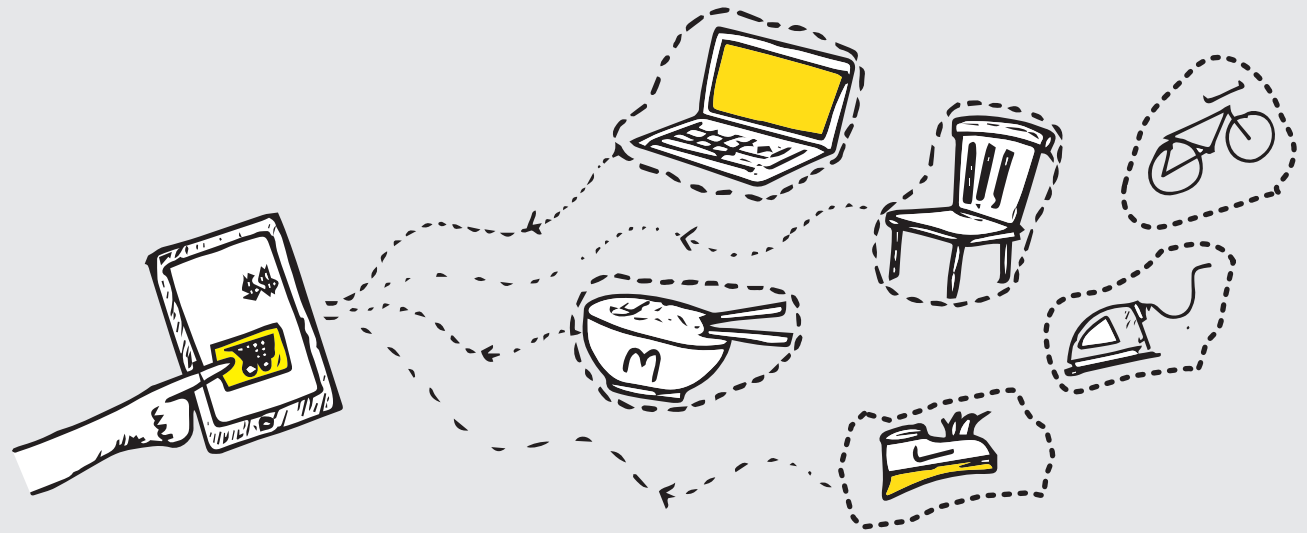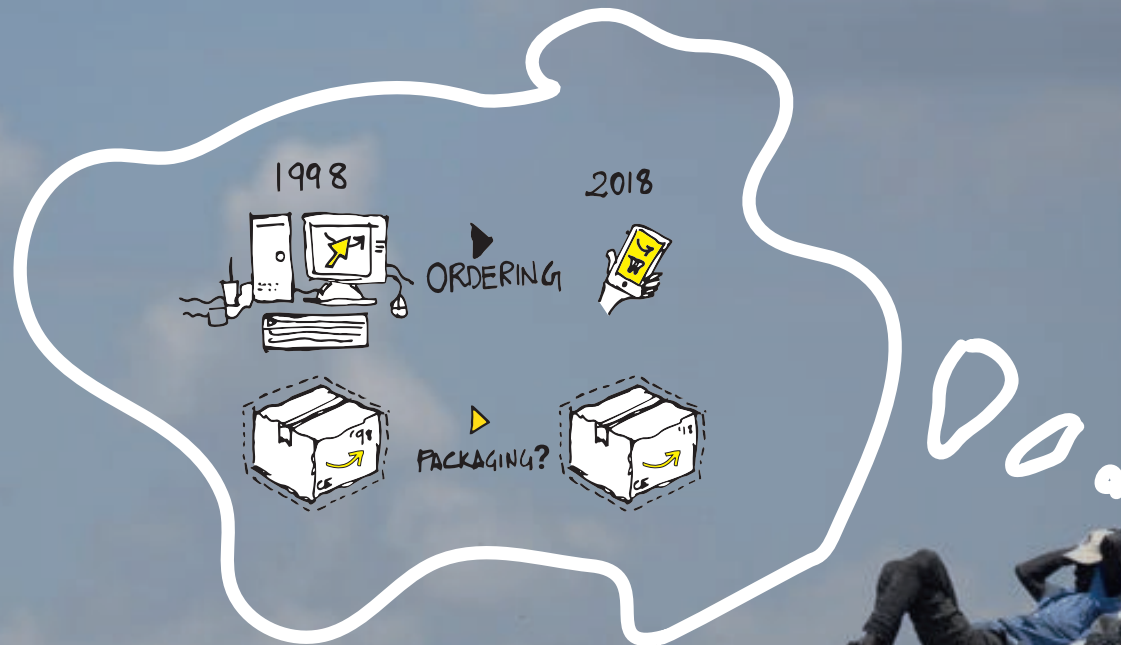# PACKit

Packaging made sensible.

F:unkT

The Outline

With passing time, technology is enabling items reach our home quick. Most things we desire or require are a few taps away. Be it food to footwear, or tickets to taxis; everything. Online marketplaces / storefronts / eateries and many other forms of commerce are constantly pushing the bar in the 'fulfillment' domain and working tirelessly to make this experience as seamless as possible.

Eg. Amazon dash button - Delivery with a click.

This definitely has created a wave by inspiring smaller entities/individuals/suppliers to adapt to the digital space and to become a part of this accepted reality at large. This implies our products/food/articles have to travel more than us. Which creates an urge for something we witness every day - '**packaging**'.

The Perspective

More than ever, shopping with a scroll and a click online instead of our local markets stores is evident widely. Lucrative same-day shipping deals and the convenience of shopping from home have propelled the growth of E-commerce: up nearly 25 percent last year, according to an analysis by Slice Intelligence, and this uptrend is not slowing any soon.

These orders may seem insignificant when we observe ourselves. However our neighborhoods and cities are ordering millions of packages like these every day, with astonishingly growing numbers. And these online cravings have consequences too. Ever wondered so much of bubble wraps, packets, boxes, duct tapes, stickers, printed bills, airbags, plastic utensils, spoons,etc. where do they eventually go?

Pile of problems

We care less to know where our packaging goes, but a lot of it unarguably ends up in places like these.
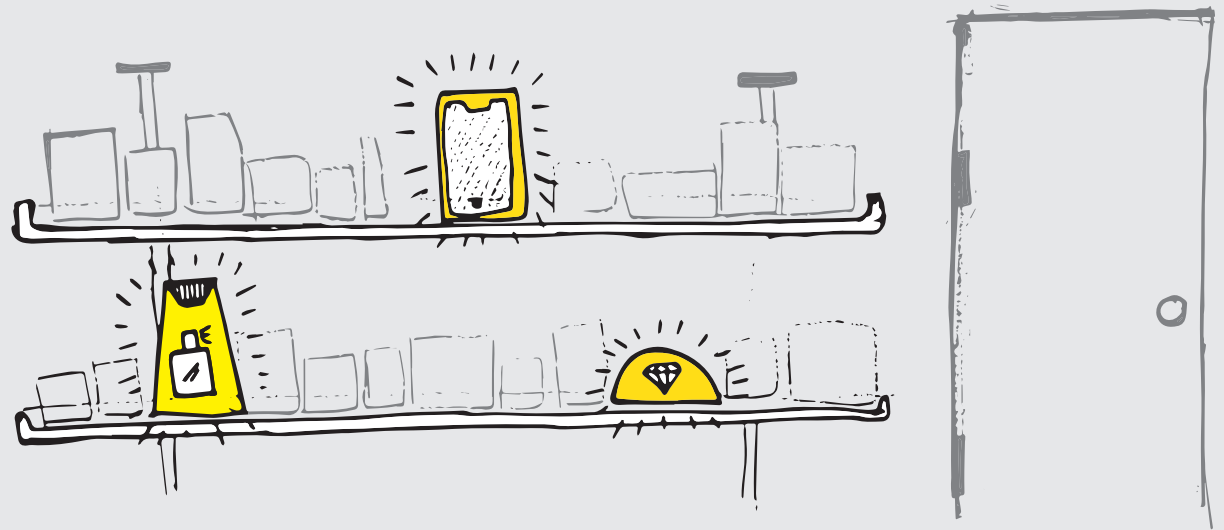
An Experience

Packaging is what a consumer sees first, even before the product. The best packaging solutions serve a practical purpose, yet also carry a story and communicate a brand's values.

The world needs countless packages every day. That being said, the alternatives that reduce environmental impact, which at the same time can make the experience better are becoming ever more important. If packaging is something which clearly sets a few things apart from the rest, can we find a balance between both of these worlds?

TRADITIONAL PACKAGING ELEMENTS

YOUR NEW IDEA!
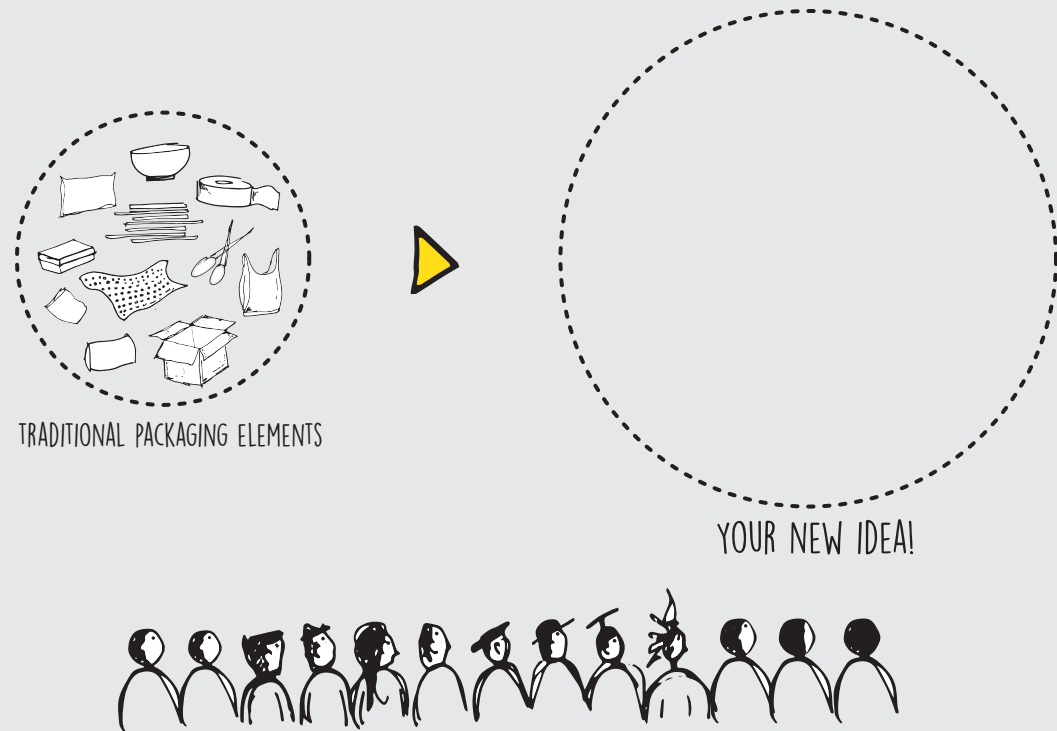
The Design Challenge

We understand, that traditional packaging materials have taken shape by the course of time/practicality/constraints/availability - But here lies the design challenge - You can start your design enquiry by the following questions:

1. Can packaging be more lean/smart?

2. Can a packaging be reusable or have different use applications?

3. Can discarded/used packaging find it's way back into the system/eco-system seamlessly?

4. Can packaging be more convertible / tailormade / adaptive to product it wraps on?

5. Can we enhance the current 'packaging efficiency'?

6. Can it inherently have some value, that people are willing to recycle it?

7. Can this design be widely adopted/compatible to various other existing brands / scenarios / delivery / fulfilment models as well?

Domains

Taking the above brief into consideration, develop a packaging design which is scalable, for the following class of items.

You can choose any one/multiple of the use case from the following:
1. Take-away/Delivery meal
2. E-Commerce Package
3. Packaged food
4. Any consumer goods
5. Cosmetics

You may define categories or sub categories within these, but overall outcome should be fitting to a wide range of similar applications at large.

You may propose system level changes/ideas like how existing equipments / transport / handling / sorting etc. methods could be revamped, however any such recommendations should be based on exact cases of current methods used in delivery fulfilment.

Submission Guide

· A maximum 6 – A3 presentation boards in digital format (JPEG or PDF) (120ppi)

· Questionnaire formulated by the participants as directed on the submission portal. Refer to Uni Submission guidelines to know more. https://goo.gl/EFYkad. These should be the best questions framed by you - that people would really like to know about your design.

· Cover image of size 1500 x 600 px or larger in aspect ratio 1 : 2.5.

· Individual images and graphics used in the sheet or any additional images (for publication purpose and not for the judging of entries)

+ Participants are encouraged to submit additional materials such as prototype images and textual material, by e-mail. However, submission of such material is not obligatory, nor shall their submission/non-submission influence the evaluation process. This information will be helpful in conveying your design on the web.

+ Ensure that the final sheets which are submitted do not include your name or any other mark of identification.

+ Mention your sheet number on every sheet.

+ To learn about the best practices of submission refer to this pdf here. https://goo.gl/fmmcP7

Judging Parameters

Issue to Innovation
How well is the design conceived within the limited constraints and laid down clearly in process? How relevant the issue is?

Adaptability / Modularity
How adaptable is the solution to different products? OR How much it can fit itself - to a number of conditions in a particular scenario?

Compatibility
How well this new design fits in to existing delivery infrastructure? Compatibility to existing systems like forklifts, shipping crates, delivery vans/bags, etc.

Functionality / Speed
How functionally usable is the solution? Does it performs the basic tasks it is built for? How less is the time required to pack an item?

Material Efficiency / Sustainability
How efficiently the design is dealt in terms of material it utilizes? Is the new design able to reduce pressure on the environment?

Simplicity
Considering the people who pack these items, and the users who unpack - how easy is the design to operate?

Prizes

Winner

1 x Students & Professionals

1500$
+ Trophy
+ Certificate
+ Publication

Runner Up x 2

Separate for Students & Professionals

550$
+ Trophy
+ Certificate
+ Publication

People's Choice

Via online voting. Common for Students & Professionals

500$
+ Trophy
+ Certificate
+ Publication

Honorable Mention x 10
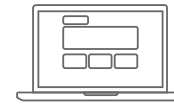
Common for Students & Professionals

+ Medal
+ Certificate
+ Bi-annual digest of Funkt

Publications

All trophies and medal holders

Elaborate section in Boun 2018 Design Book

Online Promotion

30 Shortlisted entries

+ Certificate
+ Entries promoted on boun and on our partner's website

Timelines

Early bird registration ends (Students: 15$, Professional: 25$) + Taxes	:	**20th June 2018**
Standard registration ends (Students: 25$, Professional: 35$) + Taxes	:	**05th August 2018**
Late registration ends (Students: 40$, Professional: 60$) + Taxes	:	**20th September 2018**
Submission deadline	:	**30th September 2018**
Public voting begins	:	**01st October 2018**
Public voting ends	:	**11th December 2018**
Display of shortlisted entries	:	**10th November 2018**
Result announcement	:	**20th November 2018**

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