The package sprint was especially unique because all students, including those representing the companies were also current students in either OPDD or Technology Systems.

Package design has unique challenges and constraints which Meza believes is a great challenge for traditional product designers.

“It was great to see what the students could come up with based on time, materials, and restraints,” Mesa said. “The design sprint helped introduce a new concept and provided a hands-on-experience that helped students learn and retain information about the world of packaging.

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