

Category: Bachelor and Masters

Project: Kākāpō research and Sirocco Nut Bar

What was the challenge?

Wildlife conservation is reliant on future generations. Therefore, more should be done to educate the children of Aotearoa, New Zealand, about the importance and uniqueness of our native species. The critically endangered Kākāpō is a rare flightless parrot, the largest in the world, but there is only 252 Kākāpō left. Since there are so few Kākāpō, each are named, and they have very distinct personalities. To engage children, the information needs to be fun, captivating, and informative.



Research poster series breaking down the facts, statistics and information about the Kākāpō.

What was the solution?

I have built a narrative through a range of informative touchpoints that aims to confront, engage, and inform the future caretakers of Aotearoa, New Zealand.

These research posters communicate different aspects of the species, which, when put together, conveys a clear and consistent narrative. They introduce the Kākāpō; show the threats to survival; and look into possible conservation initiatives.

Taking the information curated in the research posters, Sirocco Nut Bar is a product design that aims to teach children about the quirky Kākāpō in their everyday lives. The design comprises of:

- Box packaging
- Individual bar packaging
- Collectable cards.



Box packaging uses graphs, diagrams and symbols to communicate information about the Kākāpō.



Individual nut bar packaging with fun facts about Kākāpō.

What was the effect?

Sirocco Nut Bar aims to show personality through the design using bright colours, illustrations and fun facts and statistics. Sirocco is the name of the superstar mascot of Kākāpō recovery; therefore, using Sirocco as the product name is fitting. When engaging with this information design, children can engage with Kākāpō and learn fun facts about each bird's characteristics.

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Collectable cards are located in each nut bar box. Each card introduces a different Kākāpō showing their location, age and characteristics.