

DESIGN BRIEF

INDIAN FAST-FOOD

PROBLEM STATEMENT

Enhance the sensuous and destructive nature of food through the design of packaging for an Indian fast-food meal.

DESIGN CONSTRAINTS AND CRITERIA

- The product, like the food it contains, will be based on an understanding of Indian culture.
- The product will evoke an interpretation of sensuous-destruction.

USE SCENARIO

- The restaurant for this product caters to a mostly take-out business and has minimal dine-in seating space.
- Diners that are not staying to dine-in are taking meals to controlled environments such as the home or office or are picnicking in an urban setting such as on a park bench.
- Diners in this setting are looking for individual portions.
- The restaurant service occurs from lunch to late-night.

TARGET CONSUMER & USER GROUP

- The focus will be on the diner as the primary consumer and user group.
- Secondary groups include the kitchen staff that assembles the portions and the servers that distribute the meals.

CONSUMER & USER BENEFITS

- The interaction with the product and dining system will enhance the diner's dining experience.
- The enhanced dining experience may elicit a realization of appreciation for the pleasure of dining.