designs for the chosen design concept, showing all elements of the design in place. Outside creative services such as copy writing, photography or illustration, mockups or models may be commissioned at this stage.

STAGES OF A DESIGN PROJECT

4. Implementation

Implementation is the preparation of finished artwork or engineering drawings and the supervision by the design consultancy of the printing, manufacture, building or installation of the final design.

5. Evaluation

Evaluation of the success of the project should take place at an appropriate stage following the completion of the project or in the case of longer-term projects, when the first significant stage of work is complete and is in the market.

The first two stages are often rolled together, although occasionally you may need to commission a separate pre-concept stage to establish the feasibility, cost or direction of a design project.

PROJECTS HANDLED

I worked on 3 projects in the duration of one month. This involved various stages user study, study of technologies and available products, ideation and concept generation.

1.

PACKAGING FOR DETERGENT POWDER

2.

PACKAGING FOR AFTERMINTS

3.

LAYOUT FOR EYEWEAR RETAIL OUTLETS

Detergent

Detergent

Detergent

Detergent

Detergent
Detergent

PROJECT ONE

PACKAGING FOR DETERGENT POWDER

Detergent packaging was a new field of study for me and indeed very interesting. The packaging was to be done in the following

1. PLASTIC CONTAINER
2. POLY PACK
3. PAPER PACK

Various concepts were generated for the same after a detailed user study and market survey. We studied various available packaging to understand our limitations and scope for innovation in packaging. We also visited packaging companies to get in depth knowledge about the process and materials used. Choice of materials for every use differs as the requirements are different for every product. It was interesting to understand the machinery involved in the process.

“You go to the store and there's twenty or thirty feet of candy and they all look the same. The packaging is really what's critical.”

Donald A. Norman



PROJECT ONE

PACKAGING FOR DETERGENT POWDER

Design brief

- User study
- Benchmark study
- Ideation
- Concepts

The client had specified a product brief that acted as our guideline

The packaging needed to have a high shelf throw and clearly distinguish itself as premium detergent

PROJECT ONE

- Design brief

User study

- Benchmark study
- Ideation
- Concepts

PACKAGING FOR DETERGENT POWDER

User study was done around the city of Pune. Inferences drawn out of the study helped us demarcate the user profile.

- women aged 30 – 35
- dispensing becomes a problem
- does shopping on her own
- ready to pay extra premium
- mostly does shopping at modern trade and up market HFS stores

PROJECT ONE

- Design brief
- User study
- Benchmark study
- Ideation
- Concepts

PACKAGING FOR DETERGENT POWDER

Various available packages were studied and understood. manufacturing, disposal techniques were explored in this stage of design process



Benchmark study





Benchmark study



PROJECT ONE

PACKAGING FOR DETERGENT POWDER

- Design brief
- User study
- Benchmark study

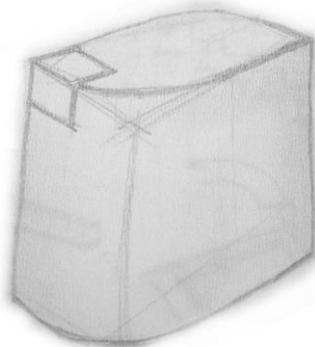
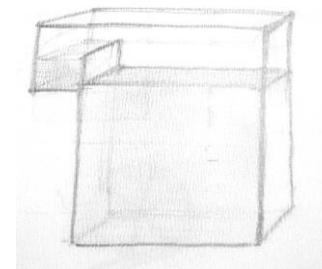
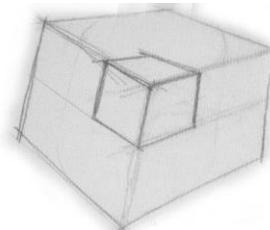
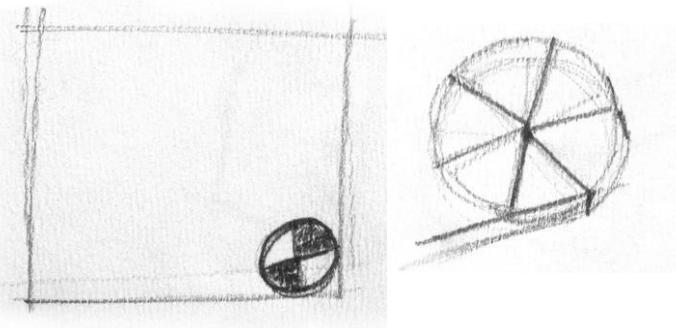
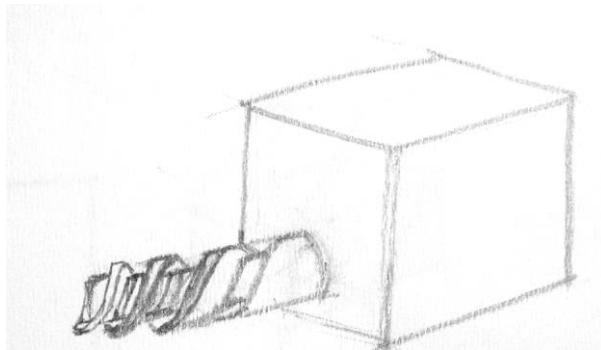
Ideation

- Concepts

Large amount of idea generation was done in various brainstorming sessions. After discussion a few of these would be short listed to be developed further.

PROJECT ONE

PACKAGING FOR DETERGENT POWDER



PROJECT ONE

PACKAGING FOR DETERGENT POWDER

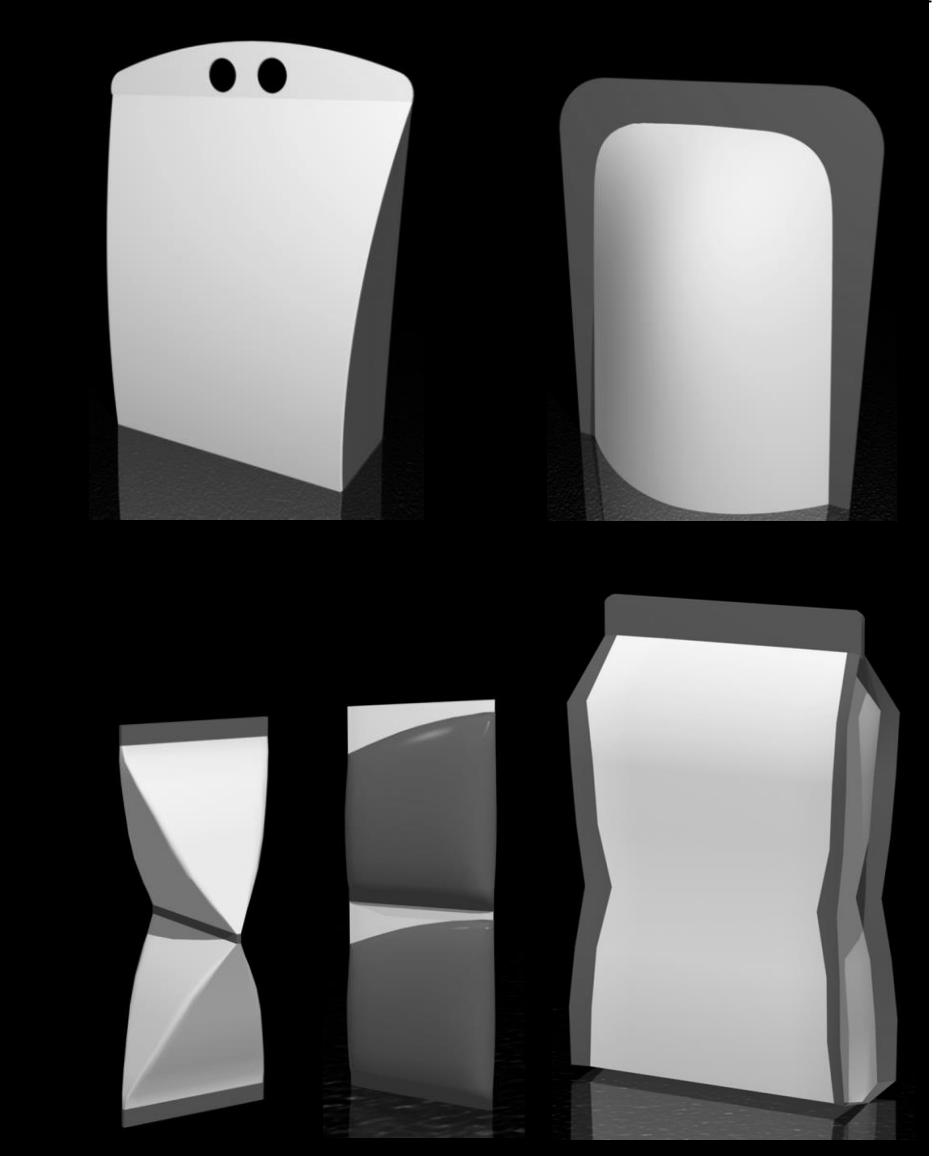
- Design brief
- User study
- Benchmark study
- Ideation

Short listed ideas were revised. Details were added to make the final few concepts.

Concepts

PROJECT ONE

PACKAGING FOR DETERGENT POWDER



After mint

After mint

After mint

After mint

After mint

After mint

PROJECT TWO

PACKAGING FOR AN AFTER MINT

After mint packaging was a challenging assignment as the scope of design was restricted to a small sachet. Ideation for this project was an interesting assignment

- 1. POLY PACK SACHET**
(SMALL QUANTITY)

- 2. POLY PACK / CONTAINER**
(BIGGER QUANTITY)

Various concepts were generated for the same after a detailed user study and market survey. We also visited packaging companies to get in depth knowledge about the process and materials used. Choice of materials was very critical here as it had to be moisture proof as well as aroma retaining.

PROJECT TWO

PACKAGING FOR AN AFTERMINT

Design brief

- Design strategy
- Benchmark study
- Ideation
- Concepts

The client had specified a **product brief** that acted as our guideline

To design a packaging of after mint for small quantities.

- exploring new materials and innovative ways of dispensing
- packaging which will be water resistance, moisture proof and aroma retention
- increase product visibility and shelf throw

PROJECT TWO

PACKAGING FOR AN AFTERMINT

- Design brief

Design strategy

- Benchmark study
- Ideation
- Concepts

User study was done around the city of Pune. Inferences drawn out of the study helped us demarcate the user profile and decide our design strategy.

- focus to be on the end users convenience
- packaging should give a distinct visual recognition
- to have a functional and value for money approach
- resists duplication
- moisture resistant, aroma retention

PROJECT TWO

PACKAGING FOR AN AFTERMINT

- Design brief
- Design strategy

Benchmark study

- Ideation
- Concepts

Various available packages were studied and understood. manufacturing, disposal techniques were explored in this stage of design process.

Some problems encountered the pack does not remain organized once opened

- inconsistent filling in pouches
- the product lacks in shelf throw
- the after mint clogs the zip lock track which results in less sealing
- the package often is not moisture proof

PROJECT TWO

PACKAGING FOR AN AFTERMINT



Benchmark study



PROJECT ONE

PACKAGING FOR AN AFTERMINT

- Design brief
- User study
- Benchmark study

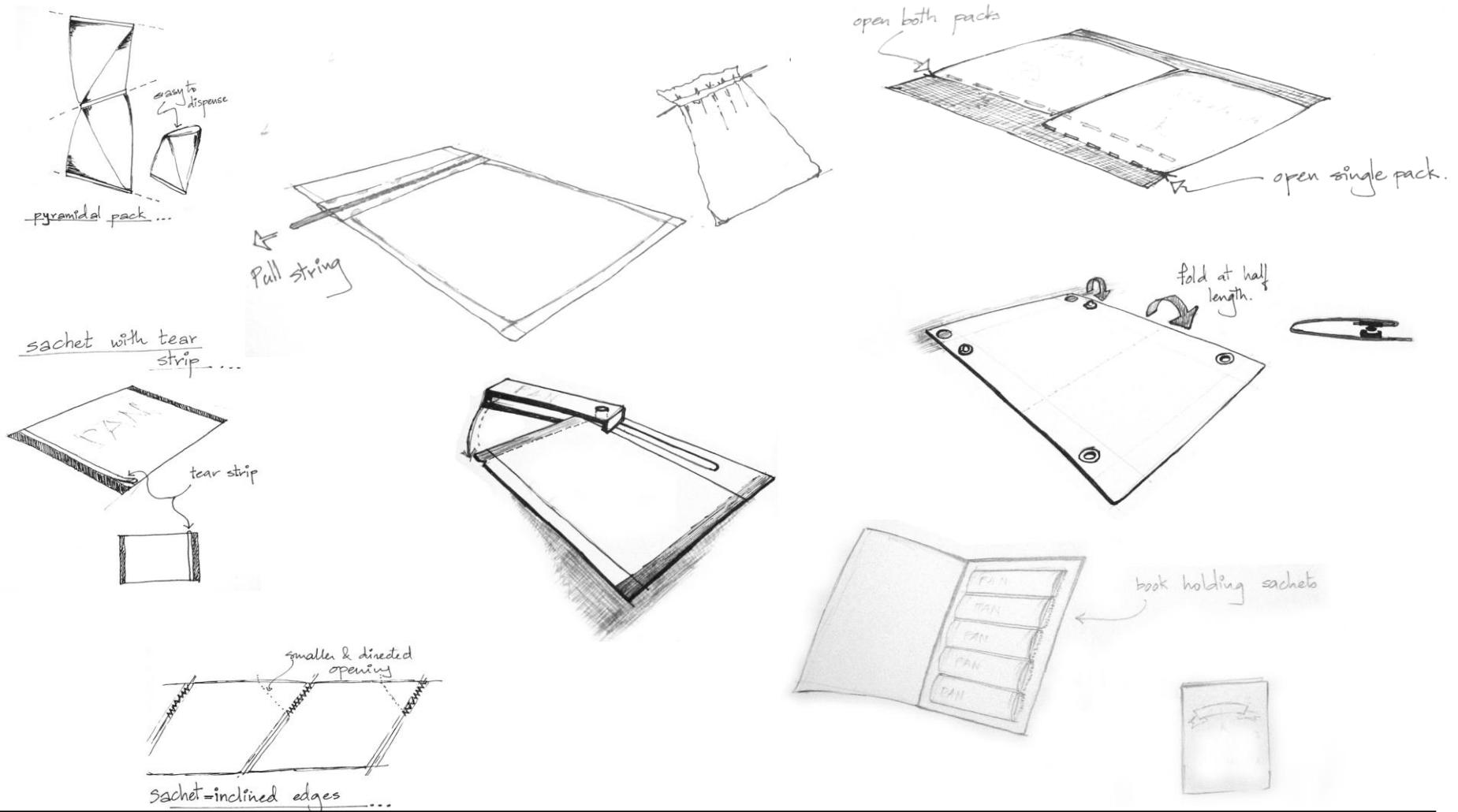
Ideation

- Concepts

Large amount of idea generation was done in various brainstorming sessions. After discussion a few of these would be short listed to be developed further.

PROJECT ONE

PACKAGING FOR AN AFTERMINT



PROJECT ONE

PACKAGING FOR AN AFTERMINT

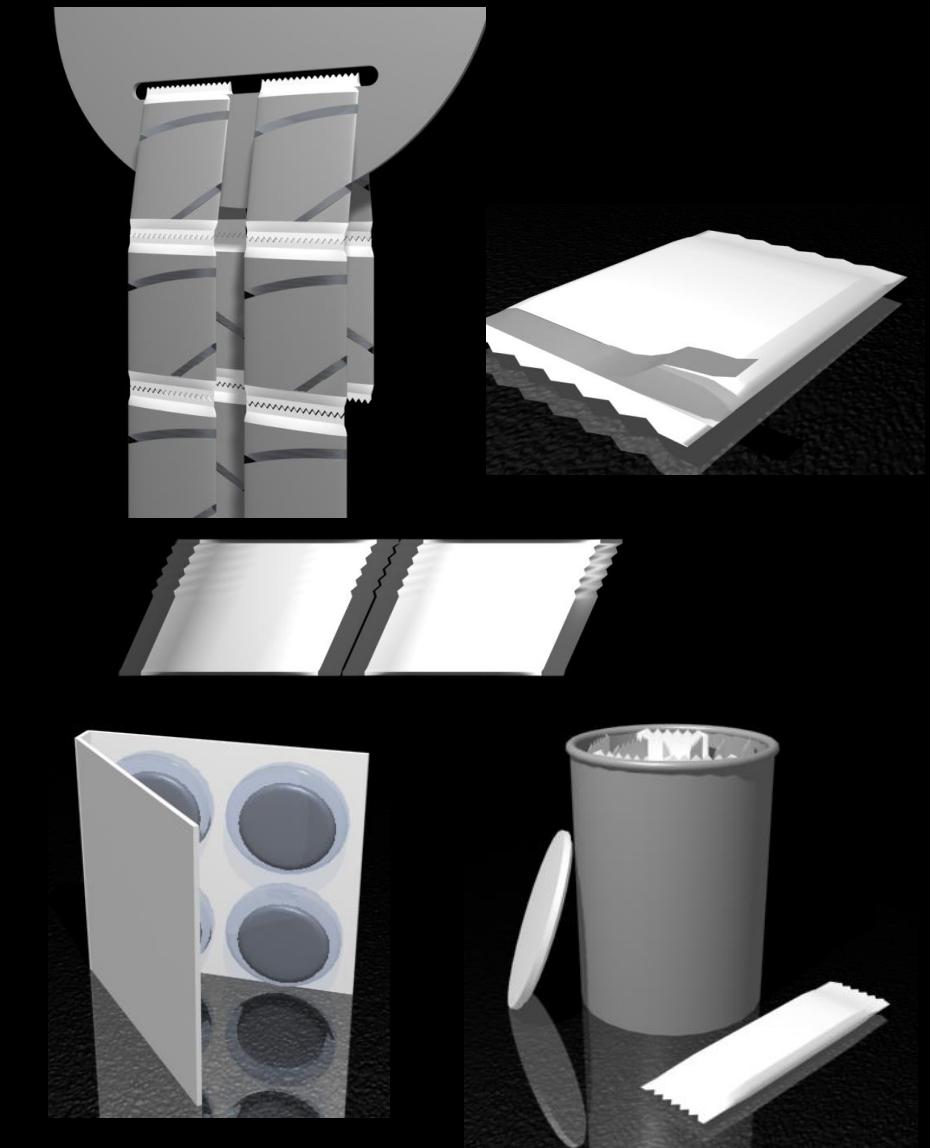
- Design brief
- Design strategy
- Benchmark study
- Ideation

Short listed ideas were revised. Details were added to make the final few concepts.

Concepts

PROJECT TWO

PACKAGING FOR AN AFTER MINT



Eyewear

Eyewear

Eyewear

Eyewear

Eyewear

Eyewear

Eyewear

PROJECT THREE

LAYOUT FOR EYEWEAR RETAIL OUTLETS

This project dealt with designing interiors and identity of an eyewear retail chain. This was an interesting assignment as the layout and details were to be replicated over a large number of outlets.

The design was to create an identity that stands out in any type of shop floor, be it small or large; vertically or horizontally place along the road.

THANK YOU...