




# close

fitting comfort and ease into daily life

sara dierck|colgate palmolive|gary natsume|uap|spring 2010

A close-up photograph of a person's torso and arms. They are wearing a dark, textured jacket over a white shirt. A white earphone cord is visible, running down the center. The person's hands are positioned near their chest, possibly adjusting the earphone or the jacket. The background is a plain, light color.

**INSIGHT**  
OBSERVED AND  
HEARD

CONSUMERS STRUGGLE  
**APPLYING UAP WHILE  
THEY ARE CLOTHED.**

## AFTER DRESSING USERS: SHARI



A STICK USER, **SHARI GETS COMPLETELY DRESSED** BEFORE APPLYING UAP. SHE DOES THIS BECAUSE **SHE DOES NOT WANT WHITE MARKS ON CLOTHES.** HERE SHE **CONTORTS HER WRIST AND STRETCHES OUT SWEATER** IN ORDER TO APPLY.



## AFTER DRESSING USERS: KLARA



ANOTHER STICK USER, **KLARA ADJUSTS HER ROUTINE BASED ON WHAT SHE'S WEARING.**

IF SHE'S WEARING A TIGHTER SHIRT, LIKE A TANK TOP, **SHE'LL PUT UAP ON AFTER DRESSING.**

SHE DOES THIS **TO AVOID WHITE MARKS.**

KLARA IS ALSO A USER WHO **REAPPLIES DURING THE DAY.**

# UNDER CLOTHES APPLICATION EXPLAINED

## WHY DO USERS APPLY WITH THEIR CLOTHES ON?

- THEY ARE **CONCERNED ABOUT WHITE MARKS** ON THEIR CLOTHING
- UAP USERS **FORGET TO APPLY**
- THEY NEED TO **REAPPLY UAP** DURING THE DAY

# UNDER CLOTHES APPLICATION EXPLAINED

## WHAT ARE THE CHALLENGES WHILE APPLYING?

- UAP USERS ARE **STRUGGLING WITH A LIMITED SPACE** AND **WITH LIMITED VISIBILITY.**
- THEY **STRAIN THEIR NECK AND WRIST** TO REACH THEIR ARMPITS
- BEING CAREFUL TO AVOID WHITE MARKS, THEY MAY **STRETCH OUT CLOTHING**

# INVESTIGATION

**HOW CAN UNDER CLOTHES UAP APPLICATION BE IMPROVED?**

**CONTROL:** USERS SHOULD BE ABLE TO **GRIP** AND MANEUVER THE UAP CONTAINER WHILE EXPERIENCING **LIMITED SPACE AND VISIBILITY**

# INVESTIGATION

## HOW CAN UNDER CLOTHES UAP APPLICATION BE IMPROVED?

**CONTROL:** USERS SHOULD BE ABLE TO **GRIP** AND MANEUVER THE UAP CONTAINER WHILE EXPERIENCING **LIMITED SPACE AND VISIBILITY**

**COMFORT:** USERS SHOULD BE ABLE TO **REACH** UNDER THEIR CLOTHING **WITHOUT STRAIN**



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**CONTROL:** USERS SHOULD BE ABLE TO **GRIP** AND MANEUVER THE UAP CONTAINER WHILE EXPERIENCING **LIMITED SPACE AND VISIBILITY**

**COMFORT:** USERS SHOULD BE ABLE TO **REACH** UNDER THEIR CLOTHING **WITHOUT STRAIN**

**EASE:** USERS SHOULD BE ABLE TO APPLY UAP **WITHOUT WORRYING THAT IT MIGHT TOUCH THEIR CLOTHING**

# INVESTIGATION SUMMARY

MY INVESTIGATION INCLUDED:

- RESEARCH OF THE **GRIP PRODUCT LANDSCAPE**

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MY INVESTIGATION INCLUDED:

- RESEARCH OF THE **GRIP PRODUCT LANDSCAPE**
- USER TESTING OF **ERGONOMICS**
- USER TESTING OF **PRODUCT ADVANCERS**

MY GOAL WAS TO FIND **A UAP THAT UTILIZES CONTROL, COMFORT AND EASE** WHILE APPLYING IN A **LIMITED SIGHT SITUATION** THAT **AVOIDS WHITE MARKS** ON CLOTHING.

# INVESTIGATION

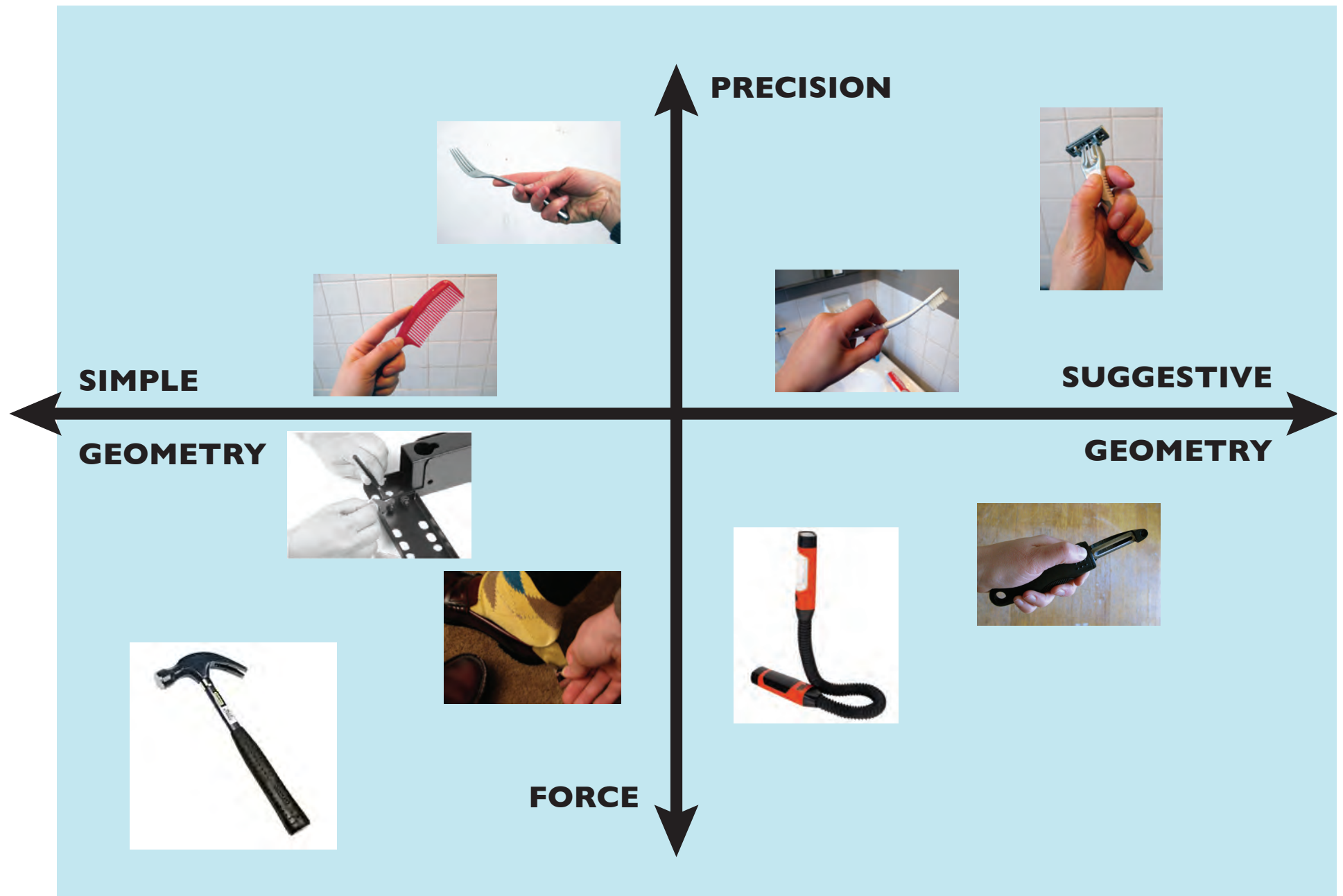
## GRIP PRODUCT LANDSCAPE

ONE-HANDED  
TOOLS USED IN  
**RESTRICTED SPACE**

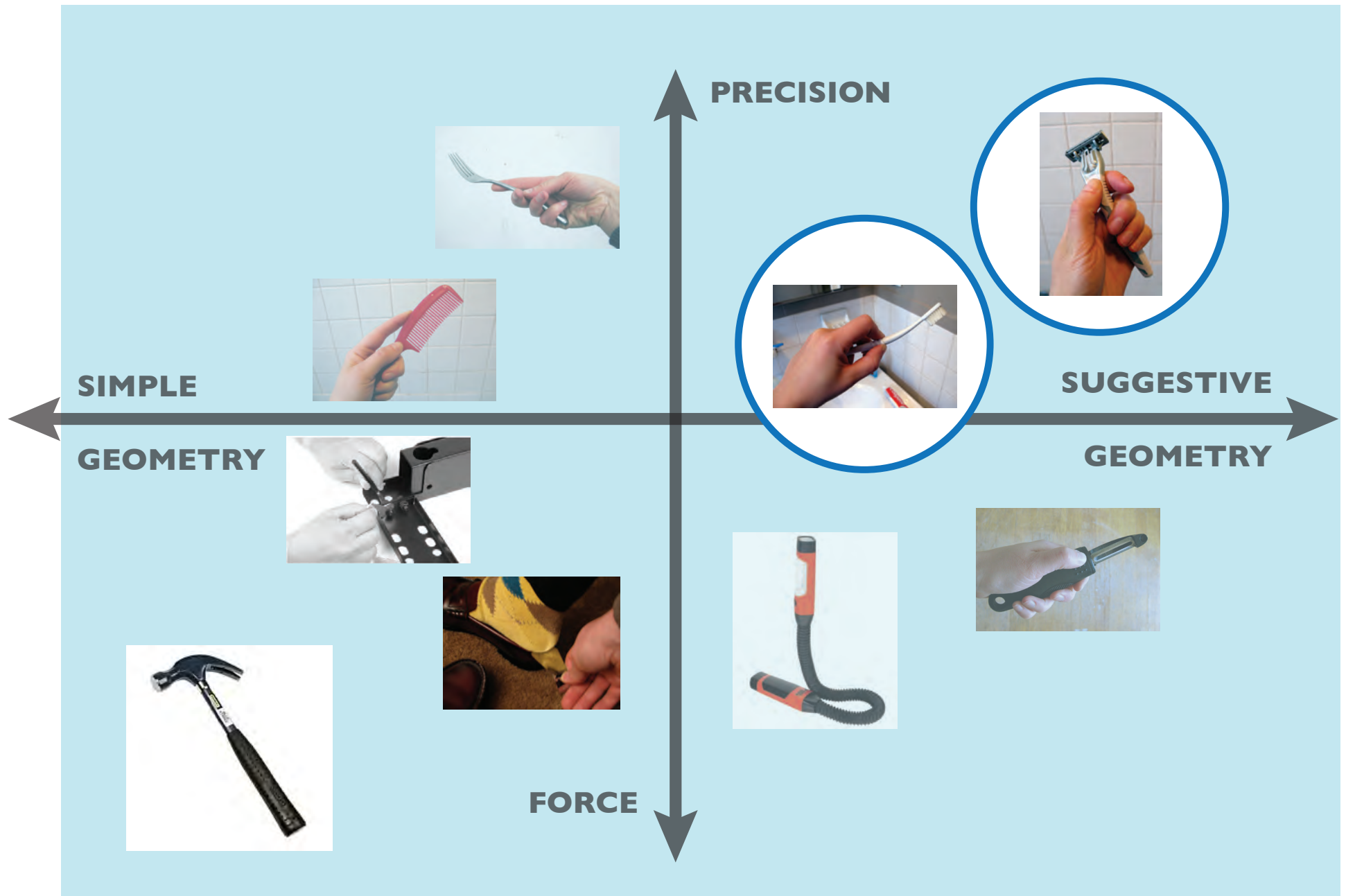




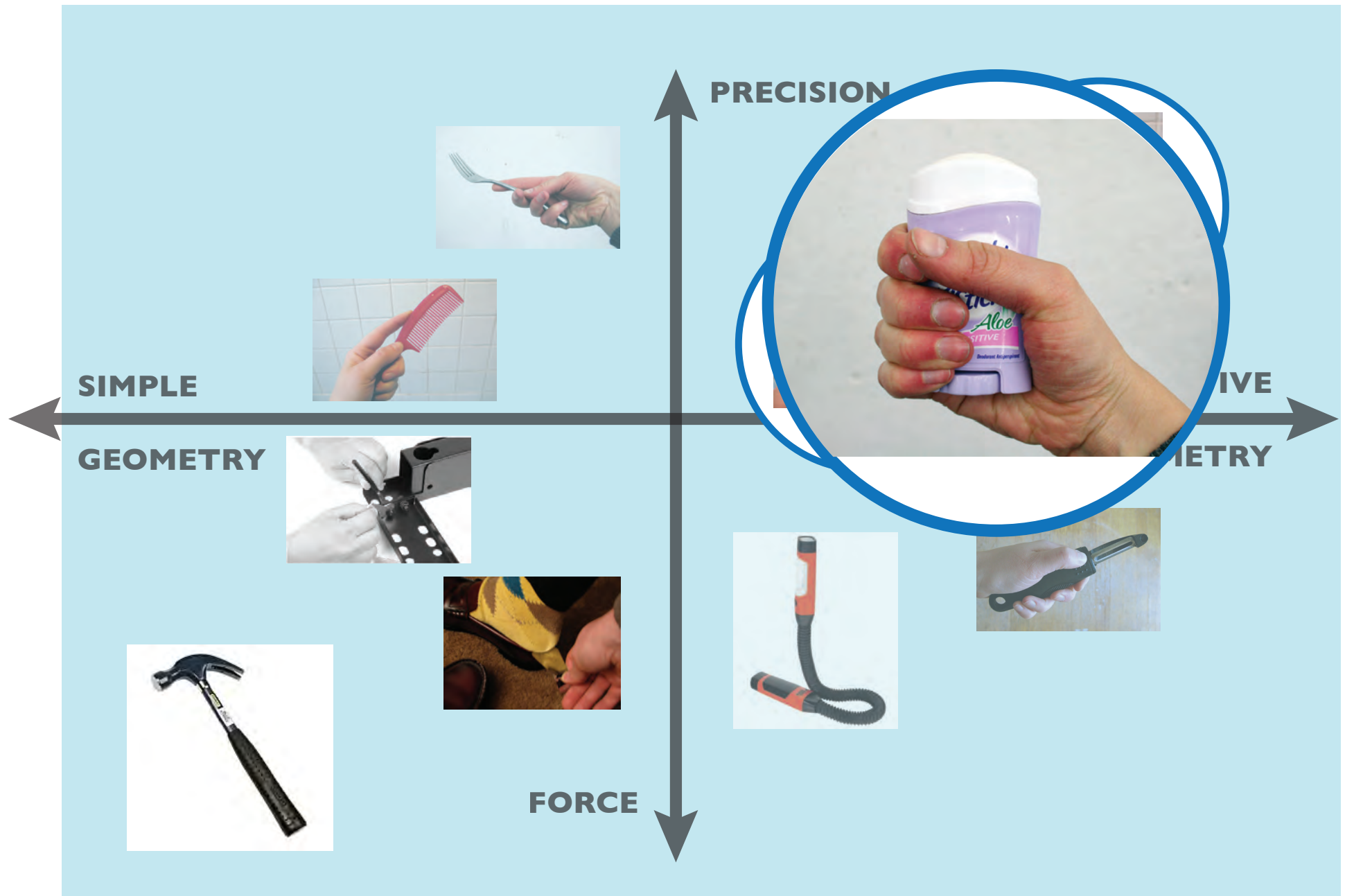
# INVESTIGATION OF CONTROL: GRIP PRODUCT LANDSCAPE



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# INVESTIGATION

## ERGONOMICS

COMFORT AND FORM  
**TESTED BY USERS**



# INVESTIGATION OF ERGONOMICS: FORM STUDY

**SOAP**



**EGG**



**GRIP**



**HANDLE**



**STICK**



# INVESTIGATION OF ERGONOMICS: FORM STUDY

**SOAP**



**FITS IN PALM AND ARMPIT**

**EGG**



**GRIP**



**FIRM HOLD, CONTROL. LONG  
FOR REACHING**

**HANDLE**



**STICK**



**STANDARD**



# INVESTIGATION OF ERGONOMICS: FORM STUDY

**SOAP**



**FITS IN PALM AND ARMPIT**



**SOAP**

**EGG**



**EGG**

**GRIP**



**GRIP**

**HANDLE**



**HANDLE**

**STICK**



**STICK**

# INVESTIGATION OF ERGONOMICS: OBSERVATION

**EACH SHAPE WAS TESTED BY 5 USERS IN FOUR STAGES:**

- **COMFORT IN HAND.** USERS DID NOT KNOW INTENDED USE OF FORM.

**AND THREE CONDITIONS OF UAP APPLICATION:**



• **T-SHIRT OR  
TANK TOP**



• **LONG SLEEVE SHIRT  
OR SWEATER**



• **COAT OR  
JACKET**

# **INVESTIGATION OF ERGONOMICS: OBSERVATION**

## **INTRODUCTION TO USER TESTERS**



**ESIN**



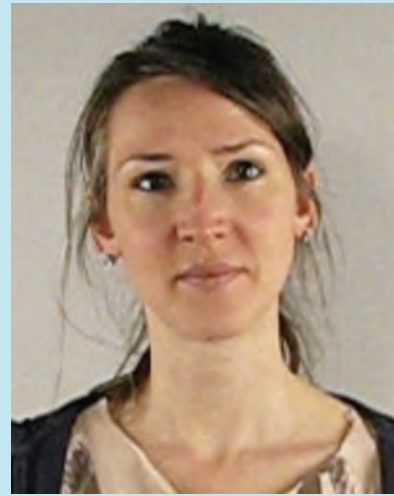
**NICOLE**



**SAHAR**



**ROWEN**



**KATHLEEN**

# INVESTIGATION OF ERGONOMICS: COMFORT IN HAND

**ROUNDER, SOFTER, CURVED FORMS WERE PREFERRED.**

ESIN



NICOLE



SAHAR



ROWEN



KATHLEEN





# INVESTIGATION OF ERGONOMICS: OBSERVATION I

USERS HAVE **DIFFERENT WAYS OF APPLYING** IN DIFFERENT SITUATIONS.

NICOLE'S METHOD IS **ONE-HANDED** WHEN UNRESTRICTED BY CLOTHING



WEARING A JACKET **CHANGES** HER PROCESS



SHAPE OF THE UAP MAY **ALSO AFFECT** APPLICATION



## INVESTIGATION OF ERGONOMICS: OBSERVATION 2

BEING ABLE TO **REACH** THE ARMPIT IN SITUATIONS WHEN **SPACE IS LIMITED** IS IMPORTANT. A **LONGER FORM** MAY HELP.



SAHAR'S DRESS SHIRT LEAVES **LITTLE SPACE** TO MOVE **BOTH OBJECT AND HAND** AROUND.



KATHLEEN ADMITS THAT THE **LONG, NARROW SHAPE** LETS HER **REACH HER ARMPIT** MORE EASILY.



# INVESTIGATION OF ERGONOMICS: OBSERVATION 3

THE USER'S BODY **MUST CONTORT** IN ORDER TO APPLY IN **DIFFER-  
ENT CLOTHING SITUATIONS.**



NICOLE'S BODY BECOMES **MORE AWKWARD** THE **MORE CLOTHING SHE WEARS** AND THE **SMALLER THE SPACE BECOMES BETWEEN HER ARMPIT AND HER CLOTHING.**

# INVESTIGATION OF ERGONOMICS: OBSERVATION 4

UAP CAN GET **CAUGHT ON CLOTHING**.



HERE, A **FLAT EDGE GETS CAUGHT**  
ON ROWEN'S SHIRT.



A **ROUND SIDE EDGE GLIDES OVER**  
ROWEN'S SHIRT.

# INVESTIGATION OF ERGONOMICS: OBSERVATION 5

**DIFFERENT FORMS ARE SUCCESSFUL FOR DIFFERENT SITUATIONS.**



SAHAR PREFERS **ROUNDER, MORE COMPACT FORMS** WHEN SHE'S WEARING **A TANK TOP** AND **LONGER FORMS** TO OFFER MORE CONTROL WHEN SHE'S WEARING LAYERS OF CLOTHING.



# INVESTIGATION OF ERGONOMICS: RESULTS

					
	SOAP	SOAP	SOAP	GRIP	SOAP
	STICK	EGG	HANDLE	GRIP	HANDLE
	HANDLE	EGG	GRIP	STICK	HANDLE

# INVESTIGATION OF ERGONOMICS: TESTING SUMMARY

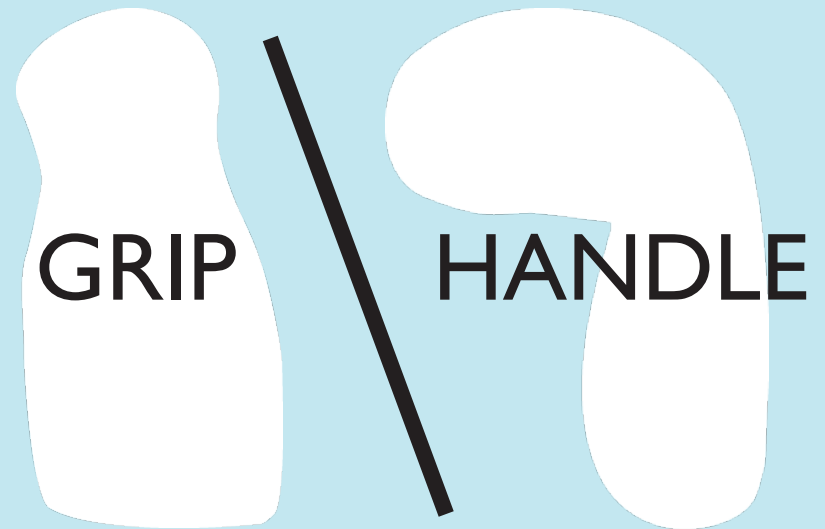
- BEST **COMFORT IN HAND**
- BEST **T-SHIRT** APPLICATION
- **FITS** IN THE **PALM AND ARMPIT**



# INVESTIGATION OF ERGONOMICS: TESTING SUMMARY

- BEST **COMFORT IN HAND**,
- BEST **T-SHIRT** APPLICATION
- **FITS IN THE PALM AND ARMPIT**

- **CONTROL**
- **REACH** INTO TIGHT SPACES





# INVESTIGATION OF ERGONOMICS: TESTING SUMMARY



A **SUCCESSFUL UNDER CLOTHES UAP APPLICATION SHAPE** HAS:

- A **SOFT CURVE** FOR **COMFORT**
- A **LONGER FORM** FOR **REACHING ABILITIES.**

# INVESTIGATION

## PRODUCT ADVANCERS

EASE OF MOVEMENT  
UNDER CLOTHES  
**TESTED BY USERS**



# INVESTIGATION OF PRODUCT ADVANCERS

FIVE ADVANCING MECHANISMS WERE PROTOTYPED TO:

- **EXPOSE THE PRODUCT WHILE UNDER THE CLOTHES**
- **MINIMIZE WHITE MARKS**
- **REACH THE ARMPIT.**



DIAL



SLIDER



SQUEEZE



PUMP



STAMP

# INVESTIGATION OF PRODUCT ADVANCERS: ONE DIAL



- A **VERTICAL ROLLING DIAL** REPLACES THE HORIZONTAL DIAL
- **PRODUCT MOVES UP ACCORDING TO HEIGHT PREFERENCE OF USER.**



# INVESTIGATION OF PRODUCT ADVANCERS: DIAL



## **POSITIVES:**

- EASIER THAN TRADITIONAL DIAL
- MAKES SENSE
- CAN CONTROL AMOUNT
- GOOD FOR ONE HAND

## **NEGATIVES:**

- HARD TO KNOW HOW HEIGHT OF PRODUCT
- MAY DIAL BEFOREHAND



# INVESTIGATION OF PRODUCT ADVANCERS: TWO SLIDER



- A **SLIDING BUTTON** ON THE FRONT
- **PRODUCT MOVES UP AND DOWN** AS FAR AS USER NEEDS IT.



# INVESTIGATION OF PRODUCT ADVANCERS: SLIDER



## **POSITIVES:**

- ACCESSIBLE
- GOOD FOR ONE HAND APPLICATION

## **NEGATIVES:**

- HARD TO KNOW HOW HIGH IS
- MAY DIAL BEFOREHAND

# INVESTIGATION OF PRODUCT ADVANCERS: THREE SQUEEZE



- A **FLEXIBLE BUTTON** PRESSES INTO THE CONTAINER TO MOVE PRODUCT
- **TACTILE, ONE MOTION**



# INVESTIGATION OF PRODUCT ADVANCERS: SQUEEZE



## **POSITIVES:**

- SEEMS OBVIOUS, EASY
- MOLDS IN HAND
- DIFFERENT, YET SUBTLE
- DON'T HAVE TO SEE IT
- DOESN'T FEEL LIKE HARD PLASTIC



# INVESTIGATION OF PRODUCT ADVANCERS: FOUR PUMP



- A **LEVER IS HELD** TO MOVE PRODUCT
- **ONE MOTION**



# INVESTIGATION OF PRODUCT ADVANCERS: PUMP



## **POSITIVES:**

- HOLDS PRODUCT IN ONE PLACE
- FUN, INTERESTING: NEW WAY OF USE
- OPPORTUNITIES FOR NEW FORM

## **NEGATIVES:**

- FEELS UNSTABLE
- STANDING ISSUES
- MAY BE HARDER IN OTHER HAND
- MAY GET DEPRESSED IN BAG

# INVESTIGATION OF PRODUCT ADVANCERS: FIVE STAMP



- PRODUCT ADVANCES WHEN CONTAINER **COMES INTO CONTACT** WITH SKIN



# INVESTIGATION OF PRODUCT ADVANCERS: STAMP








## **POSITIVES:**

- NO INTERRUPTION WITH FORM
- UNDER SURFACE UNTIL READY
- GUARD WOULD KEEP UAP OFF OF CLOTHES
- ONE MOTION

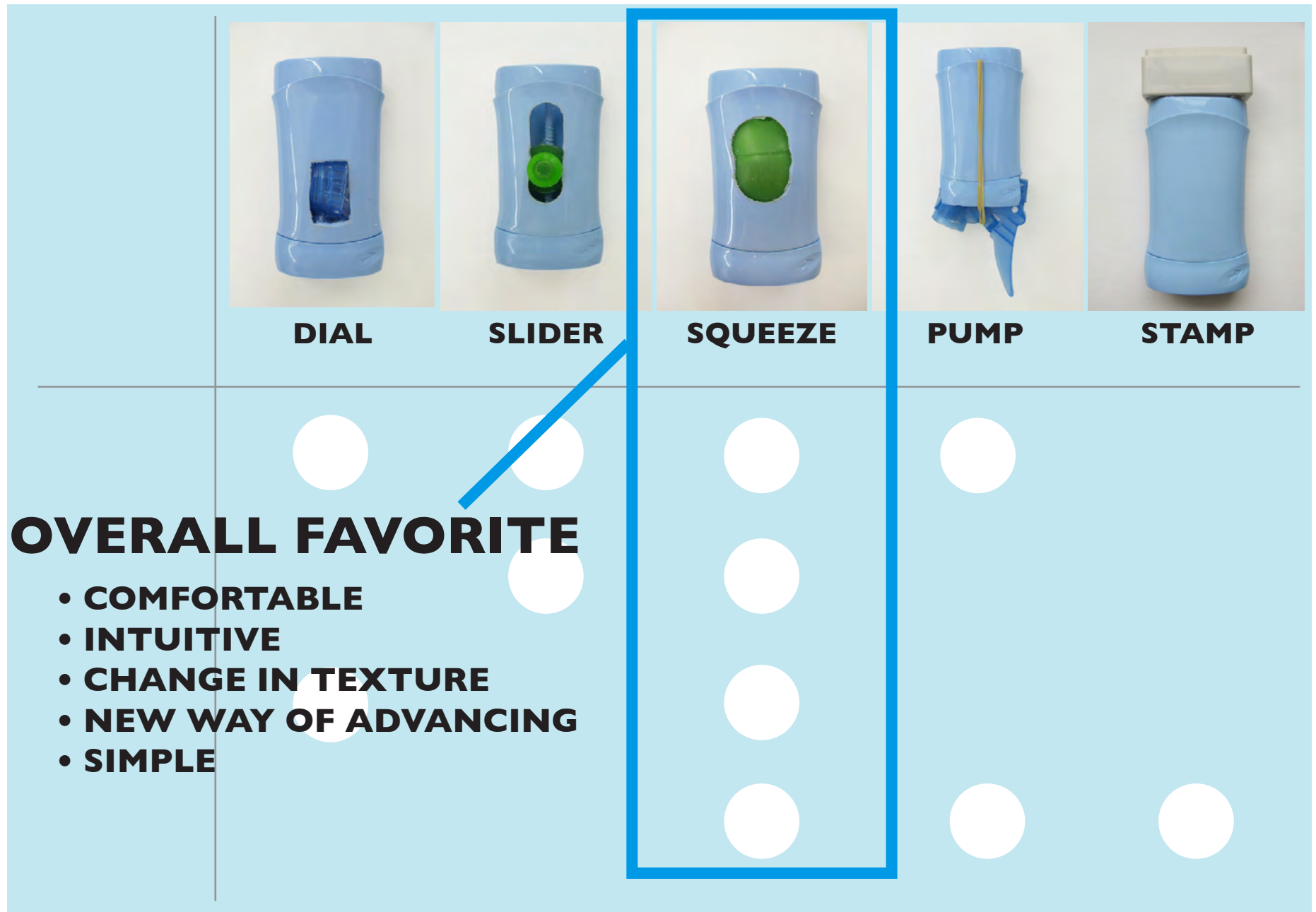
## **NEGATIVES:**

- EDGE MIGHT SCRAPE
- WANT TO RUB PRODUCT

# INVESTIGATION OF EASE: RESULTS

					
	DIAL	SLIDER	SQUEEZE	PUMP	STAMP
ACCESSIBLE & EASY TO USE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
SIMPLE FOR ONE-HAND		<input type="radio"/>	<input type="radio"/>		
FEELS GOOD: COMFORT	<input type="radio"/>		<input type="radio"/>		
NEW FORM, BREAK THE DIAL UP HABIT			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# INVESTIGATION OF EASE: RESULTS





# RECOMMENDATION FROM TESTING AND RESEARCH



# RECOMMENDATION FROM TESTING AND RESEARCH



**SOAP**

**+**

**GRIP**

**HANDLE**

# RECOMMENDATION FROM TESTING AND RESEARCH



**SOAP**

**+**

**GRIP**

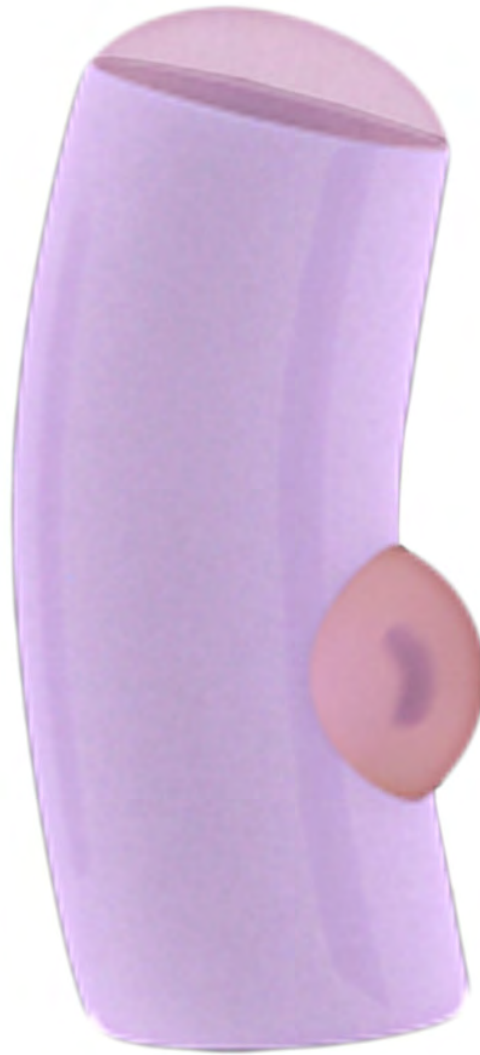
**HANDLE**



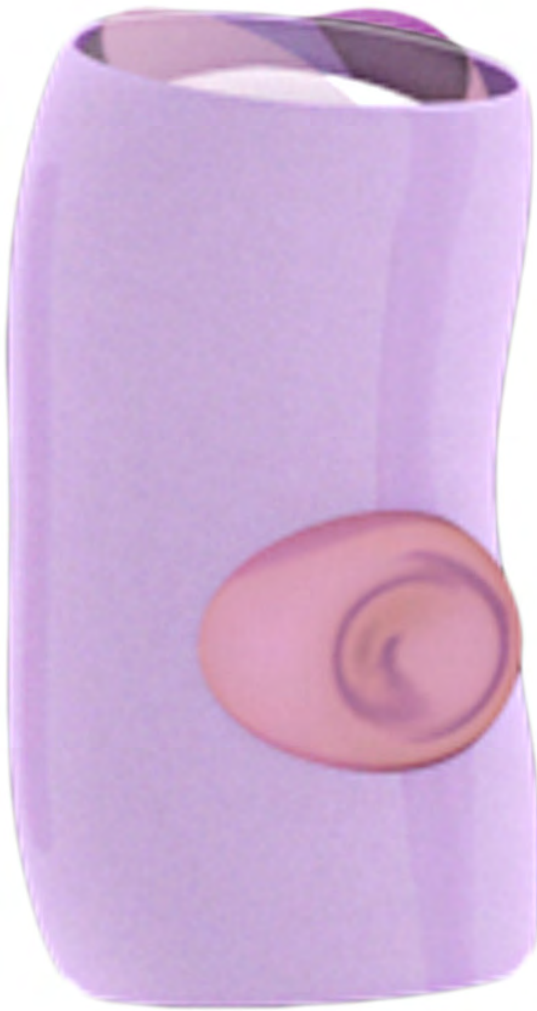
close: a new way of applying uap



close: a new way of applying uap



close: a new way of applying uap

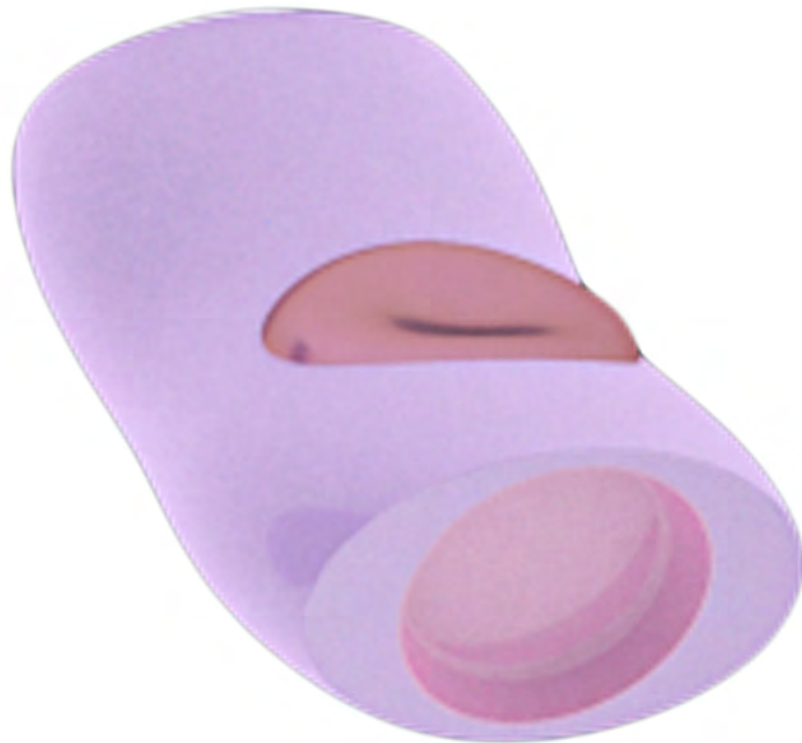




close: a new way of applying uap



close: a new way of applying uap



close: grip, comfort and ease



SARA DIERCK/COLGATE PALMOLIVE/GARY NATSUME/UAP/SPRING 2010

close: grip, comfort and ease



SARA DIERCK/COLGATE PALMOLIVE/GARY NATSUME/UAP/SPRING 2010

close: grip, comfort and ease



SARA DIERCK/COLGATE PALMOLIVE/GARY NATSUME/UAP/SPRING 2010

close: grip, comfort and ease



SARA DIERCK/COLGATE PALMOLIVE/GARY NATSUME/UAP/SPRING 2010



close: grip, comfort and ease



SARA DIERCK/COLGATE PALMOLIVE/GARY NATSUME/UAP/SPRING 2010

close: comfort and ease



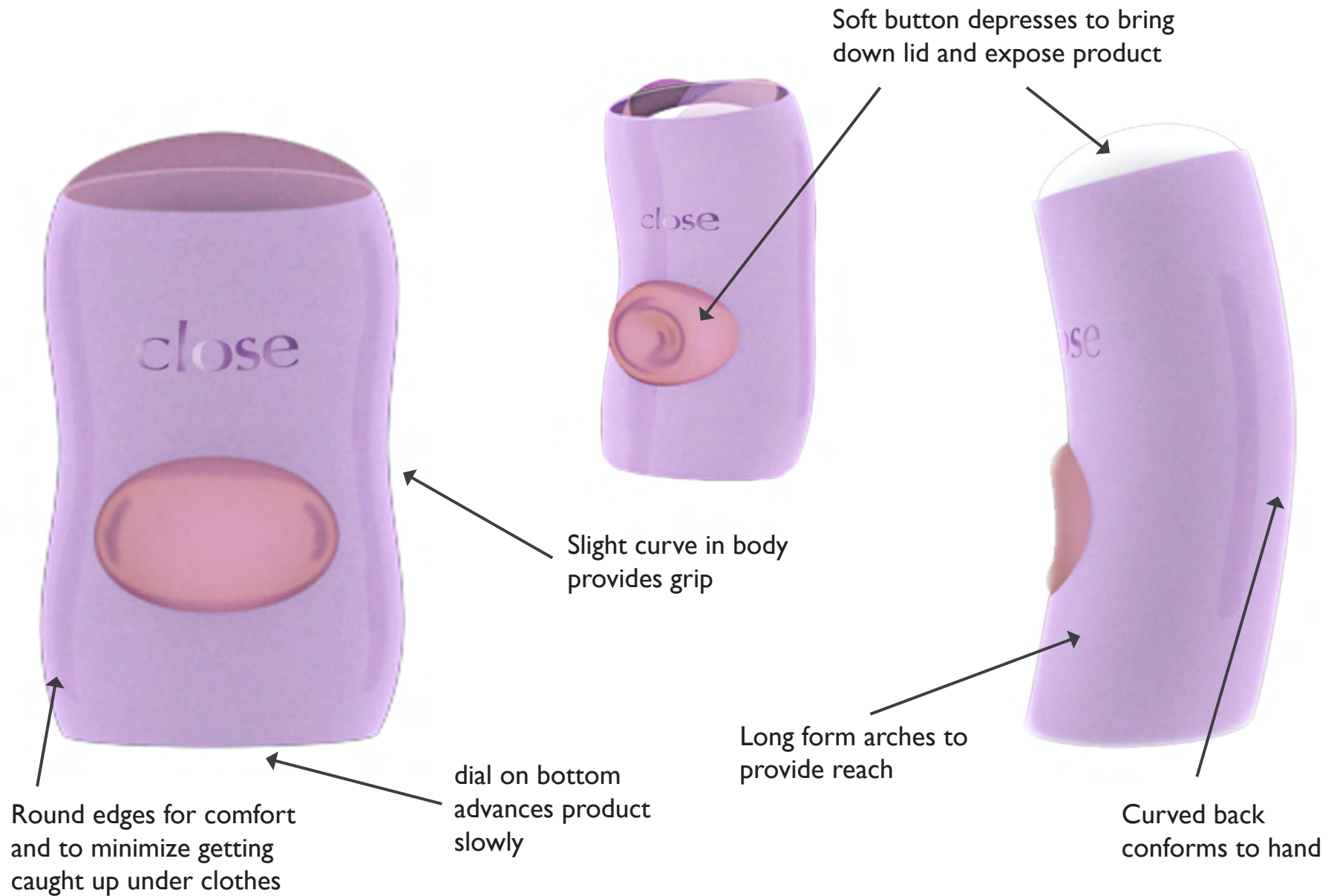
SARA DIERCK/COLGATE PALMOLIVE/GARY NATSUME/UAP/SPRING 2010

close: comfort and ease



SARA DIERCK/COLGATE PALMOLIVE/GARY NATSUME/UAP/SPRING 2010

## close: grip, comfort and ease





close: in store environment



SARA DIERCK/COLGATE PALMOLIVE/GARY NATSUME/UAP/SPRING 2010



close: in your home





thank you

