



Packaging Design

Influence purchase decisions and customer experience with powerful packaging design

A powerful packaging design can influence purchase decisions, convey the brand, and encourage customer pride and loyalty. We work with you to develop product packaging that helps customers find, select, and enjoy your product right out of the box!

THIS SERVICE HELPS TO...

Balance packaging specifications and customer experience

Make your product stand out on the shelves

Ensure an ideal experience, right out of the box



WHAT YOU GET

Our work encompasses all aspects of customer and product experience. That means we are able to deliver:

- ✓ A formal presentation of the design concepts & justifications
- ✓ A clearly defined aesthetic vision for your packaging design
- ✓ A packaging design that tangibly expresses your brand and the desired customer experience
- ✓ Oversight of the production process



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HOW WE DO IT

1 We conduct sessions with your stakeholders to understand the brand, the product, your goals, and specific packaging limitations.

2 With this input, we develop several packaging design concepts.

3 We undertake customer research, focus groups, and user testing to validate the concepts with real customers.

4 We develop a final, comprehensive packaging design system based on the established direction.



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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