

Research on the Strategies of Intelligent Packaging Design from the Perspective of Experience Design

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Abstract: In the current period, with the continuous development of China's social economy, great changes have taken place in the commercial field. Especially the development of science and technology makes the market of our country produce a lot of new technologies. Intelligent packaging design requires the perspective of experience design while the perspective of experience design is one of the main ways of current business changes. As an effective shortcut of intelligent packaging design, it brings more powerful support for the progress of current economic activities. Therefore, this paper analyzes the strategies of intelligent packaging design from the perspective of experience design, and tries to put forward several effective design strategies, in order to further realize the more ideal development of intelligent packaging design from the perspective of experience design.

1. Introduction

With the emergence and development of intelligent packaging design, it has brought more powerful support to the current economic progress of our country. While we fully enjoy the convenience brought by intelligent packaging design, it should also arouse our attention to the individual psychological needs of consumers. Therefore, it is proposed to view the intelligent packaging design from the perspective of experience design, and to analyze and plan the strategies of intelligent packaging design from the perspective of experience design in combination with the actual design situation, so as to integrate the consumer demands into the development direction of intelligent packaging design reasonably, and make more positive guidance for the future development of intelligent packaging design.

2. Development Status of Intelligent Packaging Design from the Perspective of Experience Design

At the present stage, with the continuous development of information technology and the progress of science and technology in our country, the forms, materials and technologies needed for packaging are quite different from those in the past. Consumers' demands for product packaging should not be considered just from the basic functions, since more and more consumers transfer their personality and emotional needs to product packaging. In this process, intelligent packaging design emerges. To a large extent, it has made a great change in people's lives, and plays a rich role in people's lifestyle.

We can understand that intelligent packaging is the inevitable result of the development of social science and technology in the current period, and is also a strong proof of the integration of packaging design and technology at present. Although smart packaging design is much more expensive than ordinary packaging in price, it has won more consumers' approval. In the current consumer market, there are still some consumers who come into contact with smart packaging and mistake it as a high-tech product. The main reason for this phenomenon is that some consumers blindly praise the technology of the current period. While experience design plays the leading role in product packaging design. It integrates consumers' own needs into product packaging, regards service as stage, takes product as props and makes environment as scenery, therefore, consumers can be guided to enjoy the design process of product packaging while enjoying the product. It can

be said that experience design is one of the main forms of business change in the current period, and is an inevitable trend. It is also a key and powerful assistance for the transformation of product packaging design intellectualization.

3. Application Concept of Intelligent Packaging Design

At present, consumers put forward more requirements for product packaging design. Combining with various product types in the actual product market, consumers will design their own packaging requirements according to their actual needs for products. Take food packaging as an example. More consumers pay more attention to food safety when purchasing food. Therefore, when designing such packaging, they take the freshness and shelf life of food as the main design characteristics. In addition, some consumers stress manufacturers when choosing product packaging. Consumers generally believe that in the design of product packaging, it is necessary to concisely reflect the origin of manufacturers, so that consumers can more intuitively understand all the relevant information of food when watching product packaging. This kind of easy-to-read product packaging is more favored by the above consumer types. Therefore, in order to better meet consumers' purchase needs, food manufacturers are required to integrate relevant information of food shelf life and food freshness measurement on packaging bags, and use intelligent packaging design to provide consumers with better service, so as to further occupy a solid position in the current market.

In the current stage of intelligent packaging design, there are many types of design. For example, functional material type, functional structure type and information type. For all kinds of intelligent packaging technology, we can classify all kinds of product information, in order to further develop the effectiveness of intelligent packaging design, and further conform to the design concept from the perspective of experience design. At the same time, intelligent packaging design from the perspective of experience design should also perform the functions of control and supervision, so as to further optimize the design activities of product packaging.

4. Application Principles of Intelligent Packaging Design from the Perspective of Experience Design

4.1 People Orientation

Based on the perspective of experience design, intelligent packaging design should first adhere to the principle of people-oriented application, in order to achieve the best application effect. The proposition of taking people-oriented design as the basic principle is to further meet the actual needs of consumers for product packaging in the current period. At the same time, we all know clearly that the main object of service for product packaging is consumers. While designing product packaging, the responsible product packaging company should try its best to meet the needs of consumers for product packaging. By using the design ideas provided from the perspective of experience design, the intelligent packaging design activities are planned accordingly. From the perspective of experience design, product packaging design needs to rely on the convenience brought by big data. By sorting out and analyzing the actual product packaging demands of consumers, it is possible to further grasp consumers' purchasing product consciousness, so as to combine the actual purchasing intention to carry out relevant reforms on the product packaging design ideas applied in the current period, and make them further in line with the current consumer demands for product packaging while intelligent packaging technologies are strengthened. It highlights the products with people-oriented intelligent product packaging design concept win a broader consumer space, which is in line with the current application needs of consumers.

4.2 Reasonable Control of the Costs of Intelligent Packaging Design

In products, packaging exists as the appendage. Therefore, when product packaging manufacturers pursue to apply experience design to design product packaging, they should restrict the intelligent packaging design more effectively, and further gain more sales profits by reasonably

controlling the costs. In the current stage of product market, all kinds of product packaging have their own unique characteristics and functions to better attract the attention of consumers, so that consumers have a certain desire to buy and the purchasing power can be comprehensively enhanced. Therefore, in order to make the product more profitable after sales and better maximize the profits, it is essential to restrict the design costs of product packaging accordingly. Although the costs of intelligent packaging design from the perspective of experience design need to be constrained, it should be implemented on the premise that product packaging meets the needs of consumers, so as to maximize profits for product manufacturers while consumer demands are met. However, in the current period, China's current product packaging industry is not very ideal in cost control, which leads to the difficulty of actual improvement of the profits of product manufacturers. This phenomenon is also a major drawback in the current stage of product packaging industry, producing a certain restrictive effect on the future development of product packaging industry.

4.3 Comprehensive Consideration of Consumer Value Orientation

The main object of products is consumers, so the packaging of products should mainly consider the value orientation of consumers. In order to better help product designers design product packaging that adapts to the current stage of the market, the value orientation of consumers must be considered comprehensively. The designer of product packaging is expected to fully consider consumers' purchase psychology before formal design, take consumers as the dominant factor in product packaging design, and fully embody humanistic feelings in product packaging design. At the same time, to further promote the sales of products and satisfy the basic function of product packaging design, it is necessary to enhance and strengthen the design sense of product packaging as far as possible, so as to further enhance the proportion of product packaging in consumers' purchasing willingness. Not only that, product packaging in today's era should be with a certain human flavor, which can fully reflect the cultural characteristics of products. In this way, product packaging no longer just contains a large number of product information and fail to shake consumer desire. Only in this process, packaging design can play a more effective role in promoting sales of products and further play the effectiveness of intelligent packaging design based on the perspective of experience design.

5. Effective Strategies of Intelligent Packaging Design from the Perspective of Experience Design

5.1 Overall Training of High-quality Product Packaging Design Professionals

In the current period, with the continuous progress of social economy, the product packaging industry is also developing rapidly, and the demand of society and human for product packaging is also changing with each passing day. Therefore, the professional level and professional accomplishment of intelligent packaging designers should be improved to better meet the current design requirements for intelligent packaging. In this regard, only by cultivating high-quality intelligent packaging design talents, can we obtain more practical effectiveness in the future development process of product packaging industry. At the present stage, the shortage of high-quality talents in product packaging industry is the key factor restricting the sustainable development of intelligent packaging design industry to a certain extent. Therefore, it is urgent for relevant responsible departments to carry out all-round training of intelligent packaging design talents in order to promote the intelligent packaging design industry to provide more effective support in the social and economic development. At the same time, it is also an effective way for our enterprises to occupy an important position in the product packaging industry.

5.2 Establish a Reasonable Communication Mode and Actively Carry out Communication Activities

In order to make the intelligent packaging technology develop more effectively from the perspective of experience design, more care and patience should be paid in the actual plan.

Intelligent packaging design is a kind of skill. To improve the level of intelligent packaging design from the perspective of experience, it is of great necessity to establish a reasonable communication mode between enterprises and enterprises, between intelligent packaging designers and intelligent packaging designers, and actively carry out communication activities. In such a process, intelligent packaging design talents are capable of relying on effective communication and interaction for continuous learning. Intelligent packaging designers can learn the product packaging technologies and design technologies from other enterprises. Through the effective establishment of communication mode, it is feasible to better promote the complementary learning of higher level product packaging designers, and further make up for the deficiencies in intelligent packaging design. This way makes the intelligent packaging designers become high-quality design talents, and better ensure that intelligent packaging designers contribute more powerful support to the intelligent product packaging industry from the perspective of experience design.

6. Conclusion

To sum up, from the perspective of experiential design, the intelligent packaging design should be reformed to meet the product development needs of current social and economic industries. In this regard, it requires the relevant responsible personnel to uphold the principle of product packaging application from the perspective of experience design and effective development measures to promote intelligent packaging, so as to further realize the development of intelligent packaging design from the perspective of experience design towards a positive direction.

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