JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

Creating a Visual Identity :
Redesigning Packaging for Medigold

VOL. 1 of 2

Student : **Jhanak Mathur**

Sponsor : **Creating Space Studio**

Mentor : **Yash Raizada**

Consultant: **Akash Gupta**

Programme :
Bachelor of Design (B.Des)
Interdisciplinary Design

THE GRADUATION PROJECT 2024

The Evaluation Jury has recommended **Jhanak Mathur**

for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**

with specialization in **Interdisciplinary Design**

Herewith, for the project titled "**Creating a Visual Identity:** Redesigning Packaging for Medigold" on fulfilment of requirements by

Jury Chairman

Jury Member

Jury Member

Subsequent remarks regarding fulfillment of requirements

Dean, Institute of Design
JK Lakshmipat University

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Student name in Full: Jhanak Mathur

Signature:

Date: 12/8/24

Place: Jaipur

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Student name in Full: Jhanak Mathur

Signature:

Date: 12/8/24

PREFACE :

This document details the journey of my final year project, completed during my time at Creating Space Studio, where I focused on packaging design for Medigold, a healthcare company. The project involved developing a new visual identity and packaging for Medigold’s breast pumps.

It began with in-depth research into Medigold's brand values, understanding their target audience, and analyzing the competitive landscape within the maternity and healthcare sectors. Through interviews with breast pump users, I gained valuable insights that guided the design process, ensuring the final product was both user-focused and aligned with Medigold's mission.

This project reflects the skills and knowledge I have acquired throughout my studies and professional experiences. I hope this document offers a clear and comprehensive account of the design process and the results achieved, and I look forward to applying these lessons in my future career as a graphic designer.

ACKNOWLEDGEMENT :

I would like to sincerely thank **Akash Gupta** and **Mukul Sabdhani,** the co-founders of Creating Space Design Studio, for providing me with the remarkable opportunity to contribute to their esteemed organization.

My heartfelt thanks also go to the leadership team at Creating Space, consisting of **Bhumika Gupta, Khushi Agarwal, Shivansh,** and **Praveen,** for their unwavering support throughout my professional journey.

I am deeply grateful to my mentor and guide, **Bhumika Gupta,** for her continuous encouragement, insightful feedback, and invaluable guidance. Her support and advice have been instrumental in the successful completion of my design project, and I am truly fortunate to have had her as my advisor.

Lastly, I would like to express my sincere gratitude to **Yash Raizada,** my faculty mentor for the Graduation Project, for his consistent support, remarkable patience, and unwavering motivation throughout the research process.

JHANAK MATHUR | INTERDISCIPLINARY DESIGN 2020-24

Packaging Redesign

JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

for Medigold

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01 Introduction

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JK Lakshmipat University

Image Source: https://jklu.edu.in/institute/about/

1. 1 JK Lakshmipat University

Initially aspiring to become a fashion designer, my interests shifted as I explored other possibilities. After completing high school and facing the uncertainty of the COVID-19 pandemic, my brother suggested I join **JK Lakshmipat University (JKLU)** temporarily. What started as a short-term plan turned into a fulfilling journey, leading me to pursue a Bachelor of Design in Interdisciplinary Design.

While my journey at JKLU had its challenges, each obstacle became an opportunity for growth. The university's environment pushed me out of my comfort zone, helping me connect with diverse people and embrace creativity. The supportive atmosphere allowed me to work both independently and in teams, broadening my perspectives along the way.

JKLU has had a profound impact on my life. It has not only equipped me with the skills and knowledge necessary for my professional journey but also helped me develop as an individual.



Institute of Design, JKLU

1. 2 Institute of Design

The Institute of Design at JK Lakshmipat University (JKLU) is recognized for its **excellence in design education.** It offers a well-rounded, interdisciplinary curriculum that combines creativity with technical skills, preparing students to thrive in the dynamic design industry. The institute prioritizes hands-on, experiential learning, encouraging students to develop innovative solutions to real-world challenges.

With a team of highly qualified faculty, who bring both industry experience and academic insight, the Institute provides top-tier mentorship and guidance. Students have access to cutting-edge facilities that enhance their creativity and practical skills.

Thus, The Institute of Design at JKLU is a leading center for nurturing talented designers, equipping them with the knowledge and skills to make a meaningful impact in their careers.



A. Balasubramaniam
Director, Institute of Design



Raj Gopal Menon
Professor & Dean, Institute of Design



Yash Raizada
Project Mentor

1. 3 Faculties

The faculty at the Institute of Design, JKLU, are key to its educational success. They are experts in their fields and passionate educators dedicated to student growth. With extensive industry experience and academic knowledge, they provide a well-rounded education that connects theory with practical application.

What truly sets the faculty apart is their approachability and dedication to student success. They foster a supportive and collaborative environment, encouraging open dialogue and creative thinking. Faculty members are always willing to go the extra mile, offering personalized guidance and mentorship to help students navigate challenges and achieve their full potential.

The culture at the Institute of Design is one of mutual respect and continuous learning. Faculty members actively engage with students, not just as teachers, but as mentors and collaborators. They encourage students to explore new ideas, take risks, and push the boundaries of their creativity.



Jhanak Mathur

1. 4 Student

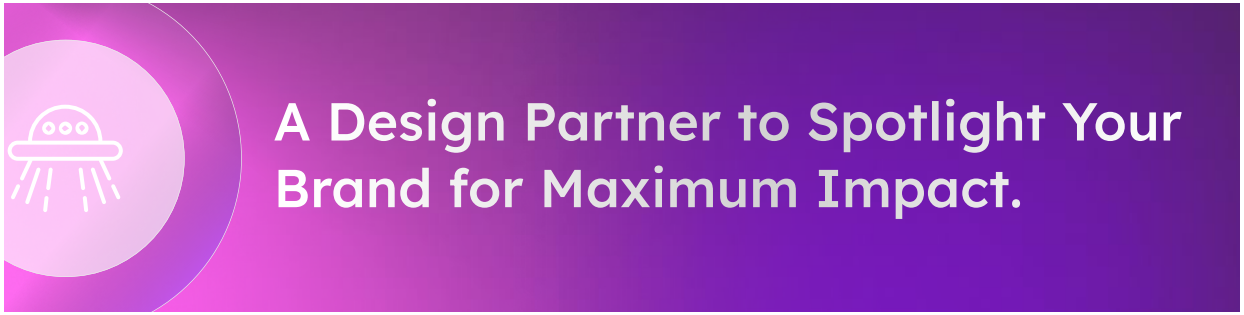
As an undergraduate pursuing interdisciplinary design at JKLU, I, completed my schooling at Jayshree Periwal High School in Jaipur. Jaipur, a city renowned for its rich culture and heritage, has been my home for over a decade, allowing me to experience its beauty firsthand. Initially, when searching for opportunities for my graduation project, I planned to move out of Jaipur to immerse myself in an office environment. However, to my surprise, I worked from home, which taught me a valuable lesson in adaptability.

After my foundation jury, I made a thoughtful decision to specialize in interdisciplinary design, shifting from my initial interest in product design. This choice stemmed from a desire to explore various design domains such as graphic design, branding, packaging design, interaction design, and spatial design. I intended to focus on problem-solving and practical application across these areas.

The reality of interdisciplinary design far exceeded my initial expectations. I had anticipated a focus primarily on digital screens but soon realized the discipline's expansive nature and diverse applications. Embracing graphic design, spatial design, signage, and product design, I came to appreciate how interdisciplinary design influences human interaction and perception - elements that resonate deeply with my interests. The principles and knowledge gained from this discipline have significantly shaped my perspective, enhancing my skills and enabling me to connect different design domains effectively.



Creating Space Logo



1. 5 Sponsor

Creating Space Studio is a creative agency based in the Delhi NCR region, specializing in a wide array of design and branding services. Their expertise spans across brand identity, packaging design, website development, product design, and marketing assets. The studio is committed to delivering high-quality, innovative solutions tailored to client needs, ensuring impactful and engaging brand experiences.

They are driven by the principle that their work must either boost revenue for their clients. They aim to create lasting relationships, ensuring clients return for more impactful collaborations.

Collaboration and deep client engagement are at the heart of their approach, fostering a creative environment where every project is a joint effort. By focusing on creative storytelling and strategic thinking, Creating Space Studio ensures that each project not only meets but exceeds client expectations, making them a trusted partner for brands looking to elevate their presence in the market.

We are on the lookout for a passionate Graphic Designer to join our creative team. We want to hear from you if you have a flair for design, an eye for detail, and a desire to contribute to visually stunning projects.

Job Description:

Congratulations! You have been selected to join Creating Space as a Graphic Designer. As a valued member of our creative team, you will be crucial in bringing our design concepts to life. Your responsibilities will include developing visually captivating designs for print and digital platforms, collaborating with the marketing team, designing captivating social media posts, packaging, and banners, and ensuring brand consistency across all projects.

Responsibilities:

Bring Concepts to Life: Develop visually striking designs for various mediums.
Collaborate with Marketing: Work closely with the marketing team to translate concepts into compelling visual content.
Brand Consistency: Ensure brand consistency across all design projects.

Diverse Projects: Contribute to various projects, including branding, marketing collateral, social media graphics, and website design.
Stay Updated: Stay informed about industry trends and incorporate them into design concepts.

Design Software Proficiency: Showcase your proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign).
Impressive Portfolio: Share your strong portfolio showcasing a range of design projects.

Requirements:

Proven Experience: Demonstrate your experience as a Graphic Designer or in a similar role.
Communication Skills: Exhibit excellent communication and collaboration skills.
Attention to Detail: Demonstrate attention to detail and the ability to manage multiple projects simultaneously.
Creative Thinking: Showcase creative thinking and problem-solving abilities.
Education: Possess a Bachelor's degree in Graphic Design or a related field (preferred).

Next Steps:

Welcome to the Creating Space team! To proceed with your onboarding, please respond to this email with your confirmation. We look forward to having you contribute your creativity and expertise to our exciting projects.

Project Brief Document

1. 5 Project Brief

As a **Graphic Designer,** my primary role was to bring creative concepts to life, particularly in packaging design. I was responsible for developing visually compelling designs across both print and digital platforms, ensuring brand consistency throughout. My main focus was the end-to-end development of packaging design collaterals, from concept to execution.

By collaborating closely with the marketing team, I will translate ideas into impactful visual content, contributing to branding initiatives and select website projects. This experience is crucial in deepening my expertise in key areas of graphic design.

In the initial days of my project, I concentrated on familiarizing myself with the workflow and integrating into the team. My primary task was centered on a packaging design project for a healthcare brand. This required a deep understanding of the brand’s identity and requirements, enabling me to create designs that were both visually appealing and aligned with the brand's messaging. Immersing myself in this project provided valuable insights into the nuances of packaging design, setting a solid foundation for the work that followed.

02 Initial Research

2. 1 Brand Overview

2. 2 Vision and Goals

2. 3 Product Analysis

2. 4 Target Audience

2. 5 Breast Pump Market Analysis

2. 6 Competitor Analysis

2. 7 Interviews

2. 8 Key Takeaways


SURGICAL ENTERPRISES
MEDIGOLD
Medigold®

2. 1 Brand Overview

Medigold is a reputable medical equipment manufacturing company that specializes in producing high-quality devices for hospitals and healthcare providers. Their product range includes essential medical tools such as stethoscopes, breast pumps, hearing aids, etc, all designed to meet the rigorous demands of the healthcare industry. With a strong focus on customer centricity, Medigold priorities building long-term relationships with its clients, ensuring that every interaction leads to a positive customer experience.

At the core of Medigold's operations is a commitment to excellence, reflected in their dedication to delivering top-notch products.

The company understands that in the healthcare sector, reliability and quality are paramount. As such, they place significant emphasis on ensuring that their devices meet the highest standards of safety and performance. This customer-first approach has not only helped Medigold establish trust within the medical community but also allowed them to consistently innovate and adapt to the evolving needs of healthcare professionals and patients alike.

2. 2 Vision and Goals

Medigold’s vision for their packaging is to create a design that embodies both functionality and elegance, especially for their breast pump line. They aim for packaging that is not only visually appealing but also practical, making it easy for consumers to understand and use the product. The goal is to enhance the user experience by providing clear information, thoughtful design elements, and a sense of trustworthiness that aligns with Medigold's reputation in the healthcare industry.

Extending this vision to their broader product line, Medigold is committed to maintaining consistency across all packaging, ensuring that each product, whether a breast pump, stethoscope, or hearing aid, reflects the same high standards. The packaging should not only protect the product but also communicate the brand’s dedication to quality and care. By focusing on these goals, Medigold aims to strengthen its brand identity, making its products more recognizable and reliable in the eyes of consumers.


Medigold
MANUAL BREAST PUMP
IMPORTED
MODEL BE-450
MOTHER MILK IS THE BEST FEED FOR BABIES


Medigold
BREAST PUMP
Electric
SORZON
copyrights Reserved
SURGEONSHOMEINDIA


Medigold Dx
MANUAL
Classic
BREAST RELIEVER
Medigold Dx
Perfect Doctor
For Mother
Classic
BREAST RELIEVER


Medigold
BREAST RELIEVER

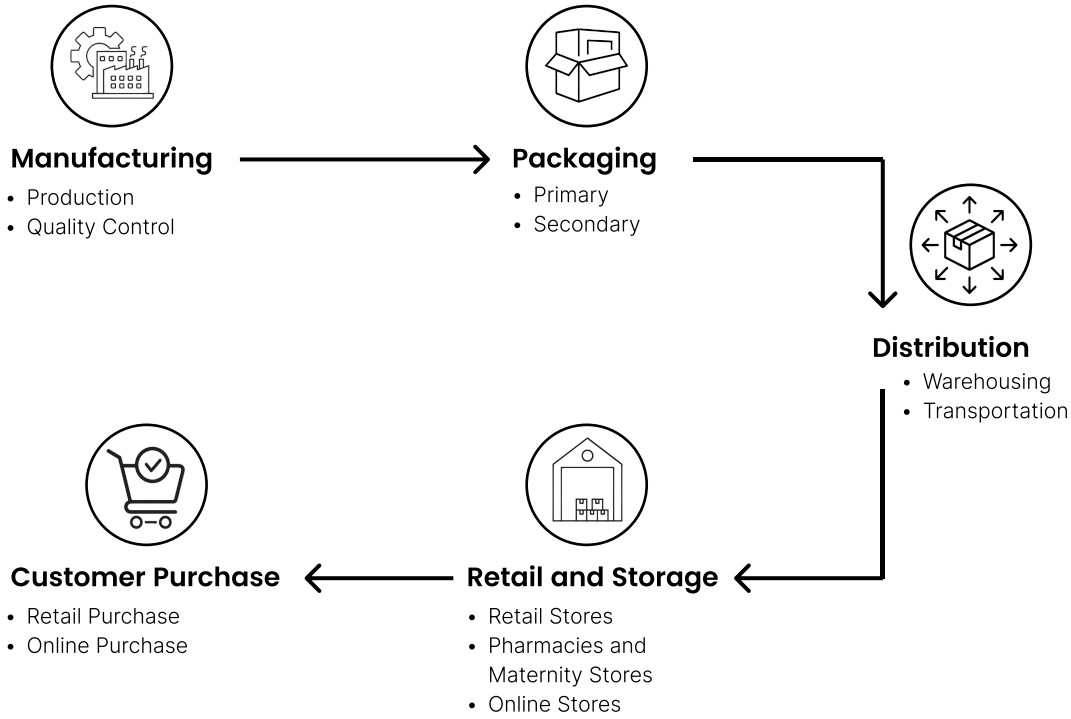

Medigold®
MANUAL
Breast
Pump
• Easy to use
• Dust proof
• Durable

2. 3 Product Analysis :

Medigold's **Breast Pump** portfolio consists of a variety of models designed to cater to the different needs of mothers. This range includes electric breast pumps, manual breast pumps, and breast relievers, each offering unique features that prioritize user comfort and convenience. The electric breast pumps provide adjustable suction levels and are ideal for frequent use, while the manual pumps offer portability and ease of use for on-the-go mothers. Breast relievers are designed to provide immediate relief, focusing on comfort.

When redesigning the packaging for Medigold's breast pump, the first essential step was **understanding the current product and its packaging** thoroughly. The current packaging for the electric breast pump, as shown in the reference image, features a box that showcases the product's key visual elements, including an image of the breast pump and a picture of a mother with her baby. But there's potential for improvement in terms of visual appeal and user engagement.

The existing packaging communicates basic information about the product, but there’s an opportunity to elevate the design to better reflect the brand's values and the product’s benefits. The current design is functional, but lacks the modern, sleek aesthetic that could make the product stand out more effectively in the market. By reassessing the design, structure, and graphic elements of the packaging, the goal is to create a package that not only protects the product but also resonates emotionally with the target audience, making the product more appealing on retail shelves and online platforms. This approach will help Medigold reinforce its brand identity and ensure that its packaging communicates quality, trust, and care.


Manufacturing
• Production
• Quality Control
Packaging
• Primary
• Secondary
Distribution
• Warehousing
• Transportation
Retail and Storage
• Retail Stores
• Pharmacies and Maternity Stores
• Online Stores
Customer Purchase
• Retail Purchase
• Online Purchase

Product Journey: From Factory to Customer

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2. 4 Target Audience

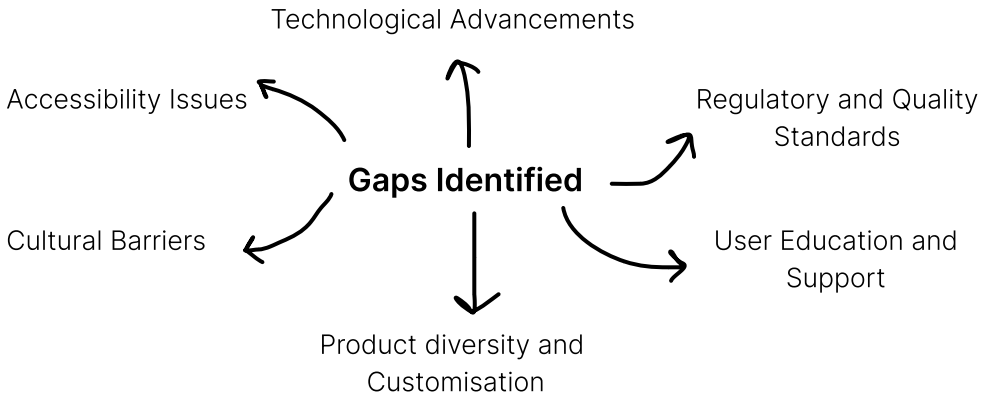
The **primary target audience** for Medigold's breast pump packaging includes new **mothers** who are breastfeeding. These women are typically looking for products that are both reliable and easy to use, especially during the challenging early stages of motherhood. The packaging must, therefore, convey a sense of trust and comfort, highlighting the product's ease of use, safety, and effectiveness. It's crucial that the design speaks directly to their needs, offering clear instructions and emphasizing features that make breastfeeding more convenient and stress-free.

Beyond the mothers themselves, purchasers often include fathers, family members, or friends who buy the product as a thoughtful gift for a new mother. The packaging should appeal not only to the end user but also to these purchasers, making it an attractive option as a gift that provides practical value. Additionally, institutions such as hospitals and maternity clinics sometimes purchase breast pumps for patient use. For these institutional buyers, the packaging needs to communicate the product's reliability and medical-grade quality, reinforcing Medigold's commitment to excellence in healthcare products. By addressing these diverse audiences, the packaging can play a key role in expanding the product's reach and enhancing its market appeal.

2. 5 Breast Pump Market Analysis:

Conducting a market analysis of breast pumps is a crucial step in ensuring that the packaging design effectively meets the needs and expectations of the target audience. By thoroughly researching market trends, consumer preferences, and competitive products, I can gather valuable insights that will guide the design process. This analysis helps in identifying key features that resonate with consumers, as well as understanding the competitive landscape, which is essential for developing a packaging solution that stands out and appeals to potential buyers.

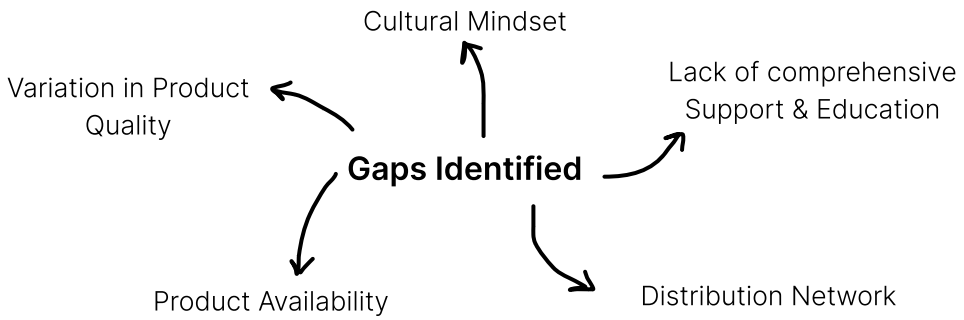
In this research phase, I tried focusing on both the **Indian (primary)** and **global** markets to capture a comprehensive understanding of consumer behavior across different regions. This dual approach provided a broader perspective, allowing me to tailor the packaging design to meet diverse cultural and market-specific needs. Through this, I wanted to ensure that the final packaging design will not only be visually appealing but also strategically positioned to address the unique challenges and opportunities within the breast pump market. This research is a critical step toward achieving a packaging solution that effectively communicates the product's value and enhances its market presence.


Technological Advancements
Accessibility Issues
Regulatory and Quality Standards
Gaps Identified
Cultural Barriers
User Education and Support
Product diversity and Customisation

Global Breast Pump Market

The global breast pump market is experiencing significant growth, projected to expand from **USD 1.90 billion in 2022 to USD 3.64 billion by 2030, driven by an 8.5% Compound annual growth rate (CAGR)** during the projection period. This expansion is largely fueled by the increasing adoption of breast pumps, particularly among working mothers. As women continue to join the workforce at higher rates globally, the demand for breast pumps is expected to rise, providing a convenient solution for mothers to balance work and breastfeeding. Additionally, improvements in healthcare facilities and government initiatives supporting working women are key factors contributing to market growth.

Market trends indicate a growing preference for breast pumps due to their various benefits, such as enhancing milk production, relieving engorgement, and supporting breastfeeding in complex situations like premature births or multiple deliveries. As consumer awareness around these benefits increases, the demand for breast pumps is likely to continue its upward trajectory. Competitive products in the market are focusing on innovation, offering more efficient, user-friendly, and portable designs, which are becoming increasingly appealing to consumers. Understanding these global market dynamics will be essential in guiding the packaging design process to ensure that it resonates with the needs and preferences of a diverse and expanding customer base.


Cultural Mindset
Variation in Product Quality
Lack of comprehensive Support & Education
Gaps Identified
Product Availability
Distribution Network

Indian Breast Pump Market

India's breast pump market is set to grow significantly, with projections estimating an increase from **USD 0.23 billion in 2022 to USD 0.59 billion by 2030, at a CAGR of 8.2%.** This growth is driven by the needs of working mothers who require an effective way to manage breastfeeding while balancing their professional lives. Breast pumps offer a practical solution by enabling mothers to store and provide breast milk even when they are not available to breastfeed directly. Increased awareness of breastfeeding benefits, coupled with technological advancements and rising disposable incomes, is further fueling this demand.

The preference for breast pumps is notably increasing among Indian consumers. Around 80% of working women are willing to use breast pumps due to their work commitments, with higher adoption rates observed among women over thirty and those advised by healthcare professionals. Breast pumps are also becoming important for addressing specific health issues such as hormonal imbalances and inverted nipples. The growing awareness driven by health seminars and educational initiatives is contributing to a broader acceptance and use of these devices.

n terms of product offerings, the Indian market includes various types of breast pumps, such as manual, electric, and battery-operated models. There is ongoing innovation aimed at making these devices more portable and user-friendly. Future developments are expected to include lightweight models with adjustable suction power, which will likely enhance their appeal and drive further market growth.


PHILIPS
AVENT
pigeon
LuvLap
momcozy
medela
R for Rabbit
The Amazing Baby Company
mee mee
Bump2Cradle
NISCOMED
Electro Medical Devices
PEE SAFE
roboson

2. 6 Competitor Analysis:

In order to gain insights into how competitors present themselves in the market, I developed a checklist of 5-6 parameters that helped focus on their key strengths and strategies.

My research began by carefully reviewing the digital presence of several competitors, including brands like **Philips Avent, Pigeon, Luvlap, Momcozy, Medela, R for Rabbit, Mee Mee, Bump2Cradle, Niscomed, Pee Safe, Roboson, and Syga.** I focused on gathering details about their **product range and variety, pricing strategies, packaging design and innovation, brand reputation and trust, and technological features.** This approach provided a comprehensive understanding of how these competitors position themselves within the market.

Out of these, I will delve into four of the most common and widely used breast pumps, analyzing how they stand out and what makes them popular among consumers. The main objective of this evaluation is to identify opportunities where Medigold can differentiate itself, particularly through innovative packaging design and features that meet consumer needs.



Avent Manual Breast Pump



Avent Single Electric Breast Pump

Image Source: https://www.shop.philips.co.in/splug?search=Breast%20Pump



1. Philips Avent

— PRODUCT RANGE AND VARIETY

- Single Electric Breast Pump
- Double Electric Breast Pump
- Manual Breast Pump
- Comfort-focused models

— PRICING STRATEGIES

- Mid-to-premium range
- Double Electric Breast Pump: ~₹22,500
- Manual Breast Pump: ~₹4,000 - ₹6,000

— PACKAGING DESIGN AND INNOVATION

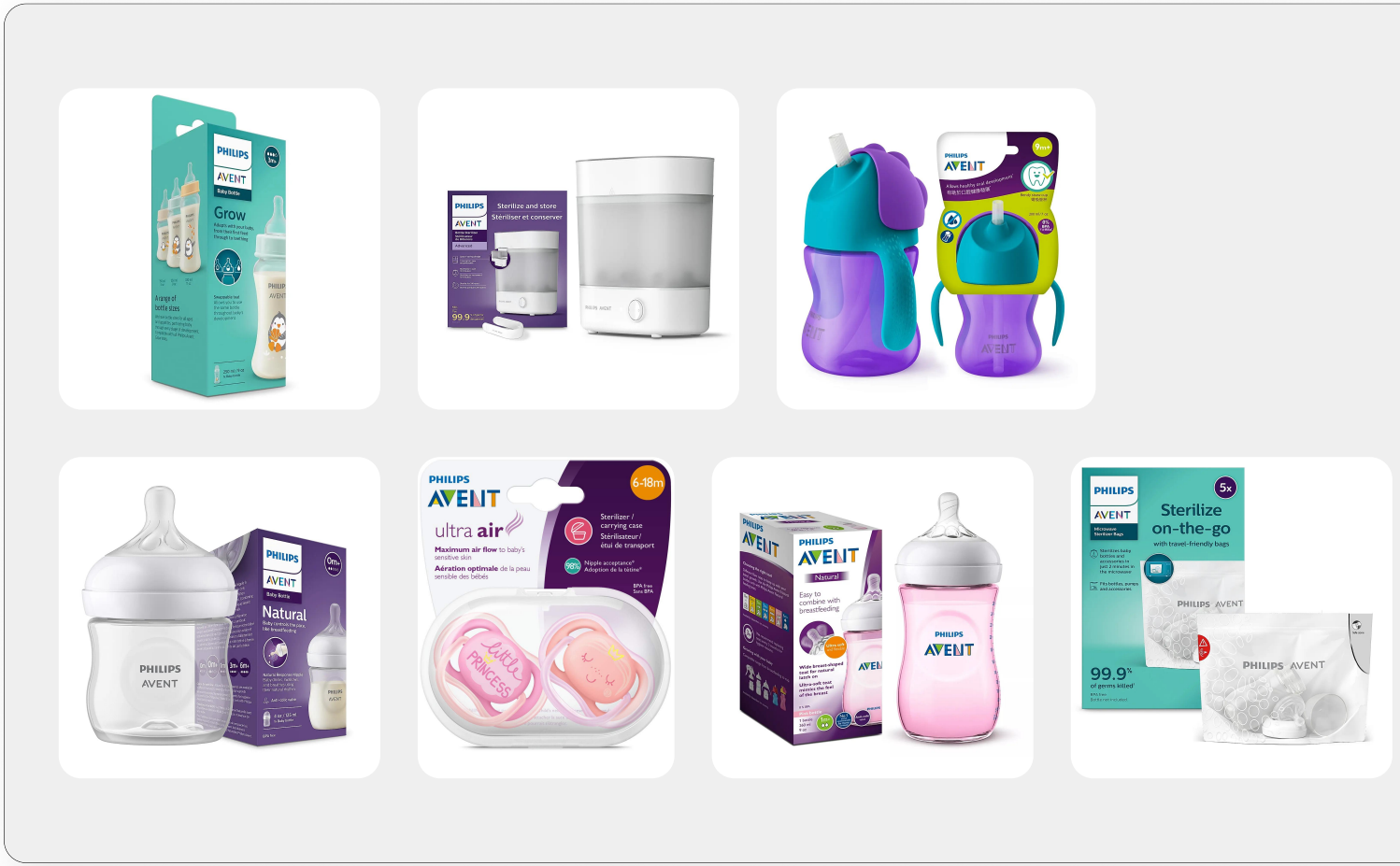
- Sleek, user-friendly design
- Clear information on features
- Emphasis on ease of use and comfort

— BRAND REPUTATION AND TRUST

- Globally recognized brand
- Known for quality and innovation in baby care
- Trusted by a large number of mothers worldwide

— UNIQUE SELLING PROPOSITION

- Innovative Natural Motion technology
- Personalized pumping settings
- Strong brand reputation for comfort and reliability



Mother and Child care products

Image Source: https://www.shop.philips.co.in/splug?search=Breast%20Pump

Philips Avent, a renowned leader in baby care products, has solidified its position as a trusted companion for mothers worldwide. With a commitment to supporting mothers at every step of their journey, Philips Avent offers a comprehensive range of innovative products designed to make motherhood a smoother and more enjoyable experience. The brand's focus on combining advanced technology with user-friendly designs ensures that their products are not only effective but also comfortable and easy to use.

Philips Avent is dedicated to fostering a nurturing and supportive environment for mothers, reflecting its core belief that **"When a child is born, so is a mother."** This philosophy drives the brand's mission to provide solutions that cater to the evolving needs of both mothers and their babies. By prioritizing safety, comfort, and convenience, Philips Avent continues to be a go-to brand for parents seeking reliable and trusted products during one of the most important phases of their lives.



Pigeon Gomini Plus Electric Breast Pump Single SN



Pigeon Manual Breast Pump Essential



Pigeon Manual Breast Pump Basic Edition

2. Pigeon

— PRODUCT RANGE AND VARIETY

- Manual Breast Pump
- Portable Electric Breast Pump
- Silent Electric Breast Pump

— PRICING STRATEGIES

- Budget to mid-range pricing
- Manual Breast Pump: ~₹1,500 - ₹2,500
- Electric Breast Pump: ~₹6,500 - ₹8,000

— UNIQUE SELLING PROPOSITION

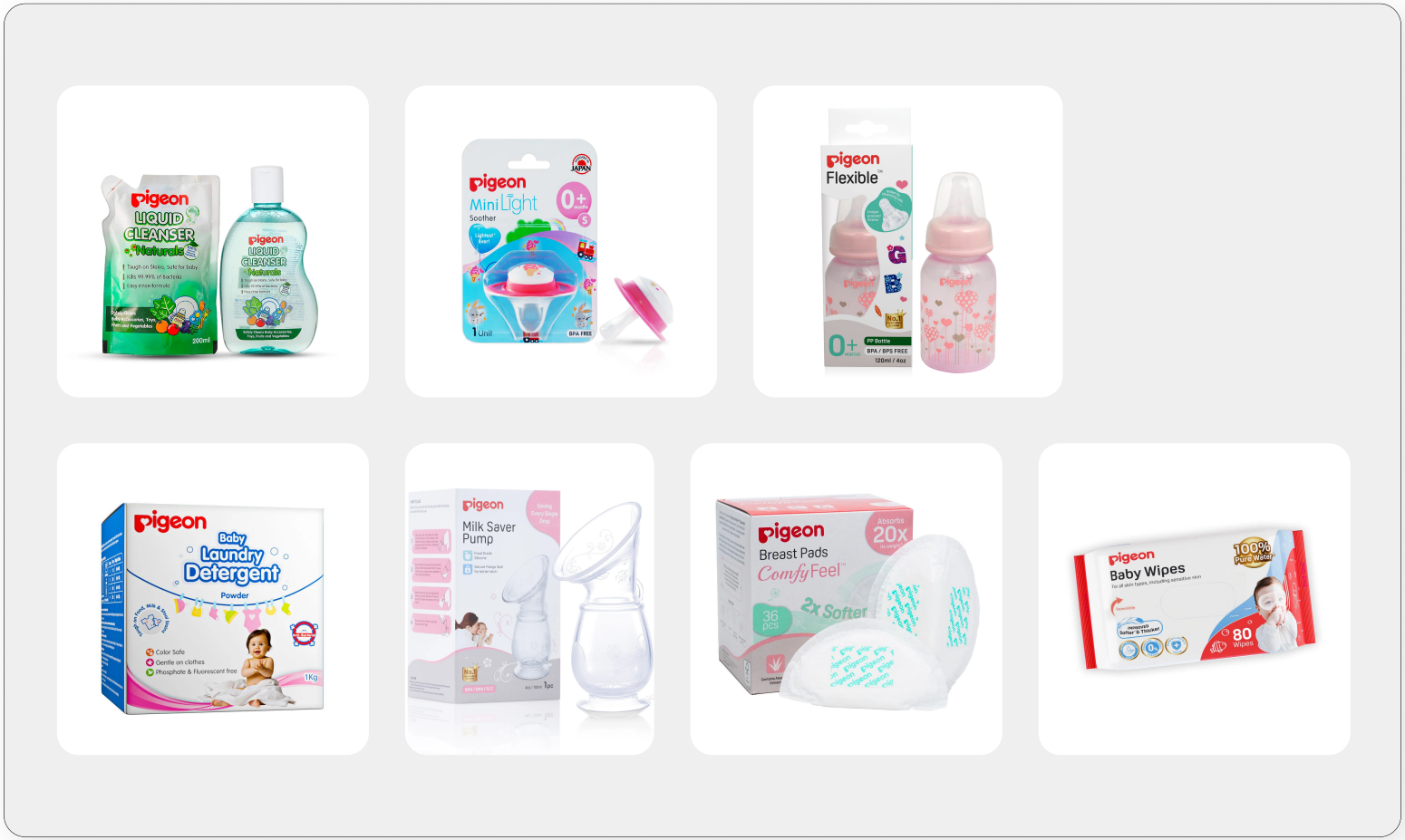
- Affordability combined with reliable quality
- Focus on portable and quiet breast pumps

— PACKAGING DESIGN AND INNOVATION

- Simple, practical packaging design
- Emphasis on ease of use and essential features

— BRAND REPUTATION AND TRUST

- Well-established brand in the baby care sector
- Known for its focus on quality and safety
- Trusted by mothers across Asia for reliable baby care products



Some other Mother and Child care products

Pigeon, a trusted name in baby care, has built a strong presence in the market by focusing on the well-being of both mother and child. The brand is dedicated to creating products that are not only practical and safe but also enhance the bonding experience between mother and baby. Pigeon's product offerings are designed to be reliable and easy to use, ensuring that every mother can confidently provide the best care for her child.

With a mission rooted in the idea that every baby deserves the best start in life, Pigeon is committed to developing innovative solutions that cater to the unique needs of each mother. The brand's emphasis on quality and safety, combined with a deep understanding of the challenges faced by modern parents, positions Pigeon as a go-to choice for breastfeeding and maternity products. Through their affordable and effective solutions, Pigeon continues to foster a nurturing environment for mothers and their babies, making parenthood a more enjoyable and fulfilling journey.



Medela Harmony - Manual Breast Pump



Medela Solo – Single Electric Breast Pump



Medela Swing Maxi – Double Electric Breast Pump



3. Medela

— PRODUCT RANGE AND VARIETY
- Manual Breast Pump
- Single/Double Electric Breast Pump
- Hands free Double Electric Breast pump
- Hospital-Grade Breast Pump

— PRICING STRATEGIES
- Positioned in the mid-to-premium range
- Manual Breast Pump: ~₹2,000 - ₹4,000
- Single Electric Breast Pump: ~₹12,000 - ₹15,000
- Double Electric Breast Pump: ~₹25,000 - ₹35,000

— UNIQUE SELLING PROPOSITION
- 2-Phase Expression technology for optimal milk extraction
- Hospital-grade quality available for home use

— PACKAGING DESIGN AND INNOVATION
- Premium, sleek packaging emphasizing quality
- Clear, detailed instructions and product features highlighted

— BRAND REPUTATION AND TRUST
- Globally recognized leader in breast pump technology
- Trusted by hospitals and healthcare professionals worldwide
- Known for rigorous testing and research-backed products



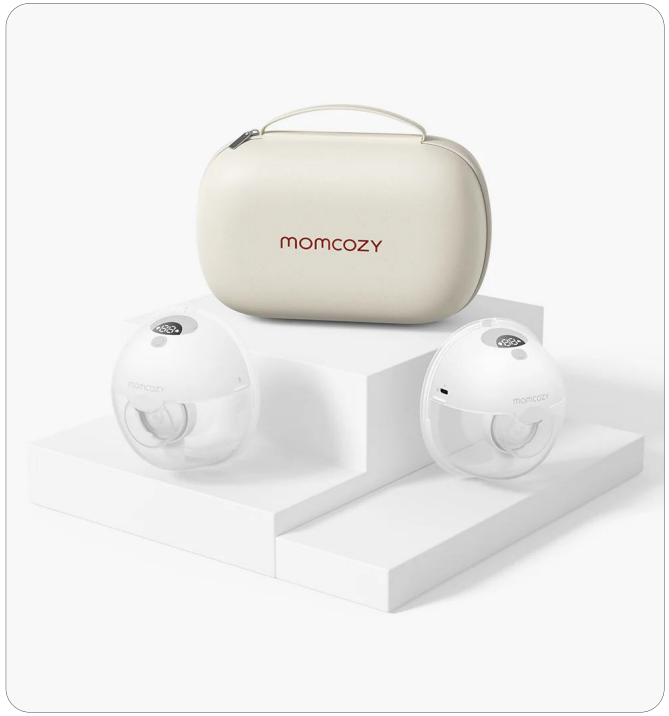
Some other Mother and Child care products

Medela, a global leader in breastfeeding solutions, is renowned for its commitment to supporting mothers throughout their breastfeeding journey. With a strong foundation in research and innovation, Medela has developed a range of products that are trusted by healthcare professionals and mothers alike. The brand's focus on high-quality, medically-backed products ensures that every mother can access reliable and effective tools for expressing milk, whether at home or in a clinical setting.

Medela's approach is centered around understanding the unique needs of both mother and baby, with products designed to mimic the natural breastfeeding process. Their emphasis on hospital-grade quality available for home use sets them apart, making Medela a preferred choice for mothers who prioritize both efficiency and comfort. Through their dedication to advancing breastfeeding technology, Medela continues to empower mothers, making breastfeeding more manageable and successful.



Momcozy S9 Pro Wearable Breast Pump Upgraded - Long Battery Life



Momcozy All-in-one M5 Wearable Breast Pump - Painlessly Pump

momcozy

4. Momcozy

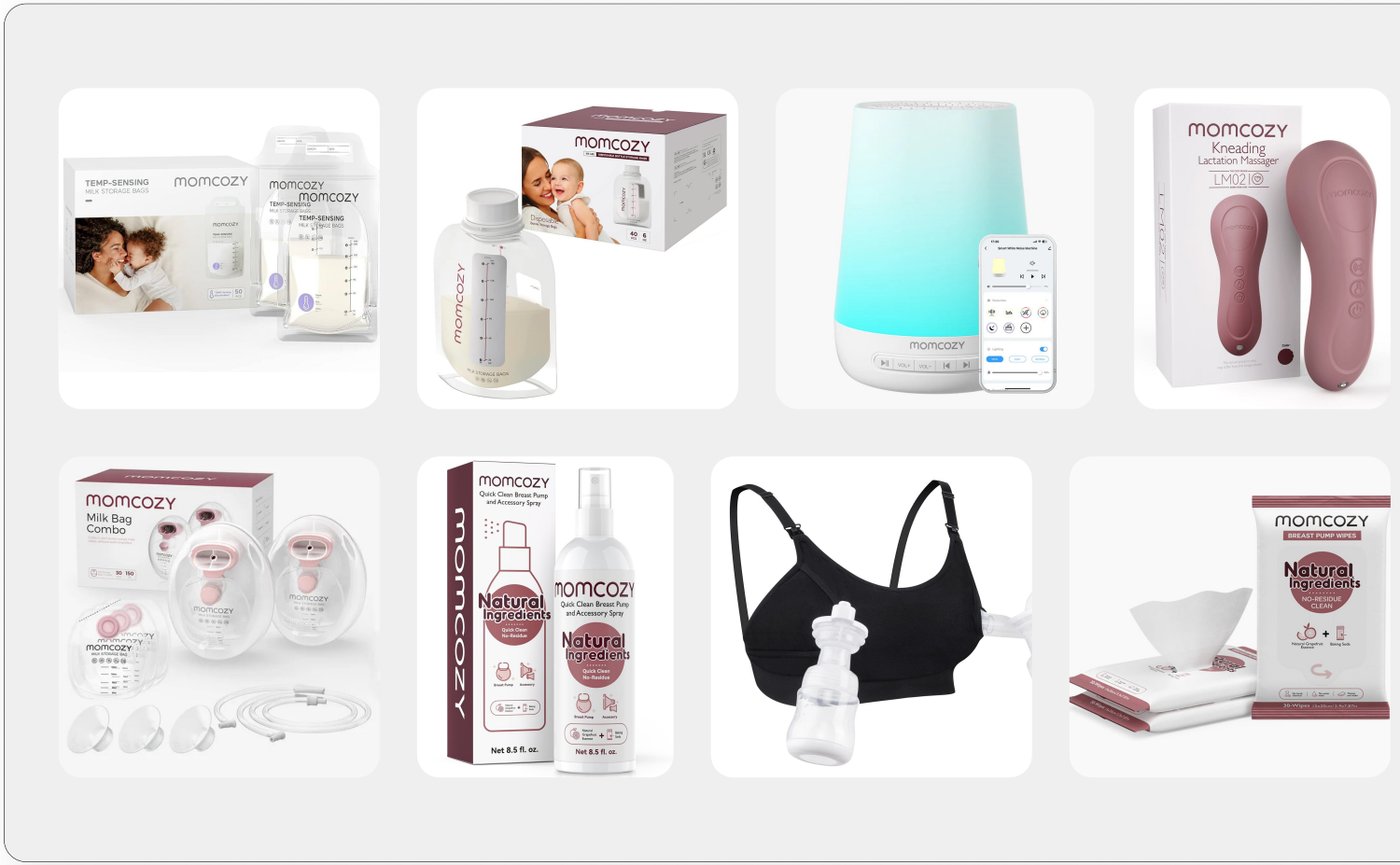
— PRODUCT RANGE AND VARIETY
- Wearable Electric Breast Pumps
- Traditional Electric Breast Pumps

— PRICING STRATEGIES
- Budget mid-to-premium range
- Wearable Electric Breast Pump: ~₹6,500 - ₹12,000
- Traditional Double Electric Breast Pump: ~₹8,000 - ₹15,000

— UNIQUE SELLING PROPOSITION
- Convenient, hands-free wearable designs

— PACKAGING DESIGN AND INNOVATION
- Simple, functional packaging
- Emphasis on practical use and product protection

— BRAND REPUTATION AND TRUST
- Growing brand with a focus on affordability and practicality
- Positive customer reviews highlighting convenience and value



Some other Mother and Child care products

Momcozy is dedicated to enhancing the lives of new parents by providing a comprehensive range of innovative and practical breastfeeding and baby care solutions. The brand's product lineup includes wearable and traditional electric breast pumps, alongside other essentials designed to support both convenience and effectiveness for parents. Their commitment to blending practicality with affordability underscores their goal to empower parents with reliable products that simplify caregiving.

With a vision to be a trusted partner in the parenting journey, Momcozy is driven by a mission to combine modern design with practical functionality. The brand's approach revolves around continuous innovation and a customer-centric focus, ensuring that their products meet the evolving needs of parents. Despite being relatively new in the market, Momcozy has quickly established a reputation for reliability and value, positioning itself as a supportive and accessible choice for families seeking effective and budget-friendly solutions.

2. 7 User Interviews

After conducting a thorough competitor analysis of leading breast pump brands, which included examining their packaging designs, product ranges, and unique selling propositions, I proceeded to the next step: conducting interviews with mothers who have used breast pumps. Through this analysis, I aimed at revealing key gaps and opportunities within the market that could potentially inform the development of Medigold's packaging.

The interview process was meticulous and required careful planning, as I scheduled appointments with each mother while accommodating their busy schedules. This involved extensive organization to ensure that I could gather comprehensive and relevant feedback from a diverse group of users.

The insights collected from these interviews were crucial for understanding specific user experiences and preferences, and will help guide the redesign of Medigold's packaging to better address identified gaps and enhance its alignment with user needs.

Refined Questionnaire

Warm-Up/Ice-Breaking Questions:

1. How are you and your baby doing today?
2. Can you tell me a little about yourself and your family?
3. What are some of the things you enjoy doing with your baby?

Pregnancy and Breastfeeding Journey:

1. Can you share a bit about your pregnancy experience?
2. How was your experience with breastfeeding when you first started?
3. What motivated you to start using a breast pump?

Experience with Breast Pumps:

1. How long have you been using a breast pump?
2. Which type of breast pump did you choose (manual, electric, hospital-grade) and why?
3. Can you describe your typical routine when using the breast pump?
4. What challenges or difficulties did you face when using the breast pump?

Packaging Experience:

1. What were your first impressions when you saw the breast pump packaging?
2. Was the packaging easy to open, and did it include clear instructions?
3. Did you find all the necessary components and accessories easily?
4. How would you describe the overall presentation of the packaging?

Design and Usability Preferences:

1. Are there any specific colors, designs, or materials you prefer for breast pump packaging?
2. Do you think the packaging should include any additional information or features (e.g., tips, instructional videos, QR codes)?
3. How important is the portability of the breast pump and its packaging to you?
4. How do you typically store your breast pump when not in use?

Health and Safety:

1. Were there any concerns about the hygiene or safety of the breast pump when you first opened the package?
2. How do you ensure the cleanliness of your breast pump?
3. What additional health or safety information would you like to see included in the packaging?

General Feedback:

1. What improvements would you suggest for the breast pump packaging?
2. Have you ever faced any issues with the durability of the packaging during transportation or storage?
3. Do you have any other feedback or suggestions regarding breast pumps and their packaging?

Questionnaire

1. Questionnaire

The interview questions were thoughtfully crafted to obtain valuable insights regarding users' experiences with breast pumps. The questions aimed to uncover a holistic view of how mothers interact with breast pumps, focusing on their overall experience and the role of packaging in their daily routines. The refined questionnaire was designed to explore various aspects, including their pregnancy and breastfeeding journey, their specific experiences with breast pumps, and their impressions of packaging design and usability.

The aim was to understand not only how users feel about using breast pumps but also how packaging impacts their experience. This included assessing the ease of use, design preferences, and any concerns related to health and safety. By gathering comprehensive feedback through these questions, the knowledge gained will serve as a foundation for developing packaging that enhances functionality, meets user preferences, and effectively addresses identified gaps. This approach ensures that the redesigned packaging for Medigold will resonate with users and align with their needs and expectations.

SOME KEY QUESTIONS:

1. What are some of the things you enjoy doing with your baby?
2. What motivated you to start using a breast pump?
3. Which type of breast pump did you choose (manual, electric, hospital-grade) and why?
4. How would you describe the overall presentation of the packaging?
5. Was the packaging easy to open, and did it include clear instructions?
6. What improvements would you suggest for the breast pump packaging?
7. How important is the portability of the breast pump and its packaging to you?



Background:

Tulsi Kamra is a dedicated dietician who has recently embraced motherhood. After delivering her first child in December 2023, she took maternity leave from her job to focus on her baby. Residing in Ahmedabad, Tulsi lives in a joint family, which offers her support as she navigates the challenges of new motherhood. Despite her background in science, Tulsi found the initial stages of breastfeeding particularly challenging, highlighting the gap between theoretical knowledge and real-life experience.

Goals:

- **Master motherhood:** Balance her dietician expertise with caring for her baby.
- **Ensure baby's health:** Provide the best nutrition and care.
- **Return to work:** Resume her career once her baby is more independent.

Needs:

- **Breastfeeding support:** Practical help and reliable tools.
- **Childcare:** Trustworthy options for when she returns to work.
- **Safe baby products:** Efficient, easy-to-use, and non-toxic items.

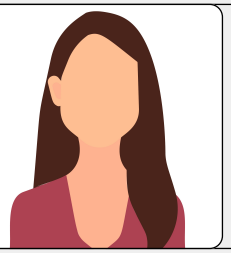
Pain Points:

- **Breastfeeding difficulties:** Struggled with pain and milk engorgement.
- **Practical knowledge gap:** Found hands-on motherhood challenging despite her education.
- **Product discomfort:** Disliked using manual breast pumps, especially plastic ones.
- **Hygiene concerns:** Worries about product safety and cleanliness.

Motivation:

- **Baby's well-being:** Prioritizes her child's health.
- **Personal growth:** Wants to be a successful mother and professional.
- **Career return:** Motivated to find solutions that enable her to work again.

User Persona 1



Background:

Ayushi Jain is a 30-year-old woman from Jaipur, Rajasthan. She completed her schooling at Seedling Public School, pursued a BBA and a MBA degree as well. Currently, she works as a teacher and coordinator at a High School. Ayushi lives in a joint family with her husband, their three-year-old daughter, and elderly in-laws. Her daughter was born during the peak of the COVID-19 pandemic, which shaped her experiences of motherhood and family life.

Goals:

- Achieve a smooth balance between her teaching career and family responsibilities.
- Provide a nurturing environment for her daughter while advancing in her professional role.
- Maintain a harmonious family life and ensure the well-being of her family.

Needs:

- Practical solutions for managing time effectively between work and family life.
- Trustworthy health and wellness products, reflecting her heightened pandemic awareness.
- Reliable support for childcare and breastfeeding to ease her previous challenges.

Pain Points:

- Overwhelming stress from juggling a full-time career with family responsibilities.
- Anxiety stemming from pandemic-related difficulties during her pregnancy and delivery.
- Initial breastfeeding struggles that added to her stress and discomfort.

Motivation:

- Dedicated to her family's health and happiness, with a focus on her daughter's well-being.
- Driven to excel in her teaching career while managing the demands of motherhood.
- Emphasizes the importance of health and safety, shaped by her pandemic experience.

User Persona 2

2. User Persona

Understanding my users' needs, experiences, behaviors, and goals is essential for helping Medigold with their breast pump packaging redesign. Through this process, I aim to design a product that aligns with the specific needs of users like Tulsi Kamra and Ayushi Jain.

Tulsi Kamra, a dietician on maternity leave, struggled with breastfeeding and faced difficulties with the breast pump, particularly finding manual and plastic options uncomfortable. Her experience reflects a need for practical support and effective, easy-to-use products. Despite her struggles, Tulsi remains focused on her baby’s well-being and seeks solutions that address practical and comfort-related issues in breastfeeding.

On the other hand, Ayushi Jain, a teacher and coordinator, had a positive experience with both manual and electric breast pumps. Her usage of both types suggests a willingness to recommend these products to other mothers. Ayushi's experience highlights a demand for reliable and efficient breastfeeding solutions that cater to balancing a busy career with family life.

Among the multiple users I interviewed, I have highlighted these two cases to provide insights into the diverse experiences and needs related to breast pump use as their feedback is crucial in guiding the redesign of Medigold’s breast pump packaging to better meet user needs and preferences.

2. Insights

Gathering insights from user interviews and personas is vital for understanding the real-world needs and preferences of users. These insights help identify pain points and preferences, guiding the design and functionality of a product. For Medigold, using these insights ensures the breast pump packaging is both visually appealing and meets users' specific needs. By addressing user challenges, enhancing usability, and aligning with their lifestyles, Medigold can create packaging that effectively solves problems and resonates with its target audience, leading to a more successful product.

1. **Comfort and Usability:** Tulsi Kamra's discomfort with manual and plastic breast pumps highlights the need for packaging that emphasizes ease of use and comfort. Medigold should consider incorporating features that address these concerns to improve user satisfaction.
2. **Positive Experience with Multiple Options:** Ayushi Jain's favorable experience with both manual and electric breast pumps suggests that offering versatility and clear information about product benefits in the packaging can enhance user confidence and satisfaction.
3. **Practical Support:** Both users' experiences point to the importance of practical support in the packaging design. For Tulsi, this means addressing challenges related to product comfort, while for Ayushi, it involves reinforcing the reliability and efficiency of the breast pump.
4. **Health and Well-being:** Insights from both users underline the importance of health and safety in product design. Packaging that communicates these aspects effectively can build trust and appeal to users concerned with their family's well-being

2. 8 Key Takeaways

The key takeaways from this research will serve as the foundation for redesigning the Medigold breast pump packaging, ensuring it aligns with both brand identity and user needs. Through the process of brand analysis, competitor evaluation, and user interviews, several crucial insights have emerged:

1. **Brand Alignment:** The packaging must reflect Medigold's vision of providing trustworthy, high-quality products that support the well-being of mothers and infants. The design should convey the brand's commitment to care, comfort, and reliability.
2. **User-Centric Design:** The insights gathered from user interviews highlight the importance of comfort, ease of use, and safety in packaging. Ayushi Jain's positive experience with both manual and electric pumps contrasts with Tulsi Kamra's challenges, emphasizing the need for clear instructions and ergonomic packaging that caters to a diverse range of users.
3. **Market Differentiation:** Competitor analysis shows that Medigold can differentiate itself through packaging that is not only aesthetically pleasing but also practical. Features such as easy access, hygienic storage, and informative labeling can set Medigold apart in a crowded market.
4. **Meeting User Needs:** The target audience, including both first-time mothers and experienced users, requires packaging that is intuitive and supports their breastfeeding journey. Packaging should address common pain points like ease of handling, portability, and clarity of use.

03 Design Interations

3. 1 Existing Packaging

3. 2 Design Strategy

3. 3 Concept Development

3. 4 Design Refinements

3. 5 Final Packaging Design

3. 6 Other Packaging Design

3. 7 Reflection & Learnings



Medigold Manual Breast Pump



Medigold Electric Breast Pump

3. 1 Existing Packaging

Analyzing existing packaging is crucial in understanding what works and what doesn't, allowing for targeted improvements that can better meet user needs and market expectations.

The current packaging for the **Medigold Manual Breast Pump** is functional but lacks a strong visual appeal. The design is straightforward, focusing on the product image and basic information. However, it doesn’t fully convey the brand’s identity or the product’s unique features. The color scheme is somewhat muted, and the text-heavy approach may overwhelm potential customers. Additionally, the packaging does not highlight key benefits such as ease of use, comfort, or portability, which are important factors for manual breast pump users.

The current packaging for the Medigold Electric Breast Pump (SE-1300) is functional but lacks appeal and distinctiveness. While it clearly presents the product image and essential details, it misses opportunities to highlight key benefits like ease of use and efficiency, which are crucial for attracting busy mothers. The design is basic, with limited visual elements that could engage consumers or differentiate the product in a competitive market.


PM-O-LINE
PRESSURE MONITORING LINE


BAND-AID
MULTI'S
BAND-AID
MULTI'S




DAME.
ORGANIC COTTON TAMPONS


C:THIS
STRAWBERRY FLAVOR


MOTIVATION
CLARITY
CREATIVITY
ENERGY
CONFIDENCE
LOGIC


little bloom
Manual
BREAST
PUMP
100% FOOD GRADE SILICONE
BPA FREE
little bloom


Целлекс
Иматиб 100
РезоскамРиноТс

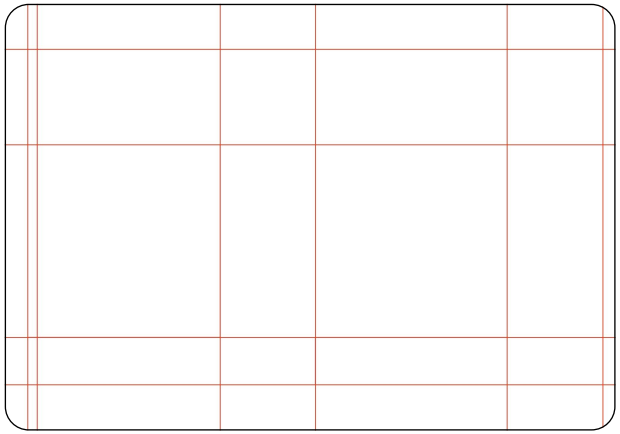
3. 2 Design Strategy

The first step is to establish clear and focused objectives. The primary objective is to design packaging that embodies Medigold’s core values of quality, care, and trust. The packaging must not only be visually appealing but also user-friendly, ensuring that it stands out in a competitive market.

To inform this strategy, inspiration will be drawn from existing packaging-related projects on platforms like Behance, Pinterest, Dribble, and Instagram. By analyzing a wide range of successful designs, key trends and innovative approaches will be identified. These inspirations will then be distilled into mood boards that capture the desired aesthetic, tone, and functionality for Medigold's packaging.

Furthermore, different color palettes will be explored to determine which combinations best align with Medigold’s brand identity and appeal to its target audience. This process of experimentation will help in selecting a cohesive and impactful design direction that not only enhances the product’s visual appeal but also ensures practicality and user-friendliness.


Guide
Medigold
manual breast pump
IMPORTED
MODEL BE-400
MOTHER MILK IS THE BEST FEED FOR BABIES
Gentle Reminder
Attention
Function & Features
PULL HANDE
UNIFORM SUCTION
SMALL AND EXQUISITE
CONVENIENT FOR CARRYING
Surgical Enterprises



3. 3 Concept Development

During this phase of breast pump packaging, I began by diving into the creative process, starting with the packaging dieline provided by the Medigold team.

Inspired by my earlier research and design explorations, I experimented with a variety of color palettes and distinctive design elements. For each product, I typically developed 5-6 different design concepts. These were first reviewed by a team member at Creating Space Studio, whose feedback was invaluable in helping me refine and improve the designs. Once we felt confident in the direction, Akash, the founder of Creating Space, would review the designs. After his approval, the variations were shared with the Medigold team through WhatsApp. This was a highly collaborative and iterative process, where we worked rigorously until the final designs were perfected and approved.



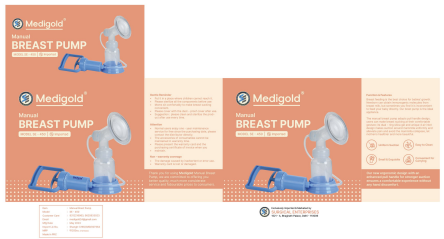
Design Variations with different elements, colours

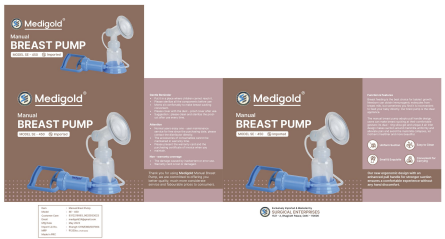
Concepts For
Manual Breast Pump - 450

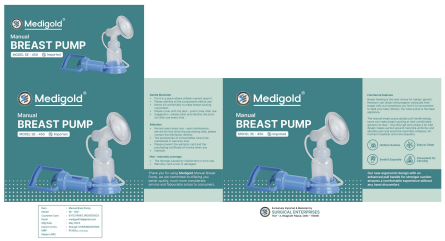








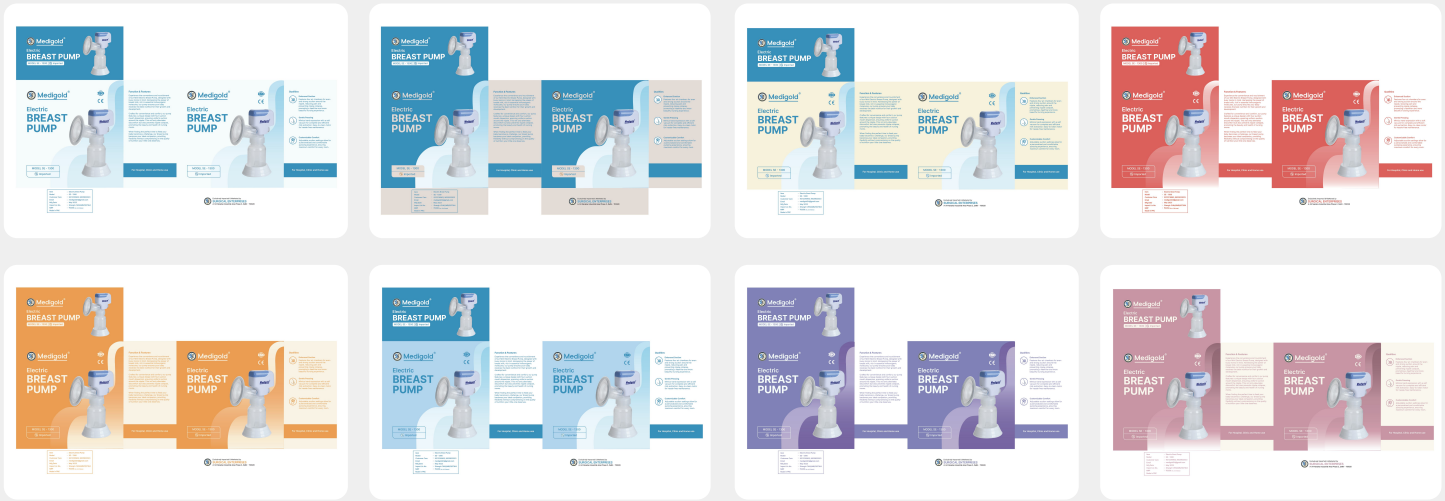






Design Variations with different elements, colours

Concepts For
Manual Breast Pump - 1300





Medigold Manual Breast Pump



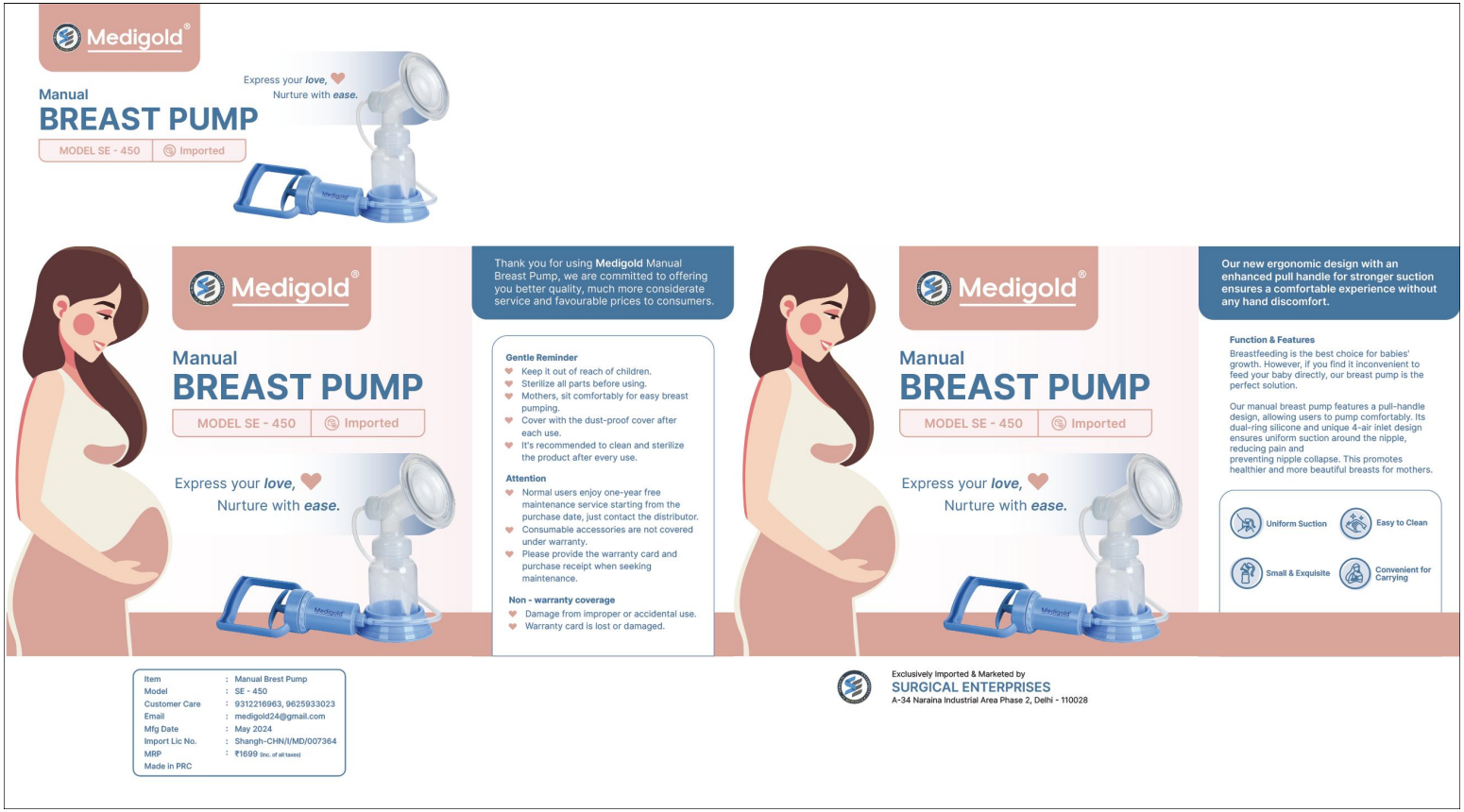
Medigold Electric Breast Pump

3. 4 Design Refinements

In the design refinements phase, I showcased the almost finalized breast pump designs to the Medigold team. These initial designs had met their expectations and aligned with the project's objectives. The feedback was positive, indicating that the designs were on the right track.

However, upon reviewing the designs with my faculty mentors, I recognized that there was room for improvement. Their insights highlighted areas where the design could be further enhanced to better address the needs of mothers.

Taking this constructive feedback into account, I revisited the design concepts to ensure a more cohesive and meaningful approach. The refinement process involved integrating additional elements and making adjustments to better reflect the emotional and practical needs of the target audience. The goal was to produce packaging that not only met Medigold’s specifications but also offered a more empathetic and supportive experience for mothers, ensuring that the final design was both functional and resonant with its users.



Medigold Manual Breast Pump



Medigold Electric Breast Pump



Medigold Manual Breast Pump



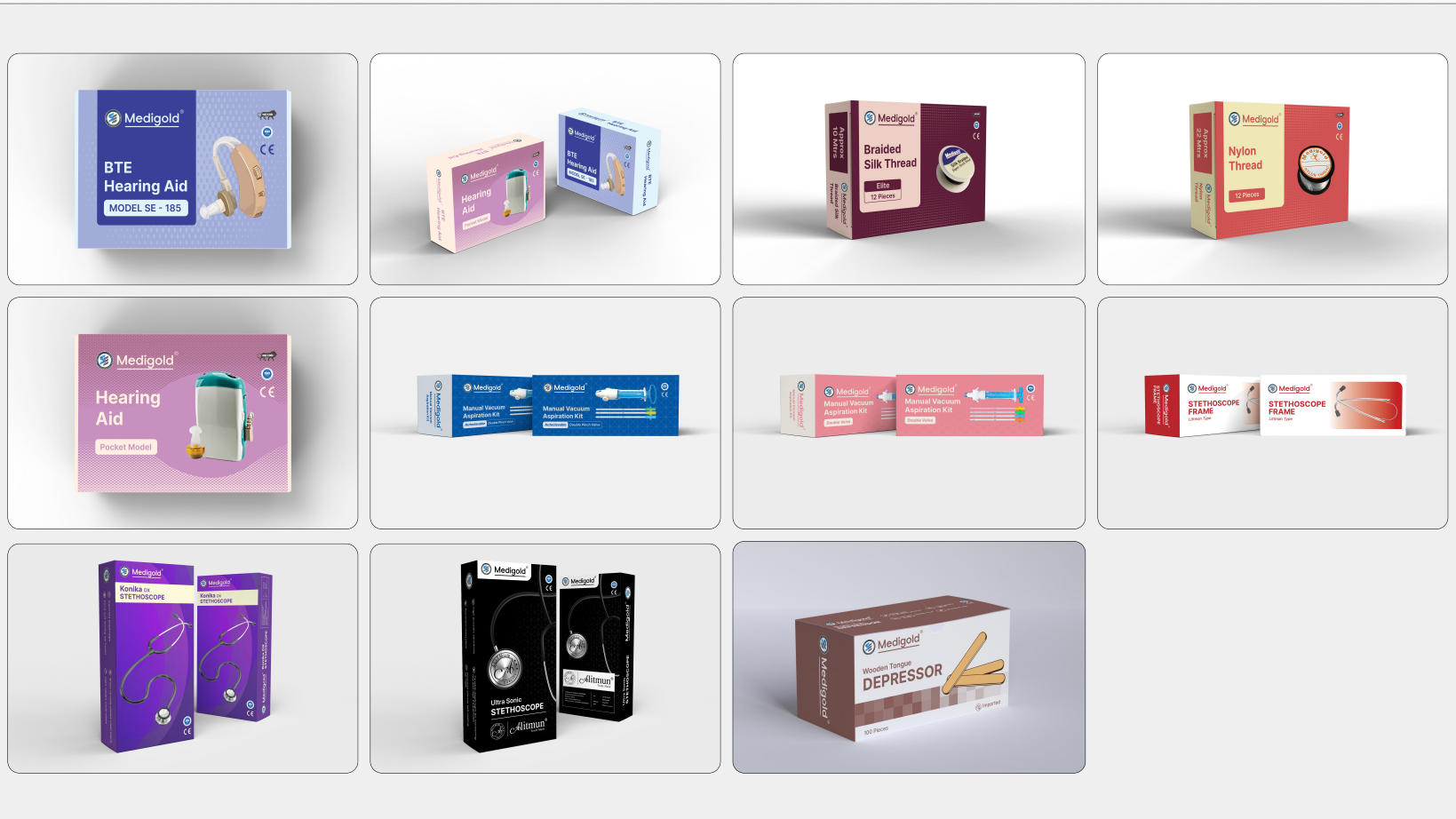
Medigold Electric Breast Pump

3. 5 Final Packaging Design

I successfully redesigned the packaging for Medigold's breast pumps after a thorough and iterative process. As mentioned earlier, following constructive feedback from my faculty, I sought to create packaging that embodies the deep emotional bond between a mother and her child. The new designs for both the manual and electric breast pumps aim to convey this connection while enhancing the overall appeal and functionality.

For the manual breast pump (Model SE-450), the packaging is now more visually aligned with the theme of nurturing, as evidenced by the soft pastel color palette and the inclusion of a motherly figure, which reinforces the product’s purpose. The design is clean, with clear information displayed in a user-friendly manner, making it approachable and easy to understand for new mothers.

In the case of the electric breast pump (Model SE-1300), the design has been refined to not only meet Medigold’s functional requirements but also to resonate emotionally with the users. The serene color scheme, along with the subtle imagery of a mother feeding her baby, creates a soothing and trustworthy visual narrative. This design successfully integrates both functionality and emotional appeal, making it more likely to connect with the target audience.
Overall, these redesigns have effectively achieved the goal of enhancing the user experience through packaging that is both aesthetically pleasing and emotionally resonant, while still delivering essential product information in a clear and concise manner.


Medigold
BTE
Hearing Aid
MODEL SE - 185
Medigold
Hearing
Aid
Medigold
BTE
Hearing Aid
Medigold
Braided
Silk Thread
Elite
12 Pieces
Medigold
Nylon
Thread
12 Pieces
Medigold
Hearing
Aid
Pocket Model
Medigold
Manual Vacuum
Aspiration Kit
Medigold
Manual Vacuum
Aspiration Kit
Medigold
Manual Vacuum
Aspiration Kit
Medigold
STETHOSCOPE
FRAME
Medigold
STETHOSCOPE
FRAME
Medigold
Konika DX
STETHOSCOPE
Medigold
Ultra Sonic
STETHOSCOPE
Medigold
Wooden Tongue
DEPRESSOR

3. 6 Other Packaging Designs

In addition to the primary focus on breast pump packaging, I also had the opportunity to work on packaging designs for a range of other medical healthcare products as part of my project for Medigold. These included stethoscopes, hearing aids, tongue depressors, MVA kits, and various types of suture threads such as nylon thread. Each of these products presented unique challenges, requiring careful consideration of the packaging's functionality, durability, and user-friendliness.

Working on these diverse products allowed me to broaden my design approach and gain deeper insights into the specific needs of medical professionals and patients. This experience was instrumental in refining my skills in creating cohesive and practical packaging solutions that align with Medigold's commitment to quality and care in the healthcare industry.

3. 7 Reflection and Learnings

Reflecting on my experience with this graduation project, I gained valuable insights, particularly in adapting to challenges and embracing new opportunities. Working from home came with its own set of pros and cons, offering flexibility yet also posing some difficulties in collaboration and motivation. While remote work allowed me to manage my time effectively, I realized the importance of face-to-face interactions and the dynamic environment an office setting provides. Next time, I would like to explore working in an office, where I can engage directly with colleagues and immerse myself in a more collaborative atmosphere.

Initially, I was hesitant about interacting with strangers and stepping out of my comfort zone, which affected my efficiency. However, as the project progressed, I discovered that I could work more effectively when I adopted a more open-minded approach. The experience taught me the importance of being proactive and willing to face challenges head-on. This project, and my time working with Creating Space as a graphic designer, showed me that embracing discomfort leads to growth. Moving forward, I am determined to continue this mindset of openness and courage, whether in graphic design or other fields that spark my interest.

04 Other Commitments

4. 1 Day to Day Tasks
4. 2 My Overall Experience
4. 3 References



Some other Companies that I worked for

4. 1 Day to Day Tasks

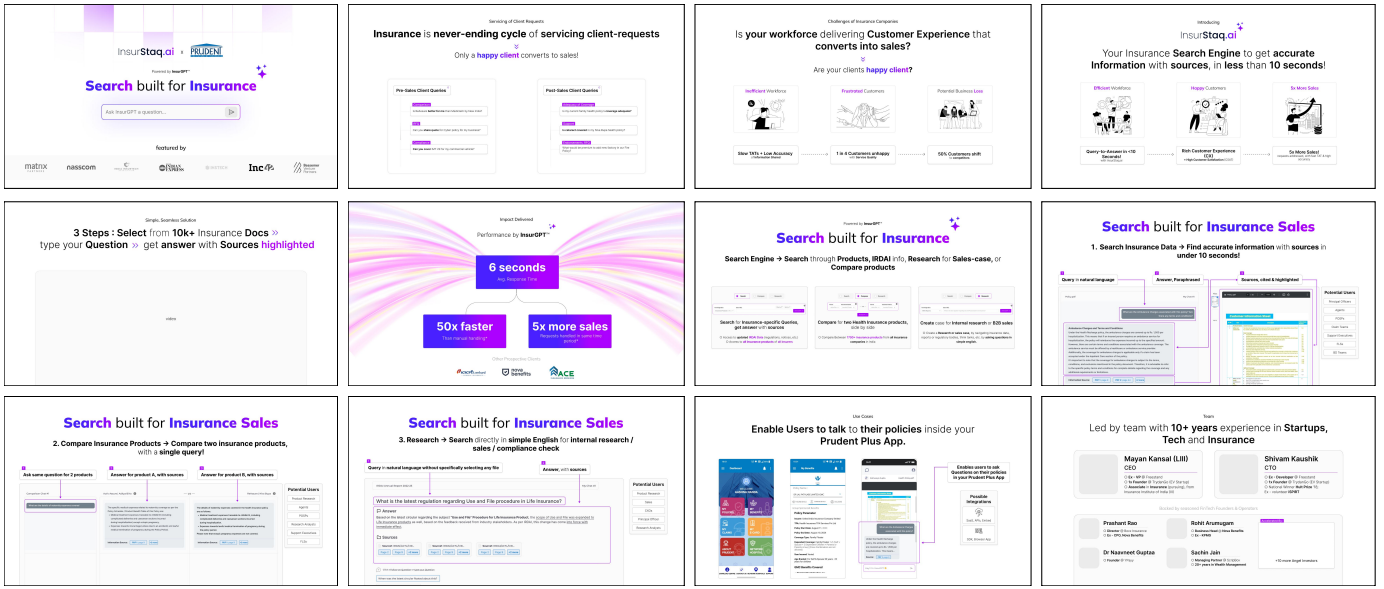
DOMAINS:

1. Social media posts
2. Pitch decks
3. Catalogue design
4. Banner/Brochure
5. Select website related work

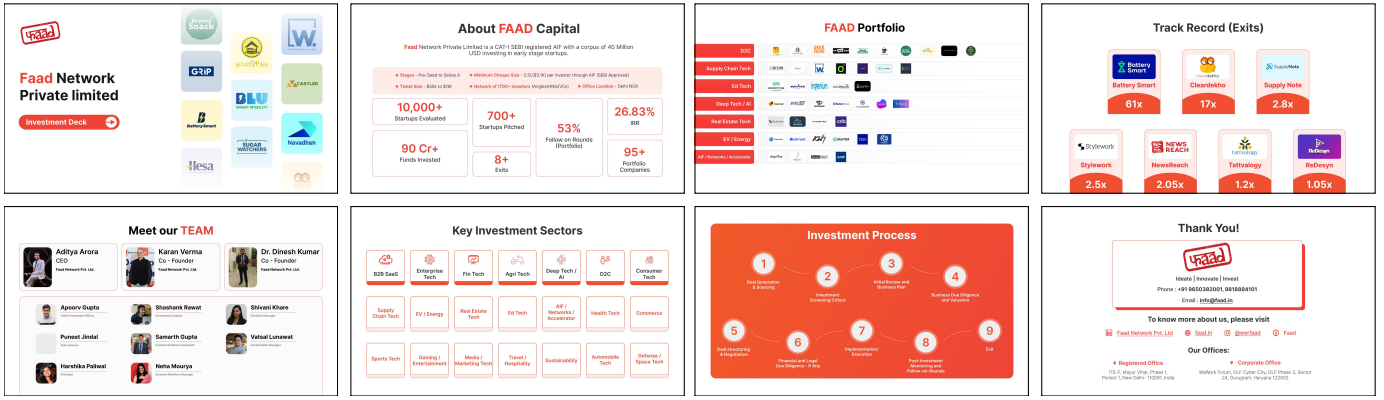
In addition to my graduation project, my role as a graphic designer at Creating Space Studio involved handling a variety of day-to-day tasks based on the ongoing workload. These tasks provided me with a broad spectrum of experience in different facets of graphic design. For instance, on certain days, I focused on social media-related projects for various brands. This included designing visually engaging posts, creating stories, and conceptualizing campaigns that aligned with the brand's vision and objectives. The experience sharpened my skills in crafting compelling visual content that resonates with the audience.

On other occasions, my responsibilities extended to working with one-time clients on select projects, such as website-related tasks, and creating brochures and banners. These opportunities allowed me to explore different design requirements and challenges.

Additionally, I had the chance to work closely with the Creating Space team, helping to establish and enhance their online presence. My contributions included assisting in building and managing their LinkedIn and Instagram pages, as well as contributing to the development of their newly launched website. This experience was invaluable in understanding the nuances of branding and online visibility, further enriching my design capabilities.



Some thumbnails of InsurStaq.ai Deck



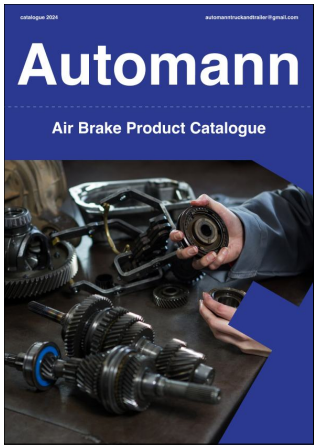
Some thumbnails of Faad Deck

1. Pitch Decks

During my time at Creating Space Studio, I had the opportunity to work on pitch decks for two significant clients: **InsurStaq.ai** and **Faad Investors.** Each project required a tailored approach to meet the specific needs and objectives of the client.

InsurStaq.ai is a company specializing in providing innovative solutions for compliance, sales, research, and support queries within the insurance sector. They required a sleek, professional, and modern pitch deck that effectively communicates their technological capabilities. The design needed to be user-friendly with a clear information hierarchy and impactful visuals to showcase their product to potential clients and investors. I approached this project by gathering online inspiration, creating mood boards, and iteratively refining the design to align with InsurStaq.ai's vision and goals.

Faad Investors is an organization focused on nurturing startups by providing them with the necessary resources and guidance for growth. For their pitch deck, Faad Investors wanted a visually striking and professional presentation that would capture the attention of potential investors. The deck needed to have unique layouts, dynamic designs, and cohesive visuals that clearly communicated their mission and achievements. Similar to my approach for InsurStaq.ai, I created mood boards and continuously refined the designs to meet Faad Investors' requirements, ensuring that each slide was both engaging and informative.

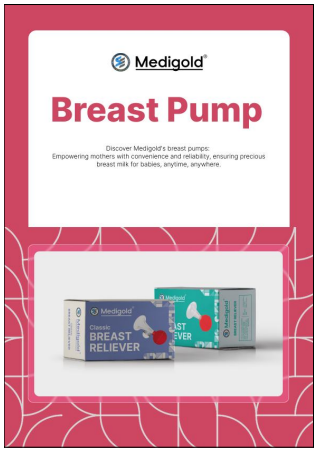


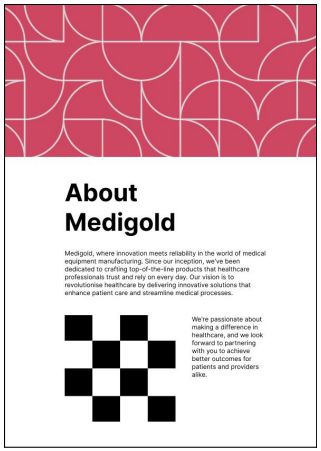




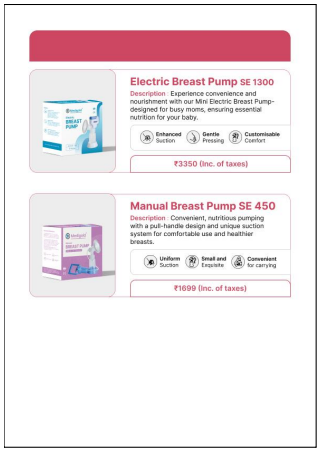


Initial drafts for Automann Catalogue









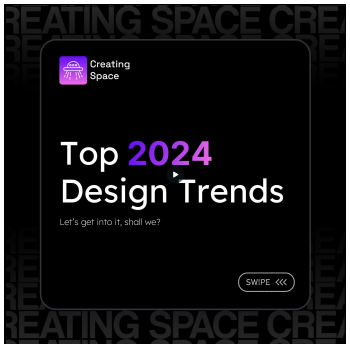
Initial drafts for Medigold Catalogue

2. Catalogue Design

During my tenure at Creating Space Studio, I worked on creating catalogs for two significant clients: **Medigold** and **Automann,** both the catalogues were still a work in progress.

Medigold sought catalogues for each of their product categories, such as one for their entire breast pump range, another for their stethoscopes, and similarly for their other product lines. My process involved collecting the required data, defining objectives and target audiences, developing a content plan, and creating initial drafts. These drafts focused on minimalist designs that align with their packaging principles, reflecting the professionalism and reliability of the Medigold brand. However, these were just initial drafts, and revisions were necessary to meet the client's expectations.

Automann is a leading provider of heavy-duty truck and trailer parts, known for its extensive product range. While working on their catalog at Creating Space Studio, I focused on exploring different layouts and combining content for the initial drafts. The aim was to align the design with Automann's brand identity, ensuring clarity and ease of use for their target audience. These drafts were in the early stages when I completed my six months, and further revisions were planned to meet the client's expectations.









Social Media posts



Creating Space website work

3. Social Media & More

During my time at Creating Space Studio, I had the opportunity to contribute significantly to the company's social media presence. My role involved ensuring that our posts aligned seamlessly with the studio's branding while staying in tune with current trends. This included showcasing various project case studies to effectively boost our reach and enhance engagement on LinkedIn and Instagram. Each social media template was designed to be visually appealing, maintaining a consistent and professional aesthetic to capture and retain audience interest.

In addition to social media, I worked on select website-related tasks, which included refining content and design to ensure it matched the studio's brand identity. I also contributed to designing banners and brochures, further broadening my experience in creating cohesive and impactful visual content across different platforms.

4. 2 My Overall Experience

My journey at Creating Space Studio has been both rewarding and transformative. From the very beginning, I was welcomed into a supportive environment that encouraged creativity and growth. Working on diverse projects, from Medigold's packaging redesign to social media management, allowed me to hone my skills in various aspects of graphic design. The collaborative atmosphere at Creating Space provided me with invaluable feedback and insights, which not only enhanced the quality of my work but also helped me grow as a designer. The opportunity to work closely with a talented team and contribute to meaningful projects has been an enriching experience that I will carry forward in my career.

Reflecting on my time at Creating Space, I can confidently say that it has been a significant learning journey. The challenges I faced, whether it was working remotely or refining designs through rigorous feedback, taught me resilience, adaptability, and the importance of attention to detail. The studio’s welcoming environment made it easy to express ideas and take creative risks, ultimately leading to better outcomes. This experience has solidified my passion for design and has given me a deeper understanding of how impactful good design can be in communicating a brand’s values and connecting with its audience.

4. 3 References:

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