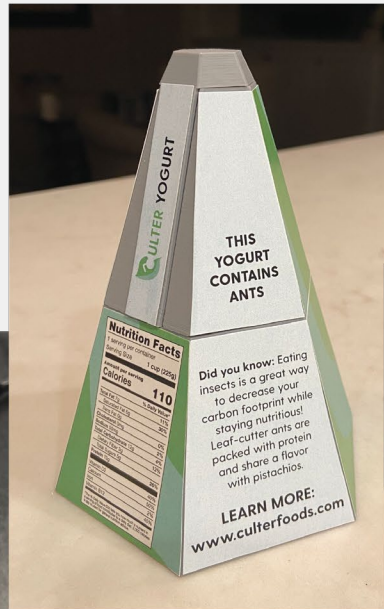
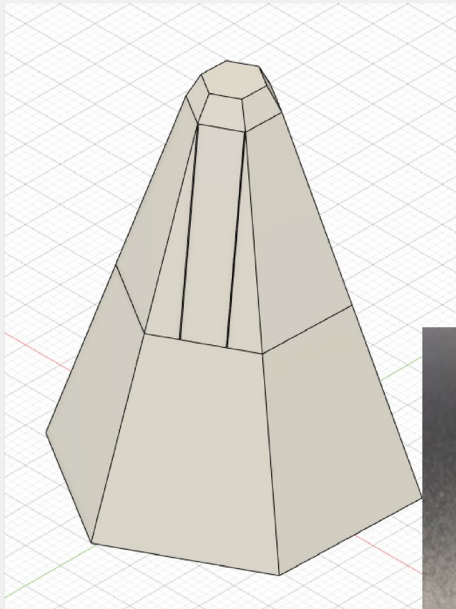


# CULTER YOGURT

[ACADEMIC] [INDIVIDUAL] BRAND & PACKAGING DESIGN



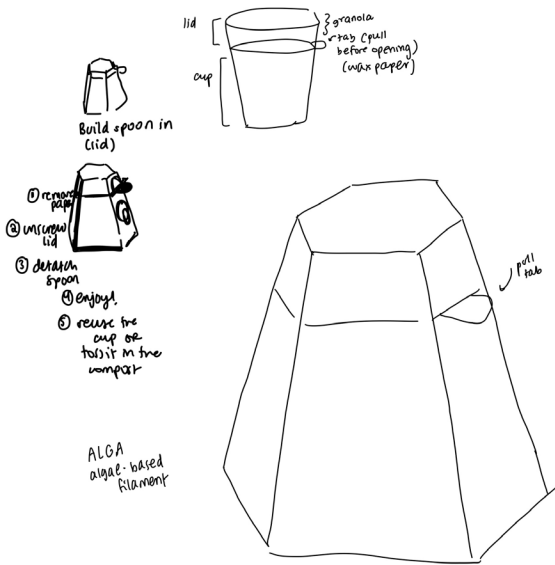
**Overview:** Culter is an imaginary sustainable brand that uses leaf-cutter ants as an ingredient in its products, specifically in the coconut-based yogurt and granola mixture. The primary goal of this product is to be an eco-friendly alternative to traditional yogurt cups currently available in grocery stores. Culter does this in multiple ways, from using significantly less water through a dairy alternative and using ants instead of pistachios to achieve the same flavor, and by developing packaging that is completely biodegradable, down to the utensil.

**My Role:** I was entirely responsible for the design of both the branding and the packaging for this product.

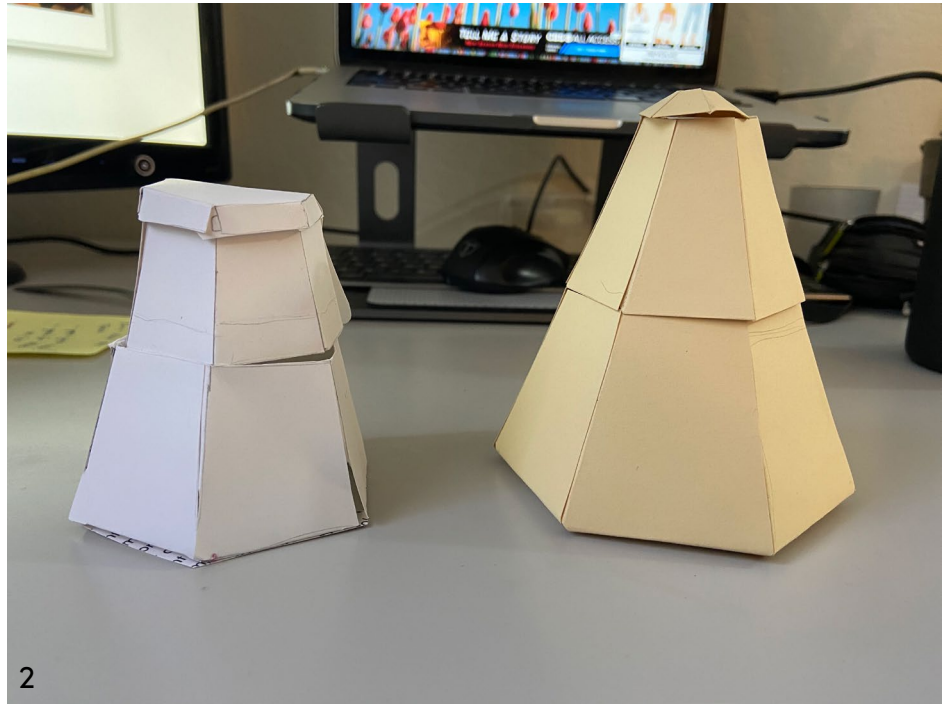
**Tools Used:** Adobe Illustrator, Adobe Photoshop, Blender, Autodesk Fusion 360

**Duration:** January - March 2020

**Primary Audience:** Young adults (aged 22 - 26)



1

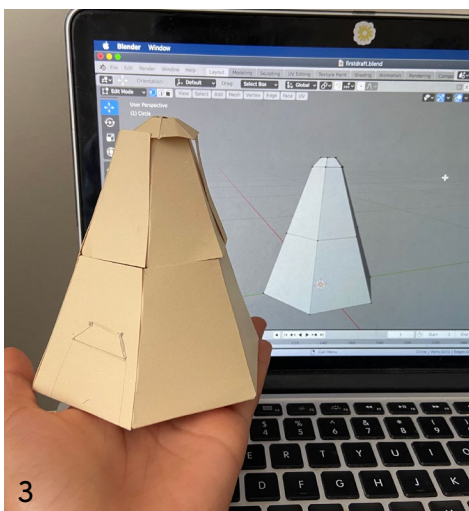


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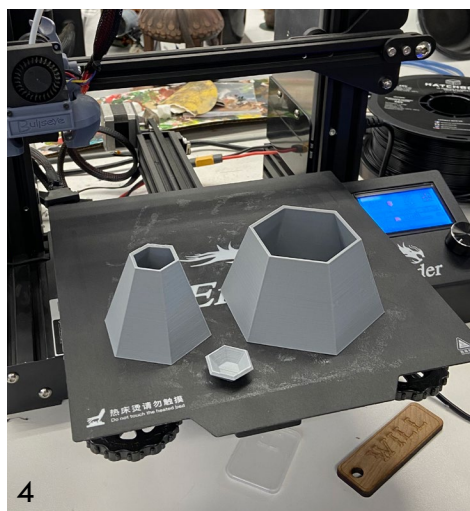
My packaging design inspiration is the anthill in which leaf-cutter ants harvest the leaves that they collect with bacteria. Because my yogurt is inspired by that culturing process, I wanted to create a container that would mimic where that process takes place for leafcutter ants. The product contains both yogurt and granola, and thus I knew that my design had to be somewhat modular, so that the granola and yogurt could sit in different parts of the packaging. With some user-interviews and observation at grocery stores, I learned that because single serve yogurt containers do not come with spoons, people also use disposable plastic spoons to eat with, which get thrown away along with the yogurt cups into the landfill. **Thus, I had three goals in mind: To create packaging for yogurt that was (a) modular with three sections for the yogurt,**

**the granola, and a built-in spoon, (b) completely biodegradable, and (c) reusable for packing other snacks in.**

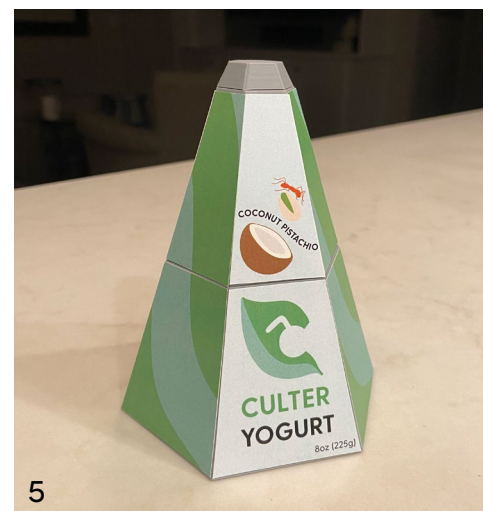
In my first paper prototype (2, left), I was successfully able to create the three sections I wanted, but faced quite a few problems. Each section was too small, and the lid that would turn into the spoon was too large. If this were the final product, the user would only get 2-3 bites of yogurt, and the spoon would be too inconvenient to really use. In my second paper prototype (2, right), I attempted to make the bottom and middle sections much larger, while keeping the top very small, which I did with success. This prototype, which was 4.5" tall, 3" wide at the base, and .5" wide at the top much more closely resembled an anthill, and I was happy with the proportions.



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I knew from the start that I wanted to 3D print my final packaging. In my research, I found 3D printer filament made out of algae, called ALGA, which is both reusable and completely biodegradable in a facility. Though I had never 3D modeled anything before, I wanted to learn. Thanks to many online tutorials, I was able to model the prototype of my packaging on Blender (3). I encountered a few problems with this prototype: the three sections of the model did not snap closed, so they slid off of each other and fell down when moved. In addition, the size of the model did not exactly match my specifications, so I needed to change my labeling to match the fit more closely. **In the final version of my design, I added snaps to the place where the bottom and middle layers of the container connect, so that it snapped closed and stayed closed. I also added a channel for the spoon stem to slide into, so that the packaging stays the same shape, and nothing sticks out.**

In terms of the label design, I added the Culter logo to all three sections of the packaging, so that even if the parts are separated, the logo can be seen on all three. Other things to note are the tagline that states “THIS YOGURT CONTAINS ANTS”. the goal of which is to shock customers into wanting to learn more by visiting Culter Foods’ website. In addition, on the bottom of the packaging (not pictured) there is a secondary website link in the form of a QR code, which will take customers to a section of the website that shows fun ways that other customers have re-used this packaging, for instance as a pot and watering cup for plants, or for other foods such as mashed potatoes and gravy.