

Case study project:

Creation of the design of a packaging Christmas box for customers of the bank "QAZKOM"

My role in the project

1. Come up with three different concepts for gift wrapping
2. Include a postcard in the concept as well as a label that will be suspended from the bow
3. Maintain the style between the gift attributes
4. Draw illustrations for each concept
5. Choose suitable fonts for packaging
6. Adhere to the customer's design wishes
    6.1. The gift box must be a slider box
    6.2. 3 Concepts should be in versions: traditional, modern, and illustrated
    6.3. The design must include the symbol of 2023
7. Put the designs on the mockup
8. Provide layouts to the customer

Introduction

Scenario: the packaging design of Christmas gifts is very important for maintaining the image of the bank. The bank wants to show customers how carefully they treat them, and an important role is that the design is appropriate and also gives a festive mood.

Problem: it is difficult to make something new in the New Year theme, and it is not permissible to make an extravagant design.

Goal: since the company's logo will be present in the design, customers will associate the bank not only with something strict, but also with something bright, festive and beautiful. It is very important to make the design bright and memorable in order to stand out among other banks. This will bring advertising between people and lead to new customers in the future.

Project users

The users of the gifts are the customers of QAZKOM Bank

QAZKOM



Design of the project

1. Collect references and inspirations from various sources on the theme of the New Year
2. Distribute New Year's attributes between concepts so that they are clearly different from each other
3. Choose a color palette suitable for the theme
4. Make sketches of possible design options
5. Make a list of the necessary illustrations
6. Draw illustrations in the program
7. Choose the font for the inscription
8. Correctly compose the composition on the package
9. From the illustrations made for the first two concepts, make a pattern
10. Draw illustrations for postcards and labels on ready-made packages
11. Put ready-made concepts on the mockup
12. Provide a presentation to the customer

Tools used in the project

The tools I used were stock sites where I could draw inspiration. After all the information I collected, I used an associative map to create a more successful design. In order to make a more successful associative map, I conducted a survey among bank visitors of what they associate with the new year and what causes them positive emotions in the new year. I also used the Illustrator and Photoshop programs to create illustrations and put them on a mockup.

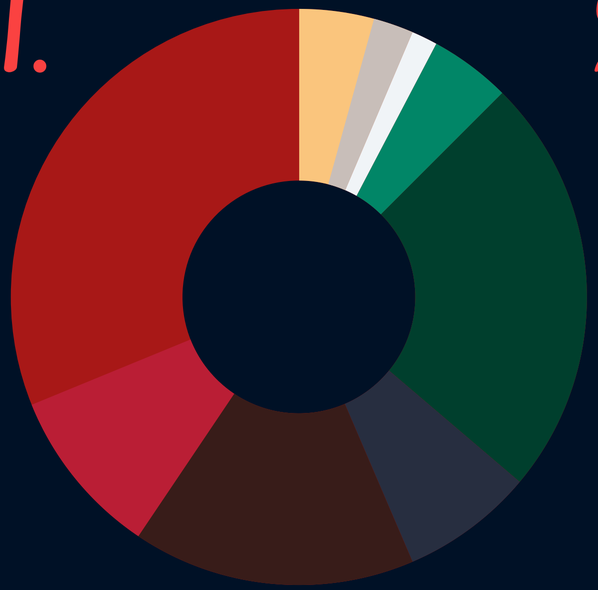
Research

I conducted a survey among the visitors of the bank and also a survey of some employees of the bank. There was no opportunity to ask the visitors directly "What image would you like to see on your New Year's gift?". Therefore, I have compiled a short list of leading questions that could help me in my work:

1. What are your warm associations with the New Year?
2. What colors do you associate with the New Year?
3. Do the images of these associations on gift packages raise the New Year atmosphere?
4. Do you like the simple design of gift packages or more complex?

Research results

1.



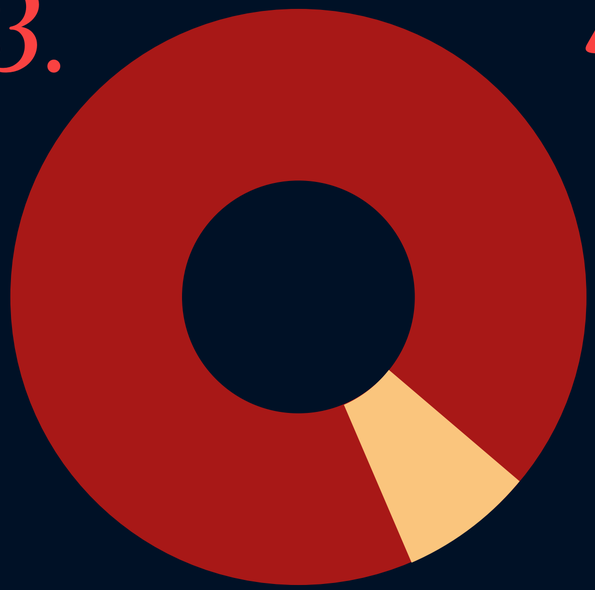
- Holiday
- Santa Claus
- Gifts
- Frost
- Christmas tree
- Christmas tree
- Champagne
- Winter
- Other

2.



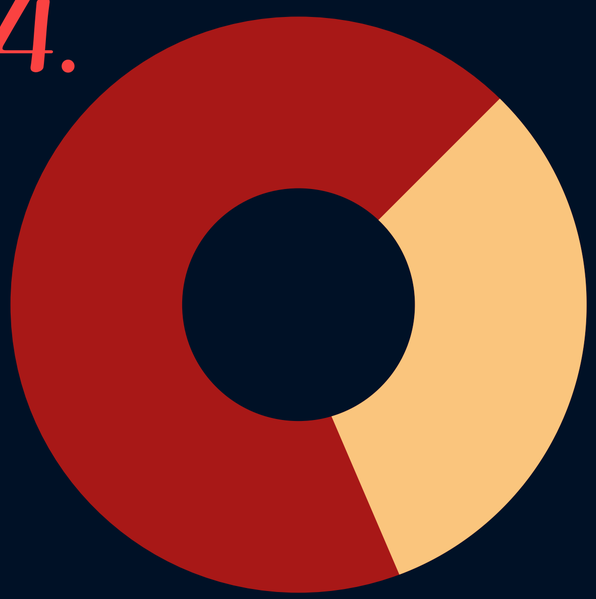
- Red
- Blue
- Gold
- Silver
- other

3.



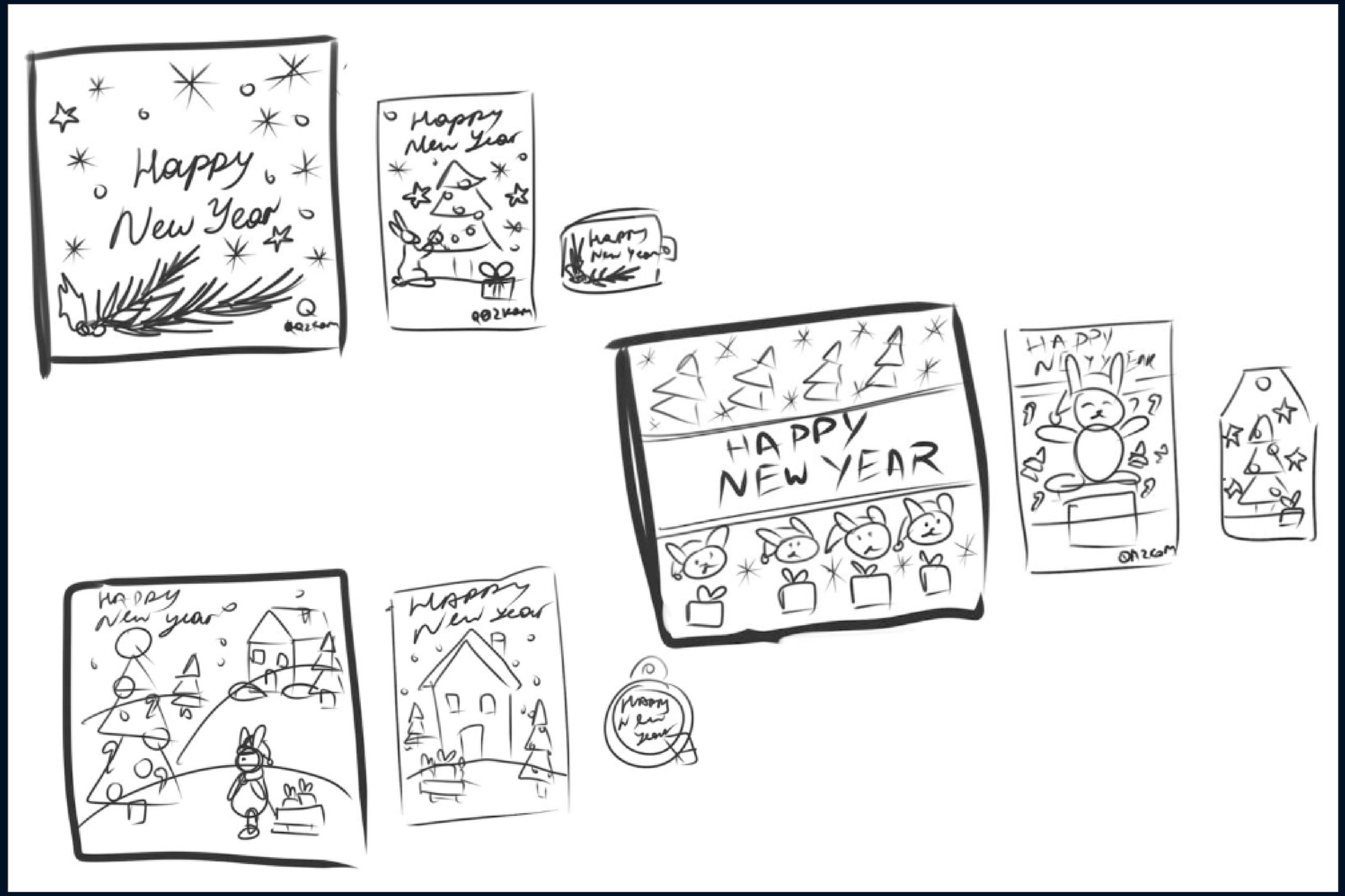
- Yes
- No

4.



- Komplex
- Simp;e

Sketches


Happy New Year
Happy New Year
HAPPY NEW YEAR
HAPPY NEW YEAR
Happy New Year
Happy New Year

Work process





Results and conclusions of usability tests/before and after applying UX Design to the product

Creating a packaging design before adding UX tools:
Difficulties in choosing a more attractive design for gift packaging. Problems with the originality of the project. Ignorance of the preferences of the target audience.

Creating a packaging design after adding UX tools:
With the analysis of the customer audience, it was better to choose the right colors and the right graphics that could appeal to everyone. The design became more memorable and elements of the bank's logo were also present. From this it follows that we managed to achieve good results and present the image of the bank as cozy and truly New Year's.

My project – a style guide



It was decided to make the first concept in a simple traditional style with a simple pattern of snowflakes and stars. For an interesting picture, a traditional holly twig was added. In the postcard, it is already appropriate to add a bunny symbol of 2023, and adding the symbolism of the company decorations on the Christmas tree in the form of a logo. In te tag there is repetition of the cover of the gift box







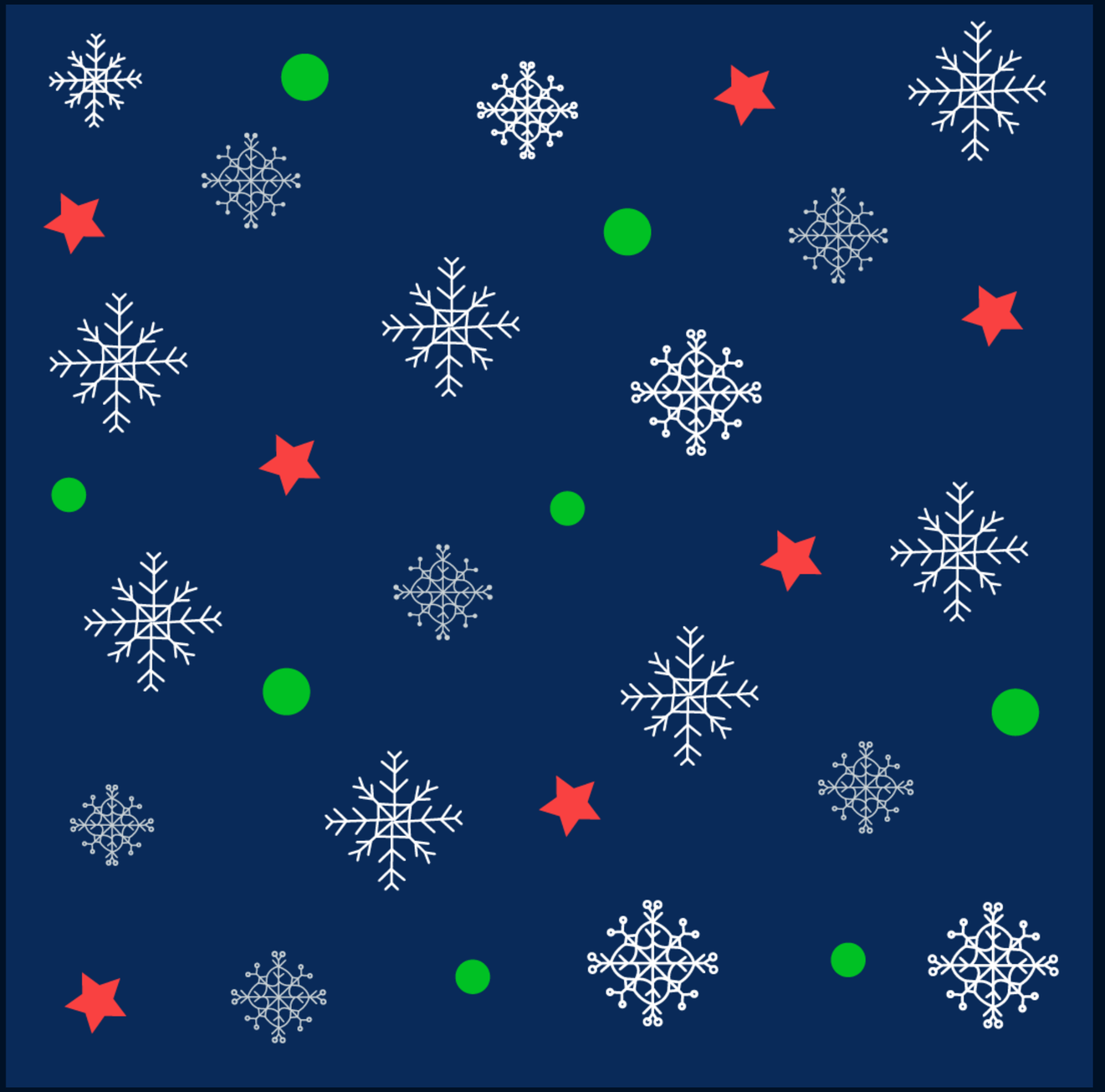
Q

QAZKOM










Happy
New Year!
Happy
New Year!
QAZKOM
Happy
New Year!
QAZKOM


Happy New Year!
QAZKOM
HAPPY NEW YEAR!
BOMB MASTER
Happy New Year!
QAZKOM
QAZKOM


Happy New Year!
QAZKOM



Symmetry from modern small illustrations was embedded in the concept. The bunny symbol this time was enclosed in a gift box. To complement and stylize as an element of graphics, the company logo was added.
















HAPPY
NEW YEAR!
QAZKOM
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HAPPY
NEW YEAR!
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HAPPY
NEW YEAR!
QAZKOM



In the version with a picture, the colors used were from the mood board sent in the brief. This time the composition consists of a bunny's house and a New Year's atmospere around it
















Happy
New Year!






Happy New Year!
QAZKOM
Happy New Year!
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Happy New Year!
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QAZKOM


HAPPY
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Happy
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Happy
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QAZKOM

Conclusions / Impact of the exhibition

The customer liked the gift packages very much. They chose the third option because it looks cute, fresh and attractive. Everyone will want to look at this picture and customers really liked the gifts. I put a piece of my love into this drawing and made it a little childish, because the new year is still a family holiday. I am very glad that I was able to bring a festive mood to the customers of QAZKOM Bank.

What did you learn from the project

I learned how to cope with a crisis in ideas or design choices by interviewing users. And to find new more successful ideas in a subject in which it is difficult to portray something new.

What would be the next steps

Then I will continue to take orders from freelancing, and fulfill them well. And due to the fact that I carry out orders on completely different subjects, I will always learn something new

Thank you