



BenTo-Go


Team 4: Cynthia Shi, Yen Do, SangJoon Lee,
Akshey Dhar, Frances Yu



How might we make the food packaging more efficient without having to compromise on spillage or heat?



Background

- A big concern for food delivery services is delivering food orders with no spillage.
 - A better packaging solution to ensure that the driver will not have a mess inside their car.
 - The food should remain intact upon arrival and not lose too much heat during the drive.
 - The idea here is to replace traditional take-out boxes.
 - Instead of using multiple boxes, we want to create a compact unit that is more convenient to use.
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Inspiration



[Reference](#)

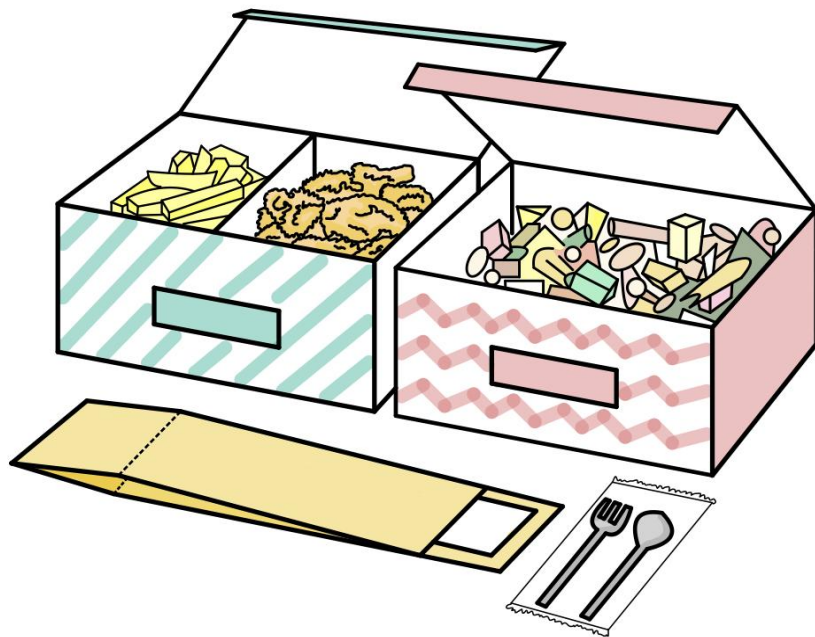
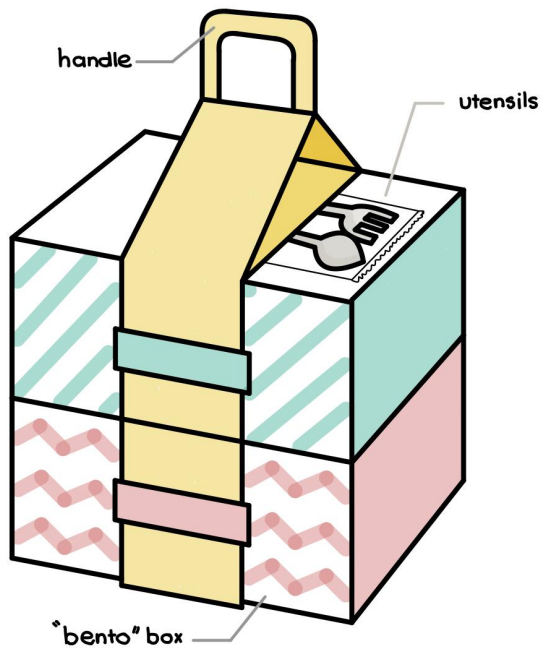


[Reference](#)

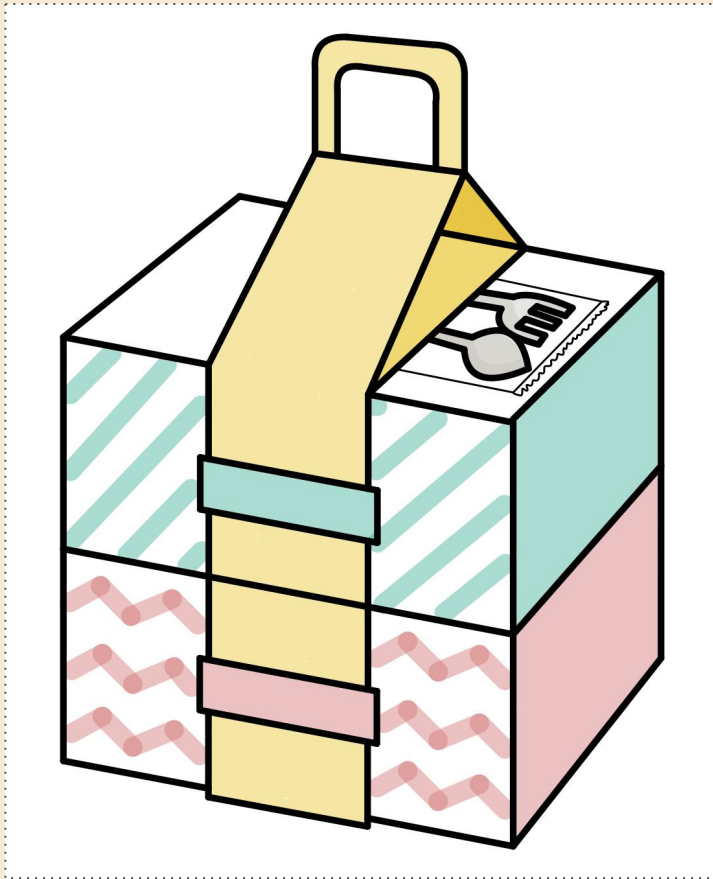


[Reference](#)

Sketch



Concept Poster

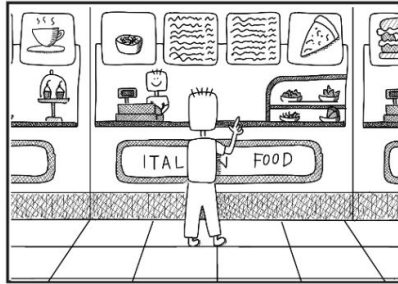


"BenTo-Go is a stackable packaging box that prevents food spillage and leakage."

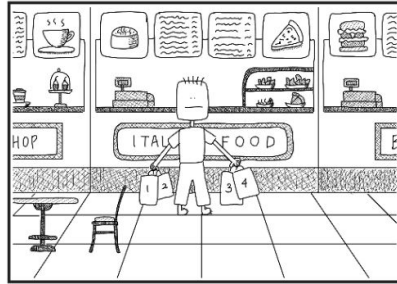
Features and Benefits:

- No plastic bag needed
- Recyclable materials
- Wax coated paper pail
- Utensils included
- Strap/Handle that secures the multiple orders together
- Perfect packaging with everything in one place

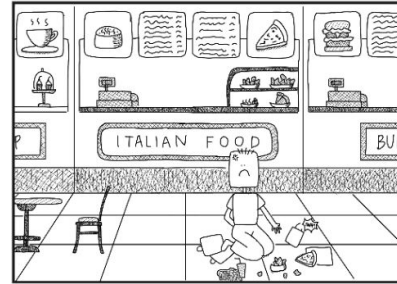
Storyboard



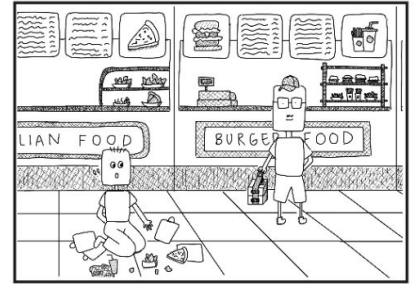
At the local restaurant, a hungry customer steps up to order many meals to satisfy his cravings.



The customer ordered a lot of food and now has to carry many bags to be able to hold all the food.

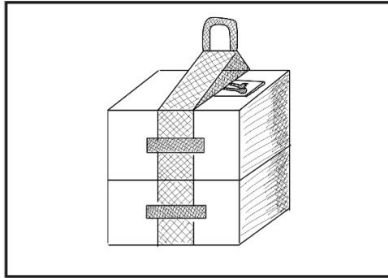


Focusing only on carrying the many food bag, the customer slips and all the food gets scattered around on the ground.

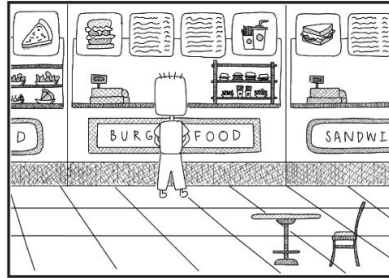


While trying to pick up all of his food off the ground, he spots a friend nearby carrying all the food together in one BenTo-Go box.

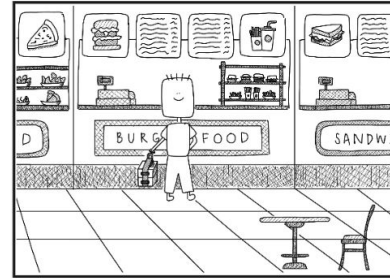
Storyboard (cont)



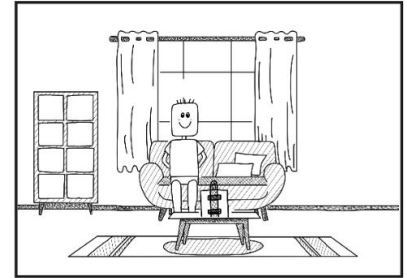
The BenTo-Go box packaging allows the restaurant and the customer to be able to combine all their items together to make it easier to carry, use and discard.



The next day the customer comes back to the same restaurant, but this time asks to use a BenTo-Go box instead.



This time the customer is able to walk out of the restaurant with a smile on his face and only needing to use one hand to carry the BenTo-Go box.



Now at home, the customer can eat happily knowing that he no longer has to bear the inconvenience of carrying multiple bags at the same time.

The background is a light cream color with various colorful geometric and organic shapes scattered around. In the top left, there's a cluster of orange dots. To its right is a yellow semi-circle. Further right is a purple ring with four orange diagonal lines passing through it. Below the orange dots is a purple wavy line. On the left side, there's an orange semi-circle. In the bottom left, there's a teal ring with four purple diagonal lines. At the bottom center, there's another cluster of orange dots. On the right side, there's a yellow semi-circle and a teal wavy line.

Thank you!