



**Post Corona packaging  
for Health and Safety Kits**

Rhea Rane | Nidhi Deshmukh | Anurag Soni

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# Redefined 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.

# Revising target audience

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

# Research

## Safety

to make wedding safe for any number of guests

ensuring guests comfort while they use the protective kits all day

enforcing social distancing while keeping up the festive spirits

instills trust in guests to come and attend the wedding

handling big weddings = large crowds

fun enough to want to use the protective equipment

## regulations

regulations imposed on wedding planners

separate kits for staff and caterers

creative solutions through difficult regulations imposed on wedding planners

ways to implement social distancing

## Cost

what can they afford

cost of items available in the kits

two different kits (expensive and cheap)

decoration on the kits or masks

## Target audience

wedding planners and couples

make it easier for wedding planners

couples who are planning the wedding themselves

they don't have to arrange kits themselves

one less thing to worry about (safety and customisation)

providing a safe wedding package so they don't have to arrange for every thing themselves

# Research

## wedding couples wants

What did the team like?

customised masks, sanitisers, etc to suits their attire

adding extra items to the kits

customised kits for guests to either have guests name or couples name

a kit for all days of the wedding

tooth picks, tissues, wet wipes, sweets, rice, flowers, etc

## what is currently happening?

trays of sanitisers and masks at the entrance

sanitising stations in the wedding area

sanitising walk through gate

personal masks for guests

intimate guest lists

Virtual meetings is the new normal

Selecting venue, menu, etc virtually

## initial check

?

Convenient to carry

convenient to wear throughout wedding

Patterns and textures to fit the festivities

Traditional Indian patterns

## queries

we need to answer these questions before finalising our concepts

are we designing the kit for all days of the wedding or just the wedding day?

what are the standard sets?

providing standard sets for customisation

expensive and average and cheap sets

fixed number of days sets

standard of items in a set and how many of these - standardises

# Kit specifics

guests

## things in the kit that are necessary

masks  
sanitiser  
gloves  
tissues/wet-wipes

## things in the kit that the couple might want to add

itinerary  
toothpicks  
uncooked rice  
bangles  
turban/ feta  
paper soap  
tissue pack  
handkerchief

## surprises in the kit?

flowers  
sweets  
nuts  
gifts

## things in the kit that are necessary

masks  
sanitiser  
gloves  
tissues/wet-wipes

employees

## things in the kit that the

itinerary  
paper soap  
tissue pack  
face shield

## surprises in the kit?

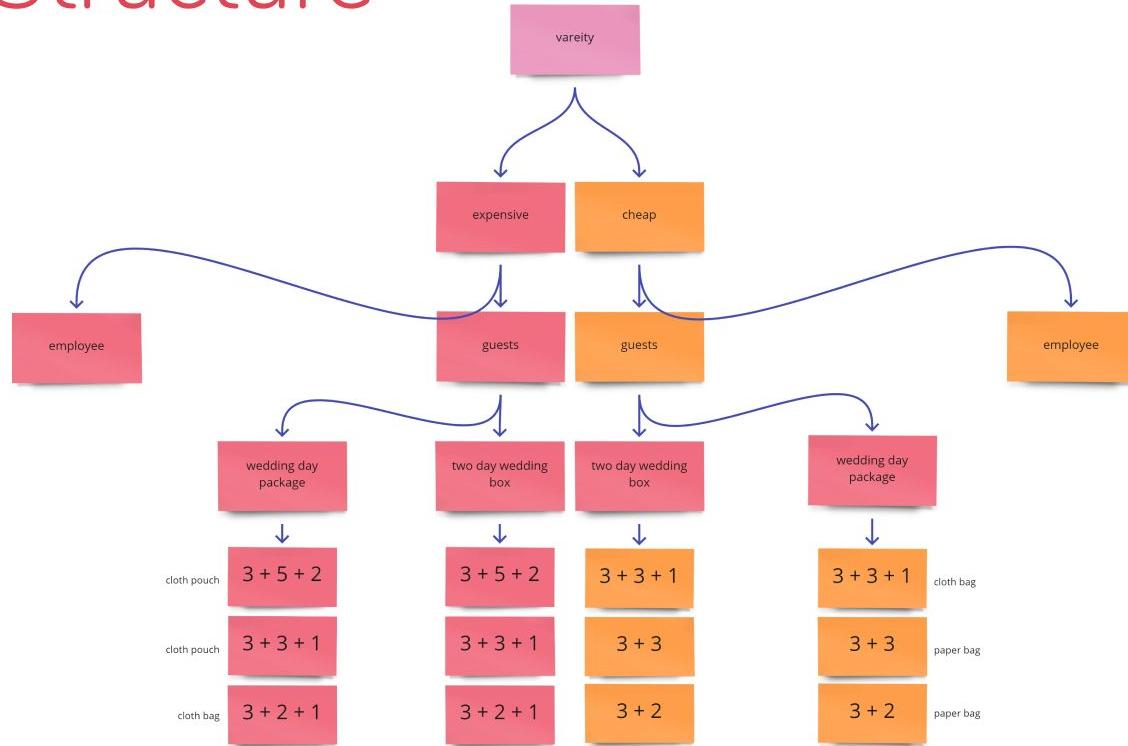
sweets  
energy bar? xD

# Conception

- variety of box shape and compartments
  - Label design
  - Its contents packaging
  - Patterns and colors and designs
- 
- Design a wedding package for one day and two days
  - Design sanitation kit
  - A rice and flower bag
  - A bangle box
  - A sweet box.



# Structure



# Moodboard



Things that come in the kit



Purses currently used



Packaging/kit mood board



# Outsourcing details



foldable gift box - 50rs  
<https://www.indiamart.com/proddetail/foldable-gift-packaging-box-20813101455.html>



gift box - 40rs  
<https://www.indiamart.com/proddetail/luxury-gift-box-21091975462.html>



cardboard gift box - 7rs  
<https://www.indiamart.com/proddetail/punching-cartons-19685799555.html>



cardboard gift box - 25rs  
<https://www.indiamart.com/proddetail/gift-box-14300324048.html>



magnetic gift box - 50rs  
<https://www.indiamart.com/proddetail/gift-box-14300324048.html>



sliding gift box - 60rs  
<https://www.indiamart.com/proddetail/sliding-rigid-box-14343105712.html>



sliding gift box - 55rs  
<https://www.indiamart.com/proddetail/cosmetic-rigid-box-printing-service-22669503948.html>



sliding gift box - 20rs  
<https://www.indiamart.com/proddetail/rigid-box-20250471397.html>



sliding gift box - 20rs  
<https://www.indiamart.com/proddetail/rigid-box-20250471397.html>



magnetic gift box - 55rs  
<https://www.indiamart.com/proddetail/magnetic-rigid-box-22821469330.html>

# Outsourcing details



gift box - 80rs  
<https://www.indiamart.com/proddetail/gift-box-20548825788.html>



gift pouch - 5rs  
<https://www.indiamart.com/proddetail/pvc-pouch-2964942330.html?pos=4&kwd=piping+pouch>



gift pouch - 0.45rs  
<https://www.indiamart.com/proddetail/pocket-hand-sanitizer-sachet-1ml-22658757791.html>



organza rice bag - 8rs/bag  
[https://www.amazon.com/Organza-Bags-120-Count-Drawstring-Occasions/dp/B076Z6DD6V/ref=sr\\_1\\_6?dchild=1&keywords=Wedding+Rice+Bag&s&qid=1605516878&sr=8-6](https://www.amazon.com/Organza-Bags-120-Count-Drawstring-Occasions/dp/B076Z6DD6V/ref=sr_1_6?dchild=1&keywords=Wedding+Rice+Bag&s&qid=1605516878&sr=8-6)



magnetic gift box - 35rs  
<https://www.indiamart.com/proddetail/gift-packaging-box-11678537773.html>



zip pouch - 25rs  
<https://www.indiamart.com/proddetail/canvas-pouches-15583098955.html>

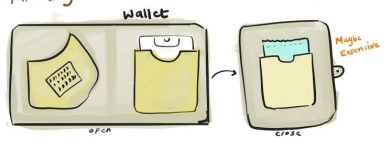
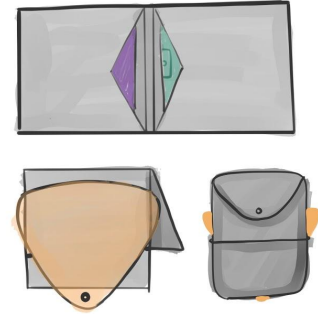
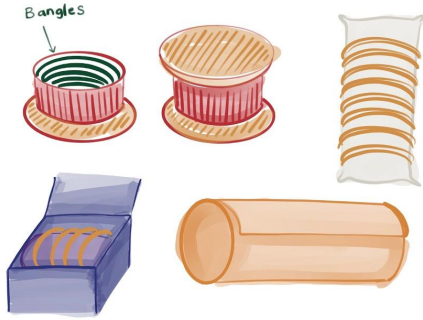


zip pouch - 15rs  
<https://www.indiamart.com/proddetail/pocket-card-hand-sanitizer-spray-22798728312.html?pos=22&kwd=pocket+sanitiser>

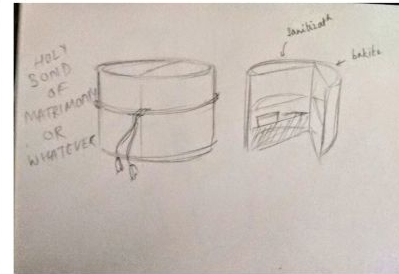
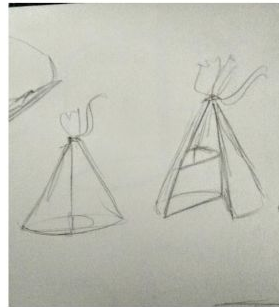
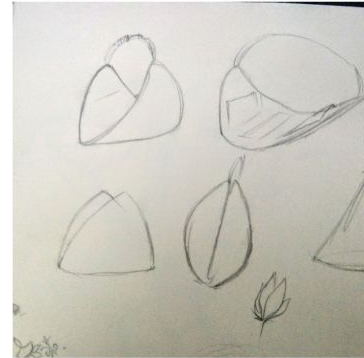


organza rice bag - 7rs/bag  
[https://www.amazon.com/Wulgirl-Silver-Organza-Drawstring-3-54x4-72/dp/B073PS79VJ/ref=sr\\_1\\_45?dchild=1&keywords=Wedding+Rice+Bags&qid=1605516878&sr=8-45het-1ml-22658757791.html](https://www.amazon.com/Wulgirl-Silver-Organza-Drawstring-3-54x4-72/dp/B073PS79VJ/ref=sr_1_45?dchild=1&keywords=Wedding+Rice+Bags&qid=1605516878&sr=8-45het-1ml-22658757791.html)

# Concept ideas



# Concept ideas







# Thank You!

Rhea Rane | Nidhi Deshmukh | Anurag Soni

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## References

<https://www.indiamart.com/proddetail/foldable-gift-packaging-box-20813101455.html>

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<https://www.indiamart.com/proddetail/rigid-box-20250471397.html>

[https://www.amazon.com/Organza-Bags-120-Count-Drawstring-Occasions/dp/B076Z6DD6V/ref=sr\\_1\\_6?dchild=1&keywords=Wedding+Rice+Bags&qid=1605516878&sr=8-6](https://www.amazon.com/Organza-Bags-120-Count-Drawstring-Occasions/dp/B076Z6DD6V/ref=sr_1_6?dchild=1&keywords=Wedding+Rice+Bags&qid=1605516878&sr=8-6)

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