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Post Corona packaging
for Health and Safety Kits

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Problem Statement

To seek creative, innovative, out-of-the-box solutions for a Post-Covid'19 environment and turning this opportunity into a business enterprise.
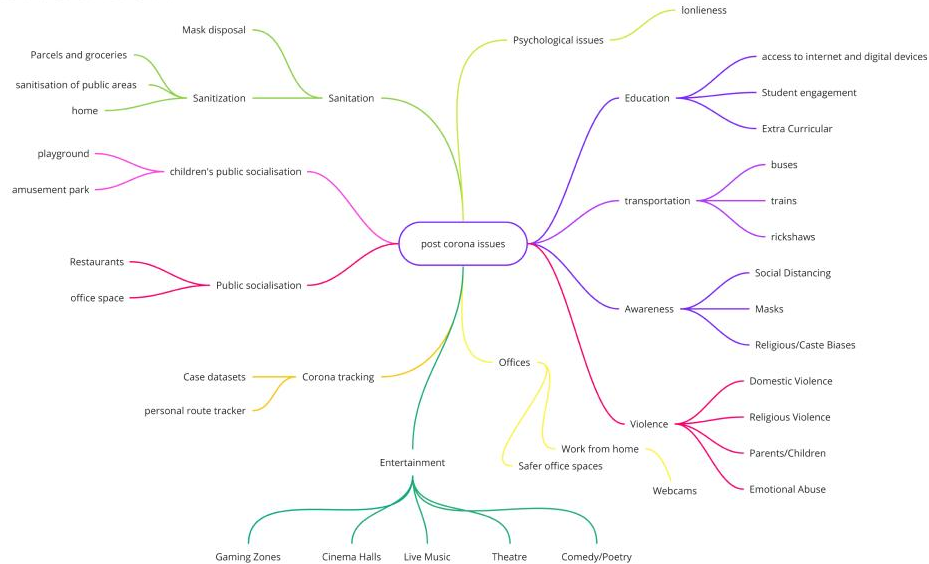
Contents

- The Process
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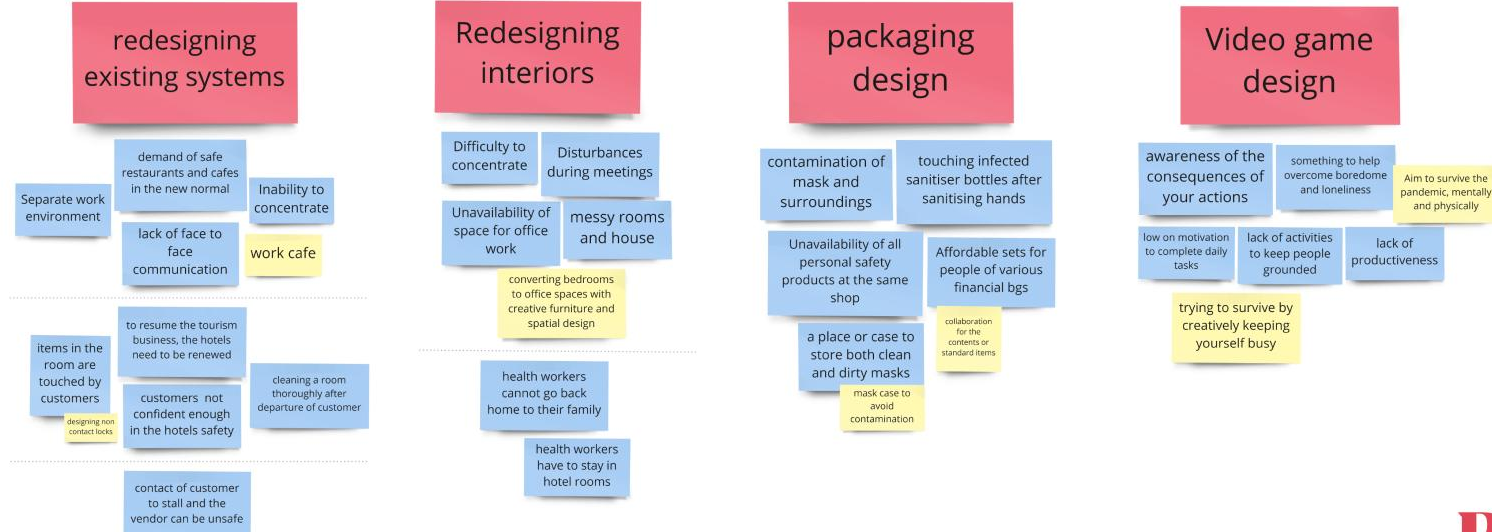- Design opportunities
- Future Steps

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The Process

We began by mapping out various aspects
around the post-corona situation

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Affinity Mapping

We then clustered our ideas into four broad concepts

redesigning existing systems

- demand of safe restaurants and cafes in the new normal
- Inability to concentrate
- Separate work environment
- lack of face to face communication
- work cafe

- to resume the tourism business, the hotels need to be renewed
- items in the room are touched by customers
- designing non contact locks
- customers not confident enough in the hotels safety
- cleaning a room thoroughly after departure of customer

- contact of customer to stall and the vendor can be unsafe

Redesigning interiors

- Difficulty to concentrate
- Disturbances during meetings
- Unavailability of space for office work
- messy rooms and house
- converting bedrooms to office spaces with creative furniture and spatial design

- health workers cannot go back home to their family
- health workers have to stay in hotel rooms

packaging design

- contamination of mask and surroundings
- touching infected sanitiser bottles after sanitising hands
- Unavailability of all personal safety products at the same shop
- Affordable sets for people of various financial bgs
- collaboration for the contents or standard items
- a place or case to store both clean and dirty masks
- mask case to avoid contamination

Video game design

- awareness of the consequences of your actions
- something to help overcome boredome and loneliness
- Aim to survive the pandemic, mentally and physically
- low on motivation to complete daily tasks
- lack of activities to keep people grounded
- lack of productiveness
- trying to survive by creatively keeping yourself busy

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Analysis

We then analyzed and rated each idea across parameters, and decided to move ahead with the packaging idea cluster.

Idea 1 - Packaging Covid Protection Products	Required Skillsets(10 points) (Product Design, Visual Identity Design)	Business Feasability(10)		Access to Data/Research(10)		Novelty/Uniqueness(5)	Project Scope (10)	Total	
		Marketability(5)	Investment(5)	Primary (5)	Secondary(5)				
Anurag Soni	6	4	3.5	5	4	3	8	33.5	
Rhea Rane	6	4	4	5	5	4	9	37	
Nidhi Deshmukh	7	5	4	4	4	4	8	36	
									106.5

Idea 2 - Designing a workCafe	Required Skillsets(10 points) (Architecture, PD, Visual Design, UX design)	Business Feasability(10)		Access to Data/Research(10)		Novelty/Uniqueness(5)	Project Scope (10)	Total	
		Marketability(5)	Investment(5)	Primary (5)	Secondary(5)				
Anurag Soni	7	5	2	3	3	3	5	28	
Rhea Rane	4	4	3	3	4	3	4	25	
Nidhi Deshmukh	8	4	3	4	4	4	4	31	
									84

Idea 3 - Game Design	Required Skillsets(10 points) (Sound Design, Character Design, Animation, Visuals, Narrative, coding/unity)	Business Feasability(10)		Access to Data/Research(10)		Novelty/Uniqueness(5)	Project Scope (10)	Total	
		Marketability(5)	Investment(5)	Primary (5)	Secondary(5)				
Anurag Soni	10	5	4	5	4	5	9	42	
Rhea Rane	5	4	4	4	4	4	4	25	
Nidhi Deshmukh	6	3.5	3	3	4	4	5	28.5	
									95.5

Idea 4 - Workspace/Work From Home	Required Skillsets(10 points) (Product Design, Visual Design, UX design)	Business Feasability(10)		Access to Data/Research(10)		Novelty/Uniqueness(5)	Project Scope (10)	Total	
		Marketability(5)	Investment(5)	Primary (5)	Secondary(5)				
Anurag Soni	5	4	4	5	4	2	5	29	
Rhea Rane	6	3	3	3	4	4	2	25	
Nidhi Deshmukh	8	4	4	4	5	3.5	8	36.5	
									90.5

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The Problems

1. Lack of use of personal safety products other than masks.

2. Unawareness of the importance of protective equipment

3. The dilemma offices face when bringing back the workers to campuses, while ensuring their health and safety.

4. The flaws of all the protective equipments like:
   - where do I place my dirty mask when I take it off?
   - how do I keep myself from forgetting to carry my protection equipment
   - My masks cause a lot of discomfort and may have air gaps

5. Lack of availability of all personal safety products at the same place.

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Research

We began to look into all kinds of COVID protection equipment available on the market, and understanding them in the purview of 6 main categories

- Various Usecases
- Product Timeline
- Guidelines provided by the government
- Market research
- Cost and Pricing
- Issues or Problems

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Research

- There has been huge cases of fake ppe products being sold in the market.
- Temperature screening cannot detect all cases of COVID-19
- Ear loops on masks are actually not approved, so far they have only approved of head bands.
- People refuse to use protection kits at the slightest discomfort
- Almost all of the gloves on the market are not biodegradable
- Sanitizers are not ideal to use in all cases - for eg. Electronics

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Redefining the Brief

To Design a COVID protection package/kit for organizations to provide to employees, and customers, majorly targeted towards the hospitality industry, and provide with customization options according to the organization's need and brand.

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The Return of the Research

We also then continued research on various categories on the status of various sectors of industries to figure out

- The topmost companies in the industries
- Guidelines provided by government to restart their operations
- Average Customer/Employee count
- The Post COVID functioning across different economic tiers organizations

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Primary Research

For our Primary Research, we went to check out the current working conditions of a restraunt, and were able to talk to a chef, and also talked to a business executive from the chemical industry.

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Research Insights

- Various sectors of the hospitality industry have different requirements
- The kitchen disinfecting requirements are very different
- The gear provided to employees must be reusable
- The gear provided to visitors must be disposable, biodegradable
- Protective gear must cause least discomfort
- Must convey safety and credibility through design

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Design opportunities

- Packaging designs for individual products
- Packaging for all the products together
- Spreading awareness through design
- Designing office systems and regulations
- Handling product material
- Customizing and Branding the packages
- Communicating the credibility of certain products
- Establishing safety and trust and its perception

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Future steps

- Further Primary research into the hospitality industry
- Finalising a specific audience in the hospitality industry
- Research on packaging design
- Finalising the products we will be including in our packages and figuring out business models of manufacture/outsource
- Learning how to start a customisation business
- Designing an MVP (minimum viable product)

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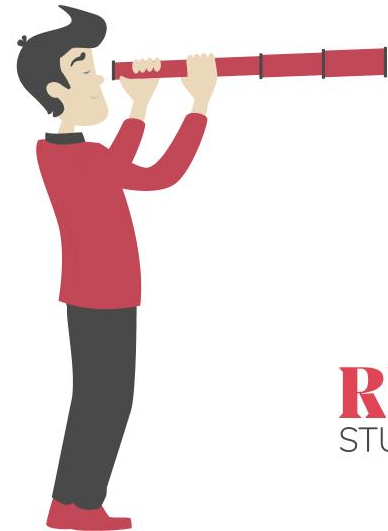
Thank You!
Rhea Rane | Nidhi Deshmukh | Anurag Soni

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