



Post Corona packaging
for Health and Safety Kits

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The 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

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.



What can we provide to our target audience?

- 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

Structure

This map explains more accurately of the standards we plan to provide. In the business plan 3 sets with a fixed number of items from both cheap and expensive kits.



Moodboard

We looked at existing products in the market that we liked and could outsource. We made an elaborate moodboard, this following image is a part of it. We looked at the textures and colours we could use, different cardboard packages, cloth pouches etc.



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>



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



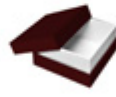
gift box - 40rs
<https://www.indiamart.com/proddetail/luxury-gift-box-21091975462.html>



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



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



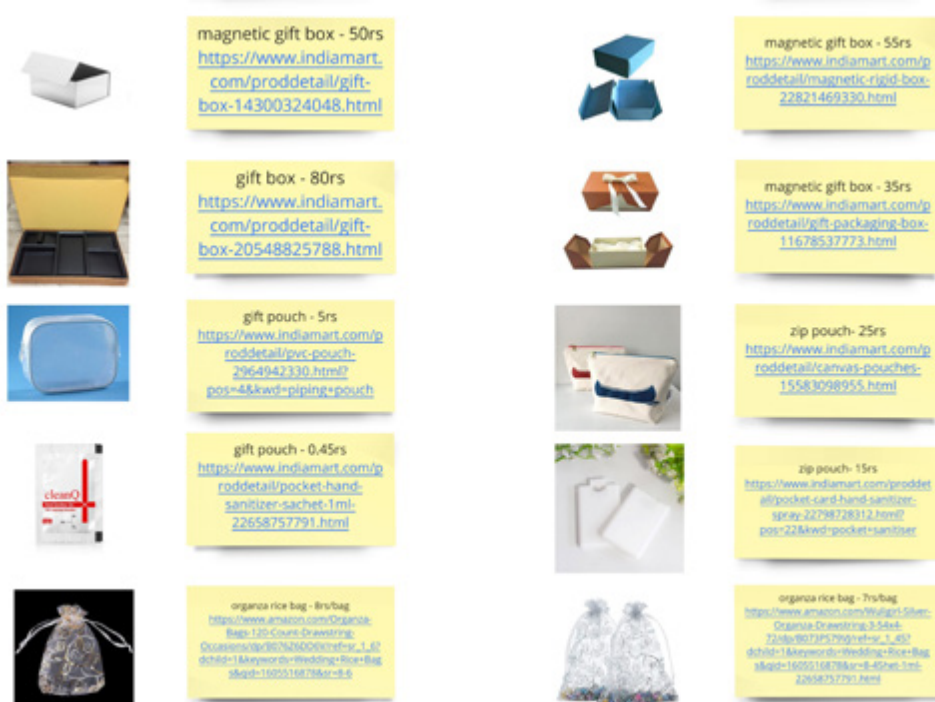
sliding gift box - 20rs
<https://www.indiamart.com/proddetail/rigid-box-20250471397.html>



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



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



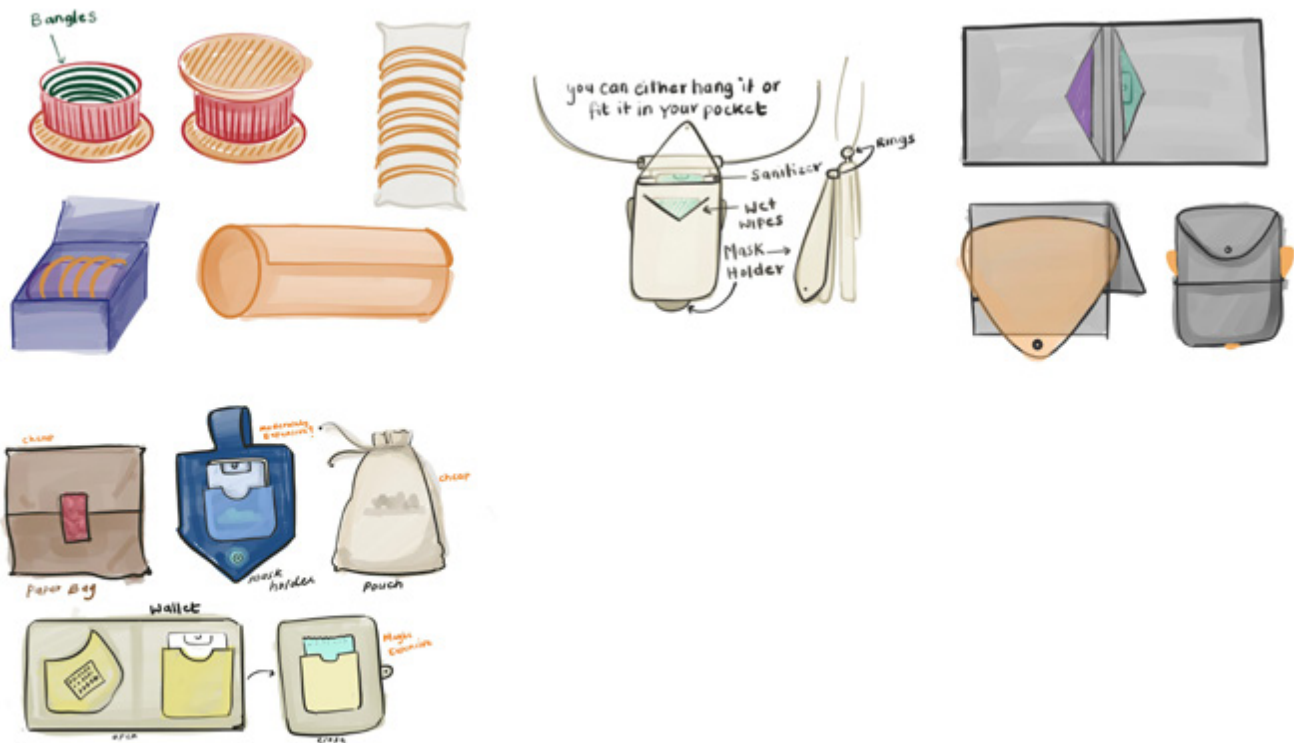
Next to get closer to how we might price our products we also looked into the retail prices of products we could possibly outsource, such as boxes, pouches, sanitizers, tissue packets and many more.

Concept ideas

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 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 “mundavla” which is worn in Marathi weddings.



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 then in the middle is a unisex wallet that hold sanitisers, tisses and holds a mask holder while the fourth are wallet concepts to hold a sanitiser, tissues and a mask case



Future steps:

- We plan to draw out a detailed journey map of weddings
- Finalize our concepts
- And work more on our business plan

Acknowledgements

We Thank Mr, Vishal Rane and Ms. Sejal Parnami for taking their time out to help us with our primary research.

We Thank Mr. Ravi Pooviah, Mr. Avinash Shende Mrs. Ajanta Sen and Mr. Guruprasad Rao for guiding us through the course of this project.

We thank all the Restaurants (Curious Life, Piante, Step Out and Retreat in Jaipur for helping us understand the workflow.

We thank Mr. Sunil Wagle, Satkar residency and the staff of Hotel Dhiraj for helping us understand hospitality industry conditions.

<https://www.yankodesign.com/2020/09/19/this-portable-sanitizer-spray-turns-regular-tap-water-into-an-fda-certified-disinfecting-solution/>

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