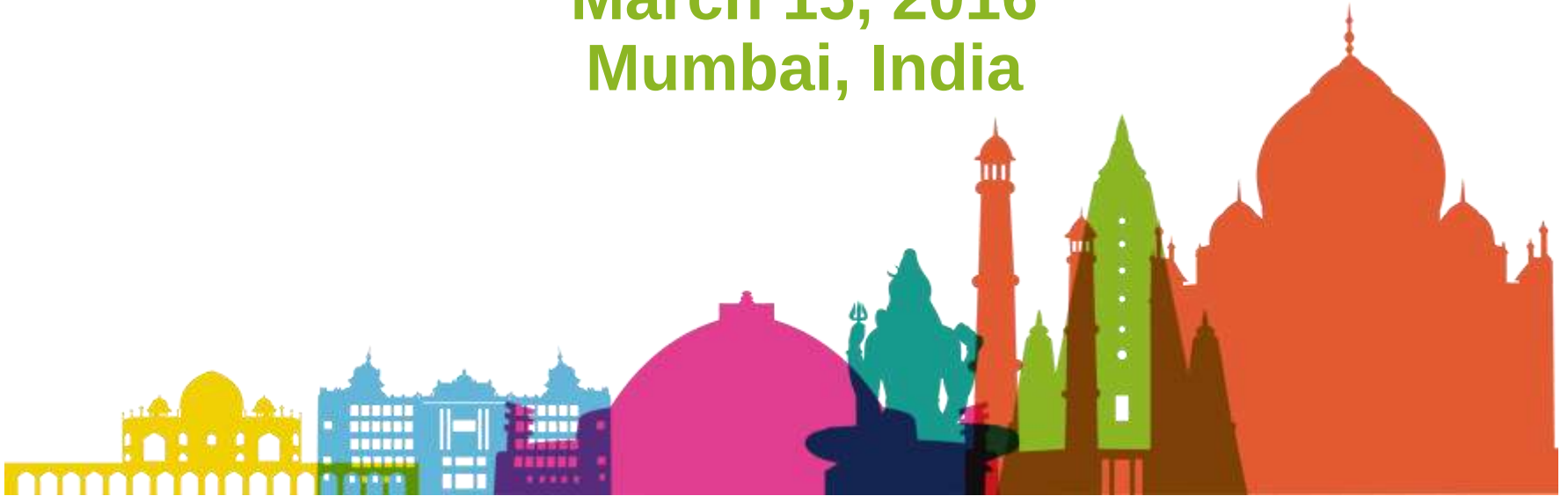


CREATING FUTURE PRINT THROUGH TECHNOLOGY AND INNOVATION



PRINT BUSINESS OUTLOOK CONFERENCE 2016

March 15, 2016
Mumbai, India



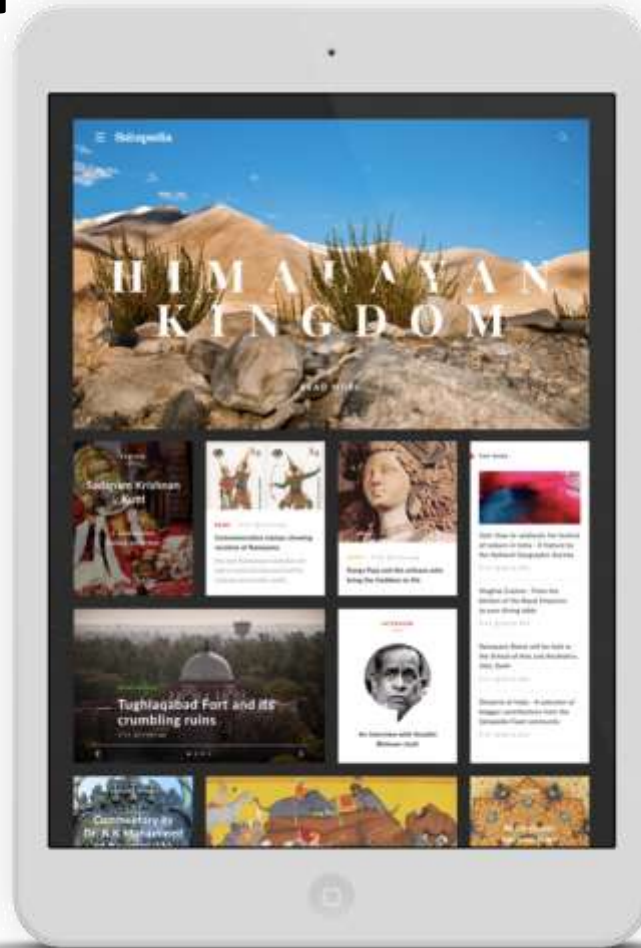
(The importance of) Human Centered Design in Packaging

Abhimanyu Nohwar

Kiba Design



Kiba Design



Human Centered Packaging

- Perception Research Services, April 2015



Human Centered Packaging

1. Shelf visibility



Human Centered Packaging

1. Shelf visibility
2. Product differentiation



Human Centered Packaging

1. Shelf visibility
2. Product differentiation
3. Emotional connection



Human Centered Packaging

1. Shelf visibility
2. Product differentiation
3. Emotional connection
4. Clear messaging



Human Centered Packaging

1. Shelf visibility
2. Product differentiation
3. Emotional connection
4. Clear messaging
5. Value perception



Packaging Design Concerns

- ✓ Shelf visibility
- ✓ Product differentiation
- ~ Emotional connection
- ✓ Clear messaging
- ✓ Value perception











Planning for growth

4.3 kg per capita  3X, 4X +



Planning for growth

Growth in
Consumption
of Packaging = Environmental
disaster ?



Planning for growth

Growth in
Consumption
of Packaging $\neq$ Environmental
disaster

Good, responsible Design

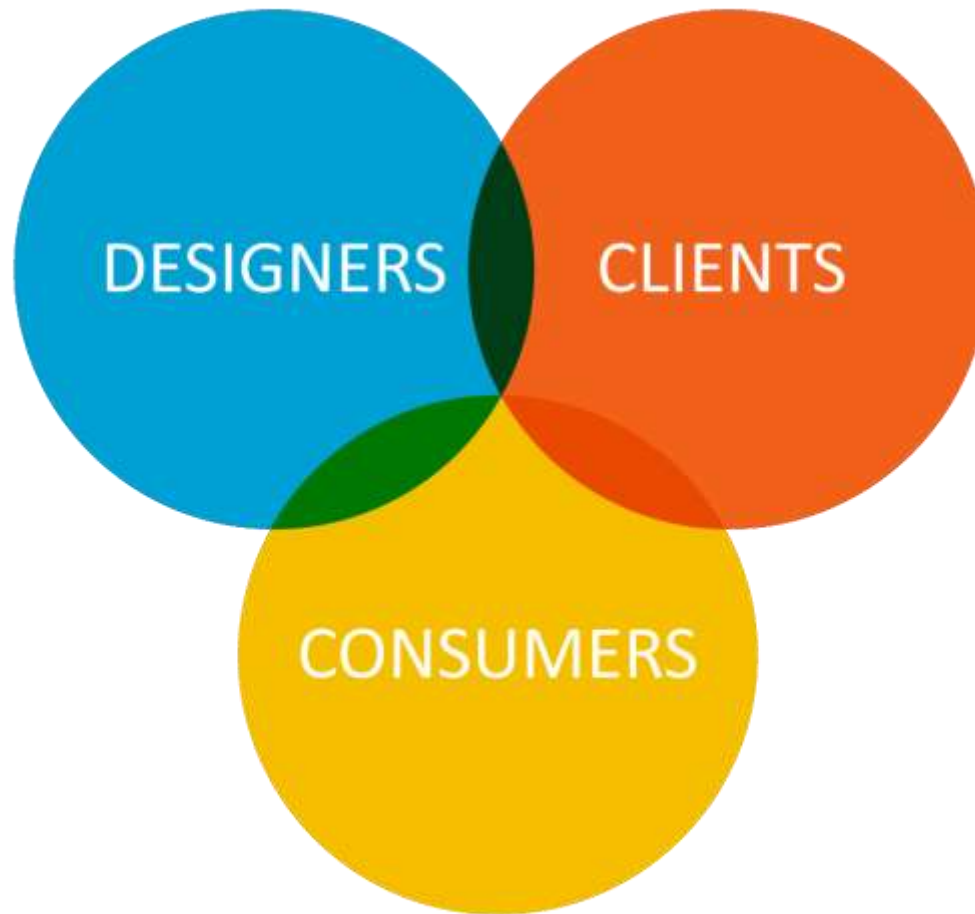


Advantages/benefits of a Human-Centered approach

1. Design for reuse/repurposing
2. Longer shelf life of the brand through sustained visibility
3. Perception of being a 'Premium' brand



Designing Brand Perception



Thank you.

