

# Enzyme Mother Project-beerschaum soap



## • Market research on existing packaging box.

- A number of existing boxes have been explored and analysed.
- An ideal shape has been chosen as a concept box for the final packaging.
- Overall shape of the box may not change, but the size (width & height) may change.
- Net of the inner casing will be designed by a professional (external) Net designer.
- Material of the inner casing should not cause too much crease.



## • Design of the outer casing

- Different positions and font styles have been tested.
- Material of the outer casing should portray a classy image so that consumers understand the quality level of the product.



• Various material books were used to test texture and stiffness of the casings.



## • Designing the internal section of the packaging.

- Internal support (base) of the box must be able to hold at least 3 soap bars.
- An inner cover sheet will be inserted to portray a mystical image to the user.
- The overall shape of the box will be an equilateral triangle which will fit into a outer casing (sleeve).
- Soap bars need to have certain amount of spacing in between each soap.
- Internal casing requires a mechanism which will allow it to close easily.



## • Prototype Design.

- A mock-up of both inner and outer casing was made to test size and fit of products.
- The mock-up was made of hard recycled paper in order to explore the stiffness and durability after regular use.