



COLGATE-PALMOLIVE COMPANY

Shower Gel Packaging for 2011

Research & Design Project
Spring Semester 2009

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Alan Wolpert

CP Worldwide Director - Long Term Innovation

On behalf of the Colgate team, I want to thank Pratt School of Design and the students for an incredibly enriching experience. You proved to us that

“The world is but a canvas to the imagination...”

We look forward to a long and fruitful relationship with Pratt.

Jay Crawford

CP Director - Global Packaging, Personal Care

My sincere thanks to both the Colgate-Palmolive team and the Pratt students, faculty and leadership for an outstanding effort. The high level of commitment and interaction by everyone involved resulted in a truly impressive creative journey. The Colgate-Palmolive participants could not be more pleased. We are looking forward to future creative partnership between our company and Pratt Institute.





Delight and engage consumers with intuitive design
solutions that create
sensorial experiences and touch emotions

Project Brief

- Liquid Shower Gel in a Bottle for Launch in 2011
- Driven by consumer insight
- Should allow CP to charge premium
- Target User: Age 24 Female

Class Structure

14 Weeks

	Date	Class Description	Activity	Guest Speaker
Stage 1 Design Research	1.21.09	Project Kick-off	Project Brief & Introduction	Nick Holcera Jim Warner
	1.26.09	Research Stage 1	Meaning Behind Bathing	
	2.4.09	Research Stage 2	Bathroom Space & Tools	
	2.11.09	Research Stage 3	Bathing Process	
Stage 2 Design Exploration	2.18.09	Research Presentation	Presentation to CP	Jan Corn Myonggi Sul
	2.25.09	Design Exploration 1	Brainstorming	
	3.4.09	Design Exploration 2	Brainstorming	
	3.11.09	Design Exploration 3	Brainstorming	
	3.25.09	Midpoint Presentation	Presentation to CP	
Stage 3 Design Refinement	4.1.09	Design Refinement 1	Prototype Building	
	4.8.09	Design Refinement 2	User Validation	
	4.15.09	Presentation Prep. 1	Rendering	
	4.22.09	Presentation Prep. 2	Powerpoint Presentation	
	4.29.09	Final Preparation	Presentation to CP	

Three Glasses to Fill...

Design Research



Discover
Consumer Insight

Design Exploration



Develop
a strong concept

Design Refinement



Create Clear
Communication

Gary Shigeru Natsume

Lead Faculty

The class was structured in three stages to introduce the essential processes of product development. It was important for the students to fulfill all three tasks equally to bring innovative ideas into actuality. The process was there only to provide guidance and to ensure progress. The passion and inspiration that each student brought were the key elements.

We are thankful to Colgate-Palmolive for the opportunity to expose students real-world challenges while still in an academic environment.







Research

Social Trends

Why We Bathe

Water

An essential part of life, water affects people on both large and small scales

- Foundation of Life
- Humanities Relationship
- Spiritual Transformation

Transformation

Actions facilitating positive change, ultimately leading to a better lifestyle

- Physical
- Mental
- Remedies

Wellness

The result of living a mentally and physically balanced lifestyle

- Physical Condition
- Mental
- Beauty

Bathing touches on all three of these key elements



Abundance and Absence



Water equals Life



Purity & Cleansing



*Practice and Exercise
Healthy Diet
Physical Appearance*



*Yoga and Massage
Meditation and Purity
Religious faith*



*Psychotherapy
Support Group*



*Hygiene
Nourishment
Somatic Health*



*Positive Outlook
Psychological Health*



*Natural
Scientific*

Bringing the Spa Experience Home

Addressing the 5 Senses

Atmosphere

- Maximize smaller existing spaces through organization and interior design.
- Strive for harmony between contrasting materials
- Bringing nature into the bathroom whether it's real or representational
- Increasing natural light

Equipment

- Incorporating spa quality comforts and amenities in the home
- Ornate to simplified geometry
- Facilitating needs and maximizing comfort

Technology

- Introducing non-traditional luxuries to the bathroom
- Increased awareness and use of green products



Desire for Increased Space



New Harmony of Existing Materials



Bringing Nature Inside



Increased Natural Light



Spa Quality and Comfort in Home Tools



Fixtures : Ornate to Simple Geometry



Unorthodox Luxuries for the Senses



Increased Presence of Green Products



Energy Conservation and Money Saving Incentives

Store Analysis

Challenge To Fulfill Different Needs For Different Retail Environments



Price Comparison



Convenient affordable shopping



Convenient affordable shopping



Bargain hunters



Expensive specialty item shopping

Shopping Experience



One item shopping, closed spaces, convenient locations, comfort



Spacious, convenient in variety of products, one stop shopping.



"Alice in Wonderland"



Intimate, pleasing the senses through lighting, smell and music.

Staff Assistance



Assist customers, minimal knowledge of products



Assist customers in locating products, available to customer



Minimal assistance, must seek out staff



Extremely knowledgeable and attentive staff, listen to customer

Display and Layout



Really narrow aisles, lower ceilings, linoleum and fluorescent lighting



Most products on industrial shelving with fluorescent lighting









Industrial, wide aisles, high ceilings and shelving



















The store itself as the product

User Interviews

















Investigating the Meaning Behind Bathing











MALES20-25		
	Jason - 2 person household body wash	
	Gerry - 3 person household bar soap	
	Josh - 4 person household body wash	

MALES26-30		
	Adrian - 2 person household bar soap	
	Evan - 3 person household/ 2 baths bar soap	
	Dave - 3 person household bar soap	
	Minos - 3 person household bar soap	

FEMALES20-25		
	Quinn - 4 person household/ 2 baths body wash	
	Esin - 3 person household body wash	
	Liz - 5 person household/ 2 baths body wash	
	Lin - 3 person household body wash	

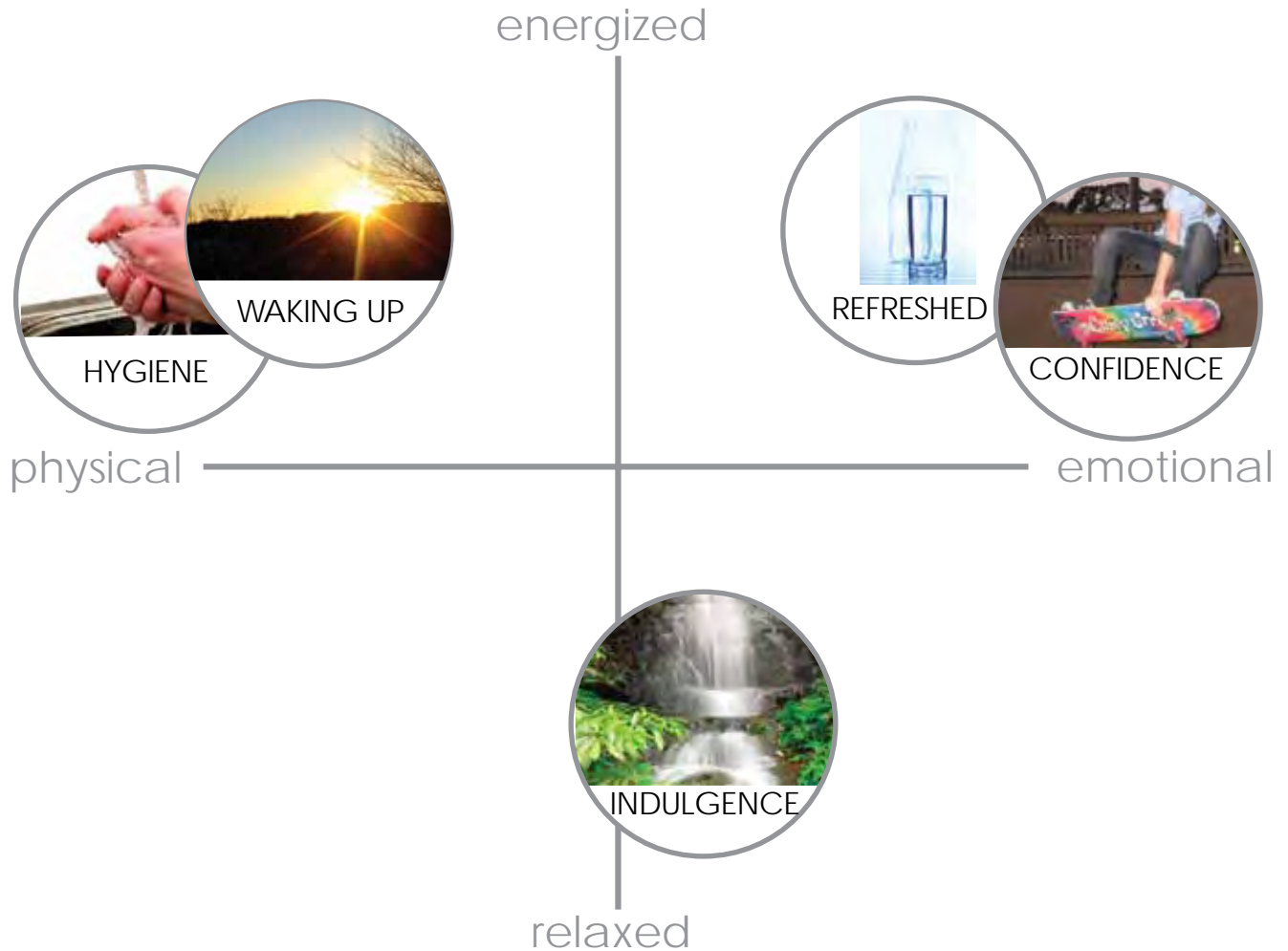


FEMALES26-30		
	Ann - 2 person household bar soap	
	Ayca - 2 person household body wash	
	Melissa - 2 person household bar soap	
	Riikka - 2 person household body wash	
	Rachel - 3 person household body wash	
	Sahar - 2 person household body wash	
	Leah - 3 person household/ 2 baths bar soap	
	Julie - 1 person household bar soap	

FEMALES30-40		
	Karen - 4 person household body wash	
	Sara - 2 person household bar soap	
	Heidi - 2 person household body wash	
	Helen - 6 person household body wash	
	Nina - 1 person household bar soap	

Bathing Matrix

5 Different User Groups



15





LEAN PUSHES THE WATER ON HER HEAD TO MAKE SURE IT'S CLEANER WHILE SHE WASHES.



BECAUSE THIS PAIR OF SHORTS DOES NOT COVER, LEAN PUSHES HERSELF BACK TO THE SHOWER.



LEAN SHAKES HER BODY WHILE BETWEEN THE SHOWER, FEELS MULTIPLE TEMPERATURE CHANGE.



BECAUSE OF ITS TIGHTNESS, LEAN HAS DEVELOPED HER FEELING FOR SENSATION HERSELF.



LEAN SENSES HERSELF TO HAVE SOME OF THE WATER AND SENSATION.



BECAUSE LEAN HAS SO MUCH MORE, THERE IS ALWAYS SOME LEFTOVERS ON HER HAIR, WHICH SHE HAS TO PLUCK FROM.



LEAN SENSES HER FEELING ON THE FEELING, SHE'S SEPARATE FROM HER SHORTS. 2 BRANCHES OF SENSATION AND SENSATION, SHE SAYS WITH HER OWN SENSE OF BODY.



THE SENSATION OF SENSATION FEELS LEAN TO HAVE THE FEELING OF SENSATION.



LEAN HAS TO WORK THE SENSATION, SHE HAS TO HAVE SOME OF THE SENSATION, SHE HAS TO HAVE SOME OF THE SENSATION.



ONCE THE SENSATION IS IN HER HAND, LEAN FEELS SOME OF THE SENSATION, SHE HAS TO HAVE SOME OF THE SENSATION, SHE HAS TO HAVE SOME OF THE SENSATION.



WITH SOME SENSATION, LEAN FEELS HER FEELING, SHE HAS TO HAVE SOME OF THE SENSATION, SHE HAS TO HAVE SOME OF THE SENSATION.



LEAN SENSES THE FEELING OF SENSATION, SHE HAS TO HAVE SOME OF THE SENSATION, SHE HAS TO HAVE SOME OF THE SENSATION.





Designs

Adapt

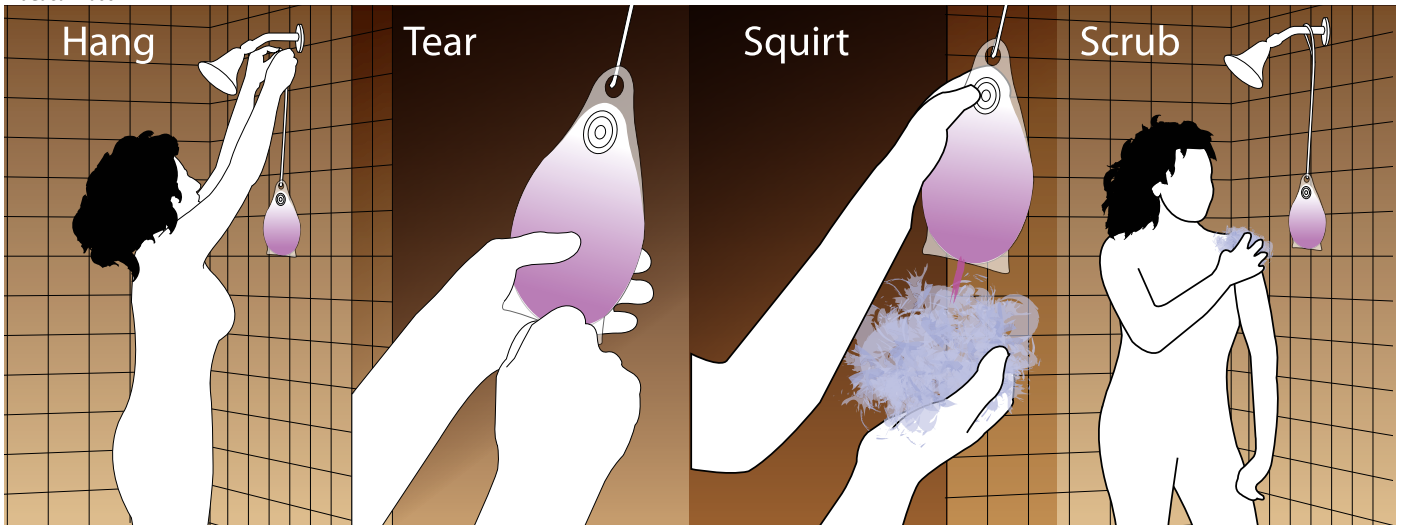
Adjusting to Situations and Environments

Minos Tzouflas & David Steinvurzel

Project Statement

- To design shower gel using new technologies that diminish carbon footprint
- To reduce the clutter in the bathroom
- To provide a product that caters to individuals physically and emotionally

Product in use

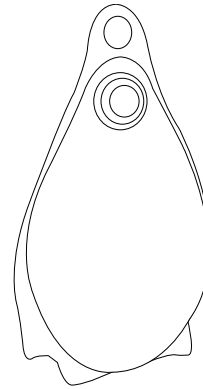




Vinyl Bag
Landfill Degradable
Soft and Smooth
Minimal Material

Foot
Free-standing
No Extra Parts

Dispenser
No Mess
Tear Tab



Loop
Easy to hang
Allows for One-handed
Easy Dispensing

Poly-D
Vacuum Action Pump
Easy Dispense
Controlled Dispense Amount
Allows for less material
Dispenses 98% of Contents

Premium Store



Wholesale Store



Sans Souci

Peace of mind through intuitive bathing comfort

Josh Newman

Project Statement

- Emotional Benefit - Peace of Mind and comfort
- Functional Benefit - Ease of use, cleanliness and application
- Functional Differentiation - Large handle, single hand useage will result in differentiation



Features

Rounded Grip Top

Finger Depression

Firm Vestured Body

Recyclable LDPE

Two way dispensing and
filling valve, Foaming



Time Captured

Me Time

Ayca Cakmakli

Project Statement

A bottle that helps create a sense of illusion and magic, gain a sense of relaxation, and remind her that time in the shower is precious.

Gym and
Manicure

Warm
Bath

Watching
a Movie

Warm
Shower



Me time is precious
Me time is emotional

Sense of weightlessness
openness, objects that evoke
emotions

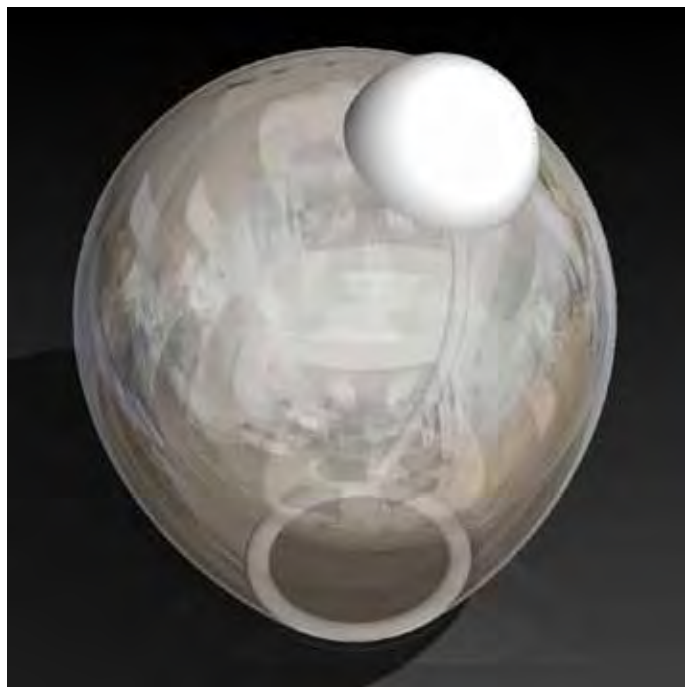
Shelf differentiation



Make the bottle feel precious
Make the bottle evoke
emotion

Make the bottle weightless,
transparent and relaxing

Make the bottle shape
unique, let it speak to its
consumer



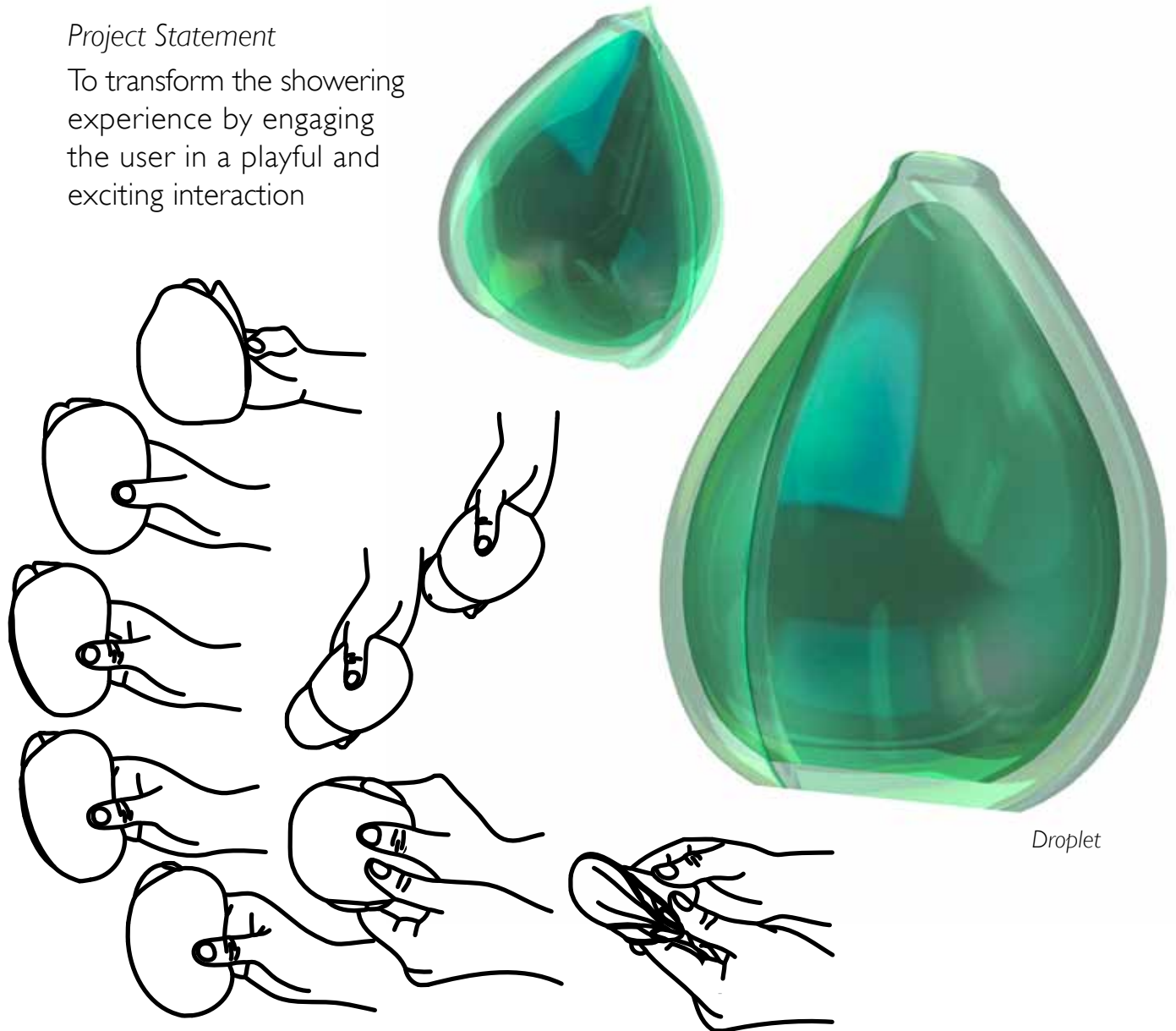
Trans.form

Metamorphose, convert, transmute, become Transformed

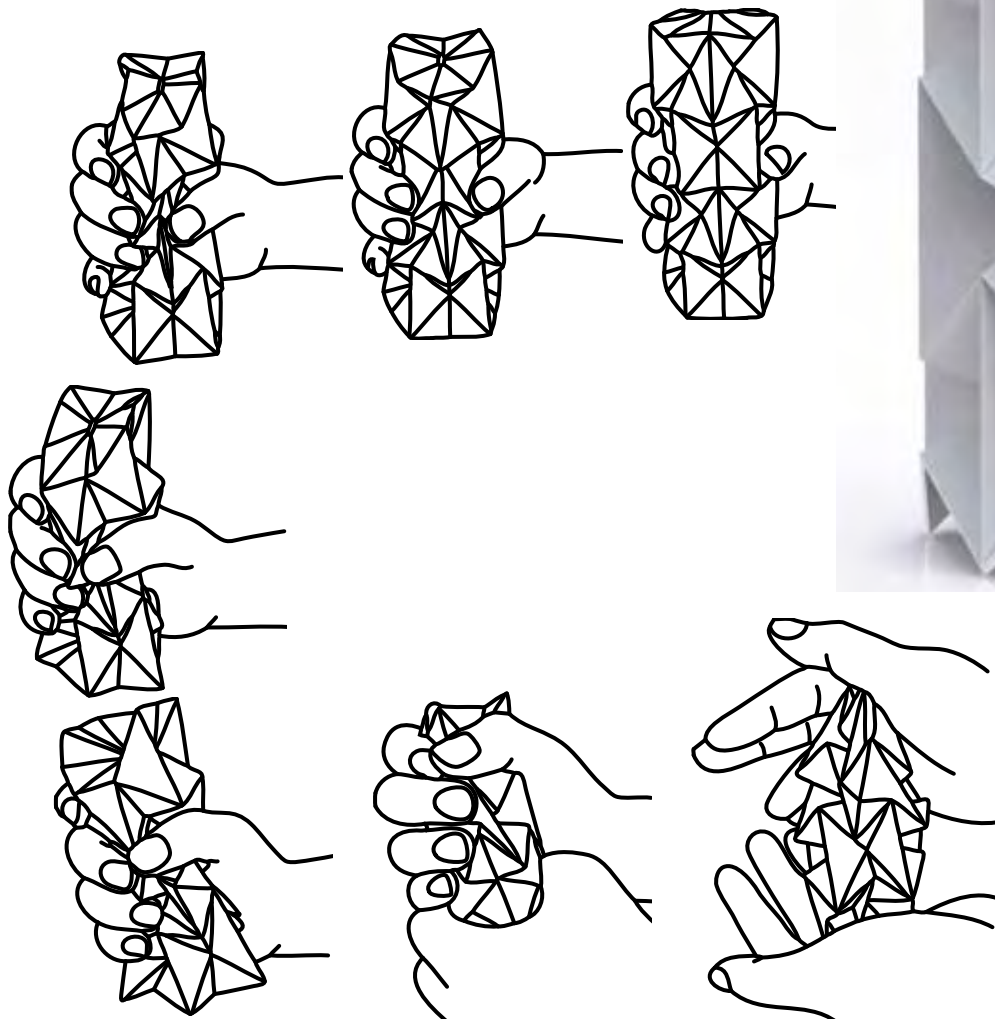
Sahar Ghaheri and Esin Arsan

Project Statement

To transform the showering experience by engaging the user in a playful and exciting interaction



1. to change in form, appearance, or structure; **metamorphose**.
2. to change in condition, nature, or character; **convert**.
3. to change into another substance; **transmute**.



Crystal

Zen Garden

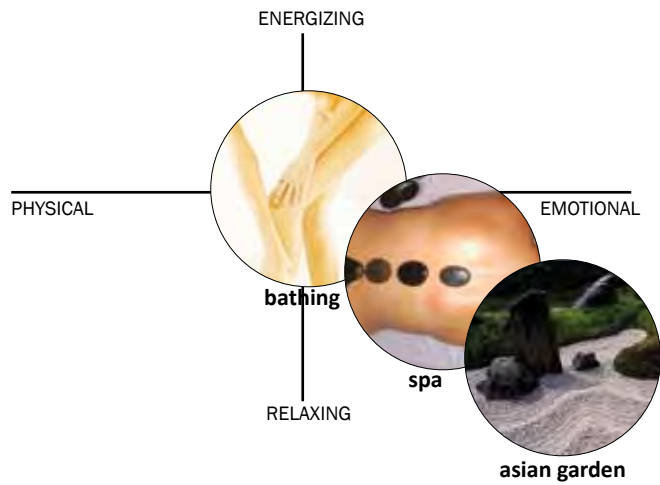
A multi-sensorial bath experience inspired by Asian gardens

Lin Zhang & Adrian Camoens

Project Statement

- Create a sense of relaxation through engaging different senses
- To enforce showering as a way of pampering and indulging oneself
- To give an impression of returning to nature
- To create a design that underplays its presence through transparency





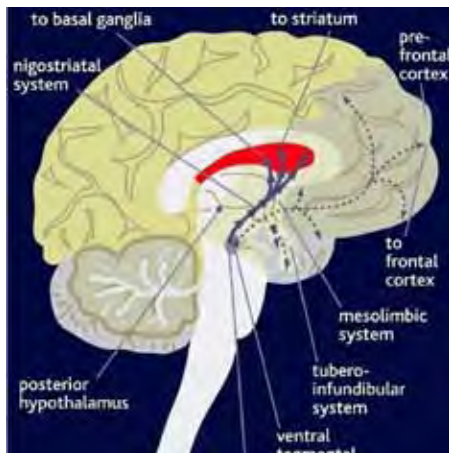
Newness Through Customization

Evoking an experience that seeks to provide a personal discovery for the consumer

Ann Stepanik

Project Statement

- Introduce the consumer to a new customizable experience that allows them to make a personal discovery.
- Offer the consumer the health benefits of organic ingredients and moisturization.
- Present categories of scent that offer benefits to the consumer depending on their mood.



Scientific research has proven that newness drives choice behavior in humans and that choosing newness is associated with the activation of a region in the brain linked with reward anticipation. This region is known as the striatum.





Energizing
Scents



Relaxing
Scents



Sunflower oil



Olive Oil



Tea Tree Oil

Bar Soap of the Future

Traditional Product finds modern form

Evan Dewhirst

Project Statement

Develop a modern and innovative form for a body wash vessel that is more closely related to the bar of soap it was derived from.



~~Bad Side of Bar Soap:
Awkward last bit.
Perceived ineffectiveness.
Gets hairy and scummy.
Multiple users?
Harsh on skin.
Lacks indulgence.~~



Bar Soap: Simplicity and Tradition.



Oasis

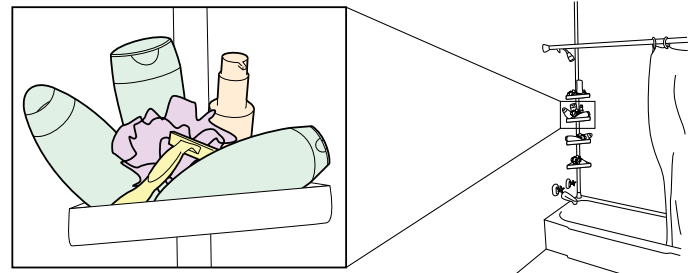
Transformation through texture

Jason Pfaeffle and Gerry Hefferman

Project Statement

- Awaken the Sleeping Sense
- Practical, Intuitive Use
- Emotional Communication

Our design uses texture to capture the soothing, transformative qualities of a desert oasis. This goal will be approached by focusing on three complementary vectors, each of which can be clearly and uniquely communicated through touch.



SAND

WALKING BAREFOOT ON A SANDY BEACH

RELAXING

PEBBLES

NATURALLY SHAPED BY THE ELEMENTS, THESE PURE AND GENTLE FORMS ARE ONE OF THE MOST COMMON SPA TOOLS.

THERAPEUTIC

LEAVES

PICNIC IN THE PARK

CALMING

RIPPLES

LAZY SUMMER DAY DIPPING YOUR FEET IN THE POOL

SOOTHING

Student Profiles



Esin Arsan
Graduate Industrial Design



Ayca Cakmakli
Graduate Industrial Design



Adrian Camoens
Graduate Communication Design



Josh Newman
Graduate Industrial Design



Jason Pfaeffle
Undergraduate Industrial Design



David Steinvurzel
Graduate Industrial Design



Evan Dewhirst
Graduate Industrial Design



Sahar Ghaferi
Graduate Industrial Design



Gerry Hefferman
Undergraduate Industrial Design



Ann Stepanek
Graduate Industrial Design

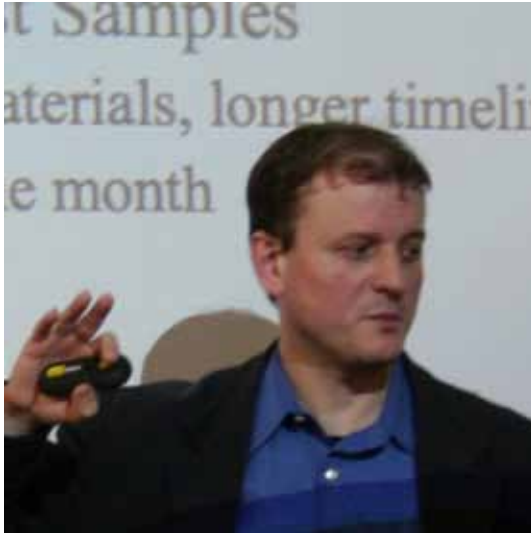


Minos Tzouflas
Graduate Industrial Design



Lin Zhang
Graduate Industrial Design

Contributors



Nick Holerca
CP Senior Technical Associate, R&D



Bruce Cummings
CP Global Strategic Brand Design



Arvind Chintamani
CP Marketing Manager, LTI, PCP



Malgorzata Jablonska
CP Consumer Insight Director, LTI, GM-PC



Jim Warner
Pratt, Communication Design Faculty



Myonggi Sul
Pratt, Interior Design Faculty



Jan Corn
Hair Salon Owner



Colin Gentle
Pratt, 3D CAD Instructor

Closing Statements



Rick Goodwin
Assistant Chair, Pratt, Industrial Design Department

Opportunities to work with corporate clients such as Colgate-Palmolive have proven to be very valuable to both our students and the corporations. The students get a chance to experience a “real world” design process and the companies benefit from the fresh outlooks and innovative thinking that the students provide.



Matthew Burger
Chair, Pratt Industrial Design Department

What always surprises me is the student's ability to surpass expectations. They have all of these pressures on them from every direction and somehow they manage everything done while still having fun.

Because that's what it's all about; Working hard and having fun.

Special Thanks



Sallyann Corn
Teaching Assistant



Joseph Kent
Teaching Assistant

Pratt