

# Research on Product Packaging Design Based on User Experience

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**Abstract:** With the development of commodity economy, people are not satisfied with the basic functions of protection and loading for the packaging of products with added value. Due to the demand of consumption upgrading, people have put forward higher requirements for the aesthetics, culture and experience of product packaging. Product packaging design needs to be optimized to promote a better sense of experience in the process of use. On this basis, this paper provides a full range of user experience from the instinct level, behavior level, cultural level and technical level, explores new ideas for product packaging design under the new requirements, and also puts forward some useful explorations for product packaging design to enhance user experience.

**Keywords:** User experience; Packaging design; Emotional needs

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## Introduction:

Packaging is a stepping stone to the circulation of an item. If the packaging of a product only has the function of protecting the product, it cannot attract the attention of consumers. People's desire to buy it is only on the actual performance of the product. The emergence of this situation will directly lead to the problems of small market influence and weak market competitiveness of the product. Especially in supermarkets, where consumers buy independently and similar products are placed together, higher requirements are put forward for the attractiveness and competitiveness of product packaging. Consumers' first impression of the product often depends on the packaging, so product packaging not only needs to stand out in similar products, but also the first time to seize the attention and interest of consumers in order to promote sales. Secondly, based on the user's instinct and behavioral needs after purchasing the product, in the product packaging design, the user experience is the leading optimization design, in order to make the packaging become an effective means to improve the competitiveness of the product market.

## 1. Product Packaging Instinct Level Design Based on User Experience

The experience of product packaging instinct level belongs to the primary stage of user experience, which is closely related to people's first impression of product packaging design. In this level of design, people pay attention to the first experience when contacting product packaging, and focus on the emotional judgment of consumers when contacting products and their packaging<sup>[1]</sup>. In the long-term evolution and development of human beings, people's thoughts and emotions have one thing in common, that is, they rely on their own neural sensing system to perceive external information. Because human instinct perception of the external world is innate and is dominated by physiological characteristics, designers should comprehensively consider the elements that make people happy when designing the instinct level of product packaging.

However, due to the influence of life experience and other factors, people with different growth background, social status, age, gender and income show different preferences for the packaging of goods. Designers need to enhance the experience design of product packaging instinct level according to the needs and aesthetics of the target consumer group. First, the hierarchical structure of the modeling instinct level. This is the most intuitive and perceptual first impression of consumers for product packaging. Through the appearance, packaging color and graphics of the packaging, the targeted focus design can be carried out to make the product unique with an intuitive experience. Let consumers judge the appearance, quality and beauty of products from the perspective of intuitive instinct and emotion. Emotions can help people make decisions, and positive emotions and negative emotions are equally important<sup>[2]</sup>. Second, the application of attractive materials and processes. In this way, through special packaging materials and printing technology,

through touch, texture, weight and material, consumers can establish a good intuitive feeling, which can effectively enhance the attractiveness and affinity of users to products. The design of product packaging instinct level, through the cooperation of various design elements of packaging, enables consumers to obtain a clear, easy to understand and remember a good experience, which can enhance their goodwill, persuade consumers, successfully attract consumers' interest and promote sales.

## **2. Product Packaging Behavior Hierarchy Design Based on User Experience**

The hierarchical design of product packaging behavior based on user experience focuses on the understanding of packaging functions and the development and application of packaging structures. Compared with the instinct level, the product packaging of the behavior level pays more attention to the interaction with the user. Designers can use the hierarchical design method of commodity packaging behavior based on consumer experience to enhance the user's satisfaction and trust in the product and brand in the interaction and use of the product packaging structure. From this point of view, relative to the appearance of product packaging, more attention is paid to the use of product packaging.

Since the experience at the behavioral level and the experience at the intuitive level are both subconscious feelings generated before thinking, in the product packaging experience at the behavioral level, the design point is how to expand the application function of product packaging, and the interactive performance and humanization at the action level also need to be concise and clear. Specifically, the behavioral level of product packaging should take into account the user's habits and skill level, the designer through the observation of the user's use process to find the entry point, the effective use of packaging structure, packaging materials and packaging technology and other elements, design in line with the user's operation of the behavior of the intuitive experience process, so that the product packaging more easy to use, but also improve the added value of the product and good use. For example, considering a large volume of product packaging, the carrying type packaging structure allows users to carry and carry with one hand, and the convenience of product packaging is reflected in the daily scenes used by people. The details of these designs make life more convenient and beautiful, greatly enhance the satisfaction of users, and reflect the people-oriented packaging design.

## **3. Cultural Level Design of Product Packaging Based on User Experience**

The user's sense of experience is not only the most direct instinct and behavior, but also a deeper emotional experience<sup>[3]</sup>. Due to the need of consumption upgrading, consumers will pay more attention to the cultural and aesthetic experience of products and their packaging when selecting goods. For example, the packaging of moon cakes, zongzi, pastries and other products for traditional Chinese festivals can be combined with the visual cultural elements of traditional festivals, using the graphics, text, layout, and packaging structure on the packaging to design a special style for a culture. Product packaging is a continuation of traditional culture in modern products and an organic combination with modern packaging technology, craftsmanship and materials. At this point, the packaging process will produce a series of chain reactions. The cultural stories and folk customs on the packaging, such as goddess of the moon, jade rabbit pounding medicine, dragon boat racing, wormwood hanging, five-color silk thread, sachet and other cultural stories and folk customs, appear on the packaging of the product, which can be two-dimensional graphics or three-dimensional presentation, and can also be more profound operation experience through DIY of users. Perhaps it is inspired by the traditional Chinese food box form and organically combined with the packaging structure, from the visual communication of the packaging and the opening and closing of the packaging and other behavioral operations, people have received spiritual and emotional resonance and sublimation.

Therefore, the addition of traditional cultural elements gives people a dual experience of vision and emotion, which makes people's acceptance and love continue to improve. This is an organic integration of traditional culture and modern design. It not only gives the product a cultural attribute, but also consumers can obtain a cultural, aesthetic and nostalgic experience through packaging, which enhances people's cultural self-confidence and national pride. It can even play a deeper function and emotional manifestation of cultural inheritance, cultural education, etc. This combination plays an important role in the expansion of product packaging functions.

## **4. Product Packaging Technology Level Design Based on User Experience**

Packaging is the product of human civilization. With the progress of science and technology, the combination of packaging and technology will bring innovative power to the development of packaging design. The experience of packaging design technology requires it not only to have a certain visual impact, but also to innovate and integrate technology, materials, and structure, so that it has practical skills that are easy to operate, provide richer information, and bring a comprehensive Sensory experience. The following is mainly from the affinity of bionic packaging design, multi-functional intelligent packaging design, immersive digital interactive packaging and so on.

For example, bionic packaging design can use the plasticity of different materials to imitate the texture and shape, which can not only make the packaging have affinity and attract people's attention, but also make it stand out in similar commodities. The addition of edible materials can not only make the product packaging bionic in vision and touch, but also realize the experience of taste and smell. Imagine a bionic stone packaging with appearance and texture, and can also be eaten, what a wonderful experience. In the field of intelligent packaging, there are material intelligence, information intelligence, functional structure intelligence, etc., which can use the latest research and development materials to enable packaging to provide users with more reliable services, such as packaging materials that can control and indicate the quality of food, medical intelligent infusion packaging that can actively sound prompts, intelligent anti-counterfeiting function packaging, etc. In addition, under the requirements of sustainability, many designers also incorporate the concept of green environmental protection and energy-saving materials and technologies into the innovation and consideration of the design plan. This is the actual experience of packaging design advocating humanistic care and enhancing social responsibility. Digital interactive packaging is a digital communication bridge for users and manufacturers. It can use blockchain, virtual reality, artificial intelligence and other technologies to enable users to obtain richer information, and it is multi-sensory and immersive. The comprehensive experience can also realize the interaction between users, packaging and products, which is unmatched by traditional product packaging.

## **Concluding remarks**

All in all, with the continuous improvement of people's economy and living standards, people pay more attention to spiritual experience in the consumption of material life. Product packaging is an important part of the product, not only can reflect the characteristics of the product, but also can directly affect people's visual, tactile and other senses, behavior and emotion, affecting the purchase decision of consumers. Under this influence, product packaging design should focus on user experience, with the goal of providing the best user experience and satisfaction. From the perspective of experience and acceptance, designers analyze and position the packaging design mode on the basis of fully understanding the needs of the target consumer group, and optimize the design according to the physiological and psychological needs of consumers, so as to increase the added value of the product and improve the market competitiveness of the product.

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Lu Bai (1982-), female, Han, postgraduate, lecturer, mainly engaged in visual communication design and theoretical research