

Project Details

Project Title: WestRock- ACCESSIBLE PACKAGING

School Name: Rochester Institute of Technology

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YouTube Video link- https://youtube.com/shorts/D_VSK37Pi0s?si=Ds4dr6VkQYmTDSVZ

Idea:

We have enhanced the accessibility of our detergent packaging to accommodate individuals with disabilities. By incorporating universally recognizable symbols, we aim to facilitate product identification and provide clear instructions on how to initiate the product opening process. Additionally, the inclusion of a tearable window simplifies the removal of detergent pods from the box, further ensuring a user-friendly experience.

Design Structure:

The design structure incorporates a tear strip that serves a dual purpose by ensuring tamper evidence of the product. Once the tear strip is initiated, it reveals a window on the overall box, providing enhanced accessibility for retrieving the washing pods. To address the needs of individuals with arthritis and visual impairments, we have ingeniously integrated magnets into the flap. This feature allows for easy retrieval of the pods and, when closed, the magnetic flux secures the flap, instilling confidence in the user. Furthermore, the front lower flap features two distinct pathways, guiding users to both the tear strip and the magnetic flap for seamless access to the pods. This thoughtful design not only enhances user experience but also caters to the specific requirements of individuals with disabilities.

Sustainability Initiatives:

Our sustainability commitments are embedded in our packaging choices, opting for paperboard to showcase our dedication to environmentally conscious practices. The design prioritizes recyclability, seamlessly integrating into the circular economy for responsible end-of-life disposal. Leveraging paperboard's biodegradability minimizes environmental impact, supporting sustainable waste management. We source corrugated board from sustainably managed forests, emphasizing responsible material resourcing. Through prioritizing renewable resources, our packaging maintains a minimal ecological footprint. The incorporation of recycled content actively contributes to a circular economy, and energy-efficient manufacturing processes reinforce our commitment to sustainability. Life cycle assessments guide continuous improvement, ensuring ongoing enhancements to our sustainable initiatives.

Consumer Convenience:

Our unwavering commitment to consumer convenience is evident in the meticulous incorporation of features designed to facilitate easy transportation, handling, and usage of our products. The implementation of perforated lines or tear strips ensures an effortless opening experience, eliminating the need for additional tools. Moreover, strategically integrated resealable flaps empower consumers to securely seal the corrugated box, preserving contents and minimizing the

risk of spillage, thereby enhancing overall product integrity. The packaging's design optimizes dispensing mechanisms, facilitating convenient access to contents with minimal effort and mess. Further emphasizing user-friendly attributes, our packaging streamlines the preparation process. Additionally, we prioritize sustainability by considering reusability, aligning with environmental goals and offering consumers an eco-conscious option for future use. This comprehensive approach reflects our dedication to providing a consumer-centric solution at every stage of the product's lifecycle.

Creativity and originality

Our approach to the packaging design has been revolutionary by seamlessly integrating inclusivity, sustainability, and innovative features. We stand out on the shelf through a multi-faceted strategy. Firstly, our design embraces inclusivity, featuring diverse imagery that authentically represents various abilities, fostering a sense of connection for a broader audience. Secondly, our commitment to sustainability shines through, utilizing eco-friendly materials and processes, making our product an environmentally conscious choice. Thirdly, our packaging incorporates interactive elements, like augmented reality labels and QR codes, creating an engaging and memorable experience for consumers. This holistic approach sets our product apart, aligning with contemporary values, and offering a unique, meaningful, and responsible choice for consumers on the shelf.

Profitable Alignment (Manufacturer and Consumer):

Achieving a delicate equilibrium between consumer desirability, affordability, and profitable manufacturing, the design and production of corrugated boxes necessitate a meticulous approach. By selecting cost-effective yet durable materials, coupled with a focus on streamlined and energy-efficient manufacturing processes, the corrugated box becomes an economically viable solution for both consumers and manufacturers. Additionally, efforts to minimize material waste, optimize supply chain logistics, and embrace lean manufacturing principles further contribute to overall cost-effectiveness. Standardized sizing options and investments in automation enhance production efficiency, allowing for economies of scale that benefit manufacturers and result in competitive pricing for consumers. Strategic vendor partnerships and a commitment to continuous process improvement underscore a dedication to sustainable, cost-effective practices in the corrugated box industry.

Emotional Connection:

Our corrugated box design is all about making an emotional connection with everyone, including those with disabilities. We've added pictures on the box that show people with different abilities using our product, aiming to make everyone feel included and represented. We've also made sure that our packaging tells a story that's accessible to everyone, using things like braille or large-print descriptions for those with visual impairments. Our goal is to not just meet functional needs but to create a packaging experience that's emotionally meaningful and considers the diverse perspectives and needs of all consumers, including those with disabilities.