OUR PRODUCT

Packaging Prototype

We have added our logo on top of the box.

Have made the hight of the box 6cm so it can easily fit through someone's letter box if they wanted to buy the product online and get it delivered to their house.

This is our packaging. We have used cardboard as it is recyclable and is good for the environment. It is also easy to access

This is a picture of the inside of the box with no contents in it. We have made a divider for the tube to go so that it is not free to roll around.

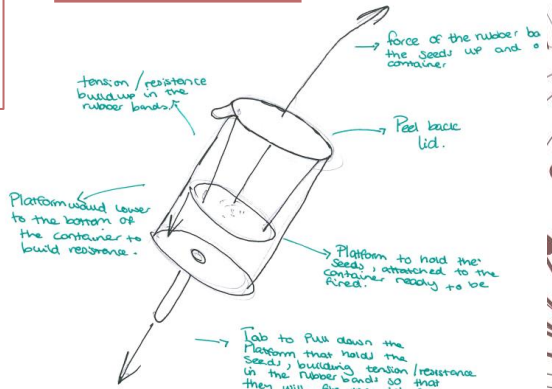
Final Product Prototype

The height of the tube is 10cm and the diameter is 4cm.

There will be four seed packets and each packet will contain 50 seeds The customer will be able to choose which seeds.

The dimensions of our box is 6cm tall, 15 cm in length and width, and the closing flap is 5 cm.

How does the Product Work?



How to Use the Product

In the box, there will be a sheet of paper that explains how to use the product. It will look like this:

INSTRUCTIONS

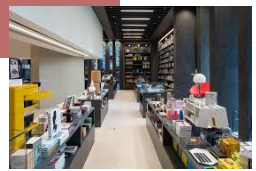
Step 1: Remove the seal lid on the top of the tube.
Step 2: Choose a seed packet and pour the seeds into the tube.
Step 3: Pull back the green twine until it reaches its limited stretch.
Step 4: Release and watch the seeds fly out!

Our Thought Process

design Ventura

When we were first told about the
Design Ventura, we instantly thought to go browse their website to see what types of products they make.

After visiting the design Ventura website, we found products that were mainly aimed at family or creative audiences. We decided to incorporate both these ideas into our project to try and interest as many people as possible.



colour scheme

We wanted the colour scheme to go with the idea of an all-natural product.
The materials uses to make the product fits the colour scheme

We also decided to make it reusable because it could be a fun way to plant seed in the future.

designing the logo

We started out with an original logo and designed it with the final product in mind(The plants). The colours were too bold, and they weren't natural looking

We decide to change the logo to natural colours and change the name to link it to the end product

target market

We wanted to focus it on our target audience - families with children. We wanted to make something that would be fun for kids but benefits the environment at the same time

We decided to incorporate seeds into the idea. The families can look after the plants and then watch them grow. Which can be a fun project for the kids

We were going to use balloons to propel the seeds, but balloons aren't biodegradable or recyclable. The idea had also already been done before.

process of design

Ultimately, we decided to use rubber bands as a propeller for the seeds as they are reusable and are also biodegradable.

environmental benefits

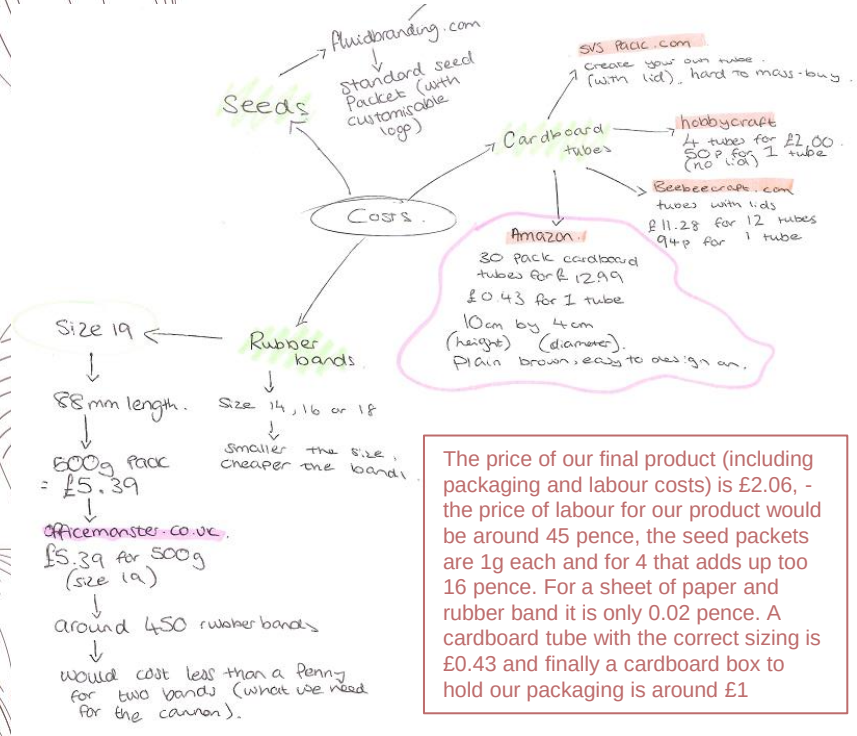
The seed packets are made of paper, so they are biodegradable and are easy to open so there isn't any extra struggle

We decided to use cardboard because it recyclable and its quite durable so the product can be reused.

EXTRA INFORMATION

MATERIALS, LOGO AND COSTING

Costing



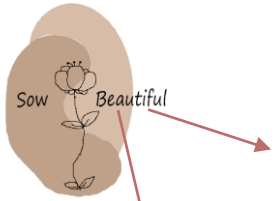
The price of our final product (including packaging and labour costs) is £2.06, - the price of labour for our product would be around 45 pence, the seed packets are 1g each and for 4 that adds up too 16 pence. For a sheet of paper and rubber band it is only 0.02 pence. A cardboard tube with the correct sizing is £0.43 and finally a cardboard box to hold our packaging is around £1

Materials Used

The materials we are going to use are:

- Cardboard
- Paper
- Seeds
- Rubber bands

Logo



We wanted the theme of our product to have earthy colours as our product is recyclable, so it is good for the planet and it is also about planting seeds which helps produce oxygen making the planet a better place.

We decide our logo should be beige and cream and then the box should be brown. These are all very natural colours. We also added a black outline of a flower as our product is about planting sees which will eventually turn into flowers.