

## Project Title: Instant 7

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### Design Rationale:

Our packaging design, Instant 7, is tailored for 7-Eleven's freshly made food items, offering a seamless and efficient delivery experience. We selected several core items: pizza, hot dogs, taquitos, donuts, wings, and a slurpee. Each of these products is housed in a custom packaging that integrates into our larger carryout system.

The nesting structure ensures organization and ease of access. The three bottom layer packages (hot dogs, donuts, wings, or taquitos) fit securely within the larger outer package, while the pull tabs located on each side allow for effortless removal. The pizza box sits on top of the first layer products completing a compact, layered arrangement within the shipper.

To further enhance functionality, the top of the package includes a built-in cup holder that accommodates all drink sizes, from small beverages to the iconic Big Gulp. The interlocking built-in handles provide a stable grip and minimize the risk of spills during transport.

What sets Instant 7 apart is its strong brand identity. The shipper is designed to resemble a miniature 7-Eleven store in both structure and graphics. The architectural form echoes the layout of an actual 7-Eleven store front while the exterior graphics mirror the brand's signature colors, signage, and aesthetic elements, reinforcing the recognizable 7-Eleven experience. This design doesn't just deliver food, it delivers the feeling of stepping into a 7-Eleven, right at the customer's door.

Sustainability and efficiency are core principles of our design. Each component features an auto-bottom enclosure, making the system flat-packable for shipment and easy to assemble.

Our solution is highly scalable and adaptable, allowing for modifications to accommodate additional food items or alternative materials in the future. By combining convenience, branding, and structural integrity, Instant 7 enhances the 7-Eleven delivery experience by bringing the store's signature convenience and personality directly to customers in a fresh, innovative way.