

4 Ways R&D Can Embed Consumer-First Thinking into Packaging Development



SNAPSHOT
GUIDE

**DESIGN &
INNOVATION STAGE**



1 Be brave

Design a packaging usage ritual that's stripped back to just what's needed





2 Make bold choices

Design in just the most critical user-led packaging attributes



3 Understand your users

Observe true behaviours and get to the tensions, pain points and needs



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4 Embrace the MVP

Prototype and test your way early-on to consumer-led solutions



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