Fisher Nut Exactly®
Snack Bites

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Another busy day means another lunch break at your desk. Skip the vending machine and go for something not exactly popcorn, not exactly a candy bar, and not exactly nuts. Go for Nut Exactly®, the crunchy, salty-sweet snack bite that will get you through the day!




NUT EXACTLY
Snack Bites
Pecan Popcorn
~ dipped in ~
Salted Caramel
Name:
Dept.:
NO artificial preservatives
NO high fructose corn syrup
0g trans fat
NET WT 5 OZ (141g)


NUT
EXACTLY
Snack Bites
NUT
EXACTLY
Snack Bites
NUT
EXACTLY
Snack Bites



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Product Statement

Nut Exactly® is a bite-size snack made primarily of popcorn and nut mix dipped in chocolate, peanut butter or caramal. A 5 oz bag costs $2.89 at HEB, Kyle, TX (south of Austin), and contains five servings. Currently it comes in a resealable flexible package (metallized zipper barrier bag). The graphics are colorful and illustrate an actual size of the product. The selling point “15 delicious calories” is a focal point on the front of the bag.

Problems with the current package include visual issues such as lack of hierarchy (so the eye doesn’t know where to go and could easily skip to the next available snack on the shelf) and it looks like a diet food. Other problems include freshness: the bag contains 5 servings, but after you open it, all of the snacks are exposed to the air and lose their flavor over the time it takes to finish the bag (usually 2-3 days). Finally, the resealable feature does not work easily.

Solutions include redesigning the graphics so that it is attractive to a younger audience. The target audience is female, age 25 - 35 who work full-time or part-time at a desk job. The audience does not really count calories, so the designer instead emphasized that the snack has protein, natural ingredients, and is tasty and convenient.




Fisher Nuts
NUT EXACTLY
Snack Bites
Pecan Popcorn

User Experience

The designer used a hands-on participant observation approach to research the original package. A visit to the local grocery store revealed the snack is found with nuts and trail mixes. Eating the snack at the office provided information about the needs of the target audience, female full-time employees in an office setting.

This method of observation also revealed issues with the packaging such as the graphics and the open/close features of the bag.




gredients
TEAR HERE
15
delicious
CALORIES
per snack bite
SEE NUTRITION INFORMATION
FOR FAT AND SATURATED FAT CONTENT
Fisher
Nut

Nuts & Snacks



1. Nut Exactly® can be found in the Austin area at HEB in the same aisle with rice cakes, popcorn, trail mix and nuts.



2. Ingredients and price are deciding factors for the Nut Exactly® consumer.



5. The snack can be easily stored in a purse or tote.

OR



6. The snack can also be tucked into a desk drawer at the office.



3. Unfortunately, the "tear here" feature does not work properly, and the user must hunt for scissors to cut the bag open. The resealable function also does not work, so a binder clip is used to reseal the package.



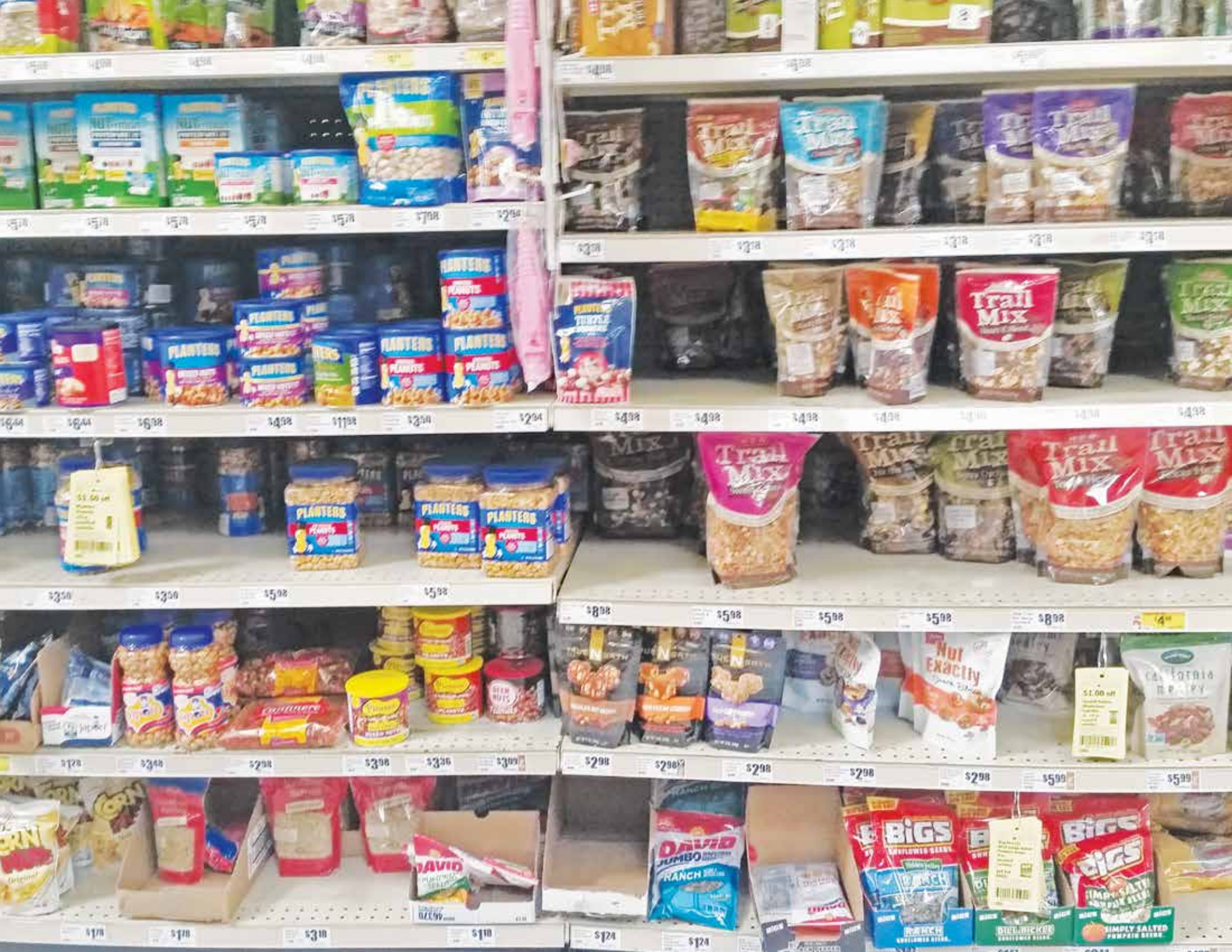
4. The bag can stand on a desk for easy snacking access throughout the day.



7. Nut Exactly® is tossed into the trash (the packaging is not recycleable).

Problems with Packaging

- Design looks like a diet food
- Easy-open and ziploc don't work
- Sustainability could be improved


PLANTERS
Trail Mix
Nut Exactly
DAVID
JUMBO
RANCH
BIGS
SIMPLY SALTED



Market Research

The designer took note of other snacks located in the same section of the grocery store as Nut Exactly®, such as trail mix, rice cakes, and chocolate covered nuts. The products were compared by package structure, visual design, serving size, and price. After this evaluation, the designer looked at popular packaging and graphic design trends on Pinterest to create an digital inspiration board.


ZIP TO CLOSE
Fisher
Nut
Snack Bit
peanut
popcorn



Fisher Nut Exactly Snack Bites
Price: $2.98
Size of Snack: 5
Servings: 5

Materials: Metalized barrier bag
Shape: Stand-up
Resealable: Yes

Package Colors: Bright blue, orange, pink
Images: Image of snack
Selling Points: 15 delicious calories,
No artificial preservatives,
artificial flavors, or high
fructose corn syrup

Competition



True North Crunch
Price: $2.98
Size of Snack: Bite Size
Servings: 5

Materials: Metalized barrier bag
Shape: Retangle Stand-up
Resealable: Yes

Package Colors: Black with royal color accents
Images: Image of snack
Selling Points: Vegan, 0 trans fat, gluten free, NonGMO



California Medley
Mixed Nuts and Fruit
Price: $5.99
Size of Snack: Handful of mix
Servings: 12

Materials: Metalized barrier bag
Shape: Stand-up
Resealable: Yes

Package Colors: White, Green (clean)
Images: Image of snack
Selling Points: Sodium free, gluten free



HEB Chipotle Almonds
Chocolate Covered Almonds
Price: $3.98
Size of Snack: Handful of almonds
Servings: 5.5

Materials: Metalized barrier bag
Shape: Stand-up
Resealable: Yes

Package Colors: Indigo with fabric effects
Images: Image of snack
Selling Points: “Covered in Milk Chocolate”





Target Audience

Meet Rachel: She is an outgoing twenty-eight year old starting her career in Austin, TX. She works during the day as a part-time administrative assistant for a local building supply store, and afternoons as a paid intern for a marketing firm. With the two jobs together she makes $30K (her rent is $1400/mo). Consequently, Rachel loves a good bargain.

Rachel is quite busy, and it shows. Every morning, she hops in the shower, throws on whatever is clean, and arrives at the supply store right at 8am. She immediately grabs a juice or yogurt from the office refridgerator and starts on the emails, spreadsheets, and files. She has no time for breakfast (but she does make time for Pinterest where she has saved many a paleo recipe). Around 10 am, she is basically done with her work, and she gets bored and hungry. Fortunately, there's a HEB grocery store within walking distance, so she steps out of her office for a brisk walk.

She figures a sleeve of almonds might do the trick, so she heads over to the nuts and popcorn aisle in the back of the store. She sees that Nut Exactly® snack bites have a coupon. She grabs a bag and checks out the ingredients. No artificial flavors and no chemical ingredients that she cannot pronounce. Sweet! She posts a quick pic to Instagram. #healthy #nomnom

Back at the supply store, Rachel keeps the snack bites on her desk and even shares a few with co-workers. Before she heads to job #2, she stashes the snacks in her purse. She finishes her bag of Nut Exactly® (all five servings) by the end of the work day.


snackeet
Fig


Gift Bag Tutorial
24cm




ORGANIC
POTTING
MIX
ORGANIC
VEGGIE
MIX
ORGANIC
COMPOST


TODAY
Camu Camu


KUNA


Nuts
Snack
Nuts
Snack



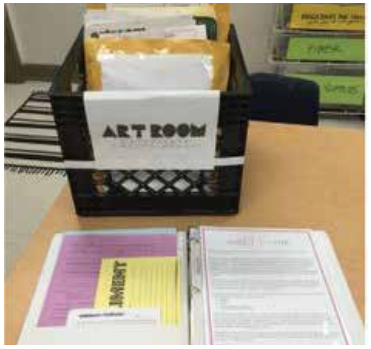





Lesson Plan
Organization






ART ROOM


GENUINE
ORGANIC
ALMONDS
ROASTED & UNSALTED




BREAD
N ROLL




petite eats









Inspiration

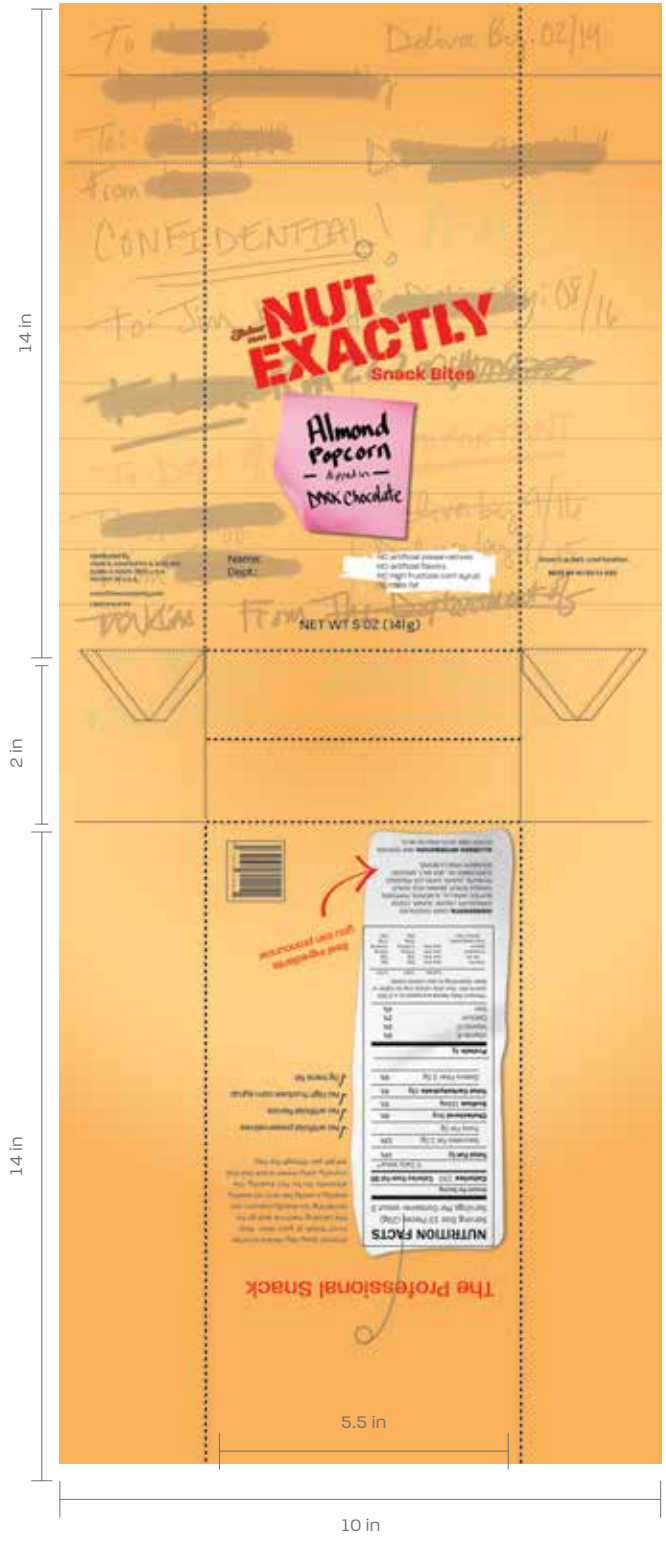
Big type | Bright Colors | Bold
Organic | Paper-based | Type
Hand-Lettering | Office Supplies
Grommets | Roll-down Reseal
Casual | Familiar | Natural
Patterns | Feminine | Simple
Bag Shaped | Stand-Up Bags
Coffee Bags | Manilla | Detail

Mock Ups

The designer used plain copy paper and some scrap booking paper to cut, fold, glue, and tape several mock-ups. This stage of the design process is purely driven by curiosity. There is no wrong or right answer. Many options were explored: from simple bags to intricately folded oragami creations. The final design solution was to create a paper-based bag with a sturdy square base so that it stands up on its own.

The designer also decided to forego the ziploc function and to instead incorporate a “roll-down” feature to re-seal. The first prototype was a stand-up bag with a decorative sleeve. Inside were going to be smaller packages. Each package was going to contain 5 pieces (per the serving size). The idea was to control portion size. However, after user feedback, this evolved into a stand-up bag without a sleeve and without smaller packages. The bag rolled back to reseal, and the designer explored a few looks: bold colors with inspiratinal quotes; a super simple, purist approach, and finally, a manilla envelope type design.

This last design was a favoriate, so the next version was a stand-up bag that rolled forward to reseal with a grommet and string, just like an inter-office envelope, a familiar office supply for the target audience.




Don't follow the crowd. Let the crowd follow YOU.
Nut Exactly
nut exactly
The Professional Snack
To: Your mouth
From: Nut Exactly

“I like that you can roll and unroll it. I can dump the crumbs in my mouth at the end!”

User Testing

The designer tested the re-design with six users: three in a casual social environmnent, and three in an office setting. Participants were asked to comment on the package as well as the graphics.

Easy to roll up, better than the original ziploc seal.

Easy to get your hand into. Stands up on its own.

“I like that you can roll and unroll it. I can dump the cumbs into my mouth at end.”

Not sure what I am supposed to do with the sleeve. Felt like a Russian nesting doll.

Doesn’t make sense to have indivdually wrapped snacks since they are not 100-calories per package. I was disappointed, I was ready to just eat it.

“I’m going to eat all of them at once anyway.”

The grommet and string might be difficult, especially for women with their nails done.






Fisher Nuts
NUT EXACTLY
Snack Bite
Pecan Popcorn
~ dipped in ~
Salted Caramel
Name:
Dept.:
NO artificial preservat
NO high fructose corn
0g trans fat
NET WT 5 OZ (141g)
Fisher Nuts
NUT EXACTLY
Snack Bite
Almond Popcorn
— dipped in —
Dark Chocolate
Name:
Dept.:



Final Design

The final redesign is a paper-based bag with a square, sturdy base. It stands on its own, but can fit easily into an office drawer or file cabinet. The bag rolls down as one finishes the snack. The grommet is more decorative than functional, although it can really be used if desired.

The graphic appearance mimicks an interdepartmental envelope. It incorporates some of the bold type and the hand-written type from the designer's inspiration board. Each flavor has its own background and 'sticky note.'

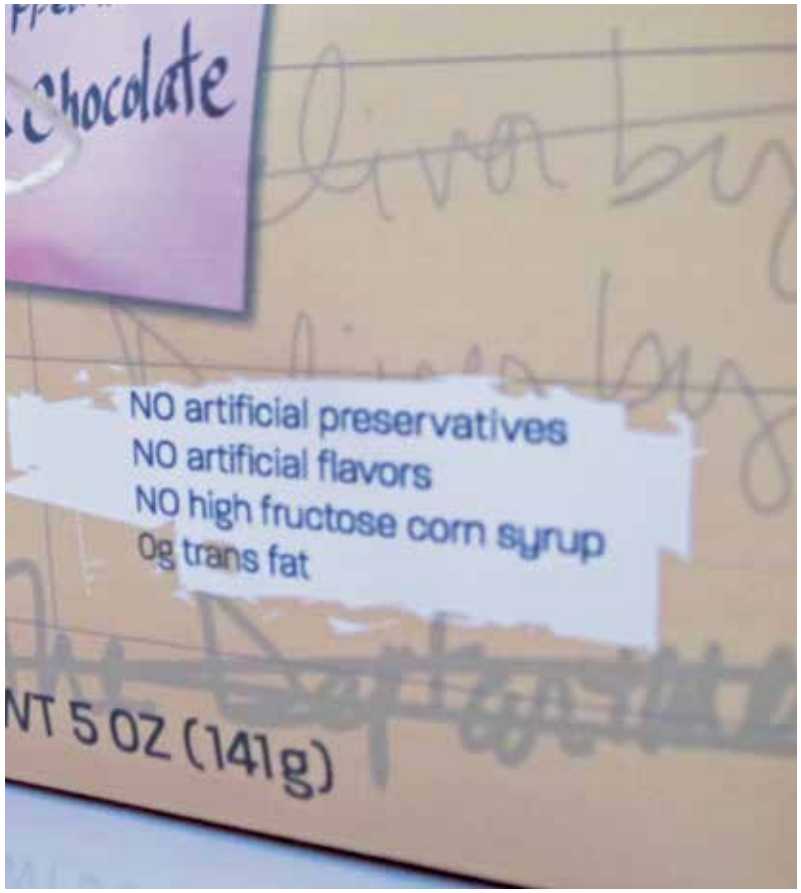
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Typeface: **Paralucent Stencil Heavy**
Paralucent Medium
Paralucent Text Book

Color: Yellow 1, 35, 74, 0; Red 0, 98, 93, 0

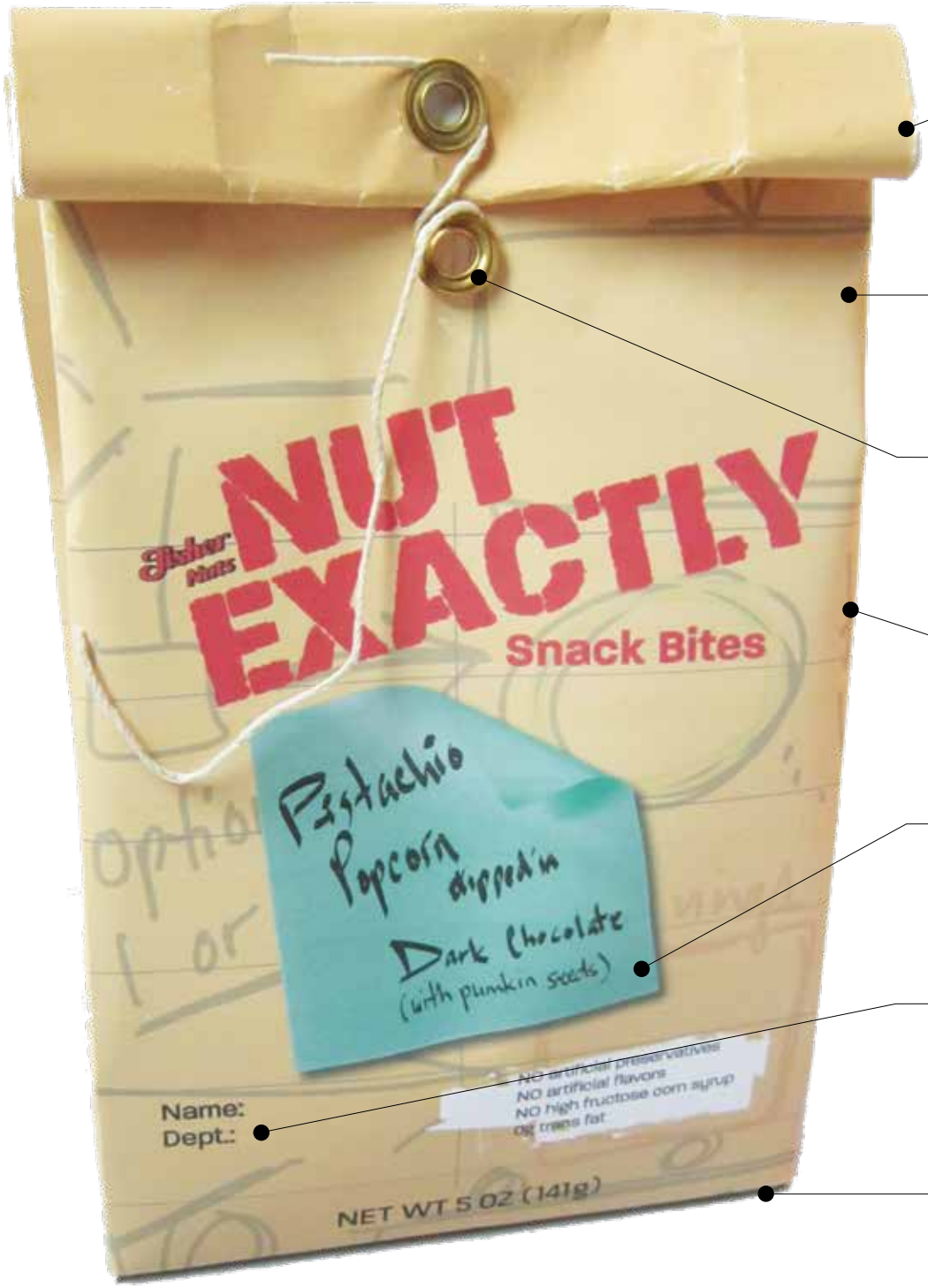

calorie diet. Your daily values may be higher or lower depending on your calorie needs:
Calories: 2,000 2,500
Total Fat Less than 65g 80g
Sat Fat Less than 20g 25g
Cholesterol Less than 300mg 300mg
Sodium Less than 2,400mg 2,400mg
Total Carbohydrate 300g 375g
Dietary Fiber 25g 30g
INGREDIENTS: DARK CHOCOLATE (CHOCOLATE LIQUOR, SUGAR, COCOA BUTTER, VANILLA), ALMONDS, POPCORN, TAPIOCA SYRUP, BROWN RICE SYRUP, PEANUTS, SUGAR, EXPELLER PRESSED SUNFLOWER OIL, SEA SALT, GROUND BOURBON VANILLA BEANS.
ALLERGEN INFORMATION: MAY CONTAIN OTHER TREE NUTS AND/OR MILK.
Real ingredients you can pronounce!


Fisher Nuts
NUT EXACTLY


Chocolate
NO artificial preservatives
NO artificial flavors
NO high fructose corn syrup
0g trans fat
NT 5 OZ (141g)


Fisher
Nut Exact
Snack Bit
Peanut popcorn
NUT EXACTLY
Snack Bites
Pistachio popcorn
Name:
Dept.:
NET WT 5 OZ (141g)





Roll-down closure.

Paper-based packaging

Grommet accent

Hand-written texture

Sticky-note for flavor

Send snack to a co-worker

Sturdy, stand-up base

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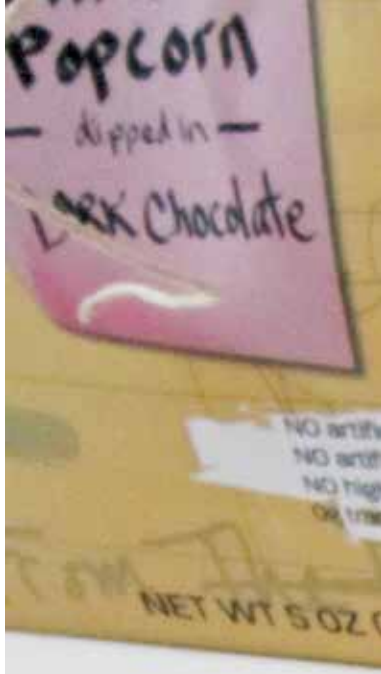
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NUT
EXACTLY


NUT
EXACTLY
Snack Bites



Designer Bio



You will find Stephanie Long working at Texas State University during the day, and sipping coffee late into the night as she sketches ideas or adjusts a headline one pixel at a time until it is juuuust right. She has five years of experience in graphic design, and specializes in working with small businesses and entrepreneurs. In 2014, Stephanie relocated to San Marcos, TX, a funky little college town just between Austin and San Antonio. When she is not working on a design project, she is cuddling with her Great Pyrenees and binge-watching Netflix with her husband.

The NutExactly package redesign is a project in partial fulfillment of the requirements of the Master of Fine Arts in Communication Design Program at Texas State University.

