

## Design of a New Package for Saffron Using Kansei Engineering

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**Abstract :** This study aimed at developing a new package of saffron using emotional design and specifically the Kansei Engineering method. Kansei Engineering is a proactive product development methodology, which aims to improve the product development process and to translate consumers' feelings and image of a product into design elements. A survey was conducted with two major purposes: (1) to determine the target group of saffron use and to collect information about the adequacy of the product's promotion and the importance of its packaging, (2) to collect the most important properties of a package according to consumers and to evaluate the existing saffron packages according to these properties (benchmarking). The interaction with the general public conducted by the distribution of online questionnaires and personal interviews as well as the statistical analysis of the results were performed using the SPSS software. The results of the survey were used in all stages of Kansei Engineering. Based on the results, a new saffron package was designed by using various designing and image processing software. This improved package is expected to achieve a better promotion and increased sales of the product.

**Keywords :** design, emotional design, Kansei Engineering, packaging, saffron

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