

BATHING AS A TRANSFORMATIVE TOOL

COMPREHENSIVE SENSORY EXPERIENCE

BATHROOM AS A HOME SPA

## SYNERGY THROUGH **TEXTURE**

Oasis capitalizes on these three trends, leveraging their combined social, practical, and aesthetic appeal.



## SOCIAL TRENDS BATHING AS A TRANSFORMATIVE TOOL

**An oasis is the ultimate transformation;** the simple presence of water in the desert transforms the arid landscape to **a place of beauty, serenity, and peace**, a perfect analogue for the change that a warm, soothing shower can affect upon the chaos of the day.





## RELAXATION A COMPREHENSIVE SENSORY EXPERIENCE

Whether bathing at home or being pampered at the spa, relaxing experiences gain **greater depth though careful attention to each sense**. By creating complementary patterns of sight, sound, smell, and, most importantly, touch, an individual's **mood can be dramatically changed for the better**.







## SHOWER SPACE THE BATHROOM AS A HOME SPA

Bathrooms are no longer a simple, practical space; instead, bathrooms are growing to become **a focal point of the home**, a carefully crafted space that serves both as an refuge from the monotony of the day, and **a place of mental and physical relaxation**.

Increasingly, these bathrooms are adopting the aesthetic language and tools of a traditional spa, bringing the **luxurious, tactile, and transformative** experience into the comfort of the home.

# OASIS DESIGN STATEMENT

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:**

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EMOTIONAL COMMUNICATION





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PRACTICAL, INTUITIVE USE

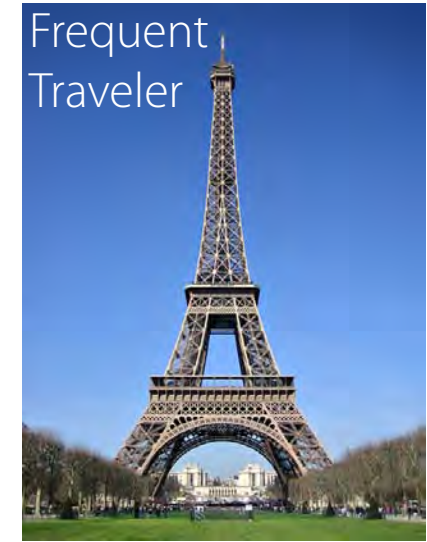
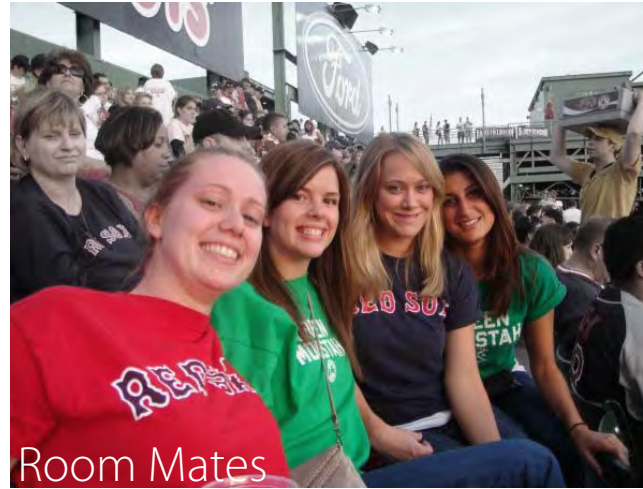
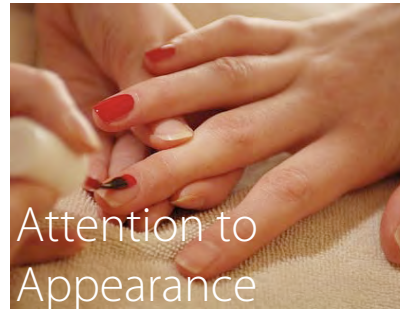




## AWAKENING THE **SLEEPING SENSE**

An insight uncovered through careful **user observation**



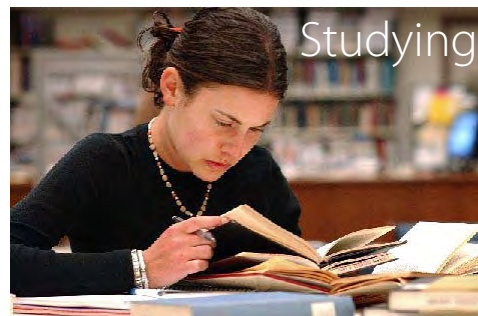


## OASIS USER PROFILE

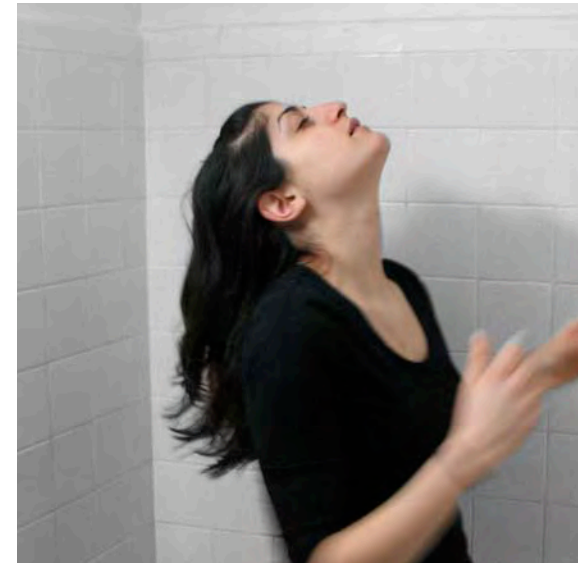
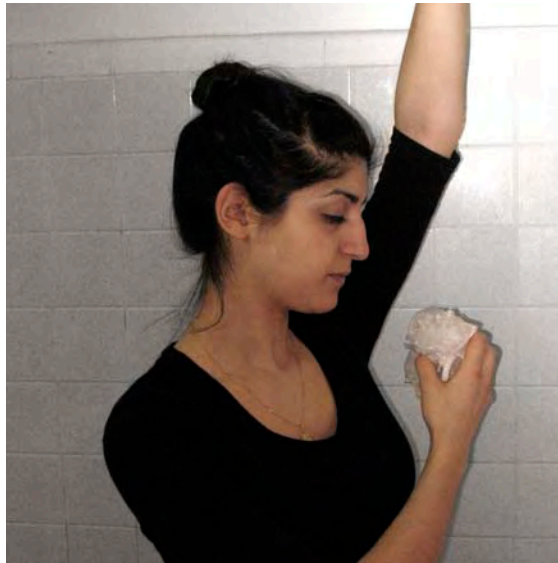
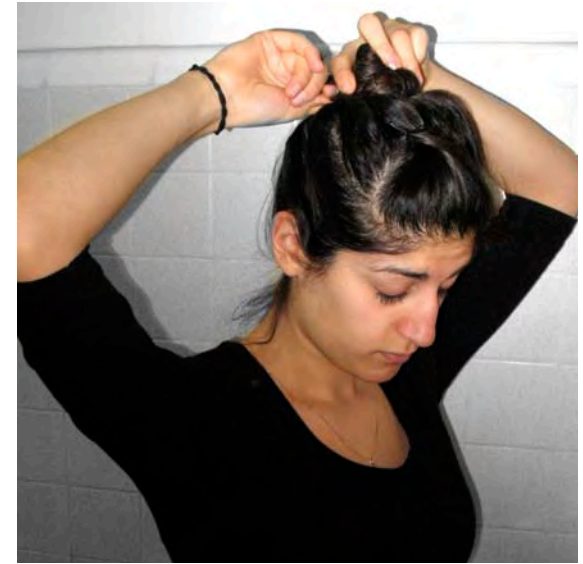
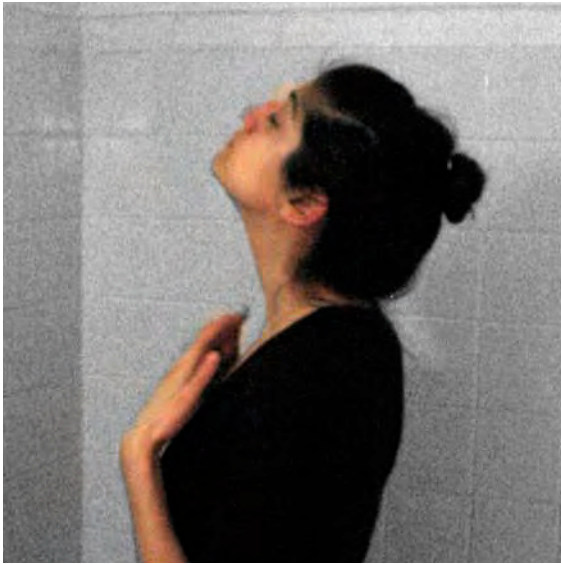
**Liz Tashash**  
Age: **22**

What really matters to Liz is **comfort**

This **warmth affects her mood significantly**, not only making her more comfortable, but literally happier

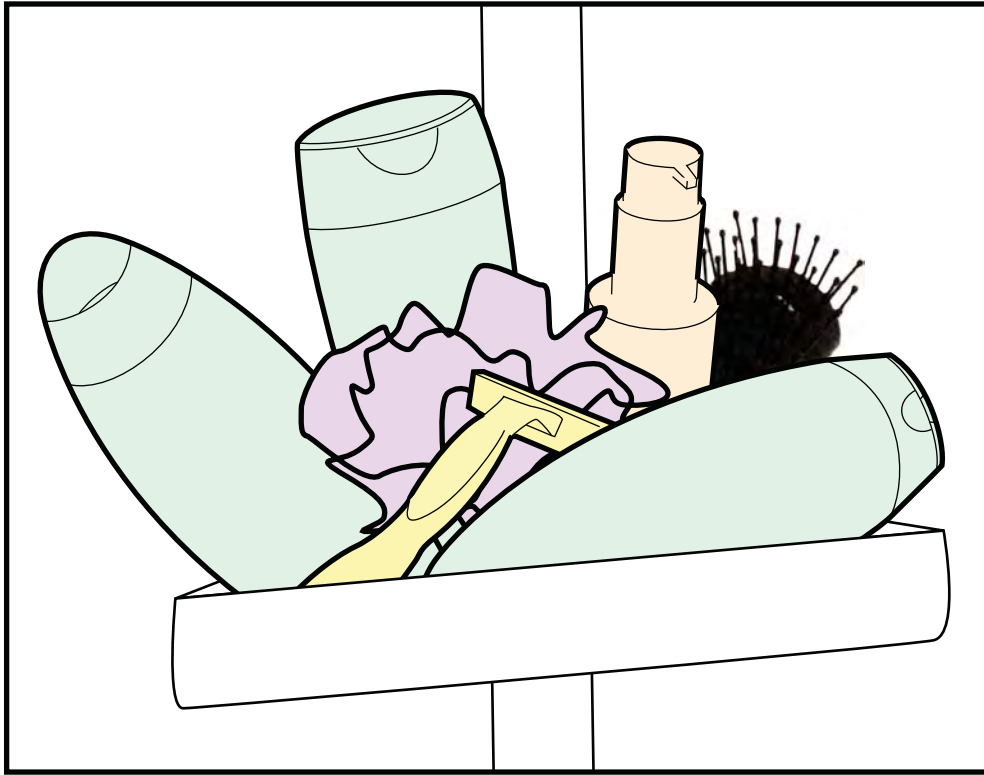


# OASIS USER INSIGHT



Throughout each step of the process, Liz had her **eyes closed more than half of the time** she was in the shower



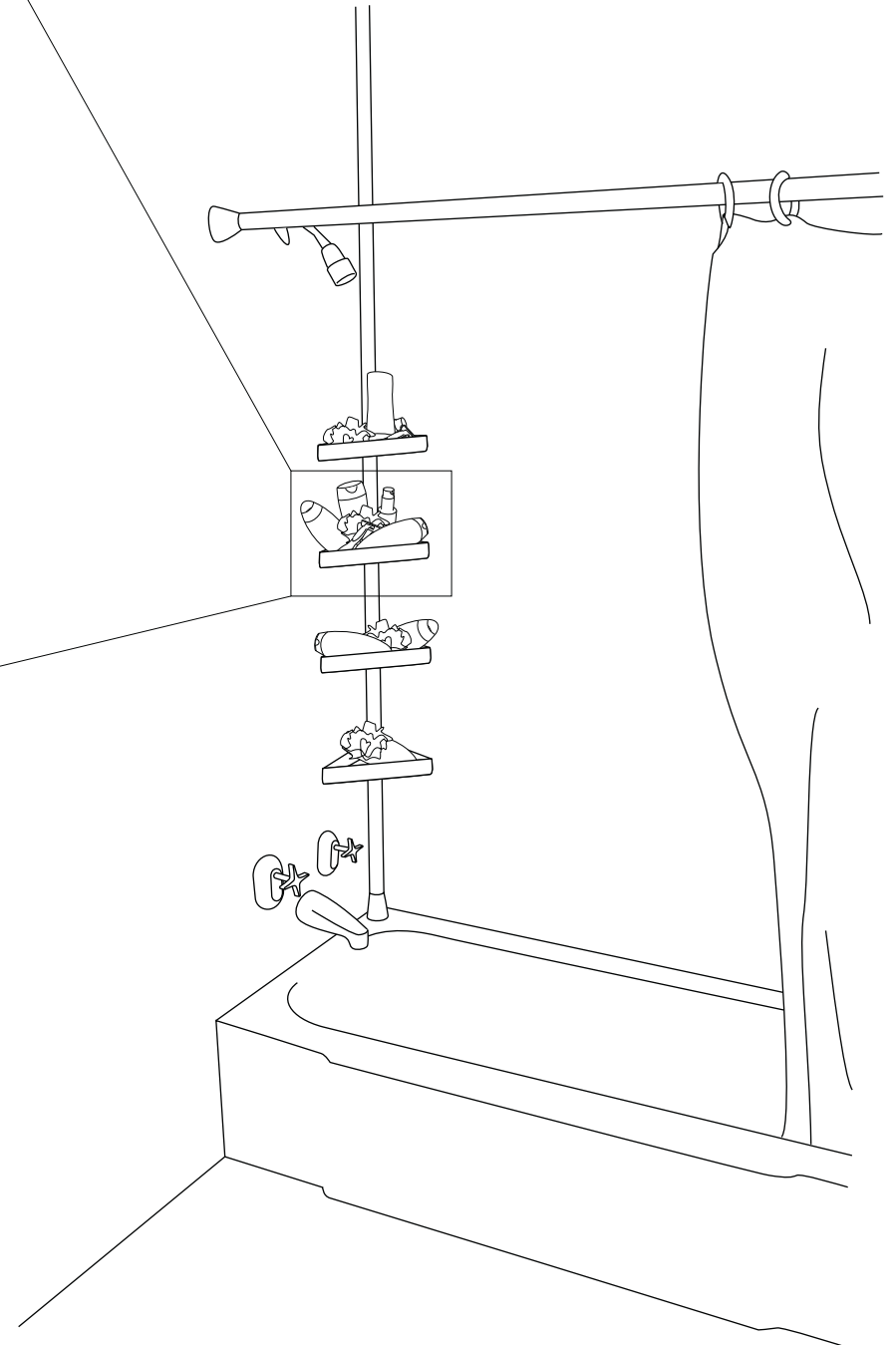


## OASIS **USER INSIGHT**

Liz navigates her space, eyes closed, to pick-up each item off of her shelf on the rack

Living with four other girls, this task is already difficult

**In this situation, texture, not form or graphics, becomes the object's most important feature**





## EMOTIONAL COMMUNICATION

Using **subtle texture** to re-create the mood and experience of a desert oasis



SAND

SAND



SAND





SAND



PEBBLES

# PEBBLES

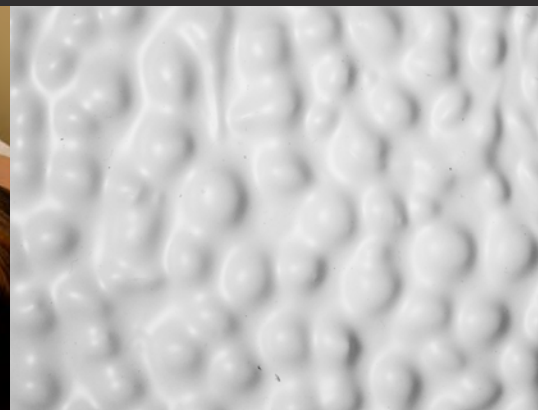




# PEBBLES



# PEBBLES



**LEAVES**



# LEAVES



# LEAVES



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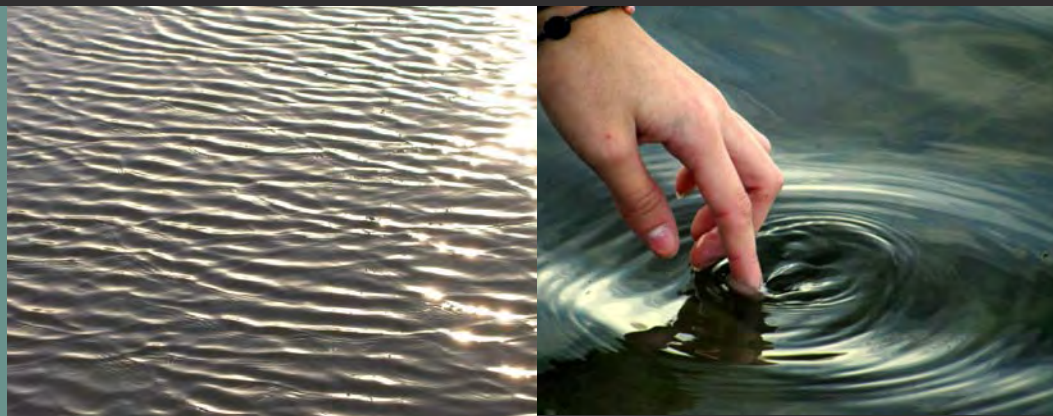
RIPPLES



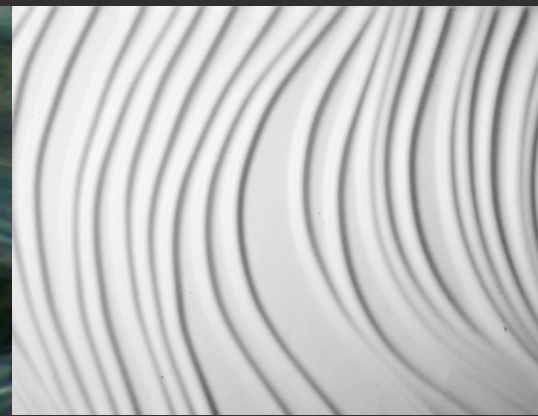
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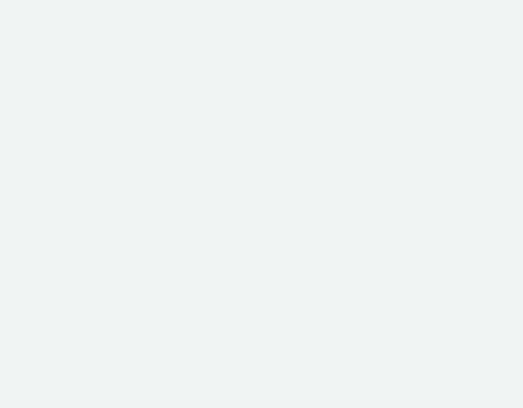
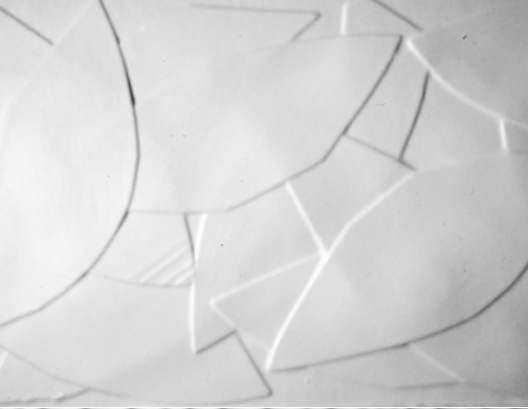
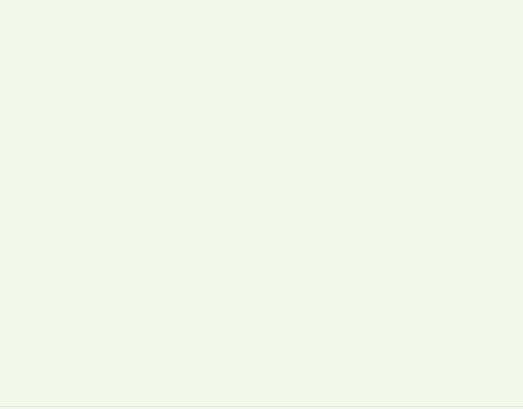
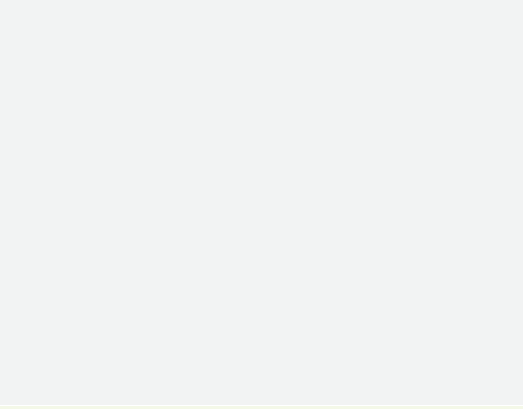
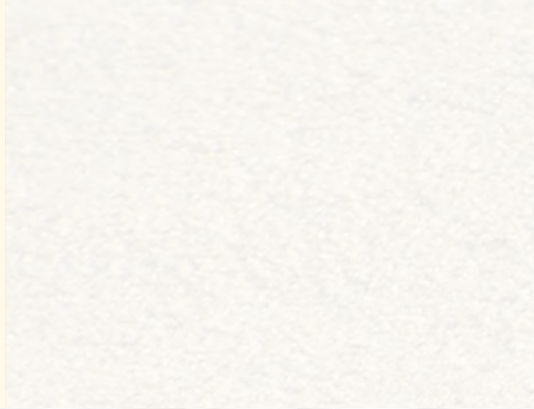
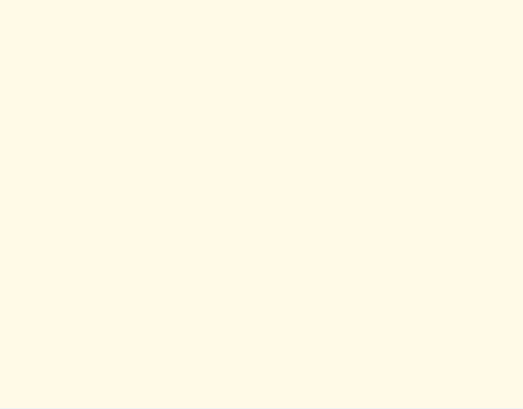


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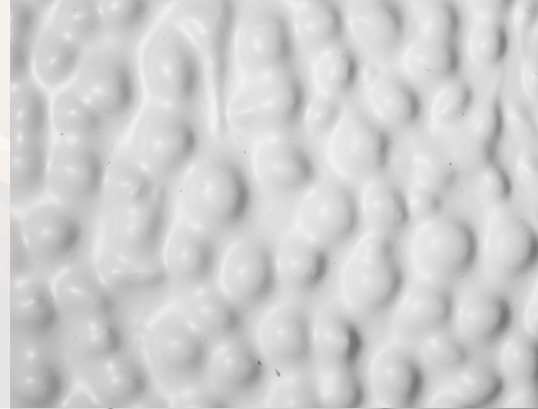






WALKING BAREFOOT  
ON A SANDY BEACH

RELAXING



WALKING BAREFOOT  
ON A SANDY BEACH

RELAXING

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

THERAPEUTIC



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THERAPEUTIC

PICNIC IN THE PARK

CALMING

WALKING BAREFOOT  
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THERAPEUTIC

PICNIC IN THE PARK

CALMING

LAZY SUMMER DAY  
DIPPING YOUR FEET  
IN THE POOL

SOOTHING





## PRACTICAL, INTUITIVE **USE**

Identifying instructive pattern and form  
through **user validation**

# TEXTURE EXPLORATION



SAND



PEBBLES



LEAVES



RIPPLES

# FORM DEVELOPMENT



# FORM DEVELOPMENT







## OASIS **USER FEEDBACK** TEXTURAL APPLICATION TESTS

Two examples from each of the four textural directions were vacuum formed and applied to existing bottles. **These prototypes were then handed off to sample users**, two of whom were examined in more detail.



SAND



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# OASIS **USER FEEDBACK**



**ANNA**  
AGE: 22



**KATEY**  
AGE: 22

# OASIS USER FEEDBACK



"The texture on this bottle reminds me of an exfoliating scrub."

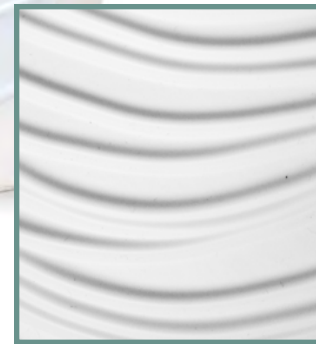


PEBBLES

# ANNA TEXTURE



"The rings feel good in my hand and my finger is drawn directly to the center."



RIPPLES

# OASIS **USER FEEDBACK**



Form 1

This shape informs the user how to hold the bottle.

Her index finger is naturally drawn to the dispensing mechanism.

# ANNA FORM



Form 2

The concavity on the bottle makes for a comfortable and functional grip.

Her hand interacts naturally with the form and her thumb instinctively goes to the top.

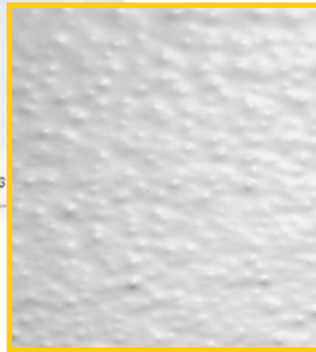


# OASIS USER FEEDBACK



"I like the more subtle textures because I have very sensitive hands."

"This texture reminds me of sand."



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# KATEY TEXTURE



"The more aggressive textures are overwhelming for me, but this one feels soft."



LEAVES

# OASIS USER FEEDBACK

## KATEY FORM



Form 1

Unlike Anna, Katey was more inclined to use her thumb to dispense the body wash.

She has smaller hands than Anna and found each form easy to interact with.



Form 2

Katey used each form in the reverse of Anna. Using her index finger, she found this position most comfortable.

# OASIS USER FEEDBACK



ANNA

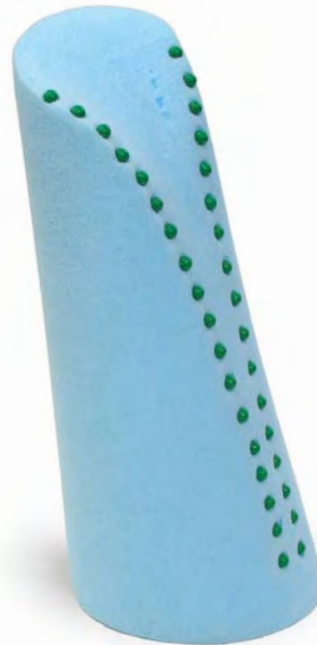


PEBBLES



RIPPLES

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KATEY



SAND



LEAVES

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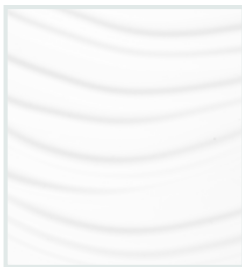
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ANNA



PEBBLES



RIPPLES

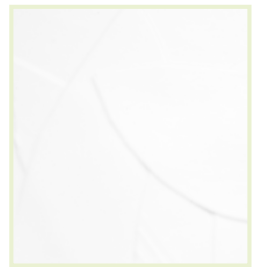
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KATEY



SAND



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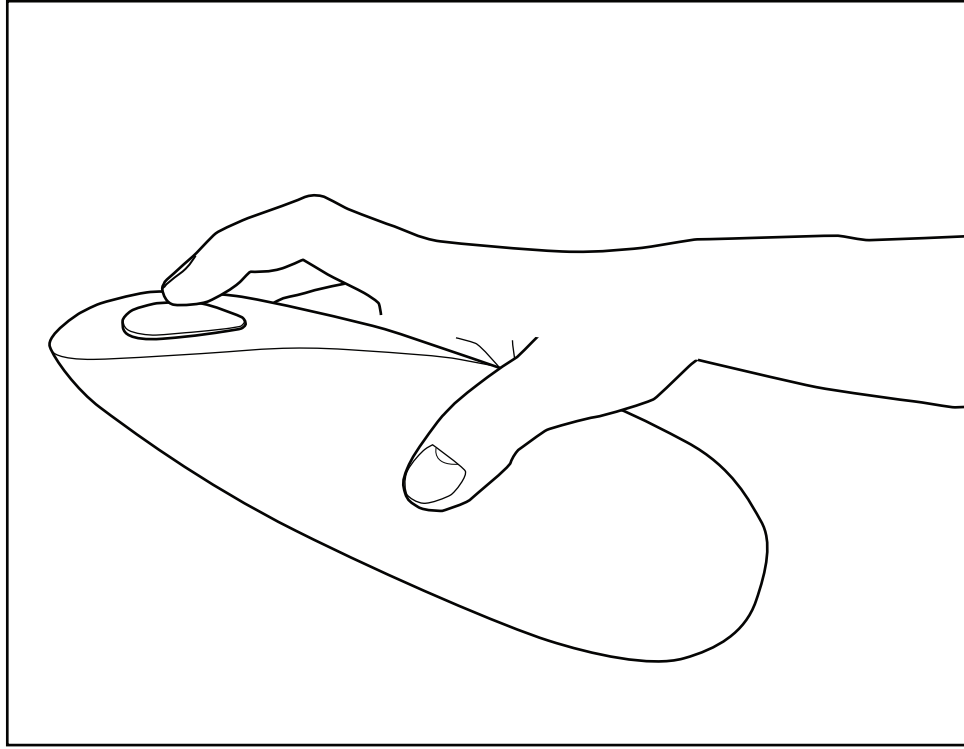
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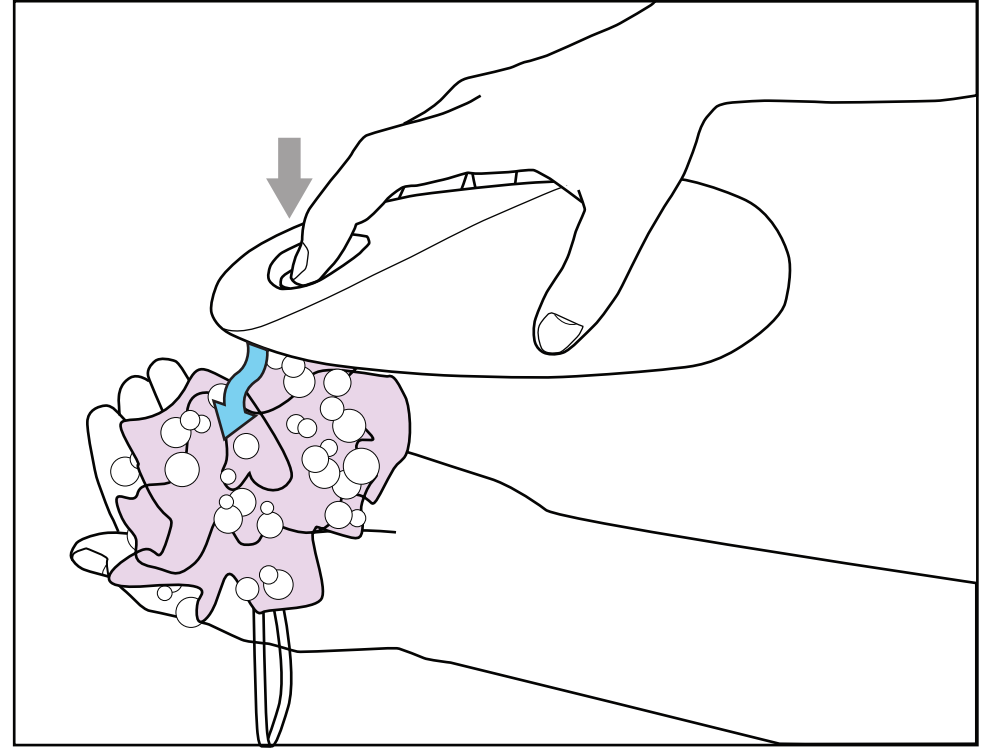




# OASIS DISPENSING ACTION



1



2





<p>6.99</p> <p>12.99 PER OUNCE</p>	<p>6.99</p> <p>12.99 PER OUNCE</p>	<p>6.99</p> <p>12.99 PER OUNCE</p>	<p>18.99</p> <p>14.99 PER OUNCE</p>	<p>18.99</p> <p>14.99 PER OUNCE</p>		<p>15.99</p> <p>11.99 PER OUNCE</p>	<p>31.99</p> <p>14.99 PER OUNCE</p>	<p>Only at Walgreens</p> <p>14.99</p> <p>14.99 PER OUNCE</p>
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THANK YOU

