

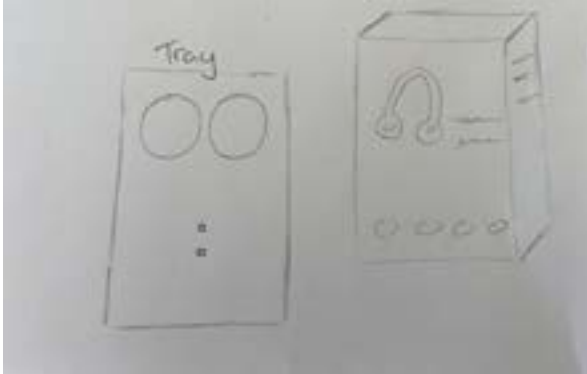
Design Process Report

Sony Headphones Packaging Redesign

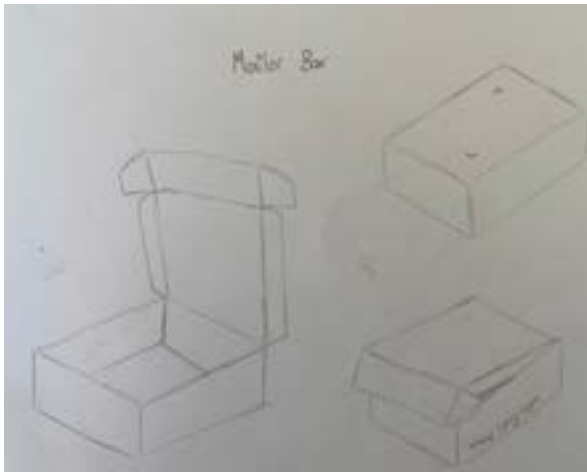


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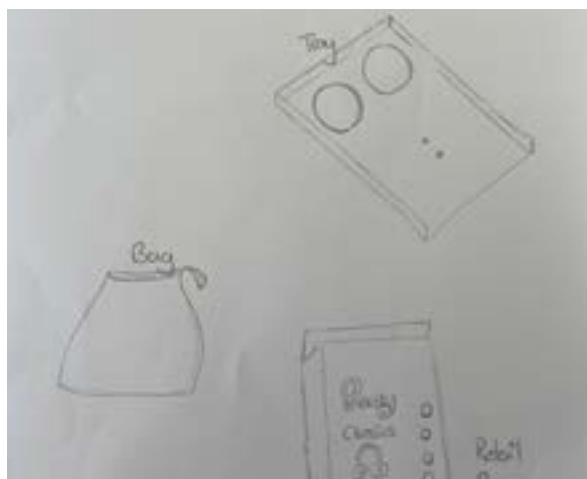
Sketches and Prototypes



Tray, travel bag and retail box



Shipping box



Tray and retail box

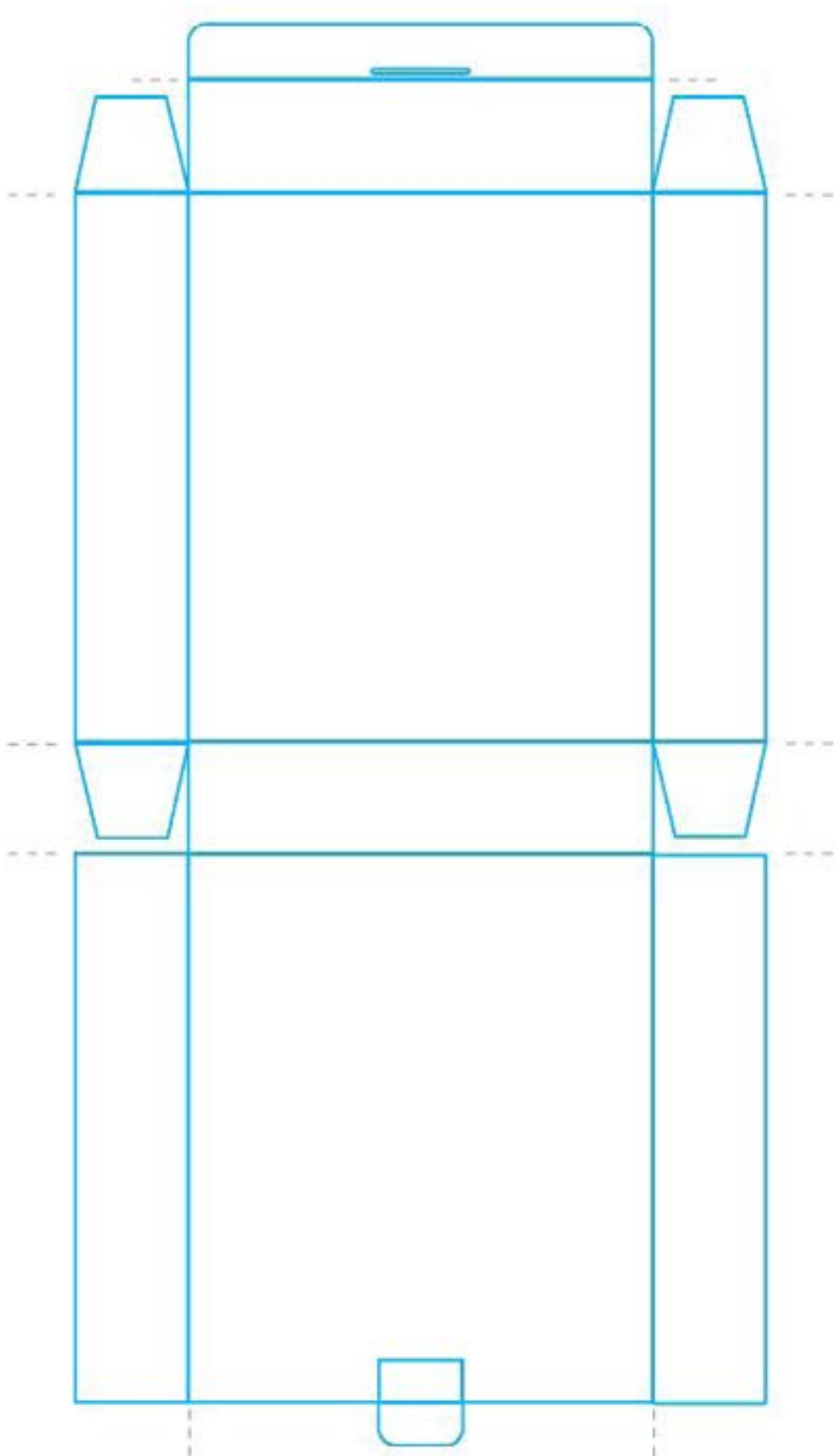


Prototype of retail box

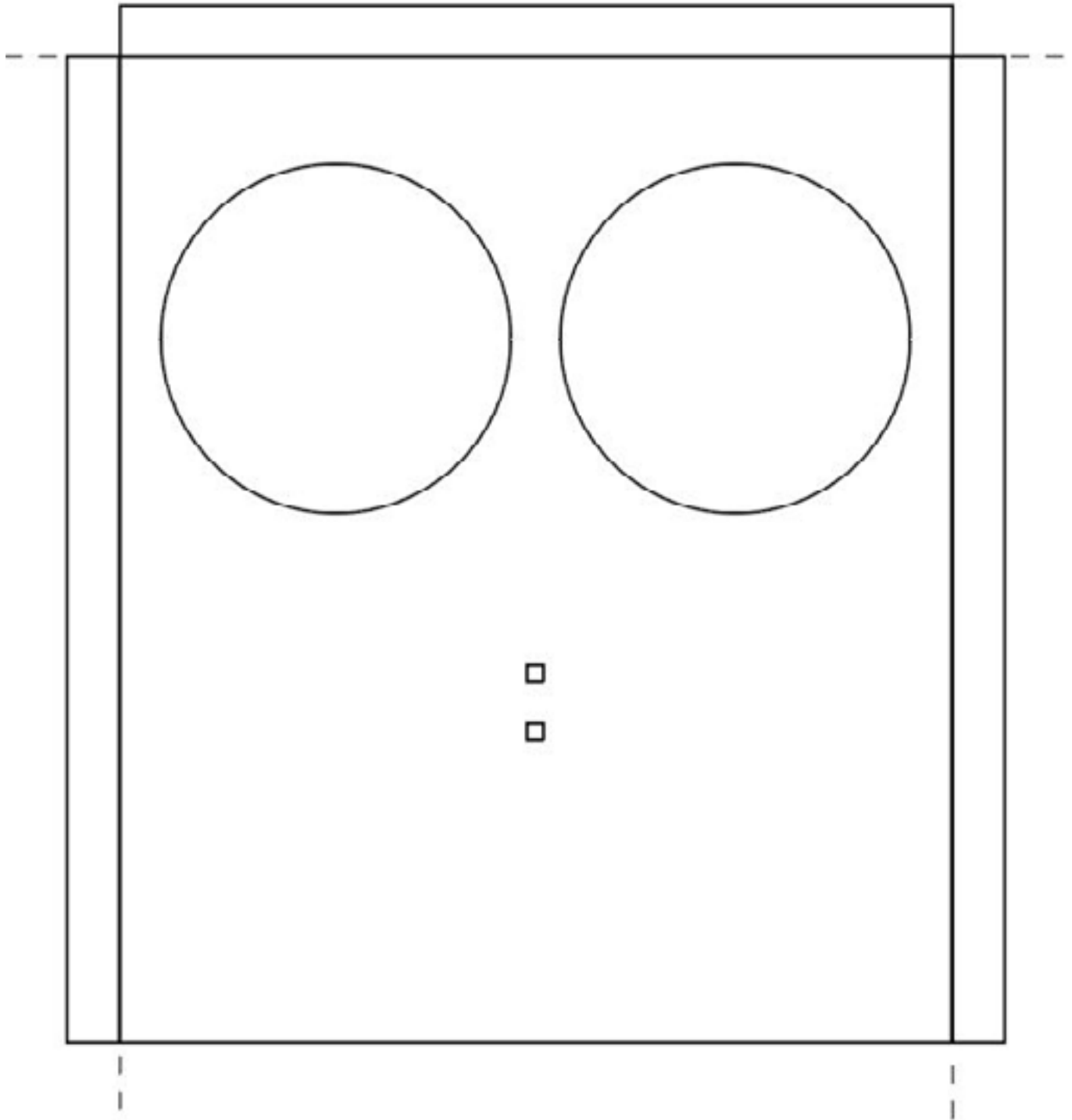


Prototype of Tray

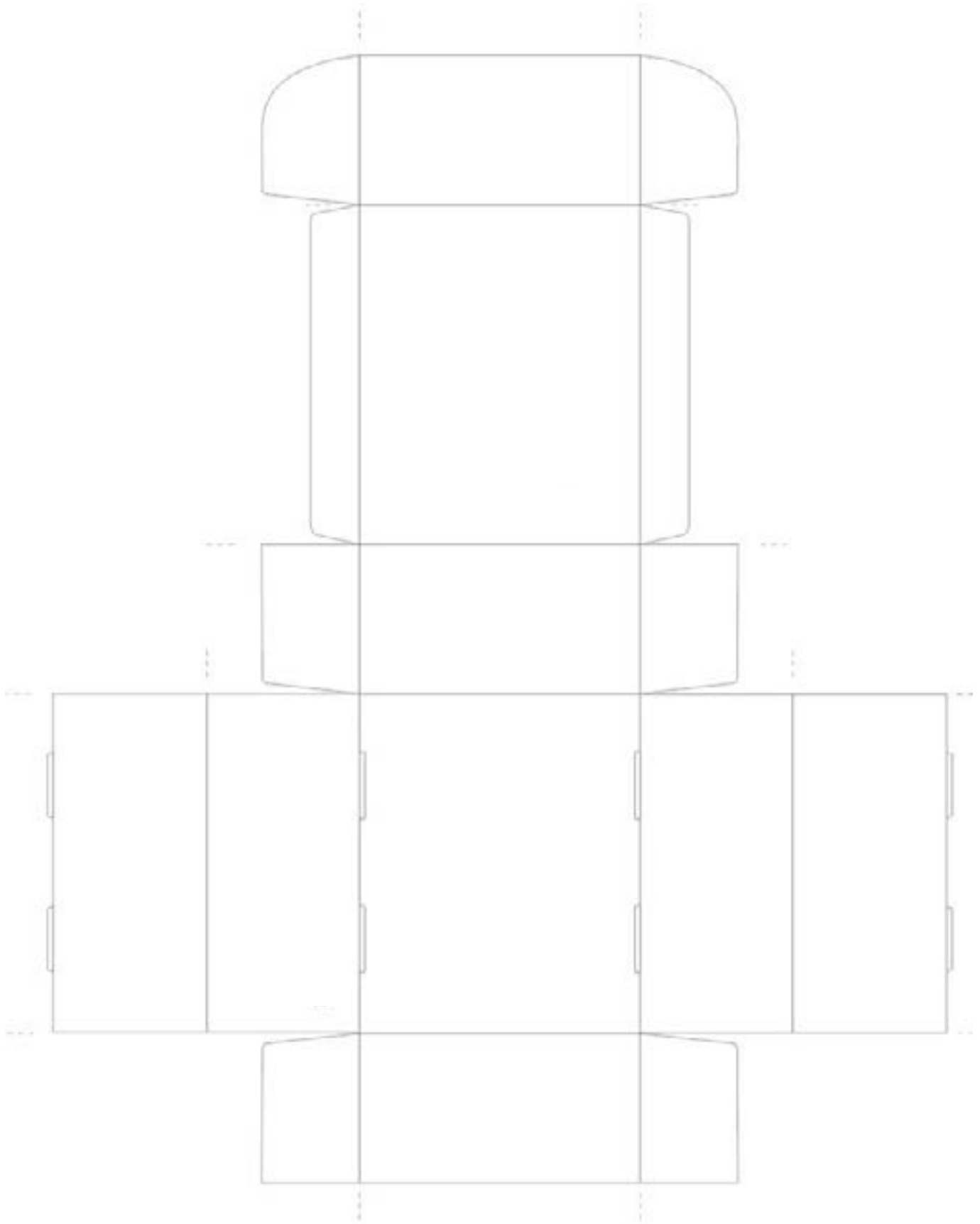
Dieline of retail packaging



Dieline of tray for retail packaging



Dieline of shipping box





Retail box - front view



Back view



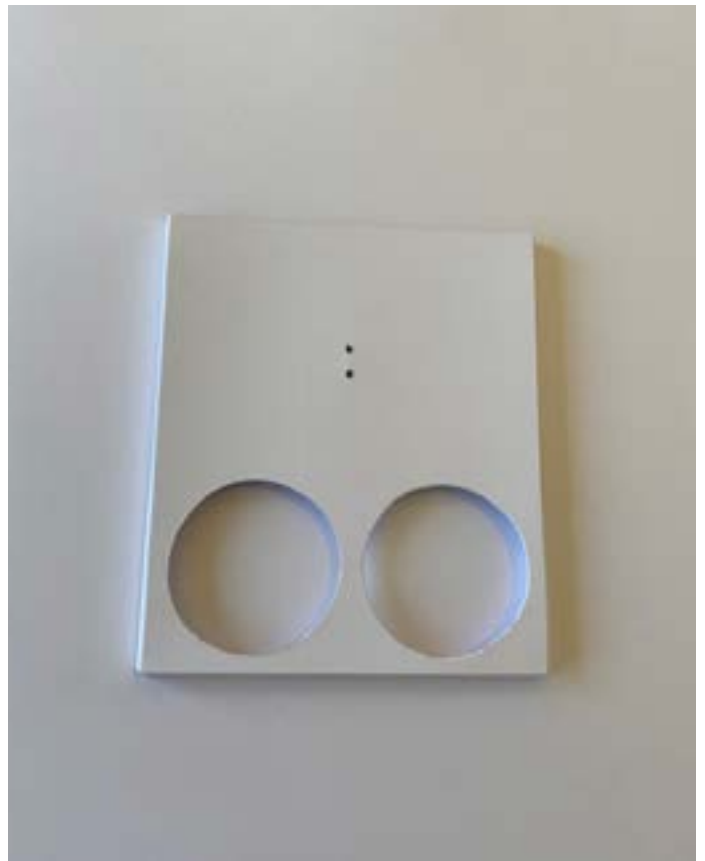
Left side view



Right side view



Travel bag



Tray



Side view - shipping box



Open shipping box

Rationale

This project involved re-designing the packaging for a set of Sony Headphones which were originally packaged in moulded plastic in an unattractive manner. Moulded plastic contributes to the world-wide problem of plastic waste. The challenge was to redesign the packaging in a sustainable way targeting the audience this product would appeal to.

The target market is aged 45+ years. Sony is a trusted, well-known brand particularly amongst older people. The typical persona who would use these headphones is a female in her fifties who grew up with Sony and trusts the brand. The user does not want to be caught up in the confusion of which headphones to buy when faced with a range of different headphones at the retail outlet. The consumer wants to be presented with a set of headphones that are reliable without an over inflated price. However, they also want a consumer experience that delivers an attractive product.

The re-brand of the product and the packaging emphasised that this was a 'classic' set of headphones. This helps suggest these headphones will do the job. The retail packaging used cardboard (instead of moulded plastic) with the shipping box made of corrugate leading to more sustainable packaging. The retail box had a minimalist design in black with a small amount of red to emphasise key words on a white background. The design incorporated blank space to allow focus on the images of the headphones and of the smaller icon images. The packaging included a travel bag as an extra feature that would appeal to the user. The design intends to create the feel that the consumer is buying a classic product that works well. The retail and the shipping box have a classy, minimalist feel that adds to the experience.