

AN INVENTIVE SOLUTION OF MULTIFUNCTIONAL PHONE CASE PACKAGING

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ABSTRACT

Foneshark is a company that sells premium and customized-design phone cases. The need to create a packaging that is multifunctional and practical for various sizes of mobile phone casing is very vital. Thus, the customers that buy the product would not throw it away so easily. This research is to develop an innovative printed-based solution with the integration of augmented reality. The process involves the opportunity identification, concept exploration and refinement. Besides, the outcome of this research is the packaging that has multifunctional purpose or practical for packing various sizes of phone case and integration of augmented reality. The development of the packaging involves three processes which are pre-press, press and post press. Efficiency in each process plays a major role in producing high-quality products. The development process would be to consider the client's demand. The final result of this project will be an innovative packaging with a value-added function which is Augmented Reality (AR).

Keywords: multifunctional, innovative printed-based, augmented reality (AR)

1. INTRODUCTION

This research is focused on creating a type of packaging that is practical for phone cases. Current Foneshark customers purchases are put into a zipper plastic bag which may cause certain risks to the product when put together. With careful observation and analysis, this study aims to create packaging that is secure and practical for all sizes of casings. Plus, the packaging also can be an attraction to the customer in purchasing the products.

2. METHOD

To help in finding appropriate design, research has been conducted through observations, interviews and experiments to identify and gather some information. By doing so, important data and information gained would aid in the research process efficiently.

2.1. Opportunity Identification

In the Opportunity Identification phase, the researcher conducted research based on the observation and interviewing. The observation has been made by entering the gadget store that sells numerous types of phone cases using paper based packaging. The interview was done in order to acquire some opinion and discussion of creating a unique type of packaging.

2.2. Concept Exploration and Refinement

The reason for creating a special packaging for the FoneShark case company is due to the premium design and special features of the phone cases, a special packaging is required to be able to protect the products. This stage comprises a few steps from brainstorming, sketching & design and technical drawing.

2.3. Technical Requirements

In technical Requirements, there are technical processes needed to make sure the quality control is being taken care such as the material selection, preflight, output of plate before printing process. These processes will determine the outcome of the packaging.

3. FINDINGS

Innovating the packaging creates opportunities for the client to use and package various sizes of product using a single packaging. Next, Integrated Augmented Reality (AR) as a bridge to users in the utilisation of new technology by providing enriched content and additional information in a variety multimedia format.

4. CONCLUSION

This project has achieved the early objectives of creating this packaging. The process of creating the packaging has gone through proper research from the Opportunity Identification, Concept Exploration & Refinement and Technical Requirements. A value-added innovation on the packaging has enhanced the way the packaging functions through Augmented Reality (AR).

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