



SQUEEZE N' SKETCH

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Project title: Squeeze N' Sketch

THE BRIEF

They say opposites attract, and we'd like you to think about how this theory can inspire the creation of an innovative new product, service, or experience.

BACKGROUND

39% of parents with fussy eaters said that their child's behaviour had turned mealtimes into a moment of conflict.

For many families, meals become repetitive, uninspiring, or nutritionally lacking. On top of this, children are often fussy eaters, hesitant to try new flavours or textures, especially when food looks unfamiliar or bland. The result? Uneaten meals, frustrated parents and undernourished kids.



CONCEPT

Crayola and Heinz have teamed up to launch a playful new product designed to support children experiencing food poverty and mealtime anxiety. Introducing 'Squeeze N' Sketch', a range of squeezable vegetable sauces, created to be drawn with like crayons directly onto food. This collaboration tackles the growing issue of poor nutrition and food reluctance in young children by turning meals into creative, sensory play.

WHY THESE BRANDS?

Why Crayola and Heinz? Because they're both trusted by families, and for good reason.

Crayola has built a legacy around self-expression, imagination and child-led play. Heinz, meanwhile, is a staple at dinner tables, known for its comforting, kid approved condiments. Together, they create a product that's both familiar and fresh - something kids want to use, and parents trust to serve.



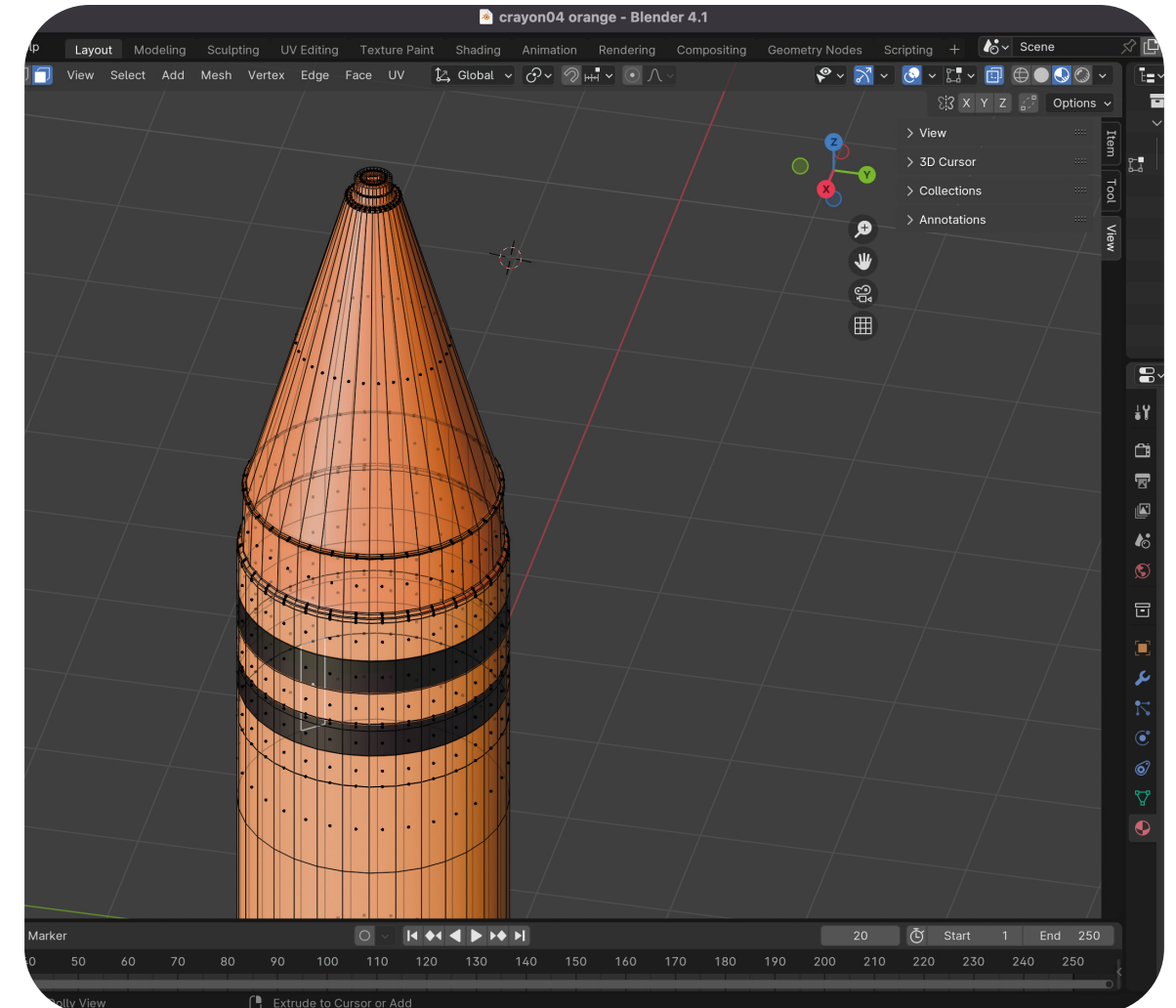
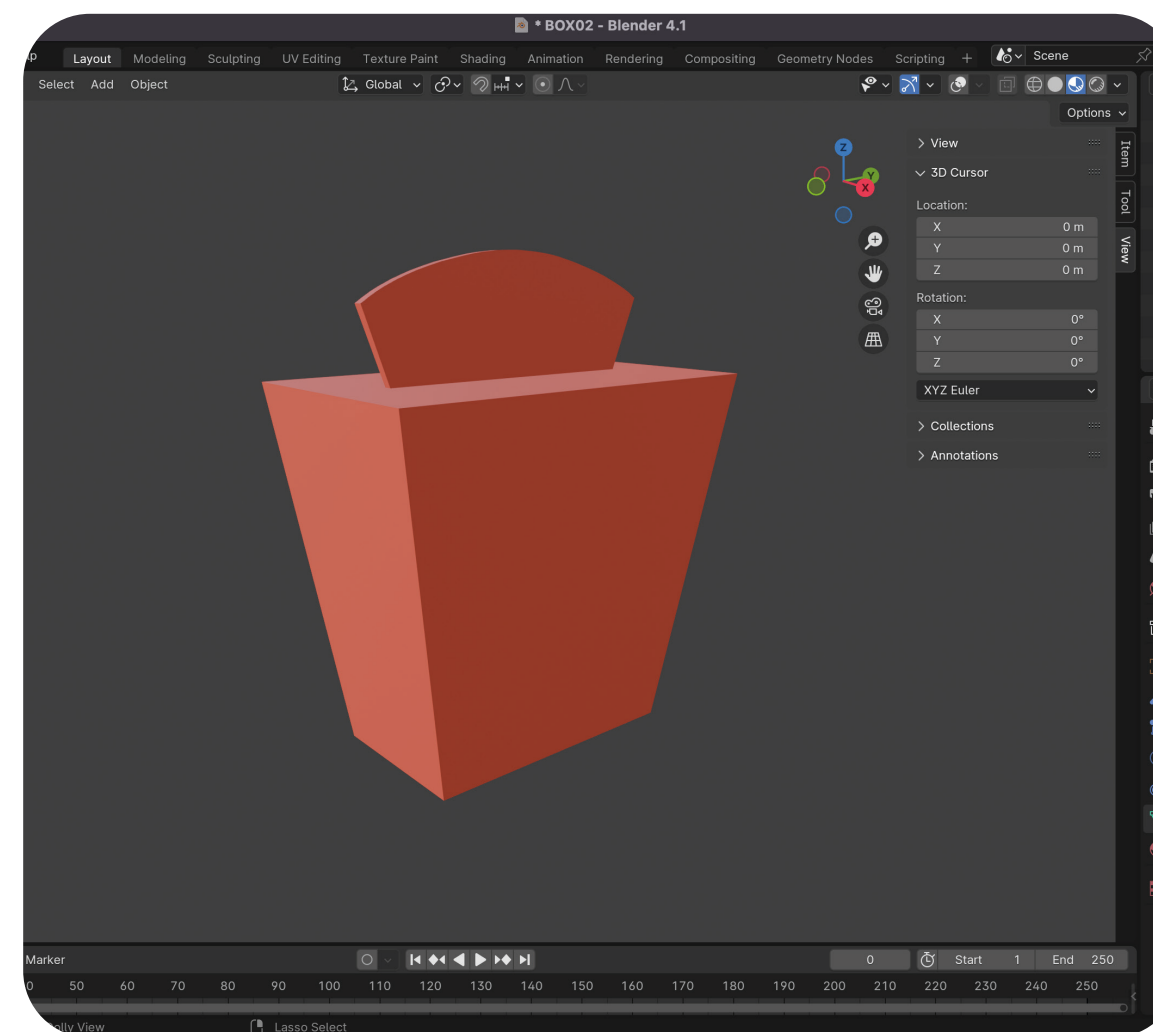


IDEA GENERATION

I began the design process by sketching out various concepts for the product, including the box packaging and refill pouches. My initial inspiration came from the original Crayola product designs. The packaging uses Crayola's signature colours and typography, while the box itself is in the shape of the Heinz logo.

DEVELOPMENT

I used Blender to 3D model both the condiment tubes and the product packaging. Alongside the digital visuals, I experimented with real sauces, baby food and smoothies, piping them to mimic how a child might doodle with the tubes during mealtimes. I made physical prototypes to see how the products would look in real life.



USER JOURNEY

In this user journey, a mum faces the daily battle of getting her child to eat their food. After another failed mealtime, she spots Heinz x Crayola 'Squeeze N' Sketch' in the supermarket – playful, crayon-style sauces that turn food into a creative activity. Back at home, the child starts to draw with the sauces, turning mealtime into something fun instead of frustrating.



1



Problem - Meal time stress

2



Awareness - The product in store

3



Purchase - Mum picks up the pack

4



Discovery - The child is introduced

5



Engagement - The child uses the sauces

6



Usage - Mealtime becomes playtime

7



Success - The child eats their dinner

8



Commitment - Mum uses refill pouches



Beetroot, tomato & red pepper
Chickpeas, turmeric & lemon
Peas, spinach & apple
Carrot & sweet potato

HEINZ
ESTD 1869

2+

Crayola

**SQUEEZE
N' SKETCH**

vegetable condiments

4



The final product - Squeeze N' Sketch, edible, vegetable-based sauces that let kids play with their food before eating. Each colour is made using real fruits and vegetables, without artificial additives.



SQUEEZE N' SKETCH

Draw, Dot and Drizzle!

HEINZ x Crayola

SQUEEZE N' SKETCH

Draw, Dot and Drizzle!

HEINZ x Crayola



Squeeze N' Sketch also
have a fruit range, as
well as the original
vegetable condiments.