# Product and Packaging Design

# Case Study: packaging design



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- Drugstore branding is the most dominant information
- Confusing numbers
- Numerals are often printed without explanation
- Poor color combinations
- Curved shape is hard to read
- Tiny type

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"People want to know the name of the drug first," she says, "then how they should take it. But it's never presented that way."

- Elizabeth Adler, designer

SVA graduate student thesis opportunity: Safe Rx







#### PATIENT INFO CARD

#### **Target A Guest**

Rx: 6666057-1375 date filled: 07/12/07

drug disp: METFORMIN 500MG description: THIS MEDICINE IS A(N) FILM-COATED WHITE OVAL-SHAPED TABLET IMPRINTED WITH 93 ON ONE SIDE AND 48 ON THE OTHER SIDE. ADD INFO: WHITE TO OFF-WHITE

directions: Take one tablet by mouth twice daily with meals

#### O TARGET PHARMACY 900 Nicollet Mall Minneapolis, MN 55403 (877)798-2743

### METFORMIN 500MG

#### Common Uses:

This medicine is used to lower blood sugar in diabetic patients. It may take 1 month to see the full effect.

# If you miss a dose of this

Take a missed dose as soon as possible. If it is almost time for the next dose, skip the missed dose and return to your regular schedule. Do not take a double dose or extra doses. Do not change dose or stop medicine. Talk with healthcare provider.

- Easy ID of the drug
- Coder red (target and caution)
- Information hierarchy
- Upside down saves paper (one sheet that wraps)
- Patient personalized by color
- Curved shape is hard to read
- Info card is integral and hard to lose

### The Solution – cont'd

- Intelligent expiration inspired by security badges
- No 'once' which means 11 in spanish
- Flat edge for legibility
- Clear iconography

# Case Study 2: OXO

- Most vegetable peelers hurt your hands
- They don't cut vegetables very well





Pill bottles. Unchanged since 1945

- A tool for everyone
- The soft handle: the user is able to apply great pressure to the handle without causing discomfort to
- The blade angle is perfect for shaving. You can shave chocolate and hard cheeses without breaking off any pieces
- The blade swivels: it can grab on to whatever you are peeling and moving along the contours
- Look soft and friendly

# Question the norm



