



Package Design + Augmented Reality Tutorial

**Gahyung Song x Alexander Junge**

**Yonsei University x HS Augsburg**

Workshop 2015 @ Augsburg, Germany

2015.01.13-16

# Why Paper Pot

## **Innovative**

Untraditional Material for Cooking

## **Portable**

Light Weight + Suggestion for Variable Situations (Festivals, etc)

## **Challenging**

Complexity of Information Required

## **Room for Improvements**

Language Barrier + Low Quality UX

## **Manageable for the Workshop Timeframe**

# Media Used

## Paper

## Augmented Reality Program

Junaio

Metaio Creator

## Online Evaluation Sheet

Google Forms



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# Tasks

Evaluation of Original Packaging

Design Sketches

Produce & Evaluate Prototype

Implement based on Feedback

Rename the Product

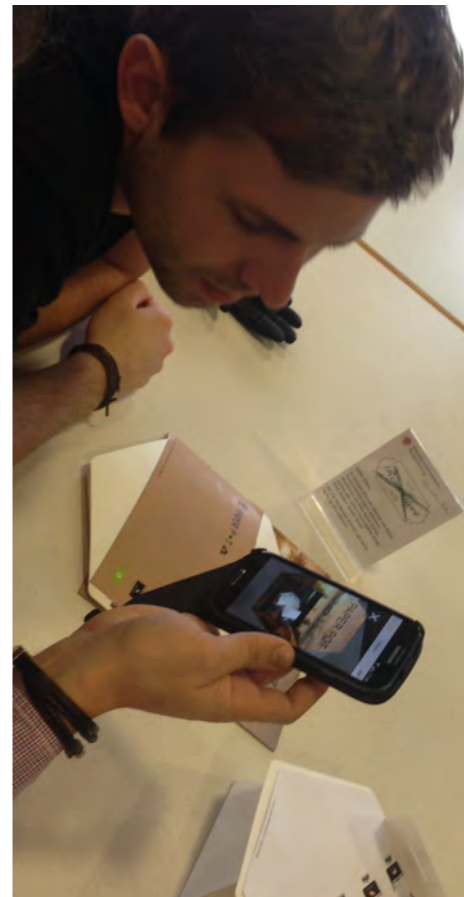
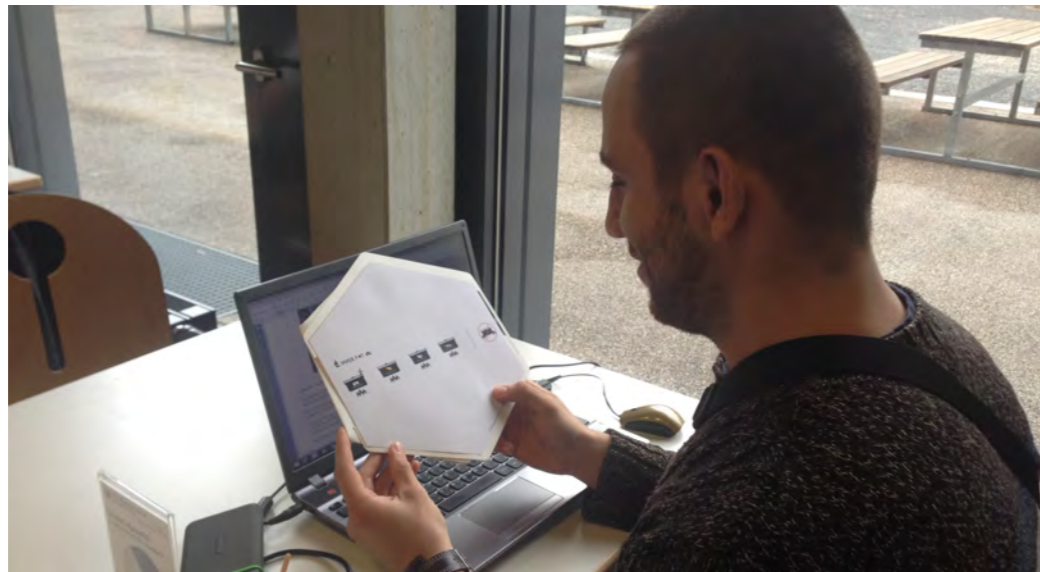
# Evaluation 1

User Testing Documentations - with the Original



# Evaluation 2

User Testing Documentations - with our Mock up



# Evaluations

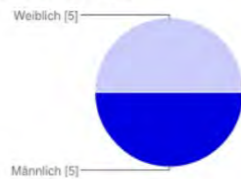
## Comparisons 1/4

### 10 Antworten

[Alle Antworten ansehen](#) [Analytics veröffentlichen](#)

#### Zusammenfassung

##### Männlich / Weiblich



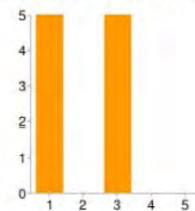
Männlich **5** 50 %  
Weiblich **5** 50 %

#### Product

##### Observations

- Put st in
- Cup Present box Pizza box
- Boses Noodles? Kimchi Cook? Chef hat?
- Put st into Unstable Lid closing
- Bag?
- Lid top good Something aside needed
- Food transportation Lid found Product itself lid

##### Did the user understand the product



1 **5** 50 %  
2 **0** 0 %  
3 **5** 50 %  
4 **0** 0 %  
5 **0** 0 %

##### Observations

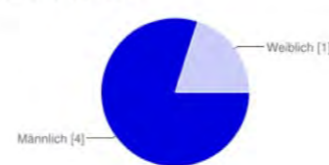
- Microwave ... Soup Fire? Lid s bottom How to use it Food to put in ... Made in Kir Typical Asian packaging
- Bake Might burn Chinese food? Ground usage food ... Soup usage? Wrong litres Mobile code embedded?
- Water boiling stuff Something to eat in Korea ..... Food transportation Backside info Not burning? Reading Soup Bir
- Boiling To take away directly Afraid of burn .... More clear Stove Asked if disposable ... Ecological 4liters? 4 time us
- Aluminum foil inside? .... Holding utensil as plate? Lid didn't understood
- OK... Carton ... Microwave Oven?? Not burning? Not knowing purpose for lid ... Korea Bio Pay attention Mostly rea

### 5 Antworten

[Alle Antworten ansehen](#)

#### Zusammenfassung

##### Männlich / Weiblich



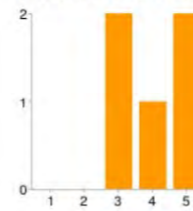
Männlich **4** 80 %  
Weiblich **1** 20 %

#### Product

##### Observations

- Notified pOT usaGE right away No direct fire but only for indirect ones?
- Cook on fire Lid undestood
- Already used it once Recipe cook food Pot OK Flame not safe for side
- Lunch box ... Surprised with paper material
- Basket Cook eggs sausages Paper pot No fire? Dims pot?

##### Did the user understand the product



1 **0** 0 %  
2 **0** 0 %  
3 **2** 40 %  
4 **1** 20 %  
5 **2** 40 %

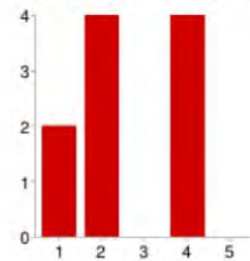
##### Observations

- Guide works on packaging Fire symbol confusing Outdoor usage OK
- Outdoor with package Cook food... .. Camping Red caution confused No flame outside
- Not open fire because of paper
- Undersfood well
- Pot lid wasn't clear with package icons

# Evaluations

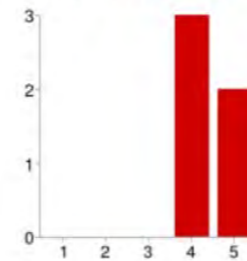
## Comparisons 2/4

Did the user understand the product



1	2	20 %
2	4	40 %
3	0	0 %
4	4	40 %
5	0	0 %

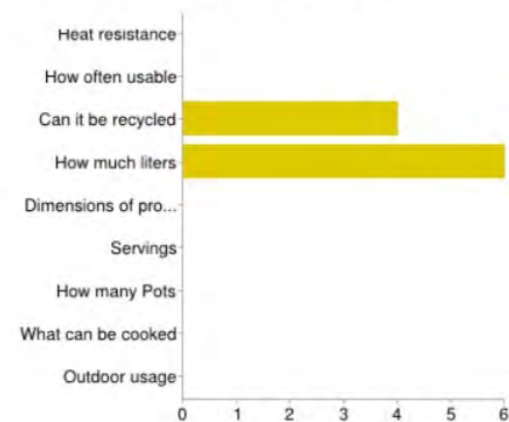
Did the user understand the product



1	0	0 %
2	0	0 %
3	0	0 %
4	3	60 %
5	2	40 %

### Packaging

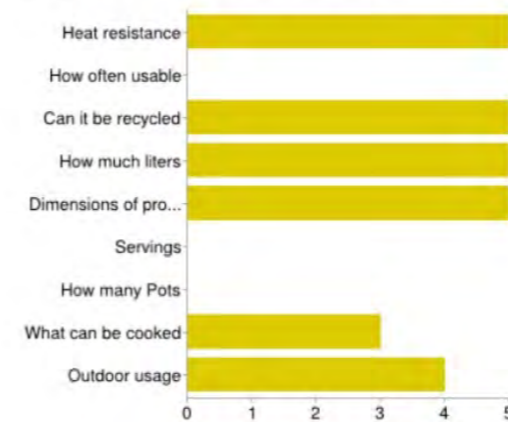
What information can the user find?



Heat resistance	0	0 %
How often usable	0	0 %
Can it be recycled	4	40 %
How much liters	6	60 %
Dimensions of product	0	0 %
Servings	0	0 %
How many Pots	0	0 %
What can be cooked	0	0 %
Outdoor usage	0	0 %

### Packaging

What information can the user find?



Heat resistance	5	100 %
How often usable	0	0 %
Can it be recycled	5	100 %
How much liters	5	100 %
Dimensions of product	5	100 %
Servings	0	0 %
How many Pots	0	0 %
What can be cooked	3	60 %
Outdoor usage	4	80 %

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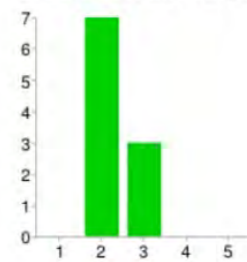
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# Evaluations

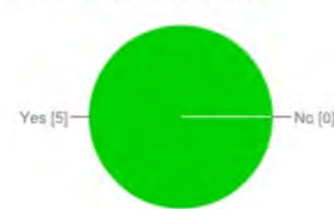
## Comparisons 3/4

Did the user like the packaging



1	0	0%
2	7	70%
3	3	30%
4	0	0%
5	0	0%

Would you buy/use this product



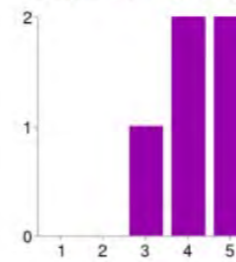
Yes	5	100%
No	0	0%

Would you buy/use this product



Yes	6	60%
No	2	20%

Did the user like the packaging



1	0	0%
2	0	0%
3	1	20%
4	2	40%
5	2	40%

### why?

Festival lover .3day festival Easy to carry
Hi-tech samsung No english Picture lunch box Fire symbol
Didn't own camping cooker ... Festival good
Maybe holiday use Compact
If to know how to use I would To test As a student its light and cheap
Special occasion No plastic lover...eco friendly Layout okay
Hirsch samsung No english Picture lunch box Fire symbol

### why?

HexagoHal Origami
Info more clear Top lid understood Fit for camping Packaging in the middle would be better to protect More clear image in
Concern of burning Heat resistance worried
Everything recyclable Image clear ... Fire with the product would be perfect
Serving info required ... Pkg unstable

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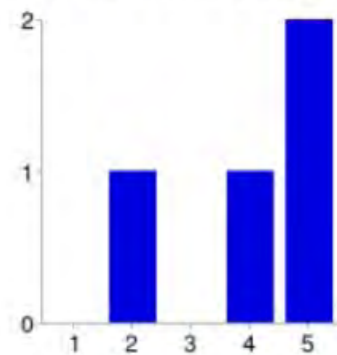
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# Evaluations

## Comparisons 4/4

### Did the user like augmented reality



1	0	0 %
2	1	20 %
3	0	0 %
4	1	20 %
5	2	40 %

### Did it help the user to understand the product



Yes	3	60 %
No	0	0 %

### Special observations

Didn't work Just for cooking Coffee boiling When cant take the pot it will be useful

Concept good

Video always works

If water comes fir SD t

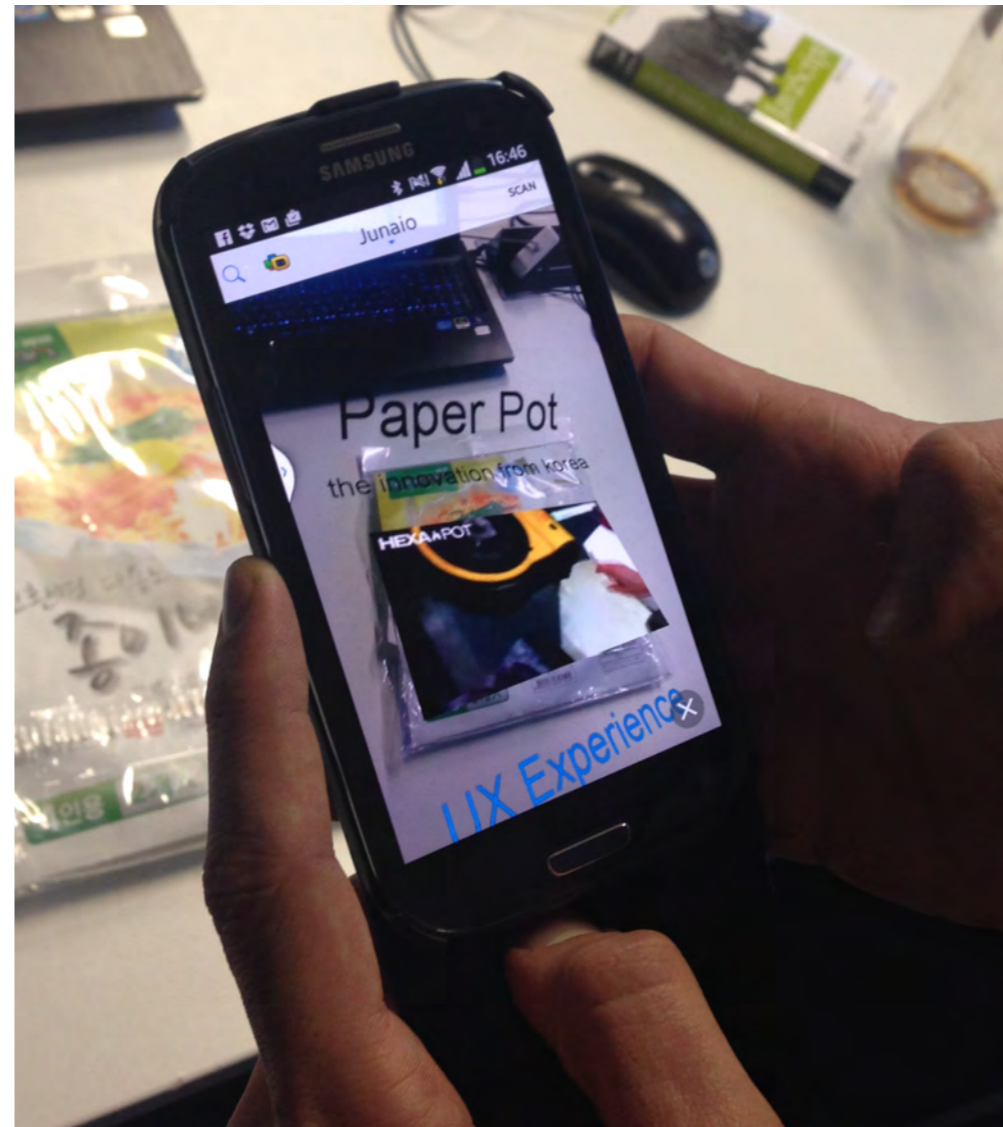
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# Design Sketches



# Final Design

## Mock-up



# Making

## Mock-up



# Final Design

## Icons



# Conclusions

Lessons Learned

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