



# FUTURE FOOD CONSUMPTION SCENARIOS FOR NEW CONCEPTS OF PACKAGING



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# INDEX

**THE WORLD OF PACKAGING** - An overview of trends, habits and shapes

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**ON-FIELD OBSERVATIONS** - Niche vs Convenience/External packaging experience

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**CHOSEN AREAS** Development of two scenarios and opportunities

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**FROM OPPORTUNITIES TO CONCEPTS** Exploring four concepts

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**WHAT NEXT** - The post-consumption experience

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# THE WORLD OF PACKAGING

Mind map

**NEW**

# THE WORLD OF PACKAGING

Mind map

**SAFETY**

Information

Trackability

Quality

Process

Materials

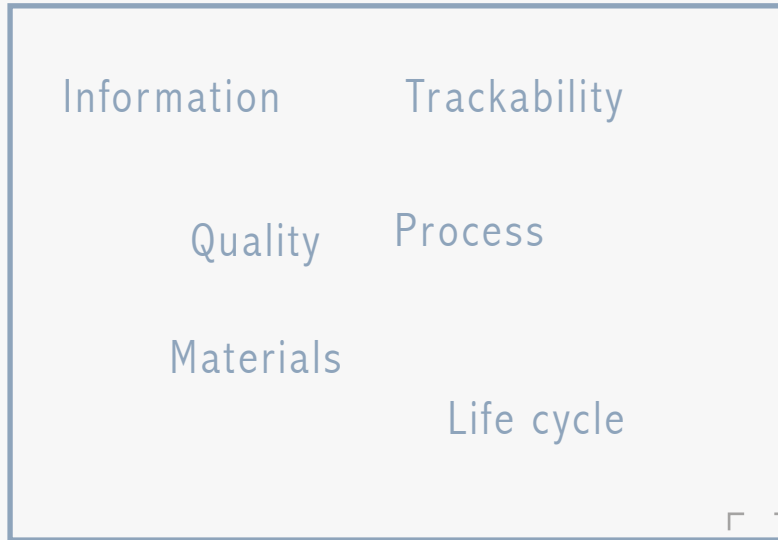
Life cycle

**NEW**

# THE WORLD OF PACKAGING

Mind map

SAFETY



NEW

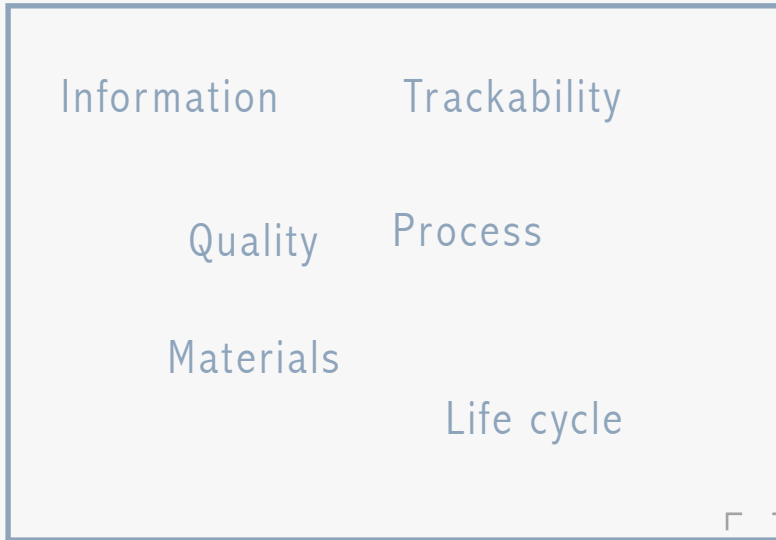
ECO-FRIENDLY



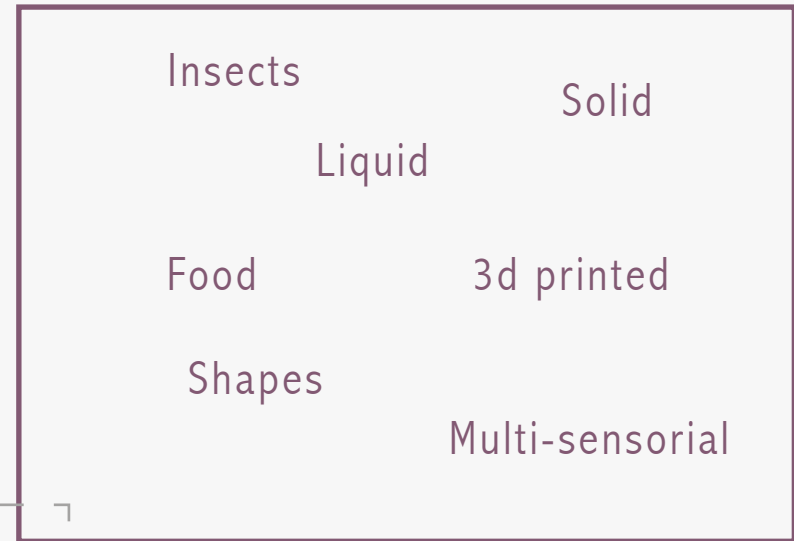
# THE WORLD OF PACKAGING

Mind map

SAFETY



FUTURE



NEW

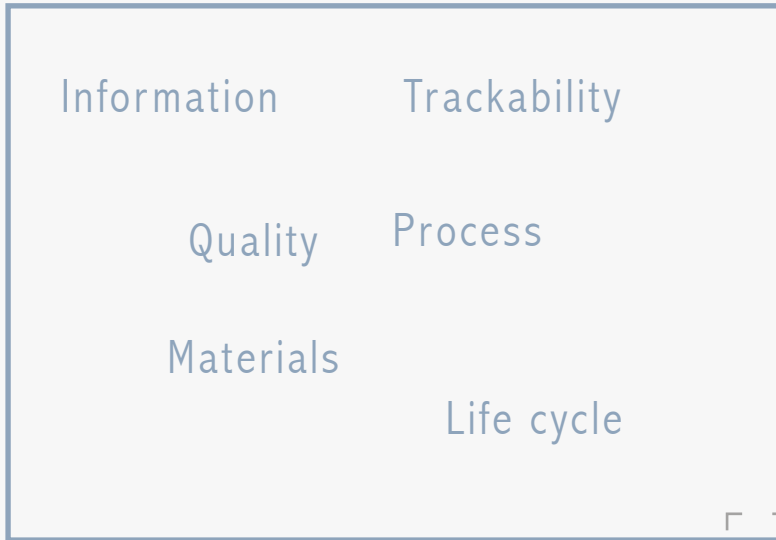
ECO-FRIENDLY



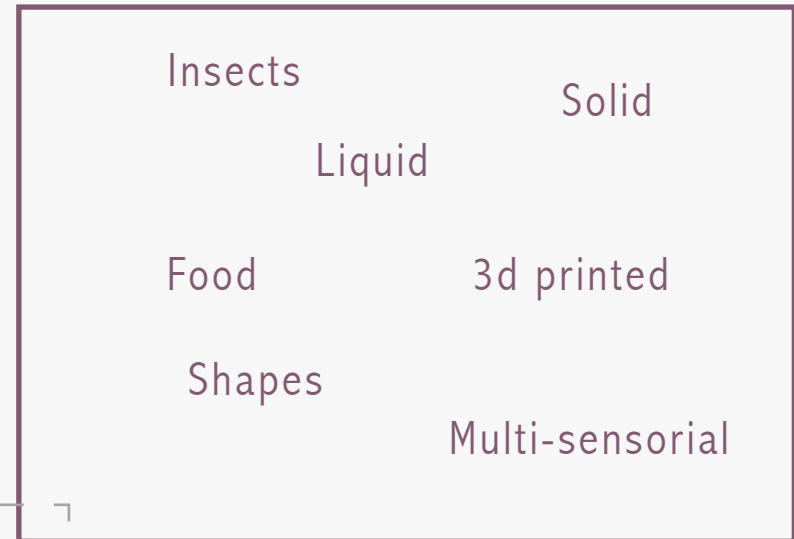
# THE WORLD OF PACKAGING

Mind map

SAFETY



FUTURE

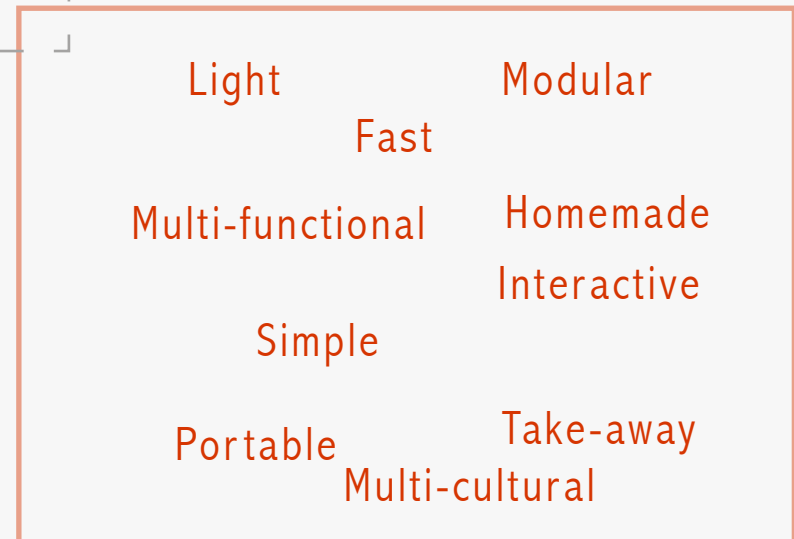


NEW

ECO-FRIENDLY



LIFESTYLE



# THE WORLD OF PACKAGING

Moodboard





# ON-FIELD OBSERVATIONS

First part



Mass market  
store



Luxury - niche  
supermaker

# CARREFOUR

Convenience

# EXCELSIOR

High-end



VARIETY



FRESH FOOD  
TAKE AWAY



ABUNDANCE



EVERYDAY  
GROCERIES



BRANDED



PASTA/RICE  
FOOD CUPBOARD

PRODUCTS



INTERACTIVE



GADGETS  
BEAUTY



NATURAL



FOOD  
CUPBOARD



SCULPTURAL



FRESH FOOD  
TAKE AWAY

PRODUCTS

BRIGHT

TALL

CONVENIENCE

DISPLAY

LOW  
LIGHTING

ARTISTIC

ORGANIZED

DISPLAY



FAMILIES  
LARGE SHOPPING



LATE NIGHT  
QUICK SHOPPING

CUSTOMERS



SINGLE SHOPPER  
SMALL SHOPPING



OLD COUPLE  
EXPERIENCE SHOP

CUSTOMERS

CONVENIENCE  
SHOPPING

EVERYONE &  
EVERYTHING

INSIGHTS

SMALL  
SHOPPING

NICHE

INSIGHTS

# ON-FIELD OBSERVATIONS

Second part



Pets  
world



Coffee  
shops



Vending  
machine

# PETS SHOPS

Animals

# COFFEE SHOPS

Food & bev.

# VENDING MACHINES

Food/Bev/Med

PRODUCTS

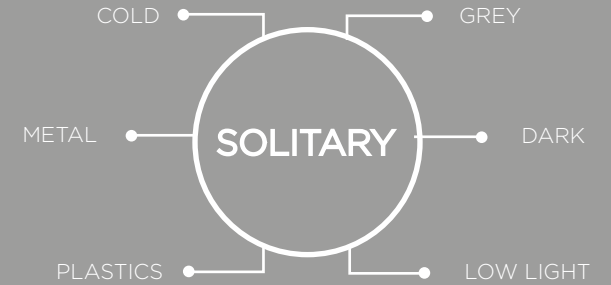
CONVENIENCE MEDIUM  
HUMANIZED PREMIUM

TRANSPARENT NATURAL  
HANDMADE FRESH

LITTLE VARIETY GLOWING  
BRAND SPECIFIC

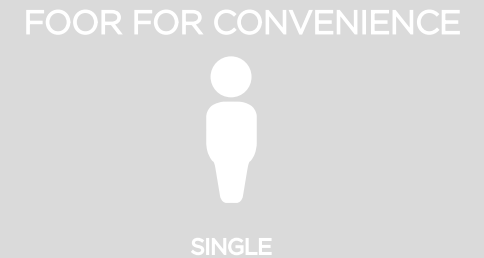
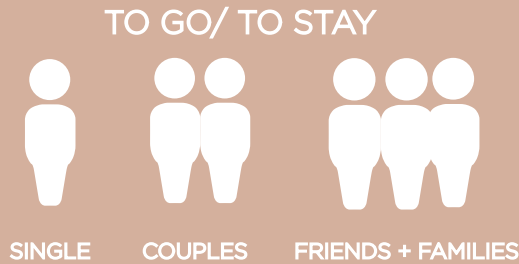
PRODUCTS

DISPLAY



DISPLAY

CUSTOMERS



CUSTOMERS

INSIGHTS

	STORE	SPECIALITY SHOP
MEDIUM	★★★★★	★★
ACTIVE	★★	★★★★★

	TAKE AWAY	STAY
MEDIUM	★★★★★	★★
ACTIVE	★	★★★★★

	FOOD	GYM	PHARMACY
MEDIUM	★★★★★	★★★★	★★★★
ACTIVE	★★	★★★★★	★★★★★

INSIGHTS

# CHOSEN AREAS

Our direction

## PEOPLE ON THE MOVE

---

Niche  
small shopping  
Solitary  
Nomadic trend

## MAKERS MOVEMENT

---

Awareness  
Fresh  
Diy Trend  
Playfulness

# PEOPLE ON THE MOVE

The scenario



NOMADS



LIFESTYLE



ADAPTABILITY



GLOBAL



Business people

Jobs on the move  
Changing jobs  
Freelancing



Portion size

Take away  
For one  
Doggy bag



Families

Small families  
Couples  
Single



Food shape

Solid vs. liquid  
Insects  
Super foods



Way of consuming

Multi-cultural  
Habits  
Multi-sensoriality



Students

Exchange  
Migrants  
Cheap



Eating environment

Transportations  
Office  
Street

# PEOPLE ON THE MOVE

Moodboard



# PEOPLE ON THE MOVE

Moodboard



**NOMADIC**



**PORTABILITY**



**FUTURE FOODS**





# PEOPLE ON THE MOVE

The opportunities

## 1 ON THE GO

A functional and efficient packaging “for one” that can adapt to multiple situations.

The user is able to consume the food inside the packaging in different environments (eg. in the tube, while walking..) changing the way of consuming take away food.

We want to move away from the common tray or box shape for to go food.

# PEOPLE ON THE MOVE

The opportunities

## 1 ON THE GO

A functional and efficient packaging “for one” that can adapt to multiple situations.

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We want to move away from the common tray or box shape for to go food.

Adaptability

# MAKERS MOVEMENT

The scenario



MAKERS



VALUES



AWARENESS



MAKING



Elderly

Habits  
Tradition  
Invest time



Creatives

Open minded  
Willingness  
Creativity



Children

Mindless  
Interactive  
Bounderies free



Active  
user



Sharing  
knowledge



Transparency



Meaning

Diy

Craft

Hand-made

Home-made

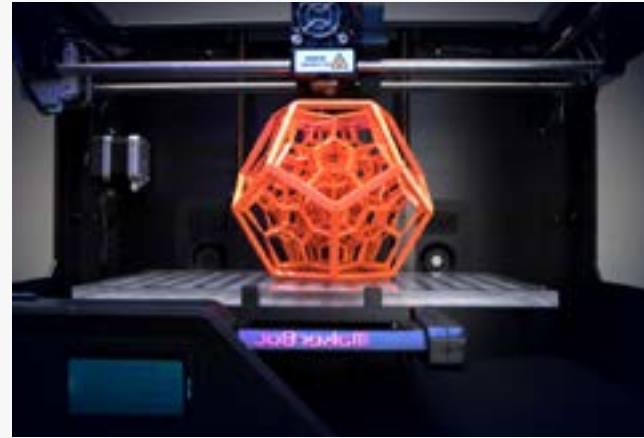
Package my-self

Eco

No brand

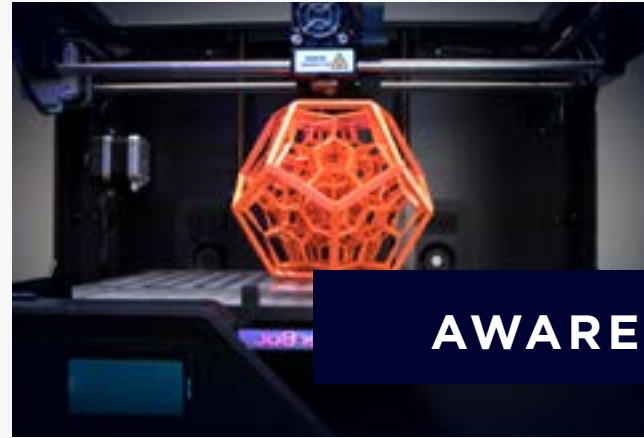
# MAKERS MOVEMENT

Moodboard



# MAKERS MOVEMENT

Moodboard



**AWARENESS**



**DIY**



**NATURAL**



# MAKERS MOVEMENT

The opportunities

## 2 DIY

An engaging experience for the customers buying fresh on the go food.

The consumer is able to easily mount himself the packaging and take the food away..

## 3 MEANING

Encouraging creativity and interaction with the packaging.

The packaging turns what usually is just a product into a playful experience.

# MAKERS MOVEMENT

The opportunities

## 2 DIY

An engaging experience for the customers buying fresh on the go food.

The consumer is able to easily mount himself the packaging and take the food away..

Interaction

## 3 MEANING

Encouraging creativity and interaction with the packaging.

The packaging turns what usually is just a product into a playful experience.

Experience

# PEOPLE ON THE MOVE

Concepts overview

**1**

ON THE GO

Adaptability

**A**

**B**

# MAKERS MOVEMENT

Concepts overview

**2**

DIY

Interaction

**3**

MEANING

Experience

**C**

**D**



## PEOPLE ON THE MOVE

Concepts overview

A

B

HANDY

POUCH

Portability

Time management

Eat-to-go

Perception

Ergonomic

Foldability

C

D

SHAKE IT

ORIGAMI

Experience

Diy

Fun

Craft

Personal

Fresh

**HANDY**  
Concept strategy

**THE  
INNOVATION**

Creating new gestures

**THE  
USAGE**

Salads/  
Fruit Salads

**THE  
CHANNEL**

Mass Supermarkets &  
Take-away shops

**THE  
VALUE**

Eat whilst moving

**THE  
TARGET**

Workers/Students  
Italy + foreign markets

**THE  
MATERIAL**

Rigid transparent  
plastic



## POUCH

Concept strategy

### THE INNOVATION

Moving away from the obvious

### THE USAGE

Fruit Salad

### THE CHANNEL

Niche/High-end supermarkets & take-away coffee shops

### THE VALUE

Eat throughout the day

### THE TARGET

Workers/Students  
Foreign Market + Italy (Future)

### THE MATERIAL

Soft/Rigid transparent Plastic



## SHAKE IT

Concept strategy

### THE INNOVATION

Combine your snack

### THE USAGE

Snack

### THE CHANNEL

Niche/High-end supermarkets

### THE VALUE

Playful experience

### THE TARGET

Workers  
foreign markets + Italy (future)

### THE MATERIAL

Rigid transparent plastic



**ORIGAMI**  
Concept strategy

**THE  
INNOVATION**

Foldability

**THE  
USAGE**

Salads

**THE  
CHANNEL**

Mass supermarkets &  
take-away

**THE  
VALUE**

Make your own salad

**THE  
TARGET**

Workers/students  
foreign markets + Italy (future)

**THE  
MATERIAL**

Cardboard (now) Semi-Rigid  
transparent plastic (future)





**THANK YOU!**



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