

JK LAKSHMIPAT UNIVERSITY
Institute of Design
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Designing an Integrated Packaging Experience: Structural and Visual Design for On2Cook's Accessories

VOL. 1 of 2

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Sponsor : **Invent India Innovations Pvt. Ltd.**

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Programme :
Bachelor of Design (B.Des)
Integrated Communication Design

THE GRADUATION PROJECT 2025

The Evaluation Jury has recommended **Kratika Advani**

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

with specialization in **Integrated Communication Design**

Herewith, for the project titled "**Designing an Integrated Packaging Experience: Structural and Visual Design for On2Cook's Accessories"** on fulfillment 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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NDA

The contents of **“This volume”** of my graduation project are currently under a verbal **Non-Disclosure Agreement (NDA)** until the project goes live for the public. I take full responsibility for maintaining the confidentiality of the project and not disclosing any sensitive information related to the project, both verbally and in written form.

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Thank you for understanding and supporting the confidentiality measures for the graduation project

Acknowledgement

This document represents the culmination of my learnings from the past four years spent at JK Lakshmipat University (JKLU), and more specifically, the learnings of my graduation project. throughout the journey, I have faced challenges that truly tested my skills, knowledge and perseverance. However, these experiences have been an invaluable addition to my bucket, providing opportunities to learn, adapt and overcome obstacles, contributing significantly to my personal and professional growth.

I am very grateful to Prof. A.Balasubramaniam, the founding director of the Institute of Design at JKLU, for assembling a dedicated team of faculty members who provide unwavering support and their invaluable expertise. His invaluable contributions and constant mentoring have played a very crucial role in establishing and nurturing this institute.

I would also like to thank to my mentor, Mr. Yash Raizada for constantly supporting me through the project journey and helping me shape my understanding about communication design. His constructive criticism has always helped and motivated me to better my work.

I would also like to extend my sincere gratitude to Ms. Aastha Gohil, Coordinator of Integrated Communication Design at JKLU for always supporting me and making me see the field of design with a new lens always. Her constant feedbacks have helped me polish my craft.

I am also grateful to Sanandan Sudhir, founder of On2Cook and my industry mentor. His continuous support and motivation helped me easily understand the briefs and helped me stay grounded with my design decisions.

The support provided by my seniors and colleagues - Maulik Soni, Aashay Shah, Prashant Swaroop and Saranathan have been incredibly valuable.

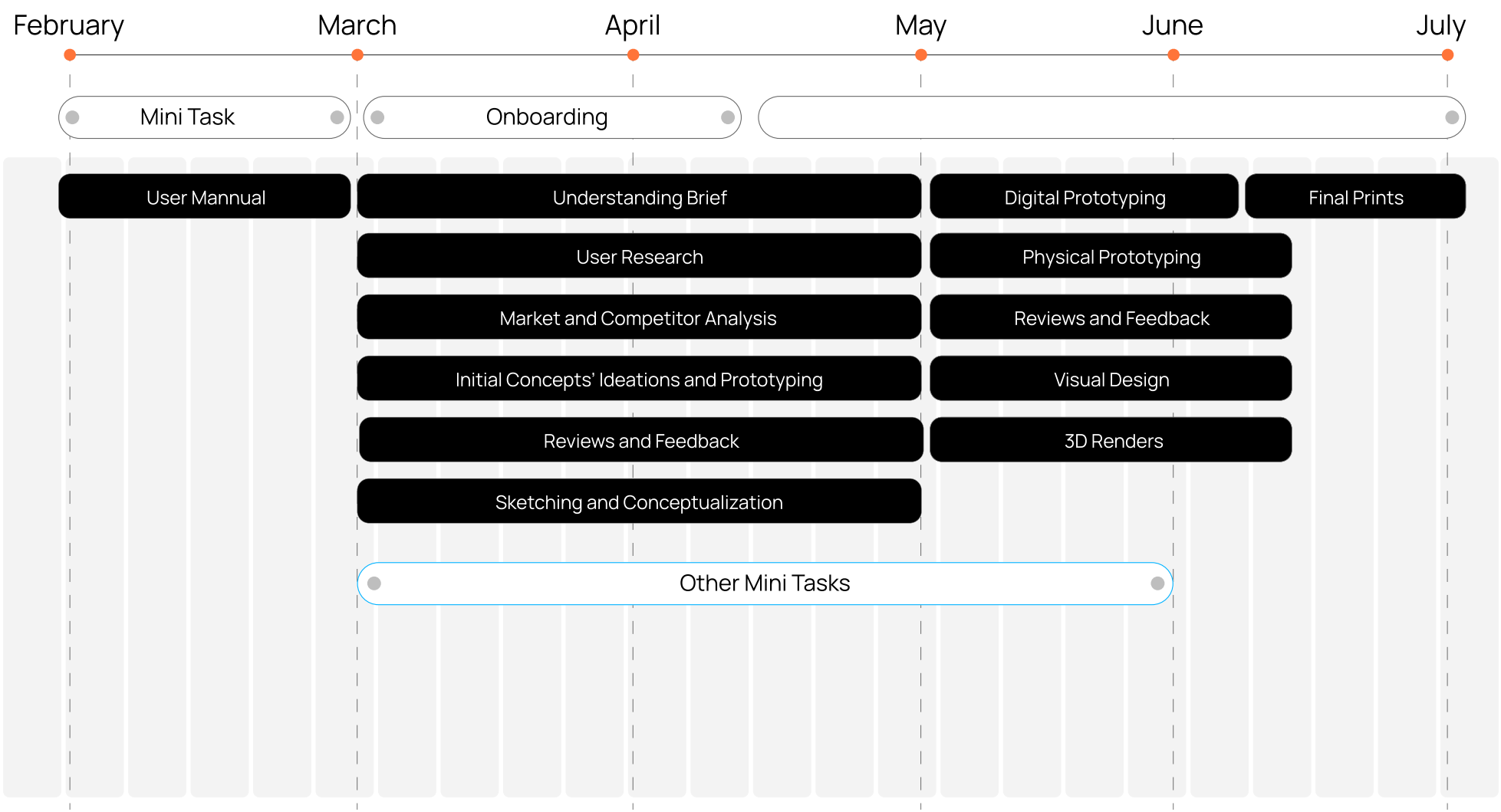
The contributions, suggestions and collaborative efforts of the design team, sales team and purchase team members whom I have interacted with during this project have helped me overcome challenges and achieve my project goals.

Furthermore, I would like to thank the faculty and staff at JK Lakshmipat University, Jaipur, for providing me with the necessary resources, facilities, and academic support.

Last, but not least, I am deeply thankful to my family, friends, and loved ones for their support, encouragement, and motivation throughout this journey.

I would also like to extend my sincere appreciation to anyone whom I might have unintentionally missed out on acknowledging. I have made every effort to acknowledge all individuals who have contributed to my graduation project, and I am grateful for their support, guidance and contributions.

Project Roadmap



Project

On2Cook’s Accessories Packaging Re-Design

Enhanced user experience by creating a practical and user-friendly packaging method for On2Cook's accessories focusing on ease of use and unboxing clarity. Enhanced product perception by aligning packaging design with brand values, utility, and user expectations.

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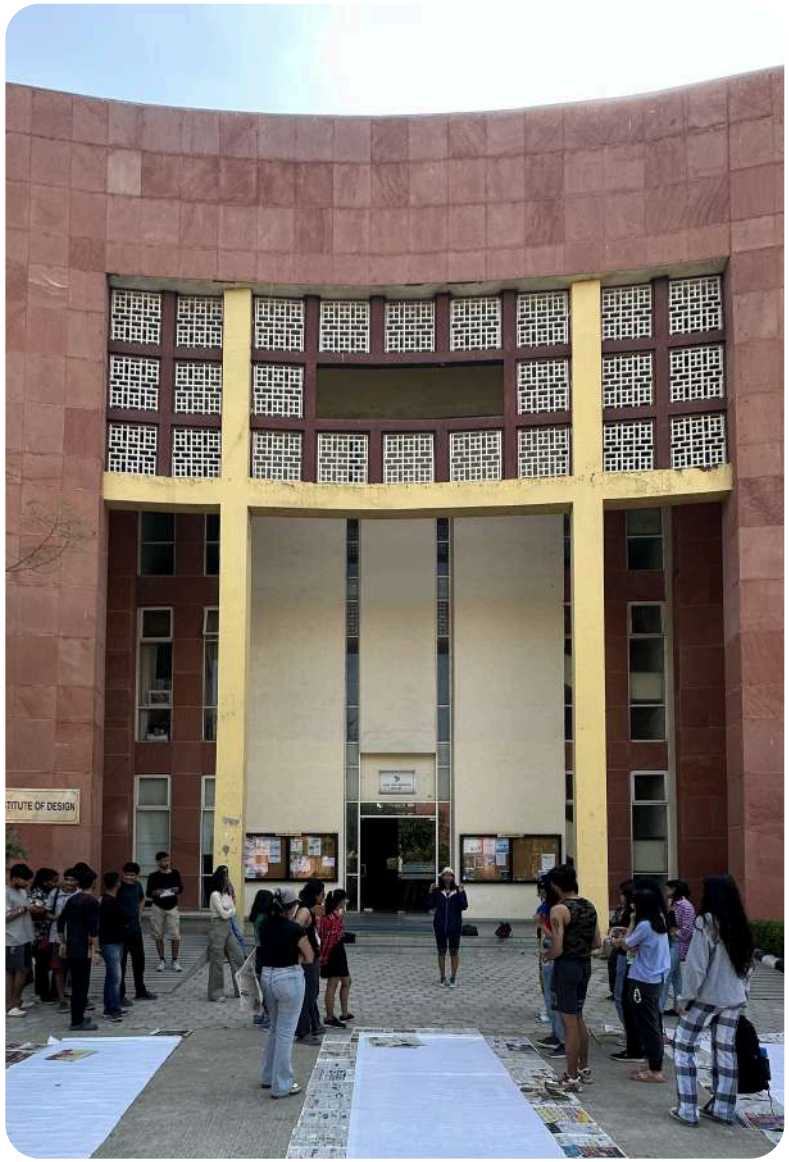
Introduction



Institute of Design, JK Lakshmipat University



Established in 2011, JKLU is inspired by the futuristic vision of Lala Lakshmipat Singhania, the key founder of Lakshmipat Singhania Education Foundation. Under the aegis of J.K.Organisation, the Foundation has been extending its legacy and vision of 'Education to all' for decades. Institute of Design at JKLU aims to shift from conventional design education towards a more future-ready and transformative way of learning to enable students to become successful designers.



Integrated Communication Design, JKLU



The Integrated Communication Design program at JK Lakshmipat University (JKLU) is built for a new generation of creative thinkers who move fluidly between digital and physical worlds. It prepares students to design messages and experiences that are meaningful, effective, and inclusive.

Students explore how people see, read, and respond to visuals. They learn skills like typography, illustration, branding, layout, and motion graphics. At the same time, they also dive into subjects like visual psychology, cultural context, and audience behavior—because good design is not just about how things look, but how they work and what they say.

From working with design software to building full-fledged communication projects, the program is hands-on and practical. By the end, students are ready to take on real-world design challenges—whether in advertising, publishing, branding, social media, or any space where ideas need to be seen and understood.

Through studio projects, collaborations, and critiques, students build a strong portfolio and gain confidence in their design voice. The goal is not just to become a designer, but a clear thinker who can solve problems, tell stories, and connect with people through visual communication.

About Me



My journey in design began during the lockdown in 2021, when I was still figuring out what I really wanted to do. Like many others, I was exploring different paths, and design was something that caught my interest. When I joined college, it all started with online classes. It wasn't the easiest beginning—I missed the energy of learning together. For me, the real design journey began from the second semester, when things became more hands-on and engaging.

In the beginning, I had selected interdisciplinary design as my first preference. But my lifelong curiosity for comics and animation slowly pulled me toward communication design. Since ours was the first-ever batch in communication design, we had no seniors, no past projects or stories to rely on. In a way, that worked in our favor. With no benchmark to meet, we felt free to try new things, make mistakes, and learn through trial and error. And whenever the class had anything to do with sketching or illustrations, I was all in—never missing a moment.

Over the past four years, design has taught me how to observe the world differently, how to ask better questions, and how to look beyond the obvious. I've learned to trust the process—whether it's through failed ideas, late-night iterations, or moments of breakthrough. What started as a curiosity has now turned into something I truly care about. Design has shaped how I express myself, how I solve problems, and most importantly, how I want to contribute to the world around me.

Sponsor

Invent India Innovations Pvt. Ltd

Invent Innovate Design

Invent India is a global innovation company founded by Sanandan Sudhir and Jyoti Sudhir. They started in 2011 as a small duo in Ahmedabad with a shared belief in turning bold ideas into patentable, usable products. Today, Invent India is an award-winning studio that works from research and IP strategy all the way to product launch, serving clients across medical devices, consumer goods, wearables, and more in over 20 countries . With over 100 products developed, dozens of global patents, and a 50–200-strong multidisciplinary team, they pride themselves on bringing smart, human-centered design thinking to every project.

My Time at Studio

My journey at Invent India Innovations has been one of the most rewarding phases of my design career. From day one, I was welcomed into a space that was full of energy, creativity, and constant learning. Working with a passionate team of designers and mentors, I got the chance to be part of real projects that helped me grow both personally and professionally.
One of the most memorable projects I worked on was the packaging design for On2Cook's accessories. It pushed me to think deeply about how people use and interact with products. I had to consider not just how the packaging looked, but how it functioned—how it could protect the product, make storage easier, and still look good. It taught me the importance of balancing design and practicality.

The studio culture encouraged a lot of exploration and open discussion. We were given the space to try new things, share ideas freely, and learn from each other. Regular feedback sessions, design reviews, and brainstorming meetings helped me understand how to improve my work and think from different angles.

What really made a difference was the support system within the industrial design team. Whether it was guidance from senior designers or everyday conversations with peers, I was constantly learning. Every project came with its own set of challenges, but those challenges taught me how to approach problems with clarity, patience, and creativity. Looking back, I feel more confident in my skills and more prepared for the next step in my design journey.

Design Team

Jyoti Sudhir

Co-Founder

Sanandan Sudhir

Co-Founder

Mithun Darji

Creative Director

Communication Design

Kratika Advani

Communication Design Intern

Industrial Design Team

Maulik Soni

Aashay Shah

Jugal Gajjar

Prashant Swaroop

Industrial Designer

Industrial Design Team

Saranathan

Nimish Sharma

Rohan Karpatiya

Daksh Chabbra

Industrial Design Intern

About the Client

World's **FASTEST** Cooking Device

On2Cook India Pvt. Ltd. is an Ahmedabad-based deep-tech startup revolutionizing the culinary world with its patented combination cooking technology. By integrating induction and microwave heating, On2Cook's innovative appliance reduces cooking time by up to 70% and energy consumption by 40%, all while preserving the nutritional value and flavor of food.

Designed for both commercial and home kitchens, the device offers a 6-in-1 functionality, streamlining cooking processes and enhancing efficiency. With accolades like the German Innovation Award 2025 and features on platforms like Shark Tank India, On2Cook is poised to redefine modern cooking experiences.

The Product

Accessories Packaging

To develop a packaging solution for On2Cook’s accessories that ensures safe storage, easy identification, and enhances the unboxing experience for the users, while aligning with the brand’s visual language, tone, and premium positioning.

Enhancing User Experience:

Designing a Thoughtful and Functional Packaging Experience for On2Cook’s Cooking Accessories.



Client Brief

Redesigning the packaging experience for On2Cook's cooking accessories to make unboxing more thoughtful, functional, and delightful.

On2Cook is a brand that's all about speed, innovation, and smart cooking. While the product itself breaks new ground, the current accessory packaging doesn't quite live up to the same standard. Right now, the unboxing feels basic — it does the job of protecting the product, but it misses out on the chance to tell a story, reflect the brand's personality, or connect with the user on a more emotional level. As On2Cook prepares to enter more homes through the B2C space, this becomes even more important.

What's really needed is packaging that not only works well but also feels special. It should make people pause for a moment — whether it's through smart structure, a touch of surprise, or thoughtful branding. Users should get a sense of what the brand stands for the second they open the box. Whether it's a home cook, a gift-giver, or a food entrepreneur, the packaging should speak to them in a way that feels personal, intuitive, and memorable.

The goal is to design packaging that's not just functional, but an experience in itself — one that adds value from the first touchpoint. It should help On2Cook stand out, build stronger connections with customers, and even spark moments worth sharing. A well-designed packaging system can also improve storage, reduce waste, and bring consistency across the accessory range — making the product feel more complete, from shelf to kitchen counter.

My Roles and Challenges

As the Communication Designer responsible for building the packaging experience for On2Cook’s accessories, I took on several key responsibilities to ensure the packaging effectively communicated the brand’s identity while also being functional and user-friendly. As packaging design was a new area for me, I first took the time to understand the purpose behind the product and the brand’s values. I conducted in-depth user research to uncover the needs, frustrations, and desires of the target audience, analyzing feedback and behavior to guide my design choices.

I aimed to create packaging that was not just eye-catching, but also simple to use and enjoyable for customers. I wanted every interaction with the packaging to leave customers with a positive first impression of On2Cook, reflecting the brand's innovation and care for its users. Developing clear and functional packaging designs, I focused on providing an experience that would make unboxing feel special while also being practical for daily use.

Collaborating closely with the product and marketing teams, I made sure the packaging aligned with the brand language and consistently conveyed On2Cook's messaging. I also worked on creating visual and structural elements that would not only protect the product but also surprise and delight the user. Through continuous iteration and feedback, I ensured that the packaging became an integral part of the product experience, delivering both form and function.

Understanding the Brief

Project Overview:

The objective of redesigning the packaging experience for On2Cook's smart cooking accessories was to deliver a more intentional, practical, and emotionally engaging unboxing. The packaging sought to mirror the brand's core principles of intelligent cooking, while improving functionality and initial impressions. Primary focus areas included an instinctive structure, brand narrative, eco-conscious materials, and a delight-infused user experience that echoes with varied user groups—from home chefs to culinary entrepreneurs.

Goals and Objectives:

- Re-designing an unboxing experience that reflects On2Cook's values of smart cooking.
- Enhancing usability through functional structure and user-friendly design.
- Creating a packaging system that supports consistency across product lines.
- Integrating brand storytelling to form a stronger emotional connection with users.
- Exploring sustainable materials and formats to reduce waste.
- Supporting varied user personas—from home cooks to food entrepreneurs—through clear design.

Key Stakeholders

Internal Teams:

- Product Development and Design Team; Quality Control & Compliance Team; Operations & Supply Chain Team; Sales & Finance Team; Customer Support Team

End-users (B2B market):

- Commercial Kitchen Operators (Restaurants, Cloud Kitchens, Cafés), Quick Service Restaurants

Future End-users (B2C market):

- Busy Urban Professionals (Singles & Couples), Young Families with Working Parents, Health-Conscious Millennials, Tech-Savvy Early Adopters, Home-Based Food Entrepreneurs

Functional Requirements:

- Must protect accessories during transit (spray bottle, stirrer, etc.)
- Must securely hold irregular shapes (e.g., pan, silicone items)
- Must support clean, organized unboxing experience
- Must allow user to understand what each item does (labeling or visual guide)
- Should be reusable or easy to store

Constraints and Considerations:

Key constraints included:

- **Dimensional Fit :** Packaging must integrate within existing main box structure without increasing the footprint.
- **Material Sustainability :** Materials must be recyclable or compostable as per sustainability goals.
- **Cost Efficiency** : Packaging must remain within defined budget per unit for scalable production.
- **Brand Consistency** : Visuals, typography, and tone must match On2Cook brand language and aesthetic.
- **Structural Simplicity** : Design must support easy assembly and packing during manufacturing.
- **Future Scalability** : Packaging outer structure should accommodate future accessory kits or SKUs without changing dimensions.
- **Shipping Durability** : Should withstand logistics conditions without requiring secondary protective layers.

Success Metrics :

To measure success, we focused on:

- **User Clarity :** Measuring if users can identify each accessory and its purpose without additional instructions.
- **Unboxing Experience :** Gathering user feedback to assess emotional impact and perceived premium value.
- **Storage Reusability :** Tracking how many users retain and reuse the box for storing accessories post-unboxing.
- **Packaging Integrity :** Monitoring accessory protection and damage rate during shipping and handling.
- **Setup Time :** Evaluating time taken to unpack and understand the accessory arrangement and use.
- **Brand Perception :** Analyzing whether packaging enhances the perception of On2Cook as an innovative, high-quality brand.

Understanding this brief allowed me to align design and development efforts with project objectives, ensuring that the packaging for accessories addressed stakeholder needs and delivered a high-quality unboxing experience.

Understanding the Product

On2Cook's Key Features

- **Combination Cooking Technology** : Simultaneous use of 1.5KW microwave and 1.5KW induction heating.
- **6-in-1 Functionality** : Supports frying, baking, grilling, steaming, induction cooking, and microwave cooking.
- **Smart App Integration** : AI-assisted app for recipe management, inventory tracking, and cooking control.
- **Safety Features** : Includes container safety locks, pan detection, and robust microwave leakage protections.

On2Cook's Product Specifications

- **Dimensions :** 600 x 330 x 350 mm
- **Weight :** 20.6 kg
- **Rated Voltage/Frequency :** 220 - 240 V ~ 60 Hz
- **Material :** Food-grade polycarbonate or ABS plastic



Understanding the Accessories

Every accessory in the On2Cook ecosystem is thoughtfully designed to complement the product's core promise—cooking smarter, faster, and more efficiently. From tools that support everyday cooking to specialized add-ons for specific cuisines, each accessory plays a distinct role in enhancing usability and precision. The standard accessories—like the coated pan, stirrer, mesh and biryani mats, spray bottle, and tray—are shipped with every On2Cook device as they cover most daily cooking needs. On the other hand, optional accessories—such as the momo, cake, frying, pizza, and noodle kits—are available as add-ons based on the client's preferences and cooking requirements. These are especially relevant for chefs, cloud kitchens, or users who want more specialized functionality. Together, the accessories bring modularity to the product, ensuring users can scale their cooking experience based on how and what they cook.

Standard Accessories :

1. Coated Pan

- **Key Features :** Non-stick surface for easy cooking and cleaning; designed to work effectively with On2Cook's dual heating system.
- **Use Cases :** Ideal for sautéing, frying, and preparing a variety of dishes that require even heat distribution.
- **Material :** 3 Ply S.S Pan (Stainless Steal), Ceramic Coated
- **Dimensions:** The Base Part - Diameter - 327 mm, Height - 93 mm ; Pan Handle - Length - 241 mm, Breadth - 33 mm, Height - 31 mm(approx.) ; Pan Holder - Length - 93 mm, Breadth - 78 mm, Height - 37 mm(approx.)

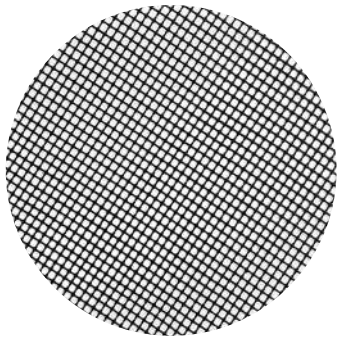


2. Stirrer

- **Key Features :** Flexible and heat-resistant, it stirs evenly without scratching the pan.
- **Use Cases :** Great for mixing sauces, curries, and anything that needs a consistent stir during cooking.
- **Material :** Food Grade Silicone
- **Dimensions :** Length - 219 mm, Breadth - 78 mm, Height - 147 mm(approx.)



3. Grill Mesh Mat



- **Key Features :** Breathable mats that allow heat to circulate while keeping food in place, also preventing food from burning during cooking. They also act as a barrier to catch crumbs and small food particles, helping to keep the device interior clean.
- **Use Cases :** Useful for grilling veggies, steaming dumplings, baking.
- **Material :** Food Grade PTFE Mesh (Polytetrafluoroethylene)
- **Dimensions :** Diameter - 205 mm, Height(Thickness) - 1 mm

4. Biryani Mats (Small and Big)



- **Key Features :** Designed for dishes with layers—these mats help steam flow through while keeping ingredients separated.
- **Use Cases :** Best for making biryani or multi-layered rice dishes.
- **Material :** Perforated silicone
- **Dimensions :** (Diameter)Big Mat -293.4 mm, Small Mat -203.2 mm

5. Spray Bottle



- **Key Features :** The pipe(inside the bottle) connected to the nozzle supplies water to the food during cooking
- **Use Cases :** Useful for greasing pans or adding moisture mid-cook.
- **Material :** Plastic body
- **Dimensions :** Length - 92 mm, Breadth - 92 mm, Height - 234 mm

6. Tray

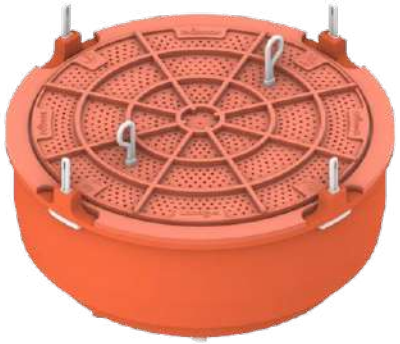
- **Key Features :** A flat tray used at the bottom of main device while prepping, cooking.
- **Use Cases :** Acts as a base for On2Cook main product
- **Material :** Stainless steel or food-safe plastic
- **Dimensions :** Length -660 mm, Breadth -480 mm , Height -50 mm



Optional Accessories

7. a. Momo Mold

- **Key Features :** Helps steaming momos uniformly with ease, keeping them neat and sealed.
- **Use Cases :** For preparing steamed dumplings, Serving Size upto 20 momos
- **Material :** Food Grade Silicone
- **Dimensions :** Diameter - 234 mm, Height - 104 mm



b. Momo Stirrer

- **Key Features and Use Cases :** Gently rotates or moves momos to ensure even cooking without sticking.
- **Material :** Food Grade S.S - 304
- **Dimensions :** Length - 236 mm , Breadth - 37 mm , Height - 50 mm



8. a. Cake Mold

- **Key Features :** Ensuring uniform heat distribution for consistent baking results. Non-stick surface for easy release of cakes while maintaining their shape and texture.
- **Use Cases :** Designed for baking soft sponges, brownies, or simple tea cakes, Serving Size upto 900 g
- **Material :** Food Grade Silicone
- **Dimensions :** Diameter - 222 mm, Height - 104 mm



b. Cake Stirrer

- **Key Features and Use Cases :** Rotate the cake mould smoothly, ensuring even heat distribution for consistent baking.
- **Material :** Food Grade PTFE Rod
- **Dimensions :** Length - 233 mm , Breadth - 37 mm , Height - 64 mm



9. a. Frying Basket

- **Key Features :** Efficient frying in On2Cook, allowing hot oil to circulate evenly around the food for a crispy texture. non-stick, heat-resistant, and ensures minimal oil usage while preventing food from sticking.
- **Use Cases :** Ideal for frying fries, cutlets, or other crispy snacks.
- **Material :** Food Grade PTFE Fabric
- **Dimensions :** Diameter - 234 mm, Height - 95 mm



b. Frying Stirrer

- **Key Features and Use Cases :** Rotate the frying basket during cooking, ensuring even distribution of hot oil around the food. Promotes uniform frying and helps achieve a crispy texture on all sides.
- **Material :** S.S - 304 (Food Grade)
- **Dimensions :** Length - 127 mm , Breadth - 37 mm , Height - 90 mm



c. Moisture Absorber

- **Key Features :** Designed to absorb excess moisture during frying
- **Use Cases :** Helps retain crunchiness in snacks and reduces sogginess.
- **Material :** Absorbent food-safe material
- **Dimensions :** Diameter - 289 mm, Height - 33 mm



10. a. Pizza Tray

- **Key Features :** Ensures even heat distribution, allowing the pizza to cook evenly and achieve a perfectly crisp crust.
- **Use Cases :** For baking homemade pizzas with proper base crisping. Serving Size - 7" Pizza
- **Material :** Food Grade PTFE Fabric
- **Dimensions :** Length - 92 mm, Breadth - 92 mm, Height - 234 mm



b. Pizza Stirrer

- **Key Features :** Maintain uniform cooking by gently moving the pizza, preventing uneven browning or overcooking in specific areas.
- **Use Cases :** Designed to rotate the pizza tray smoothly, ensuring even heat distribution for consistent baking.
- **Material :** Food Grade PTFE Rod
- **Dimensions :** Length - 233 mm, Breadth - 37 mm, Height - 114 mm



11. Noodle Stirrer

- **Key Features :** designed to mix sauces evenly through the noodles without breaking them, ensuring a smooth and consistent coating. It rotates gently to distribute the sauce thoroughly.
- **Use Cases :** The stirrer is versatile and can be used with noodle portions of 200g, 400g, and 600g, accommodating various serving sizes.
- **Material :** Food Grade S.S - 304
- **Dimensions :** Length - 181 mm, Breadth - 37 mm, Height - 136 mm



User Persona

When building the user personas I learnt that while designing a packaging one should look at the maximum possibilities and insights from the persona.

I learnt about different roles of teams involved in the packaging process and the end B2B users to understand their perspective of the whole process.

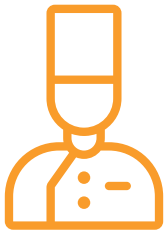
Users :

Cloud Kitchen Owners

Chefs

Corporate Canteen Owners







User Persona

Cloud Kitchen Operator

User 1



Arnav Mehta

Age	37
Education	MBA
Occupation	Entrepreneur

"I want to scale my cloud kitchen operations without compromising on speed or consistency."

Bio

Arnav runs a cloud kitchen in Ahmedabad, using On2Cook to speed up prep and maintain consistent quality. A former IT professional, he values efficiency, innovation, and customer satisfaction.

Core Needs

- Reduce order prep time during peak hours to handle more customers.
- Ensure consistency and quality in taste with faster cooking.
- Tools that require minimal training for new staff.
- Tech-integrated kitchen appliances that support daily, high-pressure cooking environments.

Pain Points

- Struggles to manage order load during rush hours without compromising quality.
- Conventional gas systems are slower and lead to delayed service.
- Some dishes used to burn early on due to fast speed of new equipment.
- Initial adjustment to hybrid technology was challenging.
- High investment cost of On2Cook compared to cheaper induction stoves, though justified by value.

Empathy Map/ Emotion Map

1 Says

- What have we heard them say?
- What would a user say in an interview?
- What can we imagine them saying?

One of the pans I received had scratches on it.

Customers are surprised when I tell them their order will be ready in five minutes.

I used to turn off some dishes during rush hours; now I can handle more orders.

It's a bit expensive, but worth it — you're getting two technologies in one.

In the beginning, I burned a few dishes, but now I understand how to balance the induction and microwave modes.

2 Thinks

- What occupies the user's thoughts?
- What matters to the user?
- What is the user thinking throughout the experience?

Time is everything during lunch and dinner windows — how can I be quicker without losing quality?

This machine has changed how I look at cooking. I need to invest in more like this.

If I spend this much, I expect good quality packaging that matches the product.

Is there a way I can experiment more with recipes using this technology?

I'm glad the company keeps improving — it gives me confidence to stay invested.

Empathy Map/ Emotion Map

3 Does

- What actions does the user take?
- What task(s) does the user want or need to get done?
- What decision(s) does the user need to make?

Turns off dishes from online platforms like Zomato and Swiggy when the kitchen reaches capacity.

Prepares most dishes using On2Cook — gravies, sabzis, quick rice dishes — only pressure-heavy items go on traditional cookers.

Keeps most-used tools out, mixed up with other kitchen tools.

Provides time estimates to bulk local orders based on current load and On2Cook capacity.

Introduces the machine to curious customers and sometimes demos the product live.

4 Feels

- What worries the user?
- What does the user get excited about?
- How does the user feel about the experience?

Disappointed that the packaging doesn't reflect the innovation of the device.

Initially frustrated with burnt dishes due to learning curve, but now confident.

Relieved to find a solution that saves gas and speeds up service.

Proud when customers are amazed at how quickly their food is ready.

Trusts the brand for regular updates and strong post-sale support.

User Persona

Restaurant Owner / Chef

User 2



Priya Desai

Age	32
Education	Culinary Arts
Occupation	Executive Chef

"I dream of turning my catering into a premium, trusted brand known for quality and speed."

Bio

Priya is the co-owner and executive chef of a growing fast-casual restaurant chain. She relies on tech-enabled solutions like On2Cook to manage rush hours, reduce overhead, and scale quality consistently.

Core Needs

- Maintain consistency in dish quality across high-volume orders.
- Reduce preparation and cooking time to meet peak-hour demand efficiently.
- Standardize cooking processes to reduce dependency on skilled labor.
- Use reliable, smart appliances that can integrate into a growing cloud kitchen operation.

Pain Points

- Struggles to maintain consistency in food preparation due to frequent staff turnover.
- Faces bottlenecks during peak service hours, leading to slower table turnover and customer dissatisfaction.
- Experiences high energy and fuel consumption with conventional cooking methods.
- Finds it difficult to implement SOPs uniformly across all restaurant locations.
- Lacks kitchen tools that offer real-time monitoring, automation, or smart integration to reduce manual effort.

Empathy Map/ Emotion Map

1 Says

- What have we heard them say?
- What would a user say in an interview?
- What can we imagine them saying?

Rush hour is when everything either clicks or collapses.

On2Cook acts like an assistant I don't have to train from scratch.

It's tough to rely on people when staff changes every two months.

I love the fact that it looks modern — not like a traditional kitchen appliance.

The packaging felt temporary, not like something I'd use in my kitchen.

If it shaves off even 3–5 minutes per order, that's a huge win for us.

2 Thinks

- What is the user thinking throughout the experience?
- What occupies the user's thoughts?
- What matters to the user?

If I can speed up prep without sacrificing taste, I can handle more orders.

We need smarter tools to survive – kitchens should be as tech-enabled as the ordering apps.

If the accessories aren't protected well, I'll hesitate to invest in more.

I want tools that are intuitive enough that even a new hire can use them with minimal training.

Empathy Map/ Emotion Map

3 Does

- What actions does the user take?
- What task(s) does the user want or need to get done?
- What decision(s) does the user need to make?

Customizes presets and SOPs for her staff to follow consistent steps using On2Cook.

Provides feedback to her team on dish output and experiments with new uses of the product.

Uses On2Cook for fast-moving dishes like pastas, sauces, rice bowls, and heat-and-serve menu items.

Occasionally demonstrates On2Cook to investors or partners as a differentiator.

Keeps accessories in different places around the kitchen to avoid clutter.

Keeps backup appliances but prefers On2Cook during peak shifts due to reliability.

4 Feels

- What worries the user?
- What does the user get excited about?
- How does the user feel about the experience?

Relieved that rush-hour chaos has become more manageable.

Inspired to innovate with new menu items that work well with faster cooking cycles.

Empowered by the ability to deliver speed and quality without increasing staff pressure.

Let down by the lack of visual or instructional support in the packaging.

User Persona

Canteen Owner At Tech Park

User 3



Rajiv Nair

Age	47
Education	BCA
Occupation	Canteen Owner

"I want to modernize my high-volume canteen with smart tools to reduce wait time"

Bio

Rajiv runs a large-scale corporate canteen inside a tech park. With over 10 years of experience in corporate catering, he serves 2500–3000 meals daily across breakfast, lunch (both thali and à la carte), and evening snacks.

Core Needs

- Equipment that significantly reduces cooking time without compromising on food quality.
- Consistent performance during high-volume lunch rushes.
- A modern, compact, professional-looking product that fits into a commercial kitchen setup.

Pain Points

- During peak hours, high turnaround time for on-demand orders leads to customer dissatisfaction.
- Traditional cooking methods require more staff and longer prep cycles, increasing overhead.
- Cooking errors due to inconsistent heating and manual monitoring strain quality control.
- Delay in delivery for à la carte items disrupts the smooth functioning of lunch service.
- Equipment with poor usability or confusing interfaces causes training challenges for new hires.
- Bulk cooking setups are not scalable for made-to-order dishes, leading to service bottlenecks.

Empathy Map/ Emotion Map

1 Says

- What have we heard them say?
- What would a user say in an interview?
- What can we imagine them saying?

We serve up to 3000 meals a day — speed matters.

We saved at least 40% in prep time using On2Cook.

It looks and works like a modern piece of kitchen tech.

My staff prefers using it now — it's faster and cleaner.

Earlier, one delay would throw off the whole line. Now we're far more stable

We've added 3–4 custom items to our menu because now we can prep them quickly.

We had to replace the spray bottle in the first week — it came broken

I wish there was an analytics dashboard to track dish-wise performance.

I'm not just cooking — I'm optimizing operations like an engineer.

I need tools that work with my team, not just for them.

2 Thinks

- What is the user thinking throughout the experience?
- What occupies the user's thoughts?
- What matters to the user?

What if we could scale this to snacks and evening rush too?

If I can standardize more dishes on this, I reduce staffing issues.

Packaging should not be just for one-time delivery.

My kitchen doesn't just need speed — it needs predictability.

Empathy Map/ Emotion Map

3 Does

- What actions does the user take?
- What task(s) does the user want or need to get done?
- What decision(s) does the user need to make?

Uses On2Cook to handle custom lunch orders and snacks.

Regularly monitors prep time and kitchen efficiency.

Trains junior staff to operate On2Cook independently.

Demonstrates the product to clients and visitors.

Unpacked accessories and discarded the original boxes within days.

Tracks customer feedback from the internal food app.

4 Feels

- What worries the user?
- What does the user get excited about?
- How does the user feel about the experience?

Not impressed with the mismatch between product quality and packaging quality.

Relieved that staff adapted quickly to a new system.

Excited about the role of tech in upgrading traditional kitchens.

Proud to be an early adopter and to run a modern kitchen.

Motivated when higher ratings reflect operational changes.

Empowered by the ability to maintain quality with fewer resources.

Findings - User Persona

- On2Cook's hybrid cooking system significantly improves prep speed and consistency, becoming a core appliance across cloud kitchens, boutique setups, and high-volume canteens.
- Users appreciate the product's intuitive interface and dual-heating functionality, which reduces dependency on highly skilled labor and enhances operational efficiency.
- Current accessory packaging is seen as temporary and non-functional — users discard it soon after unboxing due to poor reusability and impractical structure.
- Accessories lack clear labeling, compartmentalization, and protective housing, leading to breakage, misplacement, and underuse, especially in fast-paced or shared kitchens.
- Users expect the packaging to match the premium feel of the product, with modular, durable, and visually guided kits that support daily kitchen integration.
- Across personas, there is a shared desire for storage that is intuitive, space-efficient, and reflective of real-world workflows — not just protective for initial delivery.



"If I spend this much, I expect good quality packaging that matches the product."

- Arnav



"If the accessories aren't protected well, I'll hesitate to invest in more."

- Priya

Contextual Inquiry - Commercial Kitchens

User Environment:
Commercial Kitchen Setups

- **Highly functional, performance-driven spaces**: Kitchens in cafés, cloud kitchens, corporate cafeterias, and restaurants are designed for output efficiency. Every surface, appliance, and tool has a clearly defined role.
- **Space is purpose-built**: While these kitchens may have more square footage than home kitchens, all space is optimized for workflow—prep, cook, plate, clean. Accessories and packaging must not interfere with this flow.
- **Zoned operations**: Commercial kitchens operate in zones (hot kitchen, cold prep, washing area, etc.). Accessories may be stored far from the main appliance, so packaging should help maintain order across teams and shifts.

User Behavior:
Fast Turnaround & Multi-Operator Handling

- **Shift-based usage**: Multiple chefs and kitchen staff work across shifts. Accessories must be easy to identify, assemble/disassemble, and store between uses.
- **Minimal training time**: Accessories should be intuitive to use. Complex or ambiguous parts are likely to be set aside or misused. Packaging must support quick onboarding (visual guides, QR code videos, or labeled compartments).
- **Need for standardization**: Kitchens thrive on SOPs. Accessories that vary in shape or aren't easily categorized create friction. Packaging should help standardize how accessories are used and stored.

Contextual Inquiry - Commercial Kitchens

Environmental Constraints

- **Heat, humidity, and intensive cleaning cycles**: Kitchens are exposed to constant steam, oil, heat, and industrial cleaners. Accessories and their packaging must withstand this environment—no warping, peeling, or material degradation.
- **Strict hygiene protocols**: Surfaces must be washable or sterilizable. Accessories left in cardboard or absorbent packaging will likely be discarded. Packaging should be wipe-clean, sealed, or modular for long-term use.
- **Stacking and inventory constraints**: Storage space is shared across multiple brands/ appliances. Accessories must stack neatly, ideally within the On2Cook footprint or compatible kitchen shelving standards (like GN pan sizes, rack heights, etc.).

Packaging Considerations

- **Durable, reusable packaging**: Instead of disposable retail-style boxes, accessories should be housed in stackable bins, labeled trays, or drawer inserts. Think: commercial-grade Tupperware, foam-fitted toolkits, or color-coded trays.
- **Component traceability**: Labels (printed or laser-etched) on both packaging and accessories help teams track and manage items—essential in high-volume kitchens where accessories go missing or get misplaced.
- **Easy cleaning and handling**: Rounded corners, washable materials, and water-resistant surfaces are a must. Packaging should not retain food particles or oils.

Contextual Inquiry - Commercial Kitchens

Use Case-Specific Needs

Cloud Kitchens

Often have limited prep/storage space per brand. Packaging must help accessories be packable, modular, and clearly storable in vertical or rack-based systems.

Corporate Kitchens

Operators prioritize SOPs and standard meal outputs. Packaging should support predictable use and safe, sanitary storage between lunch/dinner rushes.

Restaurants

May use On2Cook for special dishes or prep tasks. Accessories must be quickly deployable and easy to clean/store mid-shift.

Cafés

Smaller spaces, often with multifunctional stations. Accessories must not clutter or require dedicated storage space beyond their use.

Audit of Existing Packaging

- Bland design and outdated graphics lower the perceived product value.









No first impression impact – doesn't feel premium or purposeful.

Lack of visual hierarchy and guidance creates confusion during unboxing and initial use.

Audit of Existing Packaging

Loose packaging without compartments leads to accessory movement and mutual damage during transit.





Absence of internal structure allows fragile items to knock/bump against each other, reducing product longevity.

Emotional Flatline

- No branding, storytelling, or welcoming message.

Audit of Existing Packaging

Unboxing feels disorganized, similar to unpacking random items from a storage box.








User has to guess how to remove items, increasing cognitive load and unpacking time

All components look jumbled, reducing perceived value and causing hesitation during unboxing.

Ergonomic Misjudgment

- The packaging didn't communicate the weight, fragility, or how to hold it.
- Unclear how to grip or lift accessories, risking wrist strain or item slippage.
- User struggles to understand the sequence, causing frustration and possible damage.

Audit of Existing Packaging

Unboxing feels like navigating through a mess — more like pulling out junk from a storeroom than unpacking a premium product.



Current materials and design do not align with expected B2B durability standards.

Audit of Existing Packaging

Box Not Meant for Reuse

- The original packaging can't even hold the accessories again once unwrapped.
- There's no internal structure, just a collapsed void.

"I just spent 15 minutes unwrapping, now I'm spending 15 figuring out what's what."

"Now what?" Feeling After Unboxing

- After removing everything, there's no way to keep things back in order.








Audit of Existing Packaging

Damage and Durability -

- Cardboard separator failed to protect non-coated pan base from scratches.
- Spray bottle nozzle broke during shipping due to insufficient shock protection.





The packaging wasn't just a missed branding opportunity — it actively hurt the user experience.

From confusion and clutter to physical damage, the current packaging system fails across ergonomics, emotion, efficiency, and durability. A high-value product like On2Cook needs packaging that works as hard as the product itself.





Market and Competitor Analysis

upliance.ai

Upliance.Ai – DelishUp

Product Overview

- A smart cooking assistant designed for Indian kitchens.
- Functions as a smart cooking jar with heating, stirring, chopping, and guided recipes via a touchscreen.
- Focused on simplifying home cooking with automation and IoT features.

Business Model & Features

- D2C brand, subscription-free model.
- Cloud-connected; users get OTA updates with new recipes.
- AI personalization for cooking habits.
- Positioned as a “smart kitchen robot” with emotional/tech branding.

Packaging Snapshots









Market and Competitor Analysis

upliance.ai

Upliance.Ai – DelishUp

Aspect	Upliance.Ai - DelishUp	On2Cook
Strengths	• All-in-one kitchen robot (chopping, stirring, heating) • Touchscreen with guided recipes and AI personalization • Specifically designed for Indian home cooking habits • Compact and visually appealing for urban households	• Cooks up to 70% faster using patented hybrid (microwave + flame-like) heating • Retains food nutrients better due to shorter cooking cycles • Compatible with existing Indian utensils • Built for bulk cooking, ideal for B2B like cloud kitchens, cafés, canteens • Energy efficient: saves up to 40-60% energy
Weaknesses	• Very small capacity — not suitable for commercial use • Can't handle traditional Indian cookware (kadhai, pressure cooker) • Not designed for high-volume or bulk prep • Expensive for its feature-to-output ratio in B2B context	• No chopping, blending, or stirring functions • Doesn't have a built-in touchscreen UI (at least in B2B models) • Requires user training for recipe programming in commercial environments

Market and Competitor Analysis

Wonderchef - Chef Magic

Product Overview

- All-in-one cooking appliance that blends, chops, grinds, steams, and sautés.
- Designed for home chefs looking for convenience with minimal manual effort.
- Positioned as an affordable version of the Thermomix.

Business Model & Features

- Sold via Wonderchef's retail and online channels (Amazon, Flipkart, etc.).
- One-time purchase, focused on mass-premium Indian audience.
- Comes with pre-programmed settings and a multi-purpose jar system.
- Recipe booklet and app-based guidance, but not AI/IoT connected.

Packaging Snapshots









Market and Competitor Analysis

WONDERCHEF

Wonderchef - Chef Magic

Aspect	Wonderchef - Chef Magic	On2Cook
Strengths	• Affordable: priced for mass-premium Indian consumers • Multi-functional: blends, steams, grinds, sautés in one unit • Simple button-based operation with Indian cooking presets • Compact for small kitchens, good entry-level automation	• Built for high-speed, high-throughput environments • Supports a wide variety of Indian & commercial cookware • Durable and reliable for daily high-volume use • Can be programmed for specific recipes/ processes at scale
Weaknesses	• No smart connectivity or software updates • Recipe execution is limited to pre-set programs — not flexible • Not designed for large batch cooking or continuous use • Lacks customization for B2B workflows or staff coordination	• More expensive upfront than Chef Magic for home use • Not focused on food prep (blending, chopping, etc.) • Slight learning curve for kitchen staff in early usage phase

Market and Competitor Analysis

thermomix

Thermomix TM6

Product Overview

- High-end kitchen robot with over 20 functions: blending, emulsifying, steaming, weighing, etc.
- Touchscreen-operated with WiFi for recipe syncing and guided cooking.
- Globally recognized brand in the smart cooking appliance space.

Business Model & Features

- Premium pricing (~₹1.5L INR+), sold via direct sales agents & online.
- Requires Cookidoo subscription for recipe access.
- Targets serious home cooks, food enthusiasts, and prosumers.
- Hardware + software ecosystem with regular updates.

Packaging Snapshots









Market and Competitor Analysis

thermomix

Thermomix TM6

Aspect	Wonderchef - Chef Magic	On2Cook
Strengths	• World-class multi-functionality: chops, kneads, steams, sautés, and more • Integrated touchscreen with guided cooking steps • Access to Cookidoo, a massive online recipe platform • Ideal for home chefs, culinary schools, and prosumers	• Focused on speed, utility, and commercial output • Ideal for B2B formats like cloud kitchens, canteens, cafes • No subscription model — fully programmable in-house • Works with pressure cookers, tavas, kadhai, etc.
Weaknesses	• Extremely expensive (₹1.5L+ in India) — not practical for most B2B kitchens • Not optimized for Indian utensils or high-heat cooking styles • Complex to maintain and clean in commercial settings • Subscription required for full recipe access	• No advanced food preparation functions (e.g., kneading, whisking) • No built-in recipe marketplace (yet) • Not yet known in premium home chef circles like Thermomix

Opportunity Mapping

Category	Current Issues (From Audit)	Opportunities	B2B Impact/Value
Ergonomics & Structure	• No structured compartments • Items move freely, damaging each other	• Modular inserts for each accessory • Foam or molded pulp trays that lock items in place • Stackable design for storage	• Reduces damage in bulk orders • Easier inventory management for staff in cloud/corporate kitchens
Durability	• Cardboard separator ineffective • Spray bottle nozzle broke during transit	• Reinforce high-impact areas • Use hybrid packaging (cardboard + molded pulp/foam for fragile items)	• Ensures intact delivery in high-volume shipments • Avoids replacements or warranty costs
Visual Guidance	• Lack of visual guidance on how items are arranged or used	• Printed guides inside lid • Icons or QR code linking to quick-use videos	• Reduces training time for new staff in B2B kitchens • Promotes quick adoption of accessories
Cohesiveness	• Accessories feel like separate tools, not part of a system	• Brand story panel inside box • Unified accessory naming or iconography	• Improves perception of the On2Cook ecosystem as a complete solution

Opportunity Mapping

Category	Current Issues (From Audit)	Opportunities	B2B Impact/Value
Aesthetics	• Outdated and bland appearance	• Branded design language with minimal, modern colors • Premium textures • Clear labeling	• Reflects innovation and quality to clients in high-end cafes or corporate kitchens
Sustainability	• Excessive foam use (if any) • Plain cardboard lacks second use	• Use recyclable molded pulp or corrugated cardboard • Add secondary usage ideas (e.g., tray reuse, compost info)	• Aligns with eco-friendly policies of large institutions and global food aggregators
Compactness & Storage	• Volumetrically inefficient layout	• Redesign internal layout to reduce dead space • Collapsible packaging for storage before use	• Saves shelf and prep space in small B2B kitchens • Reduces bulk during logistics
Labeling & Information	• Lack of clear differentiation between accessories	• Item-specific labels, color codes or images • Include ingredient-safe icons or temperature use indicators	• Reduces errors during prep/ cleaning in commercial kitchens • Easier for non-trained helpers to identify accessory usage

Opportunity Mapping

Packaging Of On2Cook Accessories

1 Strategic Packaging Investments

- Modular accessory box with labelled compartments for repeated kitchen use.
- Stackable/inter-lockable packaging to reduce storage clutter.

2 Quick Win Enhancements

- Branded paper-based wraps with QR code for digital user manual.
- High-contrast labels for easy accessory identification.
- Slim cardboard sleeves for accessory categories.

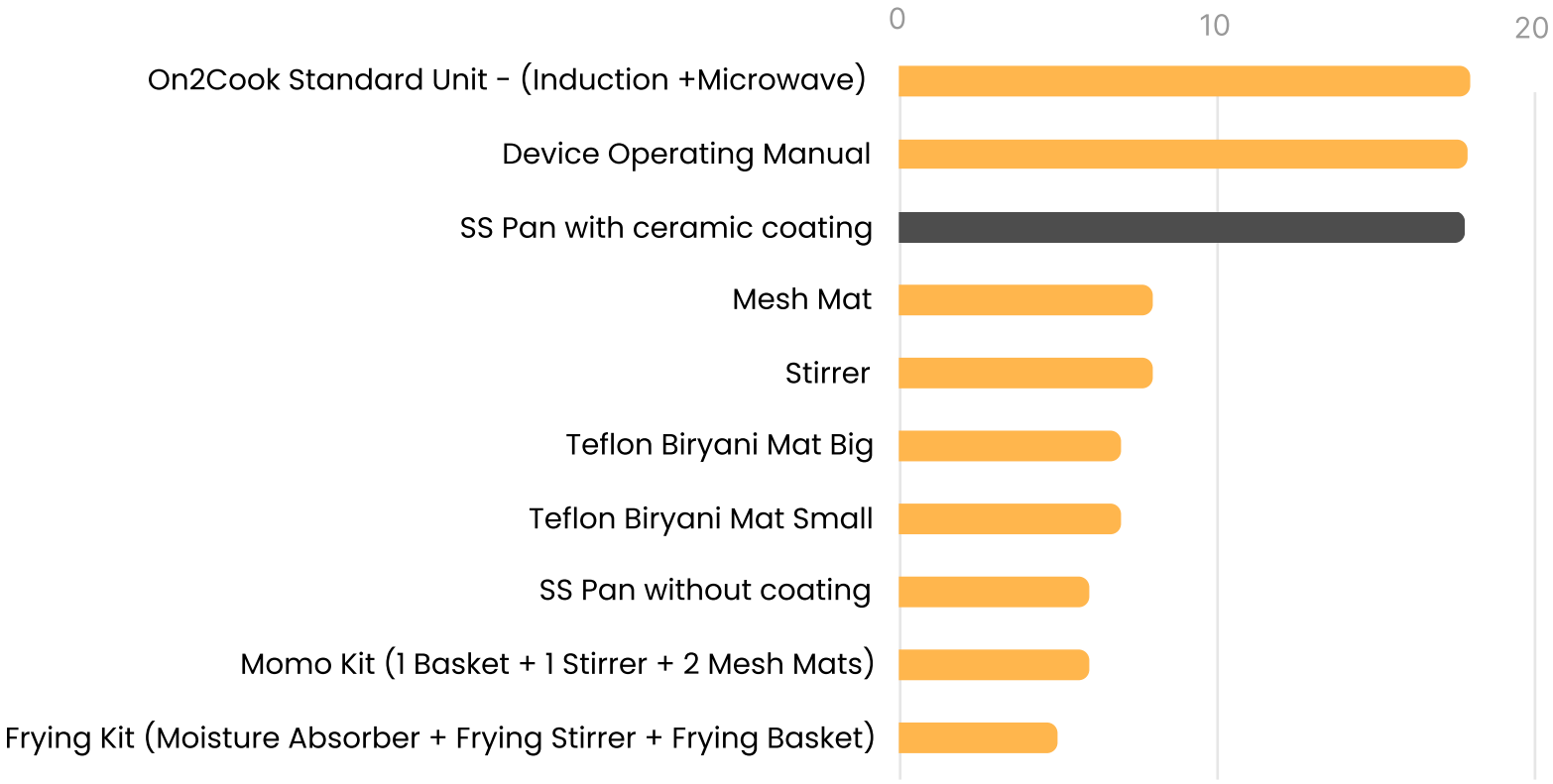
3 Long Term Explorations

- Bio-based molded pulp packaging with embedded RFID tags.
- QR- based digital checklist for equipment unpacking/tracking

4 Low-Hanging Packaging Tweaks

- Print-friendly minimalist inserts to reduce foam use
- Anti-slips tray lining inside box (with textured kraft)

Analyzing Order Trends



Graphical representation of High-Demand On2Cook Accessories (Based on Orders)

Analyzing Order Trends

Key Trends from Accessory Order Data

Core Items Always Ordered (Standard Kit)

- SS Pan (with/without coating), Stirrer, Mesh Mat, and Device Manual are present in almost every order.
- These form the baseline for the laser-cut mold of the standard set.

Top Extras Ordered

- Momo Kit, Frying Kit, Cake Kit consistently appear in lower but repeat quantities.
- These accessories are likely purchased as add-ons, justifying a second mold that includes all possible extras.

Two Mold Requirement Justified

- ~70% orders reflect only the standard kit items.
- Remaining ~30% include multiple additional accessories (e.g., 2+ pans, kits).
- **A dual mold strategy**—standard vs. standard+extras—ensures efficient packaging, storage, and inventory handling.

Operational Efficiency

- Two fixed mold formats (standard & standard+extras) reduce the need for custom inserts, speed up packing, and cut labor complexity.

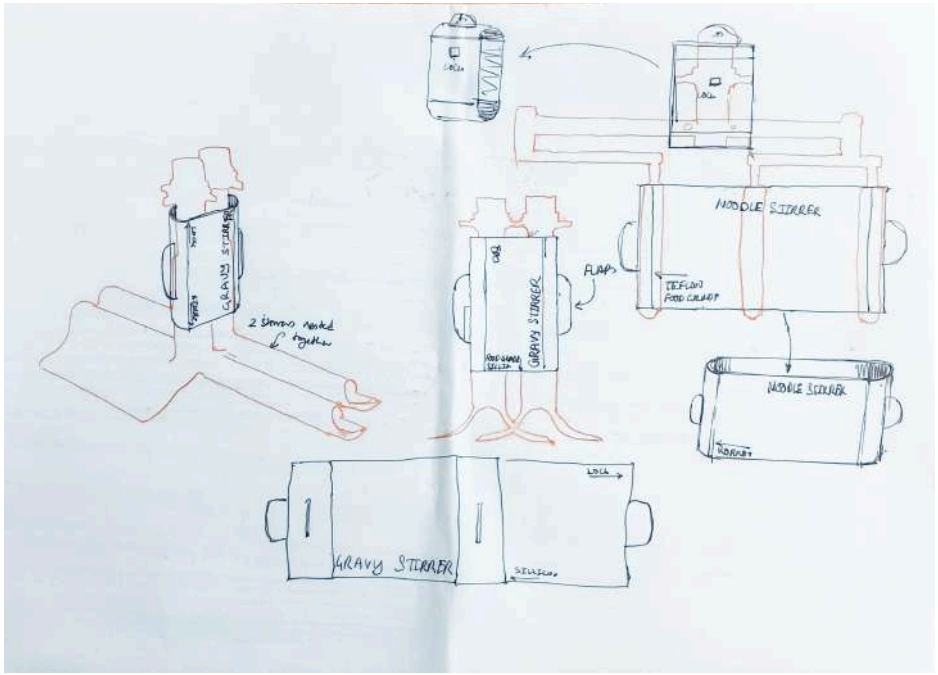


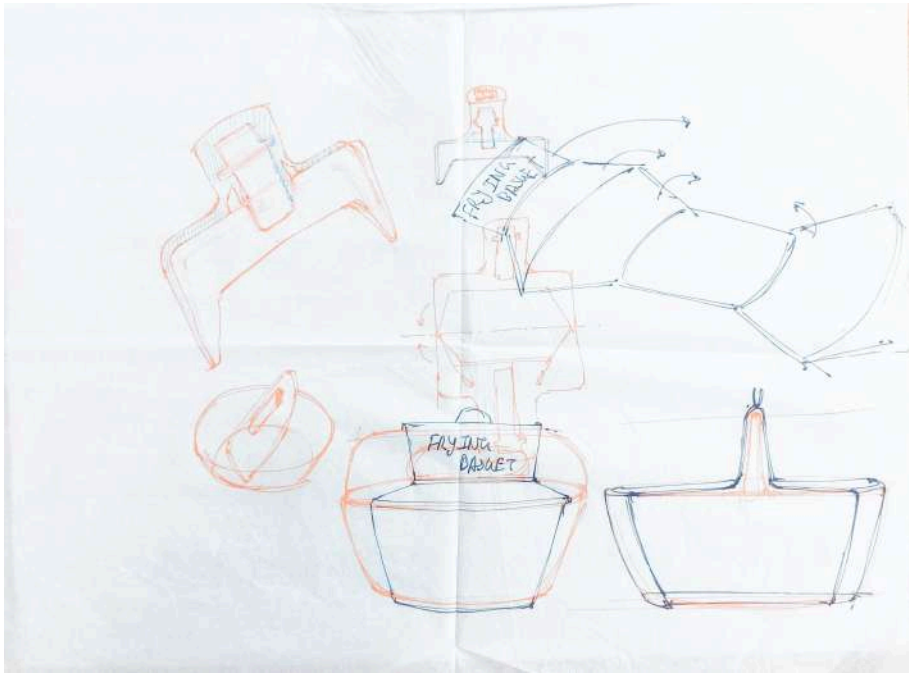
Ideation

Initial Packaging Ideas

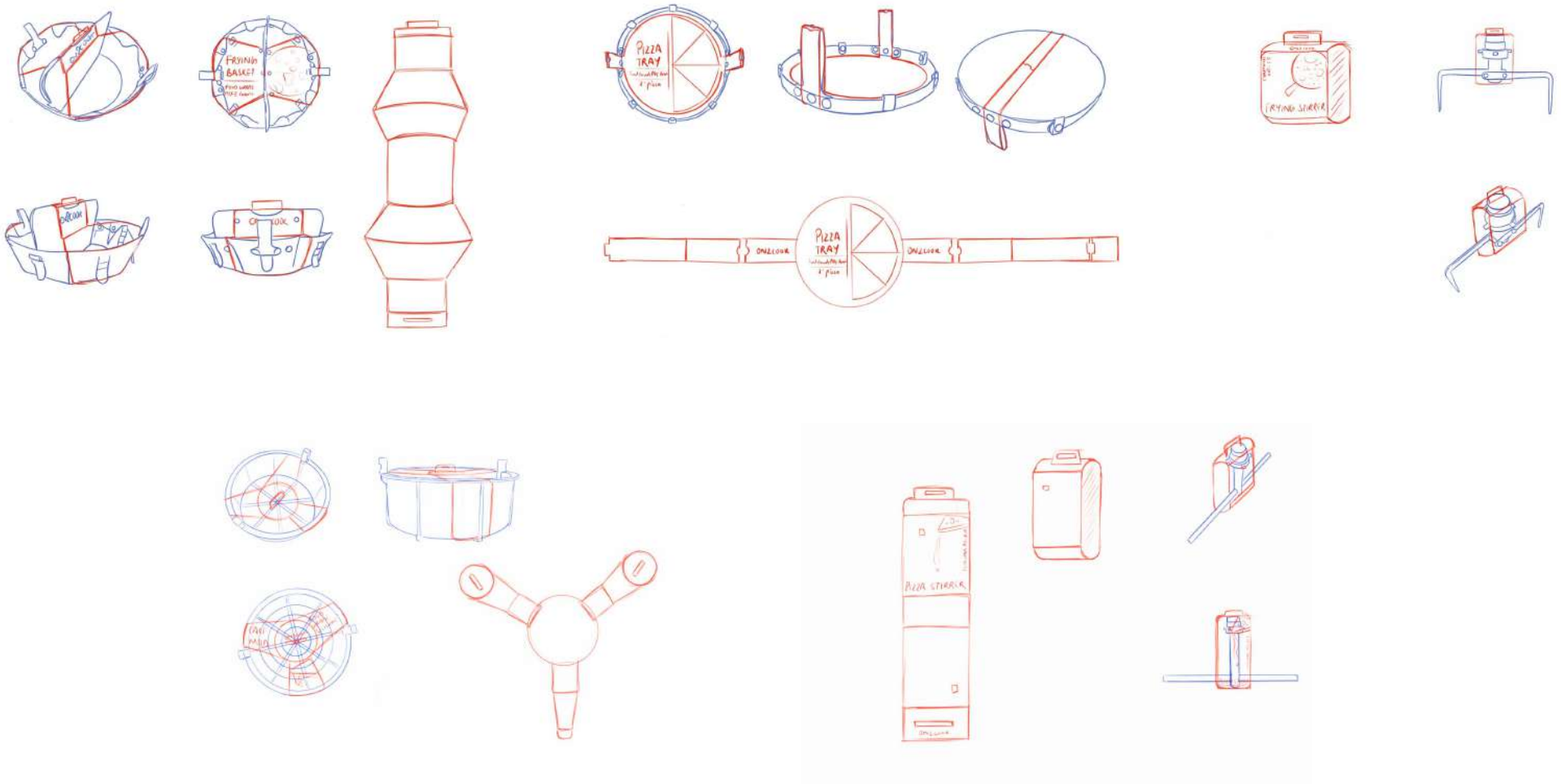
Ideating on Form for individual accessory packaging along with some placeholder graphics

1st round of Sketching -



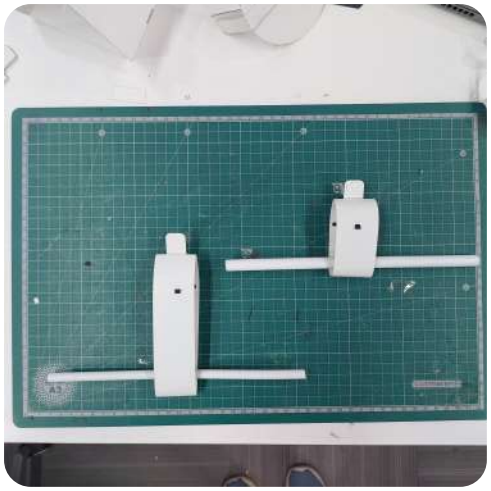


Initial Packaging Ideas



Initial Packaging Ideas

Quick Prototyping - 1st Round







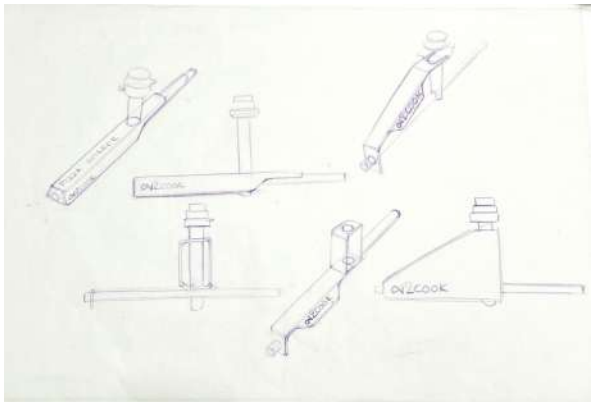


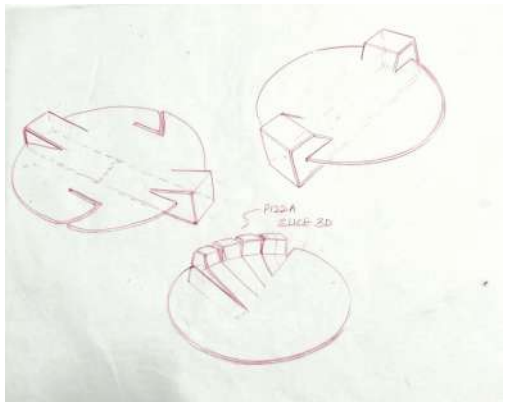


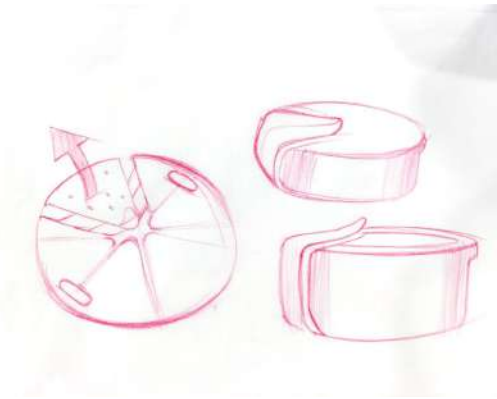


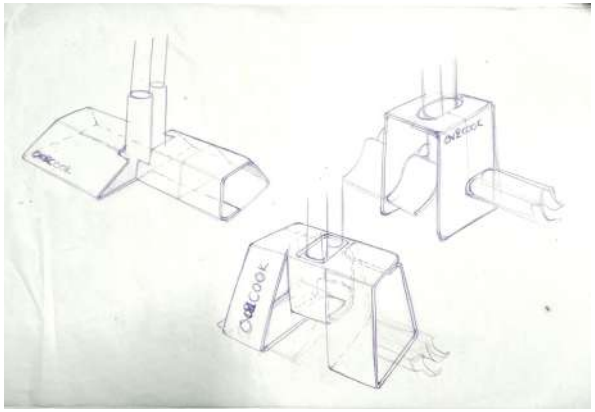
Initial Packaging Ideas

2nd round of Sketching -

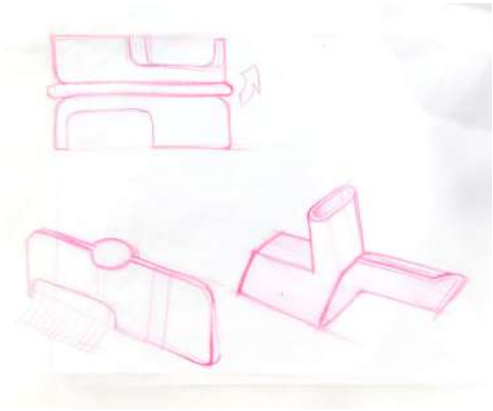




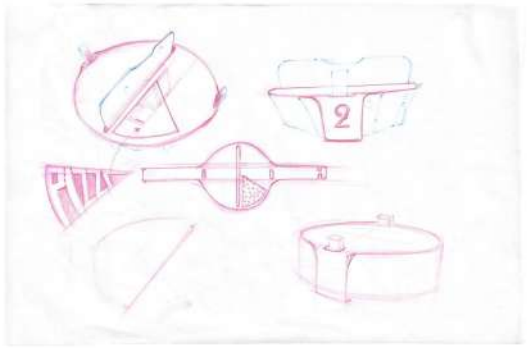


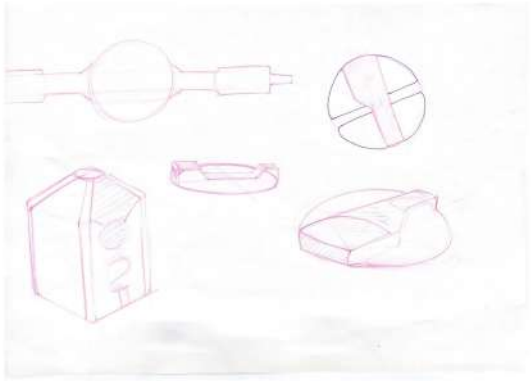


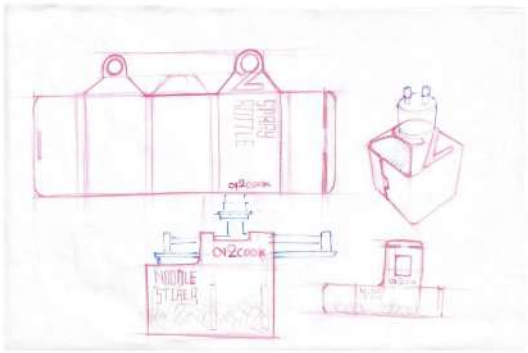


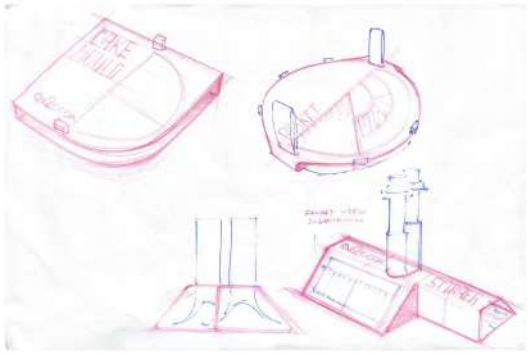


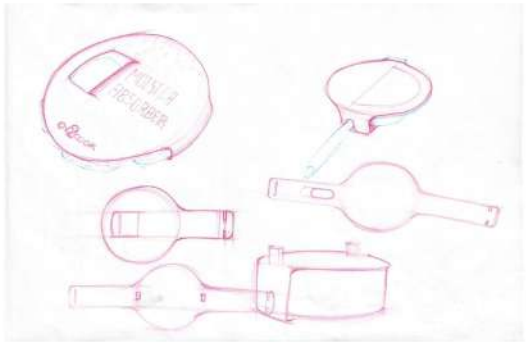
Initial Packaging Ideas

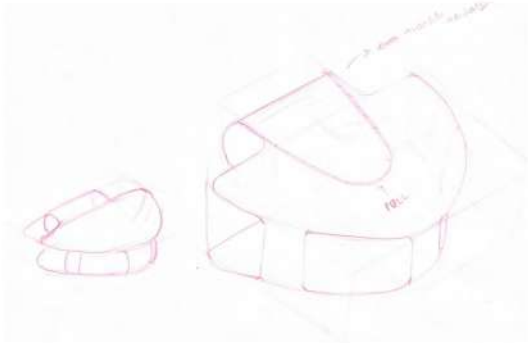






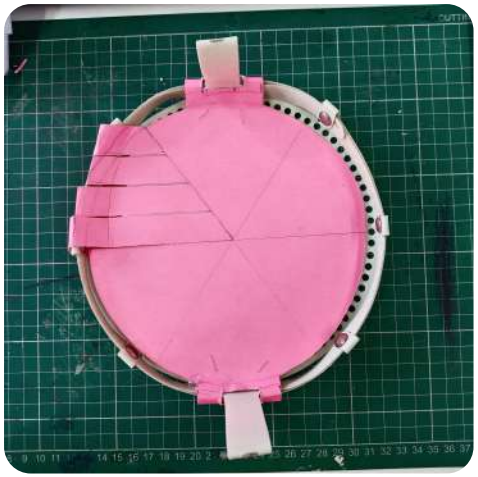


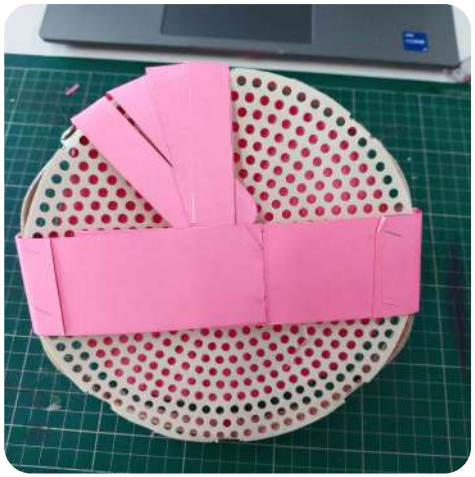




Initial Packaging Ideas

Quick Prototyping - 2nd Round













Initial Packaging Ideas

Explorations of different arrangements of accessories' internal layout/structure

After 2 rounds of sketching and prototyping for individual accessories and reviews and feedback, the conclusion was to look through the lens of the whole structure of packaging - internal and external, rather than focusing on individual accessory.

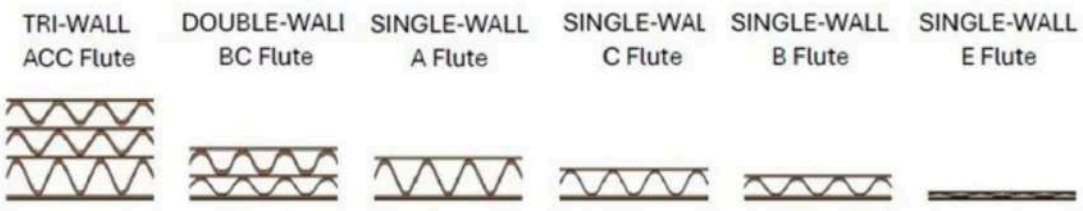





Material Study

Category	Vacuum-Formed Plastic Tray	Reusable Molded Pulp	EVA Foam Insert	Modular Plastic Storage Box
				
Material	PP or PET thermoformed tray	Molded paper pulp with coating	Closed-cell EVA foam with coating	Polypropylene or HDPE box
Pros	• Cost-effective • Customizable print & branding • Recyclable	• Biodegradable and recyclable • Impact-resistant	• Waterproof, durable • Custom-cut and shape-retaining • Wipe-clean surface	• Long-term reusability • Stackable, modular design • Food-grade material
Cons	• Not suitable for long-term kitchen storage	• Not washable or oil-resistant longer term • Humidity sensitivity	• Non-biodegradable • Adds to packaging weight	• High cost per unit • Less elegant branding
Best For	• Initial transit packaging	• Transit packaging, limited reuse	• Premium or fragile items	• Dual-use packaging + storage

Material Study



3 ply cardboard - C flute is 4 millimeters thick or 11/64”

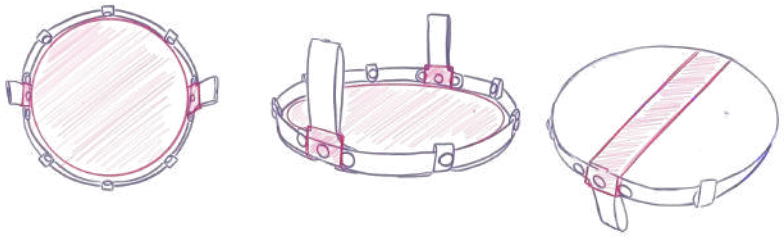
350 to 400 GSM is often used for packaging

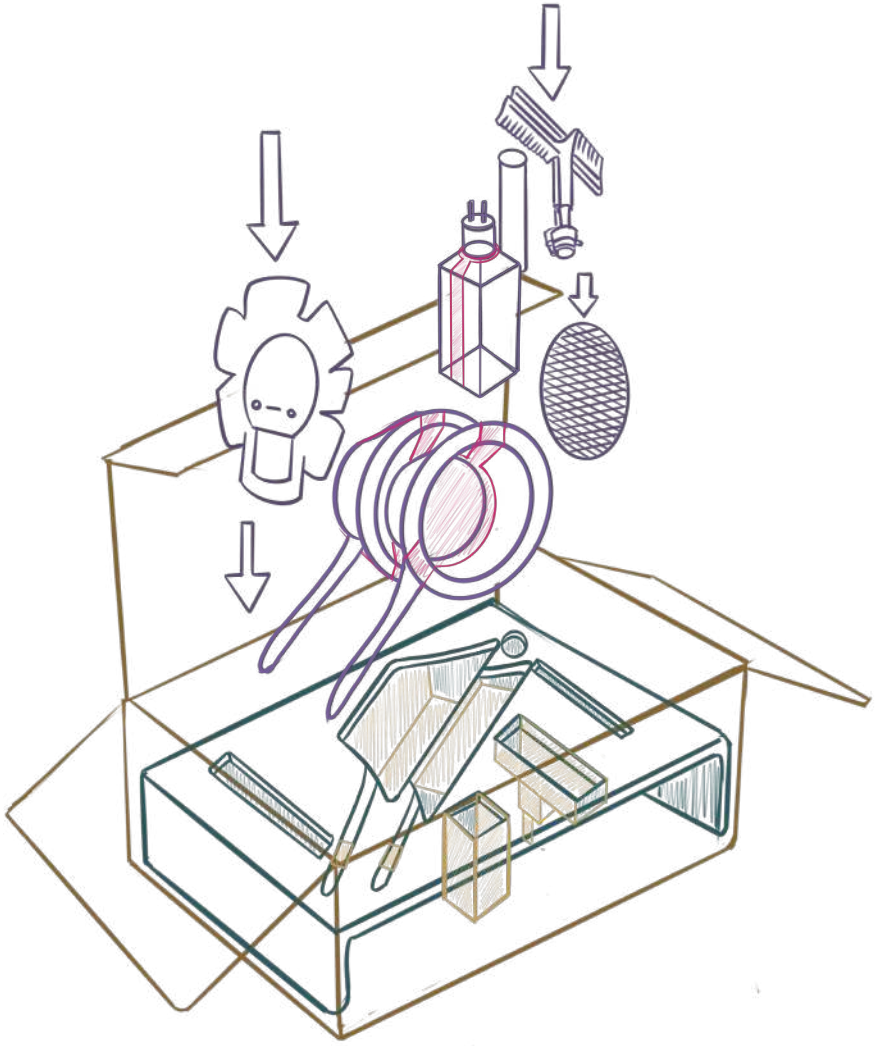
Sketching and Conceptualization

Direction 1

Silhouette based packaging with Information

- Protection, visual drama, and information delivery
- Laser Cut - Sturdy cardboard or EVA foam wrapped with premium kraft or matte black paper.
- Creates an immediate sense of organization, order, and professional quality when the customer first lays eyes on the contents.

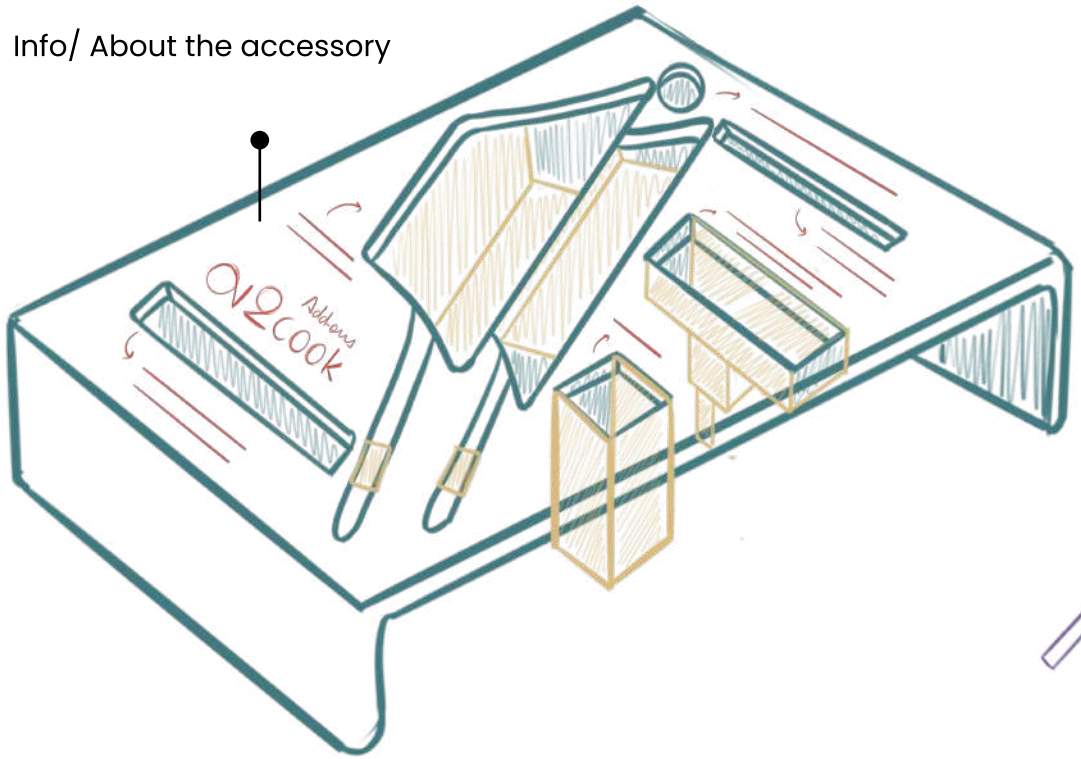


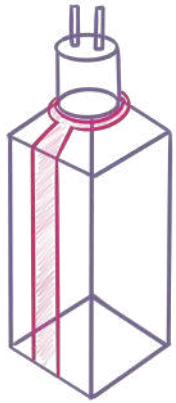


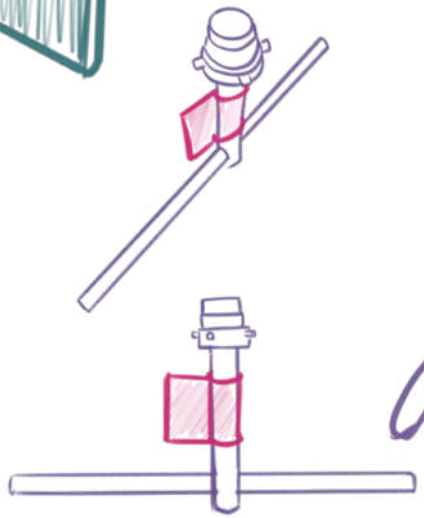
Sketching and Conceptualization

Direction 1

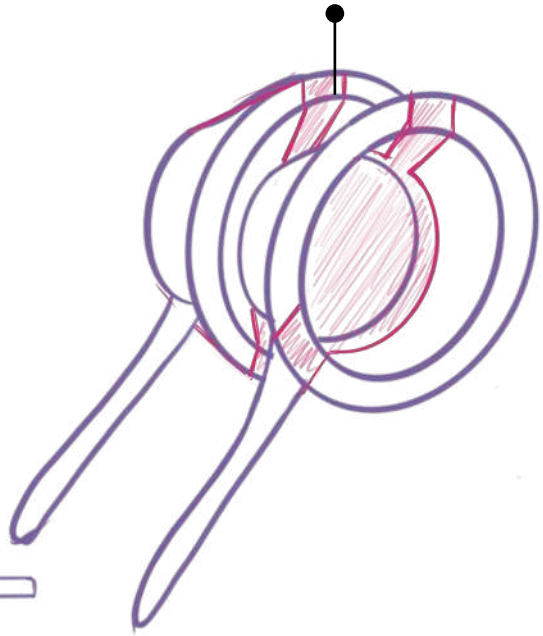
Info/ About the accessory







Along with wrap packaging for every accessory - for defining functionality of every accessory



Sketching and Conceptualization

Direction 1



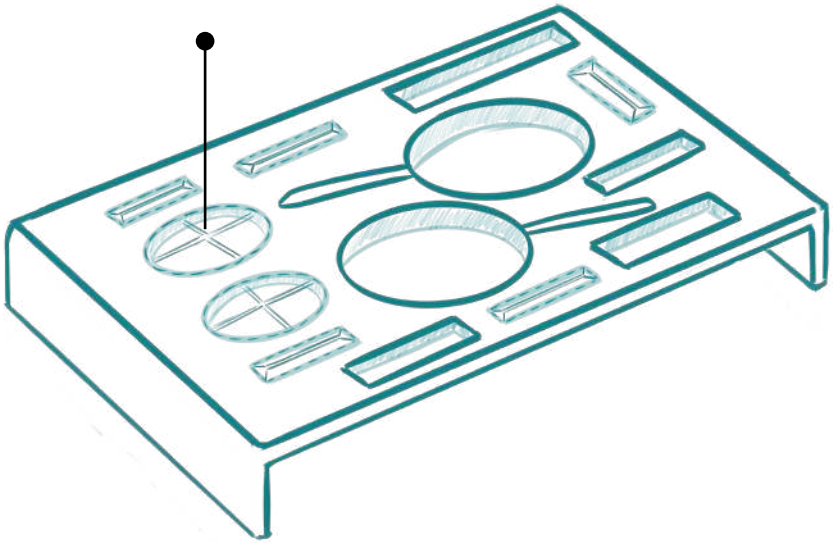


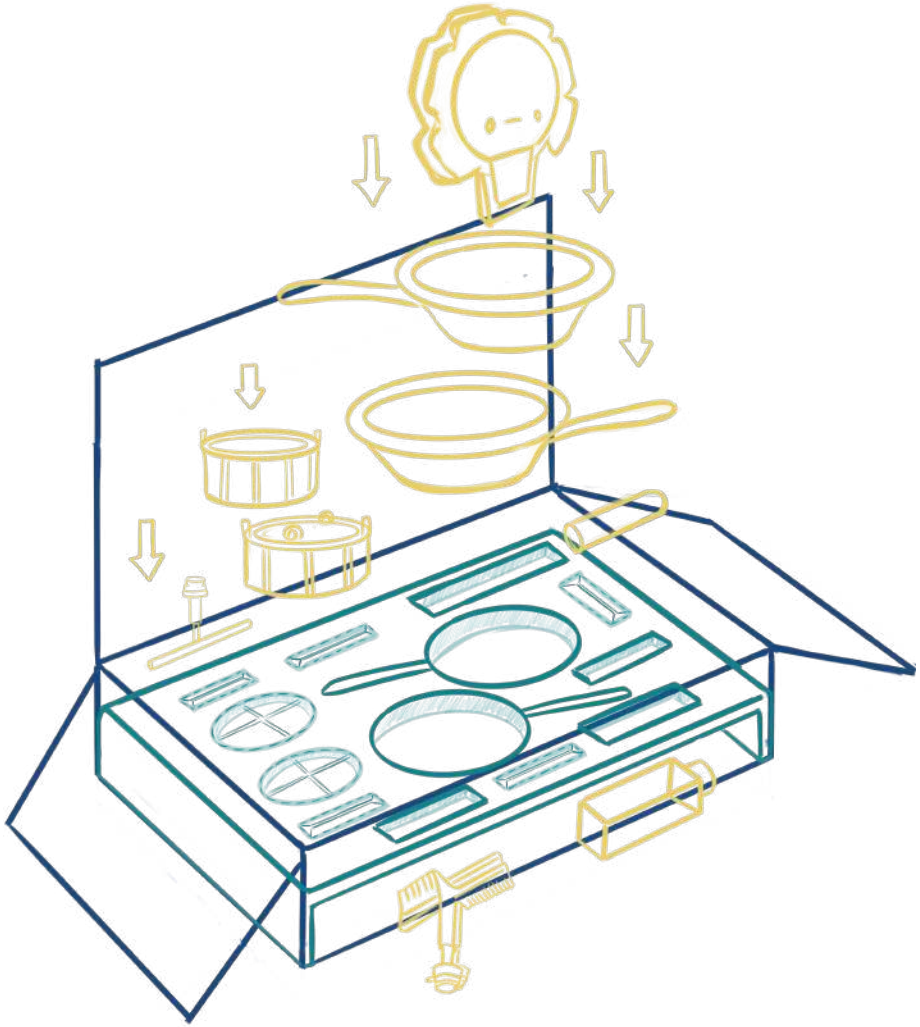
Sketching and Conceptualization

Direction 2

Horizontal placement of accessories

Space alternatively used for optional accessories or branding(in case of optional accessories not being ordered)

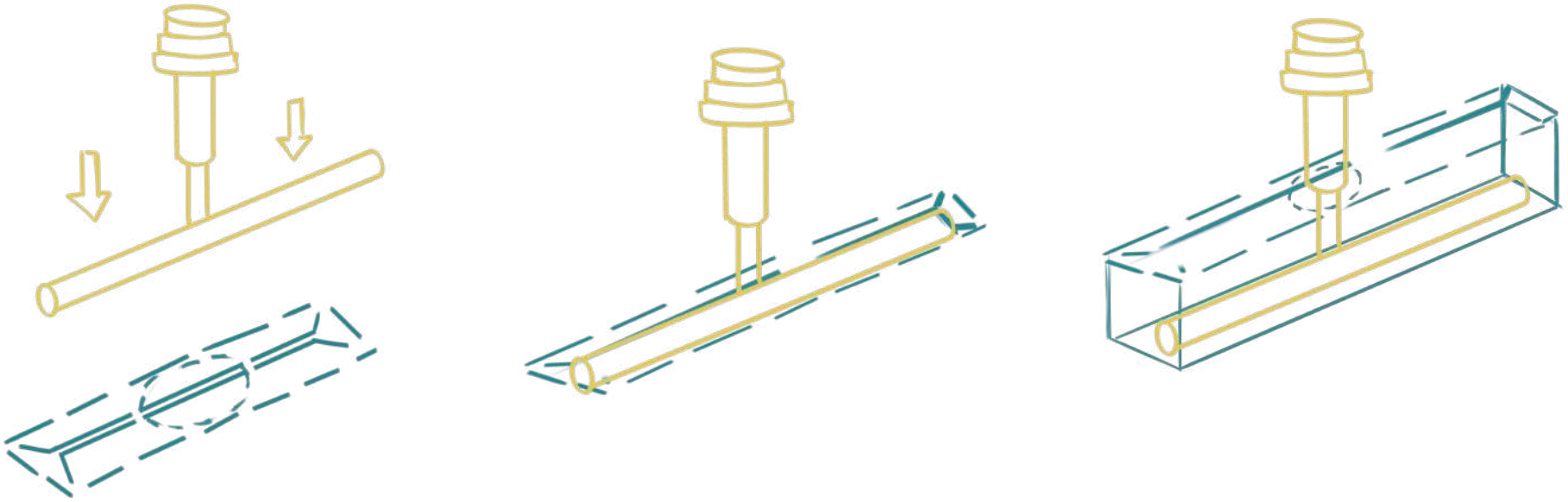




Sketching and Conceptualization

Direction 2

How the stirrer can fit and sit into the silhouette.

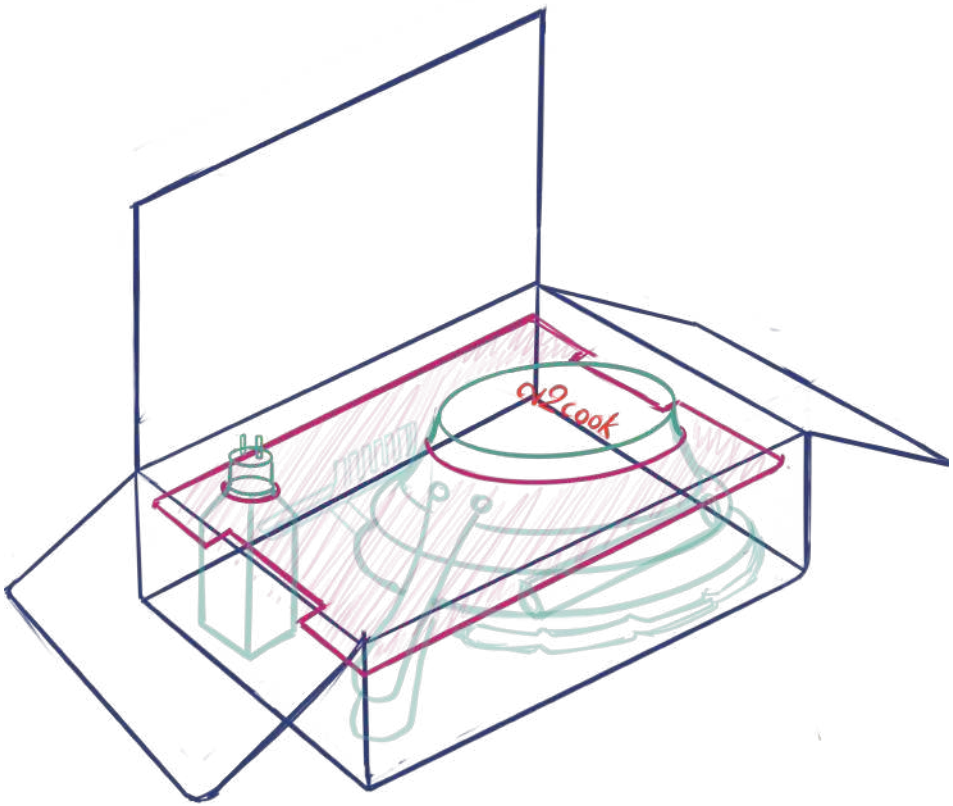


Sketching and Conceptualization

Direction 3

Packaging with a Tease

- Reveal with Pans Flipped
- To create curiosity, anticipation, and delight.
- Customers don't immediately see everything — they get a tease, a peek, a hint — and feel tempted to lift, peek, unwrap.
- Psychology: "People value more what they uncover themselves."

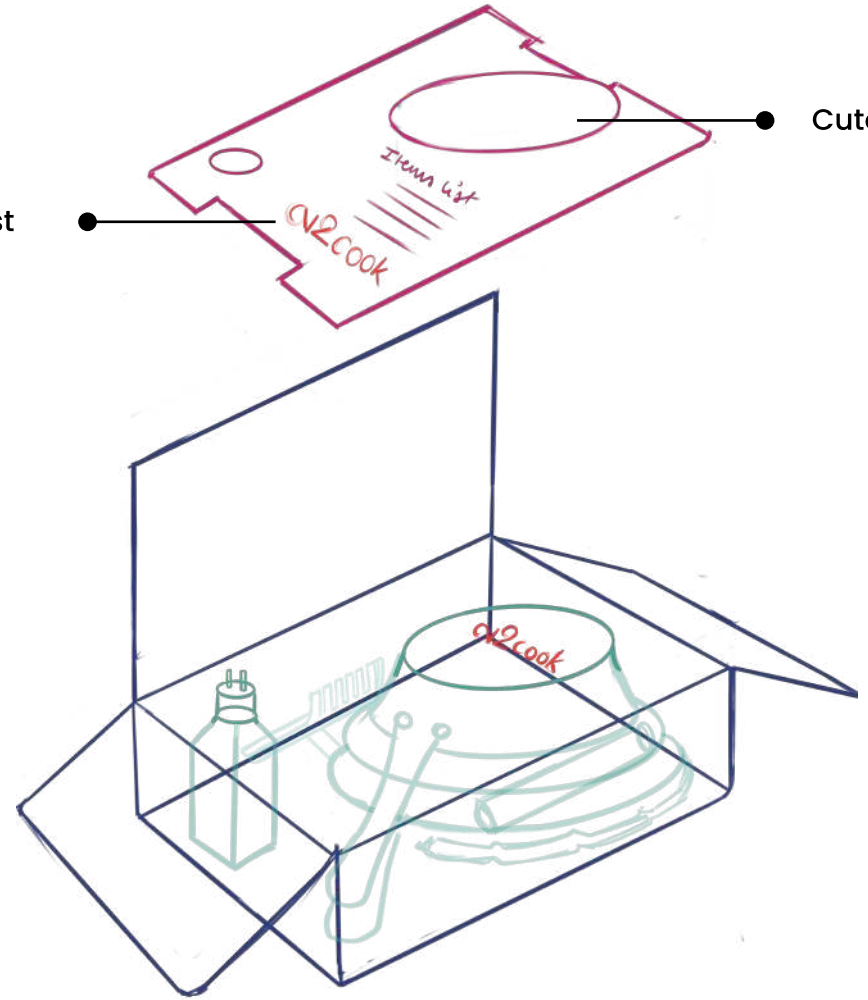


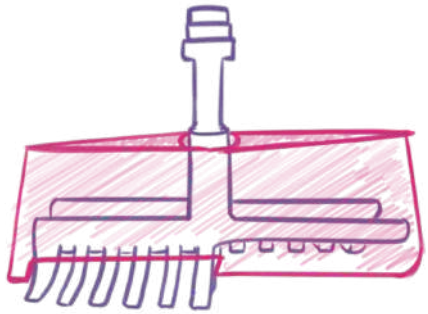
Sketching and Conceptualization

Direction 3

Info/ Accessories Item List

Cutouts for partial visibility of accessories



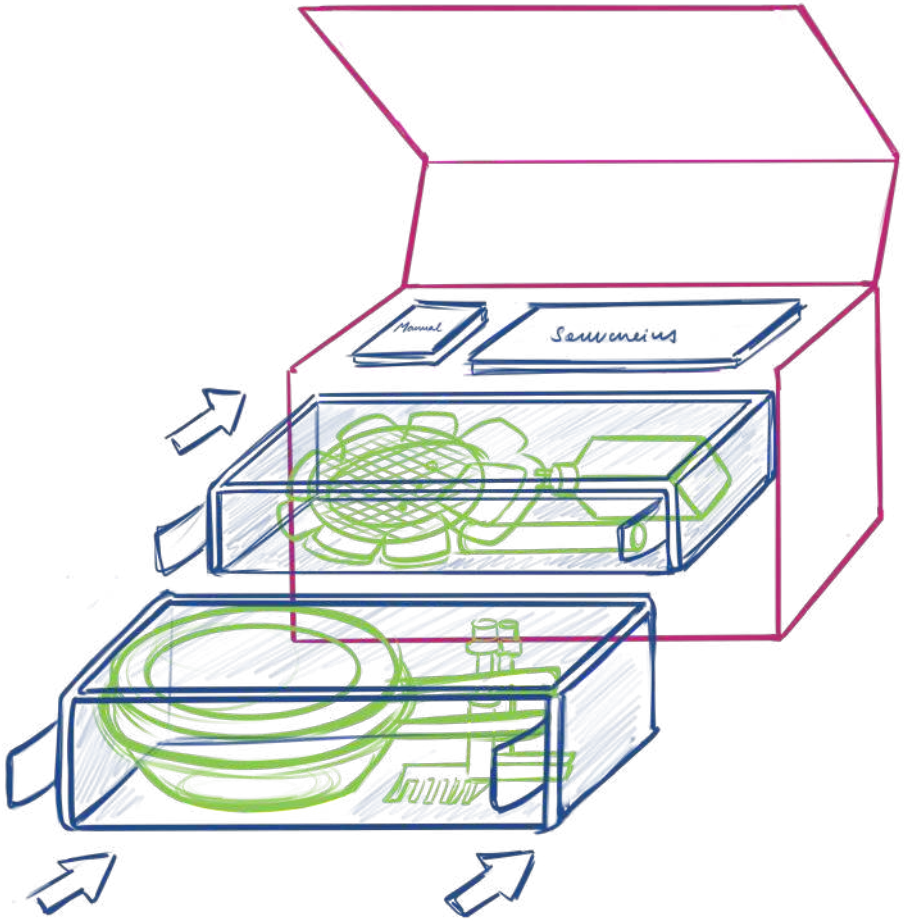


Sketching and Conceptualization

Direction 4

Stack-based Packaging

- Structured Order
- Ease and Reusability - adds perceived value
- Protection of Items - Items are divided by weight and fragility. Pans below, lighter accessories above.
- Reuse Possibility
- Can be used as a showcase of accessories in exhibitions or food shows.



3D Model Development

Considerations for the dimensions

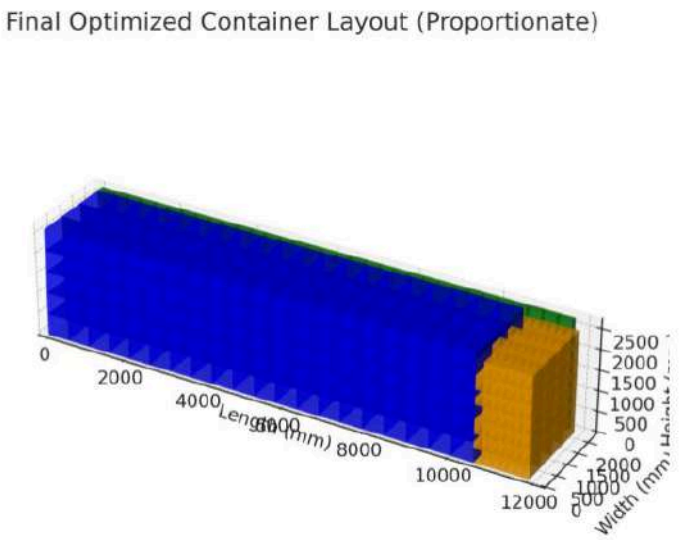
Before proceeding to physical prototyping, to figure out what dimensions will work out the best, these were the points taken into consideration -

- Looking in terms of export, according to a 8 x 8 x 40 feet container, the number of boxes that should fit into the container should be in the ratio of 1 : 1.2 (No of Main Product Boxes : No. of Standard Accessory boxes + No. of Optional Accessory Boxes(20%)) or around the ratio.

- No. of Main Product Boxes will be 300, then No. of Accessories Boxes should be 360 (300 standard accessory boxes + 60 optional accessory boxes)

- The container's space efficiency should be maximum optimised.

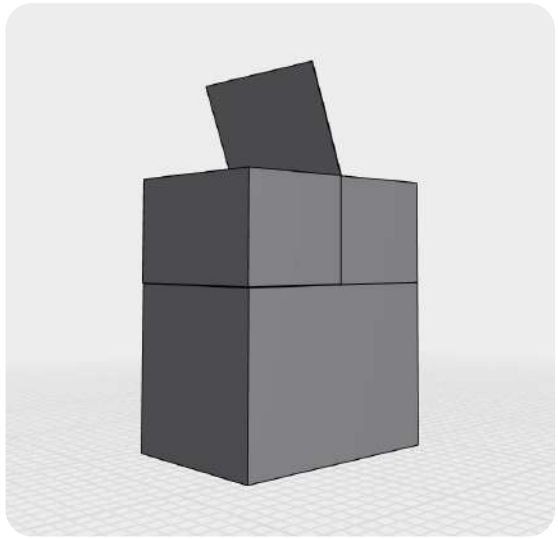
- The footprint of one accessory box can't go beyond the footprint of one main product box.

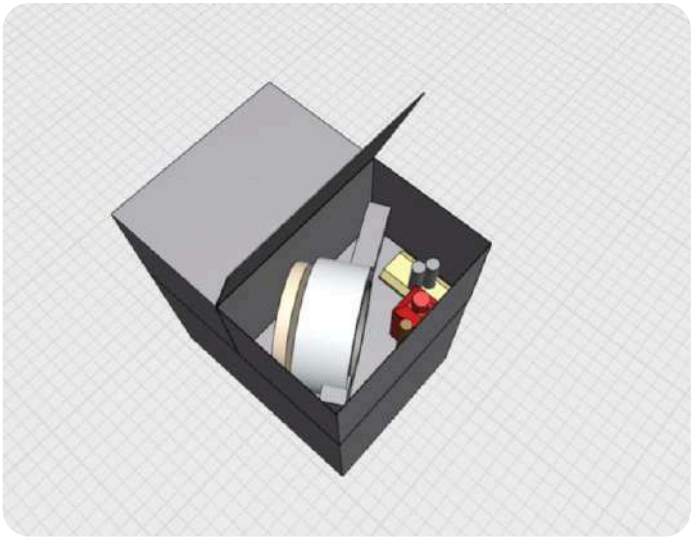


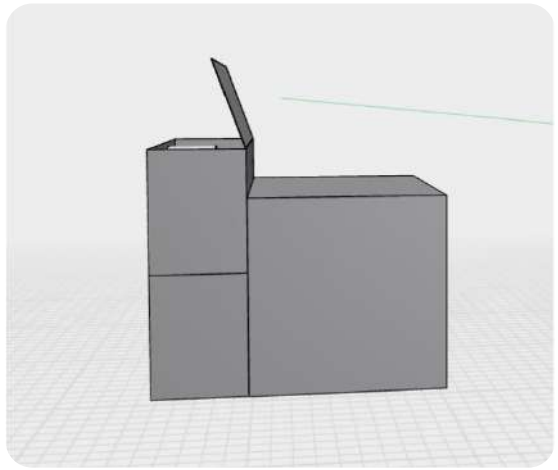
3D Model Development

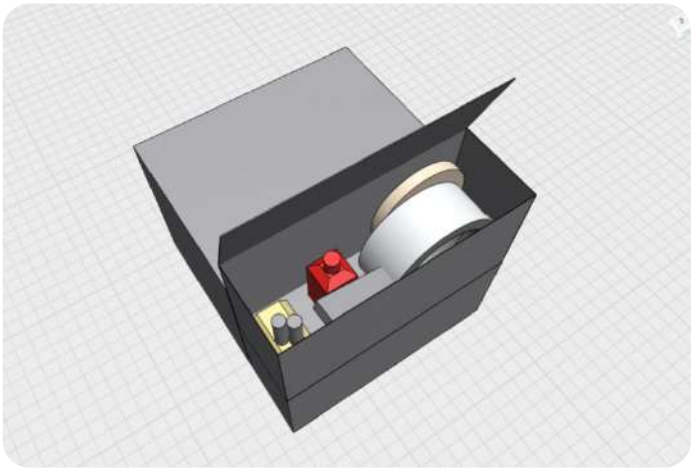
Direction 1

- Dimensions - 595 x 250 x 330 mm
- Total Space Efficiency - 99.99%
- Main Product Boxes : Accessory Boxes - 1 : 1.2





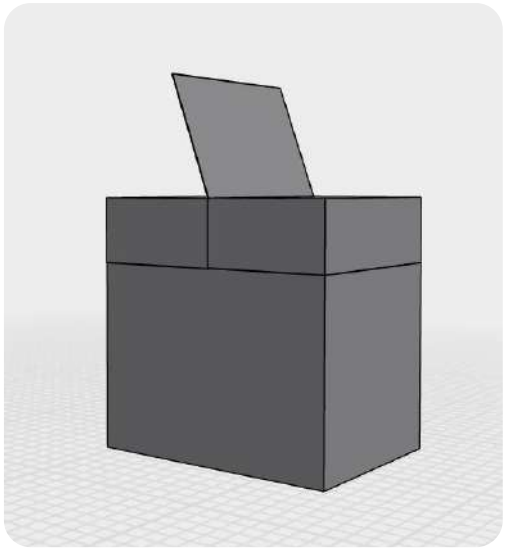


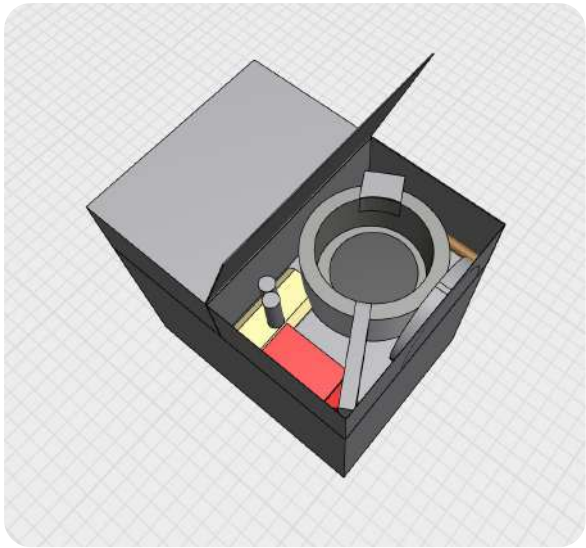


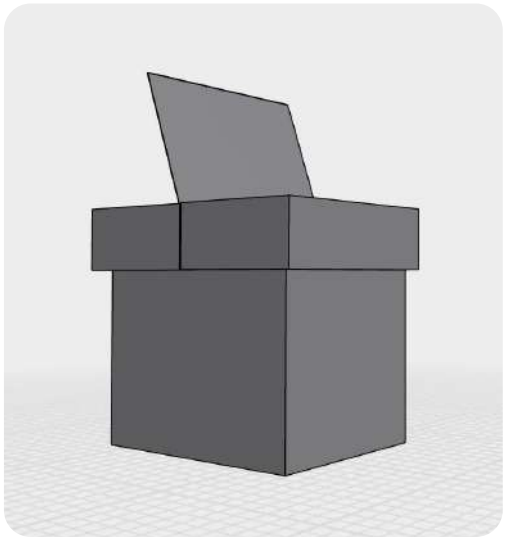
3D Model Development

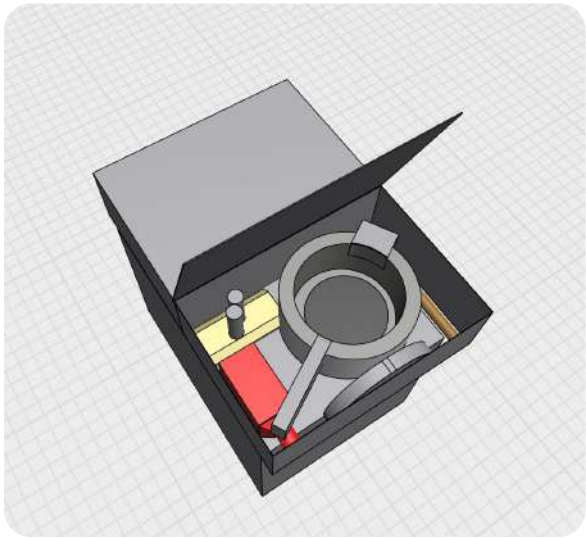
Direction 2

- Dimensions - 570 x 395 x 195 mm
- Total Space Efficiency - 99.12%
- Main Product Boxes : Accessory Boxes - 1 : 1.2





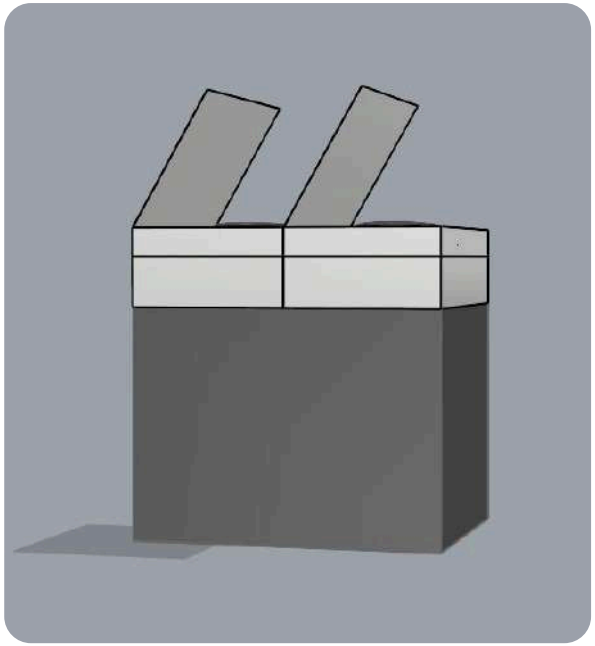


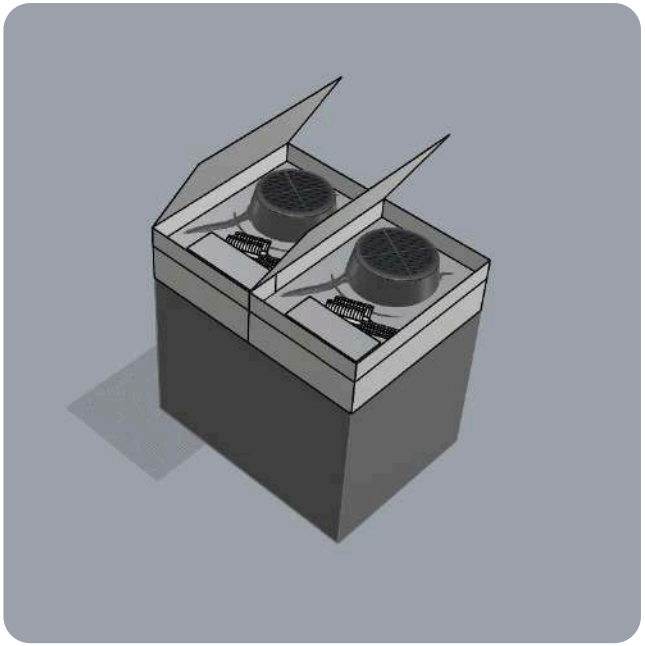


3D Model Development

Direction 3

- Dimensions - 530 x 355 x 185 mm
- Total Space Efficiency - 99.99%
- Main Product Boxes : Accessory Boxes - 1 : 1.2





Prototyping

Direction 1







Positives (What worked)-

- First impression of good orientation
- Easy to lift the pan with handle lifted in a slightly angled direction
- Looks more compact

Prototyping

Direction 1






Negatives (What doesn't worked)-

- Placing Pans vertically, increased the tension in cardboard due to heavy weight, breaking it from several corners.
- The upper cutout layer wasn't strong enough to stay in place while taking out pans.
- Vertical placement of pans led to wastage of empty spaces inside the box, as the other accessories are shorter in height.

Prototyping

Direction 2





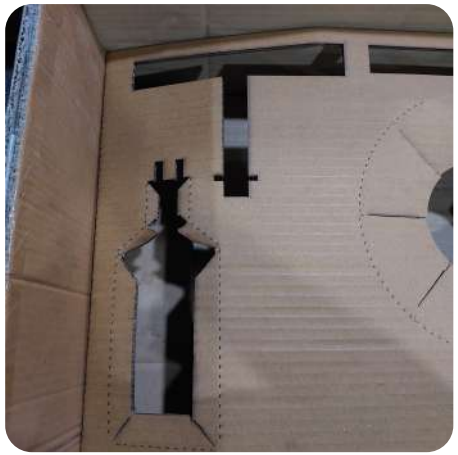


Positives (What worked)-

- First Impression of Good Orientation
- More space for labelling and visuals
- Packaging opens flat, making it easier to take out accessories from any side, reducing cognitive load
- Flat packaging can be further stored easily, when not needed
- The packaging can be used to store the accessories, after use in daily life.

Prototyping

Direction 2



Negatives (What doesn't worked)-

- Realized Cardboard won't be a good material for storage. (Alternate - Switching it with foam)
- Stirrers consuming a lot of space on base layout. (Alternate - Adjusting the stirrers below the base layer or on the top)

Design Strategy

Research Findings → Implementation in New Packaging

Cluttered Internal Layout

Laser-cut cardboard molds added to secure each accessory in place with clear separation.

No Modularity for Storage or Rearrangement

Segmented internal design supports easier repacking & organized post-use storage—crucial in busy professional kitchens.

Non-premium Unboxing Experience

Coated cardboard outer box with branded visual language and sleek black finish enhances perception and shelf appeal.

B2B Kitchen Handling Needs (Quick Setup, Rough Use)

Compact, durable structure supports repeated use & quick identification in cloud, café, or corporate kitchens.

Design Strategy

Research Findings → **Implementation in New Packaging**

Unclear Accessory Identification

Exterior illustrations with labels (e.g., "Pan," "Frying Basket") guide users on what's inside—faster access, lower friction.

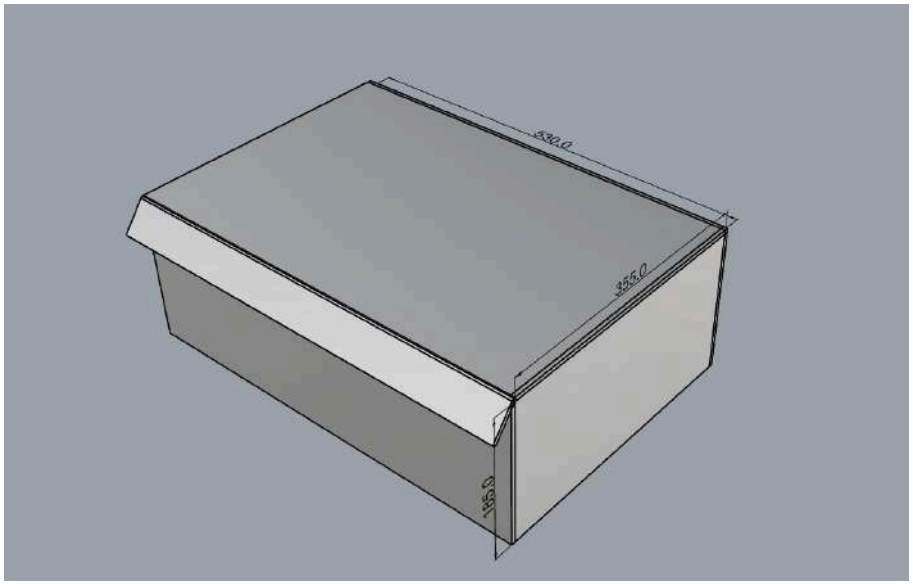
Mismatch Between Brand Promise & Packaging

Visual messaging like "Essentials, not extras" aligns with the brand's core value of high utility and cooking innovation.

Going forward with Direction 2 - Did some tweaking in the dimensions according to analysis of order trends, and decided on 2 boxes - one as standard box keeping the previous dimensions same and the other as Standard + Optional box with the dimensions defined ahead.

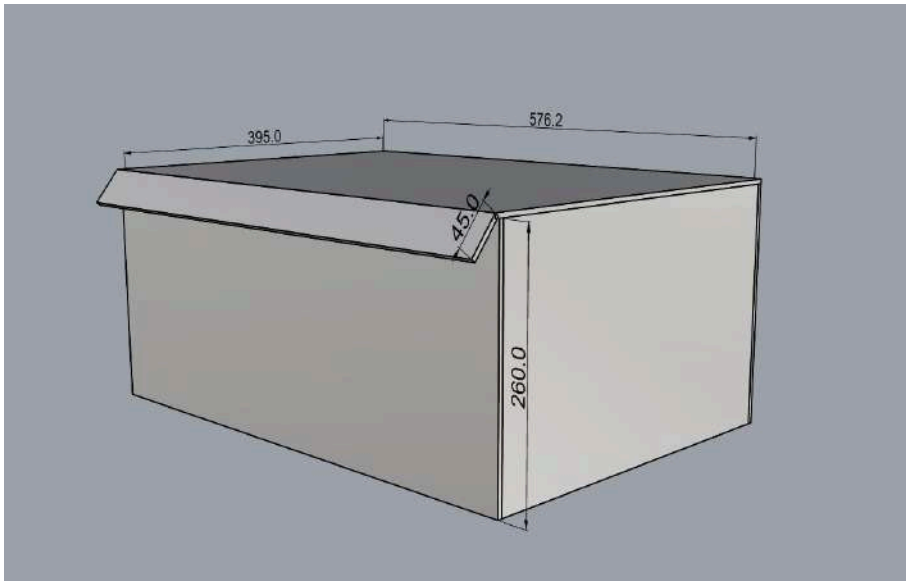
Final 3D Model Development

Box Dimensions (in mm)



Standard Accessories Box

Dimensions : 530 x 355 x 185 mm

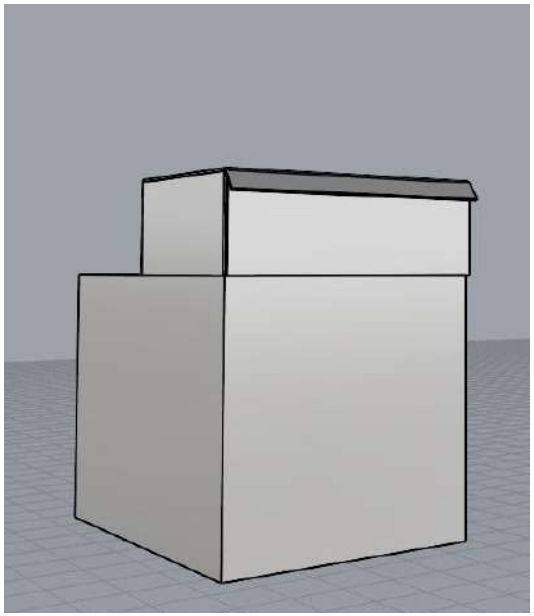


Standard + Optional Accessories Box

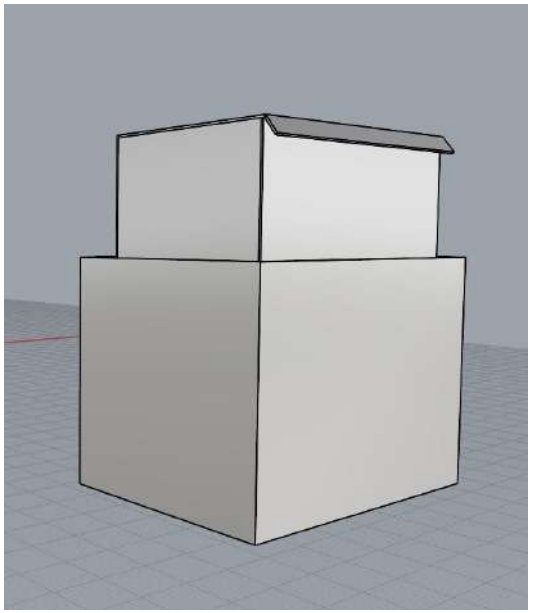
Dimensions : 576.2 x 395 x 260 mm

Final 3D Model Development

Accessories Box in relation to Main Product Box



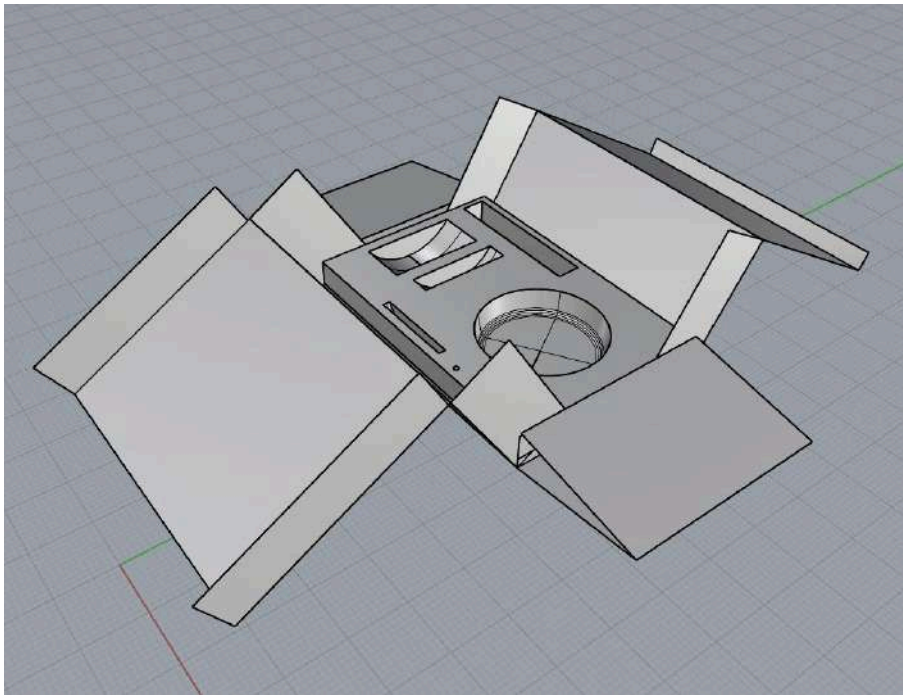
Standard Accessories Box

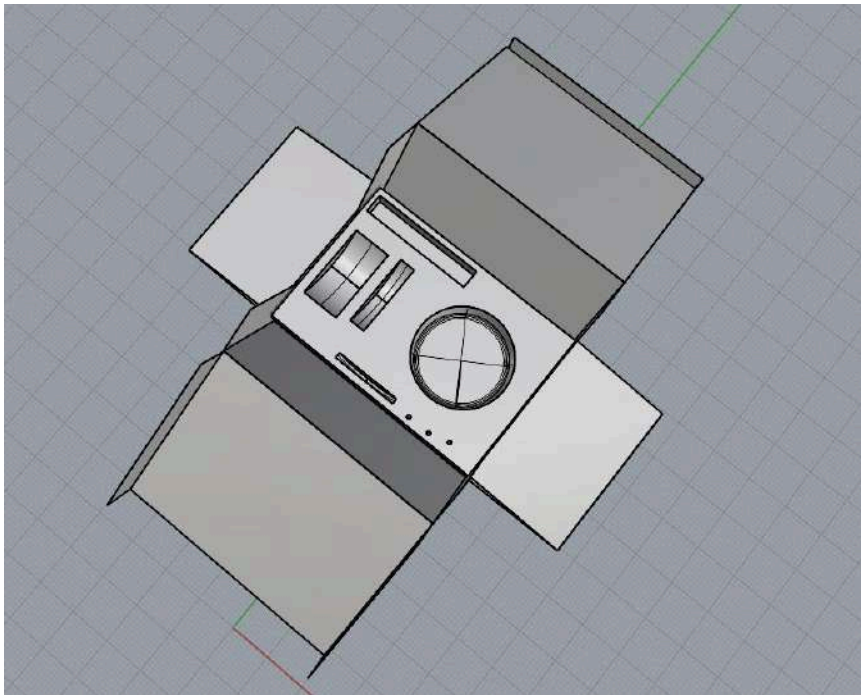


Standard + Optional Accessories Box

Final 3D Model Development

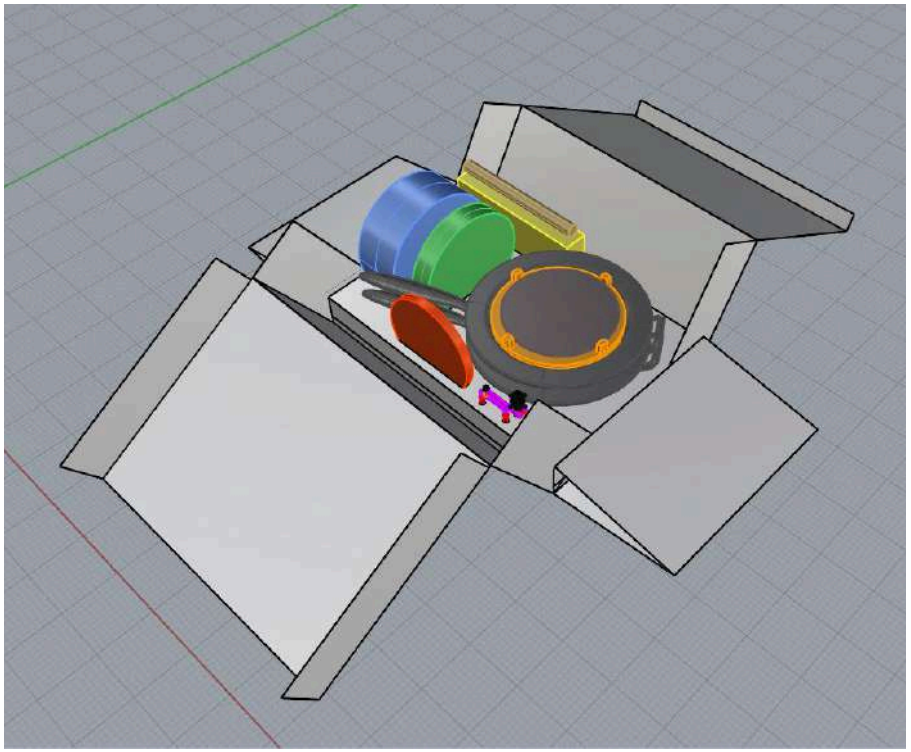
Standard + Optional Accessories Box

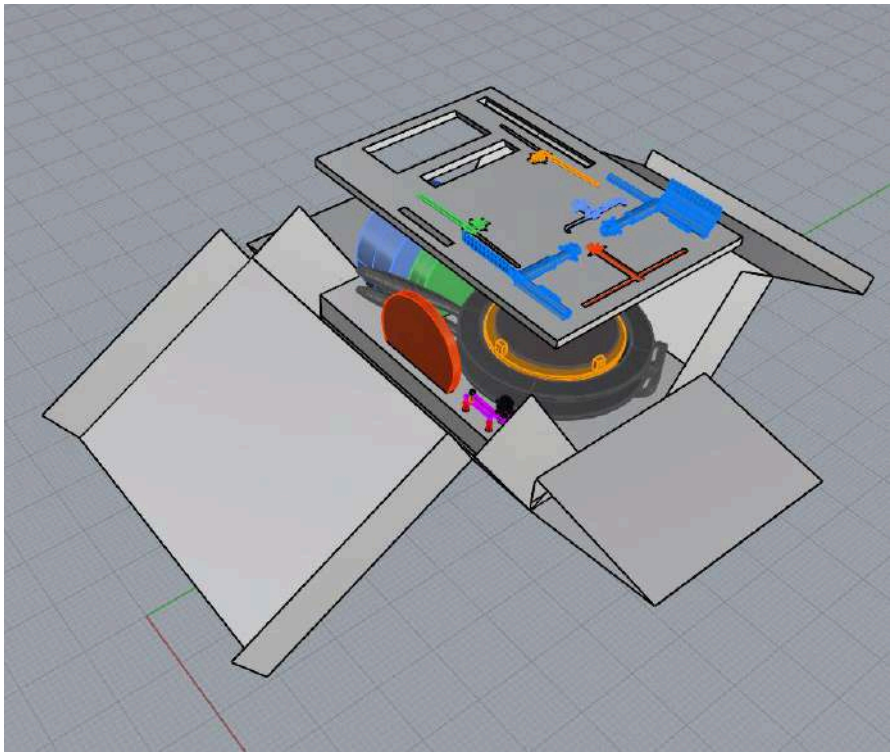




Final 3D Model Development

Standard + Optional Accessories Box



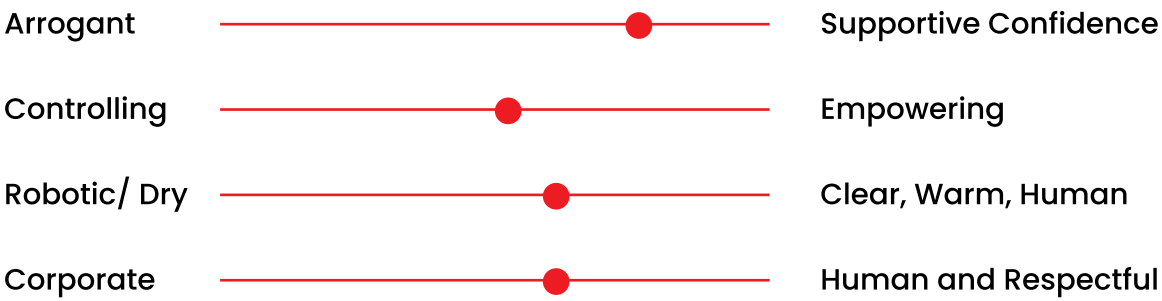


Design System

Brand Essence and Keywords

- Robust and Reliable
- Bold
- Futuristic
- Tech - Savvy
- Solid
- Organic

Tone of Voice



Look and Feel

- Bold but softly curved forms
- A slight of warmth
- Premium Visual Weight

Design System

Brand's secondary symbol for Packaging



Original Logo



This symbol is a subtle evolution of the original On2Cook logo, created specifically for the Accessories line. It takes the form of an **infinity loop** — to reflect what these tools make possible. Each accessory is designed to extend the core product, not complicate it. Together, they open up endless ways to cook, plate, and create, all within the same system. It's a visual way of saying: this isn't extra. It belongs. Just like the dishes that come out of it — one flows into the next.

Design System - Colours

Primary Colours

#ED1C24

#231F20

#231F20

Secondary Colour

#F2E4C9

Tertiary Colours

#971B20

#361615

Design System - Typography

Typography

For typography, we used the D-DIN font for its **bold**, **solid**, and **reliable character**. Originally designed for technical and industrial applications, its geometric precision and clean lines convey a **futuristic**, **tech-savvy** feel. D-DIN brings structure and clarity to the design while reinforcing a **robust visual identity** rooted in innovation and performance.

D-DIN Typeface

Typescale

28px **bold** | regular | *italic*

24px **bold** | regular | *italic*

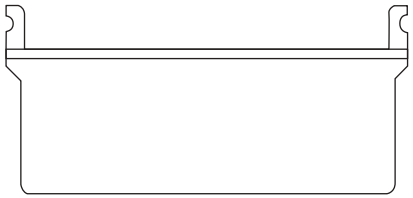
20px **bold** | regular | *italic*

14px **bold** | regular | *italic*

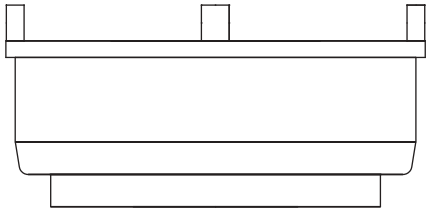
12px **bold** | regular | *italic*

Design System - Graphics

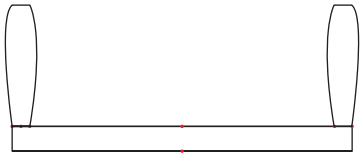
Line illustrations - Accessories



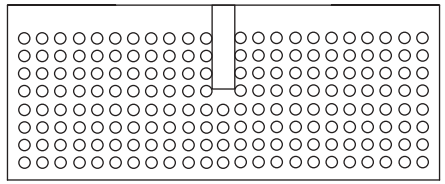
Cake Mold



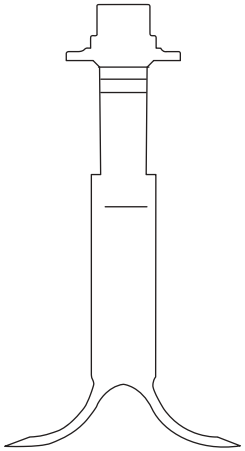
Momo Mold



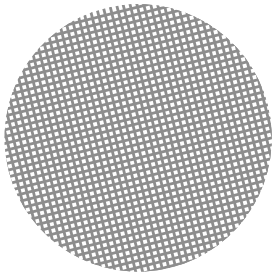
Pizza Tray



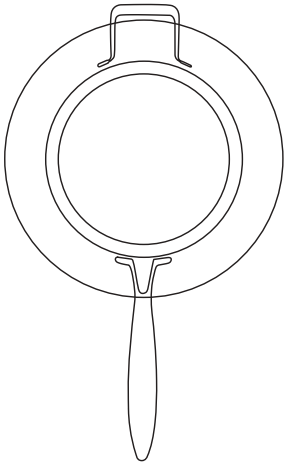
Frying Basket



Silicone Stirrer



MESH



Pan

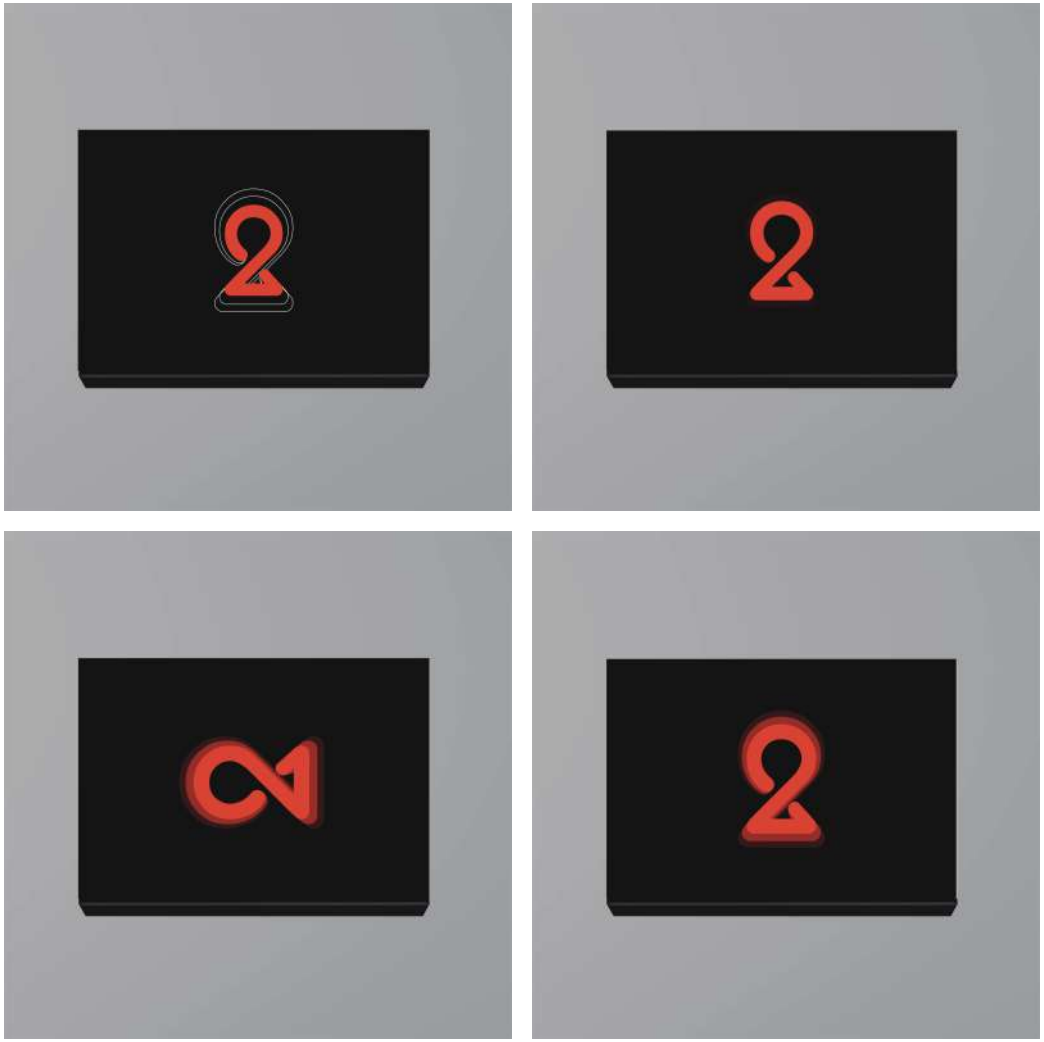
Design System - Applied Graphics

Front -



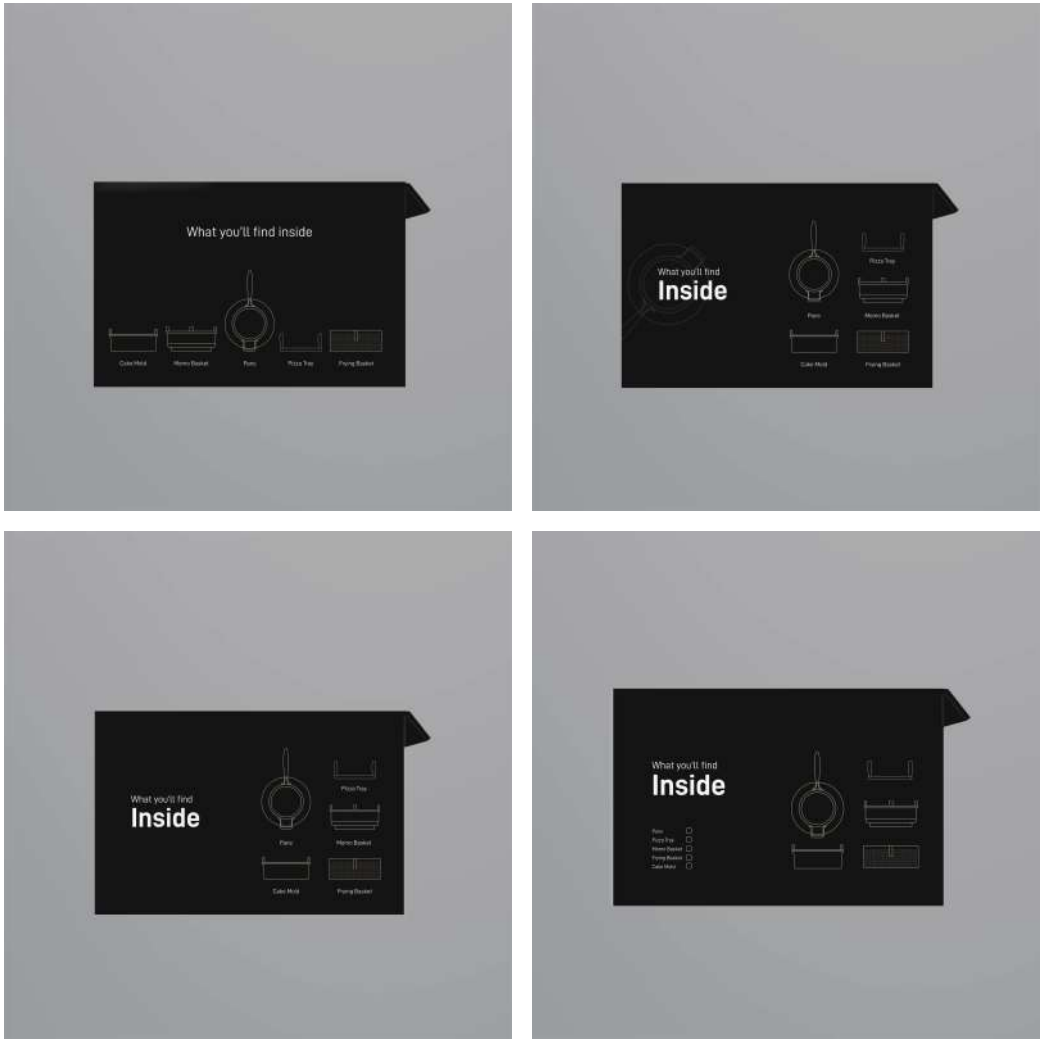
Design System - Applied Graphics

Top -



Design System - Applied Graphics

Side -



Keylines/Dielines

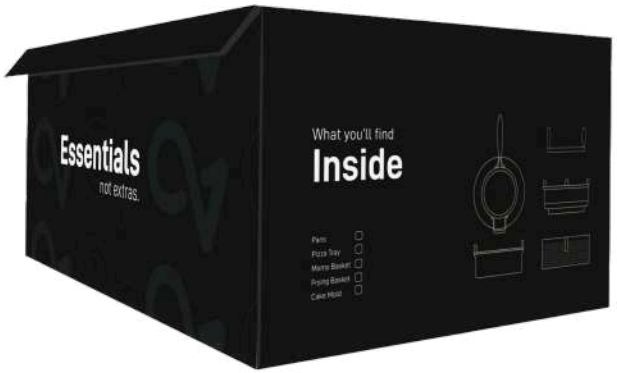


3D Renders - Ideation 1



3D Renders - Ideation 2









Thank you for reading