

Groove Instant Noodles Design Rational - Lunar Packaging

Current instant noodle multi-packs are typically packaged in flexible plastic. The current six-pack design for ramen poses challenges for both impaired and even everyday users as it is difficult to grip and hold with one hand. In addition, the plastic bags provide little protection for the ramen and the slippery texture causes frequent drops, damaging the brittle noodles. When multi-packs of ramen are opened, the individual serving packs are liable to fall out; when opening the multi-pack itself, the propagation of the tear is hard to control and lacks a resealing feature. Also, the plastic film crinkles making the opening location unclear and the text difficult to read. Finally, the individual packages' seals are hard to grip, requiring the user to have the dexterity to open the ramen pouches.

These hard to handle, difficult to read, frustrating to store, and tough to open package designs are clearly not accessible enough for those with impairments.

Introducing Groove™, ramen packaging made to improve accessibility for all types of users. Starting at the store, the outer box is visually accessible to those with visual impairments and serving count can be felt from the back. Additionally, the design is made for those who struggle with fine motor movements, such as those with arthritis. Groove's multi-pack packaging has a handle that makes it easy for customers to pick up the product in-store and carry it in one hand. Because the handle is foldable the cube efficiency during storage and transportation is optimized. At home, the consumer will tear off the panel on the PDP using the three holes and perforations, exposing the ramen pouches inside. To remove a ramen pouch from the box, the consumer has two options: pushing it out by using the cutout on the back or pulling it out from the front. These options provide users with accessible choices to fit their needs. The packaging system is a gravity fed dispenser that will store the ramen in an organized fashion, keeping the pouches readily available. Lastly, the individual pouches have longer seals with a tab and a groove enabling exceptionally easy tearing, providing a clear visual and feelable affordance for any customer.

The new packaging removes many difficulties in using the product for all customers, improving both the buying and using experience. The multi-pack design will continue to serve the customer as storage for their ramen pouches until they run out. The concept further promotes paperboard alternatives to non-commonly recycled plastic films. Additionally, this efficient design applies to many items beyond instant noodles such as nuts, fruit snacks, single-serve chip bags, and much more.