



trans·form

metamorphose

convert

transmute

become transformed

Crystal and Droplet

May 2009

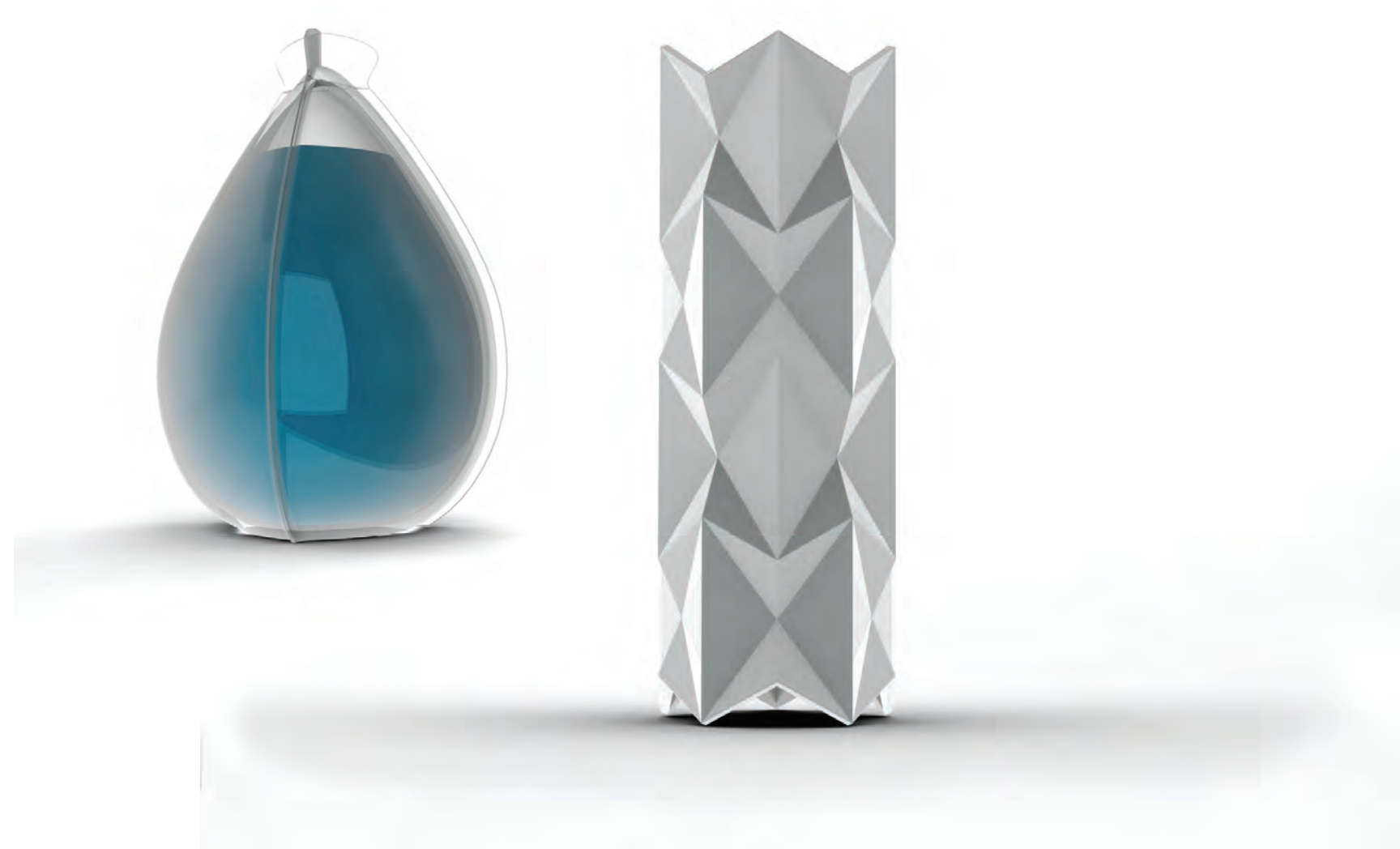
Crystal and Droplet are two showering gel bottle designs developed around a common concept for the Colgate-Palmolive company.

Colgate-Palmolive was interested in new design ideas for their future showering gel packaging that would enhance their brand perception and experience for female users.

We conducted the design research as a class and took different directions from the gained insights, that finally lead to individual design concepts.

The research included user interviews, showering process analysis, store analysis, shop alongs, and investigations on social and bathroom trends.

My team partner in this project was Sahar Ghaheri.



OBJECTIVE

To **transform** the showering experience of female users through body wash vessel design concepts that **engage** them in **pleasurable**, **stress-relieving**, and **intuitive** interactions.



Why do we bathe?
Interviews with 24 users



How do we bathe?
Showering analysis with clothed demonstrations

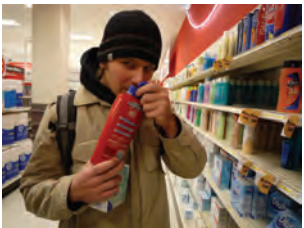


What are the trends?
Research on current bathroom trends through interviews and store visits

Concept Development
based on gathered insights

Final Design Proposal

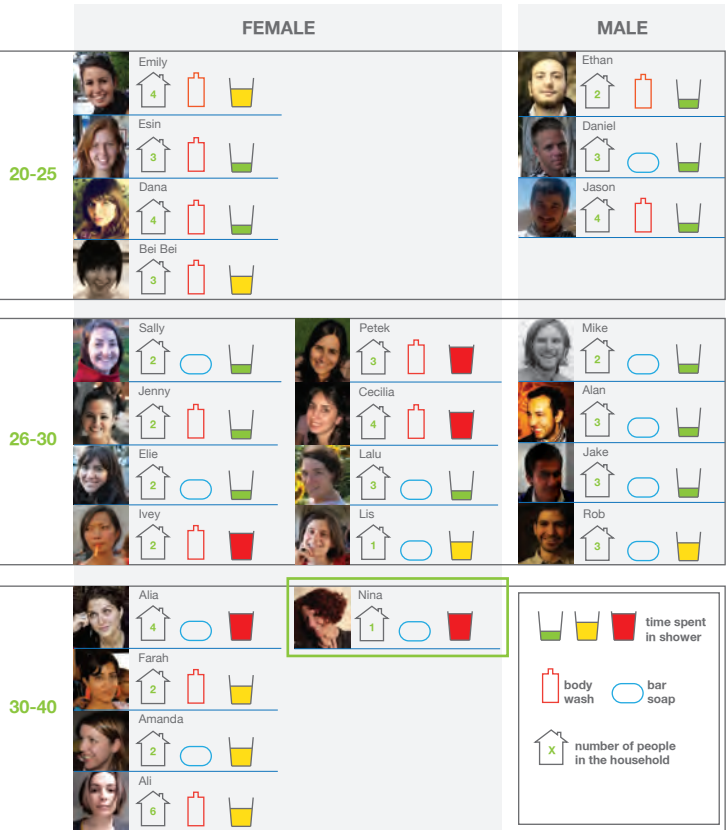
User Validation
for developed forms



How do we shop?
Shop alongs with users



Where do we shop?
Comparative store analysis



24 user interviews
were conducted about users' showering routines and what showering means to them.



Nina, 38, Graphic designer

- Single,
- Does not have roommates,
- Lives in Brooklyn, NY,
- Has been living in the same apartment for the last 15 years.

Showering Motivation

- Showering is a transitional activity waking her up everyday,
- Also bathes to warm up or cool down depending on the season.

"I hate clutter."

- Does not like having too many products in the tub,
- Does not like using an applicator, thinks that they cause clutter.



With a clean space, a cleaner self

- Likes her bathroom to look light and airy; she feels cleaner that way.
- White walls, transparent curtain, light and hanging accessories.

Her Showering Habits

- Prefers long bathes rather than showers,
- Does not enjoy getting wet for a very short time,
- Whenever her routine allows her, she takes a bath,
- When in a rush, she showers for a quick clean,
- Her showers generally last about 5 minutes.

A User Interview



Indulging Products

- Prefers using higher end products,
- Her products emphasize sensitivity, nature, and moisturization.



Bar soap wins

- Body wash disappears quickly since she applies it by hand,
- Prefers soap bars instead.

4 personas were developed from the analysis of interviews

Objective:
Make her break worthwhile.

“Showering prepares me for whatever I am about to do next. It is also good reason to **take a break** in between two things.”



Spoil me.



Transform me.



Wake me up.



Clean me.

The Transformed Bather



Emily, 24, Gallery assistant

Showering is a way to break up her mundane routine. It is a good way to **take a break** for her. She is young and active and wants to transpose that energy into her showering experience.



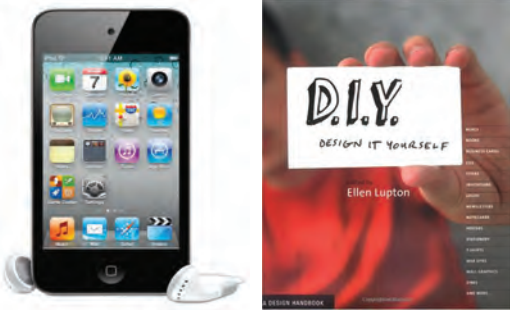
She works during the week, so she likes to **decompress** and **have fun** whenever possible.

She is **enthusiastic about life** in general. She enjoys experiencing and learning new things. She reflects this enthusiasm to her approach to new products. She is pretty **open minded** as a consumer and likes to try out the new and interesting products in the market.

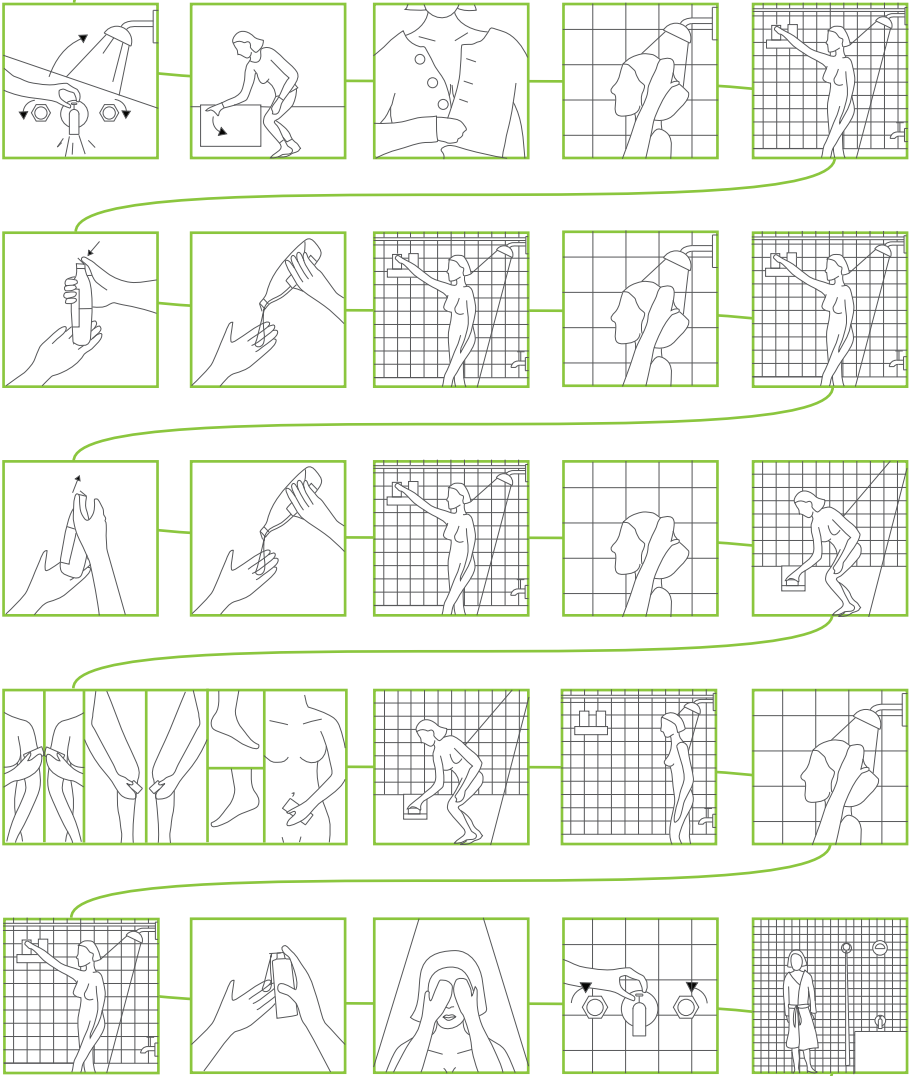


Target Persona

She **loves to be surprised**. Brands that she is loyal to continuously find a way to excite her and let her add a value to the product from herself.

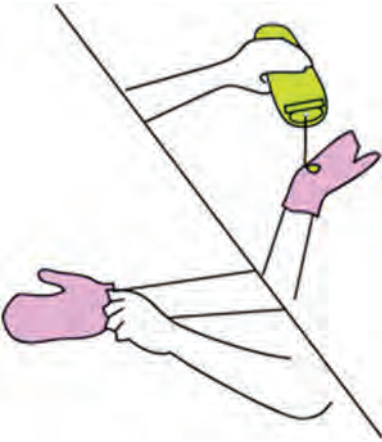


START



END

Each of the interviewed users were asked to demonstrate/narrate their showering sequence. These sequences were then illustrated, rather than photographed, due to privacy of the activity.



Through observing various gel pouring processes, the individual steps in the process were identified:

opening the bottle,
pouring the gel on the applicator,
closing the bottle,
placing it back.

We are blind in the shower - our eyes are most of the time closed.

Too many steps for a simple action.
Can it be more intuitive and pleasing?



STORE ANALYSIS

Drug Stores



convenient and affordable prices

Experience

one item shopping, fairly short shopping time, convenient locations

Staff

assists customer in locating the products but generally busy with other work. not knowledgeable about the products

Display/Layout

narrow aisles, linoleum flooring, general fluorescent lighting, “the wall” of products causing everything to look the same, same shelving system for everything, minimal signage

Box Stores



affordable and higher end products together

one stop shopping, large variety in products and brands, spacious, suitable for both fast shopping and browsing

generally approachable when customer asks for help, useful in locating products

varies according to product price point, most products are displayed on industrial shelves with fluorescent lighting, whereas higher end products have special lighting, shelf system and signage

Club Stores



good bargains as products are bought in bulk

“Alice in Wonderland” experience, overwhelming size, industrial feel, shopping with a list

very minimal assistance, customer needs to seek out staff

layout convenient for pallet movement, but not for customer, wide aisles, very high ceilings and some shelving out of reach

Premium Stores



expensive specialty items

Intimate environment, pleasing the senses through lighting, smell and music, conducive to browsing

very knowledgeable and attentive staff, attempts to help even when the customer is not asking for it, listens to customer needs, and proposes products

designed displays systems with signage, well-branded interiors, store as the product, warm lighting

BATHROOM TRENDS



The Fantasy

- + clutter-free, spacious bathrooms with lots of natural light coming in
- + letting nature in through materials, actual plants, outside views for a relaxing experience
- + spa like luxury appliances for indulgence
- + greener design solutions to decrease waste



Having more fun

Bringing humor and interaction to the experience.



Nature and Growth

Products that evolve/grow in time have a greater transforming effect



The Reality

- + much tinier bathrooms with usually no natural light
- + not enough storage space, so spaces get cluttered
- + bathrooms look like people actually use them, rather than looking like hotel bathrooms
- + “trendy” bathrooms cost a lot, so instead, users indulge on nice bath products (more affordable)



KEY INSIGHTS



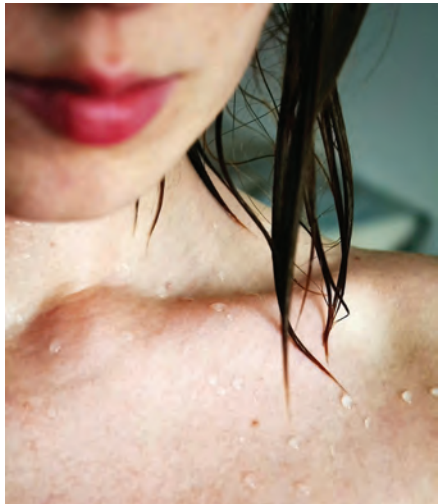
“The Wall”
Everything looks the same. It is very hard to visually differentiate the products. The design of the bottle needs to be easily identifiable. It should stand out and attract the user at the store.



Having fun
Incorporating fun and surprise in the design will make the showering experience more uplifting and less monotonous. We need to make the break worthwhile for the user.



Transformation
Showering is a tranforming experience for the refreshed bather. As the user transforms, the product can transform with her to enhance the showering experience.

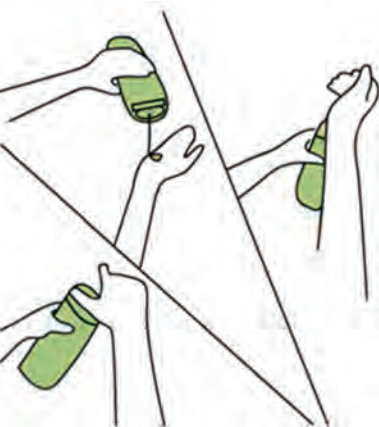


“I am blind”
I have foam all over my eyes, there is steam and I’m not wearing my glasses. Give me a bottle that I can easily identify in the shower. It should also portion the amount just right, so I don’t worry about pouring too much.

“I hate clutter.”
Too many plastic bottles taking up too much space. They don’t look good at all. A design that doesn’t take up too much space or one that shrinks in time like the bar soap is needed. The bottle can also be so appealing that the user would not feel like it is causing clutter.



“Make her break worthwhile.”
Design an attractive gel bottle that will enhance the transfor- mative effect of the showering experience by engaging the user in a playful/exciting inter- action that is also intuitive.



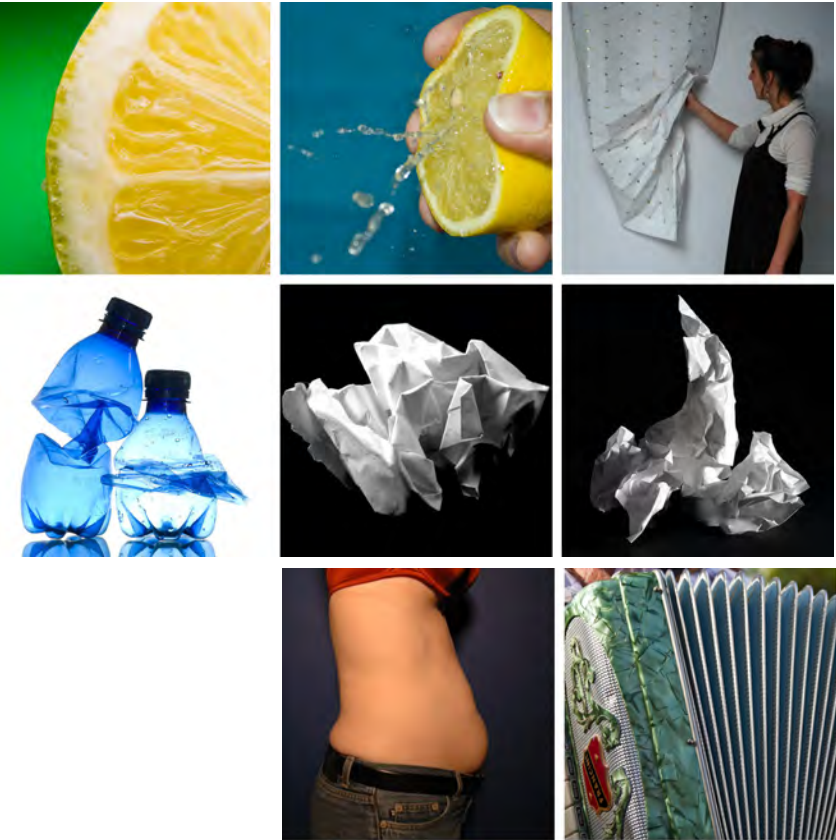
Too many steps
All for a very simple action. I should be able to do this with one hand and put the bottle back where it belongs. A more intuitive method of pouring needs to be designed.

VISUAL INSPIRATION

Softness in Tactility
Objects like stress balls provoke an impulse to touch and to interact with them. They have a relieving power and they lead the stress out of our bodies.



Squeeze and Crumble
Squeezing a lemon to extract its juice is very intuitive and effective. Crumbling a paper or a plastic bottle is very relieving. Stress flows out of our bodies through the our hands. Our actions transform the objects we interact with. This can inspire the designed interaction to feel intuitive.

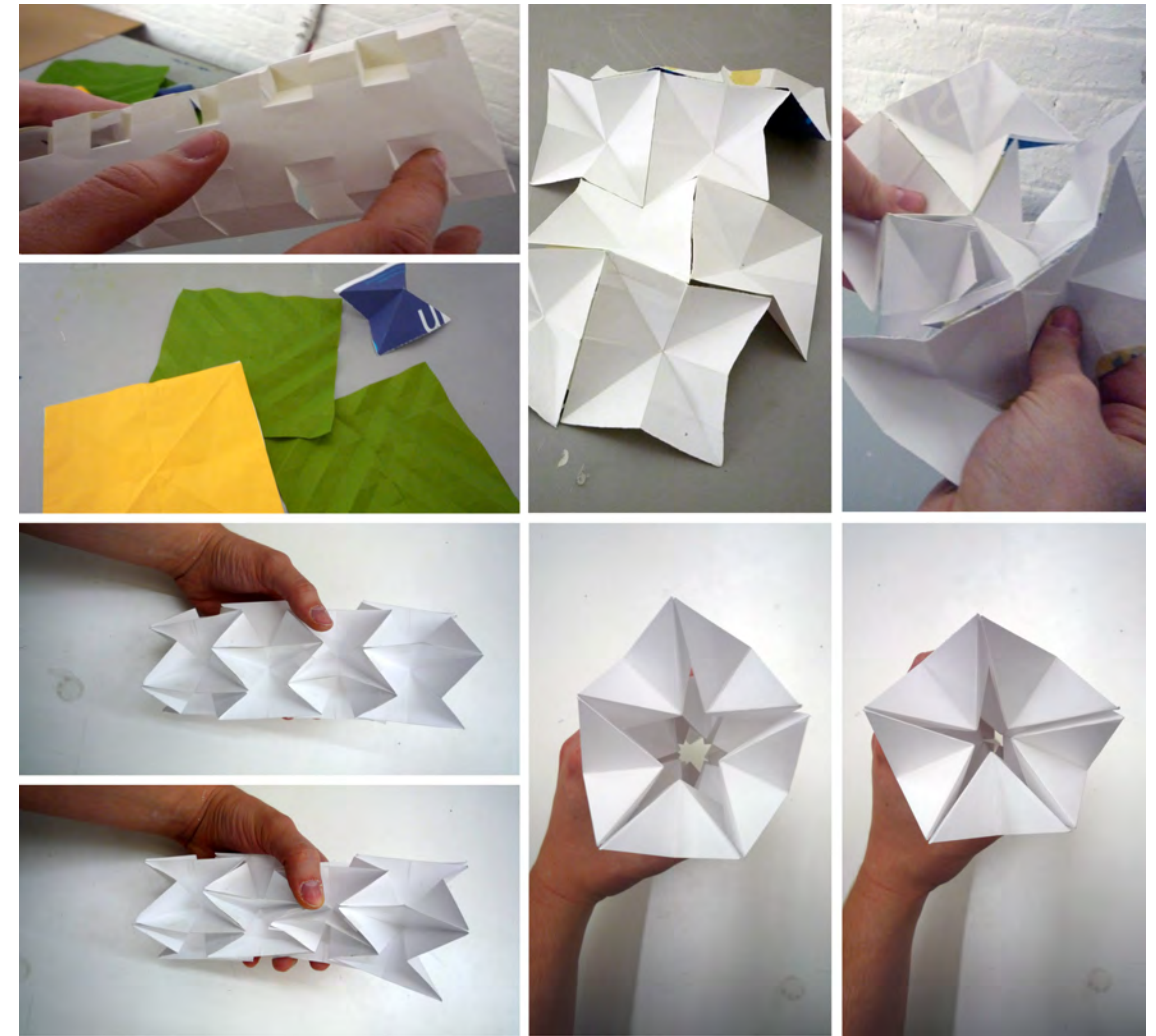


Expand and Contract
Our bodies expand and contract with every breath we take. Why not have a product that lives with the user? The bottle can be more reactive to the actions of the user. The user and the bottle can transform each other.





MOCK UP MODELS A: Exploring the **squeezing** action through **organic** forms. This exploration later lead to the **Droplet** bottle design.



MOCK UP MODELS B: Exploring the **crumbling** action through **geometric** forms. This exploration later lead to the **Crystal** bottle design.

Dana, 26, Psychologist



I really like the fact that it folds into a sheet when it is over.



I would buy it - I haven't seen any other shower gel bottles like it.

I would like it to stand better without tipping and I think a smaller size would be better for my hands.

It is a fun bottle to interact with. It makes me want to squeeze it more than I need for my shower just to reexperience the action.



Nicole, 24, Engineer



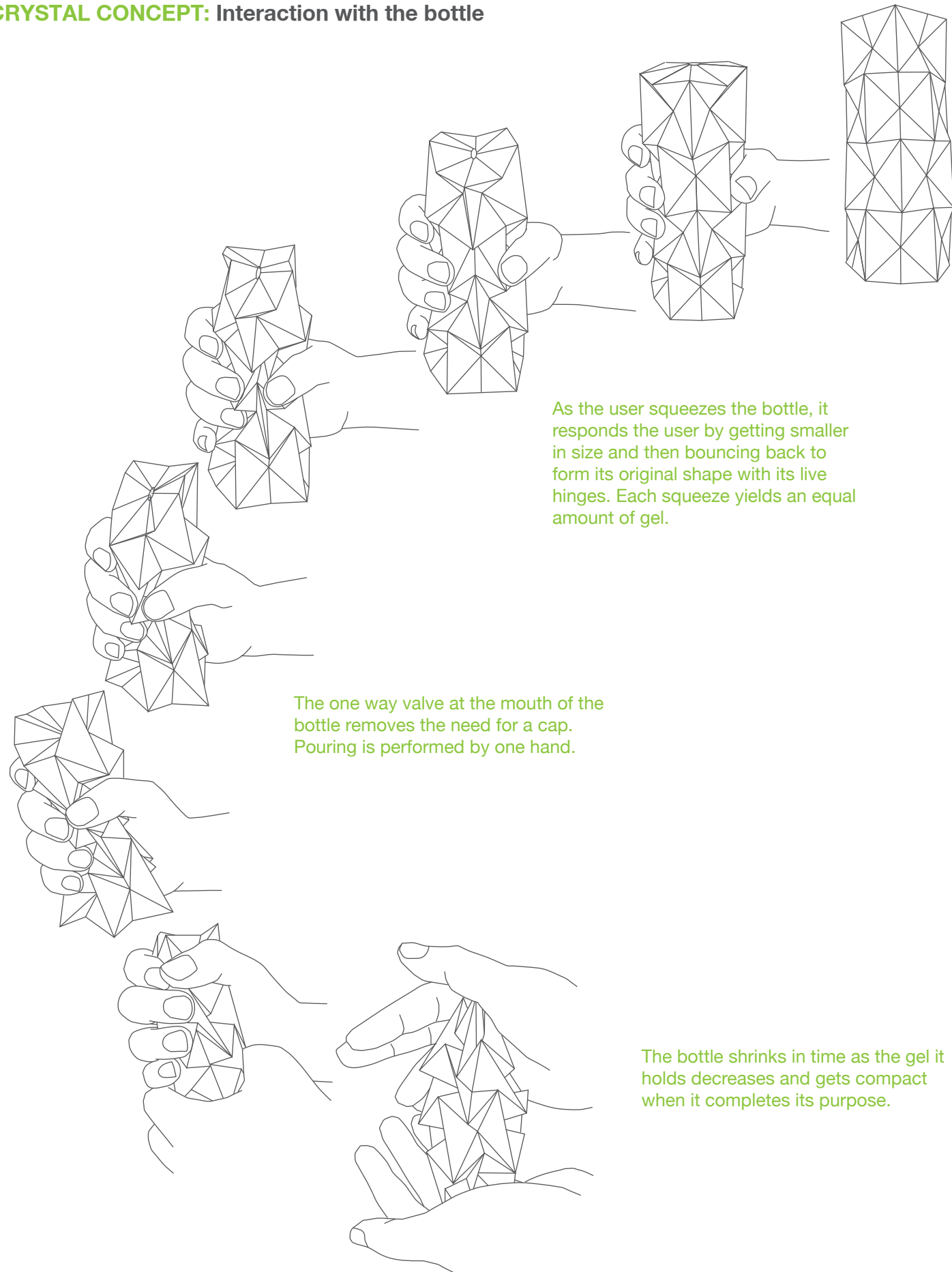
The way I squeeze the bottle is very intuitive. I really like the way the bottle gets smaller and bounces back.



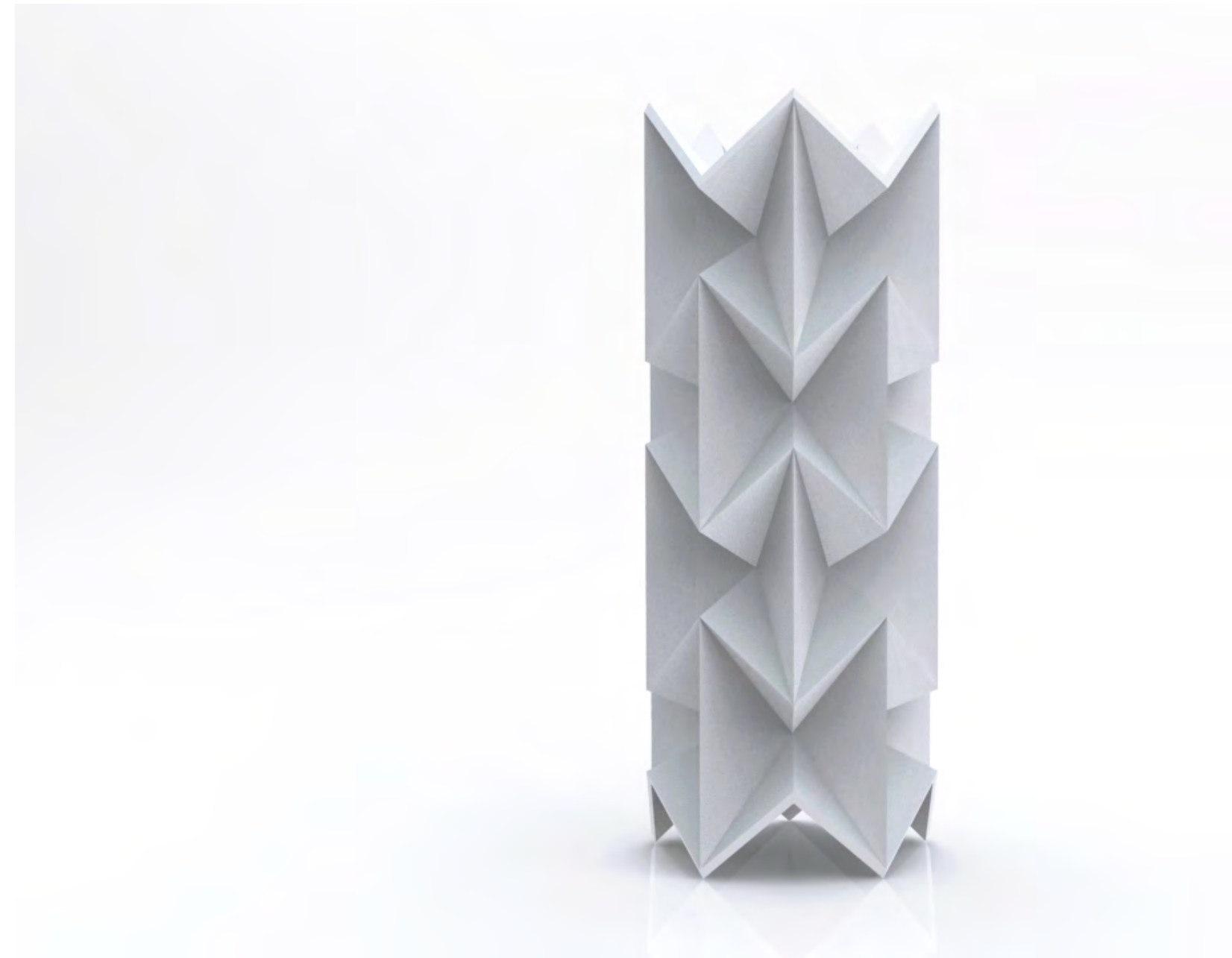
If I saw this bottle I would buy it because of the way it looks.

In terms of function, I think there might be some gel entrapment along the edges due to sharp folds. But still, the bottle is very fun to play with. It looks cool.

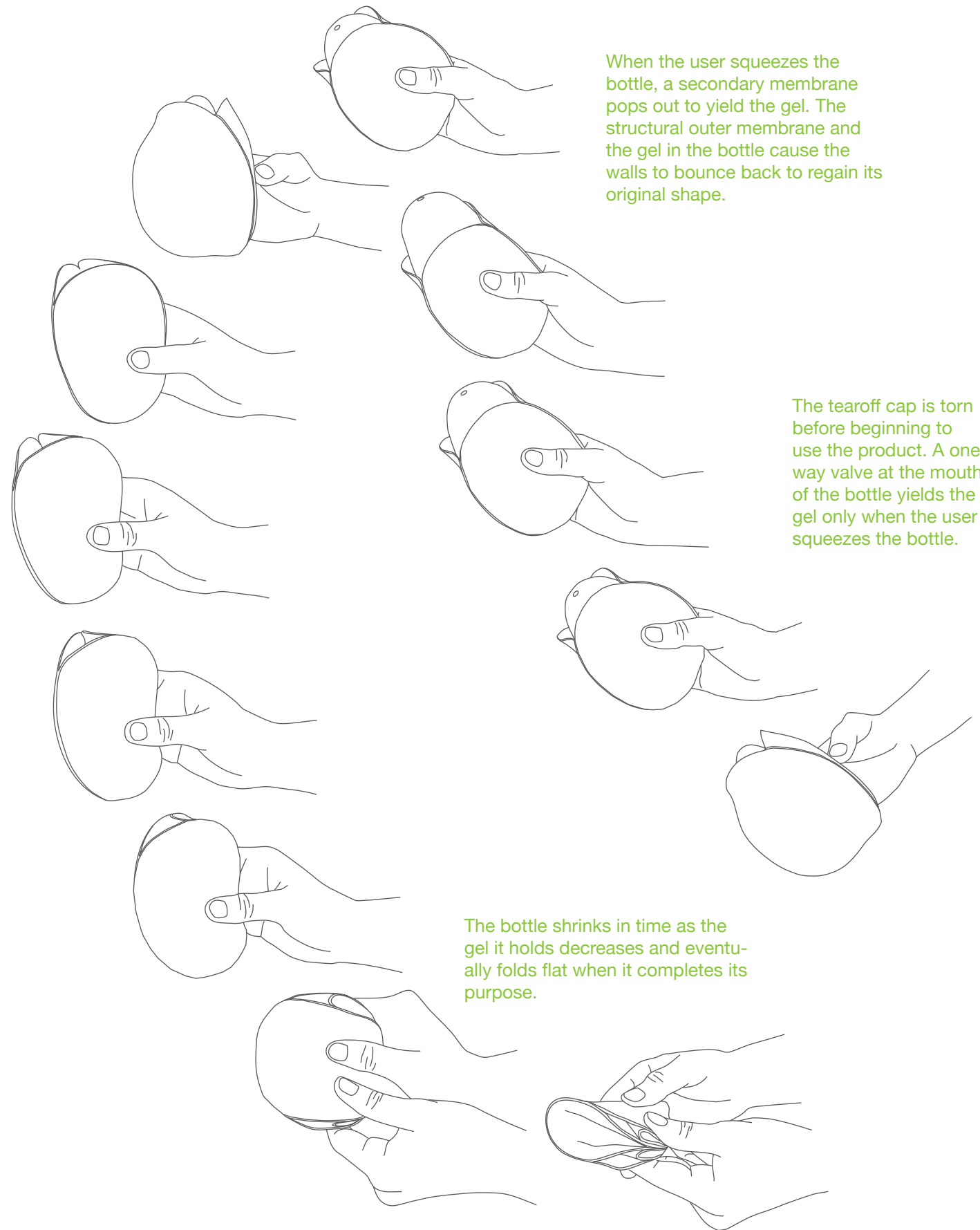
CRYSTAL CONCEPT: Interaction with the bottle



CRYSTAL CONCEPT: Final Design



DROPLET CONCEPT: Interaction with the bottle



DROPLET CONCEPT: Final Design

