

GRADUATION PROJECT

VISUAL COMMUNICATION (BACHELOR OF DESIGN)

Vol. 1 of 1

Project Title:

Bowl Curry

Packaging Design

Student Name:

Krishna Chitalia (UA1923185)

Project Mentor:

Vritika Lalwani

2023



The Graduation Project Evaluation Jury recommends **Krishna Chitalia** from **Visual Communication** for the Bachelor’s Graduation Degree of **Unitedworld Institute of Design, Karnavati University, Gandhinagar, India** herewith, for the project titled **Bowl Curry**. The project is complete in every aspect in accordance to the guidelines set by the institution.

Chairperson

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Signature

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Name

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Organization

Members

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*Subsequent remarks regarding fulfilling the requirements

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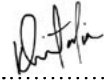
Written and designed by **Krisha Chitalia**, under the guidance of **Vritika Lalwani**.

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Bowl Curry

Packaging Design

Bachelor of Design
in **Visual Communication**
Graduation Project
by **Krishna Chitalia**
Sponsored
by **Praxis Studio**
Mentored
by **Vritika Lalwani**

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Acknowledgement

Working on this graduation project made me reflect upon all that I have experienced and learnt during the last four years at **Unitedworld Institute of Design**, and the journey thus far. It would infact be safe to say that my time at this institute has been the most exhilarating time of my life, where I was quite often pushed far beyond my comfort zone which eventually led to tremendous growth in all aspects of my life. All of this would not have been possible without the platform provided, challenges faced and horizons hence discovered.

I extend sincere gratitude towards **Prof. Lolita Dutta**, who, during her time at the institute has been a great inspiration for me and has showered students with great curiosity through her insights and anecdotes. I would also like to mention **Prof. Sambit Pradhan**, **Prof. Abhrojit Boral** and **Prof. Mukesh Singh** who have been a constant source of knowledge and have played an important role in shaping my design thinking.

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A special mention to my sister, **Karishma Chitalia** who herself is a graphic designer and illustrator since over a decade - and is responsible for unknowingly sowing the seeds of design in me. Lastly, no amount of appreciation would be enough to convey how grateful I am towards my family - **Maa, Paapa & Hriday**. Thank you for keeping my spirits high throughout. *I would not have made it till here if it was not for you.*

Preface

At UID, Visual Communication Design students are acquainted with the principles and practices of typography, composition, print production, photography, illustration, ethnography, etc. Students are also required to undertake a Design Project at the culmination of every semester. A design project serves as an opportunity to put the students' learnings to practice by teaching them to identify design opportunities, conceptualise appropriate design interventions and execute a functional solution within a fixed timeline.

The Graduation Project is the final exercise that a student must accomplish, in order to gauge better what they can offer to the world as designers and what the world has to offer to them. Graduation projects in Visual Communication Design can cater to an endless variety of clients/ consumers and can be projected or propagated through several types of media. The graduation project, however, should offer an adequately challenging and intricate design problem which should have scope for intervention via visual communication.

The student should follow a well thought out design process that is

balanced objectively and subjectively and highlights an analytical way of thinking while taking the project to the best possible stage of completion under the given timeline. This final project is an opportunity for students to demonstrate their expertise and understanding of various aspects involved in their discipline.

About



about the institute

Unitedworld Institute of Design (UID), founded in 2012 as a constituent college of Karnavati University has been build on its strong foundation of teaching, learning, innovation and research excellence in design education. The university aims to create the right environment for its students to learn and know the inner workings of the outside world. UID offers a diverse range of UG and PG courses in the area of art and design. These programs are designed with strong professional emphasis and in close partnership with the industry.

To make an informed decision in choosing from the 8 disciplines offered for the Bachelors course, a Foundation Programme is provided to all new students. As the name suggests, it exposes and introduces students to a variety of design concepts, skills, fundamentals and aesthetics. Students get to work with a wide range of materials and mediums in order to familiarise themselves with the intricacies and nuances of design and identify their strengths and interests.

Design education at UID aims at creating responsible, aware, informed, attentive designers that make thought provoking and holistic work. It encourages

students to fathom the multi dimensional and multi sensory nature of design.

With ambition to grow further, the university keeps on pushing the limits to achieve the best interest of its students by regularly introducing new facilities, programs and courses. UID prides itself to be the face of the design culture in India.



about the sponsor

Praxis, founded in 2021 began as an idea to make art more accessible by using design thinking within the larger cultural industry. Currently functioning as an independent creative studio, which constantly seeks to enhance how people create and consume culture. Hence encouraging curiosity and critical thinking through their work by rooting themselves in design theory and celebrating artistic practices.

Having a collaborative and multidisciplinary approach to realize client briefs that are deeply grounded in form, theory, and practice, Praxis leverages the skills of their larger creative network to tackle briefs that challenge their limits. With expertise across print and digital media, their projects essentially range from visual identity design to packaging, editorial design to design research, and more.

Along side, they also conduct the 'Praxis Coomon Room' which acts as a platform for their growing community to engage with new perspectives on art, design and culture through various workshops, events, exhibitions and outreach programmes.

Their aim is to help creators, artists, and institutions develop strong visual identities and effective strategies, that expand their reach beyond the white cube. With a unique perspective that extends to clients from multiple industries, and connects brands and people to creativity.



Vritika Lalwani is the founder and lead designer of Praxis Studio. She has worked as a graphic designer within various studios and cultural organizations in Mumbai for over five years.

She holds a Master's Degree in Design Management and Culture from the University of the Arts, London, a Bachelor's Diploma in Visual Communications from ISDI, Mumbai, and a Bachelor's Degree in Sociology from the University of Mumbai.

Her experience further extends to marketing, research and art writing with companies like Flint Culture, The Curator Magazine, G5A Foundation for Contemporary Culture and the Art-X Company.

With a background in both design and sociology, Vritika believes that good design is based on empathy.

about the mentor



Krishna Chitalia is a curious photo documenter and visual design aspirant who pursued a Bachelor's degree of design, focused in Visual Communication from Unitedworld Institute of Design.

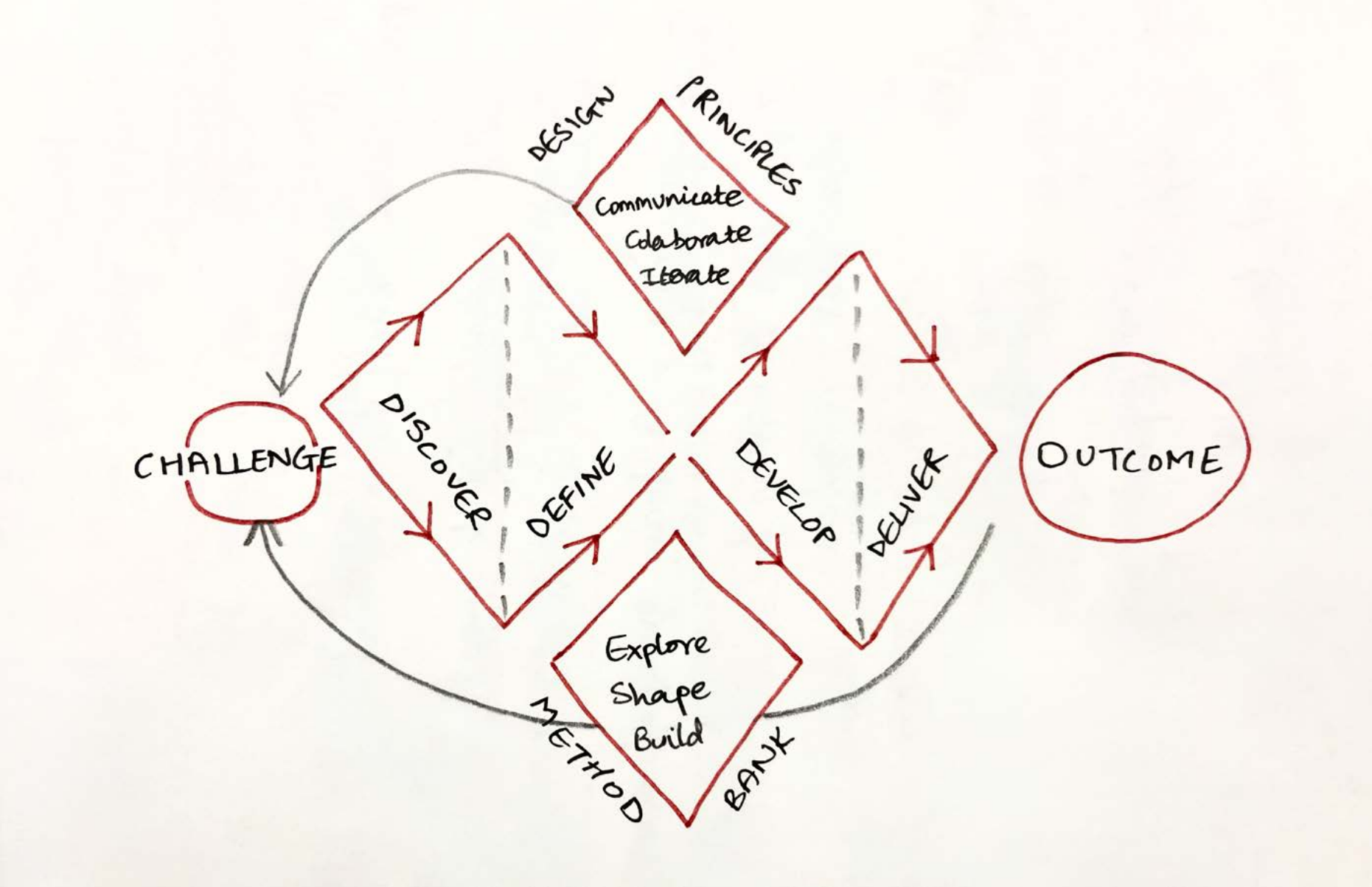
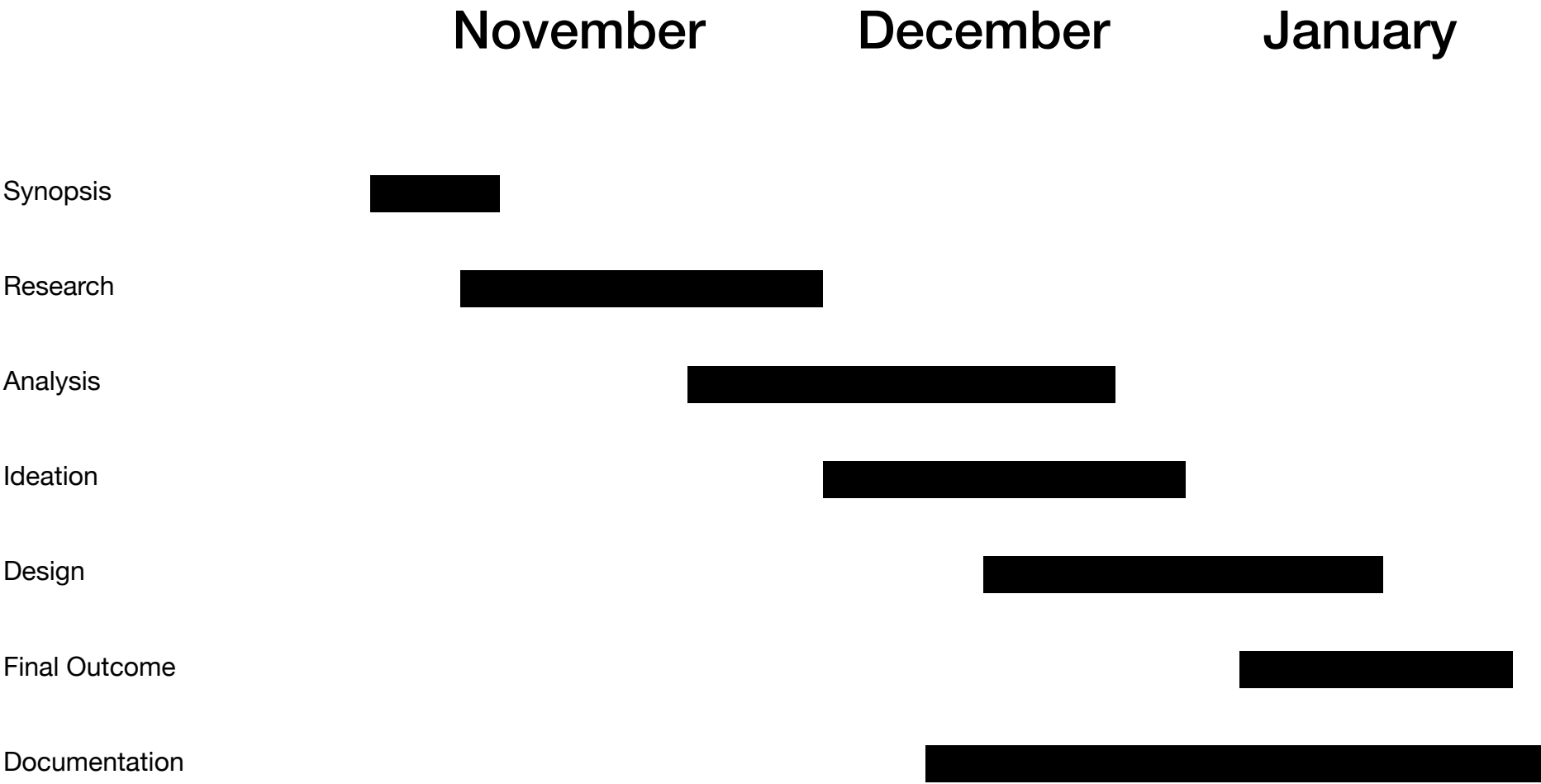
She is contained by a great deal of interest towards the socio-cultural nuances in one's environment and aspires her creative practices to reflect the importance that music, natural elements and social issues hold for her. She passionately collects dead leaves of sorts and spends an unusual amount of time staring at handwritten lettering around her.

Her area of focus lies in, but not limited to typography, print design, campaign design, ethnographic research and photography. Having been a practicing photographer along with a design education, she often finds herself negotiating between art and design.

about the student

Synopsis

tentative timeline



Re-design the secondary packaging of seven curry-cooking kit flavours, and align it with the language of Bowl Curry's new re-branding.

client's brief

client's goals

- a new packaging design for their product range so as to align with new brand guidelines, logos, colour palette, etc.
- looking for a bold and unique packaging design so it stands out on a completely packed grocery aisle.
- not essentially looking for a luxurious approach but rather an eccentric Indian touch.
- '*haath ka khaana/haath ka swaad*' should be a key factor.
- reposition themselves for international markets, while highlighting the brand story regarding 'traditional Indian roots' and their 'legacy cuisine.'

Research

pre-research

about Bowl Curry

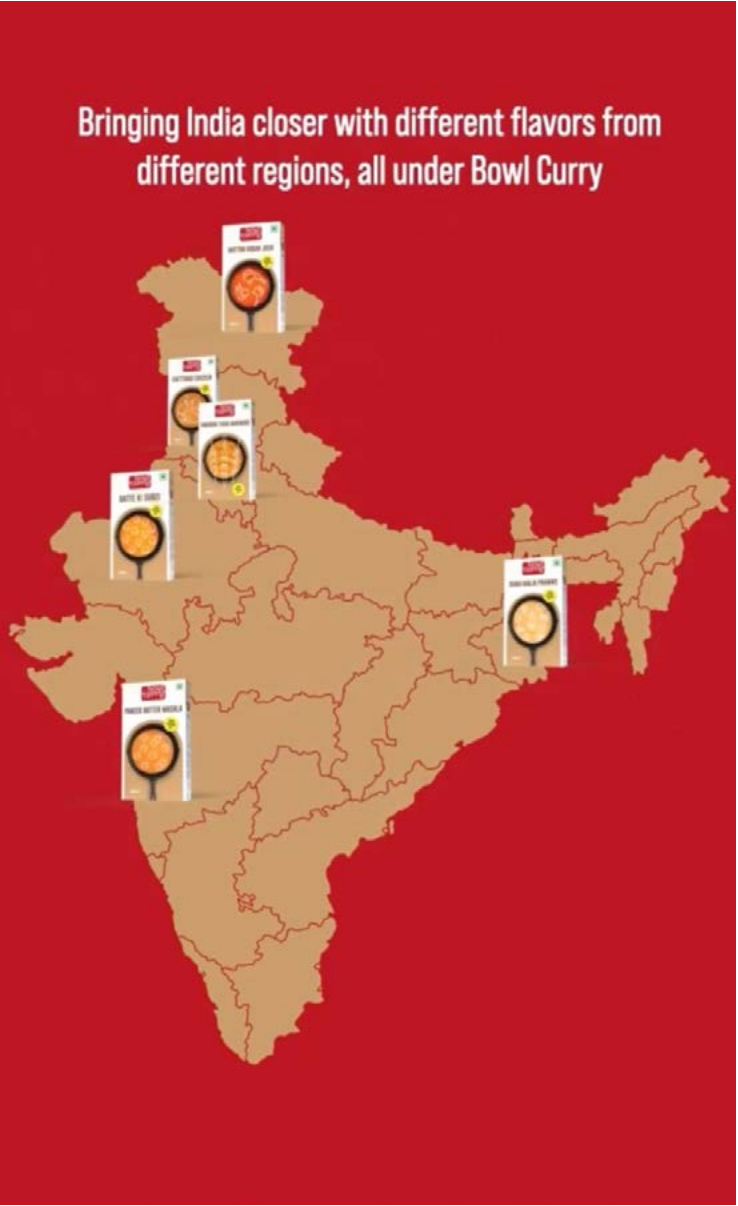
Bowl Curry is a culinary innovator that crafts **easy-to-use cooking kits** that bring the auethentic taste of India to your table. They blend the rich heritage of Indian cuisine with modern simplicity and aim to make Indian cooking a joyous and hassle-free experience for everyone.

The brand intends to help you eat on time and **cook meals at home faster**. Their products are designed for ease of consumption and use at home and pride themselves in their time tested recipes which are nutritionally Indian and taste amazing.

As people who are themselves super passionate about food and travel, they have always wanted to recreate that perfect dish one would have on a vacation, savoured at a distant relative’s home, or craved for incessantly. But often, one would find themself struggling for time and recipes, making a list of ingredients they never had.

It aims to get users to give Bowl Curry a part of their kitchen’s shelf space and use it in a very personalized way since all their **curries are highly customizable**.

Bowl Curry is an effortless way to make delicious Indian dinners at home. They want to spread a part of their **culinary magic of the legendary Munna Maharaj** to everyone’s dinner table including the brand values and preservative-free, high quality clean ingredients.

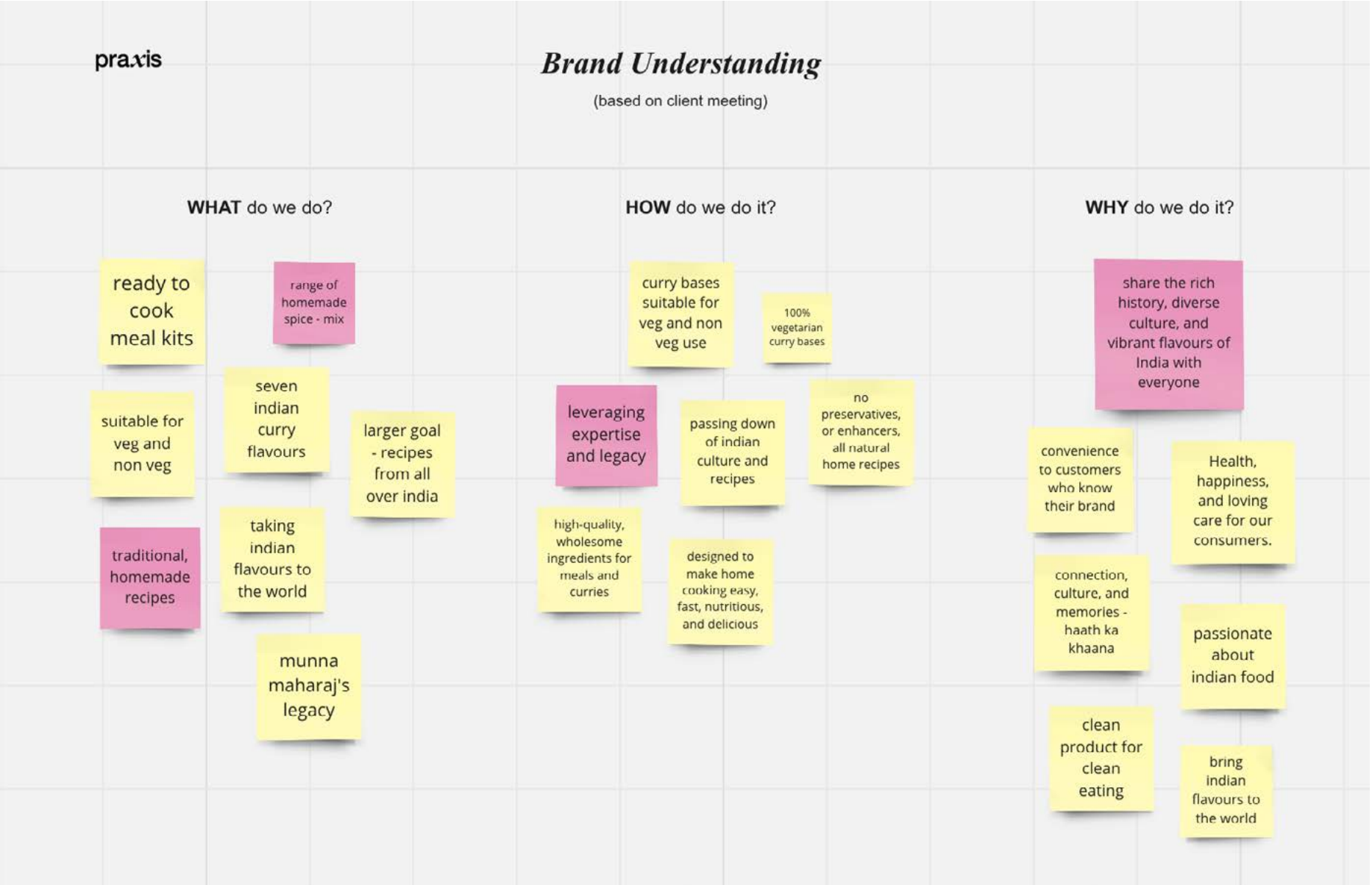


brand mission

To simplify Indian cooking globally while maintaining the authenticity and quality of traditional flavors, making gourmet Indian cuisine accessible to everyone.

brand vision

A world where anyone can effortlessly create and enjoy authentic Indian meals, fostering a love for Indian cuisine across cultures.



product category

ready-to-cook (RTC)

product type

curry cooking kit

product range

- Rajasthani Curry
- Makhani Curry
- Kashmiri Curry
- Chettinad Curry
- Shahi Curry
- Jain Curry

product understanding

Ready-to-cook items refer to foods that include all of the ingredients, where some preparation or cooking is required through a process that is mentioned on the package. Not following the preparation and cooking instructions may lead to bacteria contamination, which can cause foodborne illness.

The RTC foods have become an alternation for home-cooked foods. These products are designed to offer convenience without compromising the quality and flavor of homemade meals. Common examples include marinated meats, pre-cut vegetables, and meal kits with pre-measured ingredients and recipe cards. By minimizing the prep work, “ready-to-cook” food caters to individuals seeking efficient meal solutions without sacrificing nutritional value and taste.

primary research

user survey

conducted amongst **30 individuals** across India, Italy and USA.

tentative target audience

- individuals between the age group of 18 to 32
- individuals from India who study or work abroad

objective

- To understand and gather more consumer perspectives regarding the existing packaging design
- To understand the consumer behaviour of the tentative target audience
- To gauge insights regarding fellow brands in the same category.

survey questions

<https://forms.gle/kVcWWkEv4XHL67ud8>

- What is your age?
- Which city and country are you based in currently?
- How likely would you be to consider this {image of existing packaging} product in store on a scale of 1 to 10?
- What are some descriptive words that come to your mind when you see the above packaging?
- What specific qualities of this packaging design do you like and why?
- What specific qualities of this packaging design do you dislike and why? Do mention specifics for eg: the lack of information, appeal, confusing colours, etc.
- Have you heard of the brand 'Munna Maharaj'? If yes, do mention what you know about the same.
- Does an Indian-sounding brand name on the packaging of ready-to-cook meal products, signal authenticity to you?
- Choose the packaging you prefer the most if you were to shop from the below options for ready-to-cook products. {images of packaging options}
- What do you like about the packaging option you have picked and why?
- Are there any brands in the ready-to-cook product category that you prefer? Please mention their names or any comment you would like to make about the same.

What are some descriptive words that come to your mind when you see the above packaging?

30 responses

Dull

Very basic and bland and not really tempting

Bland

Tempting, easy to cook

Fun, food

Illustrative, comical

Generic

Minimalistic but also confusing

Food, ready to cook,

What are some descriptive words that come to your mind when you see the above packaging?

30 responses

Illustrative, could be more engaging

It's not at all appealing

Concise easy to carry and store

Convenient but usual

Home

Simple

bland

1) Apart from the malai tikka, names are unclear what it is - gravy? Marinades? Ready curries? 2) main colours are muted, don't stand out on a shelf + curry images look muted on the beige patch 3) white outline meat elements merge into the bold curry colour on first glance 4) overall slightly generic

What are some descriptive words that come to your mind when you see the above packaging?

30 responses

Banal boring dull

No details on what is in the product, mention the information properly, colours don't make me feel trusted in a way

normal

Minimal, colourless, not connecting to Indian essence, artsy, all look similar, difficult to differentiate

tasty

plain, similar

Food

Simple and elegant

Neat



What specific qualities of this packaging design do you like and why?

30 responses

The way the cravy is looking

Nothing in particular

The pictures of the food

The doodles, make it look fun

Illustration

The doodle elements

I think it's got a neat look. Visual design specifically with showing the protein is pretty good

The image of the food how it will look

Use of contrast colored lines to highlight the main ingredients of the product & just the proper line weight for the same.

Its artsy and modern yes, might work on some other product like pastas and stuff but not on heavy indian dishes

What specific qualities of this packaging design do you dislike? Do mention specifics for eg: the lack of information, appeal, confusing colours, etc. 30 responses
lack of appeal
Lack of information, confusing graphics, have to read to know whats inside, visual is not strong enough to communicate, a disconnect from indian culture, looks like someone put a italian pasta packaging on an indian dish, not attractive since its too neutral in colours
too much white space
all colors look the same, product photos are the exact wqmw
Appeal
The color grading
That red spot
Could have more unique elements and the illustration could create more emphasis. Maybe okay if more graphics and prints

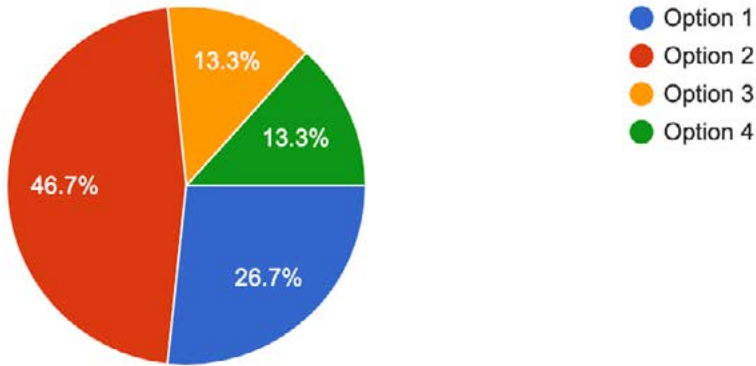
What specific qualities of this packaging design do you dislike? Do mention specifics for eg: the lack of information, appeal, confusing colours, etc. 30 responses
I don't like the graphics. They're boring and technical. A fun element is missing
The graphics over the food, <u>very not Indian like, needs to appeal more to the common Indian</u>
Could Have Been More Appealing
the use of colour red looks unnecessary. The text could have more characteristic to it. It looks really stereotypical in the case of colours and text. <u>Could use some personality and a tag line that gives clarity about the brand identity. Do not just sell the product, sell an emotion with it too.</u>
Mentioned above
It's too simple? It's not attracting me to buy it. Usually food packaging are very attractive, like it calls you to purchase it. I guess the right way to put it is make it visually appealing with the images
<u>Lack of information</u>
The colours- found them too dull

What specific qualities of this packaging design do you dislike? Do mention specifics for eg: the lack of information, appeal, confusing colours, etc. 30 responses
The packaging is very simple and it doesn't really speak much about the product and what it offers. The white graphics are also not as appealing as the brand would like for it to be.
Colours are un-appealing
Confusing because not sure if it's plant based meat because it shows a green label on the package
Lack of colour
The way the other graphics are composed with the picture
It looks like <u>something that could get lost in the shelves</u>, maybe cos of the choice of colors and font
<u>Lack of information</u>, It's not very eye catching
It's chicken and a green sign
<u>Lack of information on the front cover</u>,



Choose the **packaging you prefer the most** if you were to shop from the below options for ready-to-cook products.

30 responses



☐ Option 1



☐ Option 2



☐ Option 3



☐ Option 4



What do you like about the packaging option you have picked and why?

30 responses

It's stylised fonts, it's minimal Indian elements, overall colors and modern vibe

Tear and seal. Although if it's rice we can simply cook them all at once cause they don't seem a lot. But the face that you won't have to transfer the product to another container and then use it is nice. Although, I still don't like the packaging but the intention matters so I'm guessing that's the intention of the packaging.

less is more

Its shows me all necessary information, i still had to read the rest but in this one only visual was enough, it also has good colour- not too loud but not dull, looks Indian, looks appealing. There was a confusion between option 2 and 4 but ultimately its 2 because it is more trustworthy for some reason, the 4th doesn't really connect with food packaging

brand name

Colorful and nice font

It's more appealing

What do you like about the packaging option you have picked and why?

30 responses

Looks More Appealing And Feels Like A Rich Product

the use of colour gives it a personality. the design on the packaging looks more Indian (like a mehendi pattern or like a rangoli) and the personalisation adds a beautiful touch to it.

1) Transparent window is clear what the product inside is 2) main logo of Spice Tailor is bold for good recall 3) other elements can be customised per item (chettinad/rogan josh) while maintaining an uncluttered aesthetic 4) looks contemporary and less generic than the other options

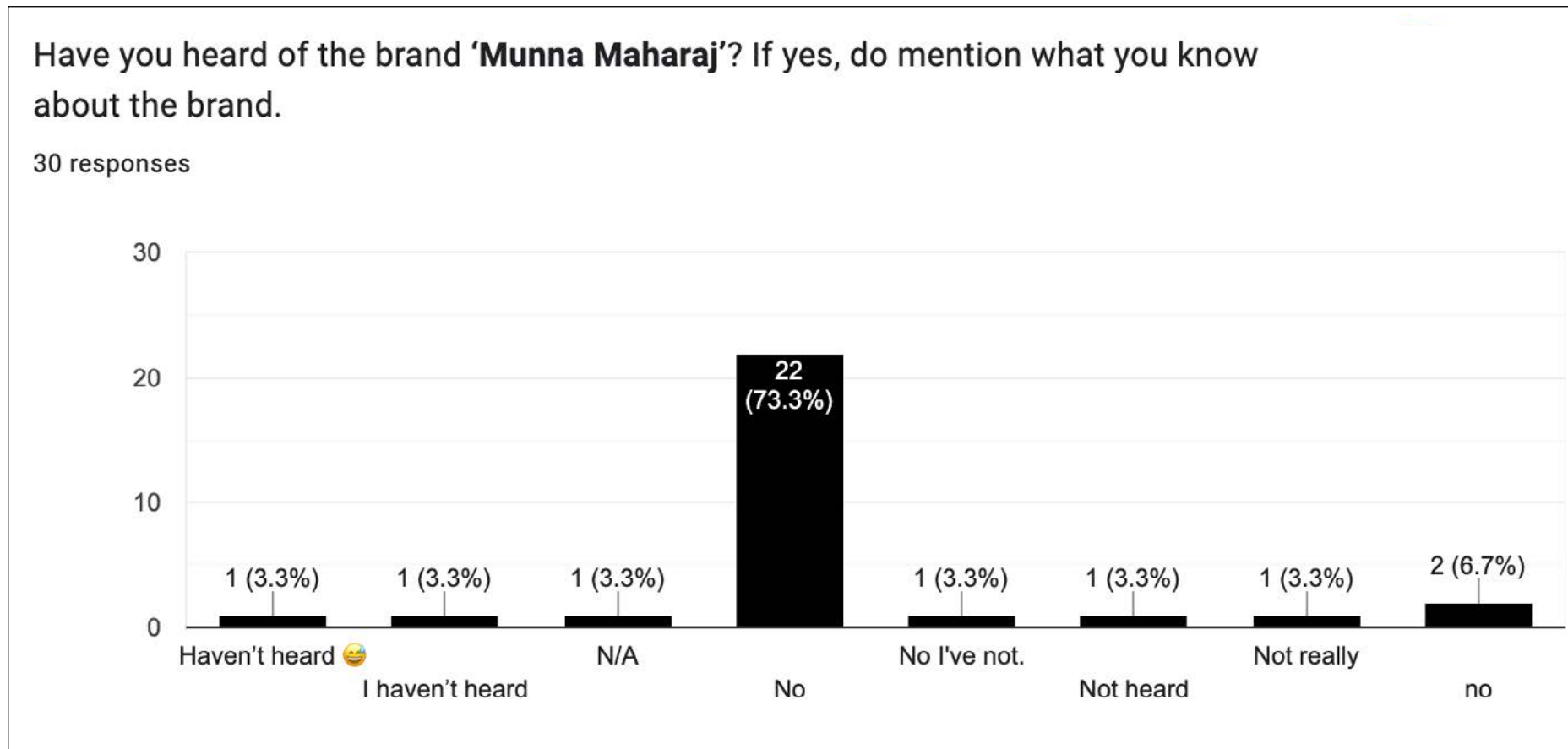
Cool look

Easy and simple to understand

It's clean, easy to read, has snaps of the ingredients that are used

There is colour to it and how the finished meal looks

Colours, descriptions, instructions, see through packaging



findings & insights

- one of the most prominent finding is that the existing packaging of the brand is 'dull.'
- the front pack of the design is less informative
- there is confusion in terms of the vegetarian symbol clashing with the communication on the packaging
- an Indian sounding name does make a difference to the tentative target audience
- awareness about 'Munna Maharaj' is lacking
- users are attracted towards Indian elements on a packaging
- ease of read and clarity is a must
- emotional connect adds personality to a product packaging

focus interviews

conducted with **6 individuals** across India, Italy, USA and Canada.

tentative target audience

- individuals between the age group of 18 to 32
- individuals from India who study or work abroad

objective

- To get an in-depth insight from potential consumers regarding *‘haath ka khaana.’*
- To understand behavioural patterns and notions towards design elements of a packaging.
- To find out about inconveniences/ shortcomings/preferences of the audience.

interview questions

- What factors mainly push you to pick up and purchase a product in the ready to cook product category when you visit a store?
- What are few memories/feelings you associate with if asked to remember the package of a ready to cook product?
- Do you have any brand that you prefer in this category? If yes, then which one and why?
- Do you associate the packaging in this category to any specific colours or design elements like - relevant symbols, indian motifs, images, etc? Do elaborate.
- Have you ever wished for something to be modified on the packages of this product category? Can you recollect any shortcomings faced or inconvenience caused?
- How would you imagine a food product packaging to convey *“haath ka khaana”*?
- Are there any brands in the ready-to-cook product category that you prefer? Please mention their names or any comment you would like to make about the same.
- What do you think about the below packaging? Is the imagery of curry flavours working out for you? Are the doodles on the imagery able to convey the product to you? Do talk about colours, information, or any such relevant pointers for the same.
- What do you think about the below packaging? What is the imagery and the overall look and feel conveying to you? Is the tagline - ‘true indian flavour’ being successfully messaged to you? Would you buy this packaging if you spotted it in a store amidst other brands of the same category? Please feel free to elaborate.
- What do you think about the below packaging? What are the graphic elements and the overall look and feel conveying to you? What do you think about the usage of their founder’s image on the product packaging? Would you buy this packaging if you spotted it in a store amidst other brands of the same category? Please feel free to elaborate.



store shelf documentation

conducted at **Nishrin Supermarket**,
located in Grant Road, Mumbai.



findings & insights

product range establishment via
consistent design

secondary research

Packaging has been defined as a socio scientific discipline which operates in society to ensure delivery of goods to the ultimate consumer of those goods in the best condition intended for their use.

The Packaging Institute International defines packaging as the enclosure of products or items in a wrapped pouch, bag, box, tray, can, bottle, tube or other container form to perform one or more of the following functions: containment, protection, preservation, communication, utility & performance. If container performs one or more of these functions, it is considered a package.

Nowadays competitive environment has changed the role of a package due to increasing self-services and changing consumers' lifestyle. Interest of firms' in package as a tool of sales promotion is increasingly growing. Packaging of a product has become an ultimate selling proposition stimulating impulsive buying behavior, increasing market share and promotional costs reducing.

The package plays an important role in marketing communications and could be treated as one of the most important factors influencing consumer's buying decision.

Food packaging is the process of enclosing food products in protective materials to prevent contamination and preserve their quality. Packaging plays a critical role in the food industry as it helps to maintain food safety, extend the shelf life of products, and facilitate transportation and distribution.

The design and functionality of food packaging have evolved over time to meet consumers' changing needs and preferences. Food packaging can also serve other purposes beyond protection and preservation. It can also provide information to consumers about the product, including nutritional information, ingredients, and usage instructions and can also serve as a marketing tool to attract consumers and differentiate products from competitors.

The choice of packaging material and design depends on various factors, including the type of food product, shelf life, desired level of protection, and packaging process.



The consumer's buying behavior is stimulated by the quality, colour, wrapper, and other characteristics of a packaging. It could be treated as one of the most important factors influencing a consumer's buying decision.

impact of packaging on food branding

Packaging design can establish a brand identity by creating a unique visual language that sets the product apart from competitors.

A well-designed package can communicate the brand's values and personality, making it more memorable to consumers. This is particularly important in a crowded market where differentiation is key.

- Enhancing brand recognition

Packaging design can enhance brand recognition by creating a consistent visual language across a range of products. Consistent branding across packaging and other marketing materials can help to reinforce brand recognition, making it easier for consumers to identify a product and associate it with a particular brand.

- Communicating product features and benefits

Packaging design can also be used to communicate a product's features and benefits. This can be achieved through the use of graphics, text, and other design elements. For example, a package might feature a clear window to showcase the product or include a list of ingredients to highlight the product's health benefits.

- Driving purchase decisions

Packaging can play a crucial role in driving purchase decisions. A well-designed package can catch a consumer's eye and draw them towards a product, making them more likely to make a purchase. Additionally, packaging can communicate product benefits and features, making it easier for consumers to understand the value of a product and why they should choose it over a competitor.

- Influencing perceptions of quality

The quality of a product is often judged based on the packaging. A poorly designed package can make a product appear cheap or low-quality, while a well-designed package can communicate a sense of luxury and sophistication. Packaging can also influence perceptions of a product's freshness and shelf-life, which can be important factors for consumers when making a purchase decision.

- Supporting sustainability goals

There has been a growing trend toward sustainable packaging design in recent years. Brands are increasingly looking for ways to reduce their environmental impact, and packaging design can play a role in achieving this goal.

Sustainable packaging materials, such as biodegradable plastics and paper-based packaging, can help brands reduce their carbon footprint and appeal to environmentally conscious consumers.

current food packaging trends

- Technology enabled solutions

Smart packaging is a clever way to package products. Technology can now be embedded right into the packaging to provide the consumer with more convenience, security, and information. Food packaging comes embedded with NFC chips or printed QR codes, Smart Labels that can be scanned using a smartphone to provide more information about the product. Technology-enabled packaging can be used to add cosmetic appeal too. For instance, during the FIFA 2018 World Cup in Russia, Budweiser provided beer cups with embedded LED lights. The lights were activated by noise. The more one cheered for their team, the more lights glowed.

- Emotional engagement

Consumers want more than just a product. They want to be part of a story. Studies have revealed that people are impacted by emotions, rather than information when making brand decisions. Emotional content is popular in advertising, social media, and consumers, with positive sentiments leading the way. For example, Paper Boat has successfully incorporated the feeling of reminiscence in its packaging to add emotional appeal. Their tagline, advertising, to graphics on the pouch captured a particular period

in time perfectly. Similarly, packaging can be used to reflect a brand's vision and philosophy.



- Vintage inspired designs

Vintage designs have a nostalgic value. They evoke happy feelings in people reminding them of simpler times. The term “vintage” refers to any design or hint of a time gone by. This could be a single era or a combination of eras. Such designs trigger emotions that go beyond appealing to people who’ve lived in that era. They appeal to millennials too, who probably never experienced that time period.



The packaging for Jack Daniel's whiskey, or even the Parle-G biscuit are classic examples of how elements— graphics, letterpress fonts, solid matte or pastel colors— from the 1950s or 1960s can be incorporated into the design.

- Minimal design

Minimalism is a huge trend in packaging design. The packaging industry has drifted away from flamboyant typefaces and cluttered designs, to adopt simplistic, clear labelling and packaging.



Minimalism is here to stay because of its no-nonsense nature. It helps highlight the product's value and does not overpower customers with graphics. This design trend is visible in almost every modern food packaging – be it snack bars, or even paper packaging for takeaway food at restaurants. Raw Pressery Juices is a good example of minimalistic beverage packaging.

Convenience food is a concept that is prevalent in the developed world since long, while its inception into the Indian market has been recent. With the changing socio-economic pattern of life and the increasing number of working couples, the concept is fast becoming popular in Indian market. This type of food is becoming popular because it saves time and labour. This food has extended shelf-life and is available off the market shelves.

Shelf-stable convenience food can be classified as:

- Ready-to-Eat (RTE) and Ready-To-Serve (RTS) food - e.g. Idlis, dosas, pav bhaji, meat products like pre-cooked sausages, ham, chicken products, curries, chapattis, rice, vegetables like aloo chole, navratan kurma, channa masala etc.
- Ready-to-Cook (RTC) food - e.g. cake mixes, gulab-jamun mix, falooda mix, icecream mix, jelly mix, pudding mix, curry paste, etc.

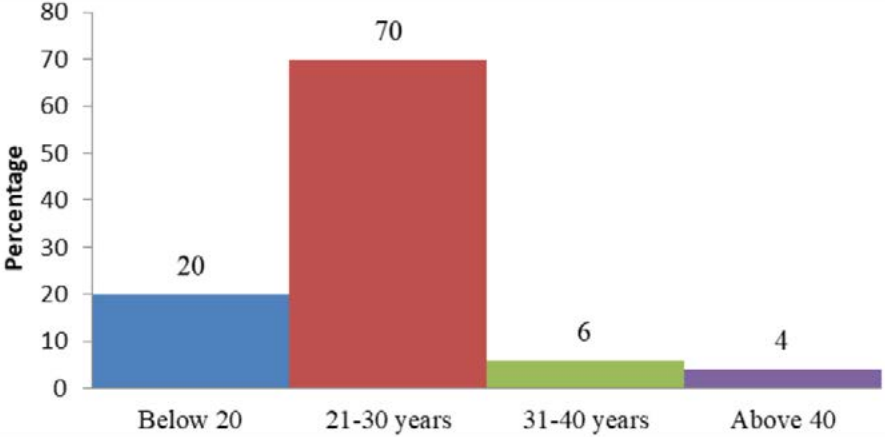
Ready-to-cook food comprises every ingredient where some cooking or preparation is needed via a process that is mentioned on the package. With time, countless people prefer these kinds of foods because of their convenience.

The most obvious reason for which people opt for ready to cook foods is convenience. It continues to remain a vital driver in the huge market for nutritious and fresh ready-to-cook meals. Most people remain busy the entire week, so they lack both inspiration and time to cook. In this situation, ready-to-cook meals propose them a taste of home-cooked meals that someone else has prepared and spent hours on them.

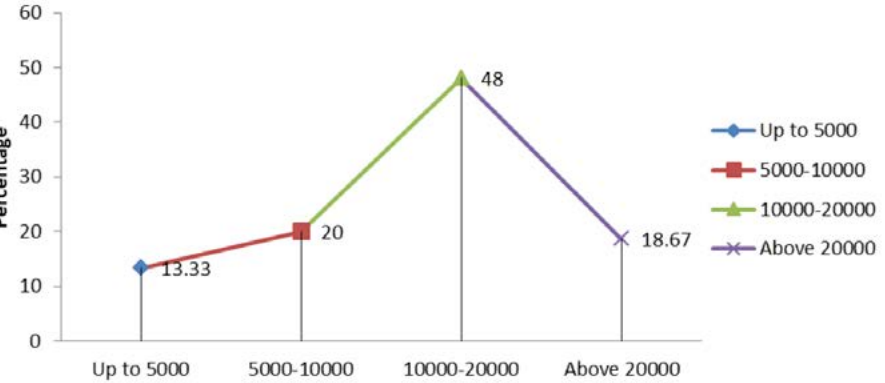
Ready-to-cook meals comprise raw components that are mixed, seasoned, and precut. These quality and ready-made meals go from a cold counter directly into the oven. Hence, they turn ideal for time-hungry people.

as per a study published by **Journal of Pharmacognosy and Phytochemistry**

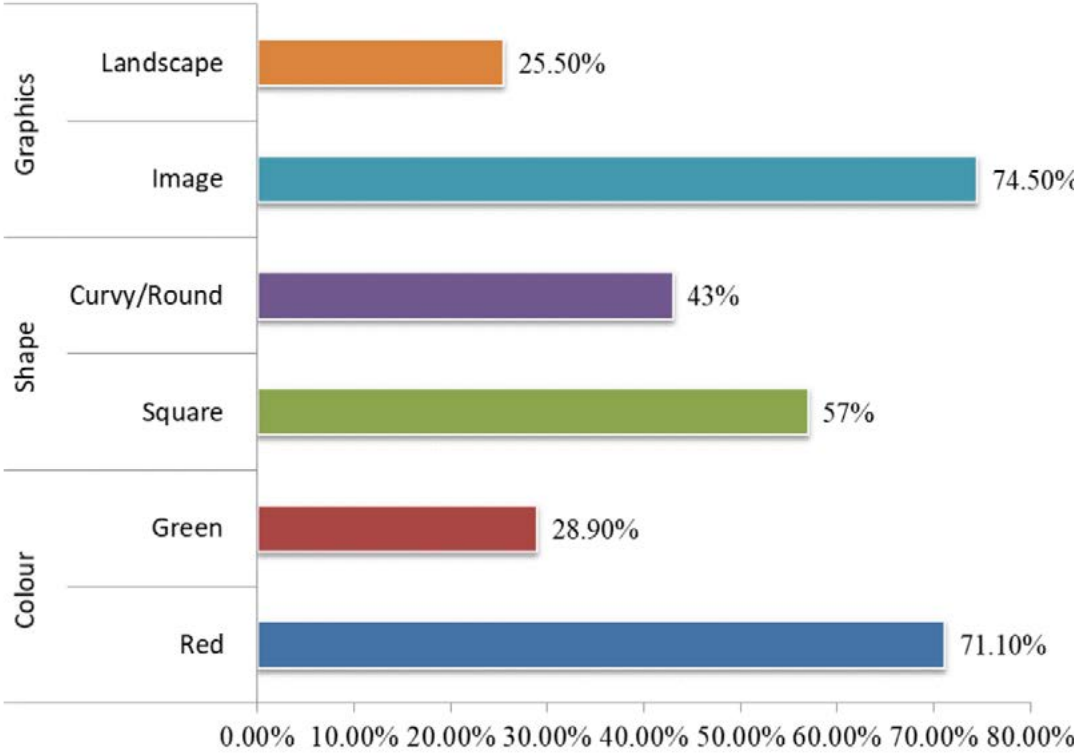
Response	Percentage
Student	10.00
Employed	70.00
Business	20.00
Total	100.00



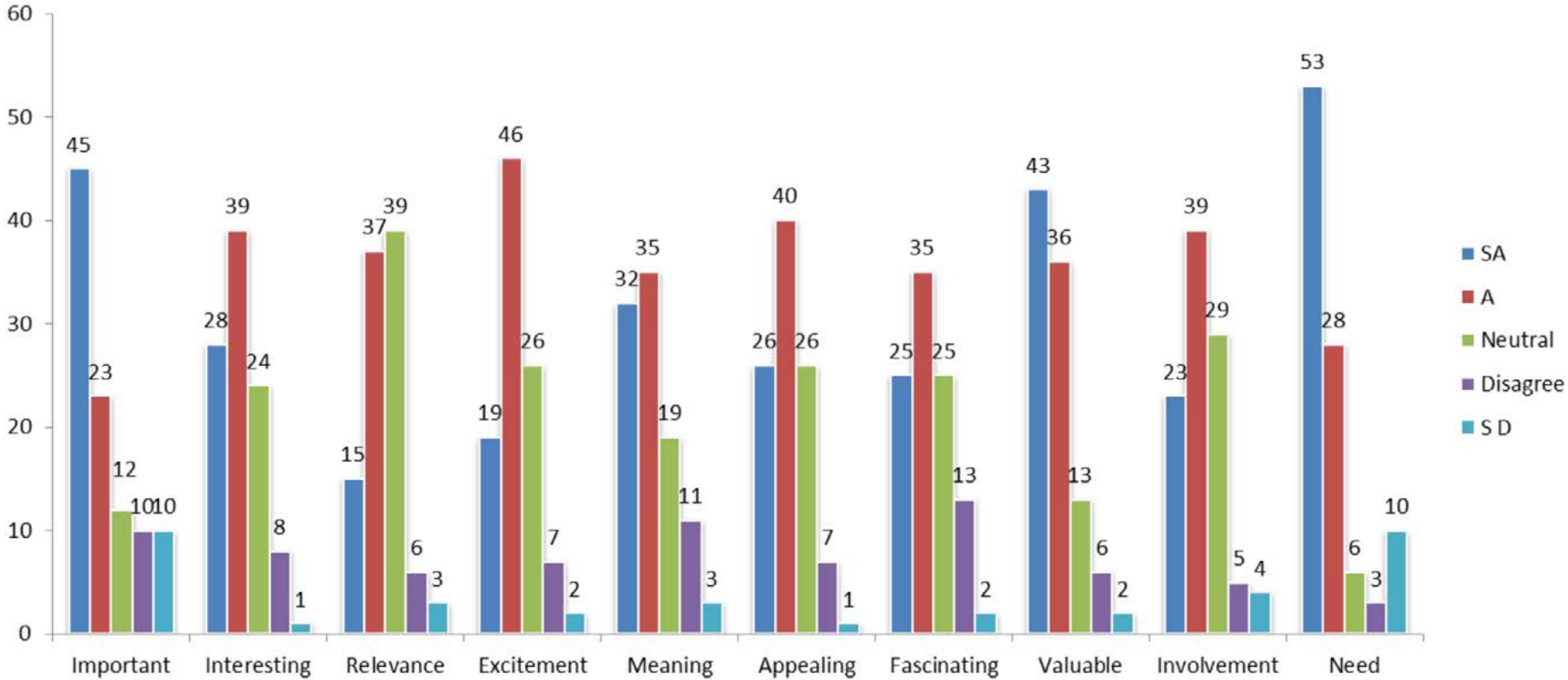
above figure: age of sample



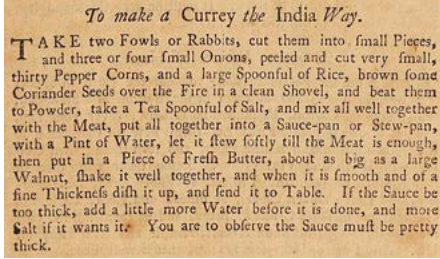
above figure: monthly income level details



above table: buying behaviour influencing factors in ready-to-cook packaging items



above table: feelings about ready-to-cook foods



Curry is a dish with a sauce seasoned with spices, mainly associated with South Asian cuisine. In southern India, leaves from the curry tree may be included.

There are many varieties of curry. The choice of spices for each dish in traditional cuisine depends on regional cultural tradition and personal preferences. Such dishes have names that refer to their ingredients, spicing, and cooking methods. Outside the Indian subcontinent, a curry is a dish from Southeast Asia which uses coconut milk or spice pastes, commonly eaten over rice. Curries may contain fish, meat, poultry, or shellfish, either alone or in combination with vegetables. Others are vegetarian. Dry curries are cooked using small amounts of liquid, which is allowed to evaporate, leaving the other ingredients coated with the spice mixture. Wet curries contain significant amounts of sauce or gravy based on broth, coconut cream or coconut milk, dairy cream or yogurt, or legume purée, sautéed crushed onion, or tomato purée.

Archaeological evidence dating to 2600 BCE from Mohenjo-daro

suggests the use of mortar and pestle to pound spices including mustard, fennel, cumin, and tamarind pods with which they flavoured food. Black pepper is native to the Indian subcontinent and Southeast Asia and has been known to Indian cooking since at least 2000 BCE.

India is the home of curry, and many Indian dishes are curry-based, prepared by adding different types of vegetables, lentils, or meats. The content of the curry and style of preparation vary by region. Most curries are water-based, with occasional use of dairy and coconut milk. Curry dishes are usually thick and spicy and are eaten along with steamed rice and a variety of Indian breads.



The popular rogan josh, for example, from Kashmiri cuisine, is a wet curry of lamb with a red gravy coloured by Kashmiri chillies and an extract of the red flowers of the cockscomb plant (mawal). Goshtaba (large lamb meatballs cooked in yoghurt gravy) is another curry dish from the Wazwan tradition occasionally found in Western restaurants.



Curries in Bengali cuisine include seafood and fresh fish. Mustard seeds and mustard oil are added to many recipes, as are poppy seeds. Emigrants from the Sylhet district of Bangladesh founded the curry house industry in Britain, while in Sylhet some restaurants run by expatriates specialise in British-style Indian food.

As it turns out, food historians trace the origination of the dish to the Indian subcontinent, where it is believed that British explorers borrowed the Indian word “Kari” meaning “sauce” and applied it to all of the spicy, saucy dishes the Indians were making at the time. Through British colonization as well as trade with the Far East, the curry cooking tradition began to proliferate across the southeast hemisphere. Today, many countries produce dishes that are called curries that bear a resemblance to the original Indian dishes such as korma and paneer curry.

Food is a powerful and unifying factor in India’s colourful fabric. The majority of people in the country eat seasonally, locally, and, to a significant part, sustainably because of this cultural diversity and the enjoyment of it. They also love a wide range of flavours and textures.

Indian food, irrespective of the religious distinction, has a unique bond with every individual. From elaborative feasts to something as simple as having sweet curd for auspicious beginnings, Indians share a spiritual, cultural, and Karmic connection with food.

The traditional Indian medical systems, Ayurveda (Hindu) and Unani (Muslim) classify the body into three parts based on how it responds to different diets.

To those who grew up in a typical Indian household, finding an old recipe book is nothing less than finding a treasure. There is also a sense of nostalgia that hits us hard when we think of a particular dish. Indians have grown up hearing folktales about their favourite food and we carry that influence with us for a lifetime.

Folktales shape our perspective about eating habits. One such folktale is of how Chywanprash or herbal jams came into existence. The name Chywanprash comes from a mythology about two sages who gave an elderly Indian sage named Chywana his youth and vitality back.

Numerous mythological stories, passages from the Vedic texts, and other oral narrations have influenced our beliefs and our relationship with food. These tales imbue our food with soul and bind us to our ancestry, giving our life a more profound significance.

There are strong links between Indian cuisine and religion, from the communal langar of the Sikhs to the satvik foods and vegetarianism of Hinduism, and from fasting during Ramadan to decadent Christmas feasts. These connections also spread harmony throughout many cultures in addition to reflecting eating patterns. A unique peak into India’s cultural fabric is provided by the interaction between religion and food, which reveals the subtle spiritual meanings that underpin the country’s diverse gastronomic scene.

Analysis

deconstruction

cons

- cluttered information
- conflicting communication
- spice level not mentioned on front pack
- no indian touch
- munna maharaj legacy story getting lost
- no information hierarchy in terms of brand or product

pros

- use of doodle to show end product
- qr code for website
- qr code for recipes



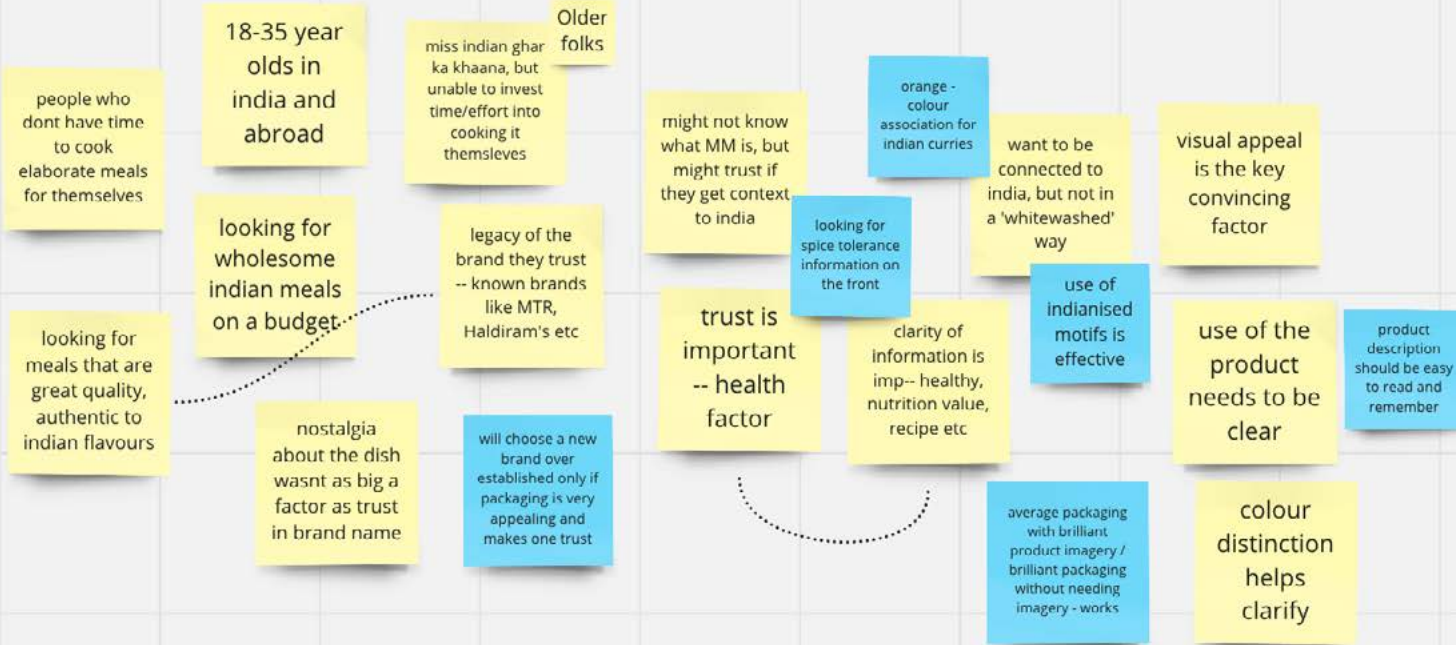
Audience

- 1. Who is your audience? Come up with a name/category for them
- 2. What kind of person are they? What do they believe in? What do they like or dislike?
- 3. What are their needs/wants/pain points? How are you meeting them?

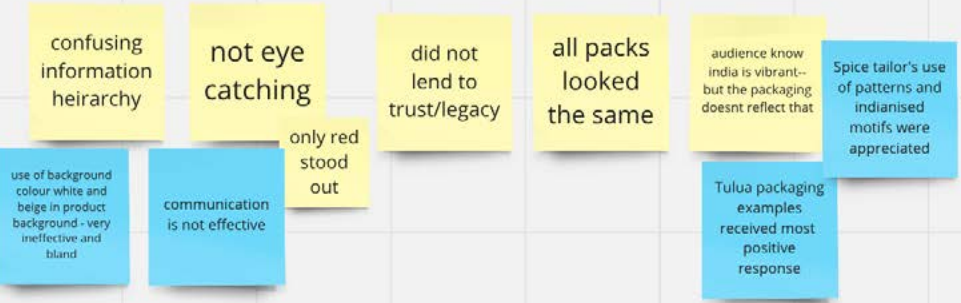
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6 focus interviews

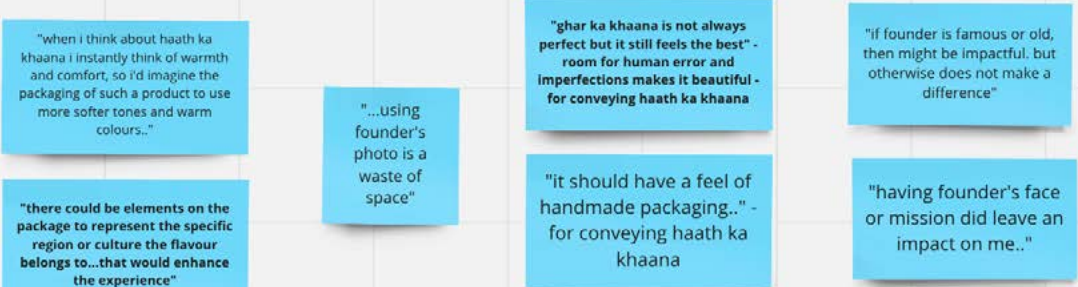
30 users surveyed



AUDIENCE INSIGHTS - EXISTING PACKAGING

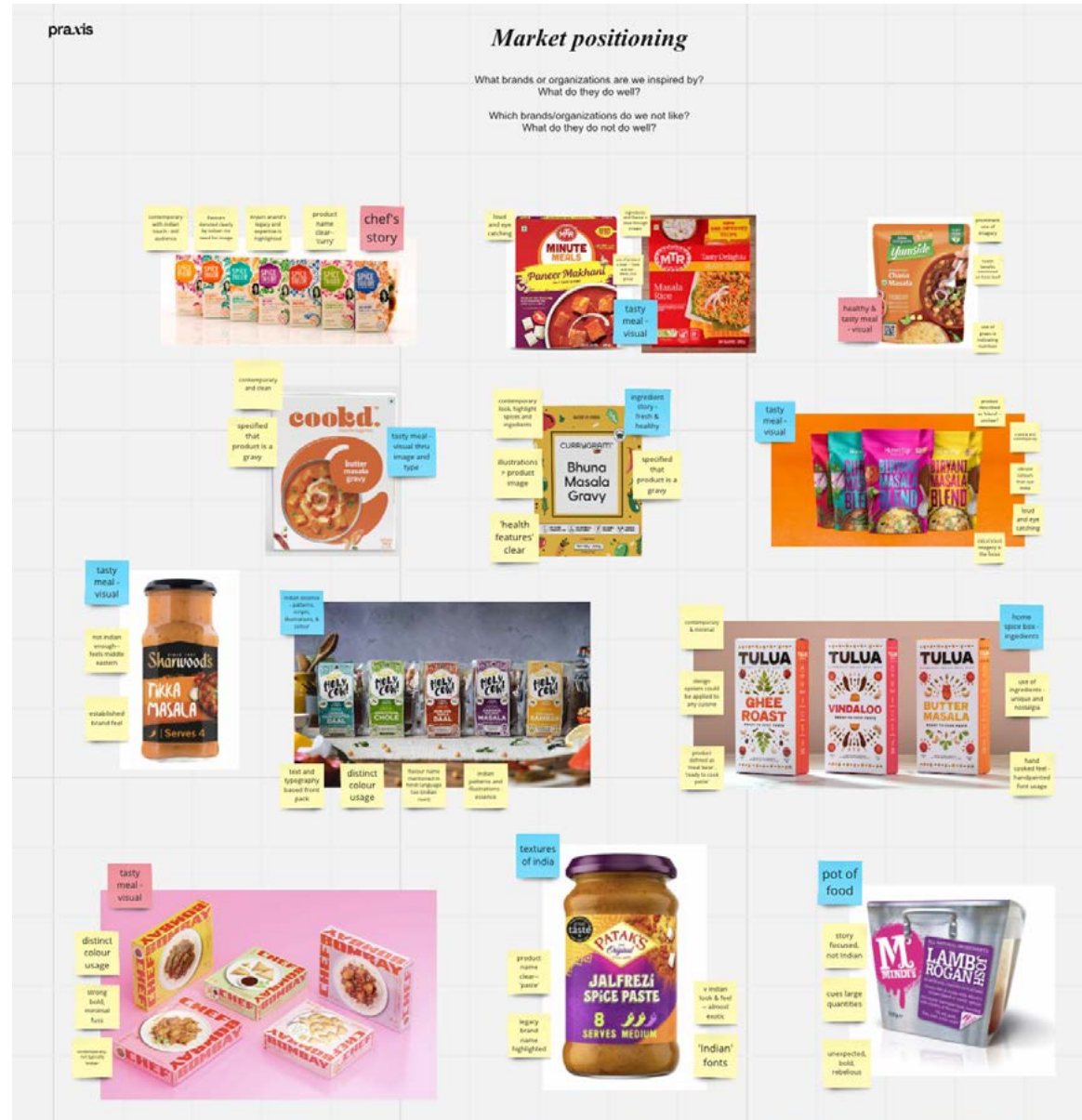


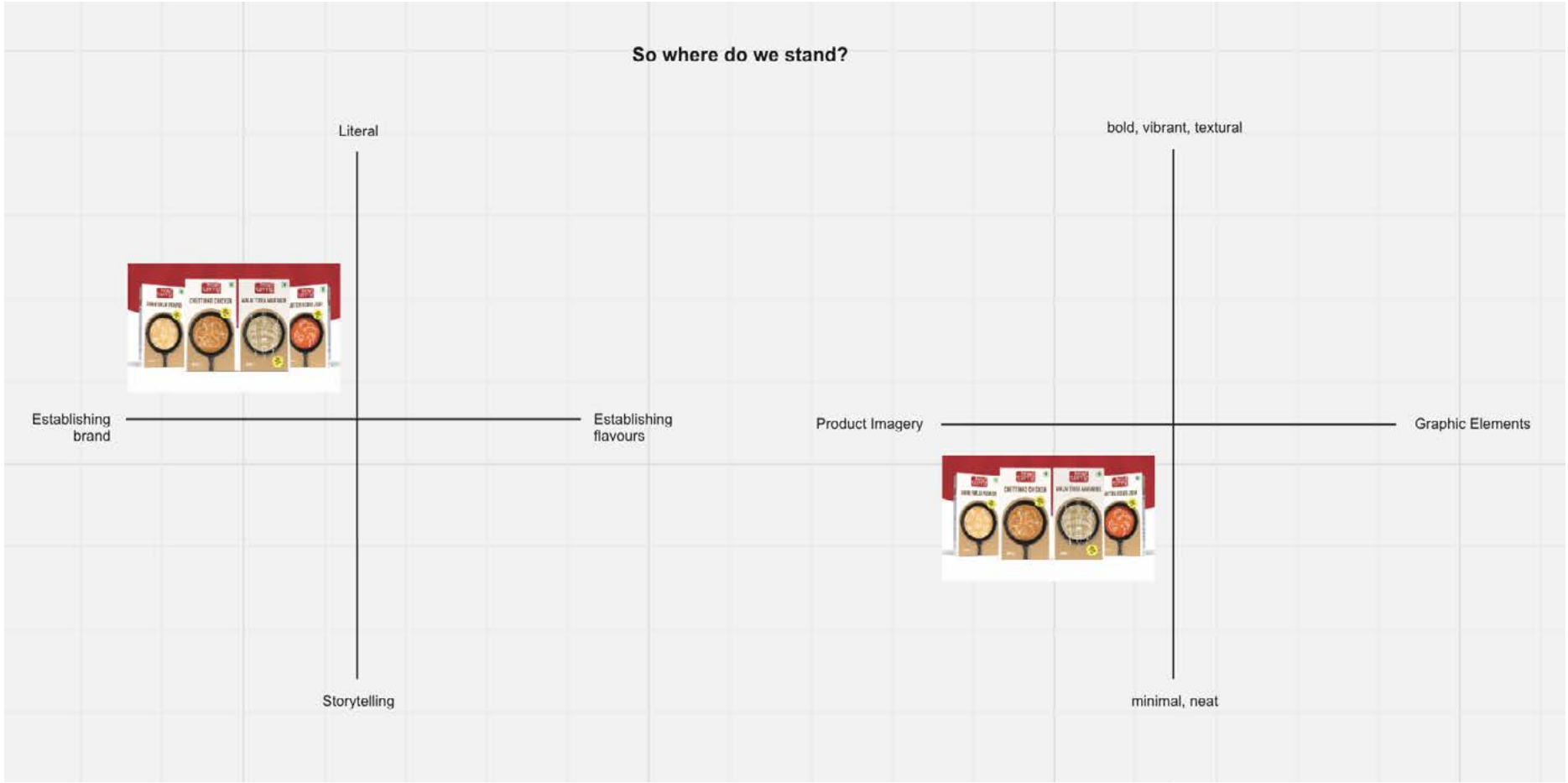
ANECDOTES



TAKEAWAYS



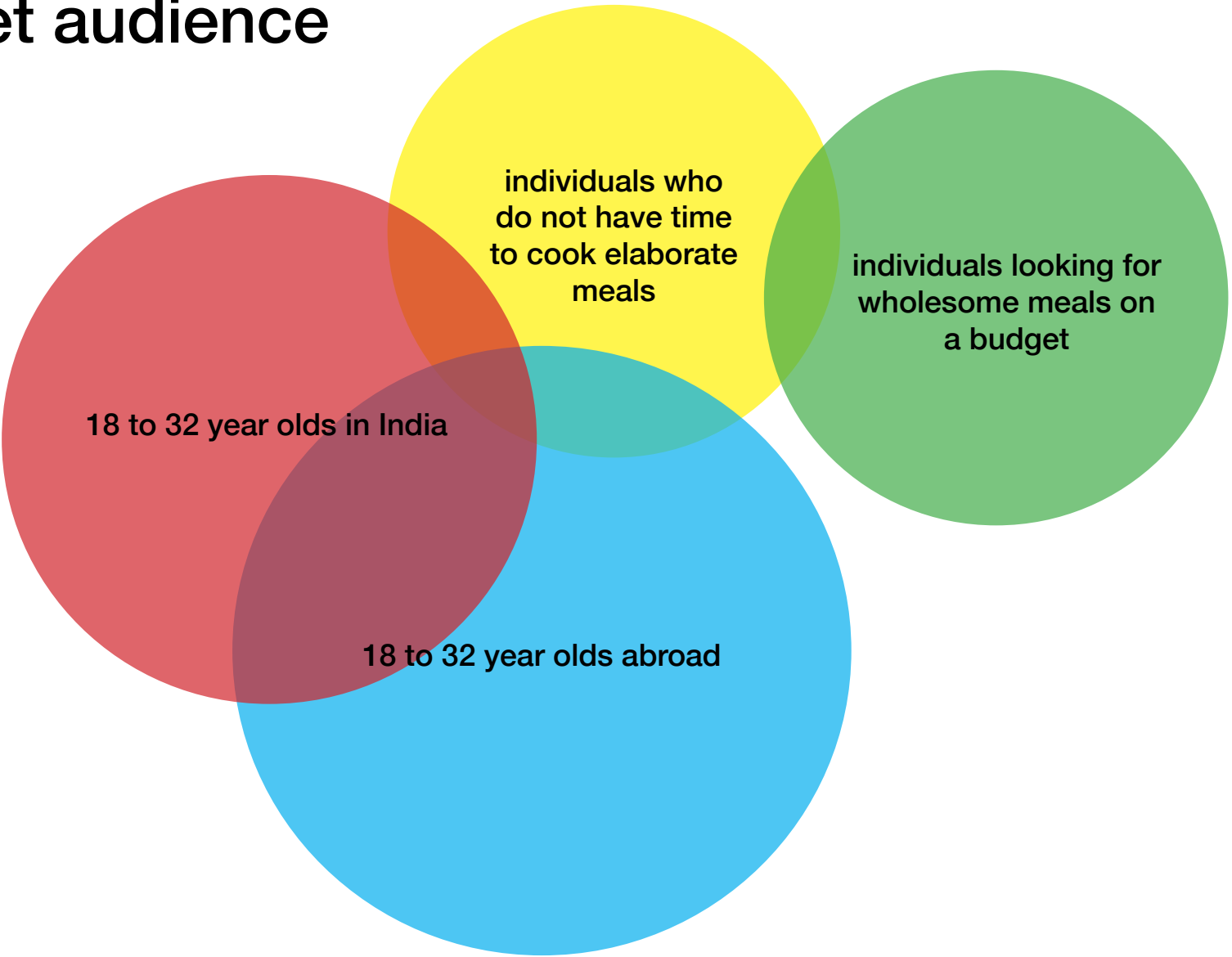




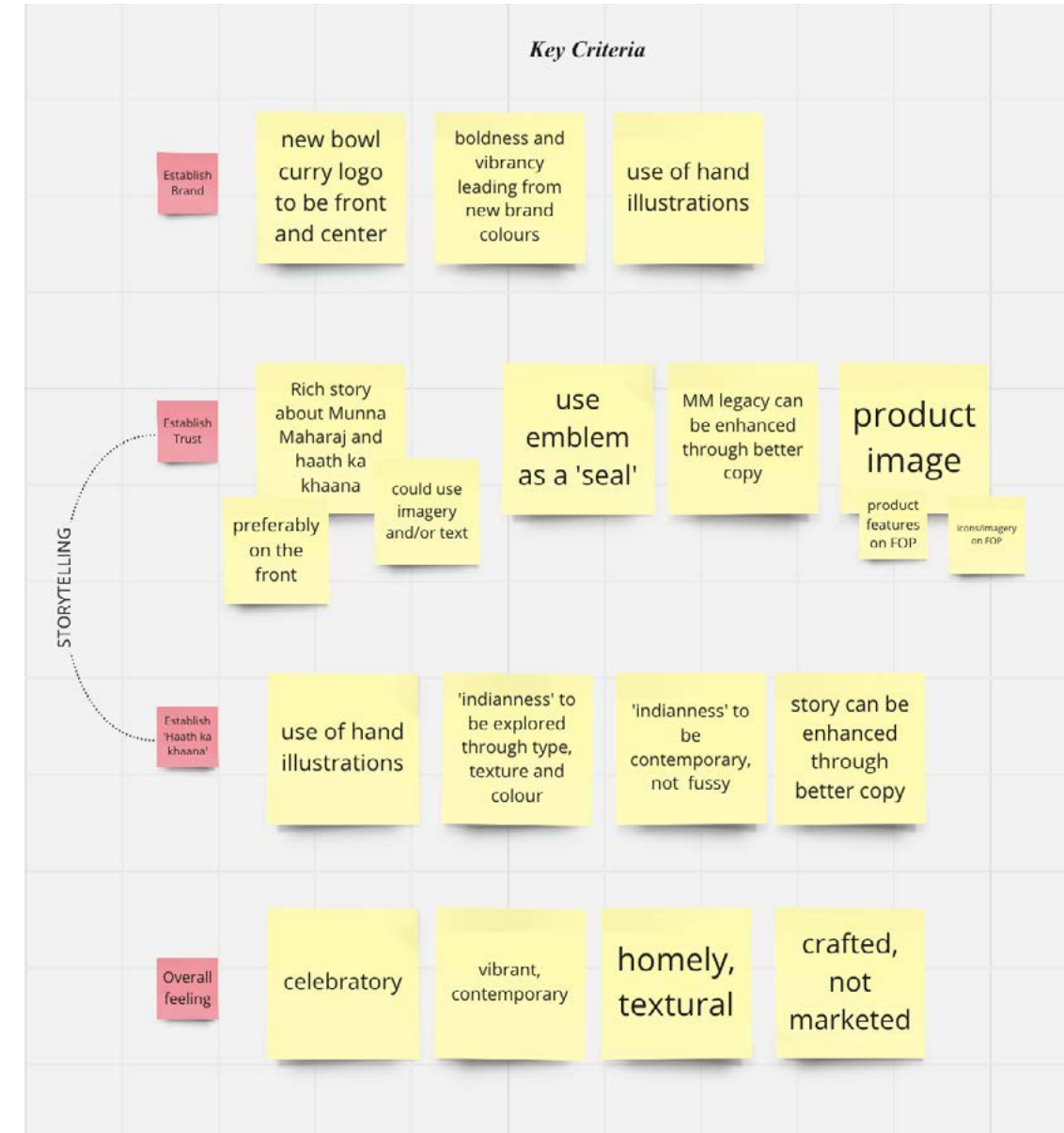
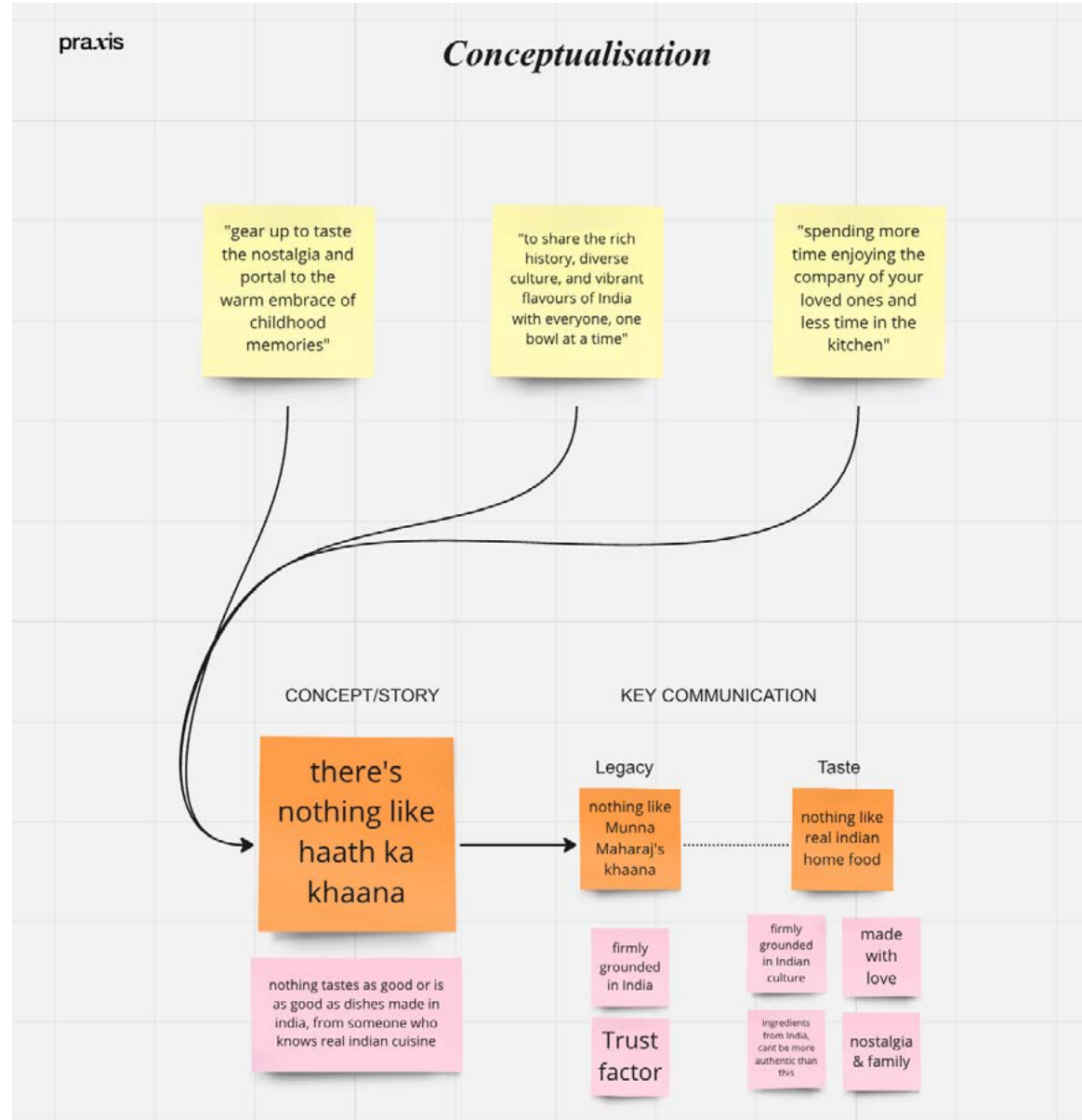
The current packaging design is not doing justice to all that the brand has to offer and all that it stands for. Besides, the consumer viewing experience of the package needs to be enhanced.

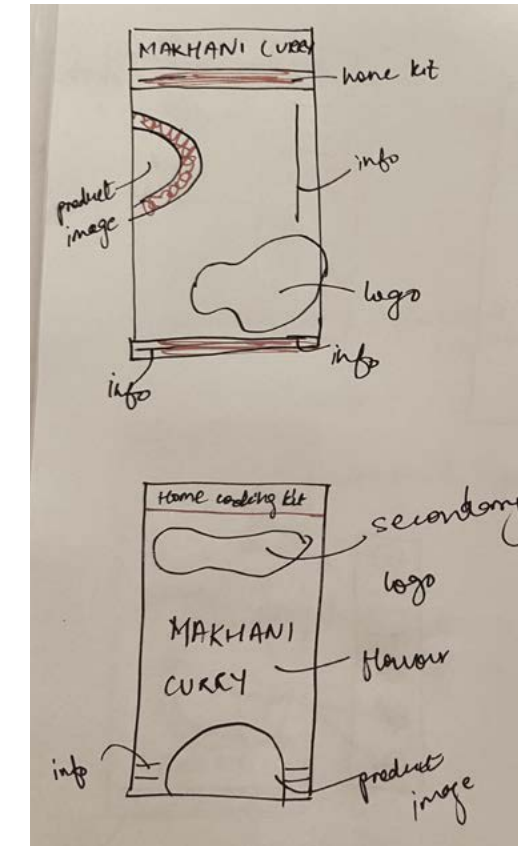
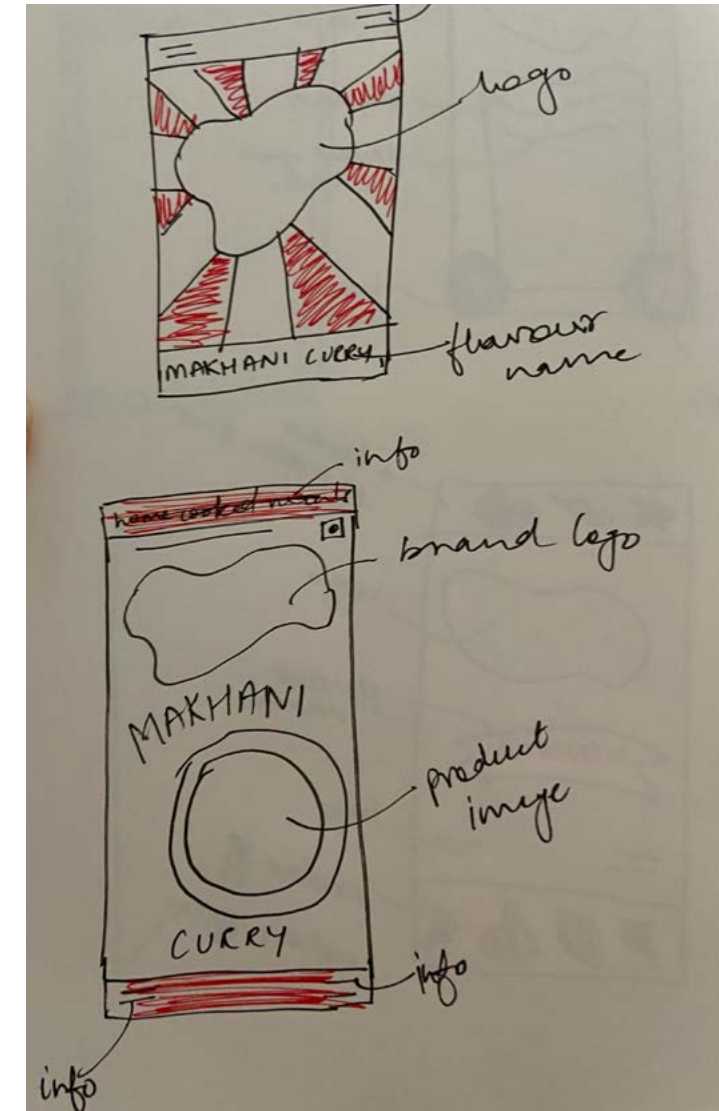
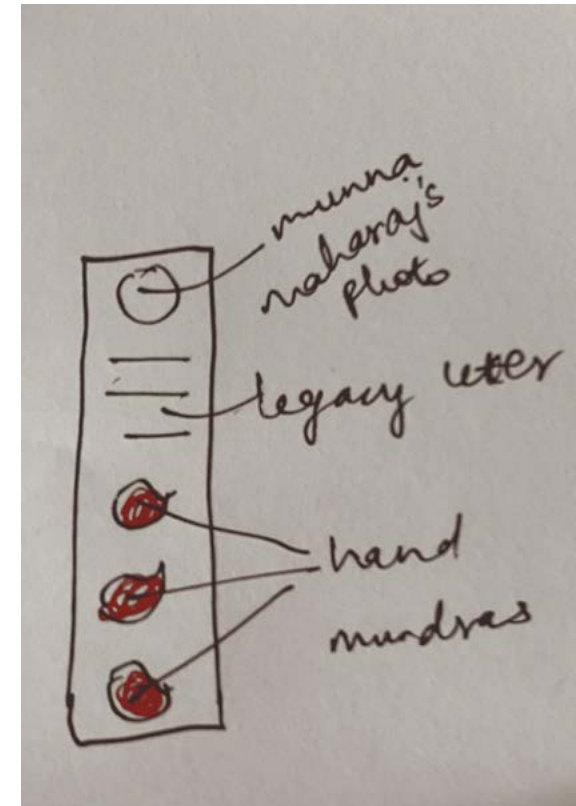
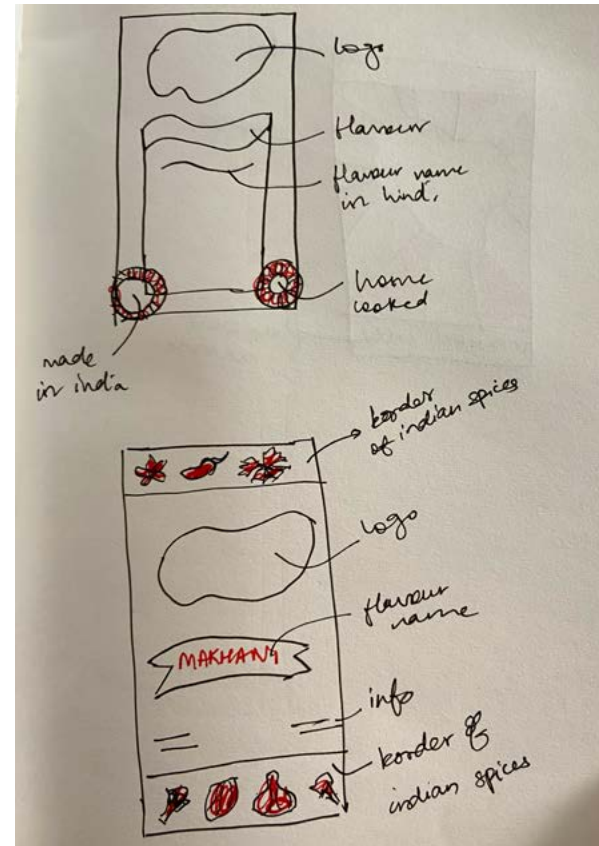
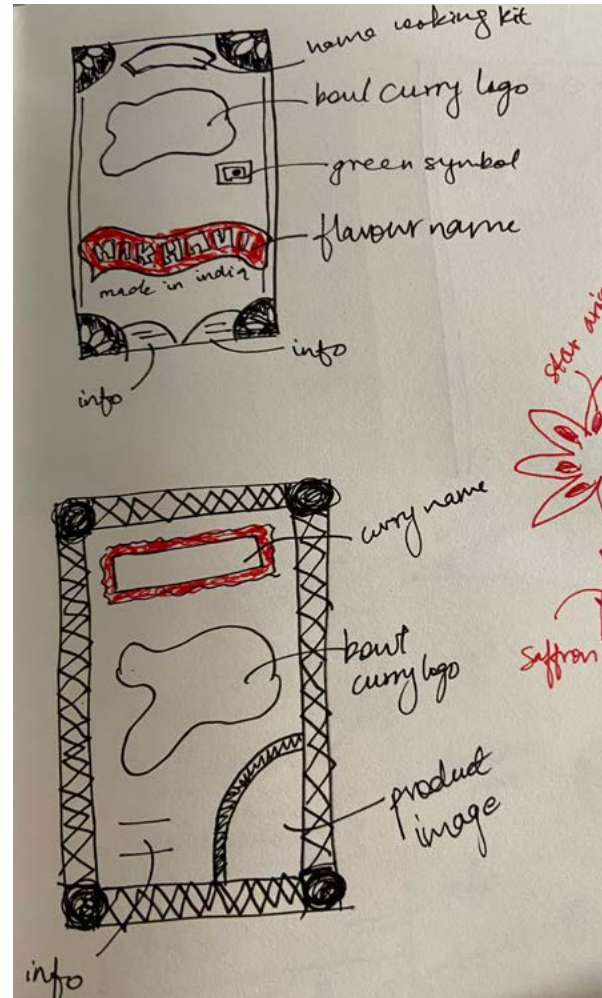
final problem statement

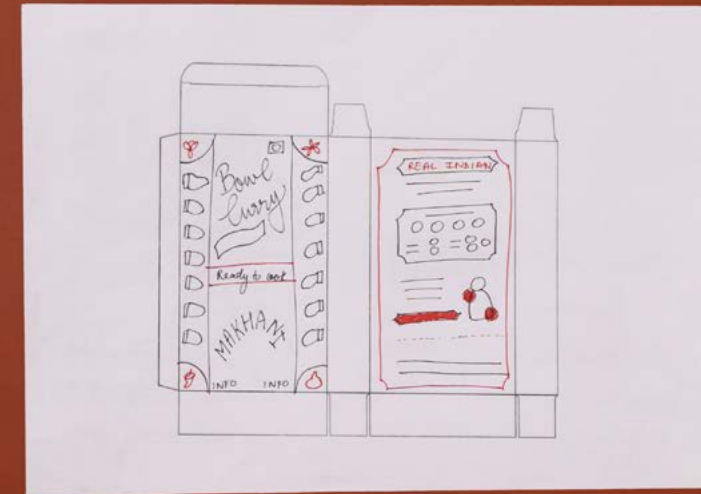
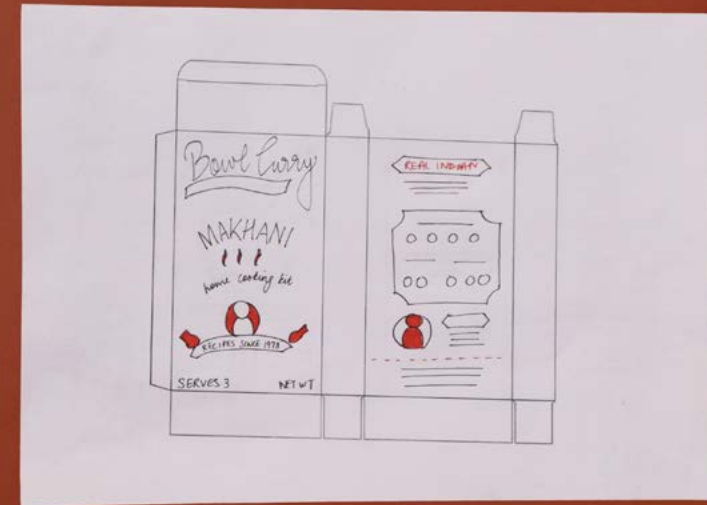
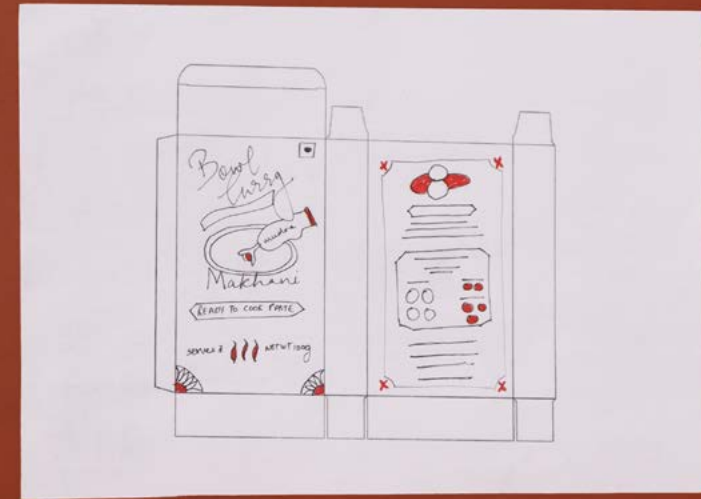
target audience

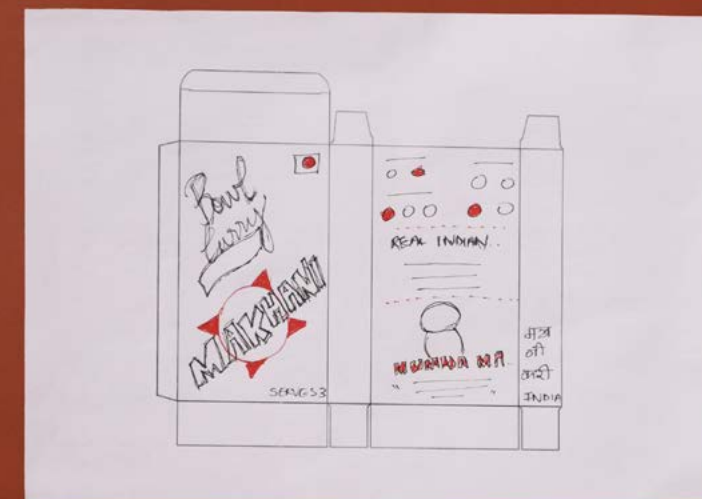
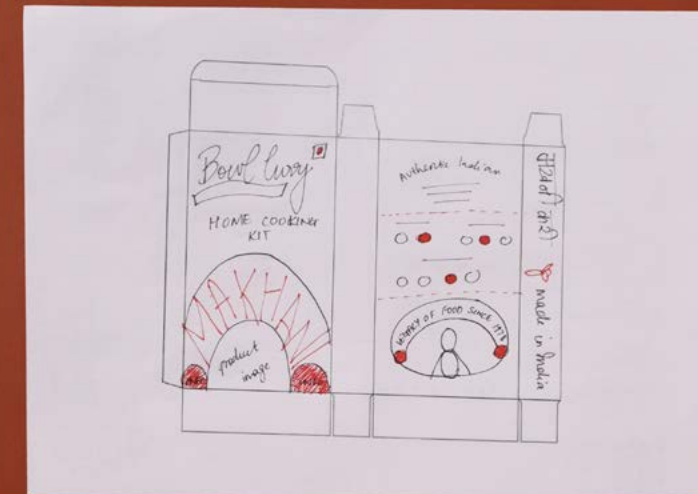
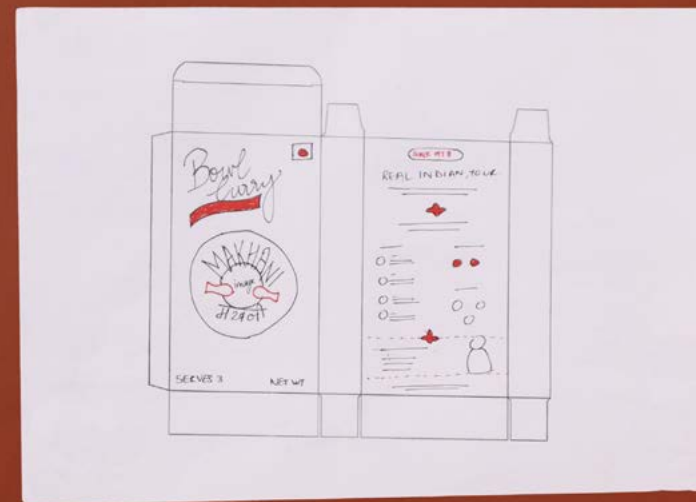


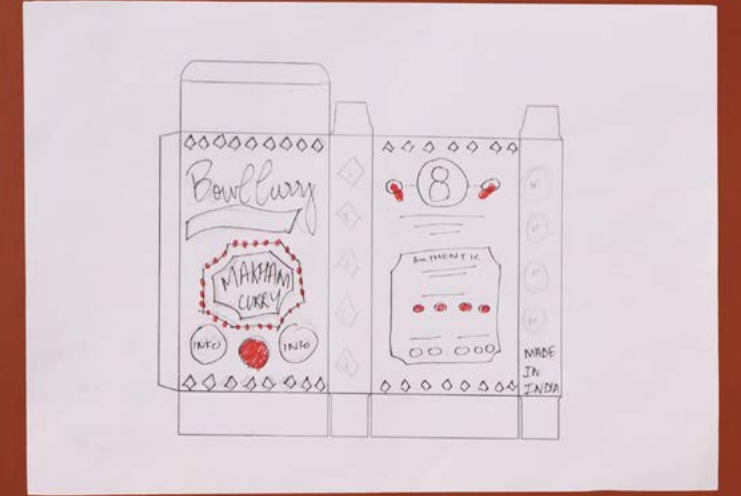
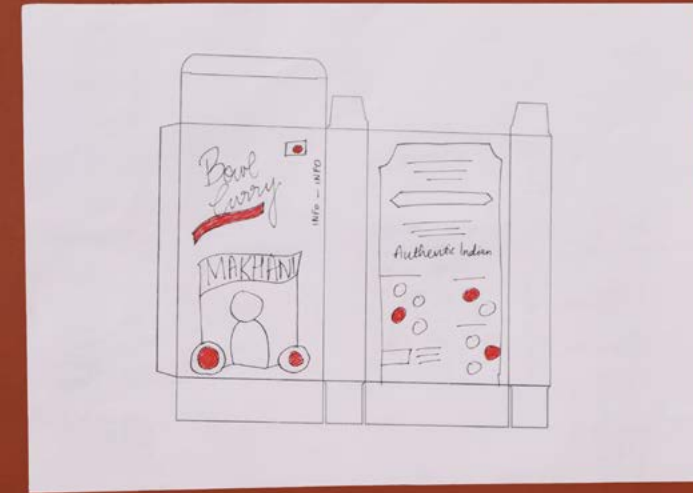
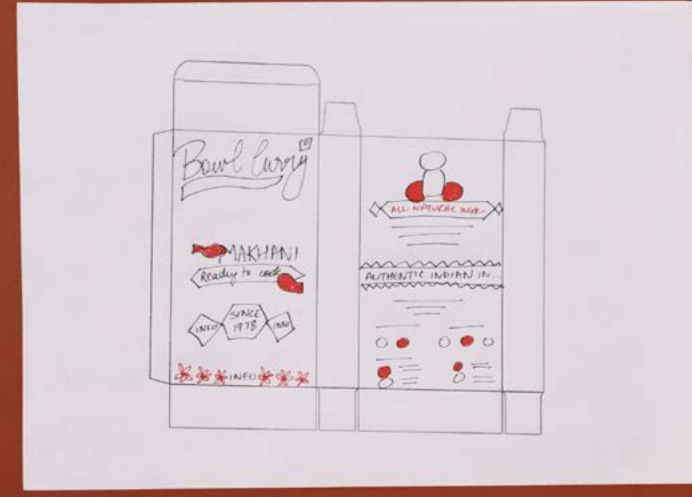
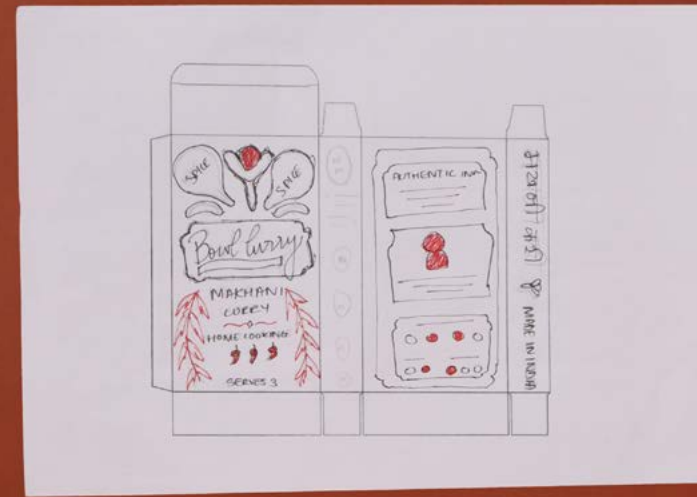
Ideation

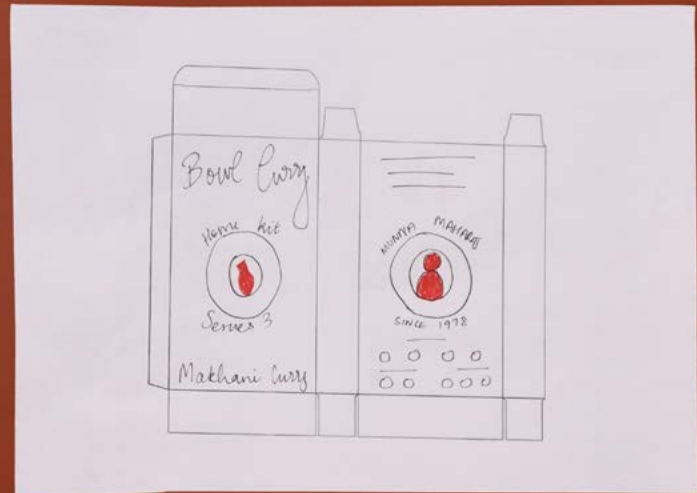
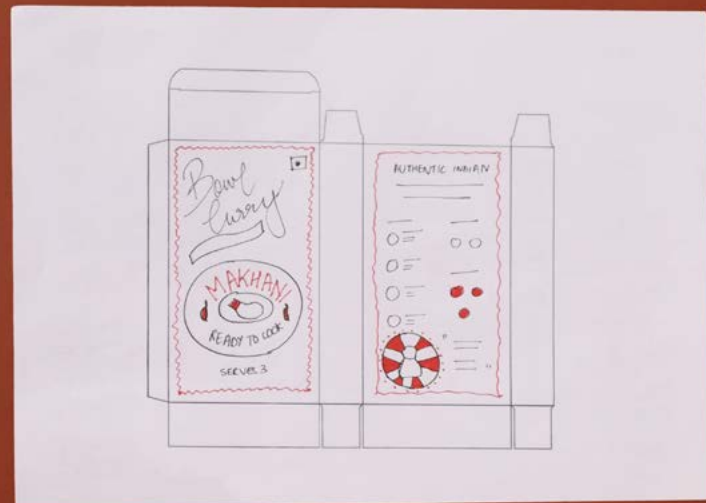
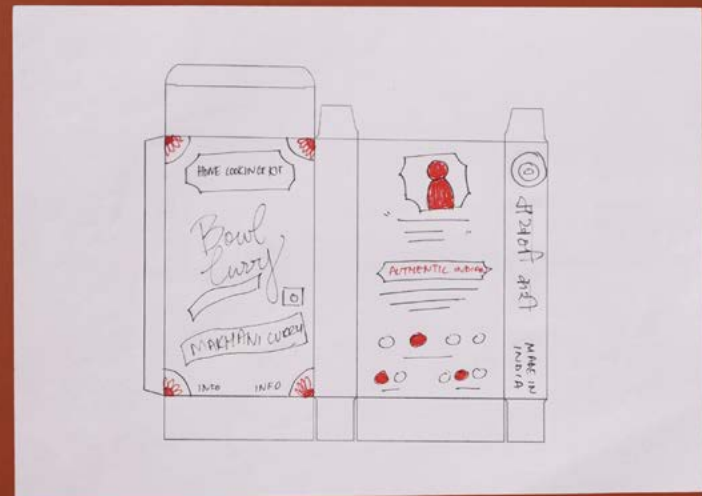




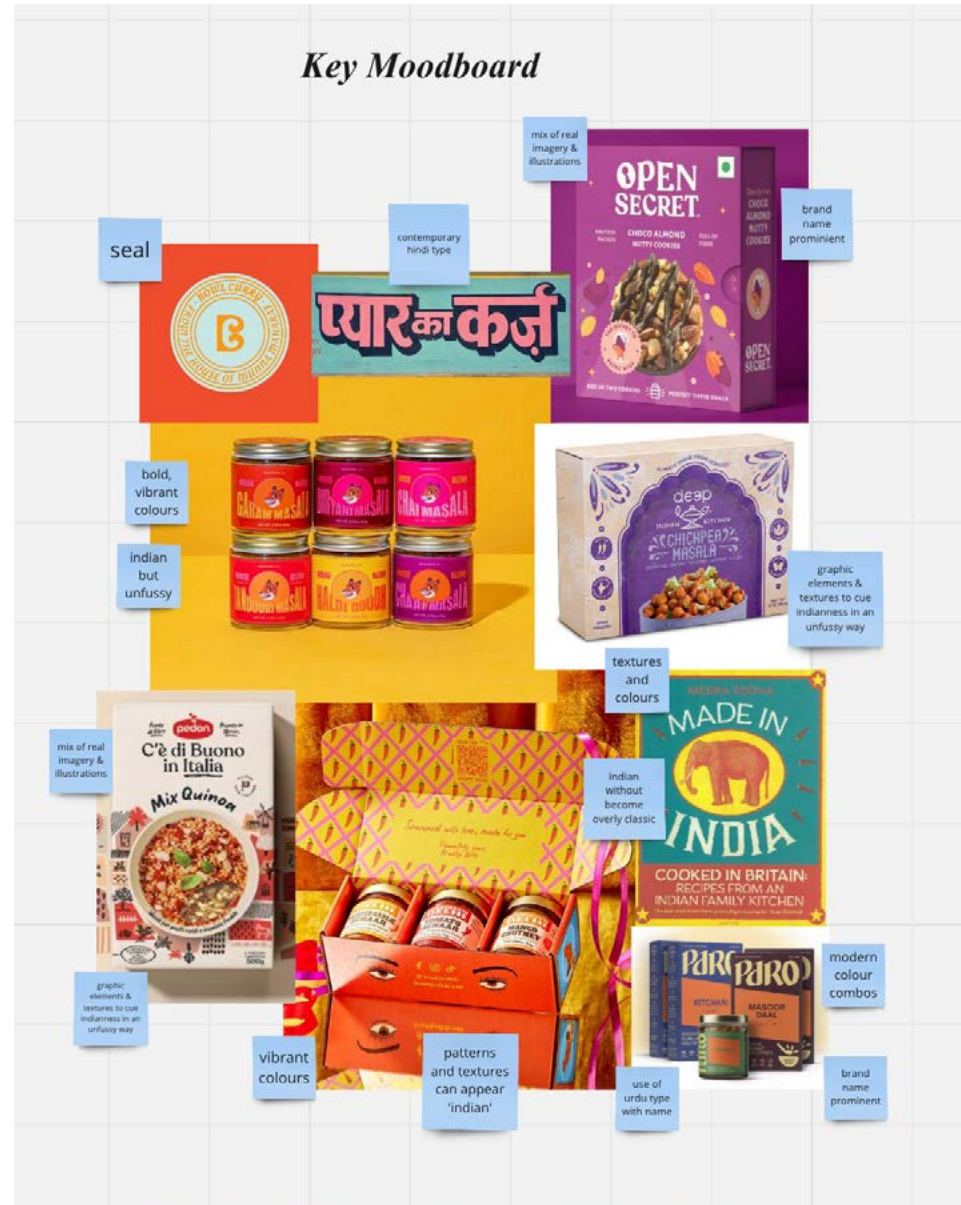








Design



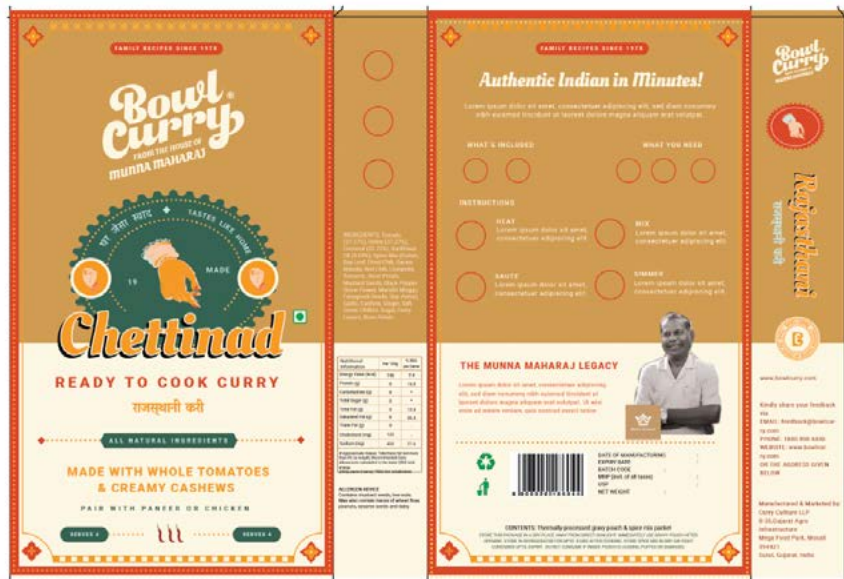
explorations





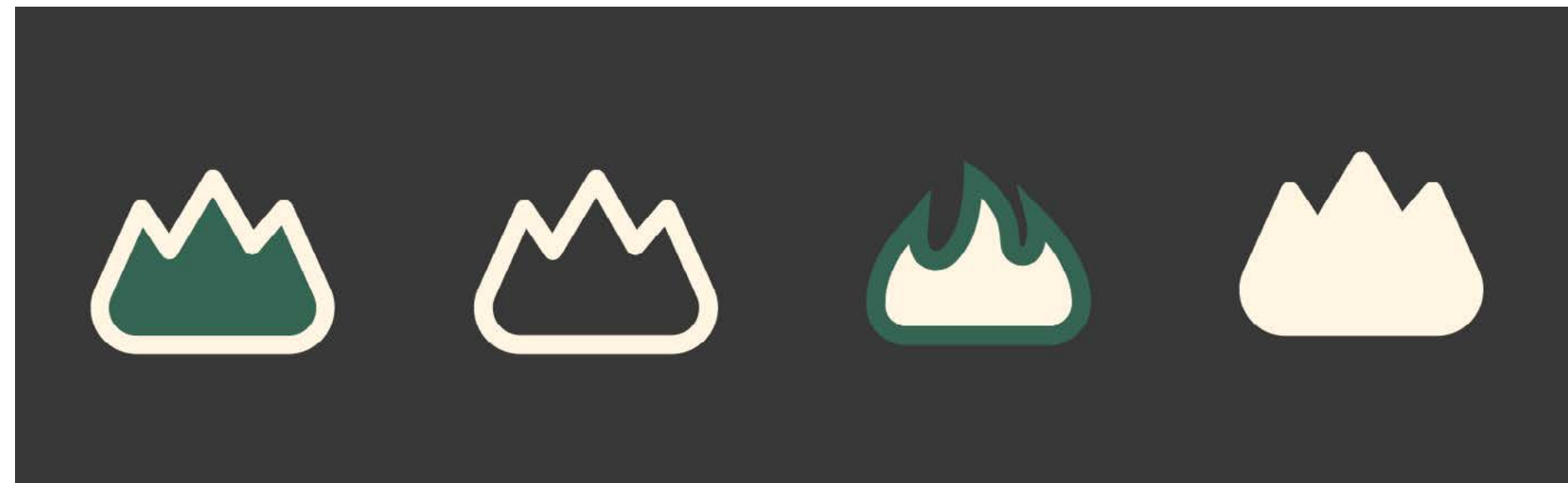


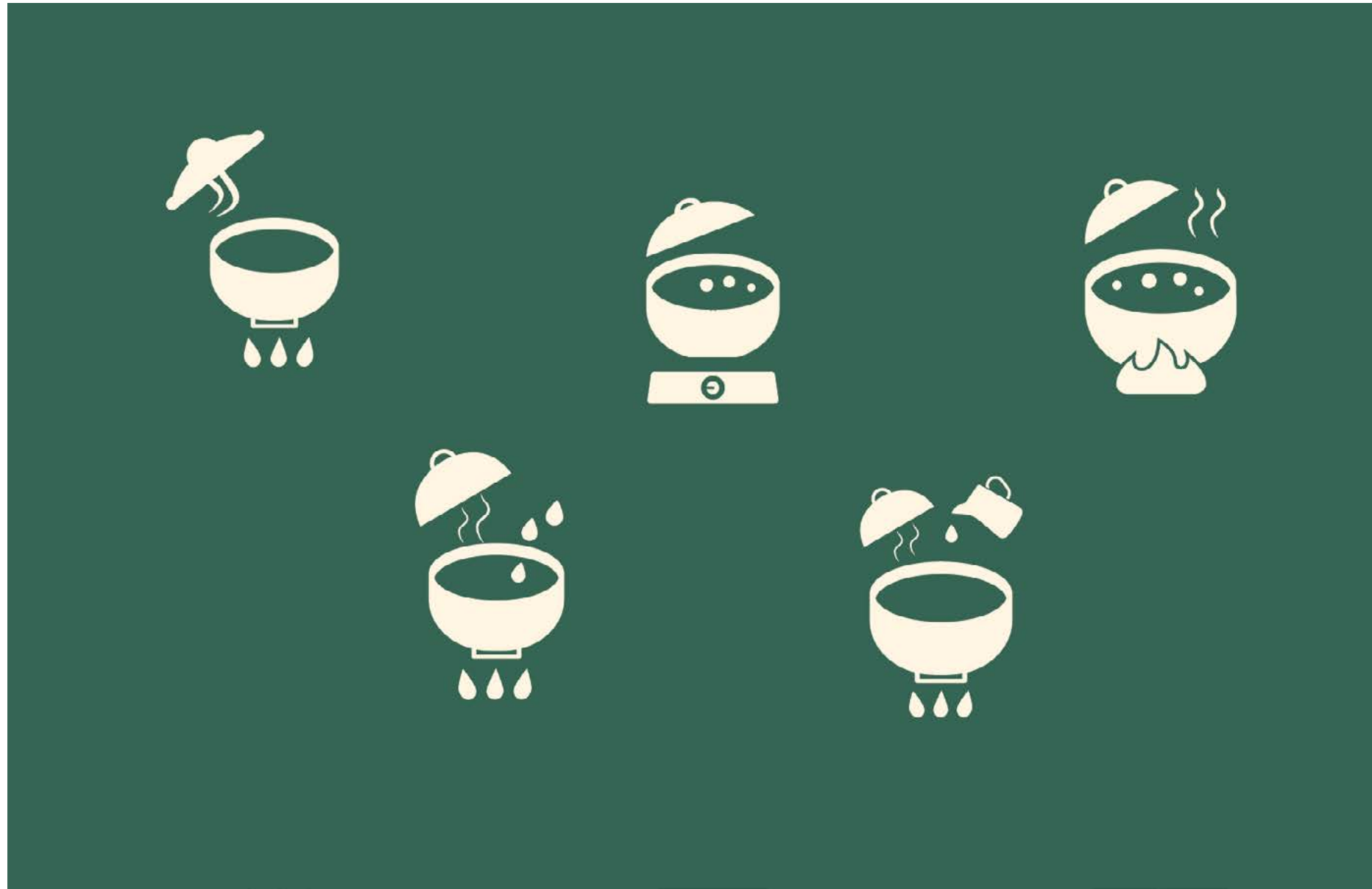
iterations

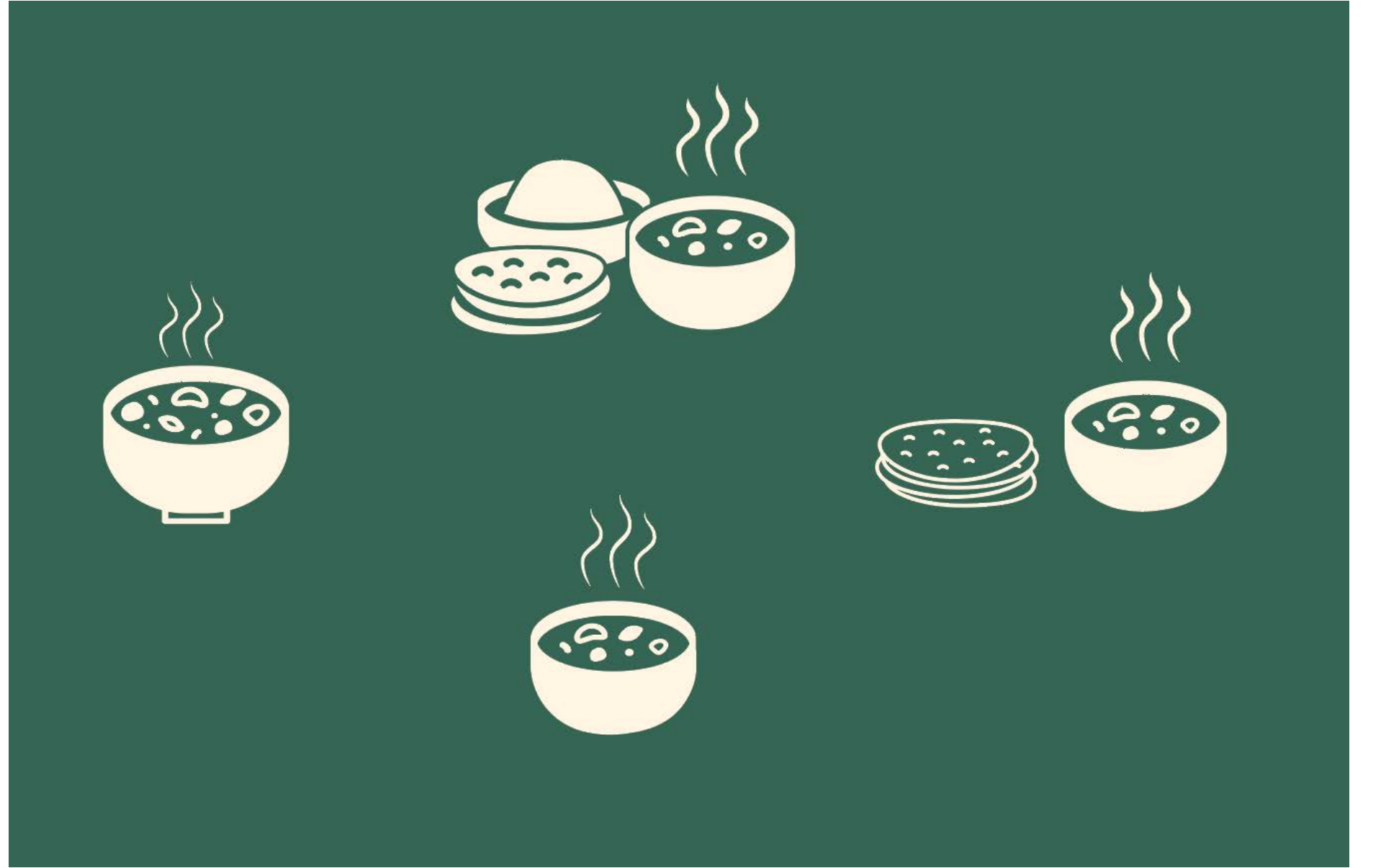
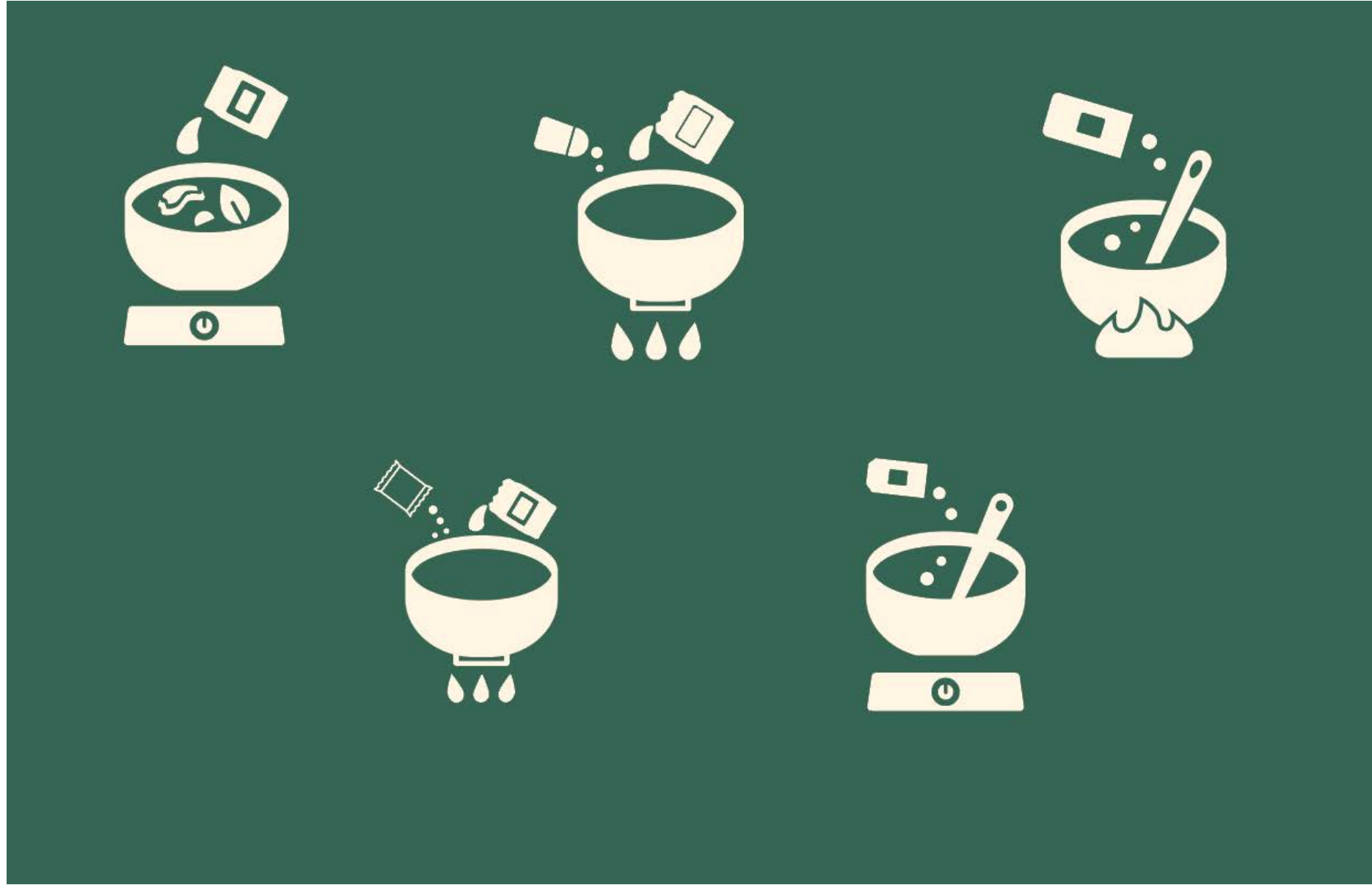


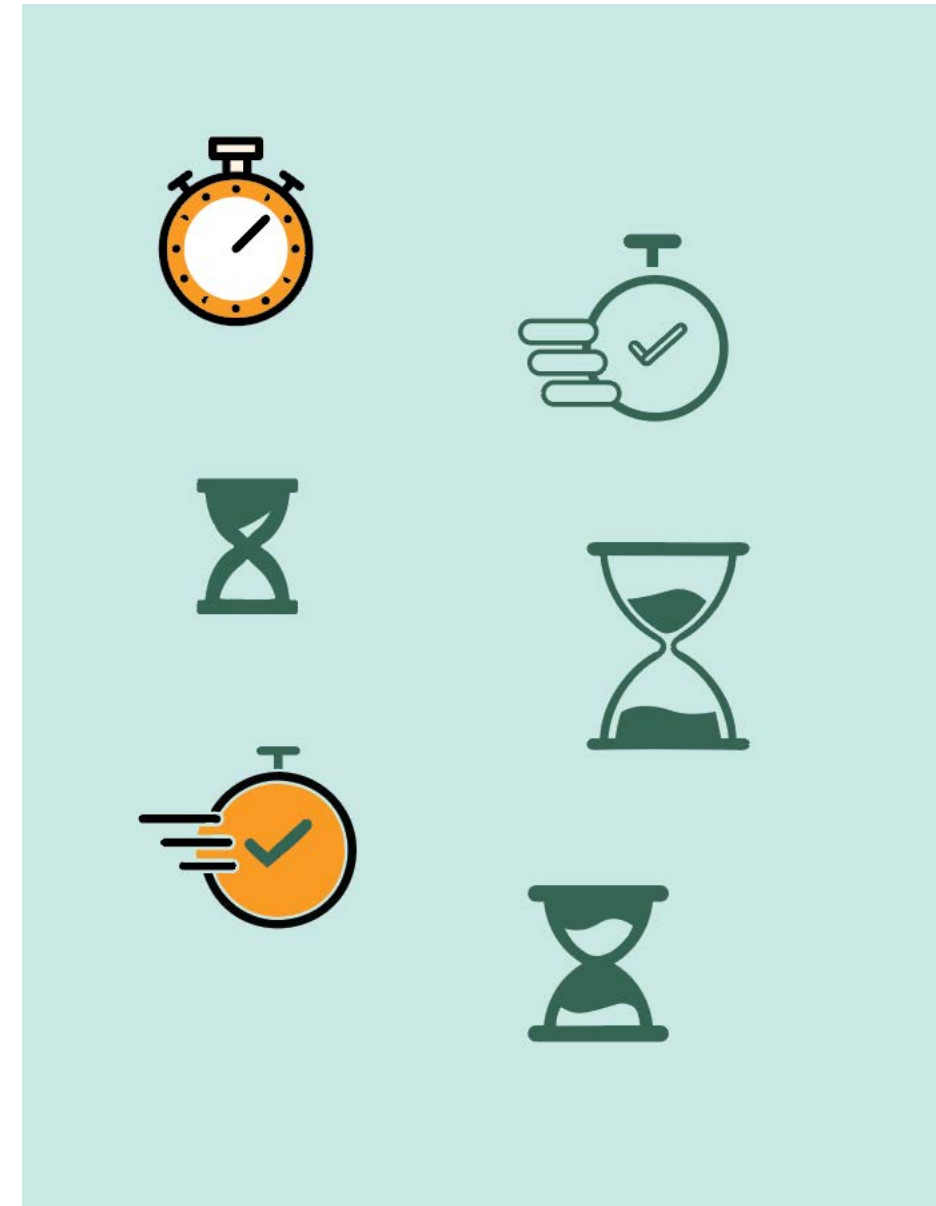
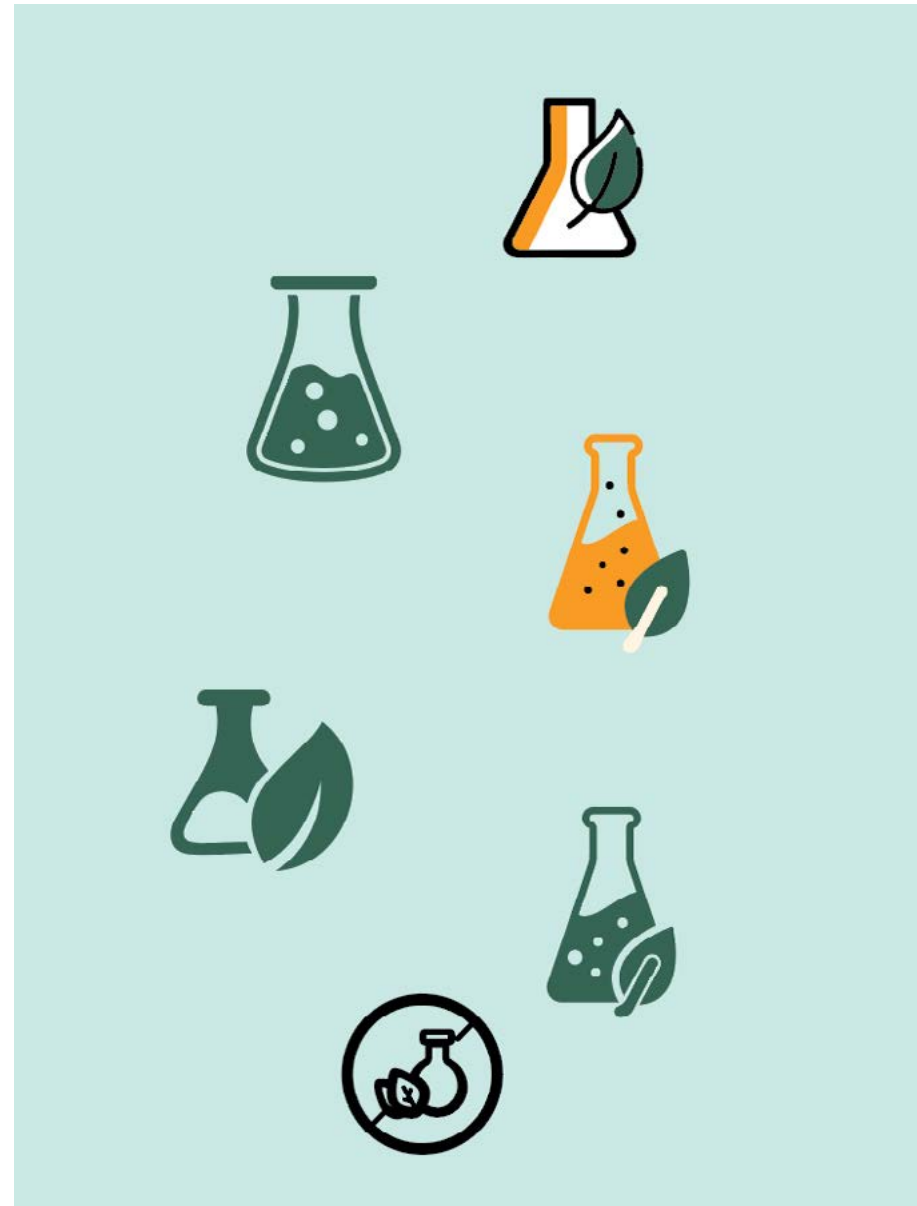
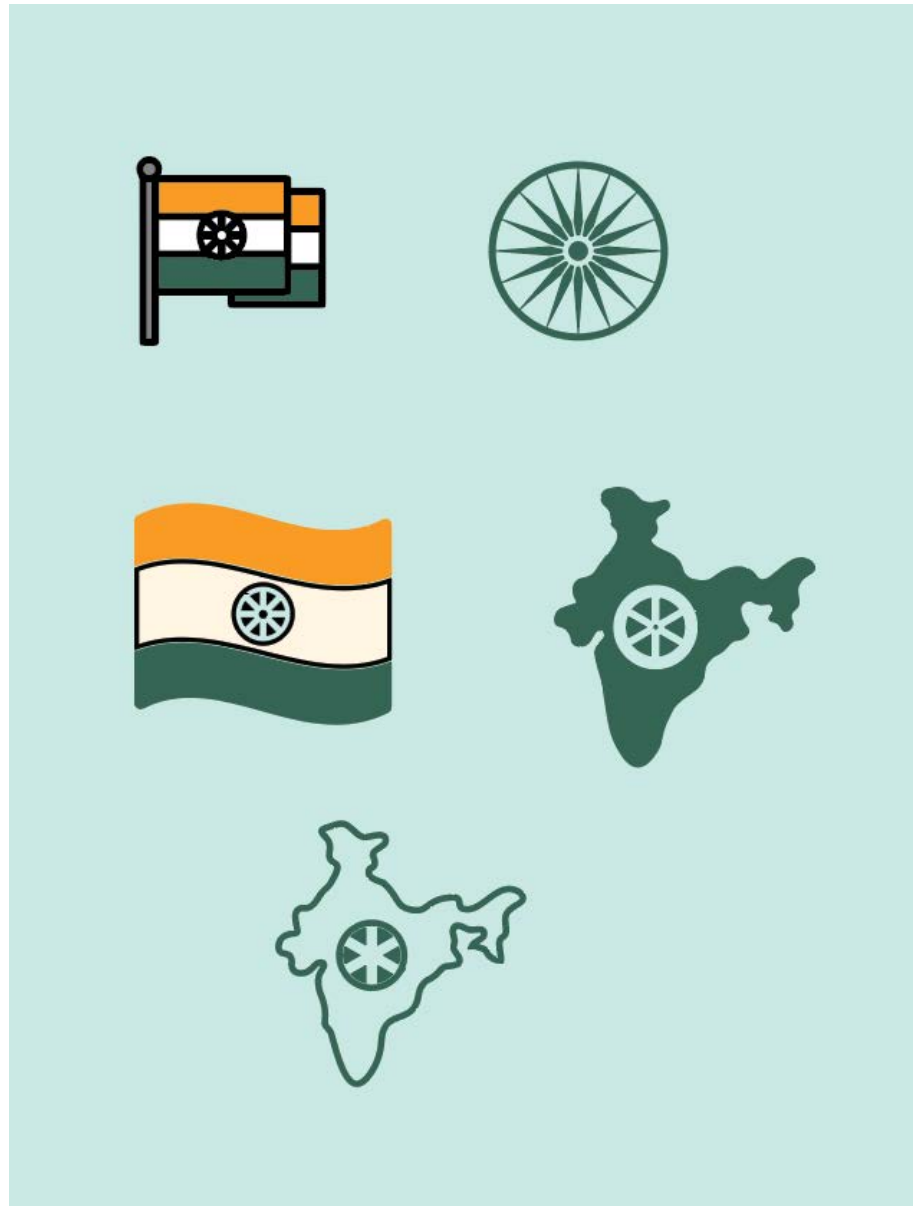


icons









Final outcome







skeleton







Resource

credits

https://miro.com/app/board/o9J_IYoMLXk=/
<https://www.linkedin.com/in/vritika-lalwani/>
<https://www.praxis-arts.com/events/creative-mixer-1>
<https://in.pinterest.com/>

references

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<https://www.foodresearchlab.com/blog/new-food-product-development/what-are-ready-to-cook-foods-list-out-the-requirements-of-packaging-ready-to-cook-foods/>
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<https://www.deskera.com/blog/food-packaging-technologies-and-trends>
<https://www.junglegym.co/tulua>
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This document has been written
and designed by **Krishna Chitalia**.

The Latin script used in this
document has been set in the
Neue Helvetica family, designed
by **Max Miedinger** and released by
Linotype Design Studio in 1983.

The Devanagari script used in this
document has been set in the **Lava**
Devanagari family, designed by
Parimal Parmar and **Peter Bil'ak**,
and released by **Typotheque**
Foundry in 2019.

धन्यवाद

