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**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.

Finalising product specifics

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.
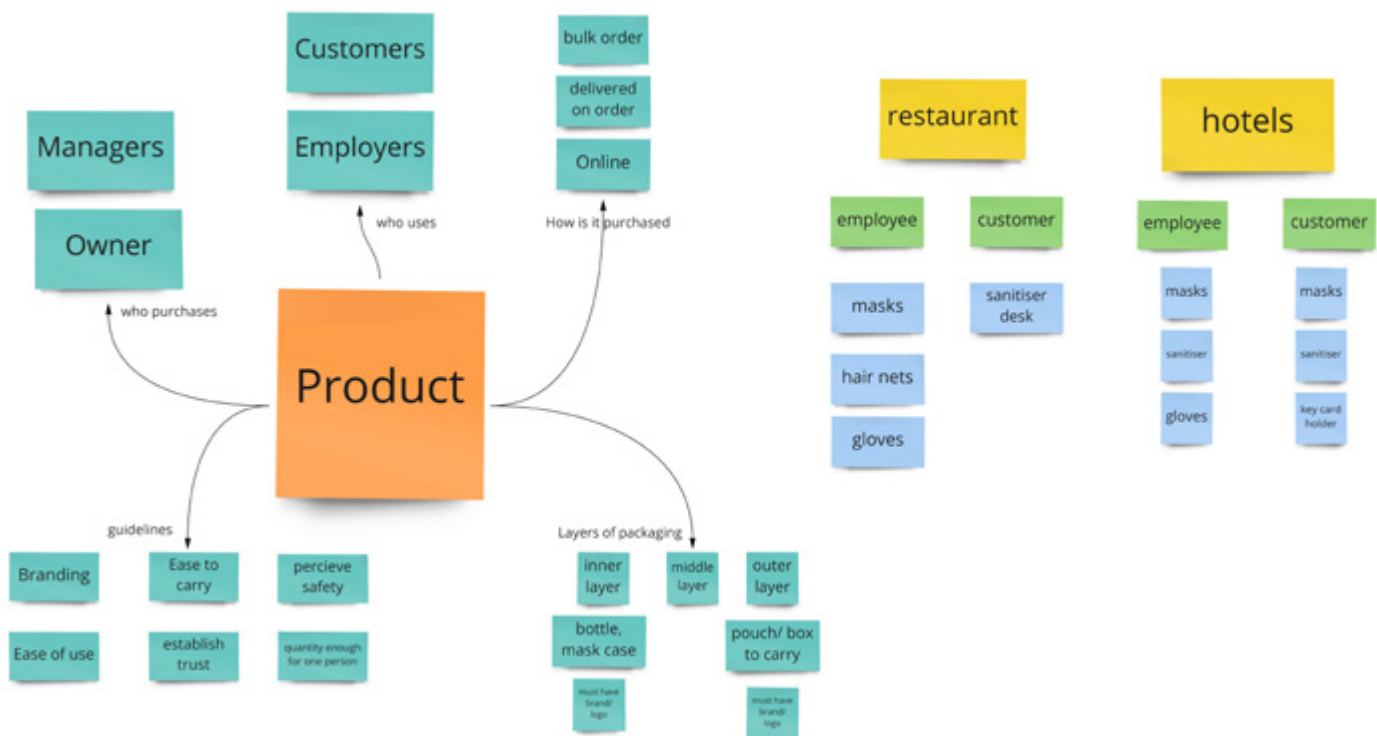
Check for the products

We then proceeded to create a checklist to mark all requirements of the products that we were aiming at, and listed it out.

Check for the products

Package

1. Should be easy to carry and store
2. Should be easy access the products
3. Cear distinction between employee and customer
4. Intuitive and Trustworthy
5. Branding and same family and our logo
6. Wallet or keychain or pouch
7. Can use after you've left hotel (multipurpose)
8. Usp

Masks

1. Shape of mask to cover nose.
2. Metal clip for nose close gap
3. Head band for employees and ear loop for customers
4. Material and layers
5. Mask case
6. Mask necklace
7. Mask holder on restaurant tables

Sanitizer

1. Sanitizers for tables in restaurants and hotels
2. Small sanitizer for guests in hotel
3. Sanitizer for guests in hotel should be spray
4. Spray rectangle container is cool
5. Foot paddle is also cool but weird
6. Contaminating bottle problem
7. Small
8. Easy to use
9.easy to carry
10. Trustworthy
11. Easy to dispose
12. Usp maybe
13. look like they're from the same fam

Gloves

1. Gloves for restaurant employees reusable
2. One time use should be Environment friendly
3. Instructions to remove gloves
4. Mechanism to remove gloves
5. Branding
6. Length thickness material and color
7. Storage / case for clean gloves and dirty gloves.
8. How do you clean reusable gloves

Check for the Branding

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
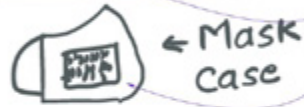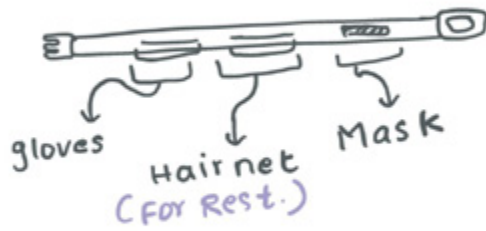- safe and trustworthy design
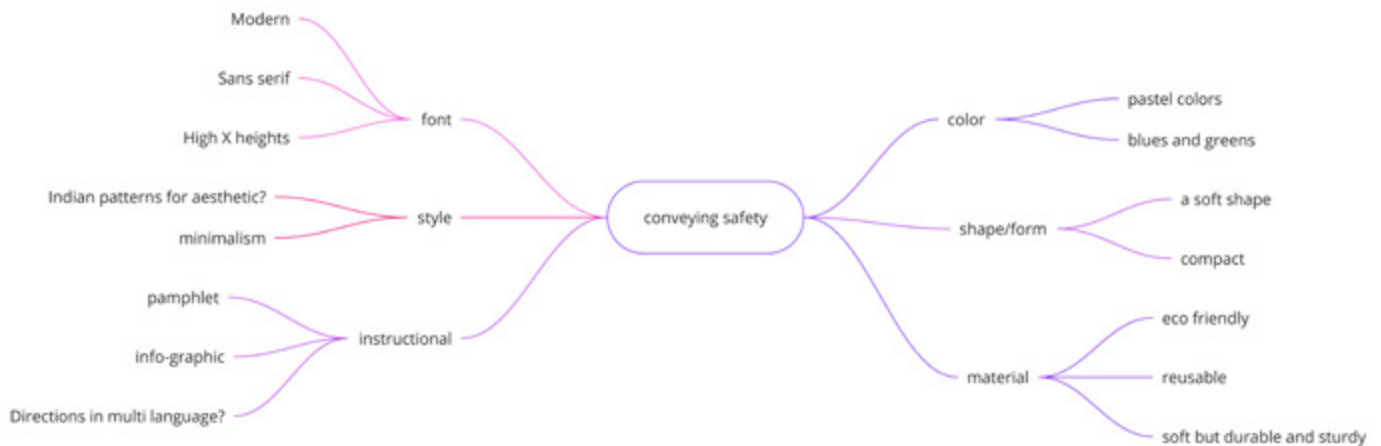
Idea Clusters

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.

Designing for Employees:

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FOR REST. & HOTEL EMPLOYEE

Tool Belt .

gloves
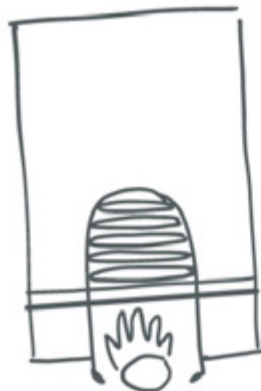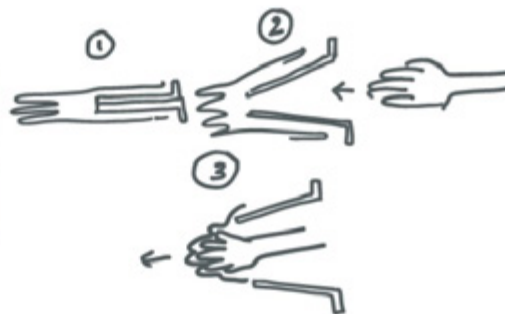
Hairnet
(For Rest.)

Mask

← Mask Case
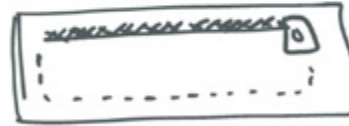
zip pocket for mask & Hairnet

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glove dispenser   ## For Employees

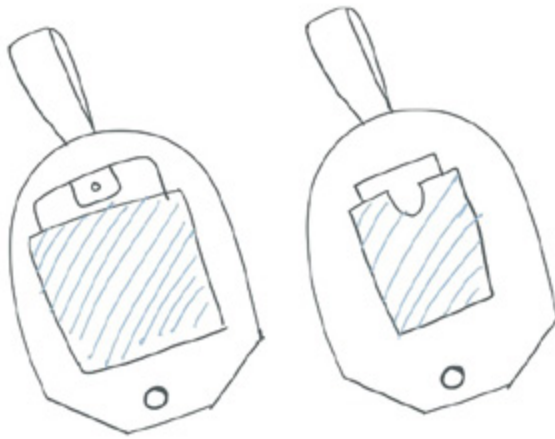mechanism?

① ② ③

Rollers
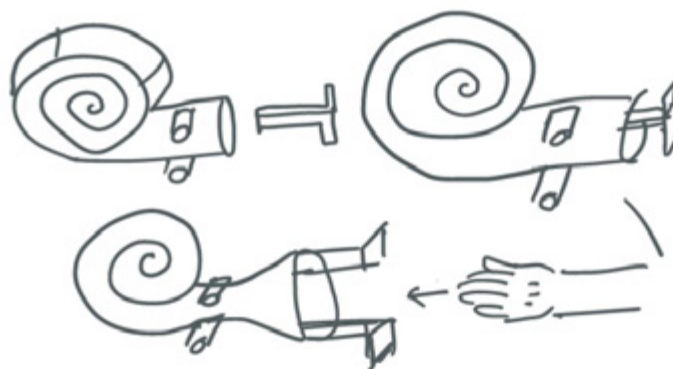
Designing for Customers:
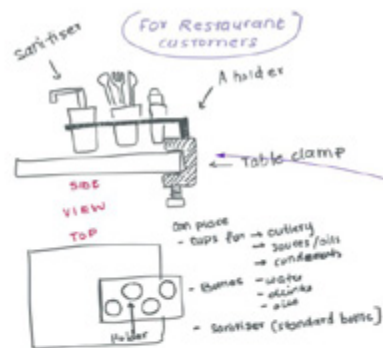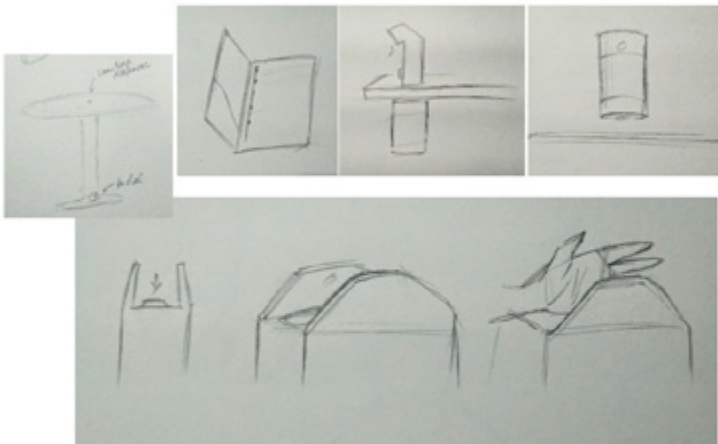
pocket sanitizer

wood texture?

OEM
Original Equipment Manufacturer
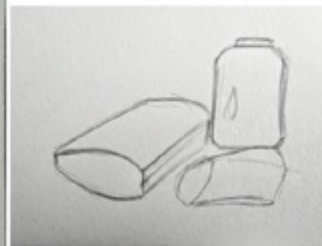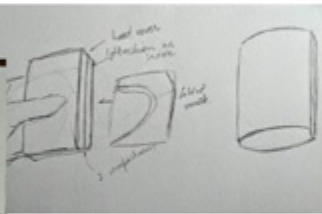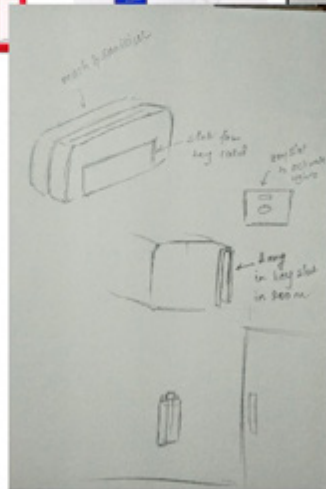
shades of
blue
green
light yellow

Packaging (men?)   FOR HOTEL
Wallet   CUSTOMERS

① Front ② Back

③ ④ ← Mask cover

Inside   outside

personal sanitizer

For water
customers

OR

(women)?

mask
sanitizer
card holder

Room card

hooked onto a strap

locking

Top view

KISS LOCK

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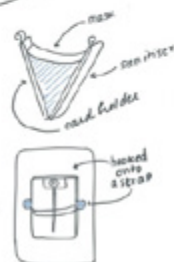STUDIOS

Future steps

In the following weeks, we will work on finalising and detailing the concepts. We plan to study and learn more about packaging design, how the materials and cases are designed to communicate and design our branding and labels accordingly.

References

https://www.amazon.in/Pandemic-Safety-Goggles-Antibacterial-Nitrile/dp/B084WP4F4V
https://www.amazon.in/Drizzle-Automatic-Sanitizer-Dispenser-Bathroom/dp/B082X3MCHM
https://kissflow.com/workflow/workflow-model-tips-for-creating-effective-workflow/#:~:text=A workflow model is the,best results and high efficiency.
https://www.amazon.in/Bluday-Face-Disposable-Gloves-Women/dp/B085G842PQ
https://www.amazon.in/Disposable-Container-Dustproof-Protective-Organizer/dp/B085F2P629

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