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

Corner Drugstores
Duane Reade,
Walgreens,
Rite Aid

Box Stores
Kmart,
TARGET

Club Stores
Costco’s,
BJ’s

Premium Stores
The Body Shop
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

### MALES 20-25

<table>
<thead>
<tr>
<th>Name</th>
<th>Household Type</th>
<th>Preferred Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jason</td>
<td>2 person</td>
<td>body wash</td>
</tr>
<tr>
<td>Gemy</td>
<td>3 person</td>
<td>bar soap</td>
</tr>
<tr>
<td>Josh</td>
<td>4 person</td>
<td>body wash</td>
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</table>

### MALES 26-30

<table>
<thead>
<tr>
<th>Name</th>
<th>Household Type</th>
<th>Preferred Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adrian</td>
<td>2 person</td>
<td>bar soap</td>
</tr>
<tr>
<td>Evan</td>
<td>3 person/2 baths</td>
<td>bar soap</td>
</tr>
<tr>
<td>Dave</td>
<td>3 person</td>
<td>bar soap</td>
</tr>
<tr>
<td>Minos</td>
<td>3 person</td>
<td>bar soap</td>
</tr>
</tbody>
</table>

### FEMALES 20-25

<table>
<thead>
<tr>
<th>Name</th>
<th>Household Type</th>
<th>Preferred Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quinn</td>
<td>4 person/2 baths</td>
<td>body wash</td>
</tr>
<tr>
<td>Esin</td>
<td>3 person</td>
<td>body wash</td>
</tr>
<tr>
<td>Liz</td>
<td>5 person/2 baths</td>
<td>body wash</td>
</tr>
<tr>
<td>Lin</td>
<td>3 person</td>
<td>body wash</td>
</tr>
</tbody>
</table>

### FEMALES 26-30

<table>
<thead>
<tr>
<th>Name</th>
<th>Household Type</th>
<th>Preferred Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ann</td>
<td>2 person</td>
<td>bar soap</td>
</tr>
<tr>
<td>Ayca</td>
<td>2 person</td>
<td>body wash</td>
</tr>
<tr>
<td>Melissa</td>
<td>2 person</td>
<td>bar soap</td>
</tr>
<tr>
<td>Riikka</td>
<td>2 person</td>
<td>body wash</td>
</tr>
<tr>
<td>Rachel</td>
<td>3 person</td>
<td>body wash</td>
</tr>
<tr>
<td>Sahar</td>
<td>2 person</td>
<td>body wash</td>
</tr>
<tr>
<td>Leah</td>
<td>3 person/2 baths</td>
<td>bar soap</td>
</tr>
<tr>
<td>Julie</td>
<td>1 person</td>
<td>bar soap</td>
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</table>

### FEMALES 30-40

<table>
<thead>
<tr>
<th>Name</th>
<th>Household Type</th>
<th>Preferred Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Karen</td>
<td>4 person</td>
<td>body wash</td>
</tr>
<tr>
<td>Sara</td>
<td>2 person</td>
<td>bar soap</td>
</tr>
<tr>
<td>Heidi</td>
<td>2 person</td>
<td>body wash</td>
</tr>
<tr>
<td>Helen</td>
<td>6 person</td>
<td>body wash</td>
</tr>
<tr>
<td>Nina</td>
<td>1 person</td>
<td>bar soap</td>
</tr>
</tbody>
</table>

## Quick Showers
- less than 10 min

## Medium Showers
- 10 - 20 min

## Long Showers
- over 20 min
Bathing Matrix
5 Different User Groups

HYGIENE
WAKING UP

energized

physical emotional

relaxed

REFRESHED
CONFIDENCE

INDULGENCE

5 Different User Groups
Bathing Process Investigation

She stands in the shower and moves it into position.

"Sometimes I put too much shampoo, and it won't go under the water. I have to put it back in the bottle.
However, I can't get the shower to go off. So I end up wasting a lot of shampoo."

She finishes shampooing and moves it off.

"This is my favorite part of taking a shower. I know that I am going to feel really good for a couple minutes."

She rinses her hair to turn off the water.

She washes her hair with shampoo and rinses it off.

"While I am washing myself, I think about what I am going to wear that day."

She turns the water on, gets a complexion, and soaks in the shower.

"I always hope that the water gets my skin."

Shampoo Pictures.

Opening cap, empty pull

Unscrewing the cap gently

Removing bottle pull

She uses her left hand to pour the shampoo.

"This is absolutely my favorite bath! I don't have to take it like my hands, open the bottle, and put it back. The label says where it is, and all I have to do is push the bath and the bottle soap comes out."

She moves down to squat and bend back into:

"Always use the soap and brush gently."

She washes her face every night after she leave a shower.
Lean from your pool, the water is warm, and it is easier to relax.

Waking up while still warm, the water is warm and inviting.

Lean back against the wall, the water is warm, and it is easier to relax.

Because of the warm water, lean your body to the side, and relax.

Lean more into the wall, the water is warm, and it is easier to relax.

Lean more into the wall, the water is warm, and it is easier to relax.

The water is warm, and it is easier to relax.

Lean against the wall, the water is warm, and it is easier to relax.

Lean against the wall, the water is warm, and it is easier to relax.

Lean against the wall, the water is warm, and it is easier to relax.

Lean against the wall, the water is warm, and it is easier to relax.

Lean against the wall, the water is warm, and it is easier to relax.

Lean against the wall, the water is warm, and it is easier to relax.
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

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

Loop
Easy to hang
Allows for One-handed
Easy Dispensing

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 usage 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
EMOTIONAL

ENERGIZING

Bathing

RELAXING

Spa

Asian garden

Mushin

A multi-sensorial bath experience
Inspired by Asian gardens

Banboo
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
- Sunflower oil
- Olive Oil
- Tea Tree Oil

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

PEBBLES

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

LEAVES

PICNIC IN THE PARK

RIPPLES

LAZY SUMMER DAY DIPPING YOUR FEET IN THE POOL

RELAXING

THERAPEUTIC

CALMING

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
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