

The intended use of the product is to hold Children's Gardening Equipment. I have to decide how the consumer is going to use the packaging i.e., is the packaging going to be kept to store the equipment in, or is it going to be kept because of useful information on the box, or is it simply going to be thrown away.

Most of the instructions either on the pack or in the booklet are very clear with big and easily readable text and pictures for more help. The language used was very understandable and fun for the children. The age groups that the other products are intended for had language and instructions that a child in that age group would be able to understand. The text was clear with simple and short sentences, plus the writing was written to sound fun and exciting.



I have also found that most people only keep packaged products if they are worth keeping because of useful information on the pack. This means that if I were to design my pack, so that the instructions are on it, most people would keep the packaging, to retain instructions. On the other hand if the instructions were separate there would be no need to keep the packaging. I have to decide whether the instructions are going to be separate or not because, I also have to decide, what material is going to be used to make the packaging, ie : if the pack is to be kept the material has to be strong and durable, or if it is not kept, then there is no need to make the pack so strong.

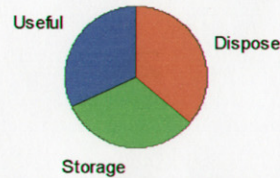
Research

OCR Technology GCSE
Graphic Products
Assessment Objective 2

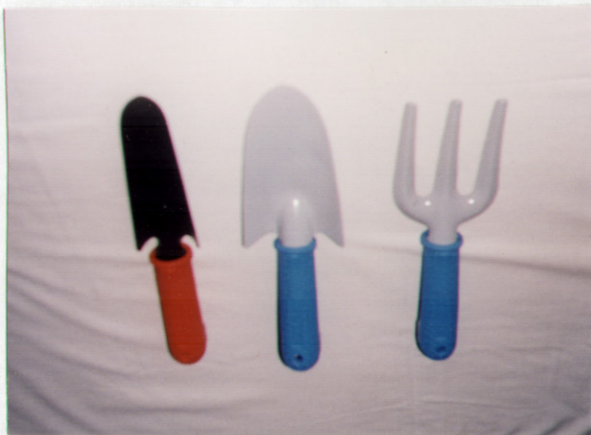
Intended use	
Existing products	

My target market is 5 - 11yrs, so the majority of them will have good reading abilities. If my target market was any younger I would not be able to include seeds in the pack for safety reasons. My instructions still have to be readable for the younger children in the group, so pictures should be included with the instructions.

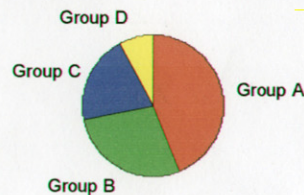
What happens to the pack after purchase



- Group A: Mini tools, seeds, gloves.
- B: Pots, soil, seeds.
- C: Seeds, pots, mini tools.
- D: Gloves, mini tools, pots.



What should be included in the pack



The equipment for going inside the pack has been decided from the questionnaire results. The approximate sizes of the tools that are going to be included in the pack are:

- Fork ~ 250mm x 80mm
- Trowel ~ 260mm x 80mm
- Gloves ~ 210mm x 110mm
- Seeds packs ~ 150mm x 80mm

This means that the size of my packaging has to be big enough to fit all off the products inside. The approximate weight of all of the products together is: 385g
The material that I am going to use for the packaging has to be strong enough to be able to hold this amount of weight. The method of sealing (flat packed), has to be able to cope with the weight of the products, because if the seals are not glued, they may not be strong enough to hold the products. Most of the other products are flat packed, so that they can be easily put together without glue. To make the packaging safe, other products have rounded the corners and made sure there are no sharp edges.