



# POST CORONA PACKAGING FOR INDIAN WEDDING KITS

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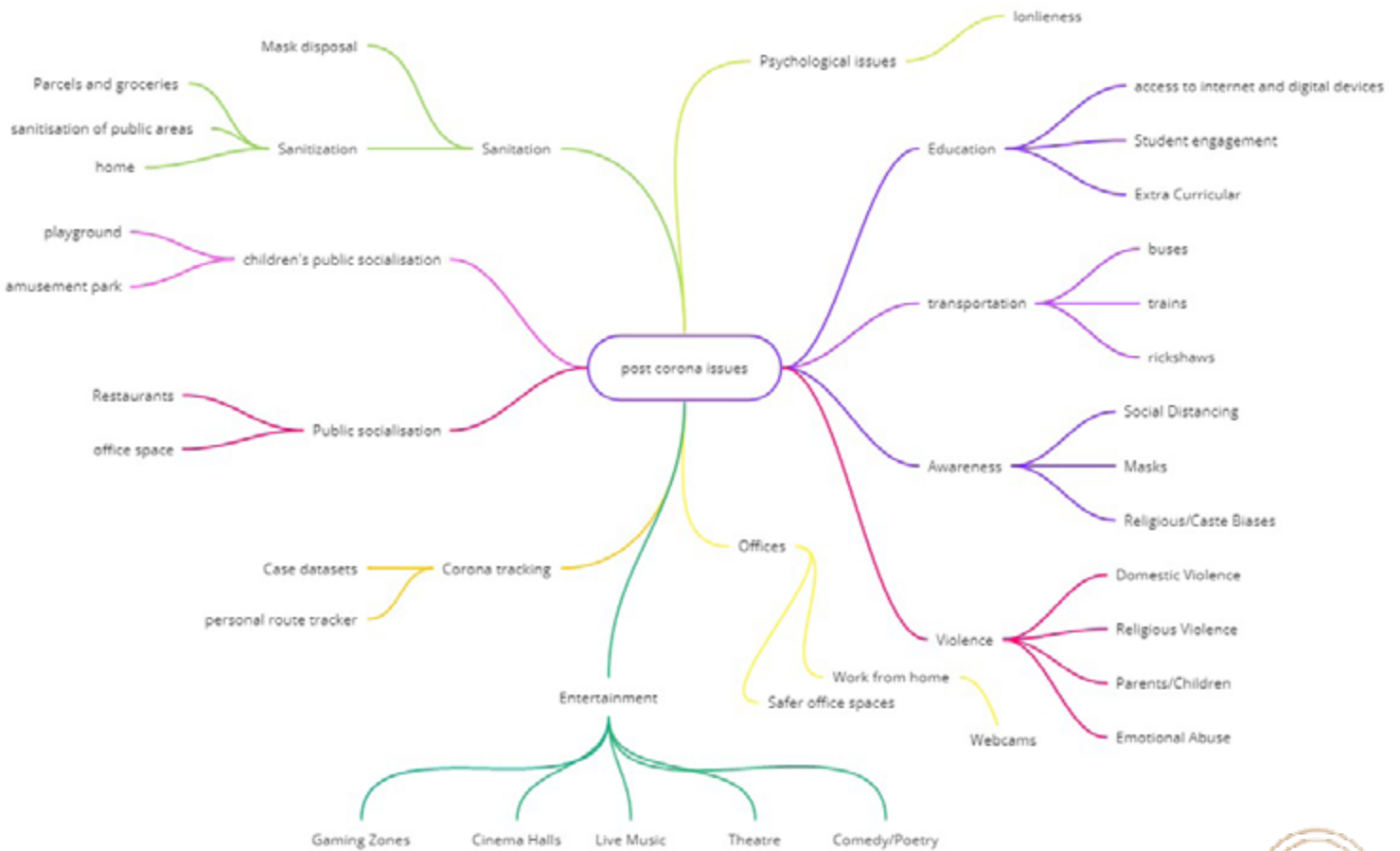


# WEEK 1

## Problem statement

We began this project to seek creative, innovative, out-of-the-box solutions for a Post-Covid'19 environment and attempt to turn this opportunity into a business enterprise. With this, as the first design brief, the team set out to figure out problems within the sphere, and possible interventions.

## Mind map



## Problem Finalization

We arrived at 4 broad issues that we could work around:

### ***Redesigning existing systems***

- A place to work and eat outside your home
- Redesigning hotel rooms entirely with new products for post covid
- to resume the tourism business, the hotels need to be renewed to suit the new normal
- A safe hotel that customers trust enough to return to
- A hygienic food stall

### ***Redesigning interiors***

- Converting a bedroom space into an office space whenever needed
- Health workers living conditions

### ***Video game***

- Targeting loneliness, isolation and normalising the situation to survive easily
- Aim to survive the pandemic, mentally and physically
- a way to keep people grounded in daily activities

### ***Packaging design***

- Solving the issue of carrying around sanitisers more easily
- Finding a way to get all products of protection in one place to provide to workers
- Increasing trust and perception of safety in organisations

## Areas for Intervention

After weighing the pros and cons, where we allotted points to each idea with reference to our skillset, business feasibility, access to data, uniqueness and project scope, we decided to move ahead with packaging design. The following points were the major issues we were looking at in this idea:

- *Protecting yourself does not only limit to wearing a mask in public, especially in close quarters. With people unaware of what exists in the market they are not able to protect themselves to the best of their abilities. Often while buying a mask, people do not think of looking for other products that might also help.*
- *There is rampant unawareness surrounding the disease and how important these products are, how they help and most importantly, how and why you should use them*
- *As people are returning to their workspaces, organisations should take responsibilities for their employees safety around the office or factory*
- *Each of these products also tend to have flaws that can be improved on, for instance: 'Where to place the dirty mask when taken off.' As people have started buying bulk people often find themselves having to run to many different stores to collect all the protective gear (mask, gloves, sanitiser, etc)*





## Research and Insights

We began to look into various different protective equipment, with these major aspects in mind

- Uses of the product
- Timeline of the product
- Guidelines provided by the government
- Market research
- Types that exist in the market
- Cost of each type
- Issues found

### ***PPE Kits***

Depending upon the nature of hazard, the PPE kits available in the market are broadly divided into the following two categories:

- Non-respiratory: those used for protection against injury from outside the body, i.e. for protecting the head, eye, face, hand, arm, foot, leg and other body parts
- Respiratory: those used for protection from harm due to inhalation of contaminated air.

Hospitals can charge Rs600 (maximum) per patient per day for PPE kit for stay in a ward, and Rs1,200 per patient per day for stay in ICU, as per the notification. Any charge more than this towards PPE kit need to be justified. However, there have been incidents where patients were charged for six PPE kits a day for a total of 54 over nine days at the rate of Rs1,200 per PPE kit.

Many private hospitals have billed as much as ₹1,500 for a single personal protective equipment (PPE) kit, three times higher than its actual cost. Suppliers of PPE kits in Hyderabad procure it for just ₹350-500.

### ***Eye wear***

The Central Scientific Instruments Organisation (CSIO) has developed a technology for precision manufacturing of safety goggles for healthcare professionals involved in treating high viral load patients as in the case of the COVID-19 pandemic.

Many safety goggles or plano (non-prescription) safety glasses fit comfortably over street eyewear and can provide satisfactory protection without impairing the fit of the prescription eyewear.

Goggles are key to a PPE kit, whose components after their use are discarded as bio-medical waste as per the standard operating procedure (SOP). However, the goggles that conform to the prescribed quality specifications of the Bureau of Indian Standards (BIS) can be reused after proper disinfection, the ministry said.

The price range of goggles ranges to Rs.150 to Rs.1000 depending on the quality and brand. However recently, the online websites selling these have significantly lowered the prices.

### ***Masks***

*Masks are used as a protective barrier between the air you inhale and your nose/mouth. This prevents the droplets you exhale from entering the air around you and prevents the droplets in the air from reaching your nose or mouth.*



For this protective purpose, the material amongst other factors of the mask you wear decides the filtration capacity of the mask. In this case, the following are different types that exist in the market:

- Amongst these masks, the N95 un-valved mask (no.14) is said to be the most effective mask in the market, while a bandana and fleece mask come last, they are in fact worse than not wearing a mask at all as they retain moisture which can transmit the coronavirus.
- Surgical masks are second but unfortunately cannot be re-used and hence are a poor option.
- The most recommended reusable mask for us would be a cloth mask

### ***Guidelines provided by the government and WHO:***

According to WHO, provided the materials are right cloth masks can be used regularly to efficiently protect you from corona virus. The mask has to be three layered, the inner layer has to be hydrophilic material like cotton, the middle layer has to be a filter or another hydrophilic material and the outer layer should be hydrophobic material which repels water.

Unfortunately, The market at the moment is flooded with fake masks which makes it difficult to differentiate for customers. Many of the mask also use ear loops when they are in fact not authorized to, only head bands are as ear loops failed fit test, they leave opportunities for air gaps between your face and the masks. Masks are also putting a significant strain on the environment as many people are still using disposable masks rather than reusable ones.

### ***Gloves***

Gloves act as a barrier between your hands and any surface you touch, this ideally protects you from the germs on that surface. But it is said to rather give a false sense of security as you end up contaminating yourself while removing the gloves. The gloves are more prominently used in the food and drinks or cleaning industry to protect your hands from chemicals and create perception of safety and hygiene to the customers.

- The disposable gloves are discarded by employees almost every few hours, these non-biodegradable gloves cause a huge strain on the environment, for this we have found some biodegradable gloves that perish in 5 years
- They are not reusable, for this also reusable gloves have been found
- They give false sense of security that might convince you into not washing your hands after taking them off, which is potentially risky
- If not taken of carefully, you can contaminate yourself
- The disposable gloves are often flimsy and tear easily

### ***Sanitiser***

There are two approved formulae for sanitisers:

The first sanitizer comprises:

ethanol — 80% by volume (vol/vol)  
glycerine (also known as glycerol) — 1.45% vol/vol  
hydrogen peroxide — 0.125% vol/vol

The second sanitizer comprises:

isopropanol (also known as 2-propanol or isopropyl alcohol) — 75% vol/vol  
glycerine — 1.45% vol/vol  
hydrogen peroxide — 0.125% vol/vol



Hand sanitizer should be stored out of reach, and sight, of children. It should not be stored above 105°F . FDA is warning consumers and health care providers that the agency has seen a sharp increase in hand sanitizer products that are labeled to contain ethanol (also known as ethyl alcohol) but that have tested positive for methanol or 1-propanol contamination.

## Holistic Insights

Looking at the research we gathered we narrowed down our products to what was commonly used. During the research while looking at the areas that demand these products the most we arrived at a conclusion that our target audience should be different and more targeted. We changed our target industry to the hospitality industry as they are in direct contact with a lot of customers each day. We also moved our focus from complete PPE kits to selected items customised for each company. We decided against standardising our kits to customising them for various sectors of the hospitality industry and instead of manufacturing, as a business we decided to focus on designing the packaging; while products like sanitisers can be outsourced.

## 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.”*



## WEEK 2

### Primary Research

We conducted primary research into into microscopic details of a functioning hotel during the pandemic through various interviews and observations

#### ***Hotel XXX***

- 37 rooms/ 5-6 in use these days
- 80% loss in customers, hope for rise in oct/nov/dec because of wedding season
- Daily sanitization and cleaning of lobby
- Only 2-3 employees here, rest are migrant workers and returned home
- No temperature checks, used to till about 2 months ago, not anymore
- Sanitizer and masks compulsory, gloves not as common
- Customers expected to have their own masks, sanitiser provided
- Affording issue, coz many hotels have suffered huge losses
- Major maintenance coming up because of lack of use
- Receptionist was not wearing mask, had one with him, desk had sanitiser

#### ***Hotel XXX2***

- 65 rooms, from floor no. 5-10
- 20% in use- 2 floors
- 30% staff, 24 hour work shift, 10 days rotation
- After use of room, sanitisation, left for 2 days, full cleaning, then allotted again
- Most customers were corporate and wedding parties, neither come now
- Wedding crowds of 200-300 down to 50-100 people
- Expects 20% cut in salary to return all employees
- Online bookings have started now: mmt, bookings.com, expedia, goibibo
- But loss, coz 50% of tax on online bookings
- Use masks, sanitisers
- Provide masks and sanitisers to customers is required
- Buy by kilo, about rs. 4 per mask

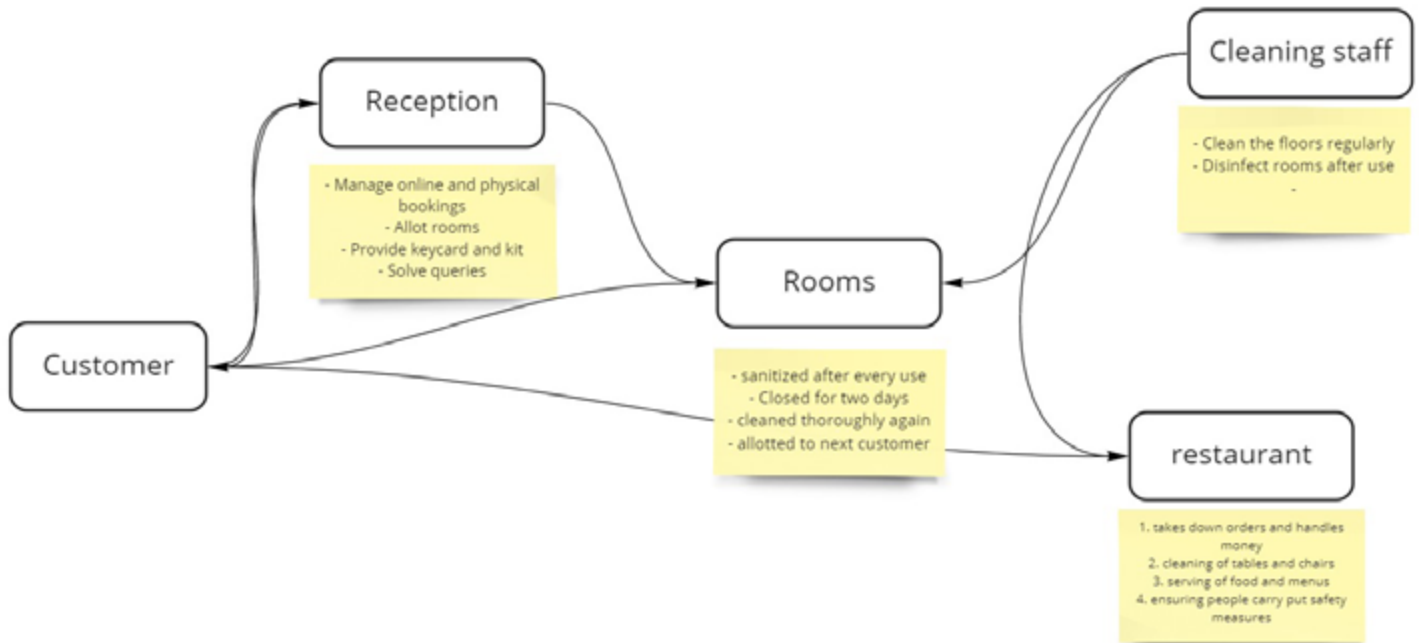
*From the primary research, some secondary research and personal experiences we were able to come up with working models of how hotels function. This gave us an idea of how, when and where we are able to apply our ideas and concepts best.*



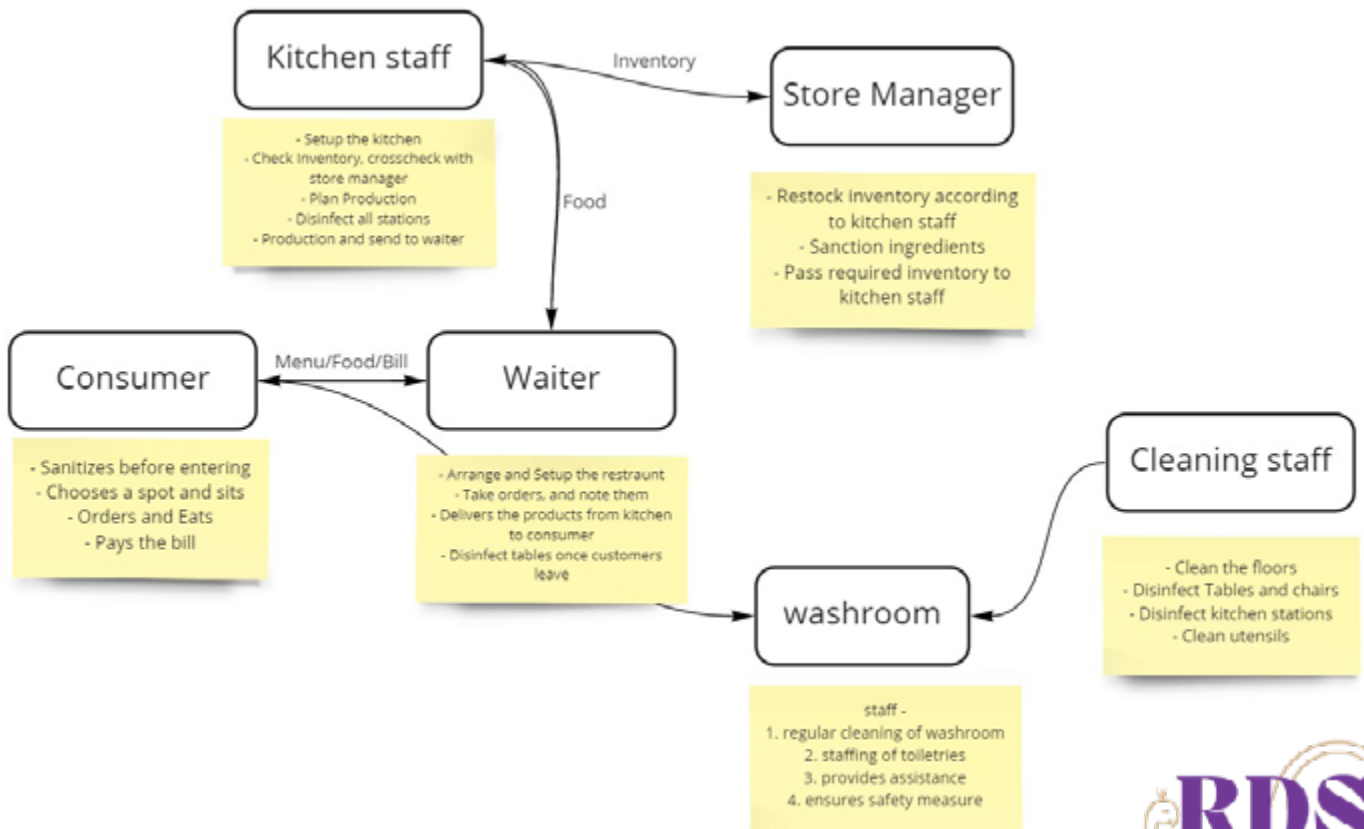


## Work Models

### Hotels:



### Restaurants:

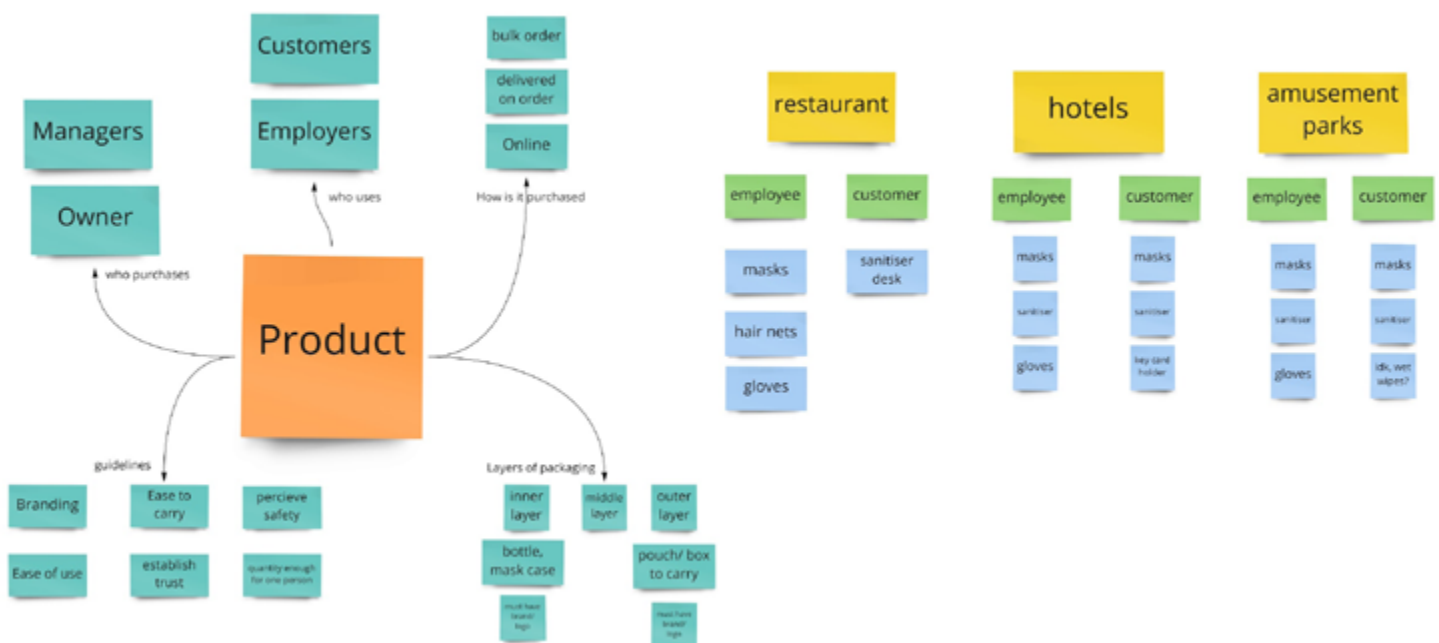


## Finalising product specifics

After the research, we finalised the details of the product with respect to :

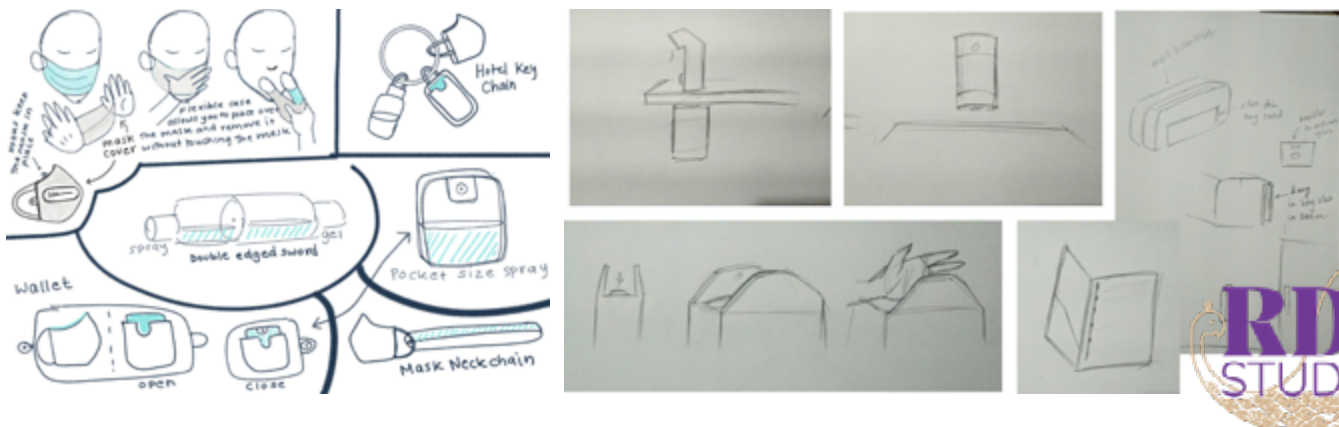
- the components of each kit compared to each other
- the users need
- Employees or customer use
- the purchasing process
- The efficiency of use
- the layers of packaging to be designed

From these studies we enlisted a check to follow on what the product must have, how they must be packaged, and how are they supplied as seen in the image below:



## Initial concept ideas

We came up with some initial ideas for packaging of both product and kit. Like here is an idea to remove masks without touching them and wallet like pouches to carry it safely.v

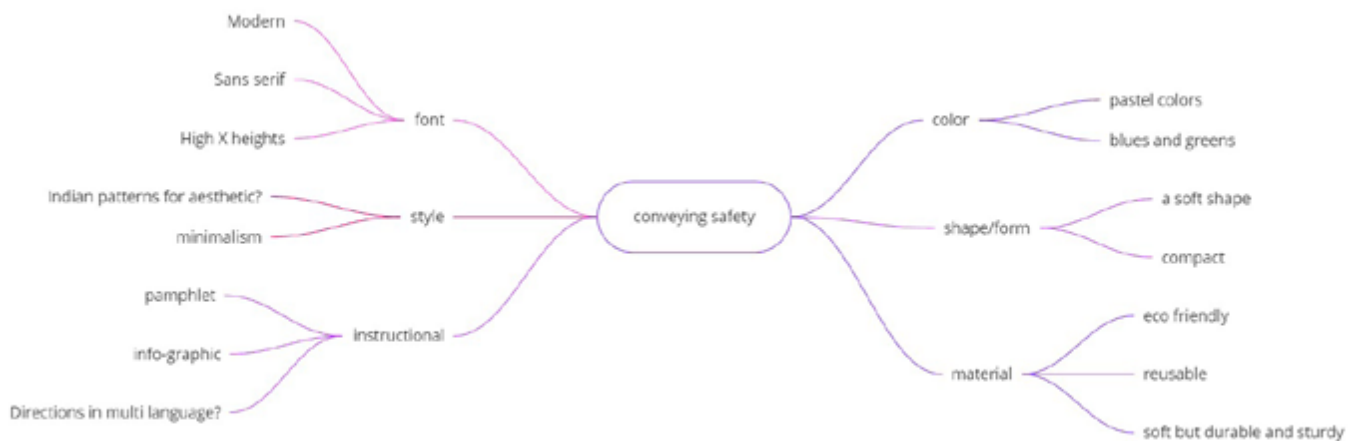


## WEEK 3

### Branding Checklist

Apart from the product designs, our packages must also be perceived as safe, trustworthy and reliable. With that in mind, we wrote down what all we must consider for branding.

- options of colors provided for them to choose from
- company logo
- standard design for everything with our logo/ our colors
- all products must be similar in design
- safe and trustworthy design



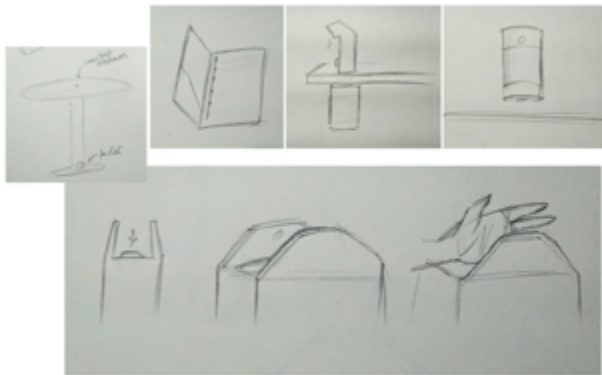
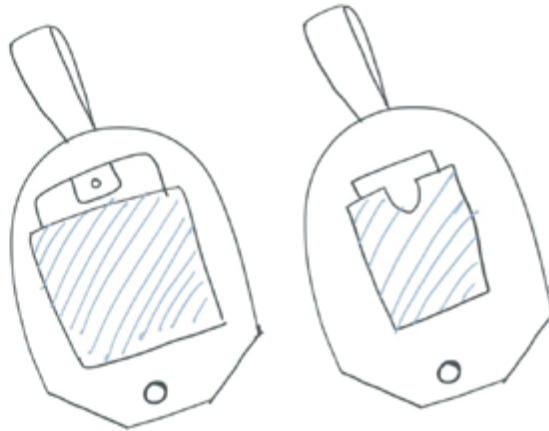
### Concept clusters

We studied and noted existing products that we can use in our kit like pocket sanitizers etc. We also looked at what textures and colours we could use so as to convey reliability and safety.





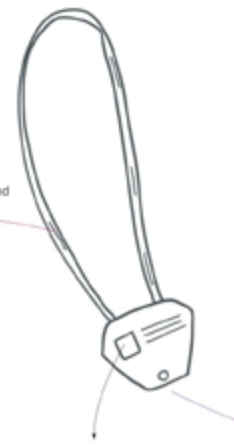
This idea cluster is for the outer packaging of the kit for customers in a hotel. It is supposed to be compact, easy to use, and comfortable to hold and carry.







lanyard company brand

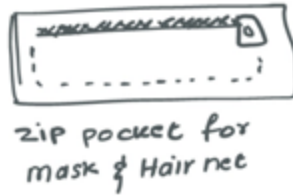


employee details



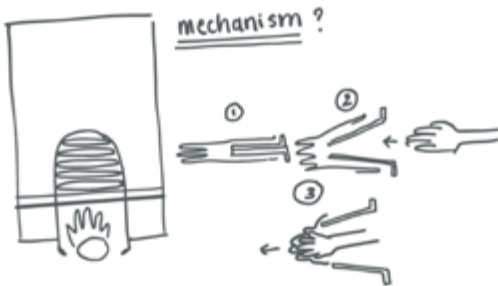
FOR REST. & HOTEL EMPLOYEE

Tool Belt .

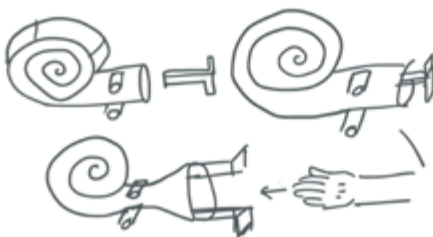


glove dispenser

For Employees



Rollers



## WEEK 4

### 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

As we changed our target audience to the wedding industry we researched on the following categories in the wedding industry:

#### Safety :

- 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
- fun enough to want to use the protective equipment

#### Regulation :

- separate kits for staff and caterers
- creative solutions through difficult regulations imposed on wedding planners
- ways to implement social distancing

#### Our target audience :

- make it easier for wedding planners :
- they don't have to arrange kits themselves
- one less thing to worry about (safety and customisation)
- couples who are planning the wedding themselves
- providing a safe wedding package so they don't have to arrange for everything themselves

#### What the wedding couple might want in the kit:

- customised masks, sanitisers, etc to suits their attire
- customised kits for guests to either have guests name or couples name
- a kit for all days of the wedding
- adding extra items to the kits
- tooth picks, Tissues, wet wipes, Sweets, Rice, flowers, etc



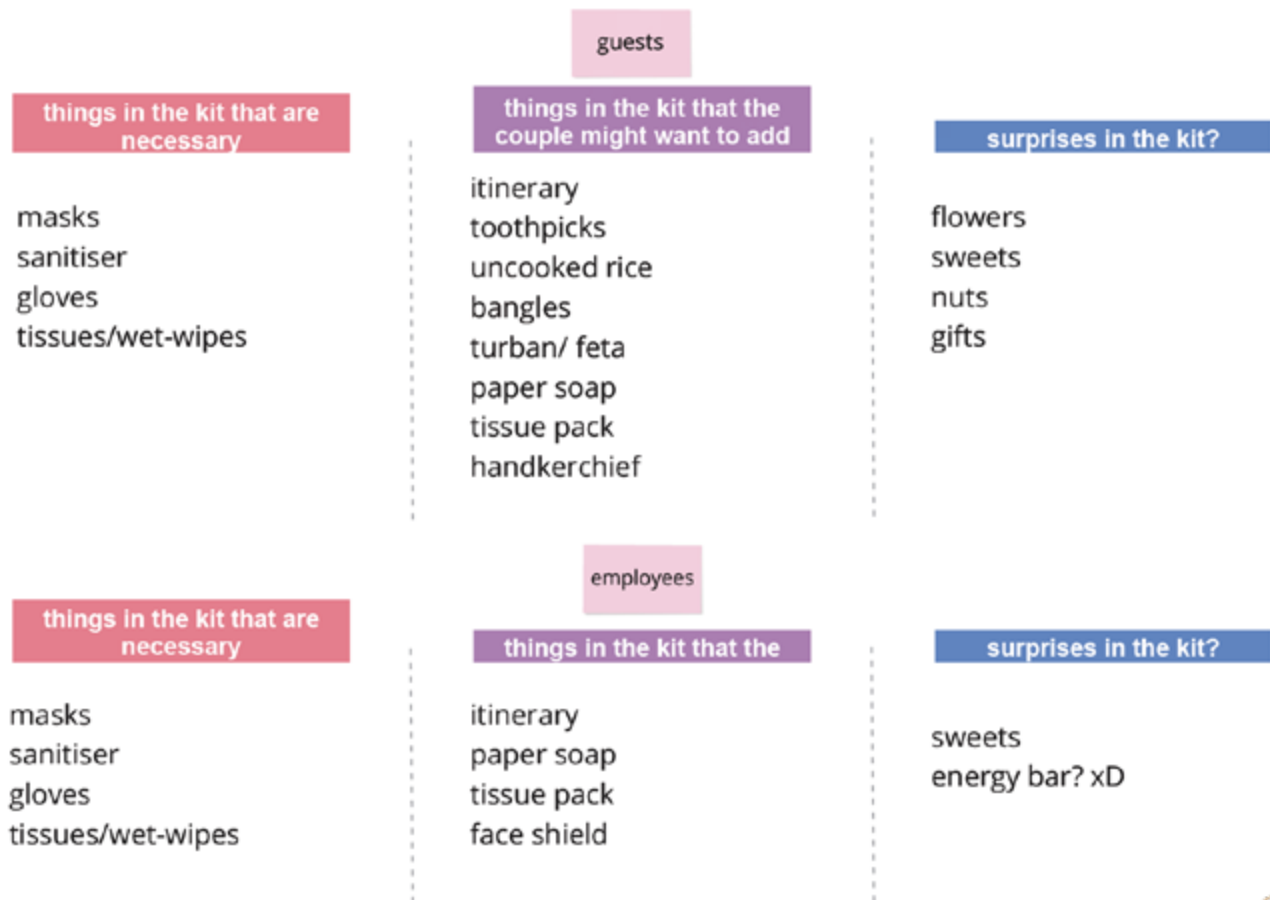
And the customs currently being followed during covid-19 :

- 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

## Kit Specifics

From all the research the first thing we did was look into what the couple or wedding planners might want to provide to their guests or staff before they enter the wedding grounds. We started with guests by looking into three categories, the necessary sanitary items, extra items that the couple might want to add and surprises or gifts. The first two are items to be used during the wedding.

Similarly we looked into employees as well, but since that's not our focus for now we haven't gone into detail.



## Our offerings

- We provide a wedding day package and a two day wedding package
- The wedding day package can come in a compact pouch or bag that can be carried around
- the two day wedding package comes in a box
- we can provide the sanitation kit alone without added items also.
- this kit is included in gift boxes or packages should people choose to add items
- this sanitation kit has added space should guests choose to put their added items in it
- in the kit we provide -
  - a variety of patterns to choose from for your kit
  - a variety of patterns to choose from for your masks
  - either a guests named or couple named sanitiser or neither
  - and few single wet wipe packets
- we provide three standard sets of expensive and cheap packages excluding the sanitation kit
- if requested to add toothpicks, tissue pack or paper soap we can add them to the sanitation kit
- if requested to add, uncooked rice or bangles or flowers, a separate pouch/bag is included for them.
- if requested to add an itinerary, it is printed on a paper of their choice in a layout of their choice and added to the box. but it is not provided if the sanitation kit alone is ordered.
- if sweets or nuts or any edible substance is added to the box, there will be a separate compartment protected with a cover

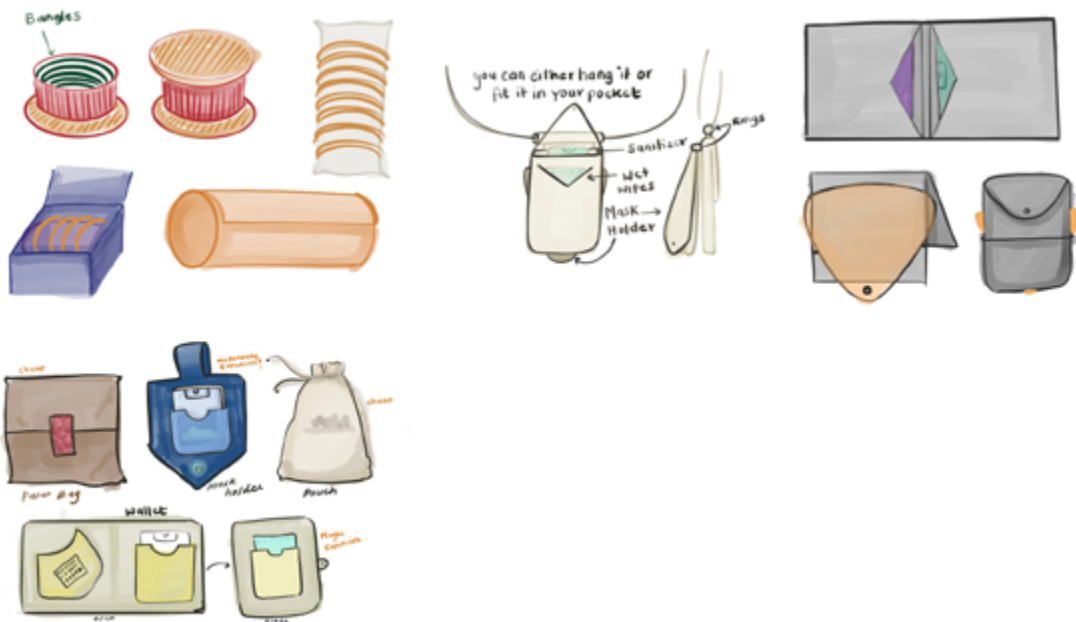
## Outsourcing Costing

Next to get closer to how we might price our products we also looked into the retail prices of products we could possibly outsource, such as boxes, pouches, sanitizers, tissue packets and many more.

	orange gift box - 30rs <a href="https://www.indiamart.com/productdetail/gift-box-2191975482.html">https://www.indiamart.com/productdetail/gift-box-2191975482.html</a>		sliding gift box - 50rs <a href="https://www.indiamart.com/productdetail/gift-box-20250471397.html">https://www.indiamart.com/productdetail/gift-box-20250471397.html</a>
	gift box - 40rs <a href="https://www.indiamart.com/productdetail/gift-box-2191975482.html">https://www.indiamart.com/productdetail/gift-box-2191975482.html</a>		sliding gift box - 55rs <a href="https://www.indiamart.com/productdetail/gift-box-20250471397.html">https://www.indiamart.com/productdetail/gift-box-20250471397.html</a>
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	magnetic gift box - 50rs <a href="https://www.indiamart.com/productdetail/gift-box-14300324048.html">https://www.indiamart.com/productdetail/gift-box-14300324048.html</a>		magnetic gift box - 30rs <a href="https://www.indiamart.com/productdetail/gift-box-14300324048.html">https://www.indiamart.com/productdetail/gift-box-14300324048.html</a>
	gift box - 80rs <a href="https://www.indiamart.com/productdetail/gift-box-20250471397.html">https://www.indiamart.com/productdetail/gift-box-20250471397.html</a>		magnetic gift box - 20rs <a href="https://www.indiamart.com/productdetail/gift-box-14300324048.html">https://www.indiamart.com/productdetail/gift-box-14300324048.html</a>
	gift pouch - 5rs <a href="https://www.indiamart.com/productdetail/gift-pouch-20250471397.html">https://www.indiamart.com/productdetail/gift-pouch-20250471397.html</a>		20 pouch - 25rs <a href="https://www.indiamart.com/productdetail/gift-pouch-20250471397.html">https://www.indiamart.com/productdetail/gift-pouch-20250471397.html</a>
	gift pouch - 0.45rs <a href="https://www.indiamart.com/productdetail/gift-pouch-20250471397.html">https://www.indiamart.com/productdetail/gift-pouch-20250471397.html</a>		10 pouch - 7rs <a href="https://www.indiamart.com/productdetail/gift-pouch-20250471397.html">https://www.indiamart.com/productdetail/gift-pouch-20250471397.html</a>
	sanitizer kit - 50rs <a href="https://www.indiamart.com/productdetail/sanitizer-kit-20250471397.html">https://www.indiamart.com/productdetail/sanitizer-kit-20250471397.html</a>		organizing - 100rs <a href="https://www.indiamart.com/productdetail/organizing-20250471397.html">https://www.indiamart.com/productdetail/organizing-20250471397.html</a>



## Concept ideas



The first image are concepts for a bangle case with price ranges

The image below are concepts for the sanitation kit in various materials forms and price ranges

The third image in the middle is a unisex wallet that hold sanitisers, tissues and holds a mask holder

The fourth are wallet concepts to hold a sanitiser, tissues and a mask case



The first two ideas are for the pouch to be carried to the wedding. Therefore it has bright colours and is decorative. Inside, it would have a separate compartment for masks made of probably some bioplastic. It is to be small and easy to carry. We also worked on some wearables for the arm but it is difficult to store masks and sanitisers in that. For the outer package of the entire kit, one idea was to use a simple round box, made of cardboard with muslin covering, as we found that warm earthy colours are more fit for traditional Indian weddings. It would be tied by a red thread with knots at the end, like those in “mundavlya” which is worn in Marathi weddings.



## WEEK 5

### Final products



In every box, we will be providing a sanitation kit which will contain the mask, mask case, sanitiser and space for other things like wet wipes, akshada or anything else the user may want to carry.

Since at a wedding, people find it inconvenient to carry purses and bags around, this product is a wearable, it has a hook to hang it at the waist of a saree or lehenga or a coat pocket.

It is also compact, so it can fit easily in a pocket. It is made of thick cotton cloth, similar to jacquard fabrics like those in Solapuri chaddars and have traditional patterns.

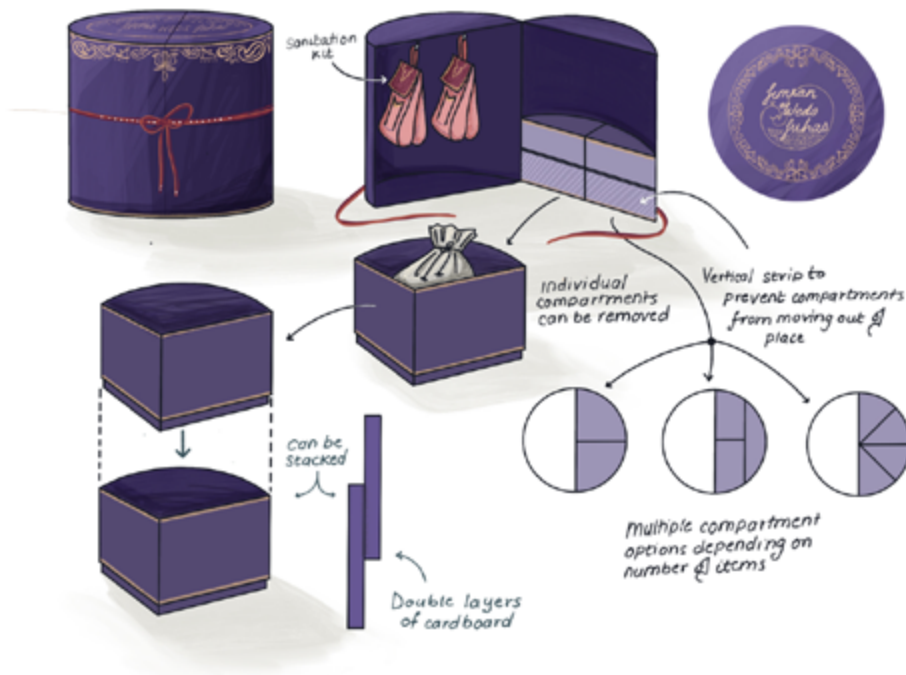
We plan to provide a range of patterns and textures derived from different traditional Indian handicrafts.



The mask and mask case will also have these patterns. The mask case is made of plastic with a press seal and has a cloth covering.

This entire kit will be sanitised and sealed in plastic for the user to tear open.

We have also designed a booklet that will have information about all these products, any information the couple may want to relay and an itinerary which will be in every box



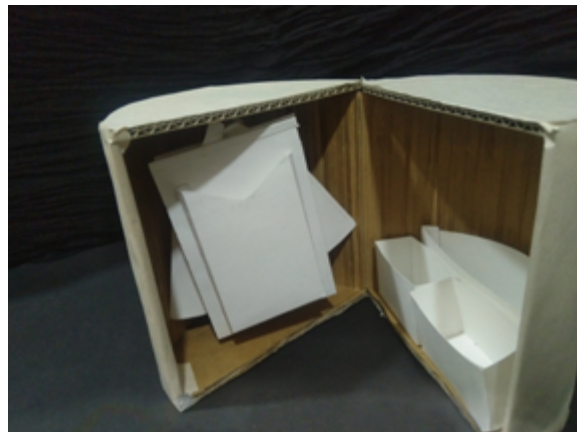
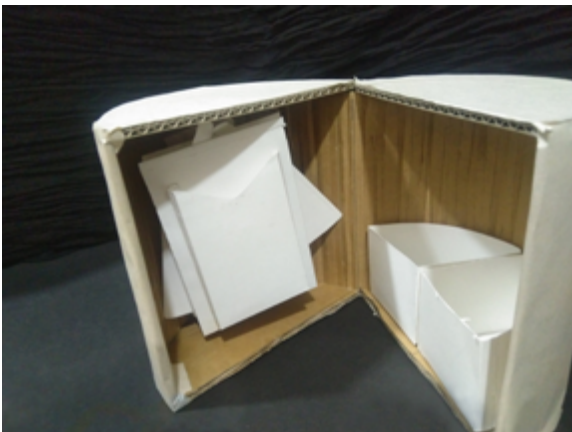
This is the outer packaging for the entire product which is expected to be left at the hotel room or distributed before and when guests first gather. It will contain the sanitation kit as well as any extra items the customer wishes to provide. The box has two halves joined at one end which are tied together with a thread.

To make the metaphor more clear, we will have simple illustrations inside the box showing the bride and groom and two families.

The sealed sanitation kit will be hooked to the top of the box on one side, while the other side has compartments with the extra items like akshada, sweets and itineraries. These compartments are removable, and will have different types depending on the number of products the customer wishes to provide. They can be stacked very easily and various combinations of this makes it easier to store different sizes of products.

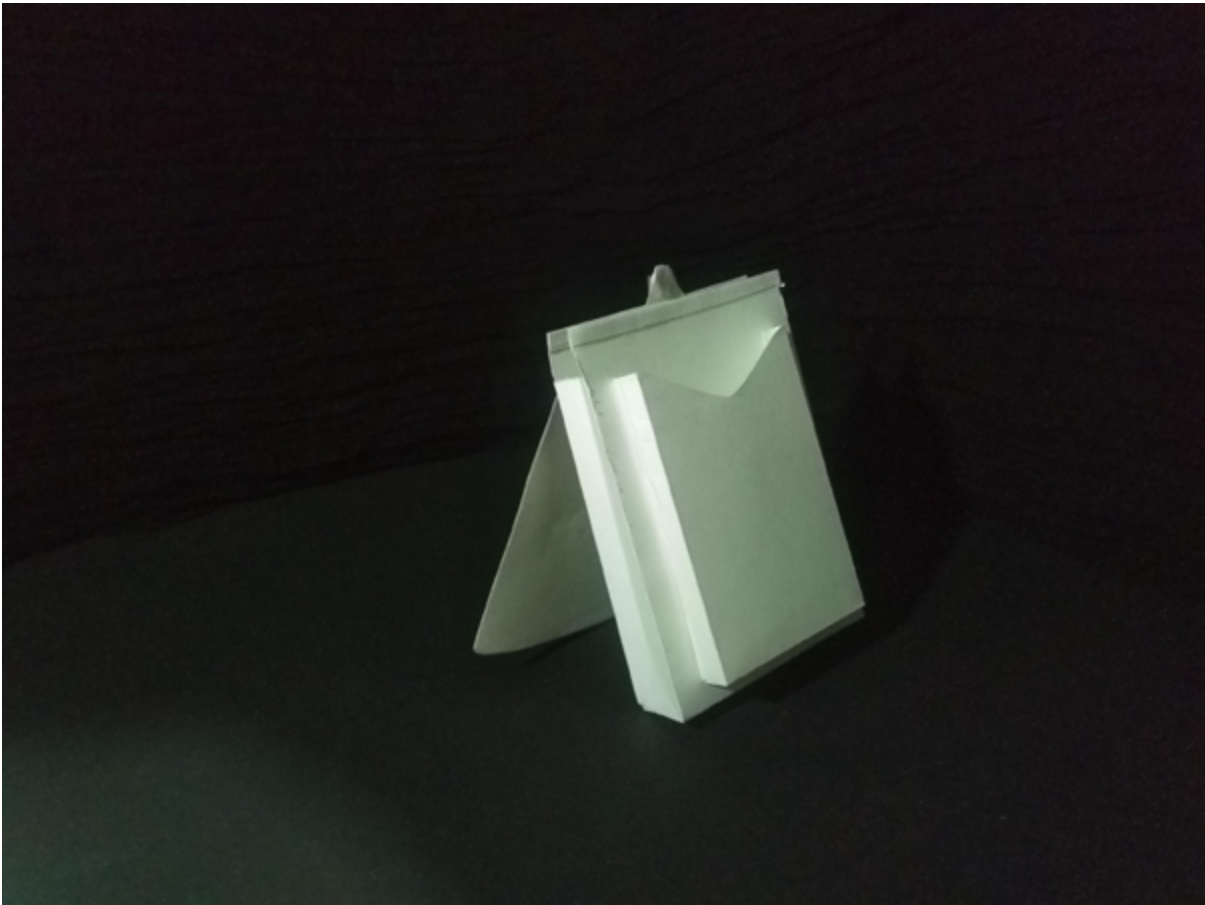
The top face of the box will have our logo, the names of the wedding party and similar branding.



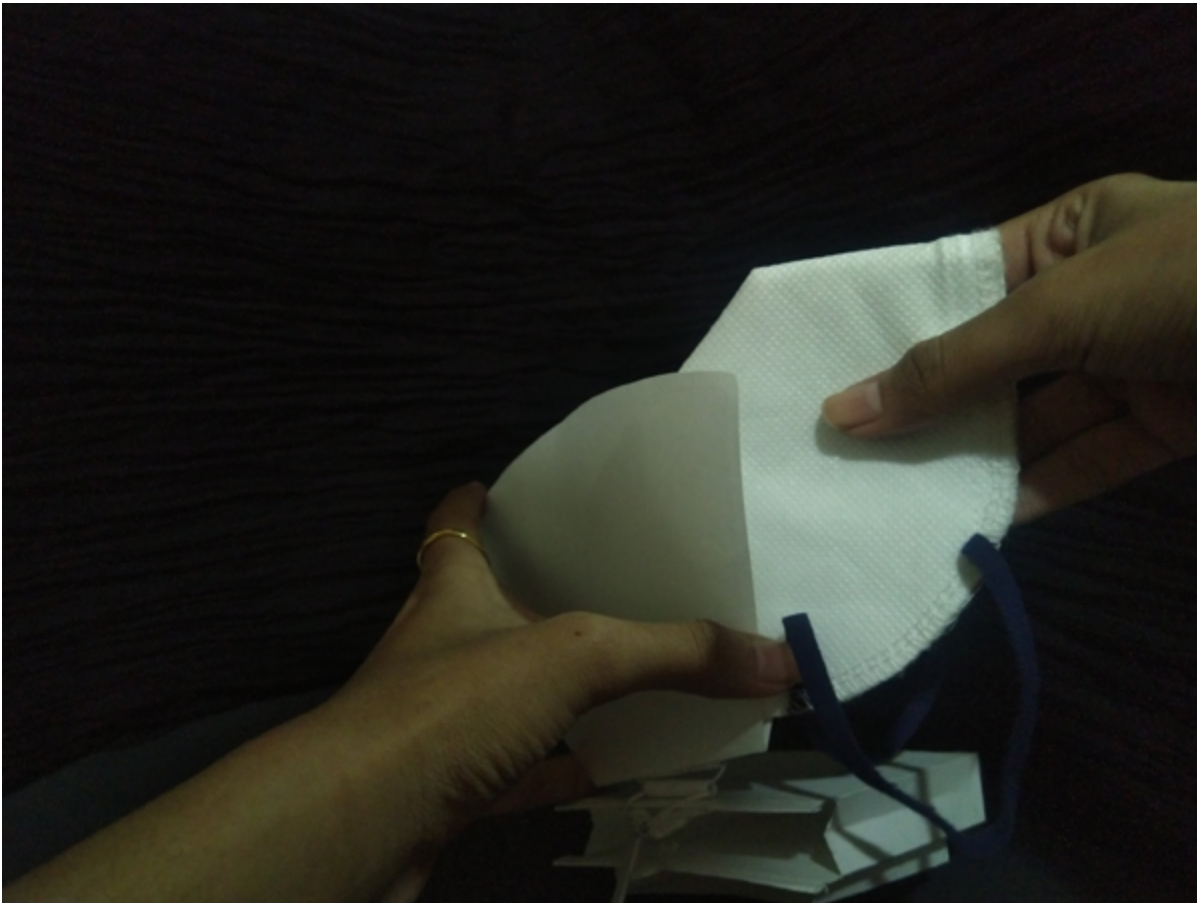


We made a prototype of all these products. The box is made of cardboard and is supposed to have cloth covering which will have intricate patterns. As you can see the compartments can be changed depending on number of items and their sizes.









This is the prototype of the sanitation kit. It is designed to be easy to use while still being perceived as safe. The sanitiser in the outermost pocket so it can be removed easily without touching any other parts of the kit. The mask case is on the underside and can be accessed by tilting the kit a bit.

## User Feedback

We talked to event planners and some a wedding party and recieved the following feedback

- Since kits like this are not available right now, it would be an immense help to event planners
- Safety is something a lot of people are concerned about, so having these kits will make both the wedding party and the guests feel a lot safer
- hence, they would be willing to invest in this, they do have some concerns regarding the pricing
- suggested adding something to check temperature
- a distribution kiosk at the function or delivering to the hotel rooms in case of a desitination wedding would be ideal.

## Business Plan

*RDS Studios would act as a design studio offering consultancy, and branding services for various events, specializing in the wedding industry, and personal protection kits during the time of COVID-19. We would also internally collaborate with manufacturers and distributors to make the products easily accessible to end-user.*





### ***Manufacturing Process***

We would work closely with textile industries and manufacturers to bring our product to fruition. The other products such as sanitizers and the special requirements would be outsourced to be brought together in our package.

### ***Revenue Streams***

- We would be pricing the customer or the wedding planner directly, based off the number of kits that will be ordered.
- People would get the option to choose from a list of items we provide for each package, and can choose according to their budget
- Highly customizable options like integrating games, and adding the couple's story as a part of the packaging would cost extra.

### ***Distribution Channels***

We would be collaborating with Wedding Planners for the most part, to understand the requirements of the particular wedding and customize the product aesthetics accordingly

We would also be accessible through our website to other event organizers, and couples who would like to directly collaborate.

### ***Business Expansion***

We would reach out to other sectors of the events and hospitality industry to further expand our business. By collaborating with Cultural festivals, Concert venues, Restaurants, Amusement Parks and Hotels, to aid the industry survive the new normal and gain back the trust of their customers.

To do this, we will arrange a meeting with the EEMA - The Event and Entertainment Management Association of India to discuss our proposition on the onset of the restart of events in India.

### ***Media Channels***

- Reach out to the biggest wedding planners and agencies in the country
- Work with EEMA to implement the kits in other major events
- Reach out to restaurant and hotels
- Inviting bloggers/influencers to our events to share it further
- Reaching out to comedians/musicians working on COVID awareness



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