

## References

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External assessment 2023

Stimulus book

# Design

## General instruction

- Work in this book will not be marked.



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RTK Packaging

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### Design problem

The packaging used for online purchases of small individual items is often damaged when it is opened, making it unusable and creating waste. There is an opportunity to redesign the packaging to be more sustainable.

### Design criteria

- Ensure the redesigned packaging has an extended life cycle with additional uses.
- Ensure the redesigned packaging continues to meet the requirements of current users.
- Consider the successful launch and acceptance of the new uses by stakeholders.



**RH582**

April 14 at 9:45 am

As a retailer, I need to understand the benefit of new packaging.

→ Reply



**AL954**

April 16 at 3:16 pm

As a retailer, I would choose packaging that I know will not end up in landfill.

→ Reply



**NW216**

April 19 at 11:29 am

As a consumer, I want to understand the additional uses of new products.

→ Reply



**MS623**

April 22 at 1:30 pm

As a consumer, I appreciate items that have a visual theme.



**TC839**

11 minutes ago

As a consumer, I want tamper-proof packaging to ensure items are not changed, removed or damaged.

→ Reply



SECURE • SECURE • SECURE • SECURE • SECURE



Online shopping is an increasing trend; packages are sent overseas and locally.



Retailers need products to arrive at their destination clean and dry.

Lightweight packaging reduces transport costs.



Unsuitable items may need to be returned in the original packaging.

Opening the packaging often damages it beyond use.

Tamper-proof tapes, seals and adhesive closures are destroyed on opening.



Packaging is made from paper, cardboard, plastic (flexible and rigid), foil, wire or string.