

# PACKAGING DESIGN

Pharmaceutical packaging  
for kids

## Design Brief

Develop a captivating, emotionally engaging, and intellectually challenging pharmaceutical product packaging specifically designed for children, with the aim of making the process of taking medication easier and more enjoyable for young users and aiming to reduce the stress level for the guardian .





**The goal** is to make taking medication a positive and enjoyable experience for both children and parents.

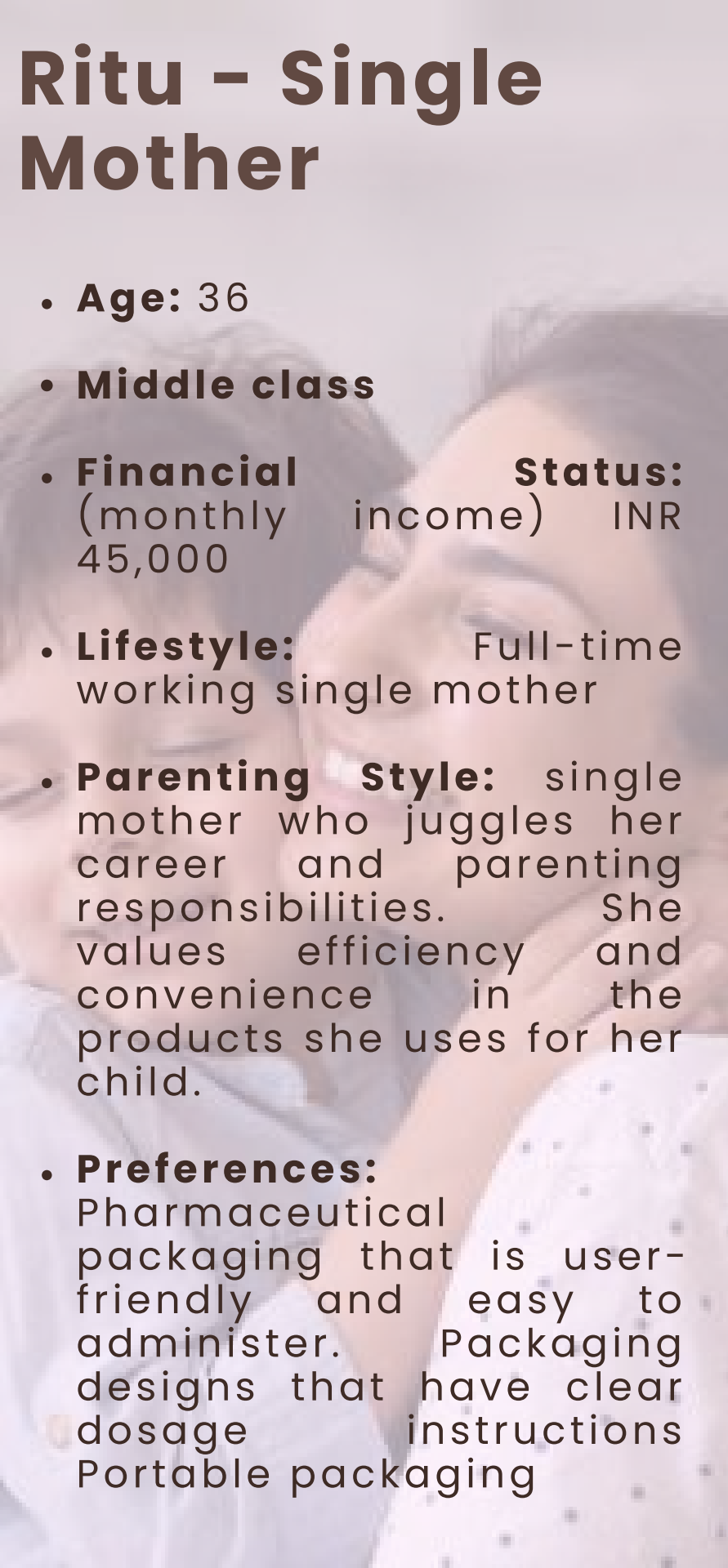
## Design Objectives

- **Engagement:** Captivates and entertains children, making them eager to take their medication.
- **Safety:** Child-safe, with no choking hazards or sharp edges.
- **Informative:** Essential medication information for parents while keeping the design child-friendly.
- **Practicality:** Easy for parents to open and administer the medication.
- **Durability:** Can withstand typical handling by children.

## Target Audience

- Children aged 3-5 years
- Parents/caregivers





# Ritu – Single Mother

- **Age:** 36
- **Middle class**
- **Financial Status:** (monthly income) INR 45,000
- **Lifestyle:** Full-time working single mother
- **Parenting Style:** single mother who juggles her career and parenting responsibilities. She values efficiency and convenience in the products she uses for her child.
- **Preferences:** Pharmaceutical packaging that is user-friendly and easy to administer. Packaging designs that have clear dosage instructions  
Portable packaging



# Mrs. Kapoor – Babysitter

- **Age:** 60
- **Retired**
- **Financial Status:** (pension) INR 40,000
- **Lifestyle:** Active senior, part-time babysitter
- **Role:** Enjoys spending time with children and has chosen to work as a part-time babysitter to keep herself engaged.
- **Preferences:** pharmaceutical packaging that is senior-friendly and easy to handle. Packaging designs that have clear dosage instructions, large and legible font sizes, and simple illustrations to help her administer the medication accurately.

## KEY INSIGHTS

cutesy forms

interesting

riddles/puzzles

Distraction

packaging forms

Fun motifs

interactive elements

pastels and light

**captivating**

Portable form

colourpalettes

**visuals and games**

easy to understand instructions

Building **TRUST**  
with the child

**bold**, easily visible informaton

similar colour  
patterns

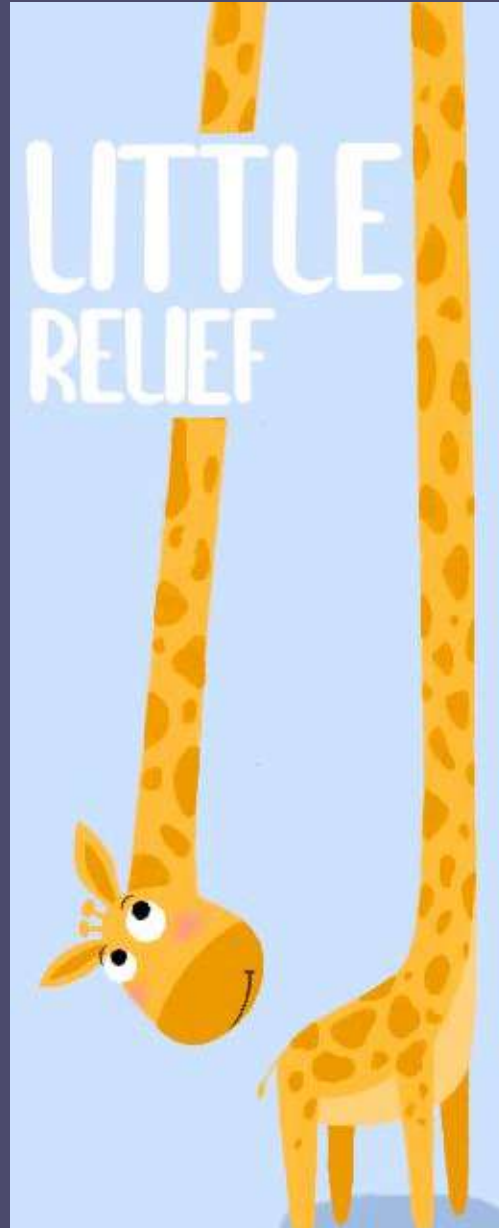
interactive imagery

familiar  
visuals

emotionally engaging

The background of the image is white with several large, soft, pink polka dots scattered across it. The dots vary in size and are positioned around the central text.

LITTLE  
RELIEF



All colors, textures, material, graphics are made considering child psychology such as –

**Colors-** Soft and gentle (pastels)

**Texture-** Shiny/glossy paper which grabs 3-5 year's attraction.

**Material-** 400gsm paper (sturdy yet soft which won't cause any harm to user)

**Graphics-**

- Digital graphics created with crayon chucks provide a nostalgic and playful twist, reminiscent of the first colorful tools often handed to children.
- Animals used as graphics are commonly known for 3-5 years

**Logo-**

We crafted this logo considering rounded or handwritten style that convey a sense of warmth and friendliness.





# Objectives-

To create a space where children can thrive, guardians can find peace of mind, and screen time is managed in a constructive and mindful manner.



- 1. This game interaction is **detachable** from the main packaging body .(to keep the product and the packaging safe)
- 2. **Light weight** and does not need any assemble.
- 3. Created a **single, sturdy** cutout that captivates 3-5-year-olds with its **flimsy yet firm** design, ensuring their fascination with its **gentle movements**



Dextromethorphan Hbr (Hydrobromide)  
Suspension

**Little Relief**

Active ingredients (in each 5 ml or 1  
teaspoonful)  
Dextromethorphan Hydrobromide 7.5 mg

**Shake well before use**

DOSAGE: As directed by the physician

Store below 25°C, Protect from light.  
Keep out of reach of children.

Registered Trademark

SCHEDULED PRESCRIPTION DRUG-CAUTION:  
Not to be sold by retail without the  
prescription of a Registered Medical  
Practitioner

MLG/1718-A  
Manufactured By:  
Finosa India Limited  
At: Little Relief Pharmaceuticals Ltd.  
Plot No. 2175, At & Post: Dabhosa Tal: Padra,  
Dist: Vadodara Gujarat-381740  
For abbreviated prescribing information  
healthcare professionals may please refer to  
our website [www.singelln.com](http://www.singelln.com) or contact us at:  
Finosa India Ltd, Finot House, CTS No. 115-B,  
L&T Business Park Vihar Road, Powai 400072  
Tel: (91-22) 28032011

For your feedback/queries, contact  
Finosa India Ltd call 1800-22-2294  
Or email us at [customercare@fino.com](mailto:customercare@fino.com)





