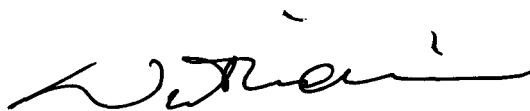


IDENTITY DESIGN FOR PEPPERY SHOP

BY
MR.PARAMANU NAVARAJ

THIS BOOK IS PART OF THE REQUIREMENT TO FULFILL
VIS 4116 ART THESIS I & VIS 4122 ART THESIS II
DEPARTMENT OF VISUAL COMMUNICATION DESIGN
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS
ASSUMPTION UNIVERSITY
2016

ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS,
ASSUMPTION UNIVERSITY
APPROVES THAT THE ART THESIS
IS A REQUIREMENT OF THE BACHELOR DEGREE OF FINE ARTS



.....
(A. WUTHICHAJ CHOONHASAKULCHOKE)

DEAN

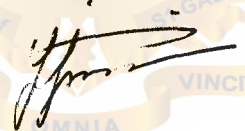
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS



.....
(A. LITTIPORN LITTIPANICH)

CHAIRPERSON

DEPARTMENT OF VISUAL COMMUNICATION DESIGN



.....
(A. LITTIPORN LITTIPANICH)

ADVISOR



.....
(Dr.Teresita Juan Bunyakarte)

IELE EDITOR

ART THESIS COMMITTEE
ACADEMIC YEAR 2016

1.	A. LITTIPORN	LITTIPANICH	CHAIRMAN
2.	A. PAT	WANASANGSAKUL	SECRETARY
3.	ASST.PROF. NATTANAN	NAEWMALEE	SECRETARY
4.	A. TIFFANY	SHELTON	SECRETARY
5.	A. ACHAREE	WANGLEE	BOARD MEMBER
6.	A. WUTHICHA	CHOONHASAKULCHOKE	BOARD MEMBER
7.	A. DARUNEE	SA-AREDEE	BOARD MEMBER
8.	A. KHONTEENEUNG	SAENGHIRUNA	BOARD MEMBER
9.	A. ORATHAYA	SARAMART	BOARD MEMBER
10.	DR. PICHAI	THURONGKINANON	BOARD MEMBER
11.	A. CHALITAPORN	YAMOON	BOARD MEMBER
12.	A. PATRICA	KHEMNGUAD	BOARD MEMBER



ABSTRACT

This is an account of a research project that created a corporate identity for a particular shop to be more appealing to customers.

Thai spices shop or Peppery shop is a Shop that provides premium quality of spices, flower tea, Thai herbal and Tom Yum set. This shop is set at Jatujak Market Station 9 341 Soi 18/2. Mrs.Tong Manutsavee and Mrs.Aonuma Yambangyang are the owners of the shop. The main products of this shop are spices and flower tea.

Image of the brand is one of the most important things in order to make the customer decide to buy the product. It also can raise the price of the product to make more profit. Sometimes, the design and logo can attract people to look at the products, or make the customers feel more confident to buy the products.

The target group of this shop is the tourists and foreigners. So Mrs.Tong and Mrs.Aonuma want the image of the brand to be in line with Thai style. However the current image of the brand is very poor and not attractive. The logo, packaging, shop are lack attractiveness in design, but they have high quality of product. As the objective of this study was to create corporate identity for the shop to be more attractive, reliable, and memorable.

Our concept calls for the rich taste of Thai cuisine. Mood and tone will be luxury to make the image of the brand look more reliable and also use Thai traditional style and apply politeness to attract the customer. The reason for the use of this concept, together with mood and tone is Peppery products need to add value. There is a long story behind Thai food. In the past, an ancestor in the palace created the recipe of Thai food for only royal family, which has made people hold Thai traditional food as precious and of high value. Thus the researcher's idea was to treat the customer as an important person who deserves to be served the best. Finally, Thai traditional food style is a good idea to apply in design.

The concept of the rich taste of Thai cuisine was applied in the logo, packaging, menu, shop design and staff uniform, which are the scope of works.

Conclusion, by doing this project could learn how to incorporate Thai contemporary style, when designing for the packaging. The researcher also found out the differences of the attributes of each material that is used for packaging. For future research on a project finding out the history about the product, information concerning the packaging that matches the product, learning the target group and the market. Moreover, the researchers must see different designs to have some starting idea for the design process.

ACKNOWLEDGMENT

I would like to express my appreciation to the owners of the brand Peppery (Mrs. Tong Manutsavee and Mrs. Aonuma Yambangyang), my advisor, and my family.

I would like to express my special thanks to Mrs. Tong and Mrs. Aonuma for allowing me to use their brand in my thesis project, also advisor Littiporn Littipanich who gave me valuable advice on my project. I am grateful to my family for giving me strength, suggestions and financial support.



Table of Contents

Approval Page I

Art Thesis CommitteeII

Abstract III

Acknowledgement IV

Chapter 1: Introduction page 1

1. Background
2. Significance of the Study
3. Problem Statement
4. Project Objectives
5. Expected Results
6. Scope of Study

Chapter 2: Information Analysis page 4

- 2.1 Marketing Analysis
 - 2.1.1 Marketing Mix
 - 2.1.2 SWOT
 - 2.1.3 Target Group
 - 2.1.4 Unique Selling Point
 - 2.1.5 Product Positioning
 - 2.1.6 Product Personality
 - 2.1.6 Other Related Topics
- 2.2 Data Analysis
 - 2.3.1 Question
 - 2.3.2 Gathering Data
 - 2.3.3 Conclusion
- 2.3 Design Analysis
 - 2.3.1 Existing Design
 - 2.3.2 Competitor(s) Design
 - 2.3.3 Design Reference

Chapter 3: Design Implementations page 44

- 3.1 Communication Objectives
- 3.2 Concept I
 - Mood & Tone
 - Support
 - Mood & Tone Board

- Sketch Design
- Problem & Committee Suggestions

3.3 Concept II

- Mood & Tone
- Support
- Mood & Tone Board
- Sketch Design
- Problem & Committee Suggestions

3.4 Concept III

- Mood & Tone
- Support
- Mood & Tone Board
- Sketch Design
- Problem & Committee Suggestions

Chapter 4: Conclusion and Suggestions

page 51

4.1 Final Design

4.2 Conclusion

4.3 Suggestions for Future Study

Bibliography V

page 57

Appendix VI

page 59

Personal Data VII

page 66

DVD-ROM VIII



Chapter 1
Introduction

Title: Corporate Identity for Peppery Shop

1.1 Background

Thai spices shop or Peppery Shop is a shop that provides premium quality of spices, flower tea, Thai herbal and Tom Yum set. This shop is set at Jatujak Market station 9 341 Soi 18/2. Peppery Shop was opened earlier in 2015, but there is a longer story behind this shop before it became the shop it is today.

Mrs.Tong Manutsavee and Mrs.Aonuma Yambangyang, the owners of the shop, have been friends since they were students. This shop was begun by Aonuma family. Her family grows the herbal and spices to sell at the local market. She saw that it could make more profits from the business. She got the idea that dry herbs store longer than fresh herbs. The main products of this shop are spices and flower tea. Mrs.Tong saw that this business was interesting and had a chance to grow immediately. Then she helped Aonuma to open the shop and come to be the owners together. The target group of this shop is the tourists and foreigners.

These are the list of the products that they are selling.

Herb	Spices	Flower Tea	Cooking Set
1 Cardamom	1 Black pepper	1 Butterfly pea tea	1 Phad gra pao set
2 Cloves	2 Chia seed	2 Chrysanthemum	2 Phad Thai
3 Coconut milk powder	3 Chilli	tea	3 Tom Kha Gai
4 Coriander Seed	4 Cinnamon	3 Green tea	4 Tom Yum Set
5 Goji Berry	5 Cumin seed	4 Jasmine oolong	
6 Kaffir lime peel	6 Curry powder	tea	
7 Lemon grass	7 Dried chilli	5 Jasmine pandan	
8 Lemon leaf	8 Ginger	tea	
		6 Lemon grass tea	

Herb	Spices	Flower Tea	Cooking Set
9 Pandanus 10 Parsley 11 Star anise 12 Wood ear mushroom	9 Green curry powder 10 Hary basil 11 Liquorice Powder 12 Long pepper 13 Perilla 14 Sesames 15 Thai ginseng 16 Turmeric Powder 17 White pepper	7 Lingzhi tea 8 Mentha arvenis 9 Moringa tea 10 Roselle 11 Rose tea	

1.2 Significance:

Currently, image of the Peppery brand is lacking in attractiveness of design, It does not appeal to the target group at all. However, the researchers saw that the image of the brand is one of the most important things in making the customer decide to buy the product. It also can increase the price of the product for the to make more profit. Sometimes, the design and logo can attract people to look at the products, or make the customers feel more confident to buy the products.

1.3 Problem Statement:

This shop has no logo and any graphic for packaging. The hard part of the research project is to make a new design to create a strong image that meets to the owners' needs. Also, the owners of the shop prefer to see the logo and design in Thai or oriental style in order to make the customers remembers that the products come from Thailand. The target group was foreigners that travel in Bangkok and they were going to expand the market abroad through the website. However, The shop has no website or Facebook page because this shop still has no official name, logo and packaging. So the owners were going to launch a website and Facebook page after the design was done.

1.4 Project Objectives

1. To create corporate identity for the shop to make its product more attractive, reliable and Memorable to customers.
2. To make a chance to be an export product

1.5 Expected Results

The shop will have a new corporate identity that will make the brand look better and catch the attention of people. Also, the new corporate identity will make the shop well known. Moreover, it is the hope of the project researcher to see the design put to actual case and make benefits for the shop.

1.6 Scope of the Study (8-10 applications)

1. Logo
2. Shop design
 - Front sign
 - Interior design
 - Shelf signs
3. Packaging design
 - Spices
 - Herbs
 - Tea
 - Cooking sets
 - Bag forms
4. Staff uniform

Chapter 2

Information Analysis

2.1 Marketing Analysis

2.1.1 Marketing Mix

	Pepperly	The Competitor (No Brand)	The Indirect Competitor Spice Story
Product	1.Spices 2.Flower tea 3.Spice set size m 4.Spices set size L	1.Spices size m, l 2.Herb 3.Tea size m, l, xl 4.Tom yum kung cooking set	1.Spices 2.Herbal tea
Price	Spices 60 baht Tea 120 baht Spice set (M) 60 baht Spice set (L) 120 baht	Spices size M 40 baht Spices size L 60 baht Tea size M 80 baht Tea size L 150 baht Tea size XL 300 baht	Spices 170, 185, 210 baht Herbal tea 165 baht
Place	JJ market Station 9 341 Soi 18/2	JJ market Station 9 341 Soi 18/2	Siam Paragon 2nd floor

(

Promotion	-Buy 1 get 1 free(Only spices)	No promotion	-Herbal tea Buy 3 get 1 -Thai Cooking set include Tom Yum / Tom Kha / Pud Thai Buy 3 get 1 -Facebook -Instagram -Website: http://www.thespicestory.co m/ -Delivery
------------------	-----------------------------------	--------------	---



2.1.2 SWOT

Internal Factors	Strength	Weakness
	1.They have their own farm, so they plant and produce the spices and tea by themselves. Therefore, they can sell the products at low prices with high quality.	1.The variety of the products is limited,not wide like that of their competitor. 2.The image of the brand is not attractive to the target group. 3.Their package design is not reliable.
External Factors	Opportunity	Threat
	1.There are not many competitors with a strong brand identity in this kind of business. 2.Many foreign tourists walk at JJ market.(Their target group) 3.Thai food is known becoming more foreigners.	1.Stability of quality and quantity are hard to control, because the products come from the nature. There are many factors that make it hard to control such as season, water, weather, and pests. Therefore, sometimes the quantity or quality of the product are not enough, which can make the customer disappointed.

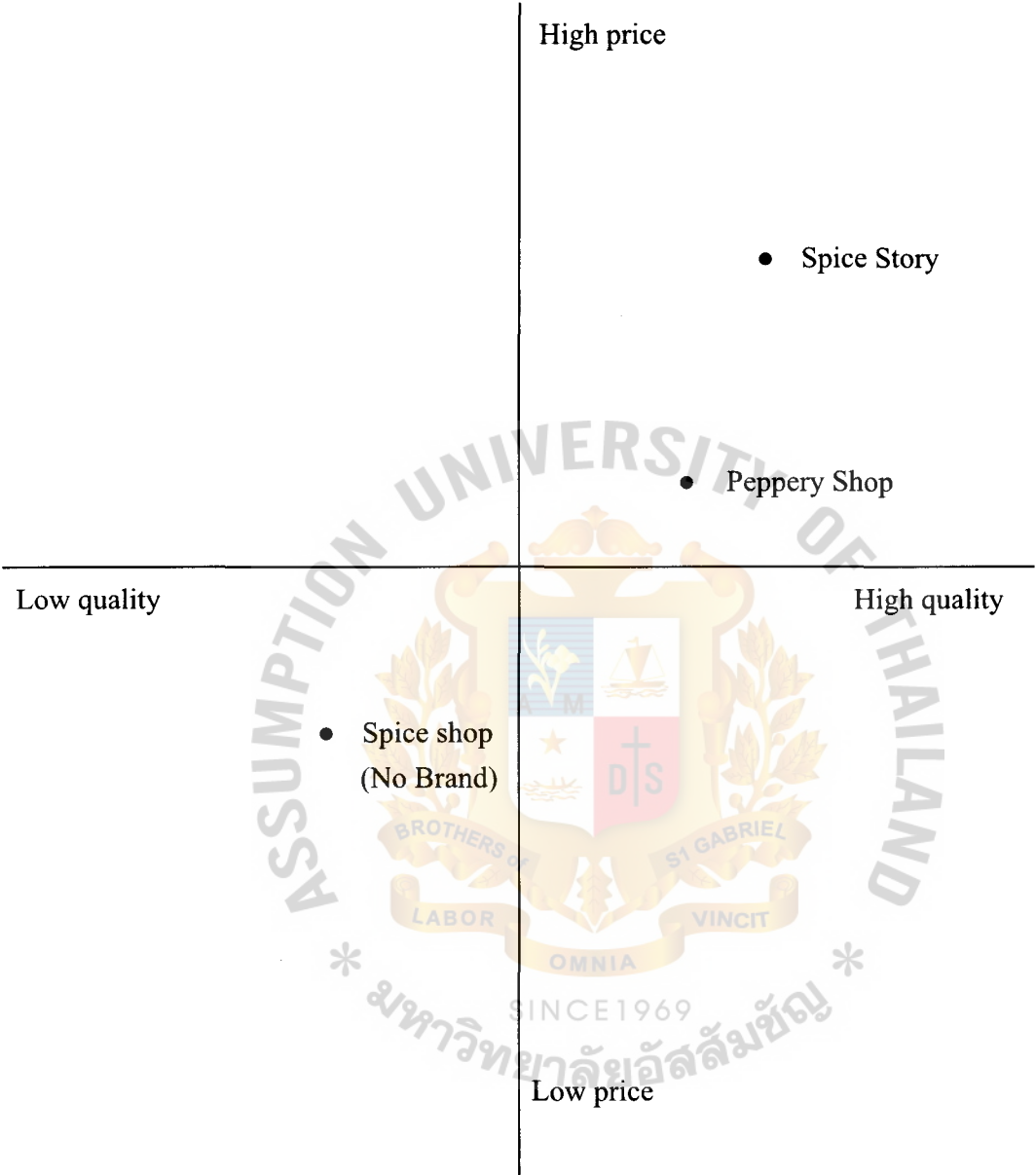
2.1.3 Target Group

Demographic	Foreigner ,Tourists, Middle income, Age 22 - 40
Geographic	European(Brasilian, American, German, Malaysian, Polish, Korean, Italian, Belgian), Lao, Thai and chinese
Psychographic	They are healthy. They like cooking.

2.1.4 Unique Selling Point

1. The owners are selling the product by themselves, so the devotion of the seller is different from that of the competitors whose seller is hired by the owner.
2. They have their own farm, so they plant and produce the spices and tea by themselves. Therefore, they can sell the products with high quality at reasonable price.

2.1.5 Product / Brand Positioning



Position Statement: This graph shows clearly that Peppery shop has good quality products. Even though they are not good as Spice story’s products, they are not much different. However if the prices of these two brands are compared, Peppery Shop products are a lot cheaper than these of Spice Story. Peppery products when compared with the products of normal spice shops, Peppery products’ quality is a lot higher than the product quality of normal spice shops.

If the customer wants to buy herbs or spices for cooking. For the tourist and foreigner, Peppery is a good choice for them. This brand plants and grows the herbs and spices by themselves, so the customer can consume a great quality of herbs and spices at a cheaper price than any other brands.

2.1.6 Product / Brand Personality

Like a human being, this brand should be like a Thai mother. She is 28-35 years old. She likes to cook Thai food, especially spicy Thai food. She always plants herbs and spices for her food because she believes that her herbs and spices are the best.

2.1.7 Other Related Topics

The special combination of herbs and spices used in preparing Thai dishes is what gives Thai food its very distinctive character. There are about 10 main herbs and spices which form the basis for Thai cooking.

1. Chilli

More than 10 types of chilies are used in Thai cooking. They vary in size and color, but all are used for spicy flavoring and decoration. Chili pepper contains an impressive list of plant-derived chemical compounds that are known to have disease preventing and health promoting properties.

- Chilies contain health benefiting alkaloid compound in them, capsaicin, which gives them strong spicy pungent character. Early laboratory studies on experimental mammals suggest that capsaicin has anti-bacterial, anti-carcinogenic, analgesic and anti-diabetic properties. It is also found to reduce LDL cholesterol levels in obese individuals.
- Fresh chili peppers, red and green, are rich sources of vitamin-C.
- They are as good as other antioxidants such as vitamin-A, and flavonoids like Beta-carotene, α -carotene, lutein, zeaxanthin, and

cryptoxanthin. These antioxidant substances in capsicum help protect the body from injurious effects of free radicals generated during stress, and diseases conditions.

- Chilies carry a good amount of minerals like potassium, manganese, iron, and magnesium. Potassium is an important component of cell and body fluids that helps control heart rate and blood pressure. Manganese is used by the body as a cofactor for the antioxidant enzyme, superoxide dismutase.
- Chilies are also good in B-complex group of vitamins such as niacin, pyridoxine (vitamin B6), riboflavin and thiamin (vitamin B-1). These vitamins are essential in the sense that the human body requires them from external sources to replenish.

2. Cardamom

Small off-white capsules from a plant native to India, which contain black seeds. The seeds give off a cool, refreshing aroma and are used as a garnish for Indian foods and as parts of curries and curry pastes.

Cardamom is an ideal spice with many health benefits. The most popular and well known health benefits are listed below.

- **Anti-Carcinogenic Properties:**
Cancer, particularly colorectal cancer, is one of the leading causes of death around the world. The rising cost of conventional cancer therapy and the subsequent side effects have encouraged researchers to look for alternatives that are sustainable. Studies conducted by Sengupta et al. at Chittaranjan National Cancer Institute in Kolkata have shown that dietary cardamom had a positive result in counteracting colorectal cancer to an extent of 48%.
- **Good for Cardiovascular Health:**
Cardamom administration for cardiovascular conditions resulted in a lower heartbeat or controlled rhythm, and control of hypertension.
- **Control of Cholesterol:**

The micronutrients found in cardamom can counteract the surge of lipids in the body. In experiments conducted at the Pharmacology and Toxicology Division at Hindustan Antibiotics Limited in Pune, India by Dhuley, hepatic and cardiac antioxidant enzymes from cardamom were administered to mice, which were fed a high-fat diet. The antioxidant enzymes had an influence on the cholesterol levels and helped in significantly controlling them.

3. Shallot

Small red onions which are used in nearly every Thai dish. A special flavor, to be sure, and so special that even some Thais prefer to do without these in their food. Thinly sliced shallots are often mixed with sliced cucumber, chilis, sugar, and vinegar as a condiment sauce for saté or murtabak.

- **Cholesterol and Heart Health:**

Allicin, the compound formed when shallots are sliced and diced, has been directly linked to regulating cholesterol levels in the body. Allicin actually inhibits a reductase enzyme that is produced in the liver, which is the enzyme that controls cholesterol production. By lowering total cholesterol levels in the body, shallots can help prevent atherosclerosis, coronary heart disease, heart attacks, and strokes.

- **Blood Pressure:**

The combination of potassium, a well known vasodilator, and the action of allicin, which releases nitric oxide in the body, blood pressure is significantly decreased. A vasodilator relaxes the walls of the blood vessels and allows blood to flow more freely. This prevents clotting and stress on the cardiovascular system, further boosting heart health.

- **Diabetes Control:**

Two of the phytochemical compounds found in shallots, allium and allyl disulfide, have anti-diabetic properties, meaning that they help to

regulate the levels of blood sugar in the body. This can be very helpful for diabetics who need to keep their blood sugar levels under control.

4. Siamese ginger

These roots are larger than the common ginger, and Siamese ginger is always used to make curry pastes used in Thai food. It is also added to soup either in chunks or thin slices.

5. Common ginger

Its roots are picked for adding to foods and for making drinks. Young ginger is used as a condiment with fowl and beef dishes and in Tom Yom.

- Galangal contains anti-inflammatory properties and therefore is beneficial in treatment of arthritis and rheumatoid arthritis.
- It also helps to relieve discomfort caused due to inflammation of the abdomen and ulcers too.
- To curb sea and motion sickness, nausea, chew a few slices of fresh galangal.
- Galangal contains a host of antioxidants that helps to minimise the damage caused by free radicals and other toxins in the body.
- To improve blood circulation in the body, include galangal in your diet.

6. Sweet basil

A sweet basil similar to the kind used in Italian pasta and various European tomato dishes. Used as a vegetable and for flavoring.

- Contains Disease-Fighting Antioxidants
One of the key benefits of basil essential oil is the ability to help fight free radical damage while protecting DNA structure and cells. Basil contains two important water-soluble flavonoid antioxidants, known as orientin and vicenin, which help protect white blood cells responsible

for immune function, as well as cellular structures where DNA is stored.

- **Acts as an Anti-Inflammatory**

Basil contains powerful essential oils, including eugenol, citronellol and linalool. These are enzyme-inhibiting oils that help lower inflammation, which is at the root of most diseases like heart disease, rheumatoid arthritis and inflammatory bowel conditions.

- **Fights Cancer**

Basil contains phytochemicals, which can help naturally prevent cancer, including chemical-induced skin, liver, oral, and lung cancers. Basil is able to increase antioxidant activity, positively alter gene expressions, induce cancerous-cell apoptosis (death of harmful cells) and stop cancerous tumors from spreading.

- **Contains Antibacterial Properties**

Another benefit of basil essential oils is to provide protection against harmful bacterial growth. In studies, basil extract is even shown to be helpful in inhibiting resistant strains of bacteria that do not respond to antibiotic treatments.

- **Contains Antimicrobial Properties that Fight Viruses and Infections.**

Basil essential oils have been found to exhibit antimicrobial activity against a wide range of bacteria, yeasts, molds, and viruses. This means you can add protection against the candida virus and various forms of skin irritations to the long list of proven benefits of basil.

- **Combats Stress by Acting as an ‘Adaptogen’**

Studies show that basil has strong potential to act as a natural adaptogen, an herbal medicine that helps the body adapt to stress and to normalize the harmful effects of stressors on bodily processes.

7. Holy basil

A sweet basil different from horapa in that the aroma and flavor is released only in cooking. Used in hot and spicy fried dishes. The most common dish is Pat Kaprao which is pork, chicken or beef stir fried with kaprao.

From the leaves to the seed, holy basil is considered a tonic for the body, mind, and spirit. Different parts of the plant are recommended for different conditions, such as:

- Fresh flowers for bronchitis
- Leaves and seeds, with black pepper, for malaria
- Whole plant for diarrhea, nausea, and vomiting
- Pills and ointments for eczema
- Alcohol extract for stomach ulcers and eye diseases
- Oil for insect bites

8. Lemon grass

This plant looks like coarse grass and has a lemony scent. The lower part of the stalk is used for flavoring mainly, but also used as an ingredient in curry paste and certain dishes—the most famous is Tom Yom. Also planted to repel insects.

- Helps Digestion
- Controls Cholesterol Levels
- Cleanses and Detoxifies
- Heals Colds and Flu
- Fights Cancer

9. Turmeric

Bright orange roots which are used for the coloring in yellow curries. White turmeric is used as a raw vegetable and resembles ginger. Most often found in Southern Thai or Muslim curries and Northern Thai curries.

When examining the research, turmeric benefits go beyond that of these 10 drugs:

- Anti-inflammatory drugs
- Antidepressants (Prozac)
- Chemotherapy
- Anticoagulants (Aspirin)
- Painkillers

- Diabetes drugs (Metformin)
- Arthritis medications
- Inflammatory bowel disease drugs
- Cholesterol drugs (Lipitor)
- Steroids

10. Pepper

Black, white and green peppercorn types. Black is milder and more aromatic than white. Whole green peppercorns have a special taste all their own and are often used as an edible garnish in forest food. Used in flavoring.

- **Increases Nutrient Absorption**
The piperine in black pepper enhances the bioavailability of various nutrients such as vitamins A and C, selenium, beta-carotene, and others, thereby improving your overall health. Bioavailability refers to the amount of a nutrient or supplement that is absorbed by the body.
- **Improves Digestion**
Black pepper stimulates the taste buds and increases the secretion of hydrochloric acid in the stomach, which in turn aids proper digestion. Interestingly, most digestive problems are caused by a lack of hydrochloric acid rather than excess amounts of it.
- **Facilitates Weight Loss**
Although it stimulates the appetite, black pepper also can help you lose weight. The outer layer of peppercorns contains phytonutrients that encourage the breakdown of fat cells.
- **In addition, being a diuretic and diaphoretic herb, it promotes urination and perspiration, which in turn help flush toxins and excess water from the body.**
- **Relieves Gas**
Being a carminative, pepper relieves stomach gas and also helps prevent gas formation.

7 Steps to a Successful Rebrand

Branding is not a company name, logo, tagline or the newest marketing campaign. A brand is a company's or product's identity, and to understand what that means the company know the customers' thinking, feeling and expectations when they see the company or product, because those thoughts, feelings and expectations are the brand. A company does not own its brand its customers and prospects do. Moreover, a company can not rebrand, especially fixing what is not broken is not possible. There is one case when Coca-Cola's attempted to rebrand with New Coke in 1985. The public was outraged and let Coca-Cola know they wanted their old Coke, so the company responded within a few months and brought back Classic Coke. However, rebranding will be successful, if companies follow the steps below.

Steps to Rebranding

1. Influence and shape the brand with a series of brand promises. In order to arrive at those promises, you need to gathering key employees who have contact with customers in any way and ask the following questions:
 - a. What qualities and characteristics should people think of when they hear the name or see your product?
 - b. What feelings are expected of them?
 - c. What do you want them to expect?
 - d. Can you support all those ideas in fact? If not, what do you have to do to make it true?
 - e. What can you honestly say sets you apart? Look at everything. Discover what your company stands for first, before you decide on a brand.
2. Obtain customer feedback. Using phone calls, online surveys, an email survey, your blog to ask your customers and prospects what they think, feel and expect when they see your name or products, Stoutenborough

says. Doing this will help you get a feel for how uphill your job at instilling your brand promises will be.

3. Find out what's not working. Identify the part of your brand that's failing to connect to your target market.
4. Develop your story. Your brand's look, feel and message should tell one story, and that story should be heroic and memorable.
5. Permeate all your company communications with the new brand. That includes website, social media, sales tools and signage. Make certain that every employee understands them and can communicate them effectively.
6. Never stop supporting and promoting your brand. Successful brands are a living presence in the marketplace with a tangible, ongoing relationship with customers. It's easy to support a brand in boom times, but much tougher in down time.
7. Be consistent and persistent. Don't decide you're rebranding yourself today, but next week refer to things that point to your old brand.

8 Things that good logo should be

Your logo should be able to use on a variety of media

The development of media represents an important fact in logo design. In the past any marks, logo or trademarks were used only in print; much more the quality of color and even style wasn't as important as nowadays.

A modern logo can be used in print, in a very high-resolution, on a site, on a banner, on business cards, and even on T-shirts. A solution for this is to realize a logo that is very simple or versatile. This quality is also called versatility.

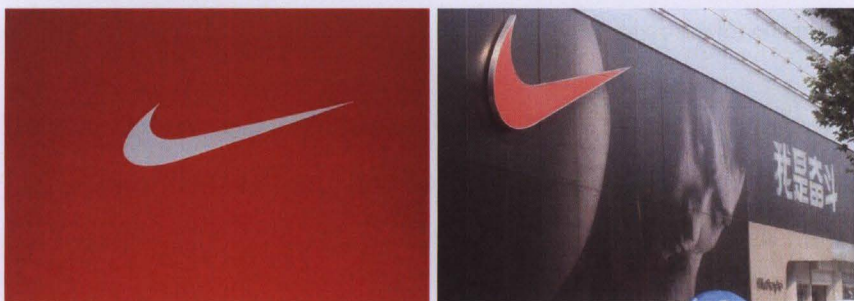


Fig.1 Nike logo

Fig.2 Nike logo on the wall

Your logo design should be memorable

Simplicity is the key of logo design. In the creation of one logo we should consider the human mnemonic value, it makes it memorable.

Color of Logo

The color blue make people dream about the sea. Red means danger or forbidden things, while green makes people feel calm and think of grass and nature. Using these colors in the right context controls people's thoughts in a good way.

An adapted color combination is also a step further; for example if a logo being made for a kindergarten it is not recommended to use red with black-it is a very strong message even if the font type suits the message. A color combination of white which in this case inspires the feeling of purity can be used with blue or maybe some variation of green.

Shape of logo

The shape of a logo is another important part: a complicated shape puts people in a difficult position, it is hard to see the drawing. The message surely is totally strange for them.

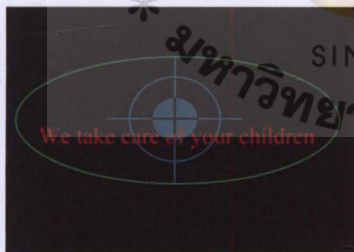


Fig.3 An example of Inappropriate logo.



Fig.4 Great logo, perfect color combination.

Be able to answer the questions: why? , who? , what?

A logo shouldn't explain what the company does. Nevertheless you can't use everything for everyone; the logo should inspire us to think of the

product in the way the company that produces it wants us to. If you want to make a good logo for a client you must have the answers to these questions:

1. Why is this logo needed?
2. Who is the target?
3. What is the purpose of it?

Understanding these is a must, not a dispensable point in the process of creation. Skipping it can cause a very embarrassing situation. There is the possibility of making a great and modern logo with disco style for a company that produces classic furniture, but a strong disaccord between the style adopted for the logo and the essence of the manufacturer will occur.

Logo design should be timeless

Coca Cola logo is timeless. Being timeless means that time does not alter the quality of the logo. Style changes, you can easily find on the Internet many articles that sound like New trends in design for 2010.

A company that wants to be in trend with the latest fashion in design might think they should change their logo every year, but that is a grave error, the customer hardly learned the logo and got use to it in a year, you can not change it. The ABC logo was designed by Paul Rand in 1962 and it has never been modified. This is another relevant example of what is timeless.

Logo should be able to be displayed in black and white

This rule is an invitation to simplicity; The concept itself makes the difference and not the way the concept is materialized. The logo of Nike, LG, Coca Cola, ABC are easy to draw with a pen, they do not need high-resolution, special effects or shadows in Photoshop, Illustrator, Gimp.

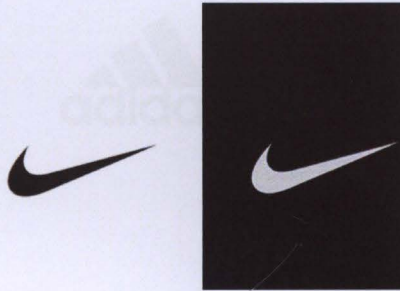


Fig.5 Nike logo on black and white

Logo Should be Impressive & Seductive

A logo is the first answer to the following question: “Why I am better or different from others?”. Having an impressive & seductive logo brings you closer to potential clients. An impressive mark gives your partners respect and trust in your power. It is possible for a logo that does not respect these rules to impress people.

The originality of the company starts with the logo, so an original logo is an important plus in an economical competition. There is a dilemma: if I make an original logo it can be appreciated as a new construction, a mini-revolution maybe, but it can be seen as an element that stands out in the world of logo design.

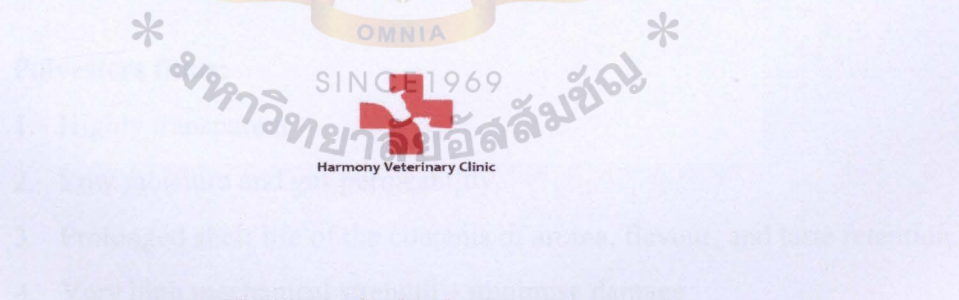


Fig.6 Interesting logo's concept

Logo Design Should be SIMPLE

Keep It Simple is the most important rule, in many cases simple things explain and contain the message better than a complicated things. The logos below are a good proof.



Fig.7 WWF logo



Fig.8 Adidas logo



Fig.9 IBM logo

Package type that use for dry herb and spice.

1. Glass bottle of various sizes and shape with labels are provided with metal or plastic caps.
2. Flexible pouches - pillow pouch, gusseted pouch, stand up pouch.

The flexible pouches are generally laminated of various compositions.

- Polyester/ metallised polyester/ LDPE
- BOPP/ LDPE
- BOPP/ metallised polyester/ LDPE
- Polyester/ Al foil/ LDPE

Polyesters films:

1. Highly transparent
2. Low moisture and gas permeability.
3. Prolonged shelf life of the contents of aroma, flavour, and taste retention.
4. Very high mechanical strength – minimise damage



Fig.10 Example of the package that made from Polyesters.

Polyethylene terephthalate (PET):

1. Linear, transparent thermoplastic polymer.
2. Bottles and films are largely amorphous with small crystallites and excellent transparency.
3. Low permeability to moisture and gases.



Fig.11 Example of the products that made from Polyethylene terephthalate.

BOPP Films:

1. Heat sealable or non heat sealable
2. Excellent moisture barrier
3. Film – smooth, glossy, crystal clear
4. High mechanical strength.



Fig.12 Example of the products that made from BOPP film.

For composite containers and plastic pouches are with LDPE or LLDPE Co-extruded films also use PVDC, EVOH based flexible materials having high barrier properties.

Automatic Vertical Form Fill & Seal Machine



Fig.13 Seal machine

The automatic vertical form fill and seal machine using 3-side sealing process. It use to pack spices like chilli powder, dhania powder, jeera powder, garam masala, aata, and Besan.

Packing Material

Heat sealable laminated films

- Polyester poly
- Metalized poly
- Aluminium laminated poly
- Paper poly

Bopp

Sealable polyester

How to design packaging.

1. Clarity and simplicity

When design the package, there are 2 things that one must consider first.

1. What's this product for?
2. What's the brand behind it?



Fig.14 A great example of simple, clear yet highly distinctive packaging design.

Packaging should help the consumer understand easily what the product is for and what is the brand in less than 4 seconds, which is the maximum time average consumer will dedicate to any particular product on the shelf. You'll find products listing dozen of benefits with no clear brand name. Products may look great on the outside but fail to explain what is in the box. Even find cleaning products may be found more appropriate in packaging for kids juices.



Fig.15 This is a bad example. This cleaning-product looks dangerously tasty. This packaging design might confuse consumers and fail to deliver on clarity.

Although some product categories allow for a bit of mystery (for example perfumes and luxuries), failing to identify the product in terms of content, usage or brand identity is a horrible practice which usually results in a packaging design which does not perform well in stores. So rule number one must be kept in mind: be clear about the product, be clear about the brand.

2. Honesty

By depicting a product ten times better than it actually is, you're misleading and ultimately disappointing the consumer, which only leads to poor sales performance and very bad brand image.



Fig.16 The example of the package that is lack of honesty.

This product might taste good, but the packaging is clearly misleading. More packaging v.s. real food comparisons on this site. As a designer, your task is to represent the product in the best way possible and to keep

pattern attracts consumers attention that they decide to take a closer look. This distinctiveness and appeal of the product when placed on an actual shelf is something retailers call “shelf impact,” and it makes a huge



difference in product sales.

Fig.18 This is what you actually see in a supermarket.

5. Extensibility

A product packaging design concept should allow for an easy introduction of a new line extension (product variation) or a sub-brand. For example, a packaging for new brand of apple juice is being created. The designer and the client option for a certain design features apples which look extremely appealing. However, a few months later, the client decides to launch a cherry flavor under the same brand name.



Fig.19 Good packaging design allows for easy variations without losing visual appeal.

To avoid this, the designer should always design product packaging with the future in mind. This means creating a visually systematic

design which allows for easy changes of product visual or other information, so a fine looking family of products can be achieved in the end.

6. Practicality

Practicality deals with the actual shape, size and functionality of the product container, not just the label or wrap. The more practical the product, the more sales it gets. Try to make the product easier to use, carry or store.



Fig.20 Turning things on their head helped Heinz sell more ketchup when ketchup industry was in growth crisis.

Packaging design is a large and demanding design field always looking for designers who can deliver both product originality and sales performance. Packaging is the last message a consumer sees and a last chance to convince them to buy the product. Clarity, honesty, authenticity and other rules described above play an important rule in this process but are by no means the final word on the subject.

2.2 Data Analysis

2.3.1 Questions

1. Do you like Thai food? Why?
2. Which Thai food do you like?
3. Do you like Herbs, Spices? Why?
4. What is the reason for you to buy Herbs or Spices?
5. Do you know any herbs or spices?
6. Which brand's design do you like the most?
7. Do you like the design below this or not? Why?(Package design of indirect competitor and Peppery shop)
8. What is your suggestion to upgrade the package or the design?

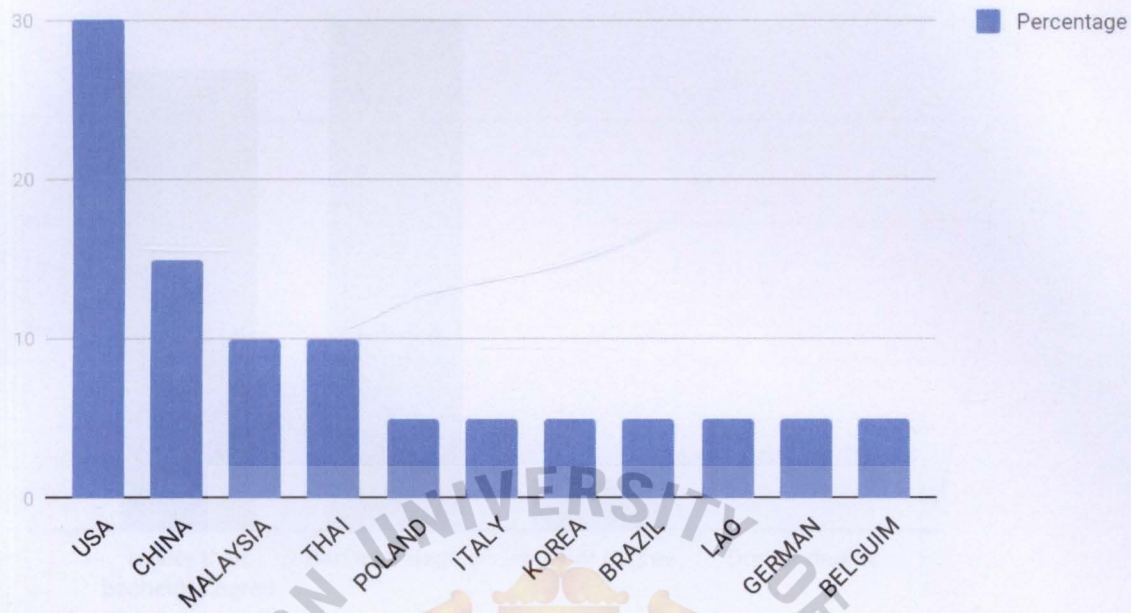
2.3.2 Gathering Data

The researcher gathers the data by using questionnaire. The information was collected from the customer of Peppery Shop at Jatujak Market. I can gather the information was provided by 20 people. From 20 respondents, there were 14 female and 6 male. The educational level of the respondents, is as follows: there were eight of them where the educational level was lower than bachelor degree, eleven of them had a bachelor degree and only one had a master degree.

2.3.3 Conclusion

From the information gathered from the questionnaire, it can be concluded that is summarized of foreigners that like to buy Peppery product the most. The information in the form of table chart.

The nationality of the customer



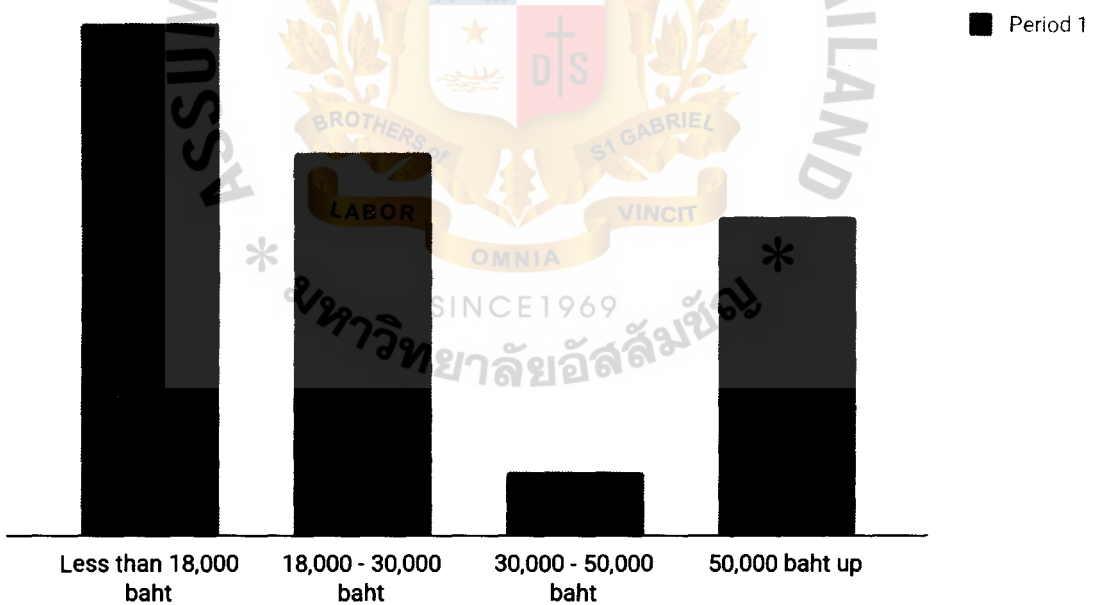
Customer gender



Education degree



Income



From the 20 respondents, the researcher could find out whether the foreigners like Thai food or not and why they liked it or not. Most of the foreigner like Thai food, There were 19 people like to eat Thai food and only one respondent

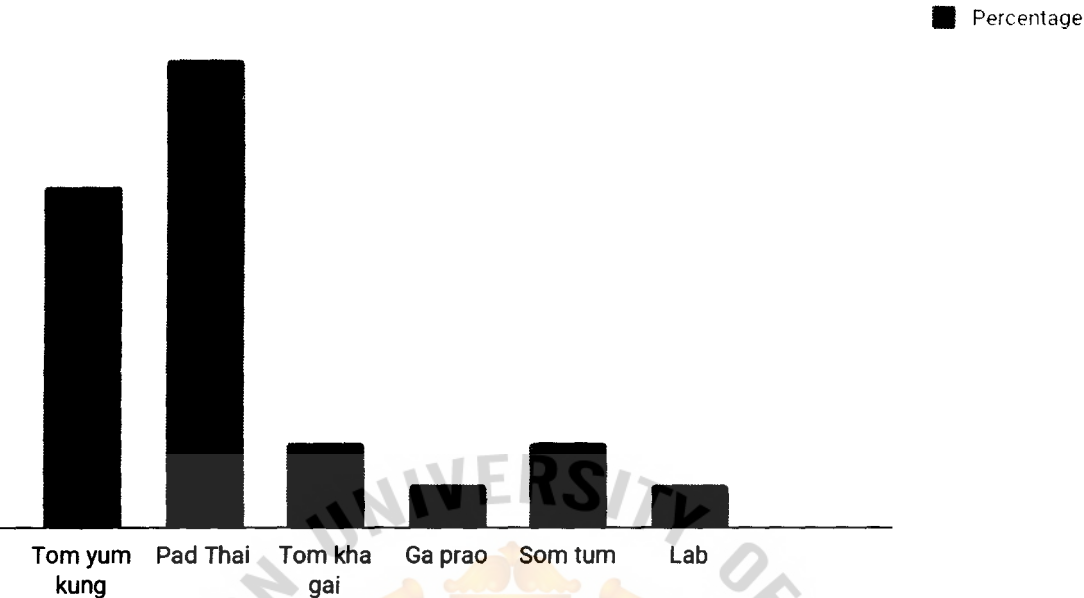
did not answer the question. The reason why he did not answer is he never try Thai food before, he can not make decision. On the other hand, there are few reasons that is why the foreigners like to eat Thai food.

Reason of people who like Thai food



From the information gathered from the questionnaire, The summarized is presented Thai food that the foreigners like the most was identified. A summary of the information in the form of a Column chart.

Thai food that people like the most



Based on the answers to the questionnaire, It can be summarized that most well known herb and spice is chilli and pepper.

The reason for buying the product



For the design, the respondent did not like the package that only put the tag on, they prefer more on the design that look luxury and more reliable



Design 1

Design 2

Design 3

The reason why customers liked design 1 was because the packaging is very easy to open and store. However, design 2 is the design that people liked the most. The reason is most of the customers were foreigner and tourists, so they needed a packaging that was easy to pack and saved the space in their bag. The answers show that design 2 to is the best choice to apply in packaging design.

2.3 Design Analysis

2.3.1 Existing Design



Form – Based on the principle. The design of the product is very simple. There is no grid on the design, and it also lacks beauty. However, the packaging design has clarity, honesty and practicality.

Clarity - People know what it is.

Honesty - The product is not misleading, the picture on the product is the same as what the real product is.

Practicality - They understand what is their target group needs, so they made the packaging in the form of a bag. The customer can store it in their backpack easier.

Content – Even though, lack attractiveness in the design, they can communicate information through that simple design and also make people understand what tea and spices are. The information that they want to communicate is the which type of the product is, what is the benefits of that product, and the type of food that can be cooked from this product.

Response – Based on the viewer's reaction, the product can communicate the information very well. The customer can understand what the product is and can see the difference between tea and spices by looking at the package. However, the design is clearly unattractive.

2.3.2 Competitor(s) Design



Form – Based on the principle, The logo design is good. People can understand easily by looking at the big word spice. The logo displayed effectively in black and white, also display in other media. For the packaging, they have various forms which separate the types of product. They also have clarity, honesty, and practicality in packaging design.

Clarity - They use a transparency glass bottle to show the product.

Honesty - The customer can see how the product will be through the packaging.

Practicality - They understand what their target group needs and provides various forms of packaging to be the choices for the customer.

Content – The logo communicates what the product is easily by using the word SPICE. With the old style of the logo, it is saying that the brand is original and reliable. They use transparent package to show how the product will be, and separate the type of product by looking at the product itself.

Response – Based on the viewer's reaction, with the big size of word spice, people can read and understand easily what the product is. Eventhough, they have another product line in the same brand such as herbal tea, people can understand the information easily because of the transparent packaging.



2.3.3 Design Reference



Source: Ryo Miyamura. (2014). Small spice curry package design. Retrieved November, 10 2016, from <http://ryomport.me/small-spice-curry-package-design/>

Form – Based on the design principle. The design stands out well and playful by using hierarchy and various of colors. Also, they put the real photo and illustration together effectively. Eventhough, it looks like they put the photo randomly, they use grid on the text. For the packaging, they have clarity, authenticity and practicality.

Clarity - With the name of the brand on the package the customer can know easily what the product the brand is selling.

Authenticity - With the design of packaging, people can remember the product easily because of the unique design.

Practicality - They also use the zip-lock bag to make the customer easy to open and store, also carry it easily when the customer buy it.

Content – With the playful design and use of various colors, they try to give the feeling of fun, freshness and interest. Moreover, by looking at the nice design, the customers can know that they do every process carefully. So the spice must be tasty and spicy. With the unique packaging design, the attention of the customer is caught when it is on the shelf.

Response – Based on viewers’ reaction, that the quality of the brand was expected to be good but it was thought to be expensive too. There are only middle one that can give the feeling of being spicy, because of the hot color. Eventhough, ziplock bag is easy to open and store, it is hard when cooking. It is hard to control the amount of the spice that they want to use.



2.3.4 Design Reference



Source: Ellen Mallernee. (2015, February 27). East Nashville news: East Nashville beer fest, Sarah Martin to run for district 5 council, Renovations at eastland kroger, more. Retrieved November, 10 2016, from <http://theeastnashvillian.com/blog/ENblogs/east-nashville-news-east-nashville-beer-fest-sarah-martin-announces-candidacy-run-for-district-5-council-renovations-at-eastland-kroger-more>

Form – Based on the design principle. The logo stands out. There is a contrast between the logo and the background. With the big letter size of the word spice, people can know what it is easily. However, with this form of logo, people may misunderstand what the name of the brand is. For the packaging principle, clarity honesty, and practicality were used in making the package.

Clarity - They use transparent glass bottle to show the product.

Honesty - The customer can see how the product will be through the package.

Practicality - Using a jar to be the packaging, it can be opened and stored easily.

Moreover, the customer can control the amount that they want to use.

Content – Based on the communication theory, they use big letter size of word spice to tell the customer what it is. The color of the design, packaging tries to communicate the feeling of being homemade. They want their customers to see that they are reliable by using a jar as packaging. So people can see the spices just by looking at the packaging.

Response – Based on viewers’ reaction, it might be easy to use. However, it may not keep for a long as it should be. The customer has to use a spoon to take it out when cooking, so sometimes the customer might forget to use a new spoon, so problem might occur in the long term. The design can give the feeling of freshness and spiciness. It looks good but not expensive, so it will make the customer want to buy it.



2.3.5 Design Reference



Source: Carla Traini. (2008, November 20). The dieline-branding and packaging design. Retrieved November, 10 2016, from <https://br.pinterest.com/pin/429319776947932694/>

Form – Based on design principles, the design is very clean by using the grid. With only black and white colors, it looks minimal and modern. They also have the clarity, honesty, authenticity, shelf impact, and extensibility.

Clarity - Using a transparent plastic to show the product.

Honesty - Using a transparent plastic to show the product, and the customer can see how the product will be easily used.

Authenticity - With the design that looks very modern, the customer can memorize it, because the design of the packaging stands out among other spice package.

Shelf impact - With the unique design, when they are on the shelf they might be very focused by customers.

Extensibility - If they want to sell another product in the same brand, they can make the packaging in the same design because the design is very simple, it can go along with any product.

Content – Based on communication theory, they want to catch the customer's attention by using the unique shape of packaging. They want to communicate to the

customer that their brand has a good process in making the product, their product is clean and reliable. With the modern style, they want to show the luxury and make the feeling of a high class product.

Response – Based on viewers' reaction, it looks luxurious and expensive. By looking at the packaging, product is easy to use. However, the design is too modern and it does not go along with the spice. The packaging material does not look good enough. It gives the feeling that it can be kept for a long time.



Chapter 3

Design Implementations

3.1 Communication Objectives:

1. Represent Thai heritage image.
2. Represent the idea that every single product is made dedicatedly.
3. Making the brand look more memorizable and reliable.

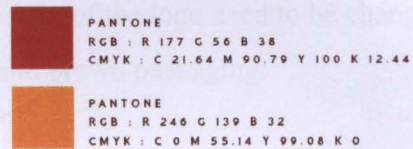
3.2 Concept 1: The rich taste of Thai cuisine.

- Mood & Tone: Luxurious, Thai traditional style and polite
- Support: The Peppery product needs to add value. There is a long story behind Thai food. As mentioned earlier in the past, an ancestor in the palace created a recipe of Thai food for only the royal family, which make Thai traditional style was so precious and has high value. So, my idea is to preserve customer as an important person whose product need has to be met with the best. Finally, Thai traditional style is the good idea to apply in design.

Image Board



Sketch Design



Type: Logo

Detail: Size is 5X x 6X, by X is the size letter P in the word Peppery.

The colours are red and yellow. Font is Sri sury wongse bold.

Technique: Illustrator



Type: Packaging

Detail: The size of the bag is 25cm x 15cm. There are 4 colours for the packaging, which are red, brown, green and purple.

Technique: Illustrator, Photoshop

Problem & committee's suggestion

This concept was chosen by committee. They like the feeling of Thai traditional style in the logo. However, they said the logo and packaging design have to be developed more. By keeping the feeling of Thai traditional style in the logo, and stilling a balance on the logo. Moreover, the backside of packaging needs a change in the colour of the text and add more details about ingredients and benefits. Finally, the colour of the logo need to be changed, the currently colour does not look good with the green and brown packaging.

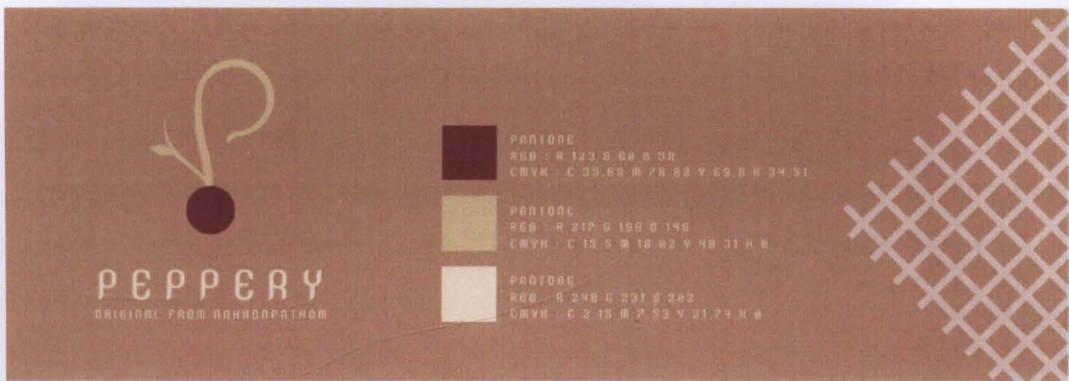
3.3 Concept 2: The true taste from nature.

- Mood & Tone: Native, Scent and Farm
- Support: The true taste of Thai food is the taste that make in less process. I think that Thai herb and spice that are made by the local people in each province can remain the real test of Thai food. Moreover, this is the good chance to show that Thai native products have a good quality to compete with international products.

Image Board



Sketch Design



Type: Logo

Detail: Size is 5X x 5.5X, by X is the size letter P in the word Peppery.

The colours are brown, gold and cream. Font is SNT Anouvong regular.

Technique: Illustrator



Type: Package

Detail: The size of the bag is 25cm x 17cm.

Technique: Illustrator, Photoshop

Problem & committee's suggestion

The problem of this concept is that the design is not strong enough. It is hard to separate the type of the products. Also, the design is very old, and it is not attractive. The colours of the logo and packaging are too similar, so it is hard to see the logo.

The committee suggested that the design has to be more up to date. The colours need to be changed to make an outstanding logo. Also, design more on the backside of the package, The current version looks like the design is not finish yet.

3.4 Concept 3: Perfect harmony of Thai food.

- Mood & Tone: Girly, Happy and Modern
- Support: Every taste of delicious food must have perfect harmony. The taste will be mellow, and not too much spicy, sweet or salty. Every time that one tastes the food one would be happy. Not only the one who taste but, also the one who cooks that food. My idea is to make the customer happy with Peppery products like when they taste the perfect harmony of Thai food.

Image Board



Sketch Design



	PANTONE RGB : R 156 G 29 B 35 CMYK : C 25.13 M 99.7 Y 95.26 K 22.47		PANTONE RGB : R 127 G 90 B 60 CMYK : C 39.55 M 59.8 Y 78.12 K 28.14
	PANTONE RGB : R 185 G 132 B 91 CMYK : C 25 M 49.52 Y 69.89 K 4.51		PANTONE RGB : R 26 G 120 B 61 CMYK : C 86.89 M 28.65 Y 100 K 16.34

Type: Logo

Detail: Size is 6X x 6X, by X is the size letter P in the word Peppery.
The colours are red, brown and green. Font is Waffle regular.

Technique: Illustrator



Type: Package

Detail: The size of the bag is 20cm x 13cm. There are 4 colours for the packaging, which are light red, orange, green and violet.

Technique: Illustrator, Photoshop

Problem & committee's suggestions

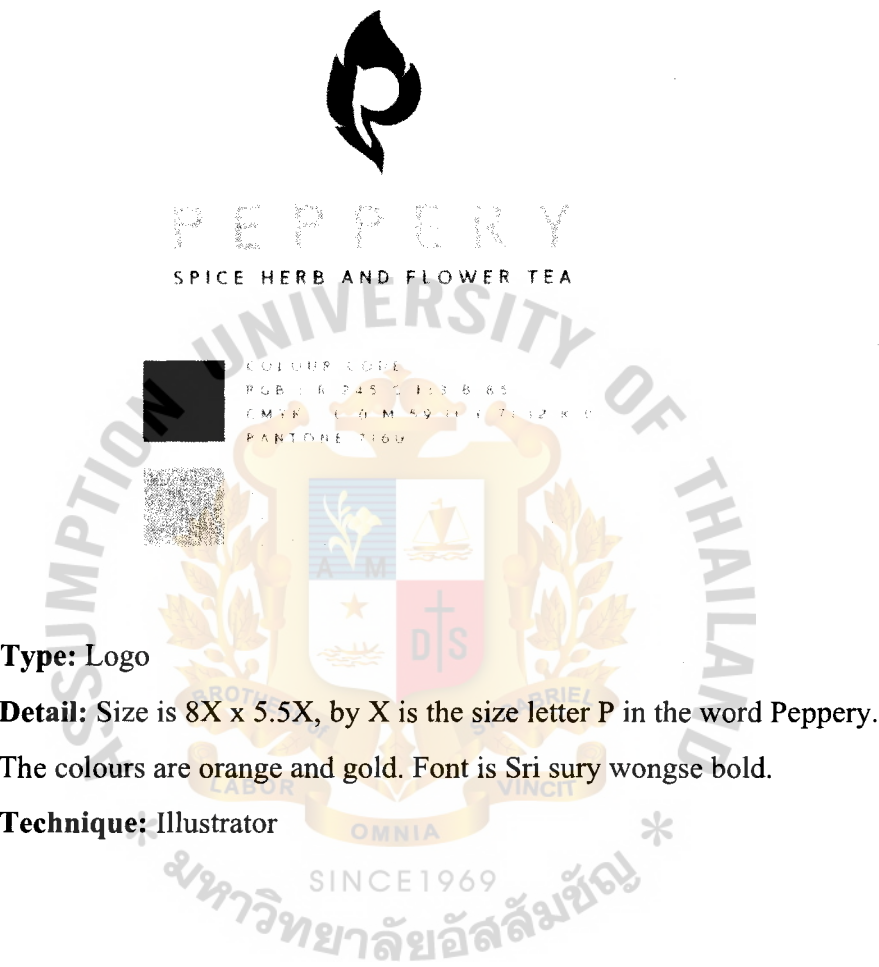
The problem of this concept is the design is too girly. The design does not match the target group. Also, the design is out of the concept. There are no Thai traditional style in the design.

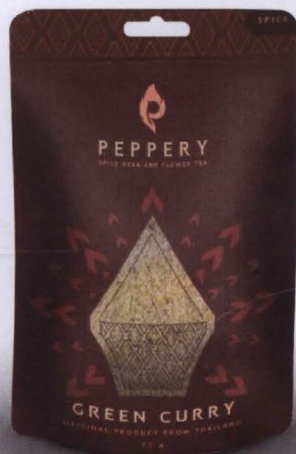
The committee commented that the colour is too light. It was suggested that it should be made darker to make the design look older. The design of the packaging need to be added with Thai traditional style.



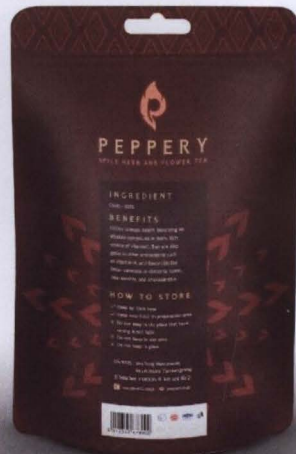
Chapter 4
Conclusion & Suggestions

4.1 Final Design





22 cm.



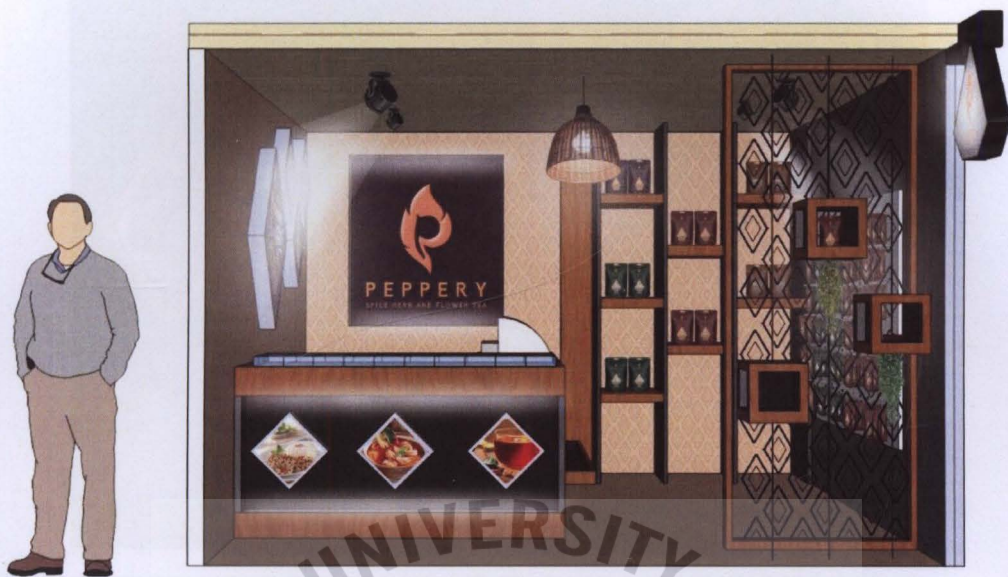
15 cm.



Type: Packaging

Detail: Size is 22cm. x 15cm. There are 4 colours for the package, which are red, brown, green and purple.

Technique: Photoshop, Illustrator



Type: Shop

Detail: The shop's height is 2.5metres, width 3 metres and depth 2.2metres.

Technique: Sketchup, Photoshop

Type: Brochure

Detail: Brochure size is 21cm X 9.4cm. The colour of brochure is purple because it is the main colour of the brand.

Technique: Illustrate



Type: Brochure

Detail: Brochure size is 21cm. X 9.9cm. The colour of brochure is purple because it is the main colour of the brand.

Technique: Illustrator



Type: Staff uniform

Detail: Polo shirt's colour is dark brown, cap's colour is light brown.

Technique: Illustrator, Photoshop

4.2 Conclusion

Finally, Peppery Shop is designed under the concept of the rich taste of Thai cuisine. As i mentioned earlier that Peppery products need to add value. There is a long story behind Thai food. In the past, an ancestor in the palace created a recipe of Thai food for only the royal family, which make Thai traditional style was so precious and of high value. So, my idea is to preserve customer as an important person which products need to be the best to serve. Finally, Thai traditional style is the good idea to apply in design.

Logo is influenced by Bai Krajang Tes. It can be seen as the shape of Bai Krajang Tes and the fire which is the icon of spices. On the packaging design, Lai Thai is created and developed to modern form to express the taste of the product in each category.

4.3 Suggestions for Future Study

The experience and problems that the researcher has found in this project will teach people who want to design Thai corporate identity in the future. First, the researcher's suggestion is to have an interview the owner and customers. The things that should be known about the brand are: name and some background of the owner, name and background of the brand, products being provided and who the target group is. Questions must be asked specifically about the design, details of the style, and the image of the brand that they want. For the customer, the designer can make a questionnaire to ask them questions. The questionnaire should be divided in 3 parts which are: target profile, close-ended questions and open-ended questions.

For the design part, firstly a decision which images must be made as to the designer wants the brand to be like: Thai traditional or Thai contemporary. However, these suggestions might be useful for designers who are going to apply Thai contemporary design only. They should have a concept and find a gimmick of that concept. Then they should try to combine the gimmick with Thai style. Designers have to see a lot of Thai design or Chinese and Japanese contemporary styles. They can help to understand the design process and choose the style and create a gimmick that works best.

Appendix 1: Bibliography

Websites

Food Sawasdee. (2016, September 2). เครื่องเทศเครื่องแกง ตำนานความอร่อยของอาหารไทย. Retrieved October, 29 2016, from <https://www.foodsawasdee.com/articles/thai-essentials-herbs-and-spices/>

Frangipani. Herb spices in Thai Cuisine. Retrieved November, 1 2016, from <http://www.frangipani.com/wordpress/herbs-and-spices-in-thai-cuisine/#.WDIBVPqLSUI>

Joe Leech, Dietitian. (2014). 11 Proven health benefits of ginger. Retrieved November, 1 2016, from <https://authoritynutrition.com/11-proven-benefits-of-ginger/>

Julie Bawden Davis. (2014, April 9). 7 Steps to a successful rebrand. Retrieved October, 15 2016, from <https://www.americanexpress.com/us/small-business/openforum/articles/7-steps-to-a-successful-rebrand/>

Mounika Rallapalli. (2014, August 14). Spices packing material. Retrieved November, 3 2016, from <http://www.slideshare.net/MounikaRallapalli/Spices-packing-material>

Organicfacts. (2016, January). Health benefits of cardamom. Retrieved November, 1 2016, from <https://www.organicfacts.net/health-benefits/herbs-and-spices/health-benefits-of-cardamom.html>

Peter Vukovic. (2012). 6 rules for packaging design that will shine on the shelf. Retrieved November, 7 2016, from <https://99designs.com/blog/tips/6-rules-of-great-packaging-design/>

Spice Story. (2016, September 17). Spice story. Retrieved November, 6 2016, from <https://www.facebook.com/spicestoryshop/>

1stwebdesigner. (2016, April 5). Logo design tips. Retrieved October, 16 2016,
from <http://1stwebdesigner.com/logo-design-tips/>



Appendix 2: Interview Questions

Transcript 1

Interview Questions and Answers –The owner of Peppery shop

Title of Art Thesis

Personal information

1. Name & Surname: Mrs.Tong Manutsavee
2. Gender & Age: Female, 27+
3. Income & Social status:
4. Education & Profession: Master degree at MBA Mahanakorn University
5. Contact information: E-mail: Manutsavee@pithukbiosurgical.co.th Line: thai-spices
Tell: 089-672-6553

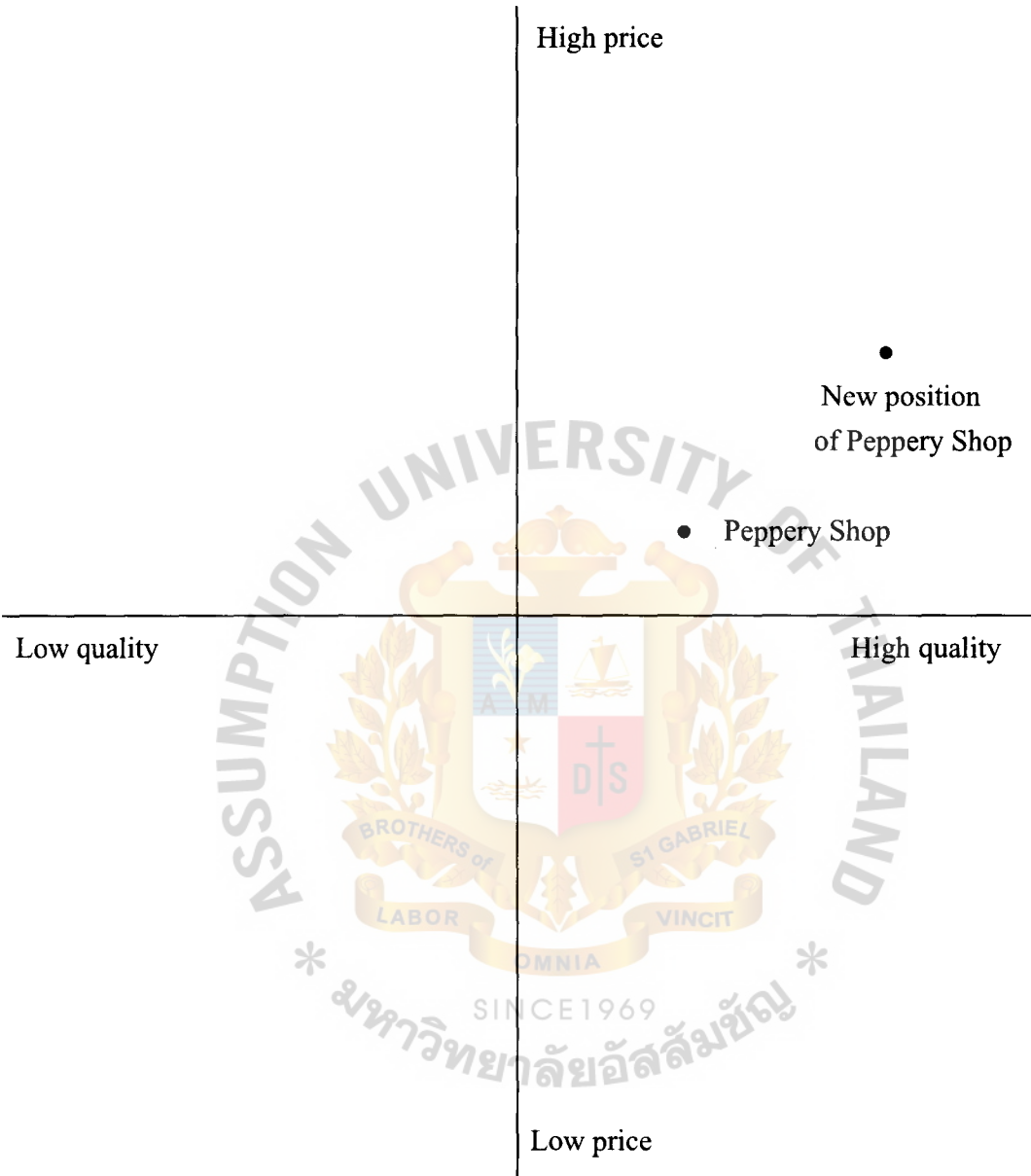
Introduction Questions

1. Have you ever done a survey with your target group?
 - a. No, I have never do the survey before.
2. How do you know who is your target?
 - a. I can know who is our target by talking with the customers when they came to the shop.
3. Would it be good if I make the survey with your target group?
 - a. It will be very useful if i can understand our target group more.

In-depth Questions

1. What do you think about the information from the survey respondents
 - a. The information is very useful, you can make the survey completely. With this information, we can do the marketing better. Also, I have a new plan after I know the need of the target group. It is about the packaging. I think the packaging should be separated in 2 forms; one is for using in the house and the other is for saving the space for the tourists. If I make the packaging in the form of a bottle, it will be easier to open and store. It also can keep the smell of the product very well. Second, I will make it the same as the bag form, but it will look more professional and reliable.

2. Which direction do you want to make your shop to be?



a. I want to get a guarantee from Food and Drug Administration, then it can guarantee our product quality. Also, i want to make our image look more professional that is the reason why I increased the price a little. Moreover, I want to export our products to other countries and also do the market in country too. So I want to sell our products at the supermarket too.

Closing Questions

1. Any information that you want to know more?
 - a. I want to know more which market is worth doing such as a restaurant, hotel or supermarket. However, the information that I got is enough, You do not need to find more on what the information I want.



Appendix 3: Questionnaire

Observation Detail, Criteria and Results – Foreign tourists at JJ market

Title of Art Thesis

Questionnaire on Herbs and Spices

The purpose of this questionnaire is to collect information on Tourist's opinions on the topic of herbs and spices. This questionnaire is also a part of an Art Thesis of Bachelor of Fine Arts in Visual Communication Design, Assumption University.

Part 1 Target Profile

Name _____ Surname _____

Gender

- ☐ Male
☐ Female

Income

- ☐ Lower than 18,000
☐ 18,000 - 30,000
☐ 30,000 - 50,000
☐ 50,000 up

Education

- ☐ Lower than Bachelor degree
☐ Bachelor degree
☐ Master degree
☐ Doctor degree

Nationality _____

Part 2 Close-ended Questions

1. Do you like Thai food? Why?

- ☐ Yes, _____
☐ No, _____

2. Which Thai food do you like?



☐ Tom Yum-Kung



☐ Tom Kha Gai



☐ Pad Thai



☐ Ga prao

☐ Other, _____

3. Do you like Herbs, Spices? Why?

☐ Yes, _____

☐ No, _____

4. What is the reason for you to buy Herbs or Spices?

☐ For cooking

☐ As souvenir

☐ Other, _____

5. Do you know any herbs or spices?

ANS. _____

6. Which brand's design do you like the most?

☐



☐



☐



7. Do you like the design below this or not? Why?



Yes, _____

No, _____



Yes, _____

No, _____

Part 3 Open-ended Question

8. What is your suggestion to upgrade the packaging or the design?

Suggestion _____

Your time and participation is highly appreciated. Your comments and evaluation will be kept confidential and will be used to further study the topic of herbs and spices.

Thank you.

Personal Data

Name: Paramanu Navaraj

Sex: Male

Address: 259 Ladprao 26 Jompol Jatujak Bangkok 10900

Phone number: 0929594264

E-mail: paramanu_n@hotmail.com

Date of birth: February, 28, 1994

Nationality: Thai

Academic Record:

2007-2012 Saint Dominic School

Senior High School /Art-Math

2013-2017 Assumption University

Bachelor Degree /Graphic design

Working Experience

1st June-31st July 2016: Vincita Company

Skill and Expertise

- Adobe Illustrator
- After Effect
- Photoshop
- Premiere pro
- Indesign
- Sketchup
- Drawing
- Painting