

The box

USER EXPERIENCE

aesthetics



A beautiful object that can be left anywhere in the house or even left at the office.

ease



It can store up to 60 shakes sachets. It can be used for other purposes once the diet is finished.

helping

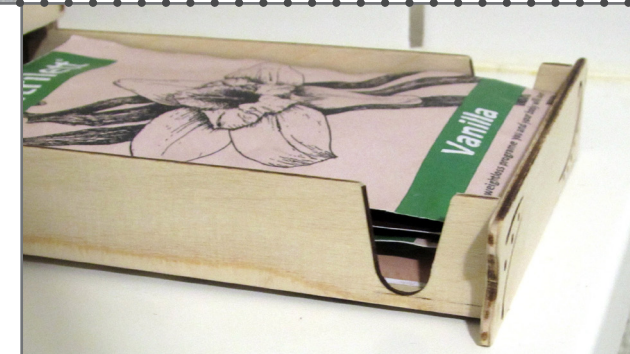


The cut-outs make for an effortless collection.



storage

There's a drawer incorporated in the design to help the consumer get the daily dose of 5 shakes more easily.



well-thought

The box is design to make the difficult times of the diet better.



Please take PROTOTYPE 4 (the box) and PROTOTYPE 3 (the sachets) and try for yourself :)

Insights

- Diet shake users tend to feel embarrassed while dieting. They keep the box and the sachets hidden which creates negative emotions around the whole experience.
- The box provides just 15 shakes which are enough for 3 days at most and going to the supermarket during the diet is quite a challenging task.



Benefits

- It is a beautiful belonging that should be shown rather than hidden
- Provides enough privacy
- Can be used for other purposes after the diet
- It yields sustainability
- Dispenses the daily amount of shakes for a smoother morning.

Possible commercialisation

Currently, the sachets lack any information about using instructions or nutritional information. It should be added to them, so that the carton box is no longer needed.