

# fresh

Dustin McDermott - INDD - Hernan Gregorio

## Jen Cook

- 30 y/o mother of 3
- Teacher
- Loves gardening and spending time with her dog and family.

## Needs

- Ergonomic handle
- Easy to pour
- Mess free
- Easy to measure

## Market



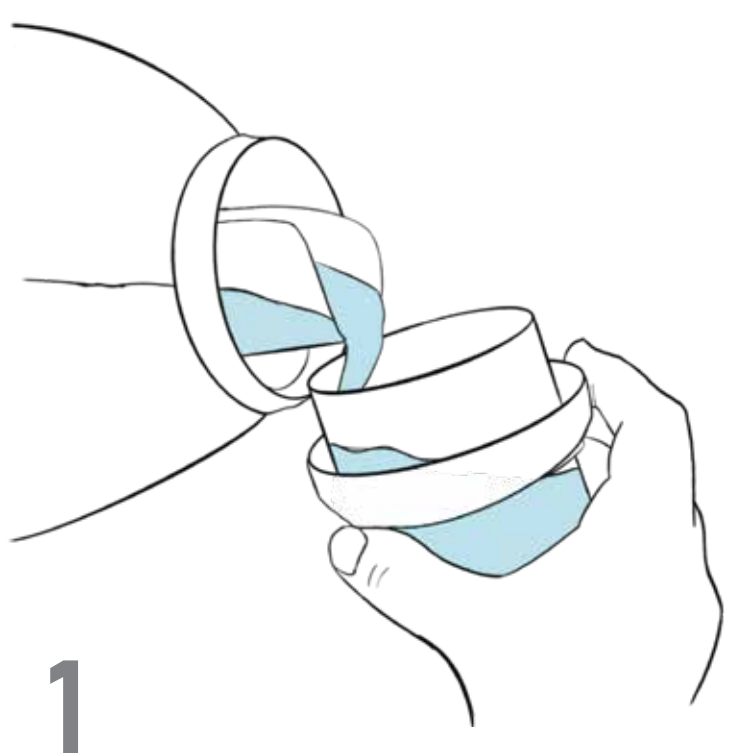
Glamorous Wash  
- \$40  
- 130oz

## Context

Detergent will be stored in a laundry room, on a shelf, in a cabinet, or on top of the dryer. Many users hide it away but if a bottle meets their aesthetic they are more likely to display it.



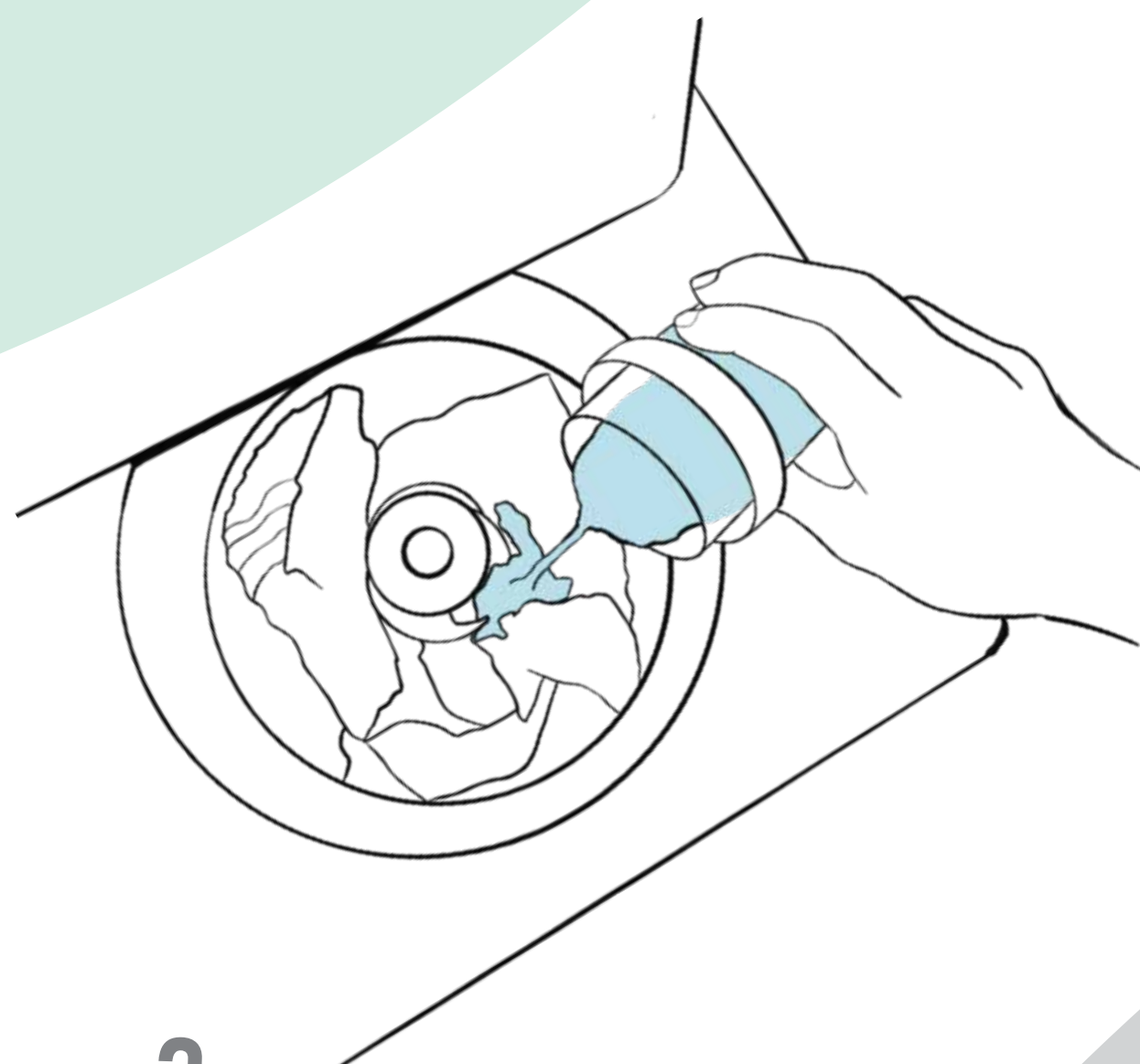
## Usage



2



3



## Bottle Analysis



- Stationary
- Large quantity
- Easy Usage

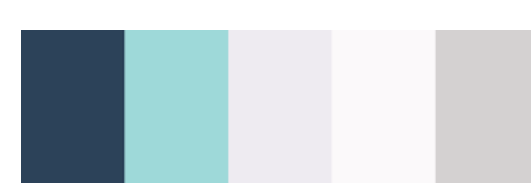


- Quick measuring
- Quick pour



## Analysis

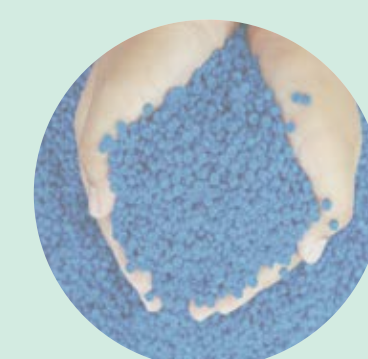
- Curvy and elegant font
- Bright colors accenting floral arrangements.
- Soft edges and organic shapes.
- Repetitive pattern and colors.



## Takeaways

- Use bright colors to accent white and gray.
- Use symbols and icons the users can relate to.

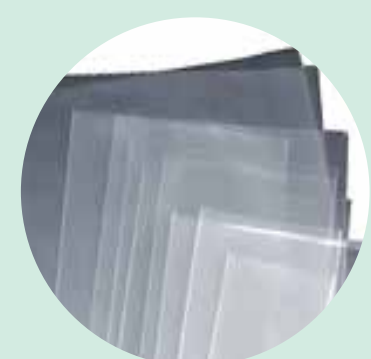
## Materials



HDPE Plastic



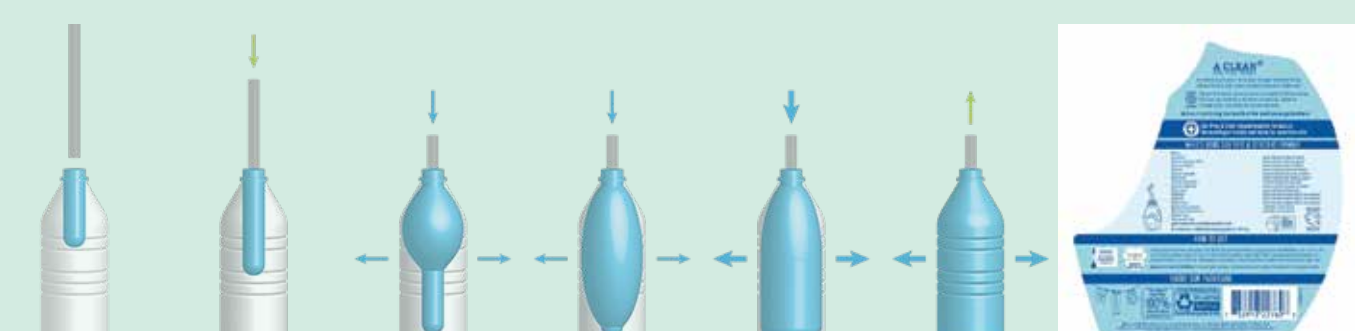
Polypropylene



LDPE Plastic

## Manufacturing

- The main body of the bottle is blow molded
- Then the cap is molded
- Then the label is added



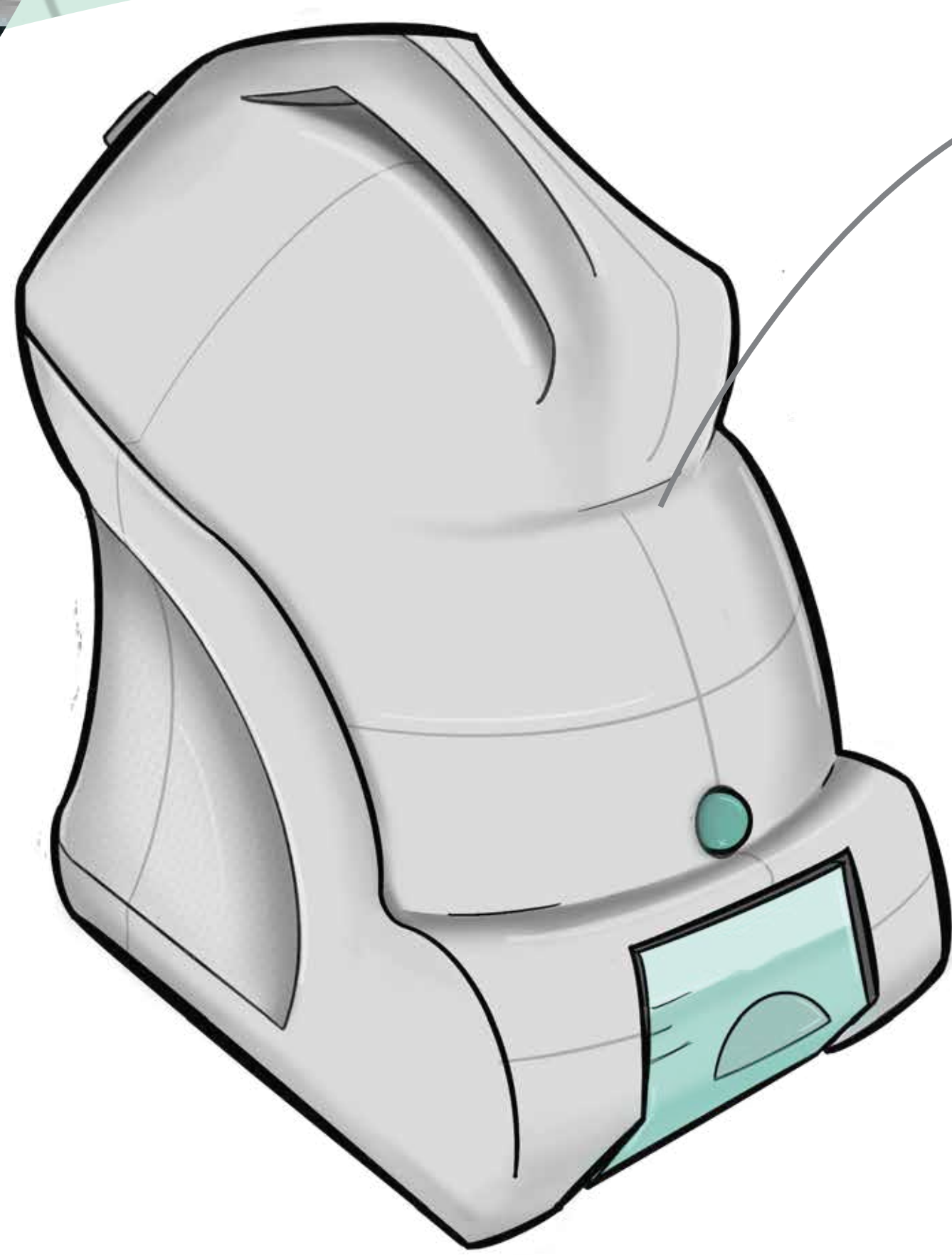
## Objectives

1. Clean and quick usage
2. Reduce steps
3. Organic and sturdy bottle
4. Eliminate frustration

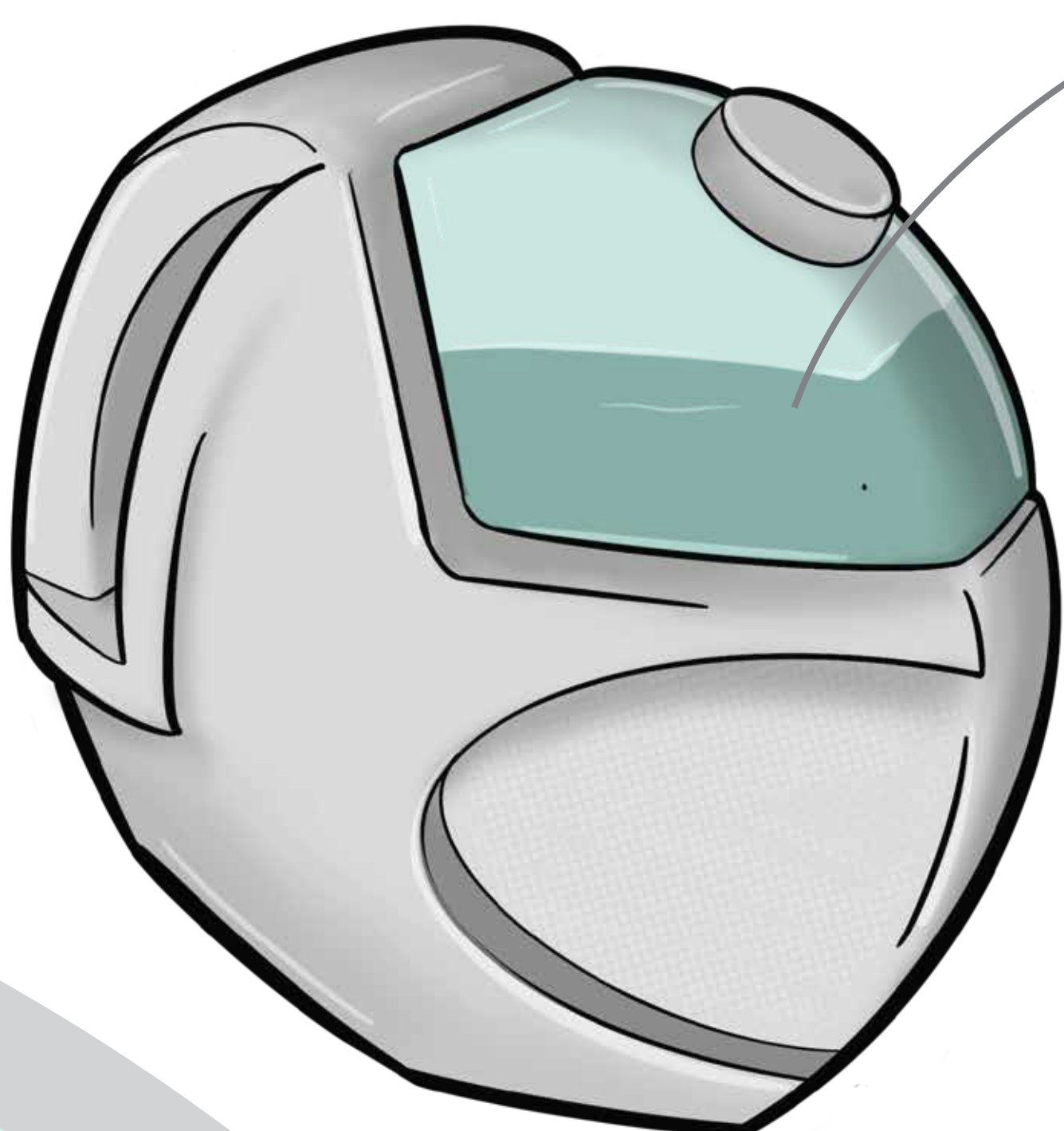
## Project Brief

Design a bottle that resembles a strong and caring mother, and an organic shape with soft edges that allow for easy usage.

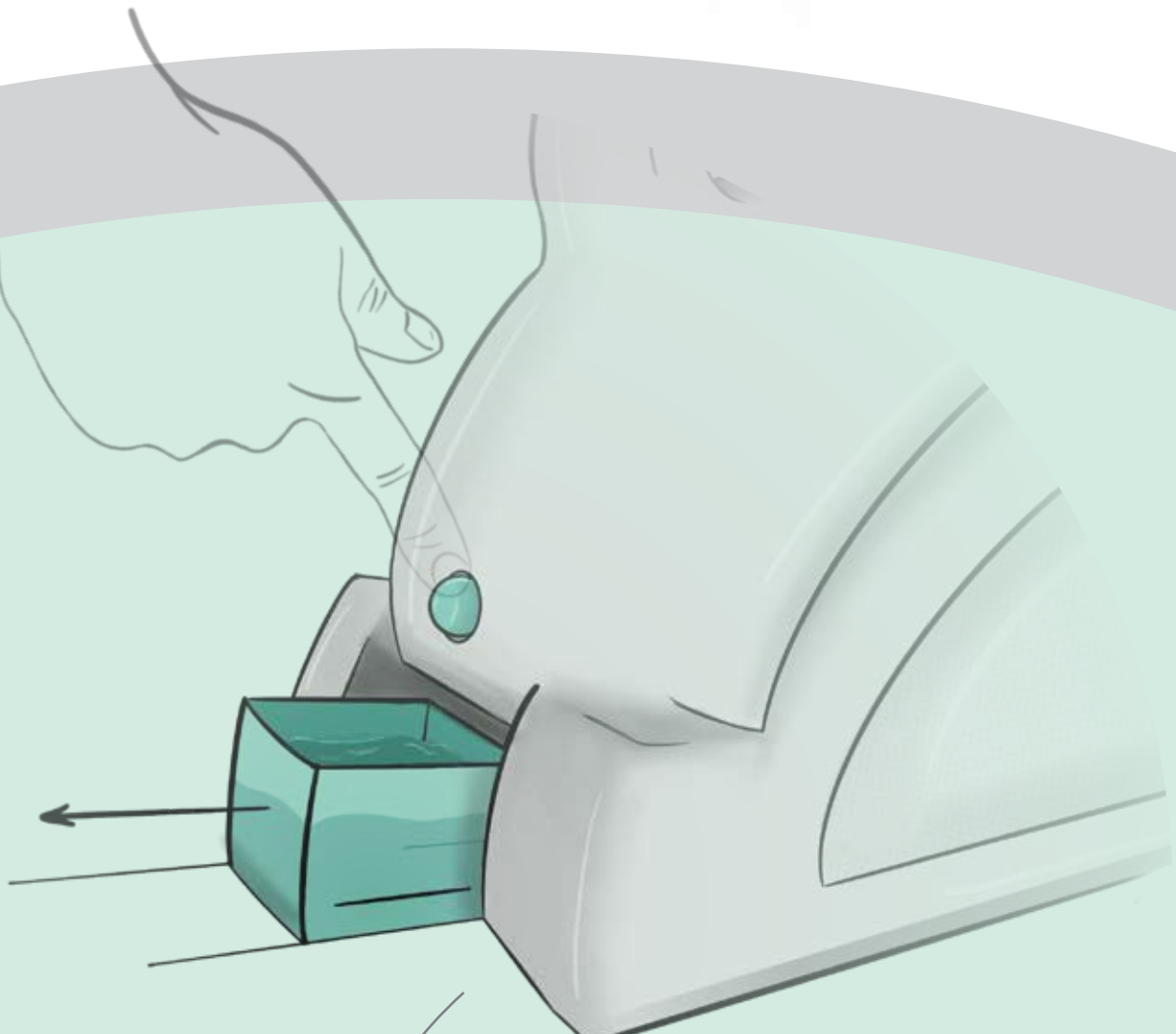




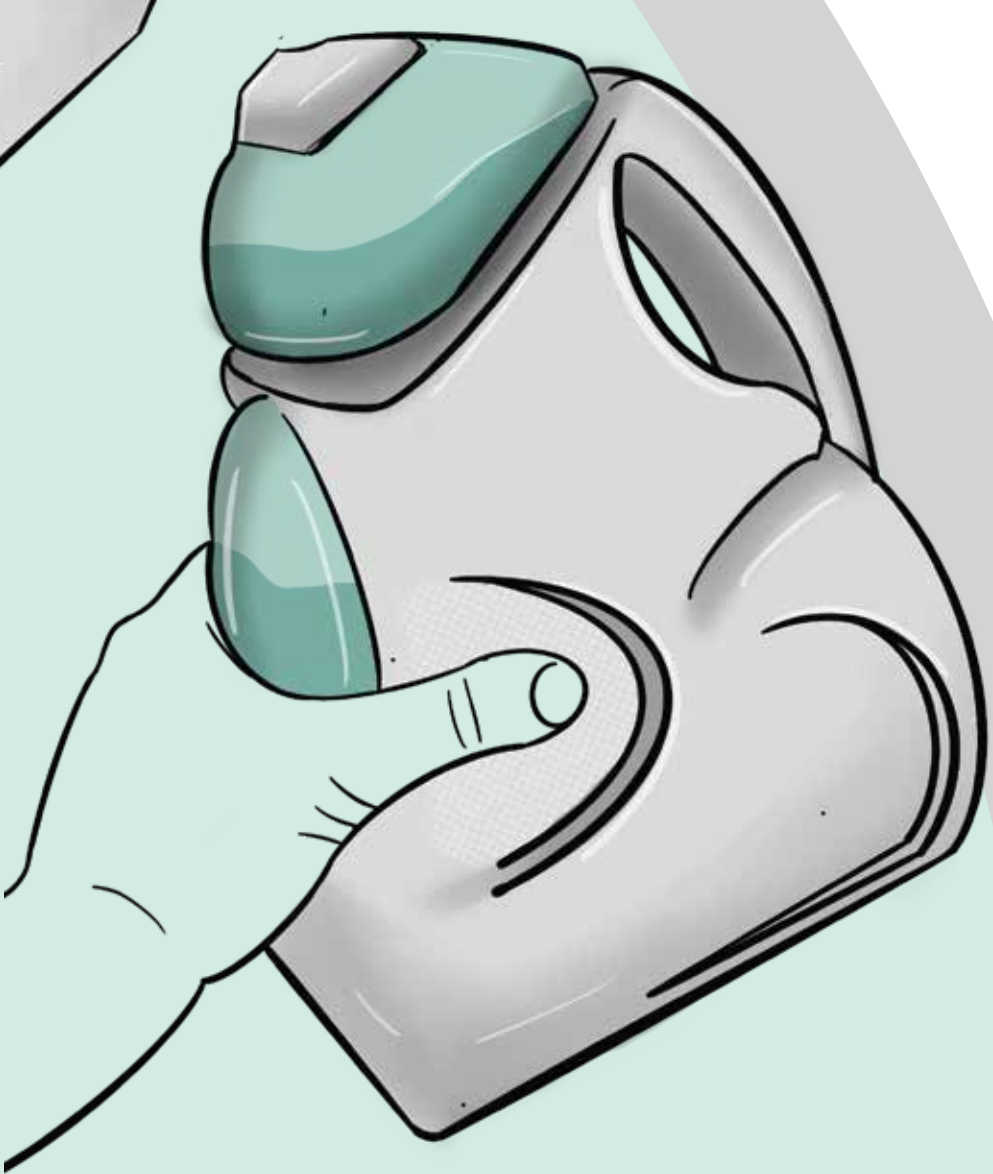
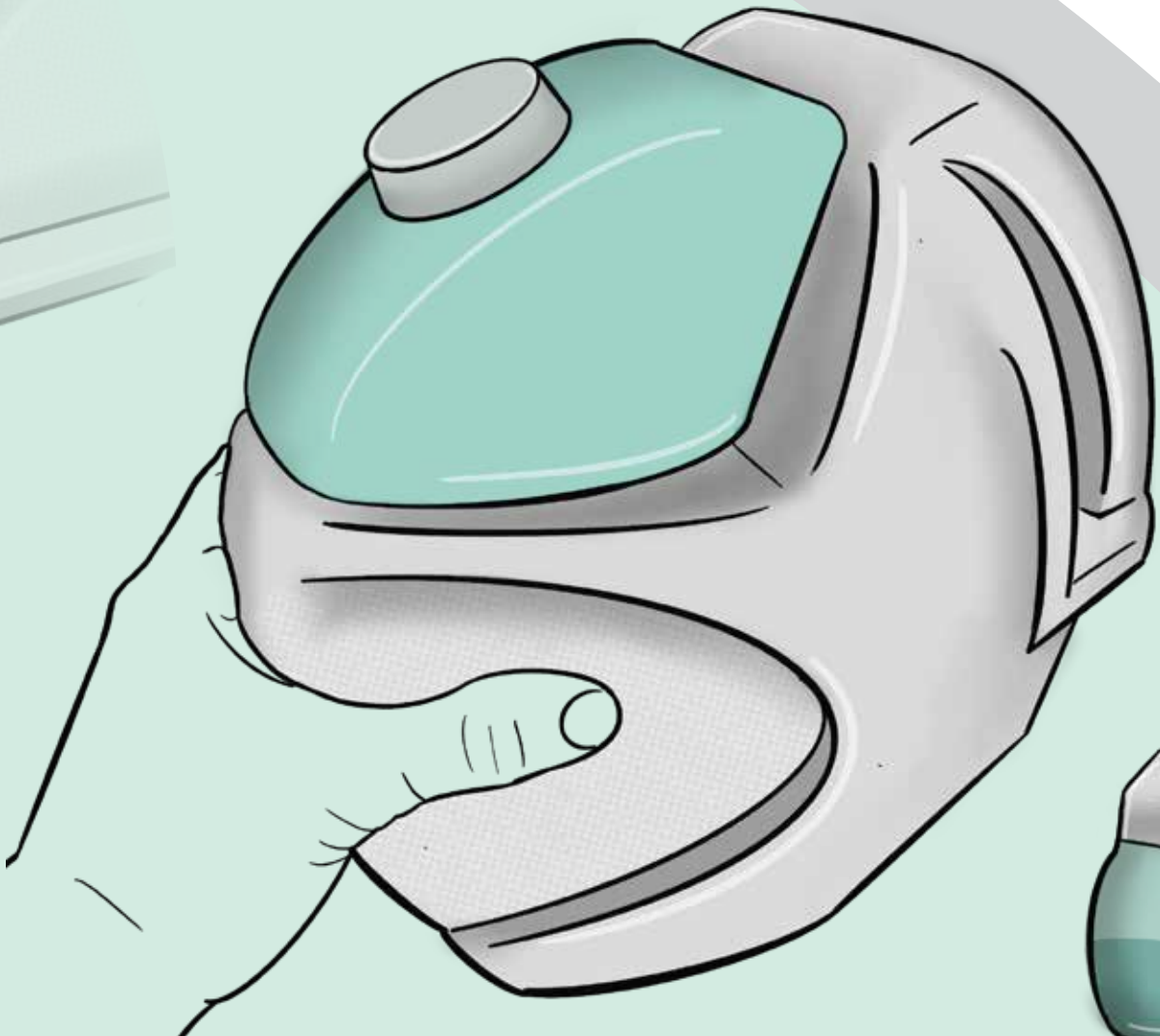
Push to fill



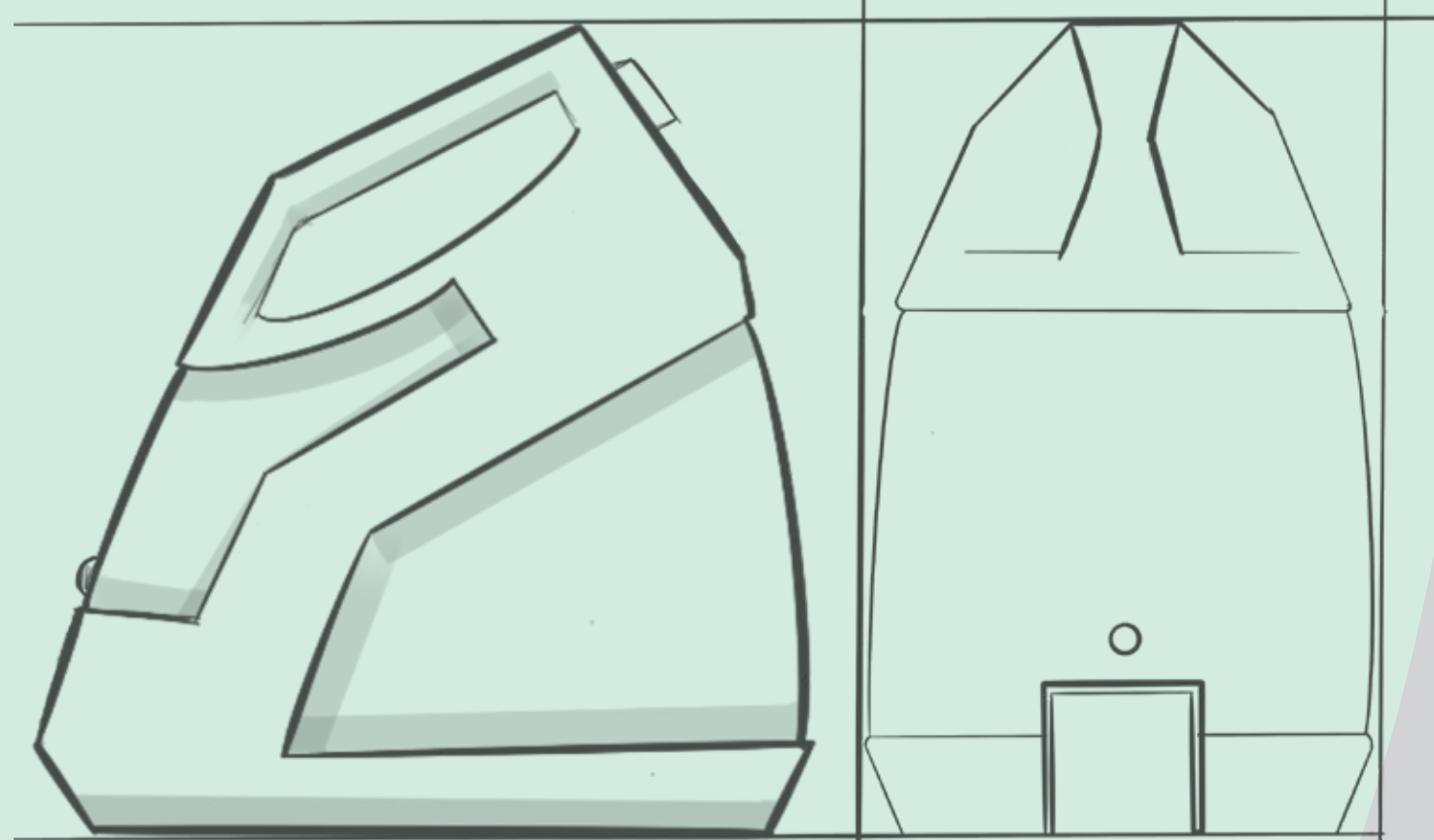
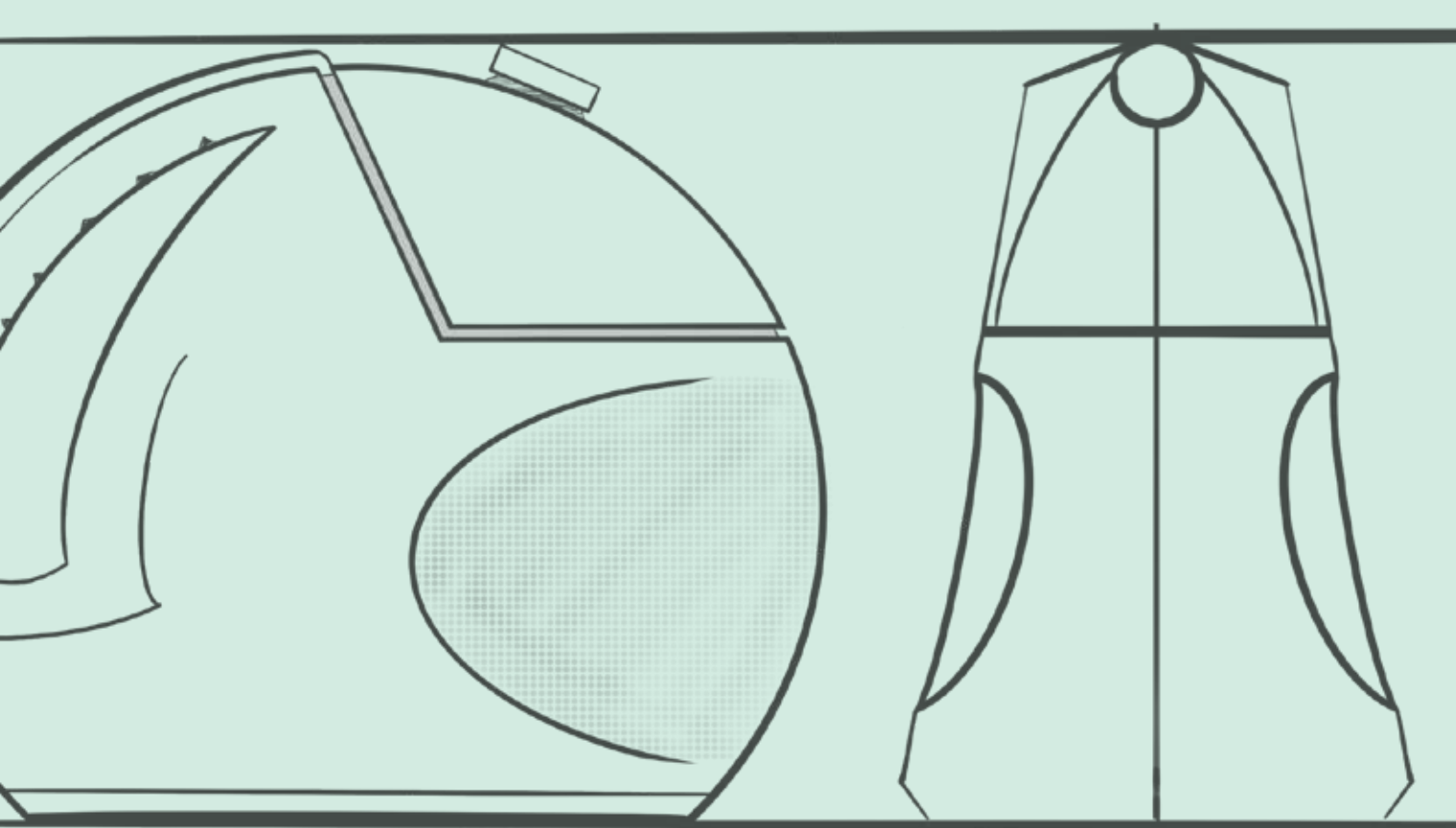
Squeeze to fill



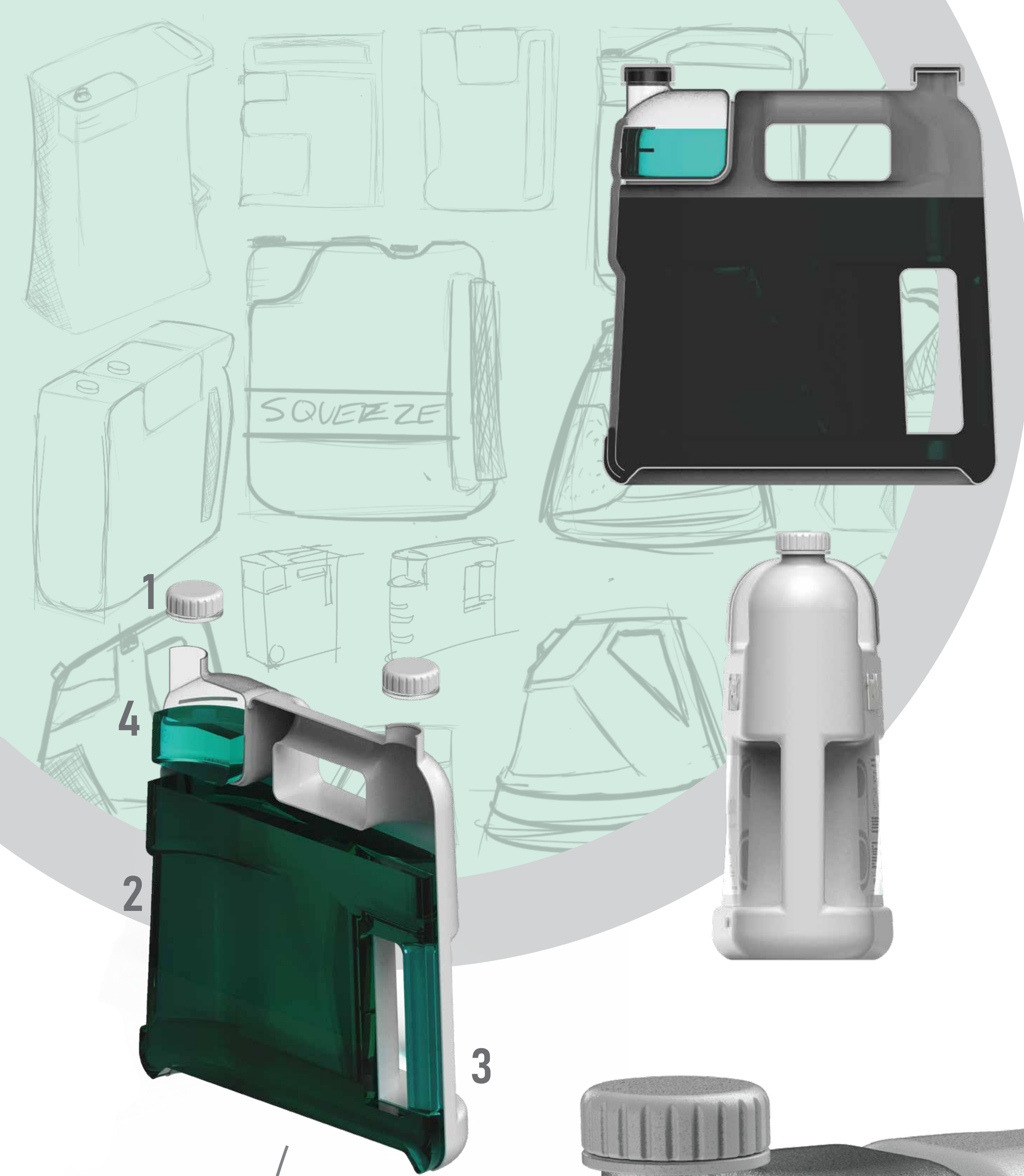
- speeds up process
- never leaves cabinet
- evolutionary design



- eliminates dirty cap
- speeds up process
- new method
- disruptive design

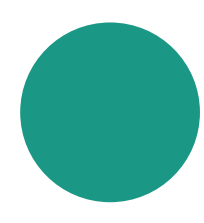
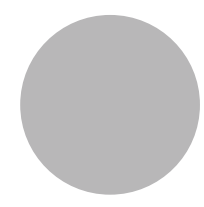







## Materials/Parts

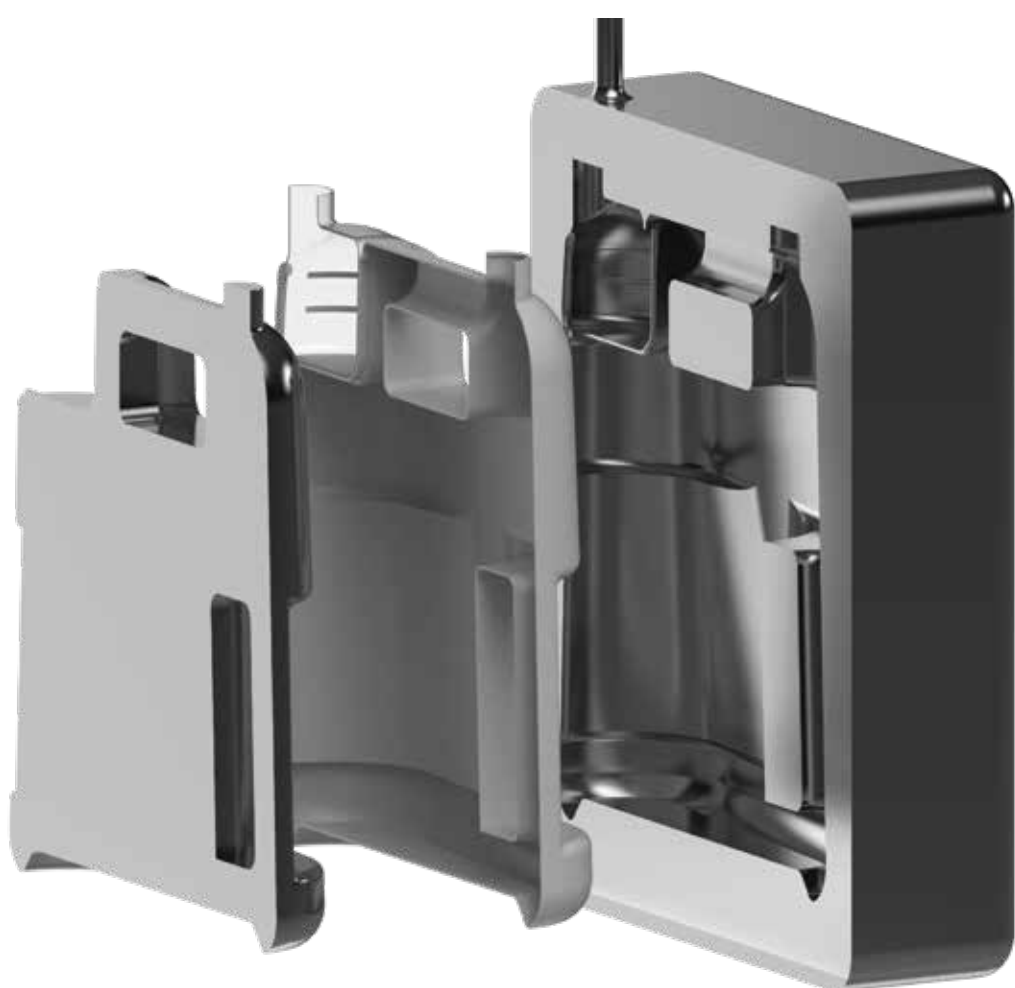
1. Lids
2. Straw
3. Main Body
4. Measuring Cup
5. Label

-  Detergent
-  HDPE Plastic
-  HDPE Plastic



# Manufacturing

- 1. Body is blow molded and pressed into two pieces
- 2. The two pieces are glued together and sanded
- 3. Bottle is filled with detergent through refill cap
- 4. Label is rolled on



fill line



squeeze

## Usage

- 1. Squeeze bottle to fill (liquid travels up the straw)
- 2. Fill to desired line (varies load to load)
- 3. Unscrew cap
- 4. Pour into washer or tray

## Orthos

