

OUTSIDE THE BOX: WHERE INNOVATION MEETS RESPONSIBILITY

WORKSHOP ON SUSTAINABLE PACKAGING DESIGN

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OUTSIDE THE BOX: WHERE INNOVATION MEETS RESPONSIBILITY

Reframing and Reimagining

Abi Mapúa

 kindmind



OUR GOAL

Through the power of design, collaboratively frame and imagine Circular Economy solutions for products that address **environmental impact, user experience, and Circular Economy principles.**



An underwater photograph showing a white plastic bottle and other debris floating in clear blue water. The bottle is the central focus, with its opening facing the viewer. The water is bright blue and contains various pieces of trash, including a piece of clear plastic, a green stick, and some brown leaves. The scene is brightly lit, suggesting a shallow depth.

COMPLEX PROBLEMS NEED SYSTEMS THINKING

A scenic landscape featuring a calm body of water in the foreground, reflecting the sky and the surrounding environment. The sky is filled with dramatic, layered clouds, with a warm, golden glow from the setting or rising sun breaking through near the horizon. The water's surface is still, creating a clear mirror image of the sky and the dark, silhouetted forest along the far shore. The overall mood is serene and contemplative.

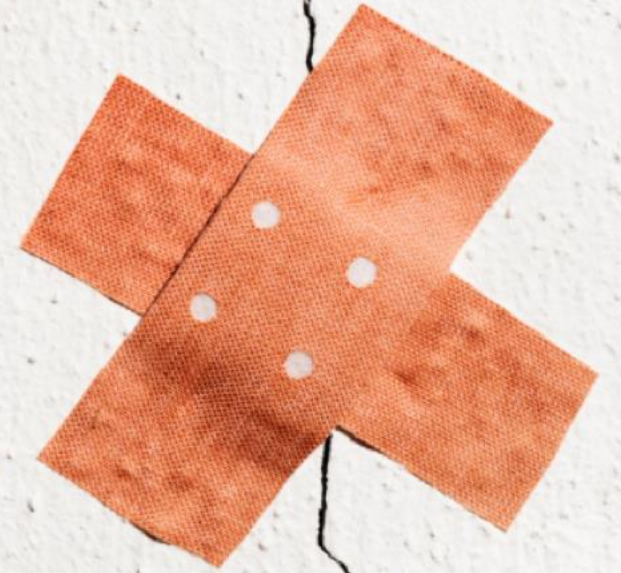
SYSTEMS THINKING IS A WAY OF REFLECTIVE THINKING AND PRACTICE



OUR PROBLEMS

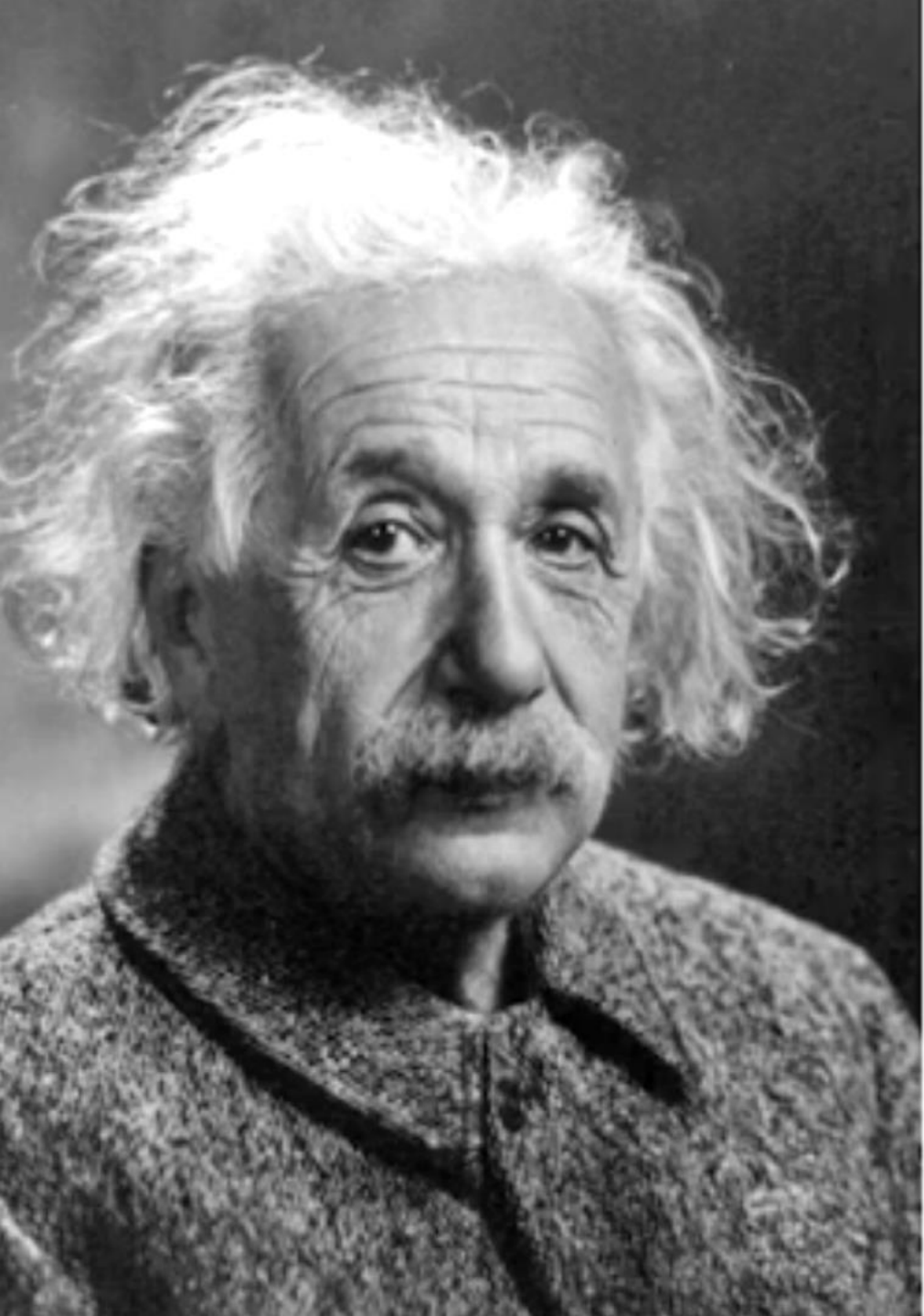
TODAY WERE OUR

SOLUTIONS YESTERDAY





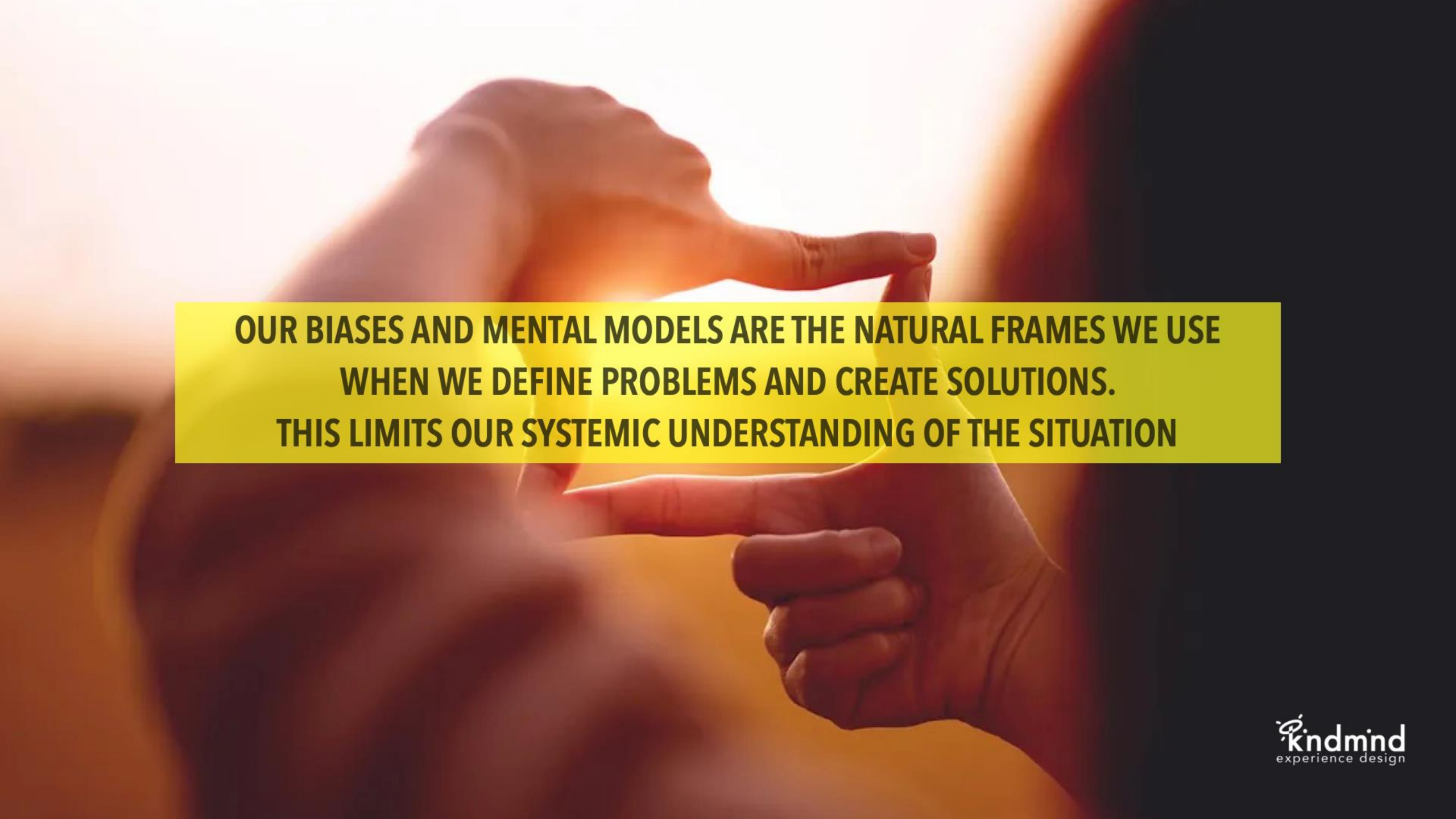
**WE HAVE THE WRONG SOLUTIONS BECAUSE WE FRAMED THE PROBLEM ACCORDING
TO OUR BIASES OR WITHOUT A SYSTEMIC UNDERSTANDING OF THE PROBLEM**



“

***We can't solve problems
by using the same kind
of thinking we used
when we created them***

“

A close-up photograph of two hands, one from the left and one from the right, gently holding a glowing yellow sphere. The background is a soft, warm sunset or sunrise, with the sun low on the horizon, creating a golden glow. The hands are positioned as if they are carefully cradling the sphere. The overall mood is one of care, focus, and illumination.

**OUR BIASES AND MENTAL MODELS ARE THE NATURAL FRAMES WE USE
WHEN WE DEFINE PROBLEMS AND CREATE SOLUTIONS.
THIS LIMITS OUR SYSTEMIC UNDERSTANDING OF THE SITUATION**

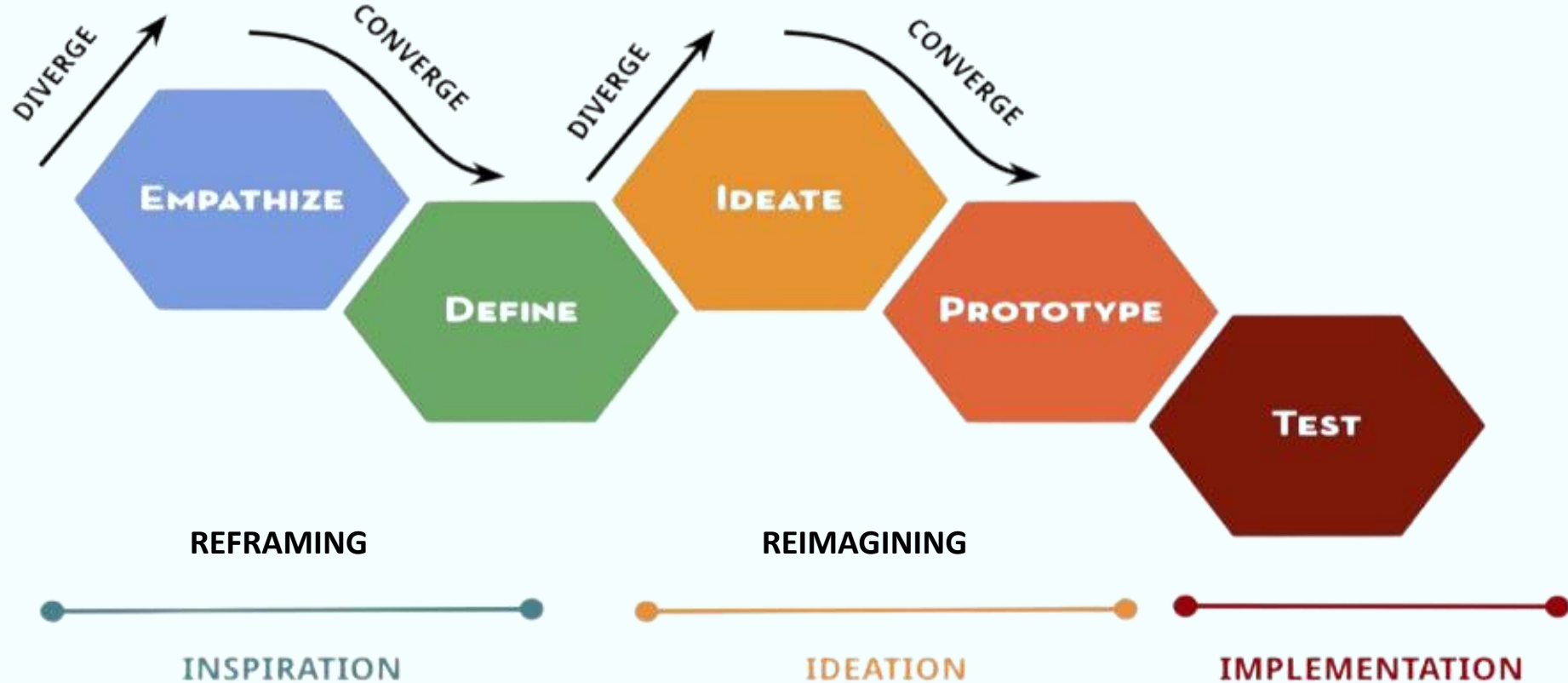
WHO ARE YOU IN THE SYSTEM?



HOW MIGHT WE FRAME DIFFERENTLY?



OUR PROCESS



OUR KIND WAY OF WORKING



Reflect & Imagine

Pause & think deeply



Curiosity & Conversation

Curiosity allows us to connect in a deeper way



Active Listening

Be fully present in listening and generate insights



Sharing & Storytelling

Generously walk us through your thoughts, ideas, and experiences



Collaborate & Co-Create

Step outside our silos of thinking and working.

EMPATHIZE

20
MIN

- 1 Choose a persona (e.g., an eco-conscious consumer, a waste management worker, or a business owner)
- 2 Map the pain points of the current product system for this persona.
 - Example questions:
 - What challenges do they face with the product design, manufacturing, packaging, and delivery?
 - How does the product impact the environment or user experience?
- 3 Map the gains or what makes this packaging value-giving and helpful to the persona?





**WHEN WE
UNDERSTAND THE
JOURNEY,
WE CAN IDENTIFY
THE TWISTS AND
TURNS AND THE
PAIN POINTS.**



20:00



**AND WHEN WE
UNDERSTAND THE
PAIN POINTS,
THEN *WE CAN DEFINE
THE PROBLEM(S)...*
AND DESIGN
SOLUTIONS
TO
FIX
THEM!**

DEFINE

10
MIN



**Group summarize findings in a
problem statement**

“How might we design packaging that is environmentally friendly while enhancing user convenience for [persona]?”



DEFINE

WHAT DOES THE GIRL NEED?

The girl needs a ladder.

REFRAME THE PROBLEM

What are the ways an unassisted little girl can reach the books?

DEFINE

WHAT DOES THE GIRL NEED?

The girl needs to reach



REFRAME THE PROBLEM

What are the ways an unassisted person in a wheelchair can have access to the books?

DEFINE

WHAT DOES THE GIRL NEED?

The girl needs to reach

10:00

REFRAME THE PROBLEM

What are the ways an unassisted person in a wheelchair can have access to the books?



IDEATION

20
MIN

Identify your differentiators or design principles.

Think of the adjectives as characteristics that will differentiate you from your competition or similar offerings.

What are the ways an unassisted little girl can reach the books?

**SAFE
HOMELY**



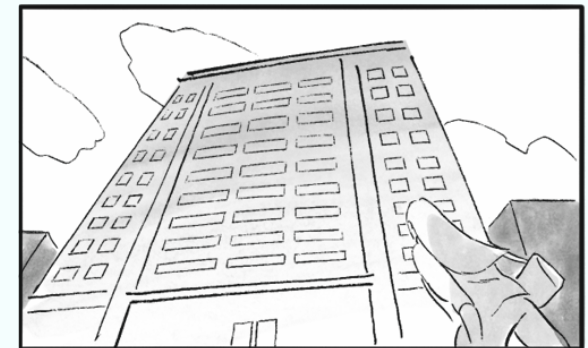
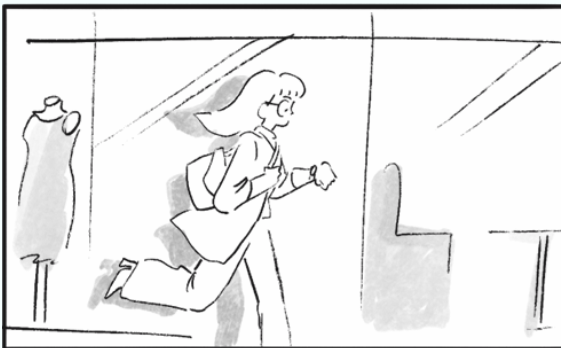
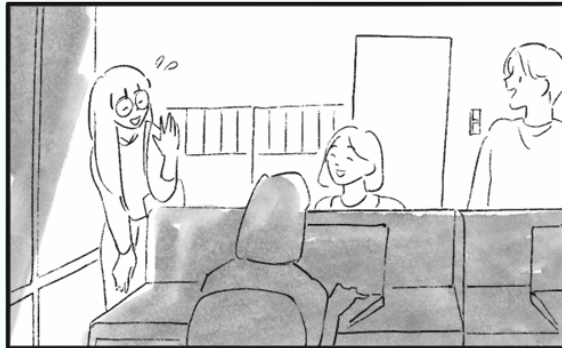
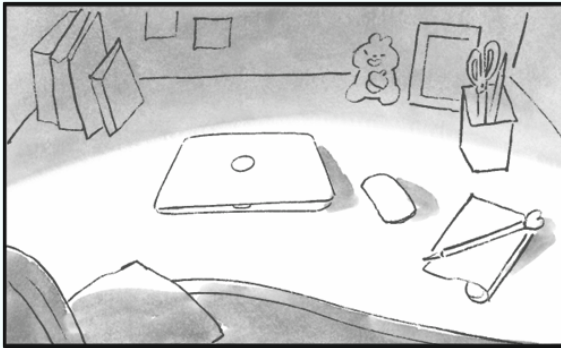
creative — analytical
accessible — tough
obvious — concealed
safe — risky
typical — extraordinary
serious — cheerful
intuitive — learnable
active — restful
youthful — mature
harmonious — impetuous
controlled — wild
stimulating — calm
enthusiastic — reflective
organized — unpredictable
trustworthy — random
energetic — quiet
involved — impartial
modern — traditional
relaxing — activating
challenging — effortless
predictable — surprising
implicit — convincing
absorbing — unintrusive
direct — mysterious
unique — multiple
patient — impulsive
everyday — special
careful — bold
emotional — logical
time-saving — time-consuming
realistic — fantastical
open — closed
diverse — consistent

unique — multiple
small — large
new — old
quiet — loud
warm — cold
simple — complex
mobile — stationary
delicate — strong
modest — luxurious
distinctive — discreet
flexible — fixed
real — virtual
disposable — durable
elementary — advanced
visible — hidden
instant — delayed
automatic — manual
personalized — standardized
flat — multi-dimensional
interoperable — stand-alone
real — magical
in the background — in the foreground
soft-toned — colorful
classic — innovative
explicit — implicit
well-known — unusual
concrete — abstract
technological — human
bright — dark
different — similar
fast — slow
fragile — robust
inconspicuous — striking

singular — assorted
paid-for — free
popular — obscure
collective — individual
practical — playful
daily — occasional
normative — transgressive
personal — shared
hedonistic — social
cosy — bustling
cooperative — combative
fashionable — unconventional
experienced — fresh
democratic — exclusive
supported — autonomous
mandatory — optional
professional — friendly
common — exceptional
proactive — reactive
sociable — solitary
talkative — silent
familiar — adventurous
public — private
inspirational — pragmatic
collaborative — independent
formal — informal
homely — exploratory
agreeable — non-conformist
central — peripheral
male — female
affordable — premium
close by — far away
generous — frugal

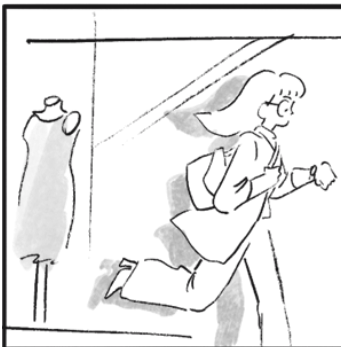
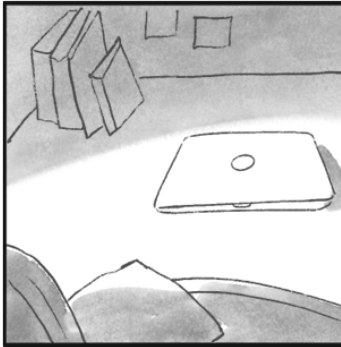
IDEATION

Individually, imagine a design solution guided by your design adjectives. Do this in a storyboard format.



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Individually, imagine a design solution guided by your design adjectives. Do this in a storyboard format.

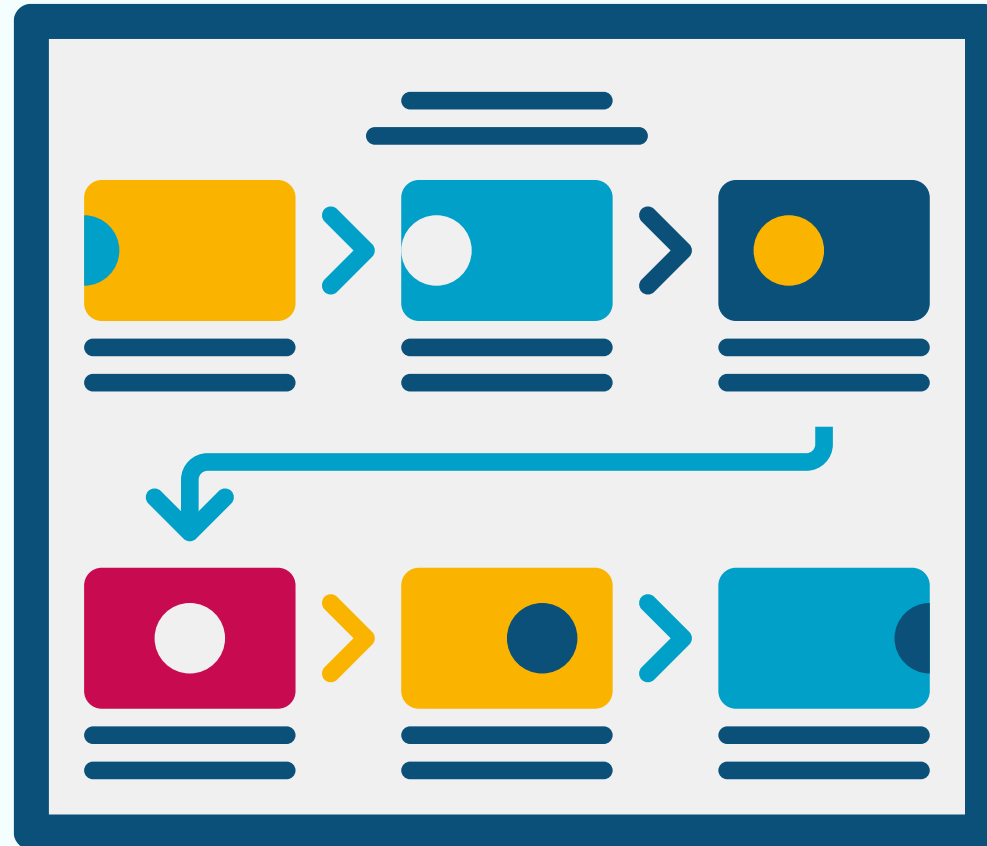


20:00

PROTOTYPE

10
MIN

Share your ideas with your group and build one design solution.



PROTOTYPE

10
MIN

Share your ideas with your group and build one design solution.

10:00

TEST

Share your group's design solution with the rest to get feedback.



THE END!

THANK YOU FOR YOUR
CREATIVE SOLUTIONS!

