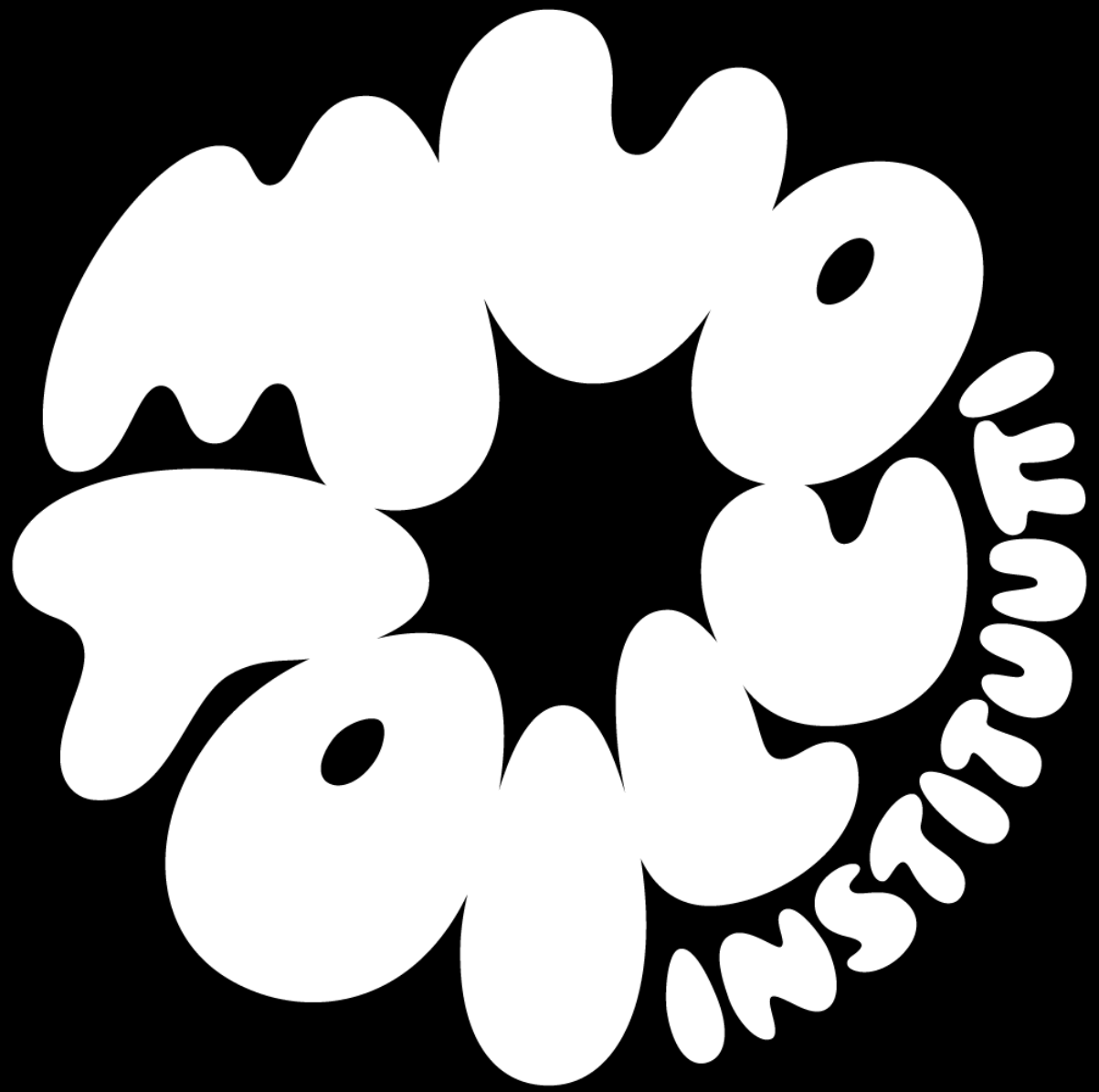






Packaging Design & Prototyping



Packaging Design & Prototyping



Graphics Design & Branding



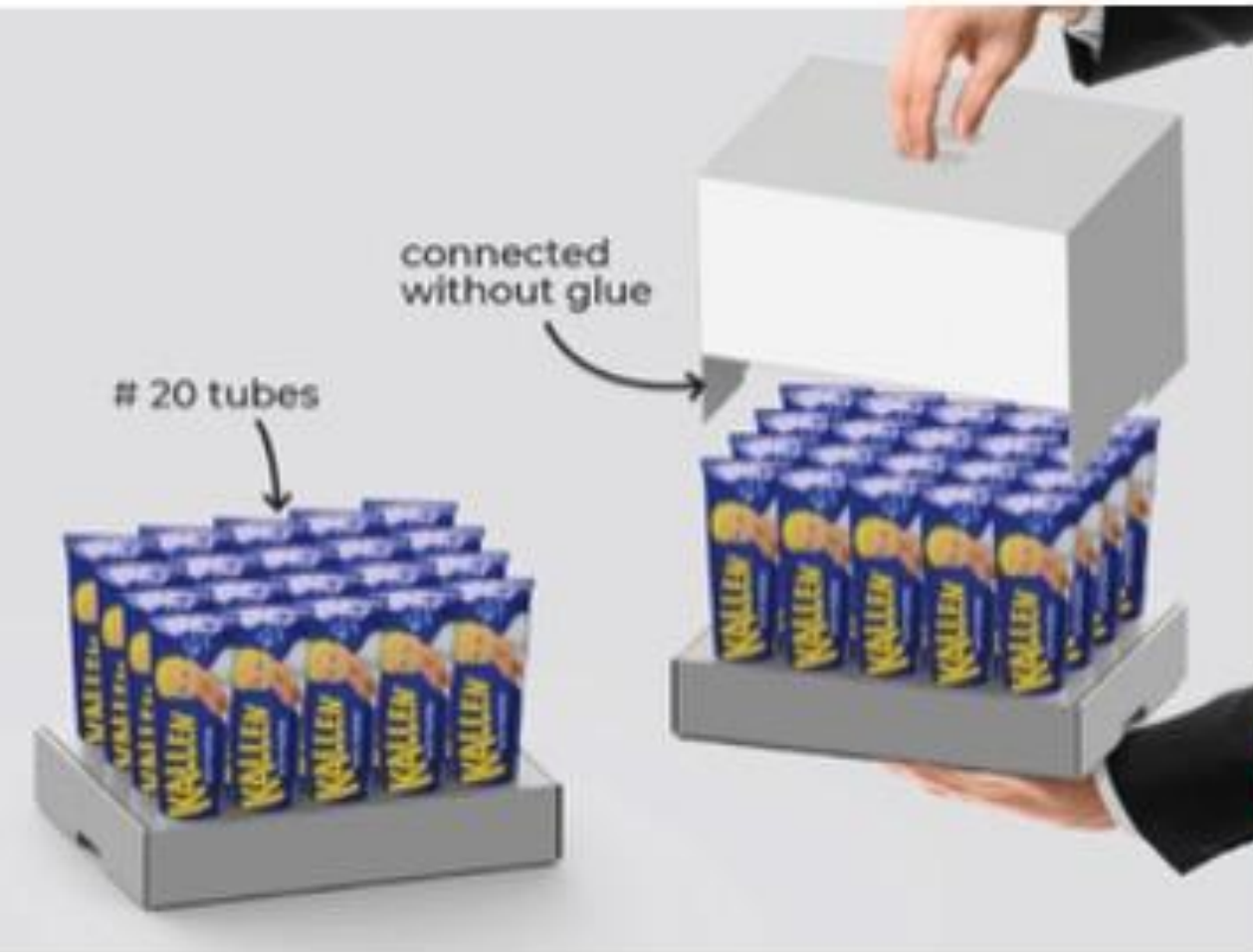


Today's Menu:



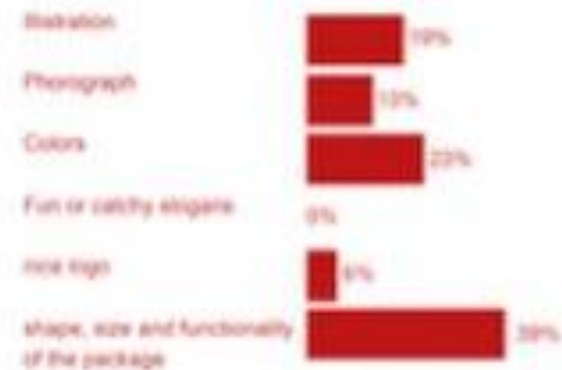
We bring the pizza vibes,
you bring the toppings.

Product Design & Logistics



Quick User-Centric Research

What is the most important design element on pizza package?



ONLINE SURVEY RESULTS

Which of the following options would you most likely choose?



What's the 2 most important selection criteria for buying food products at the supermarket?



Testing results

Preferred design (30%) vs decorative (20%)



What was people's favorite (%)?



User Testing at LAB Simulation Center



