

User Journey Introduction

Drink packaging has many touchpoints in the user journey, from the retail environment, through to usage, through to disposal. All steps need to be considered to provide a seamless user experience and meet needs of parents and kids at every step.

During our contextual sessions with parents and kids, we observed and discussed the range of current drink packaging formats, and also used sacrificial concepts to probe around each stage of the journey to explore motivators, barriers and identify boundaries.

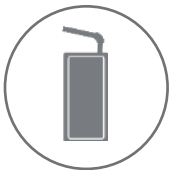


Format Introduction

Pouch



Box



Bottle
(PET)



Small Bottle
(PET)



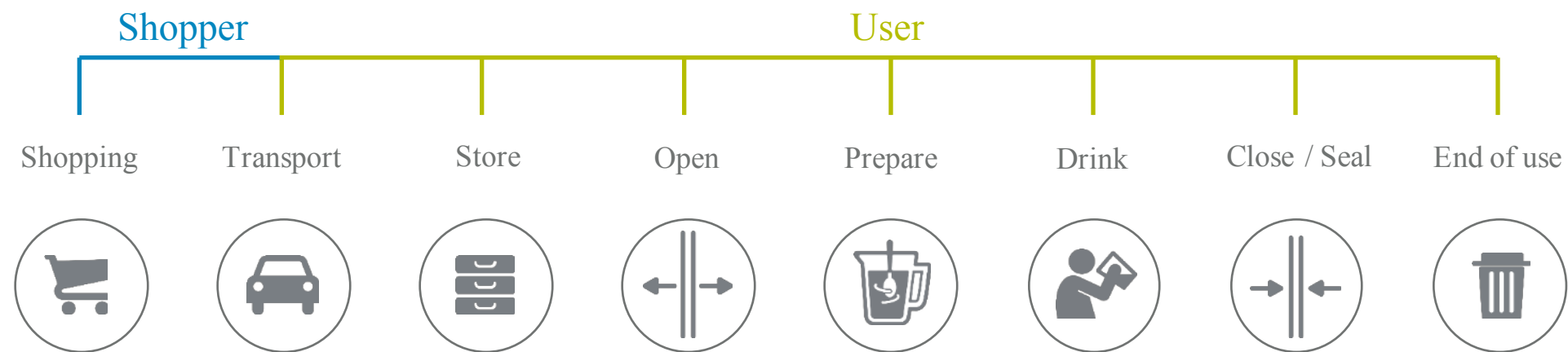
Barrel



Keeper



User Journey Introduction



Format Summary

Pouch



Pouch is King

Despite usability issues associated with pack opening, Pouch provides the best drinking experience of all small portion packs with broad appeal across the 5-12 age range.

Box



Dated Classic

Familiar and convenient format, used mostly by younger kids for ease of handling and drinking but not offering any real “delighter” moments in the user experience.

Bottle



Built to Last

Durable, functional format well suited for transportation and use on the go due to ability to reseal. Plays functional rather than experiential role in user journey.

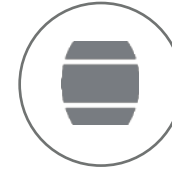
Small Bottle



Cute Convenience

Offering same functional benefits as larger PET bottle but with “cute” appeal and easier handling for younger kids. Smaller volume may limit usage opportunities however.

Barrel



Quick & Fun

Basic pack format but providing several fun touchpoints in the user experience: pack piercing using straw and the visual appeal of the barrel shape.

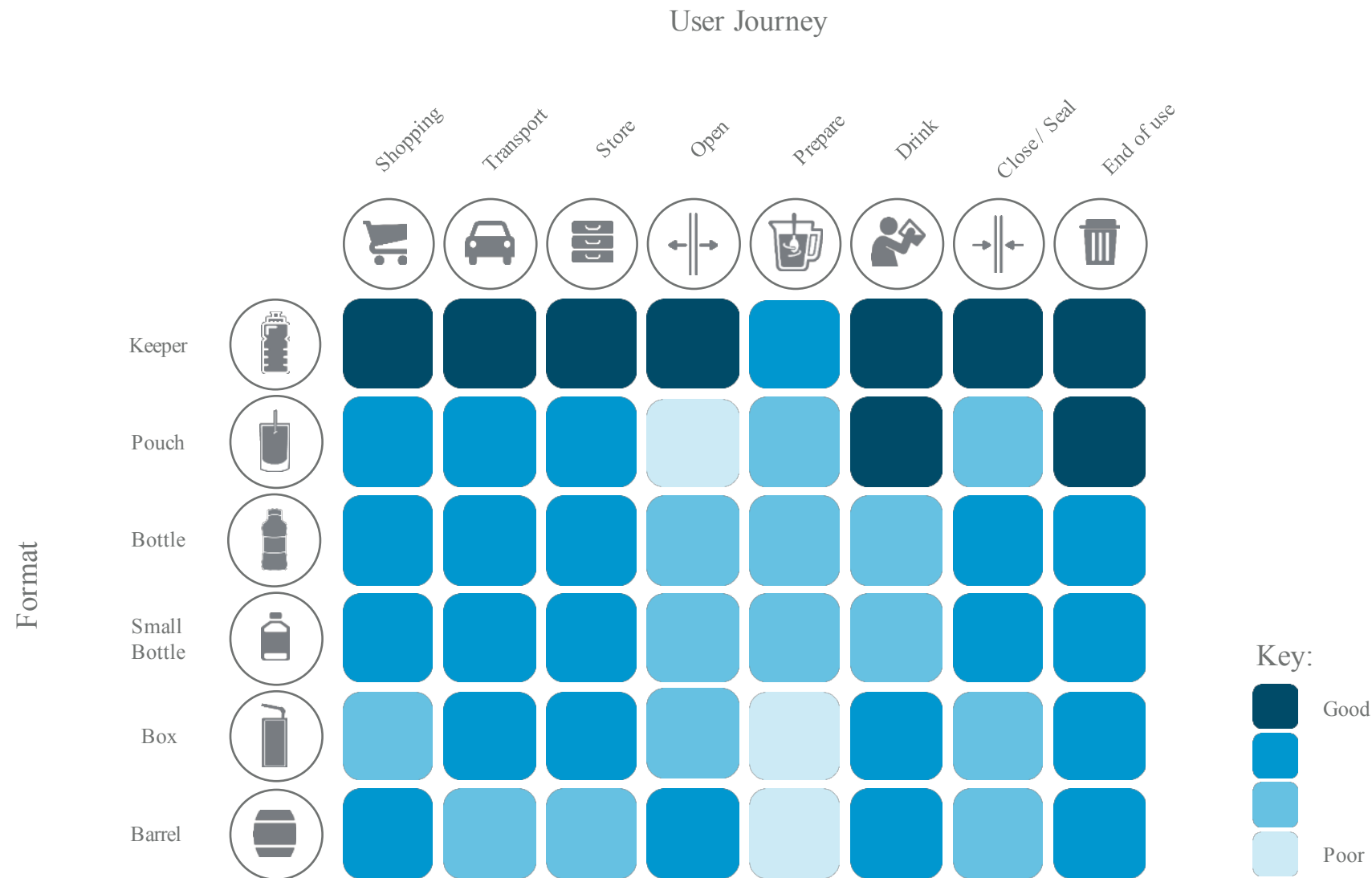
Keeper



Best in Class

Performing well across all steps in the user journey, meeting functional needs whilst delighting the user through engineered pack elements and sensorial cues.

Current Experience | Summary



User Journey Summary

Shopping



Best in class



Bold designs with plenty of variation in terms of colour, theme/character and special features give Keepers strong retail presence and provide kids with lots of choice.



Cardboard secondary pack and size/facing (enhanced by orientation of individual pouches) provides large surface area for branding and graphics, and stand out at fixture.



Being able to see drink inside individual packs is a benefit for parents wanting to check drink quality / no mould in packs before purchase.



“Natural” looking material of juice box primary pack compared to other formats may cue “healthy choice” to some parents; however this is partly masked by shrink wrap plastic secondary packaging.



Shrink wrap plastic secondary packaging plays primarily a functional role, and is more recessive on shelf due to limited options for brand and graphic communication.



Inability to see drink inside individual packs may be problem for parents wanting to check drink quality in-store.



Worst

User Journey Summary

Transport



Best in class

Many keepers have dedicated clip / carry features to allow them to be clipped onto bags.



The ability to keep drinks cool is a key benefit of keepers, many of which are insulated and may have additional drink cooling features such as an ice core.



Carry features on secondary packs are welcomed by parents for transporting from store and from home to outdoor occasions, however these work less successfully once some individual packs have been removed.



Semi-rigid structure of plastic packs makes them more durable and robust for transportation, however less flexible for fitting around other objects.



Keepers are typically bulkier and heavier than single serve pack formats, and can add a lot of weight to a kids' bag when carrying.



Individual packs made of more flexible material are **vulnerable to piercing or being squashed** during transit.



Portion packs are difficult to keep cool once out of the fridge. Many parents add multiple ice packs to kids' lunchboxes and bags to ensure drink stays at the desired temperature



Worst

User Journey Summary

Store



Best in class



Worst

Juice boxes are an ideal format for stacking and storing, using space efficiently whilst maintaining a sense of order.



Flexible pouch material and format makes it ideal for chilling and freezing, as well as fitting around other objects, for example in lunchboxes.



Fridge packs are in principle a useful feature for parents, but the current options available (pouches) only have front-facing opening, whereas an end opening would provide a more efficient solution where fridge space is limited.



Individual pouches don't stack or stand up well in storage, meaning they're typically thrown into a drawer or box which can make it hard to see at a glance which flavours/variants are there.



Keepers and reusable pack formats can be difficult to keep clean/sterile between uses.



Transparent packs may not protect drink inside well if stored for long time in the light.



Juice boxes don't store well in cold, wet environments, for example cool boxes, next to ice packs in lunchboxes. The material gets soggy and is unpleasant to hold.

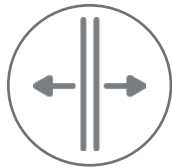


Straws for individual packs are liable to fall off the pack in storage or get lost if they come separately as with barrel (Hugs).



User Journey Summary

Open



Best in class

Keepers are often well-designed to provide an ergonomic and satisfying opening step, often with additional sensorial cues such as an audible “pop”

For many kids, piercing the pack with a straw is a satisfying and fun step when done correctly. The barrel format in particular allows a satisfying puncture of the seal, free from the worry of inserting the straw correctly.

Packs with integrated drinking feature are typically more convenient and quicker to use as not reliant on a straw or other add on in order to use.

Plastic bottle caps require a degree of force to open which may be challenging for kids, particularly under 10s. Adults often required to loosen the cap first for kids to finish opening. Issue also extends to removing plastic cover on bottles with sports cap.

Removing straw from plastic wrapper is fiddly to do – some kids struggle and need help. Also creates additional waste which is a frustration for parents.

Piercing pouches with a straw is the biggest usability issue across all formats. Particularly challenging for Honest Kids in terms of knowing exactly where to put the straw and the likelihood of the straw piercing both sides of the pack.

Worst



User Journey Summary

Prepare



Best in class



As reusable formats, **Keepers** allow the user to create and mix their desired drink. However the role of the pack is primarily functional rather than experiential in this respect.



The ability to open and reseal plastic bottles, in addition to the wide neck, does allow the user to “prepare” the drink in terms of adding flavours, diluting, changing volume ready for freezing.



Packs which minimise the chance of the user touching the area used for drinking (straw, bottle neck etc.) during pack opening and drink preparation are **preferred by parents for hygiene reasons**.



Whilst Pouches don’t allow modification of drink itself, the **flexible material is well suited to experimentation** with temperature to create slushies and popsicles by cutting end off the pouch.



Opportunities to provide a visually engaging “prepare” step are **limited for opaque packs** where it is not possible to see the drink inside, e.g. during mixing/preparation.



Packs which don’t allow modification or mixing of the drink inside mean limited opportunity to allow user to “prepare” drink before drinking.



Worst

User Journey Summary

Drink



Best in class

Pouches provide a satisfying and tactile drinking experience, through the combination of hand and mouth control and flexible feel of pouch in the hand during drinking.



Keepers are typically well designed for drinking from, providing element of control such as integral straw, sports cap or other specialised valve. Some also provide additional experiential features such as spray to refresh.



For many kids, **straws are engaging and fun** to drink from, and for younger kids provide a controlled way of drinking from the pack. For parents, straws are welcomed for minimising the amount of juice (acid) that gets onto the teeth,



Small volume (4/6fl oz) juice boxes are well suited for younger kids as the combination of pack dimensions and weight is suited for smaller hands during drinking.



It can be hard to get every last drop out of more rigid pack structures when used with straw.



Plastic bottles with open neck require greater degree of control to drink out of without spillage due to neck, and are better suited to older kids (10+) as younger are likely to spill when drinking.



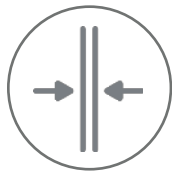
Younger kids struggle with hand control and many end up holding pouch or juice box too tightly when full, causing liquid to squirt out of the pack.



Worst

User Journey Summary

Close / Seal



Best in class

Keepers can be closed/sealed in-between uses, and some also have non-spill valves within the closure meaning liquid will only come out when the user is drinking.



Plastic bottles can be closed between uses, making them better suited to occasions where the drink is drunk over a longer period, or on the go occasions.



Packs which minimise the chance of the user touching the area used for drinking (straw, bottle neck etc.) during pack closing are **preferred by parents for hygiene reasons**. Plastic bottles with sports caps don't perform so well here as the user needs to press down on drinking surface to close..



Whilst not re-sealable, single use packs with straws do tend to hold the drink inside well with only small spillages compared to open necked plastic bottles if knocked over.



Caps from plastic bottles or sports cap covers are easily lost once the pack is open, making spillages more likely if pack is put down, and leaving the drinking area open to dust, dirt, germs etc.,



Packs that cannot be resealed are liable to result in spillages on occasions where the kid is drinking from the pack over a longer period and isn't able to close the pack between drinking. The drinking area is also exposed to dust, dirt, germs etc.



Worst

User Journey Summary

End of Use



Best in class



Keepers can be reused and are therefore perceived to be better for the environment and more cost-effective in the long run.



Pouches flatten during drinking as the juice is evacuated, conveniently flattening ready for disposal and providing a satisfying end of use experience.



PET bottles and barrels are perceived to be the easiest to recycle out of all disposable single serve packs due to commonly recyclable material.



Many perceive juice boxes as commonly recyclable due to cardboard outer, not realising the composite nature of pack material.



The rigidity of plastic bottles and barrels makes them bulky to dispose of, taking up more room in the trash.



Packs used with straws can be difficult to empty quickly in situations where unwanted drink is left inside.



Keepers can be hard to clean, particularly the straw/drinking area and where anything other than water has been used.



Worst