

Covered Cravings Design Rational

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California Polytechnic State University, San Luis Obispo

Kiley Gustin, Ava Hall, Aviv Kesar, Olivia Pierson, Allison Rubio

Covered Cravings elevates and reimagines 7-Eleven's food delivery experience. This solution provides the delight and craving satisfaction that food delivery should have. The bento-inspired packaging transforms the feeling of ordering food into an event, evoking the same excitement as unwrapping a gift. Unlike traditional takeout boxes, this design enhances the unboxing experience with a furoshiki inspired design. This popular Japanese method of wrapping food and gifts for transportation influenced the design process of this packaging system. The design will help extend 7-Eleven's success in Japan to American markets.

Keeping food secure in unpredictable environments ensures a high-quality product reaches the customer. Each component is designed to ship flat and take up minimal storage space in stores, creating a practical product for manufacturers, distributors, and 7-Eleven locations. The packaging system includes multi-shaped food compartments for any selection of mix and match fresh foods. Additionally, it provides 360 protection, intuitive assembly, improved packing ergonomics for employees, and has a stable shape for fast-paced delivery environments. From a small Slurpee to a 32 oz Big Gulp, Covered Cravings securely fits drinks of all sizes, preventing potential spills.

Covered Cravings blends functionality with a bold, Gen Z-inspired aesthetic. A thoughtfully developed neon color and icon system enhances product differentiation, increasing both functionality and visual appeal. Large typography is used throughout the designs for bold, accessible, and quick readability. The typeface Right Grotesk stays true to 7-Eleven's iconic branding. Creative and quippy phrases are integrated into the designs, reinforcing 7-Eleven's friendly and dependable voice. The well-known catchphrase, "Oh, Thank Heaven," makes a return, further emphasizing the brand's reliability.

Crafted from 100% recyclable materials, including 18 and 16 pt paperboard and E-flute corrugate, our package maintains the perfect balance between lightweight packaging, durability, and sustainability. The footprint of all dielines are arranged for minimal waste and maximum efficiency during manufacturing. Considering that most consumers understand that paper is recyclable, the paper-based package was designed to increase the potential of a user recycling it. To account for both print costs and recycling considerations, the carrier features a predominantly white design. Additionally, the packaging's secondary use as a TV dinner tray extends its lifespan beyond the initial delivery, promoting responsible consumption. By combining functionality and an engaging customer experience, Covered Cravings delivers on 7-Eleven's mission to make each customer's day "a little more awesome" through fast, convenient, and personalized food delivery.