

For the 7/11 Swivel Box, we prioritized the logistics of weight distribution for an easy transportation experience, but not at the expense of a fun, fresh design for 7/11 to be known by. We understood that the Big Gulp (or really any drink) would be the heaviest component. We mindfully offset this weight by putting the food on the opposite side. Furthermore, we chose a taller, tiered design that would have less “tipping-over potential” over a wider one, leading us to our innovative swivel design. The swivel uses the drink as an axis to spin from, allowing the top tray to slide over and reveal food beneath. Our radial quarter-circle shape creates six compartments of food, and cuts an edge to save packaging waste. We wanted to create an interactive experience for the consumer, and give them an additional incentive to order 7/11 on their preferred food delivery app.