the integration of interactive packaging within Firestone Brewery IPA beverage cans

senior project process book by Lauren Gibson
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my name is lauren gibson

i am currently living in san luis obispo with my cat. i play music and like to make things. this is one of the things that i have made.
abstract

The use of interactive packaging to pair music with India pale ale would enhance and the customer experience
problem scope and opportunity

My goal is to create scan codes on the redesigned packaging that directs the customer to a website that you can answer a few questions on the mood of the day or night, or to be directly sent to a personalized playlist for the specific drink. Overall this should create a fun experience for the consumer and make it faster and easier to get a party started or a vibe going!
**problem statement**

Most customer experiences with the beverage industry end after the can is finished. With my project I hope to further enhance that experience by creating interactive packaging that pairs with the drink. When people drink, music is most likely paired. Why not have the people who created the first experience help create the next. Specifically, I find that it makes sense for the people that curated the vibe of the beer originally with the flavors and the feeling that the beer should give would also know the vibes of the music that would pair with the beer. Much like wine pairing with cheese and other foods, music and beer go hand in hand.
The objective of this project is to create an experience within the craft beer industry that has not been tapped into yet. I want to make life more fun and interactive and personal and not have every brand mass marketed and the way that it is supposed to appeal to everyone. With beer people have their preferences and that can be a way to create a more unique experience if the customer is wanting to have that.
determining success

The end results will be 2 beer can designs and either a qr code to a playlist
- two beer can designs
- two qr codes
- 2 playlists
timeline and planning
Research and planning

Playlist creation

Sketch and physical design
research and resources

I used the internet and the grc online research resources to find evidence that backs the usefulness of having interactive packaging on beer cans. I discovered that there is research based on the connection of music to craft beer that states that it creates a further enhanced customer experience.
design
reflection

I really enjoyed creating this design and doing this project. I am very proud of how the end result came out and the physical mock ups of the cans. The process was very fun and creating the design and working through the different color options was great. The playlists were linked properly and fun to create them for the vibe of the beer as well. I hope to bring this idea to either Firestone or a brewery that would embrace the idea in the way that I hope.