

## The Ultimate Product Design Checklist

Thinking of getting a new design for your FMCG product?

Read this checklist first

Designing a product is a deep brand activity that should never be taken lightly. So many things can go amiss and that's why we created this list to help you out.

### General things to keep in mind:

1. **Storytelling** - People love connecting with stories. Have you come up with a compelling narrative that can be told through your product?
2. **Easy to spot** - Retail consumers are usually in a hurry as they pass aisle after aisle looking for something that will solve their problem. Does your product stand out from the shelf and scream "Buy Me!"?
3. **Your Brand** - No doubt you have competitors out there. So what makes your brand stand out? Can your value be communicated effectively through your design?

### Watch out for these 4 things:

1. **Packaging material** - It's one thing to design on a computer, but it could look completely different on the packaging container based on the texture and material. For a beginner, it could involve a lot of trial and error before you get it right.
2. **Aesthetics** - Before people look at the specifications of the product, the way it feels to use or the way it performs its task, they will notice how it looks. This is quite often the deciding factor in a purchase.
3. **Sustainability** - Can the product design surpass time? Is it age-less or will it need to be re-designed 6 months down the line?
4. **Ergonomics** - Customers are very quick to forget about the beautiful aesthetic of a product if the product is painful and irritating to use. Ensure that the product is as comfortable and as intuitive to use as possible.

## **Your Product's Visual Branding**

You want the visuals to be aligned, consistent and effective in communicating the true purpose and personality of the product.

### **Colour (Keeping in mind colour psychology)**

### **Packaging design (tall, slender, round, square, rectangle, tube, tetra pack, can, etc)**

### **Fonts (fun, corporate, festive, handwritten, etc)**

### **Print (polka dots, stripes, abstract, etc.)**

### **Material (plastic, metallic, nylon, wooden, cloth, etc.)**

### **Texture (smooth, rough, bumpy, sequence, etc.)**

### **Personalization**