

CAL POLY



Lightsaber

Paperboard Packaging Alliance
2015 Student Design Challenge



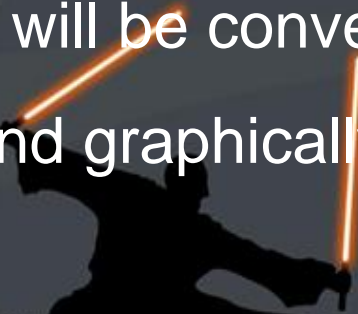
Packaging Program
California Polytechnic State University

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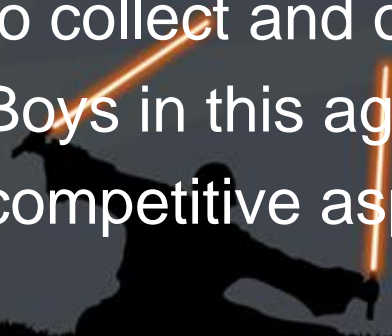
Objective

- To design an innovative toy package that can be reusable and interactive.
- The toy package will target children 7 to 10 year olds.
- The structure must be a minimum of 70% paperboard.
- It will be convenient, easily accessible and reusable, and graphically and visually appealing.



Analysis

- Toy packaging can be hard to open.
 - Children would rather not need adult assistance.
- Children in the 7-10 year old age group have short attention spans.
- Due to development in cognitive functioning children like to collect and organize their collections.
- Boys in this age group are especially drawn to toys with competitive aspects.

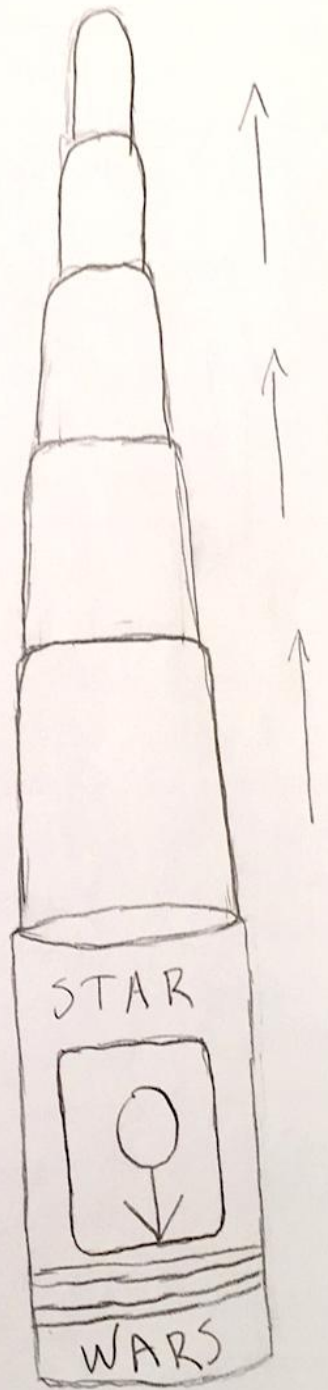
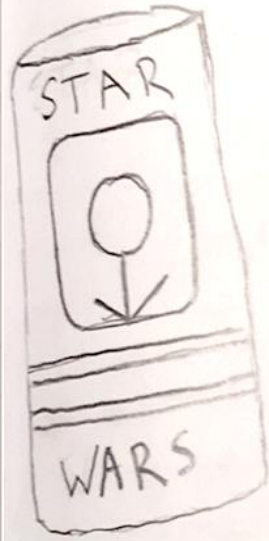
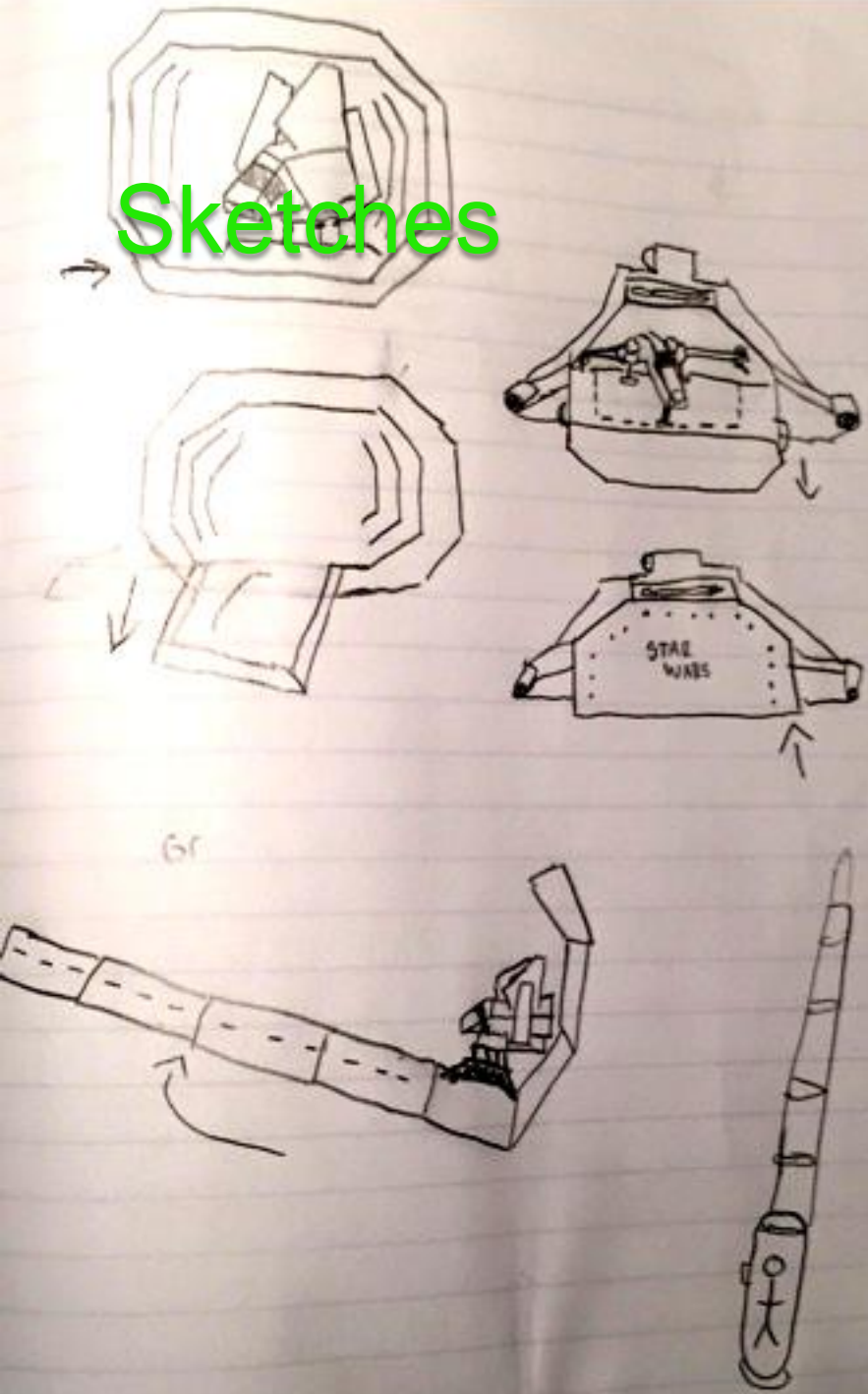


Design Process

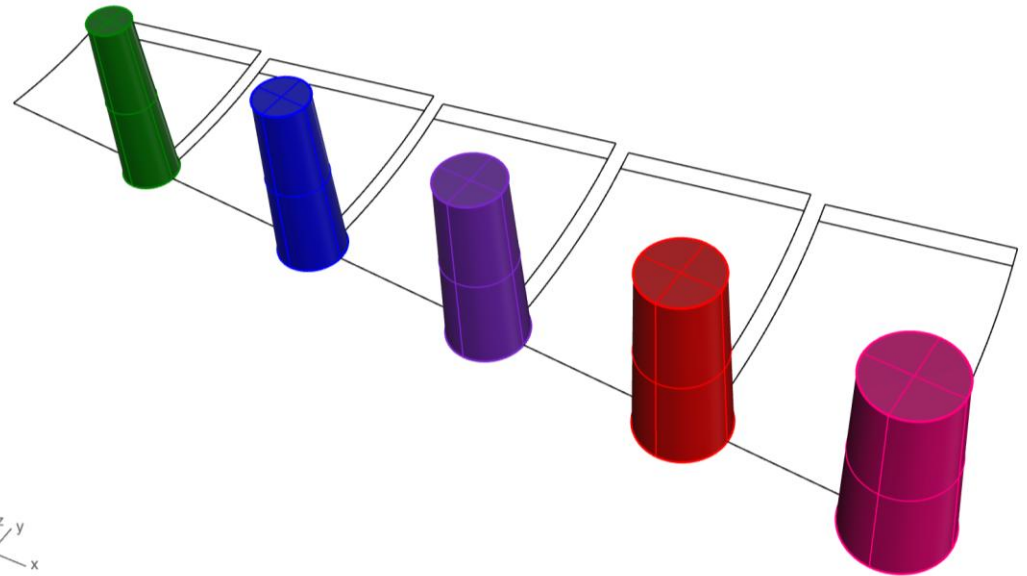
- The design process started brainstorming sessions.
- The ideas developed in the brainstorming sessions were combined with problems found during research and the design challenge to start the prototyping process.



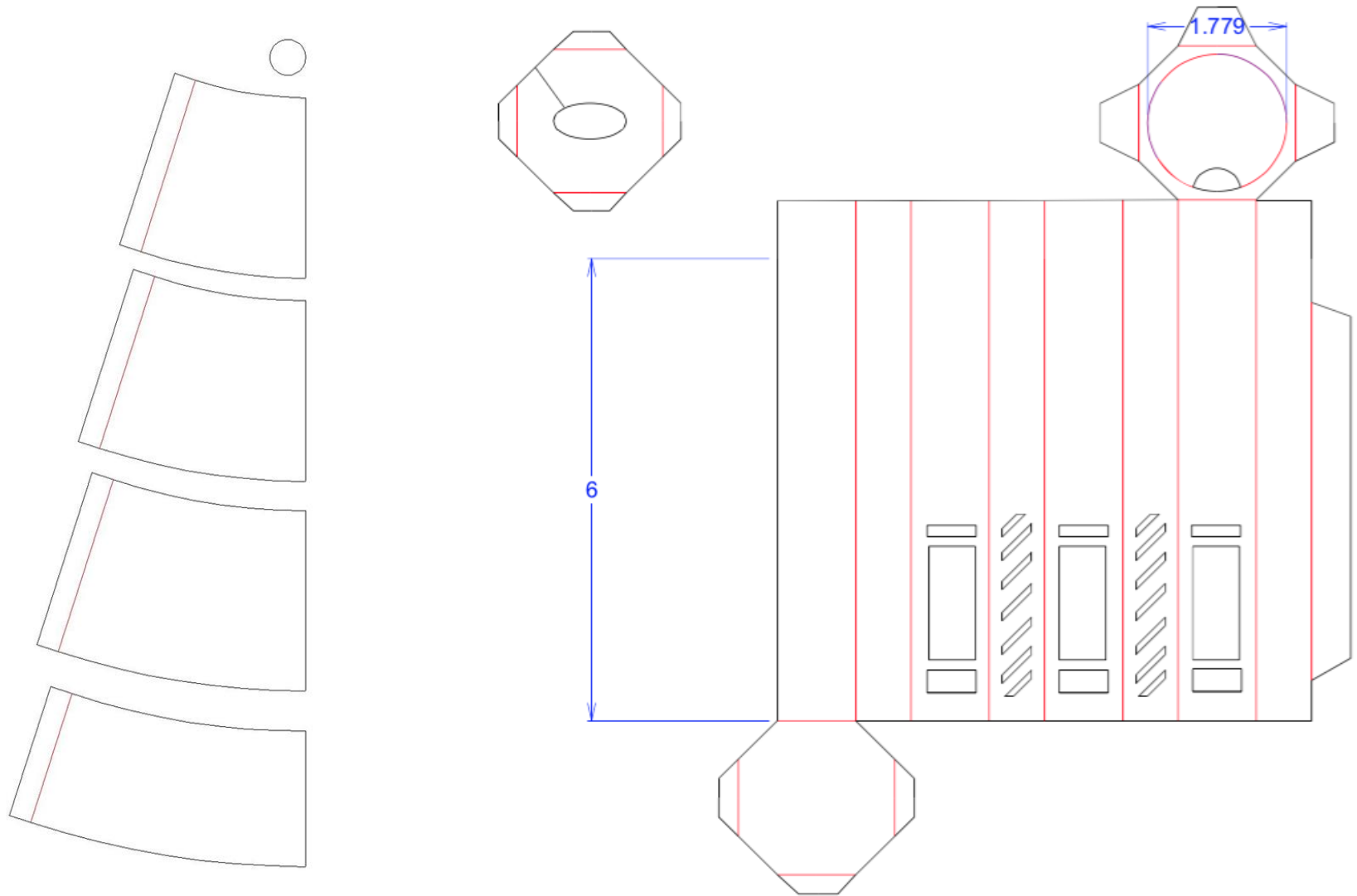
Sketches



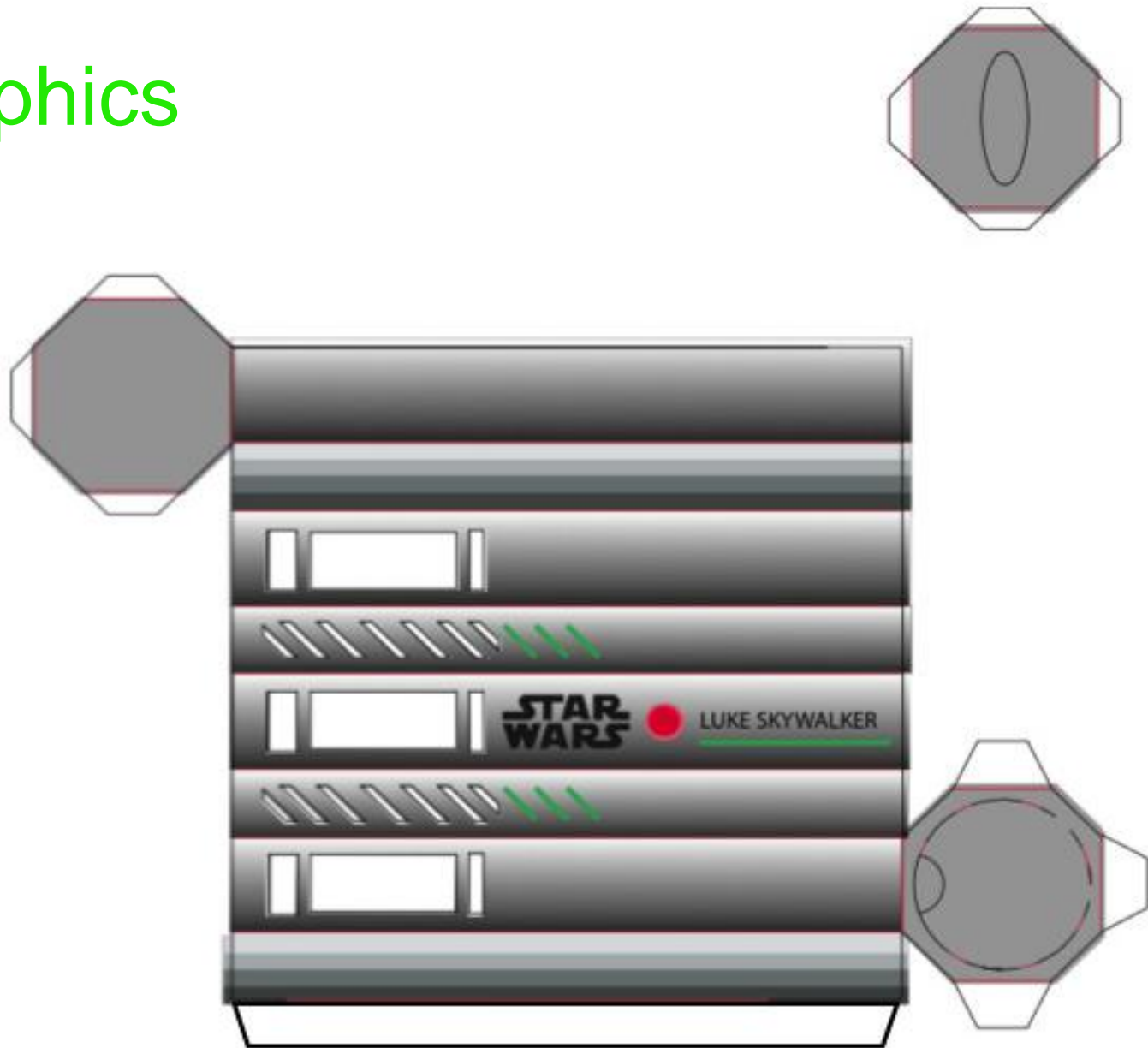
Prototyping



Structural Design



Graphics



Final Packaging



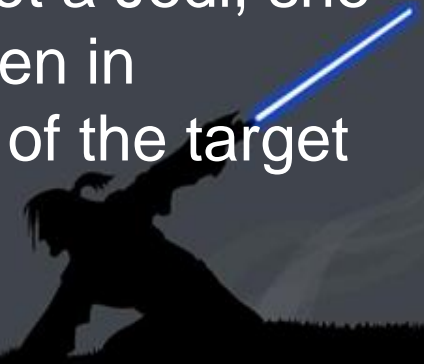
Marketing Plan

- The toy package is an easy to understand carton that can quickly and effortlessly be transformed into a lightsaber.
- The graphics can feature a QR code that links to the Star Wars website featuring both interactive games and an online store.



Marketing Plan (cont'd)

- Character variety:
 - Creating multiple characters enables more children to play.
 - Each character comes in a package matching his or her lightsaber from Star Wars.
 - While Princess Leia was originally not a Jedi, she eventually became one as will be seen in Episode VII, allowing girls to be part of the target markets.





Thank you

