04

2026

Gutsy

Designing a memorable unboxing journey for a pet-food start-up



MY ROLE

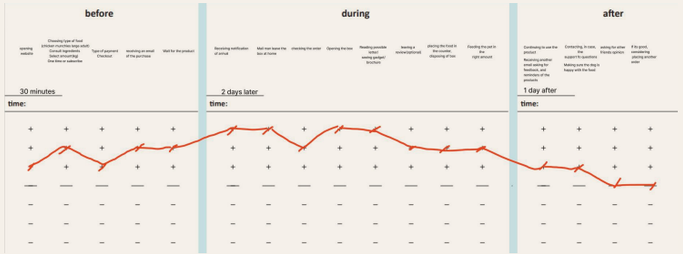
Company and competitor analysis · Customer survey support · Unboxing research · Customer journey mapping · Packaging content concepts · Iterative design

METHODS & TOOLS

Desk research · Survey analysis · Competitor review · Packaging content ideation · Weekly feedback

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Research and design process



Satisfaction along the current order flow

Strengths

Eco-friendly reusable box, sturdy build, clear branding at first sight.

Weaknesses

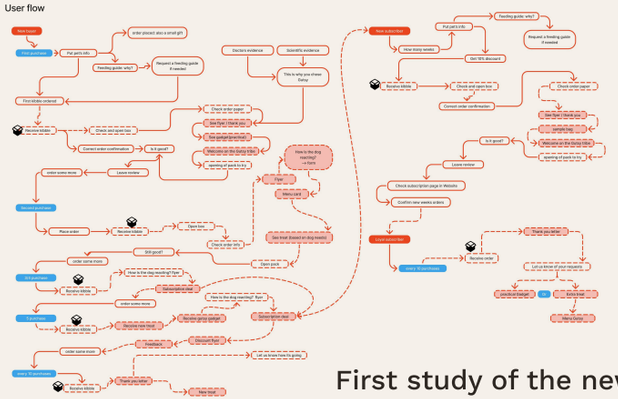
Generic opening, no personal touch, a missed chance for a 'wow' moment.

Opportunities

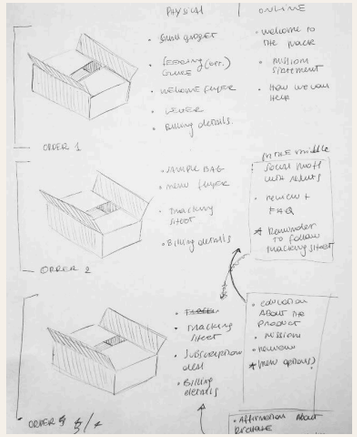
Easy-open packaging, useful extras (scoop, sample), a handwritten note, brand story.

Threats

Competitors raising the unboxing bar; packaging that may look wasteful.



First study of the new-order flow



Sketching the pack and what goes in it



Costs for new customers

Brand analysis and interviews

During a two-month internship at a pet-food start-up in Antwerp, I explored how packaging and post-purchase touchpoints could make ordering more memorable.

How might Gutsy make the first unboxing feel personal and reassuring, and keep that feeling with every repeat order?

After a brand analysis, a survey asked loyal customers about their unboxing.

First studies

I mapped what customers receive from the first order to repeat orders and subscriptions, and worked on content for clarity, surprise and continuity:

- **A clear welcome for the first order**
- **Feeding advice based on the pet's details**
- **Small gifts and useful printed content**
- **Loyalty rewards that never feel repetitive**

Iterations and costs

Weekly feedback sessions with my tutor helped me refine the concept. The final output: **content proposals for the package** and **a journey map** showing what customers receive, when, and why each touchpoint matters.

The founders needed to know what prints and gifts would cost, so I built them **a cost template**.

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Final designs



Thank-you letter
+ brochures

+ Gadgets





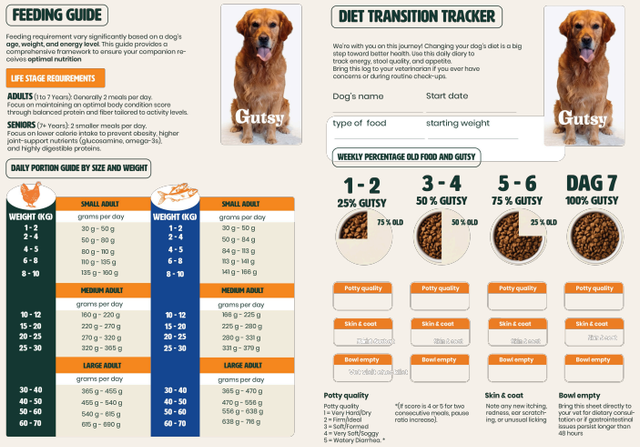


Graphic design

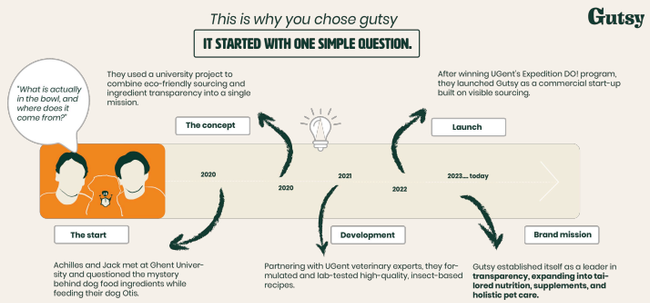
Four principles guided the illustrations and graphics:

- **Be transparent with the customer**
- **Show how bold the product is**
- **Stay flexible for the upcoming brand guidelines**
- **Honestly good and well informed**

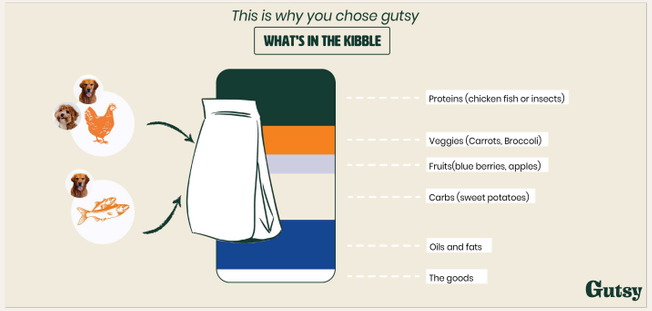
First-order feeding guide

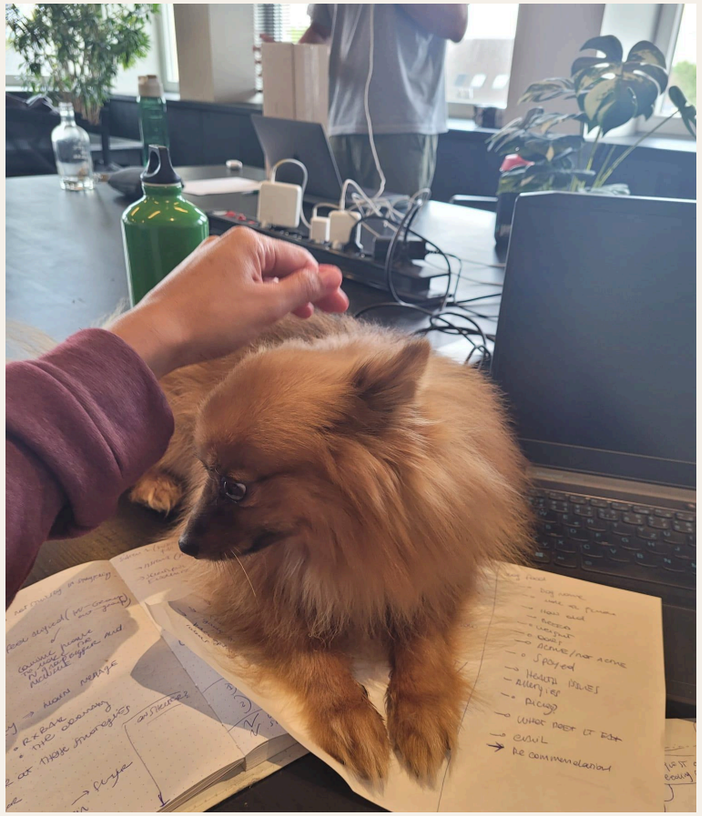


Thank-you letter: being open about the idea



Thank-you letter: being open about the ingredients





A lively office

When the internship ended, so did my daily petting sessions with Olaf, the office dog. The best part was working closely with the founders: bold, passionate people who taught me a lot about treating customers well and making smart marketing moves.

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