

Enhancing Food Quality: Comprehensive Packaging Solution for Authentic Ceylonese Cuisine

In the intricate dance between form and function that defines the world of product packaging, the paramount role of safeguarding goods intertwines with the artistry of capturing consumer attention. Beyond the utilitarian shield for its contents, packaging emerges as a potent tool for marketing strategy, concurrently lowering advertising costs and stimulating impromptu purchases. In the dynamic landscape of Sri Lankan authentic foods, where rich flavors and cultural significance converge, the design of a distinctive and effective packaging solution stands as a critical aspect.

This project embarks on the mission to provide an innovative packaging solution tailored for a specific market sector within the realms of Business-to-Business (B2B) or Business-to-Consumer (B2C). The focal point is the authentic Sri Lankan "bath mula," a gastronomic delight consisting of rice and curry. The endeavor is not merely to encapsulate this culinary experience but to navigate and address the evolving challenges in the ever-dynamic field of food packaging. These challenges are intricately woven into societal trends emphasizing eco-friendliness, convenience, edibility, and ease of use.

The selected context for this project revolves around the sale of Kurakkan Roti, a wholesome and healthy choice, in designated health-conscious selling shops. These shops strategically position themselves near popular recreational spots such as walking paths, jogging paths, grounds, and gyms. The target audience for this endeavor is individuals with a vested



Figure 1: Kurakkan Roti

interest in health consciousness, typically aged 30 and above, who actively incorporate at least one healthy meal into their daily routine. These health-conscious individuals engage in regular exercise in the specified locations, making the selling points strategic in catering to their needs.

Identifying the unique situation of the target audience reveals a spectrum of challenges. Customers, often having just completed workouts, may have hands that are not entirely clean, leading to concerns about hygiene when consuming the roti. Furthermore, the on-the-go nature of their lifestyle may prompt them to consume the roti as a snack, demanding a packaging solution that aligns with this behavior. The need for flexibility in adapting to varying dipping curries or sauces adds another layer of complexity. Additionally, the packaging must be visually appealing, inspiring others to make healthier food choices, thereby fostering a culture of health consciousness.

The design challenge is nuanced, demanding a delicate balance between functionality, aesthetics, and adaptability to user behaviors. Inspiration is drawn from successful packaging solutions employed by existing brands like CREEPE RUNNER, PIZZA HUT MY BOX, BURGER PACKAGINGS, and TRADITIONAL HALAPA PACKAGINGS. However, market-specific issues present themselves, such as the variation in sizes of rotis and the relatively higher cost associated with Kurakkan.

To address these challenges, a meticulous size analysis is conducted, revealing that rotis generally come in various sizes, with a 6 cm radius identified as the average. This standardized size becomes the foundation for the design, ensuring practicality and consistency in meeting market expectations.

Demographic considerations form a crucial element in this project, encompassing factors such as age, gender, ethnicity, geographic location,

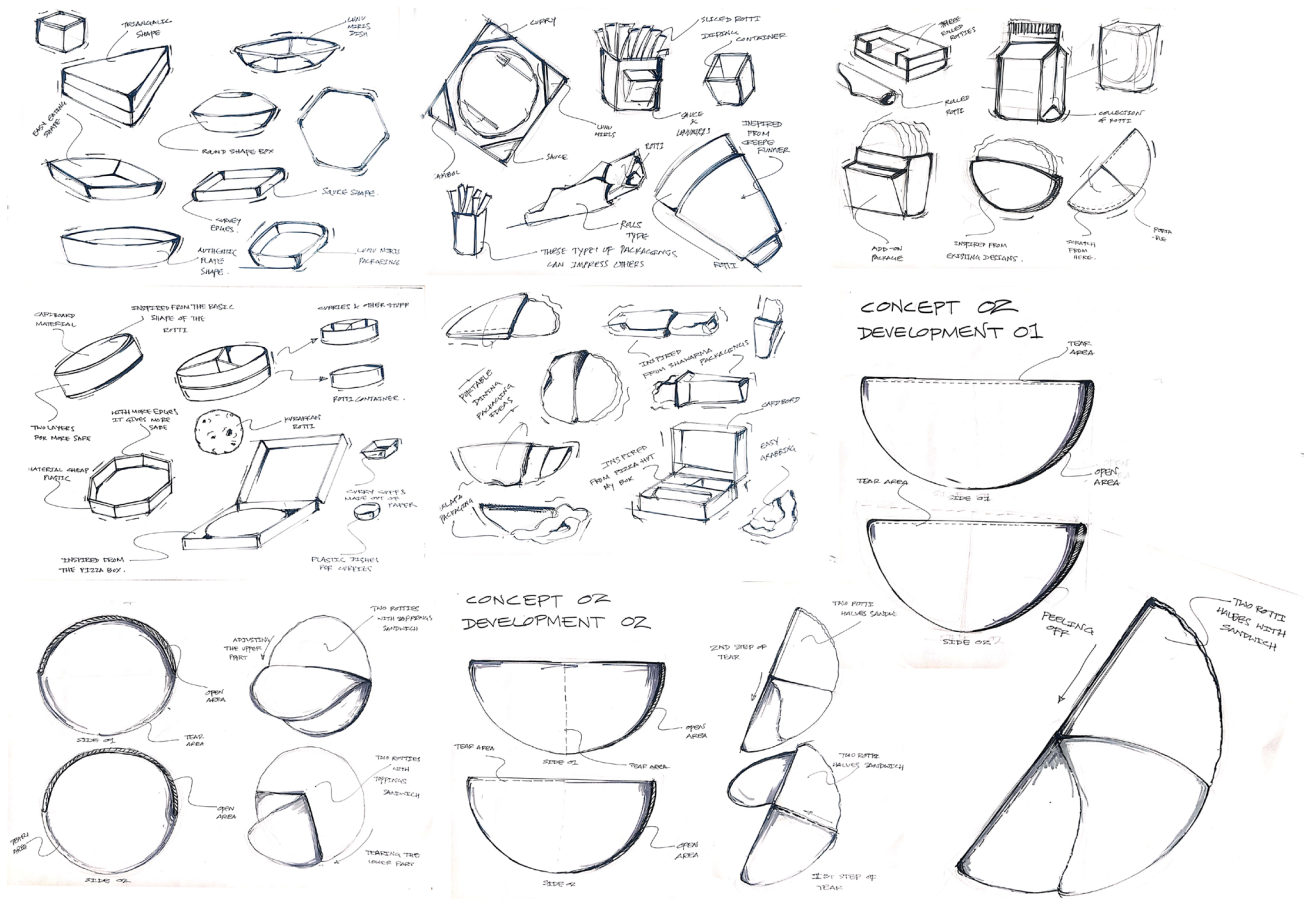


Figure 2: Ideation Sketches

“

By dissecting and addressing the specific challenges inherent in the target market, this project seeks to contribute to the broader narrative of promoting health-conscious behaviors and foods in Sri Lanka.

”



Figure 3: Final Design

household income level, education level, user suggestions, buying behaviors, traveling methods, eating methods, eating quantity, and situational behaviors. This comprehensive understanding of the target audience ensures that the design solution is not only functional but also resonates with the unique needs and preferences of the consumers.

The budget for the packaging solution poses a distinctive challenge. In line with the socio-economic context and the preferences of the sellers, the packaging must be both economical

and biodegradable. This dual requirement aims to address environmental concerns while ensuring feasibility and acceptance among sellers.

Drawing inspiration from successful packaging designs, the project evaluates the potential of paper packaging. Paper containers, recognized for their high efficiency and cost-saving attributes, emerge as a viable and eco-friendly alternative. Biodegradable in nature and capable of serving multiple purposes, paper packaging aligns seamlessly with the ethos of health consciousness while remaining attractive and durable.

In essence, the envisioned packaging solution for Kurakkan Roti aspires to seamlessly integrate functionality, health-conscious aesthetics, and environmental responsibility. By dissecting and addressing the specific challenges inherent in the target market, this project seeks to contribute to the broader narrative of promoting health-conscious behaviors and foods in Sri Lanka. The urgency of this initiative is underscored by Sri Lanka's recent dubious distinction as the most in Asia for diabetes patients, emphasizing the critical need for prompt action and innovative solutions in the realm of food consumption and lifestyle choices.

Article by

Ravindu Peiris

Department of Integrated Design, Faculty of Architecture, University of Moratuwa, Sri Lanka