

eShave



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A high percentage of men around the world shave every-day. It is a big part of our lives and should be treated as such. There is a wide variety of razors but the two most popular are the mid-size electric razors and manual razors.

shaving



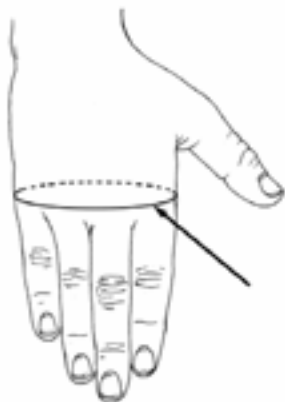
User Experience		stage 1	stage 2	stage 3	stage 4	stage 5
Activities		Charge razor or Change blade	Apply shaving cream or water	Start shaving on desired side of face	Second pass of shaving to clean missed spots	Wash face with cold water/ ap- ply after shave
Emotions	:D			Satisfying		Satisfying & refreshing
	:)	Satisfying			makes you feel smooth	
	:/		Can be annoying			
	:(Hurts if you get cut	hurts if you go too fast	
Thoughts		mindless task	don't use too much shav- ing cream	don't cut my face	make sure no hair is left behind	accom- plished, task is done, face feels nice
Barriers & Motivators		battery is dead or there are no sharp blades	out of shaving cream	I need to look good/clean shaved	don't want to miss anything	nice to clean off all the left over shaving cream and hair
Opportunities		can the razor self charge and also work as a manual razor		is there a shape that can form to all differnt grips	can the blades make it where there doesnt need to be a 2nd pass	

user journey map



hand circumference

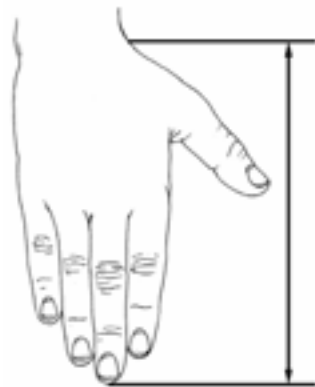
FEMALE N = 2208			MALE N = 1774		
Centimeters		Inches	Centimeters		Inches
18.62	Mean	7.33	21.38	Mean	8.42
.35	Std Dev	.33	.97	Std Dev	.38
23.00	Maximum	9.06	24.70	Maximum	9.72
15.80	Minimum	6.22	18.20	Minimum	7.17
Percentiles			Percentiles		
16.73	1 st	6.59	19.16	1 st	7.54
16.93	2 nd	6.67	19.45	2 nd	7.66
17.07	3 rd	6.72	19.62	3 rd	7.72
17.25	5 th	6.79	19.85	5 th	7.81
17.55	10 th	6.91	20.18	10 th	7.94
17.75	15 th	6.99	20.40	15 th	8.03
17.91	20 th	7.05	20.57	20 th	8.10
18.04	25 th	7.10	20.72	25 th	8.16
18.17	30 th	7.15	20.86	30 th	8.21
18.28	35 th	7.20	20.98	35 th	8.26
18.39	40 th	7.24	21.11	40 th	8.31
18.50	45 th	7.28	21.22	45 th	8.36
18.60	50 th	7.32	21.34	50 th	8.40
18.70	55 th	7.36	21.46	55 th	8.45
18.81	60 th	7.41	21.59	60 th	8.50
18.92	65 th	7.45	21.72	65 th	8.55
19.04	70 th	7.49	21.86	70 th	8.61
19.16	75 th	7.54	22.01	75 th	8.67
19.30	80 th	7.60	22.18	80 th	8.73
19.47	85 th	7.67	22.38	85 th	8.81
19.69	90 th	7.75	22.64	90 th	8.92
20.03	95 th	7.88	23.03	95 th	9.07
20.25	97 th	7.97	23.28	97 th	9.17
20.43	98 th	8.04	23.46	98 th	9.24
20.72	99 th	8.16	23.74	99 th	9.35



average- 8.42 in

hand length

FEMALE N = 2208			MALE N = 1774		
Centimeters		Inches	Centimeters		Inches
18.85	Mean	7.10	19.38	Mean	7.63
.97	Std Dev	.38	.98	Std Dev	.39
23.50	Maximum	8.46	23.30	Maximum	9.17
14.90	Minimum	5.87	16.00	Minimum	6.30
Percentiles			Percentiles		
15.89	1 st	6.26	17.28	1 st	6.80
16.13	2 nd	6.35	17.52	2 nd	6.90
16.29	3 rd	6.41	17.67	3 rd	6.96
16.50	5 th	6.50	17.87	5 th	7.04
16.83	10 th	6.63	18.18	10 th	7.16
17.06	15 th	6.72	18.39	15 th	7.24
17.24	20 th	6.79	18.56	20 th	7.31
17.39	25 th	6.85	18.71	25 th	7.37
17.53	30 th	6.90	18.85	30 th	7.42
17.66	35 th	6.95	18.97	35 th	7.47
17.78	40 th	7.00	19.09	40 th	7.52
17.90	45 th	7.05	19.21	45 th	7.56
18.02	50 th	7.09	19.33	50 th	7.61
18.14	55 th	7.14	19.45	55 th	7.66
18.26	60 th	7.19	19.57	60 th	7.70
18.39	65 th	7.24	19.70	65 th	7.75
18.52	70 th	7.29	19.84	70 th	7.83
18.67	75 th	7.35	19.99	75 th	7.87
18.84	80 th	7.42	20.16	80 th	7.94
19.04	85 th	7.49	20.37	85 th	8.02
19.29	90 th	7.60	20.64	90 th	8.13
19.69	95 th	7.75	21.06	95 th	8.29
19.96	97 th	7.86	21.34	97 th	8.40
20.16	98 th	7.94	21.55	98 th	8.49
20.50	99 th	8.07	21.90	99 th	8.62



average- 7.63 in

hand breadth

FEMALE N = 2208			MALE N = 1774		
Centimeters		Inches	Centimeters		Inches
7.94	Mean	3.13	9.04	Mean	3.56
.38	Std Dev	.15	.42	Std Dev	.17
9.80	Maximum	3.86	10.60	Maximum	4.17
6.60	Minimum	2.60	7.70	Minimum	3.03
Percentiles			Percentiles		
7.09	1 st	2.79	8.07	1 st	3.18
7.19	2 nd	2.83	8.19	2 nd	3.22
7.25	3 rd	2.86	8.27	3 rd	3.25
7.34	5 th	2.89	8.36	5 th	3.29
7.47	10 th	2.94	8.51	10 th	3.35
7.56	15 th	2.98	8.61	15 th	3.39
8.63	20 th	3.00	8.69	20 th	3.42
7.69	25 th	3.03	8.75	25 th	3.45
7.74	30 th	3.05	8.82	30 th	3.47
7.79	35 th	3.07	8.87	35 th	3.49
7.84	40 th	3.09	8.93	40 th	3.51
7.89	45 th	3.11	8.98	45 th	3.54
7.93	50 th	3.12	9.03	50 th	3.56
7.98	55 th	3.14	9.09	55 th	3.58
8.03	60 th	3.16	9.14	60 th	3.60
8.08	65 th	3.18	9.20	65 th	3.62
8.13	70 th	3.20	9.26	70 th	3.64
8.18	75 th	3.22	9.32	75 th	3.67
8.25	80 th	3.25	9.40	80 th	3.70
8.32	85 th	3.28	9.48	85 th	3.73
8.42	90 th	3.31	9.59	90 th	3.78
8.56	95 th	3.37	9.76	95 th	3.84
8.66	97 th	3.41	9.86	97 th	3.88
8.74	98 th	3.44	9.93	98 th	3.91
8.86	99 th	3.49	10.04	99 th	3.95



average- 3.56 in



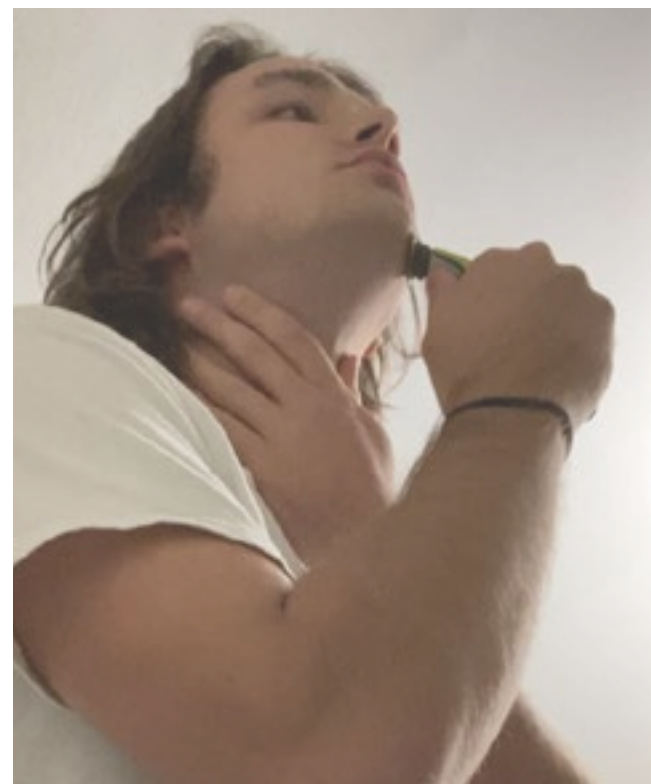


analysis

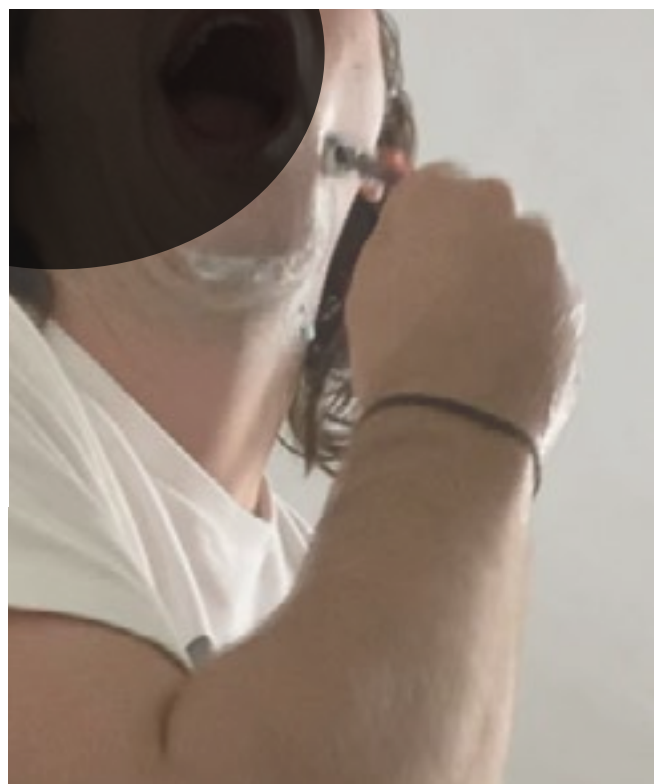




This user has four fingers around the base of the razor and uses his index finger to apply pressure to the razor head.



This user grips the razor with fingers around the bottom half and the thumb applying pressure under the head of the blade.



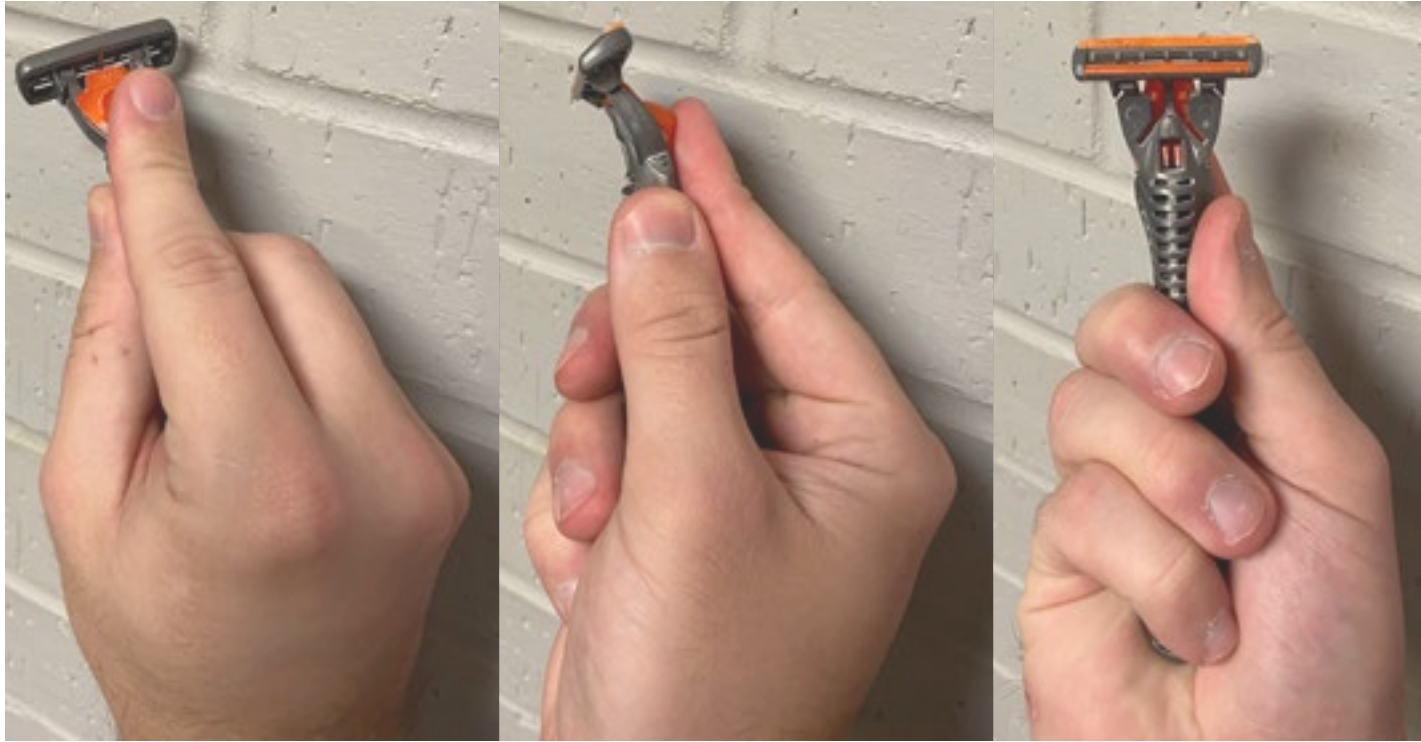
This user has a full grip on the lower half of the razor.



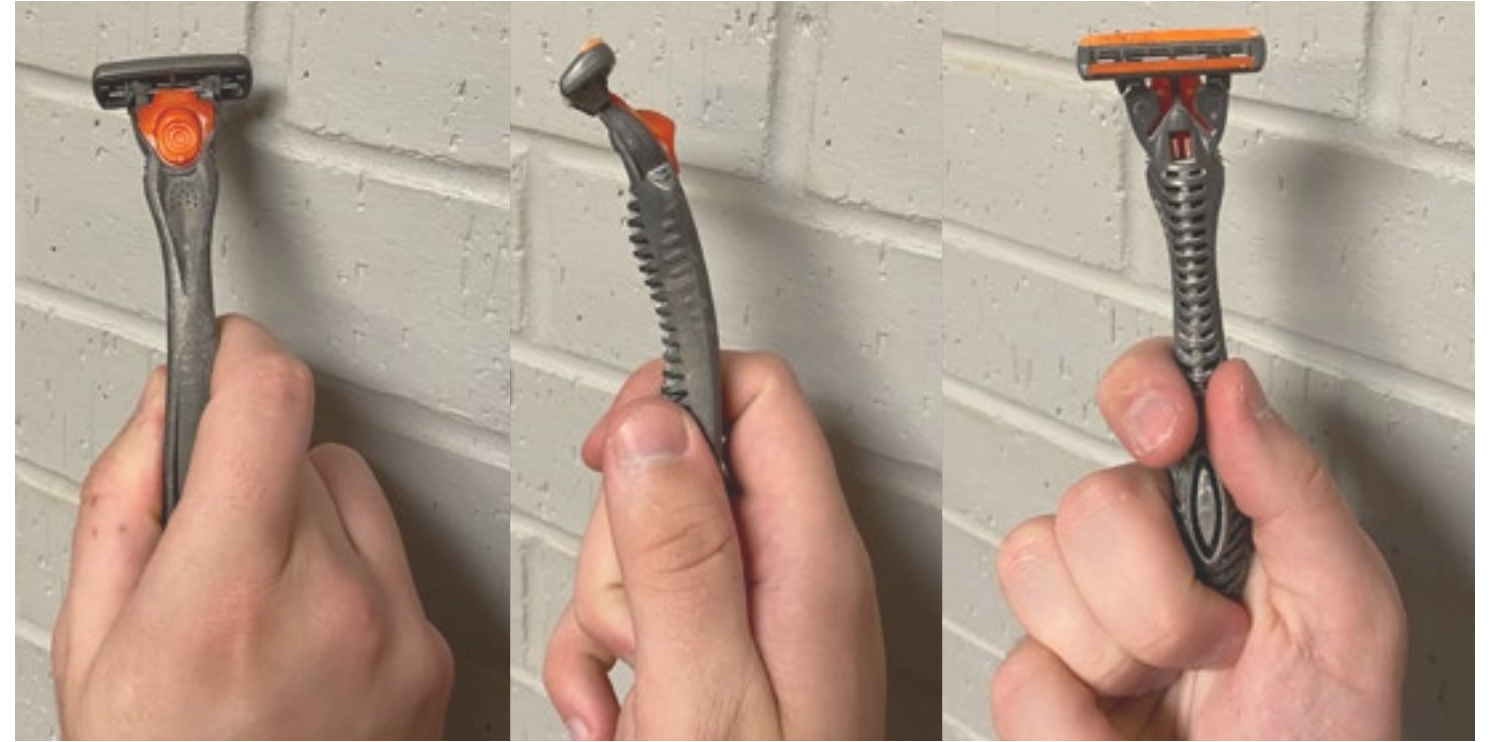
This user has three fingers around the lower half of the razor and his index applying pressure on the upper part.



grip 1



grip 2



grip 3



1. Not all men like to use electric razors.
2. Most users have a grip that is unique to them.
3. regular razors can be too small to hold comfortably
4. electric razors can be too large to hold comfortably
5. users want more control.

take aways

**design a razor that provides a
comfortable solution for every
users unique grip and shaving
style as well as give the user
full control over the product.**

problem statement

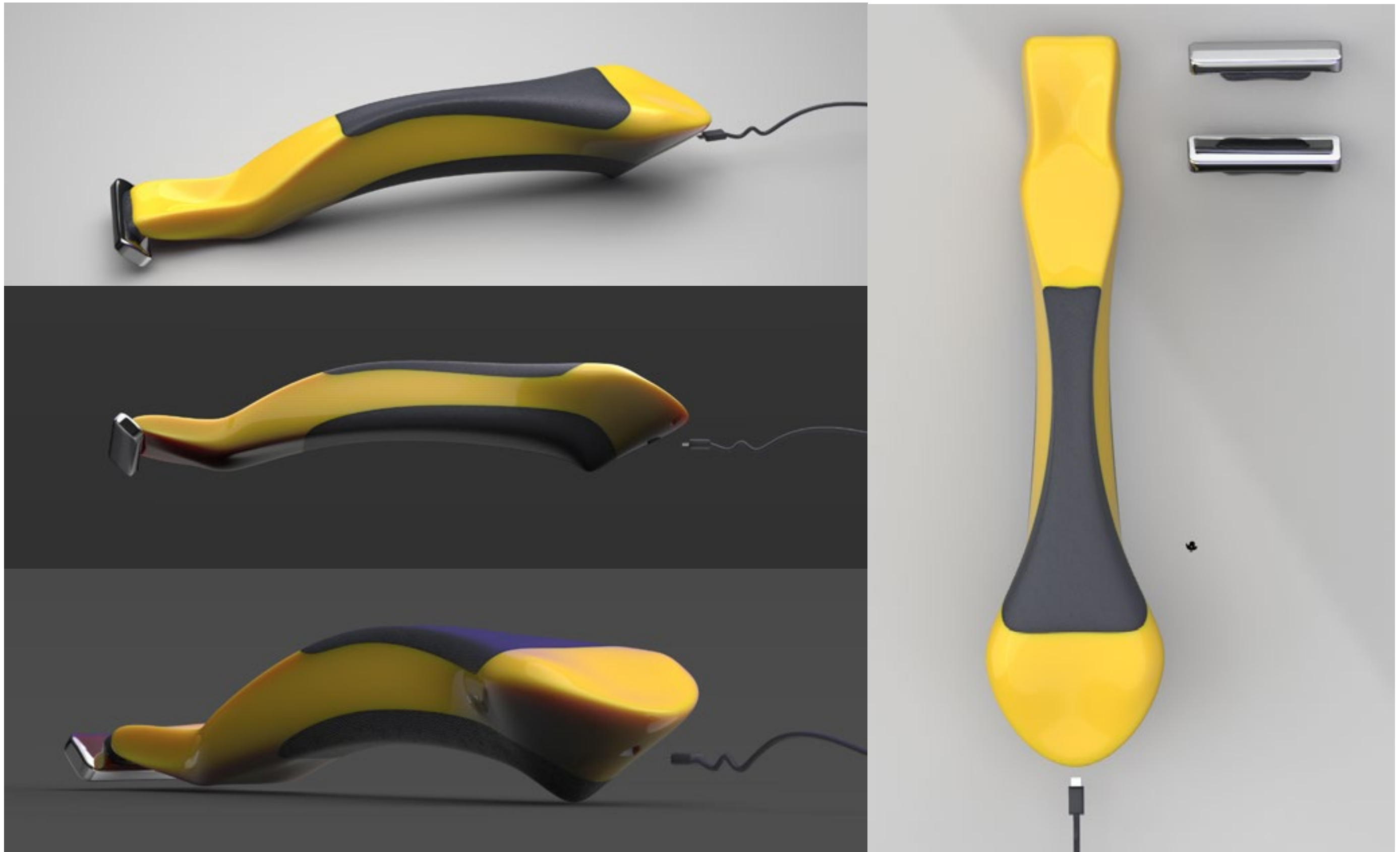


ideation



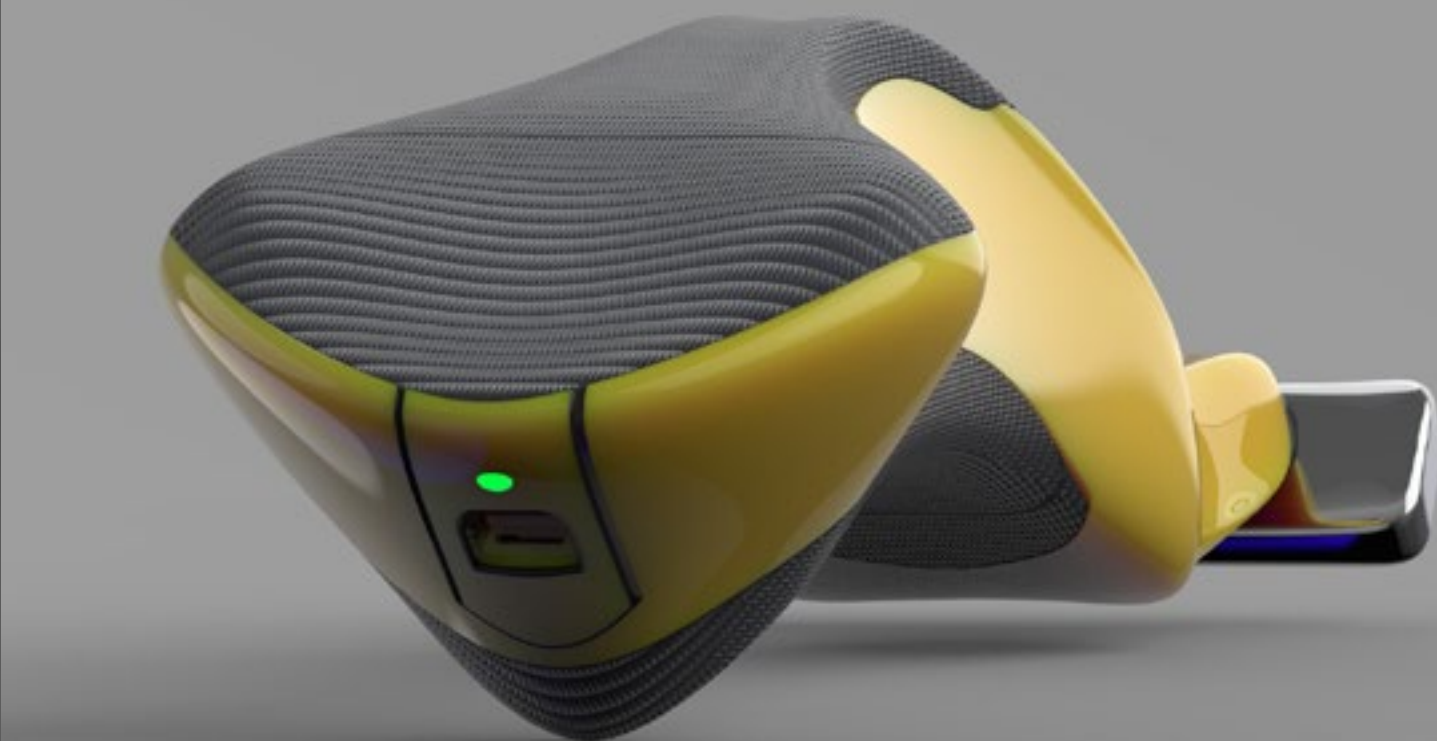
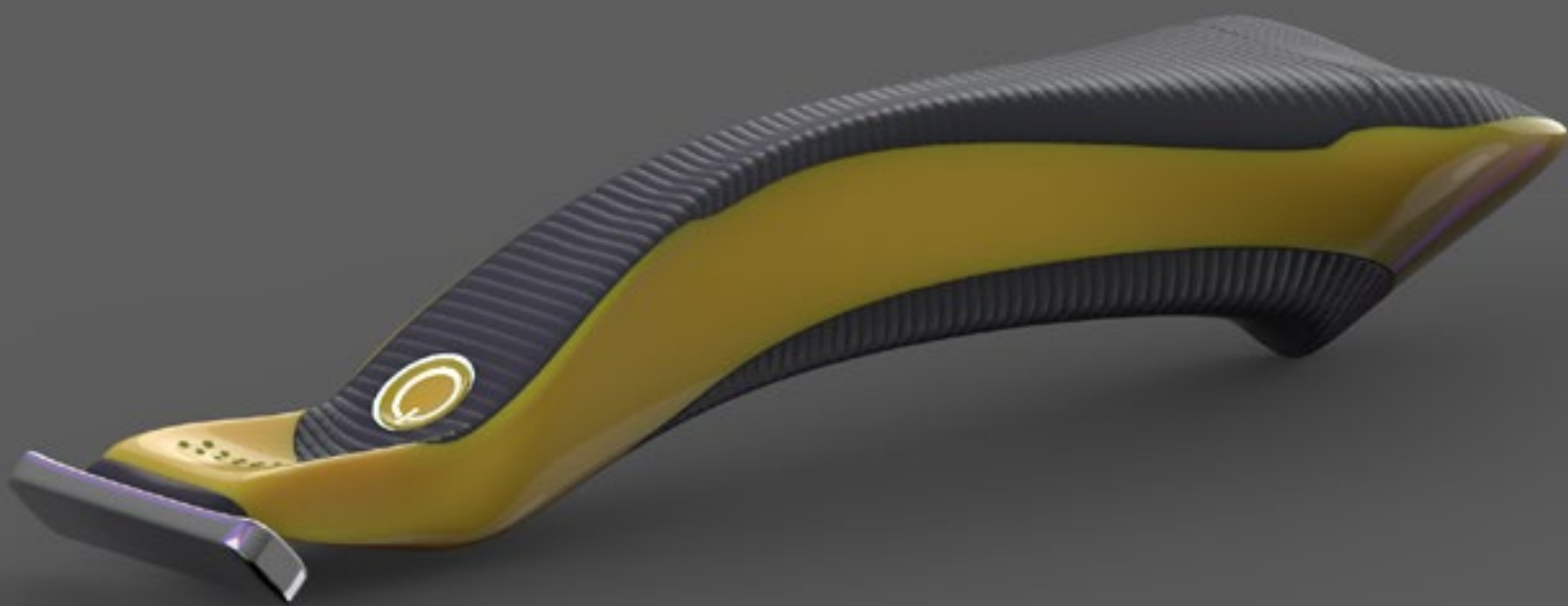
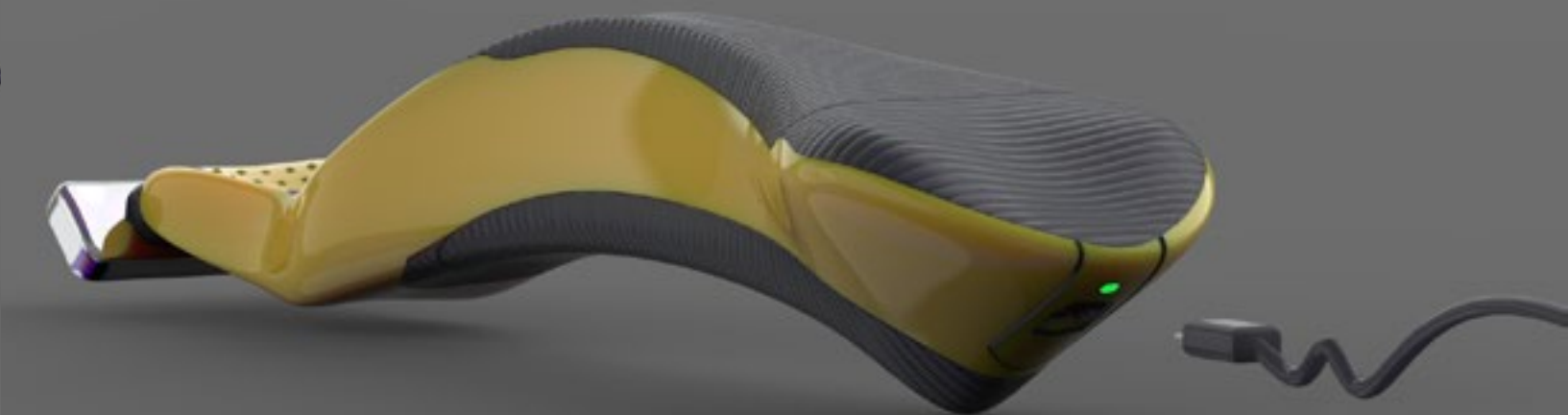
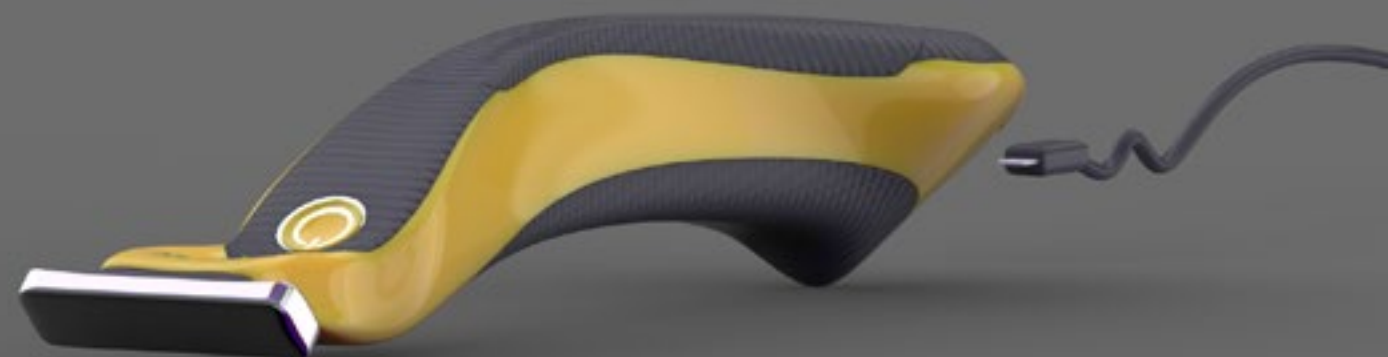
1st iteration



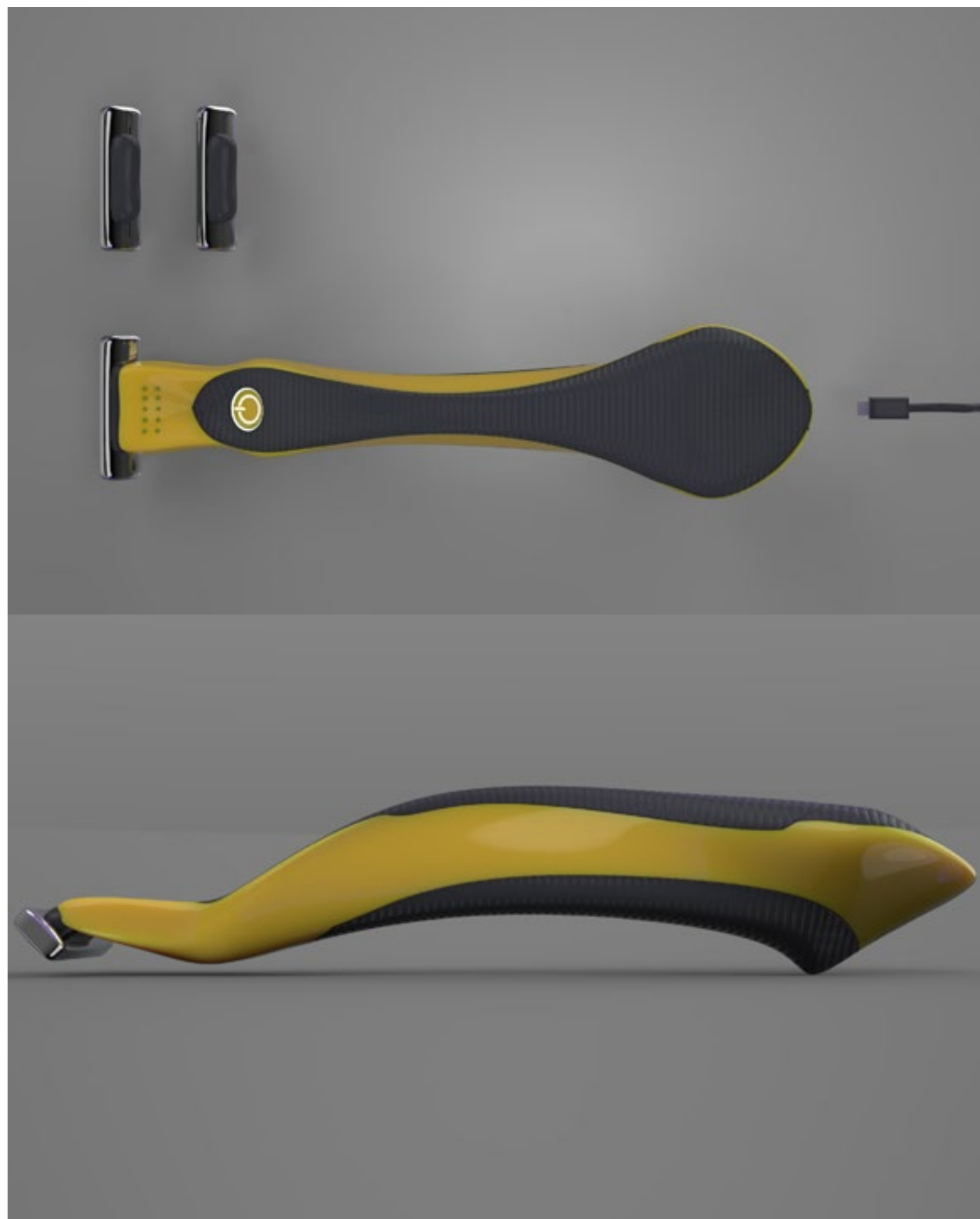


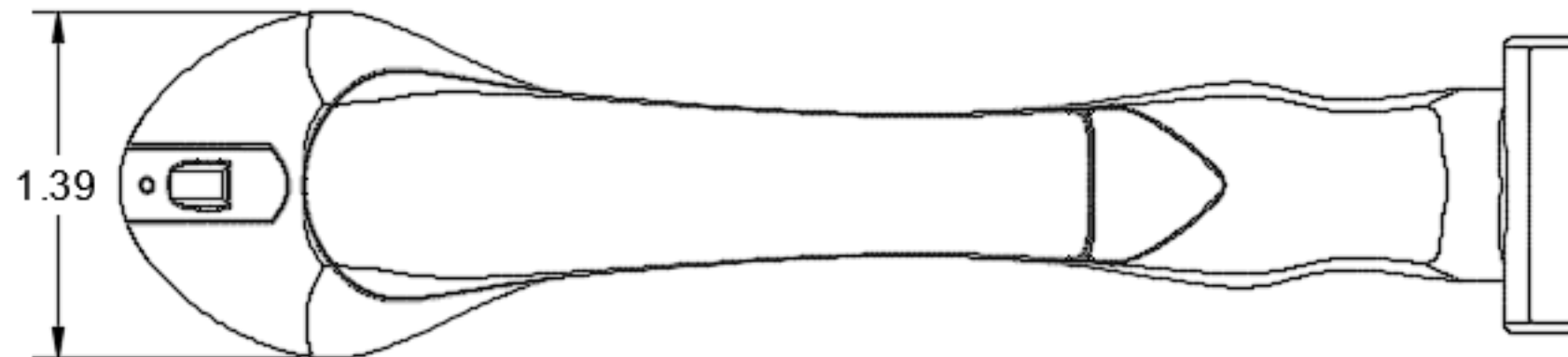
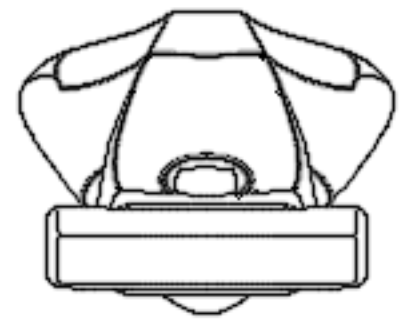
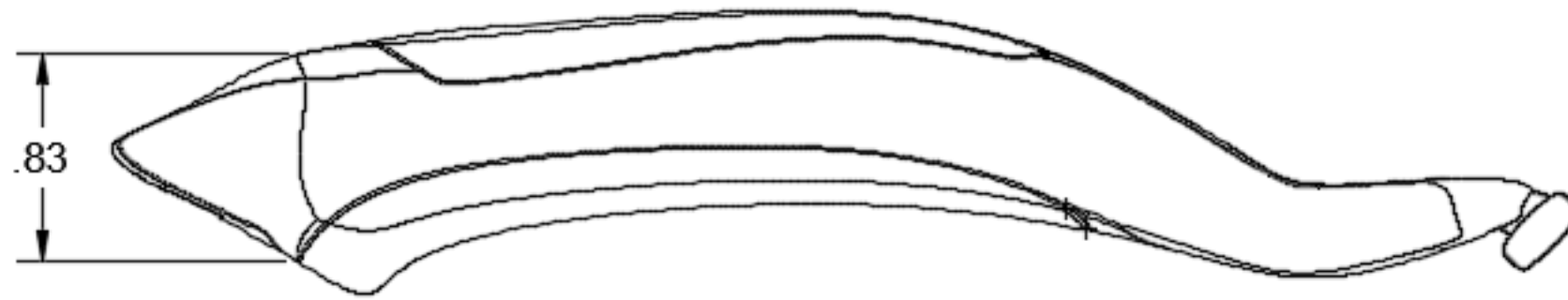
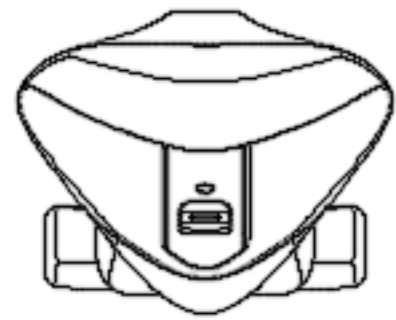
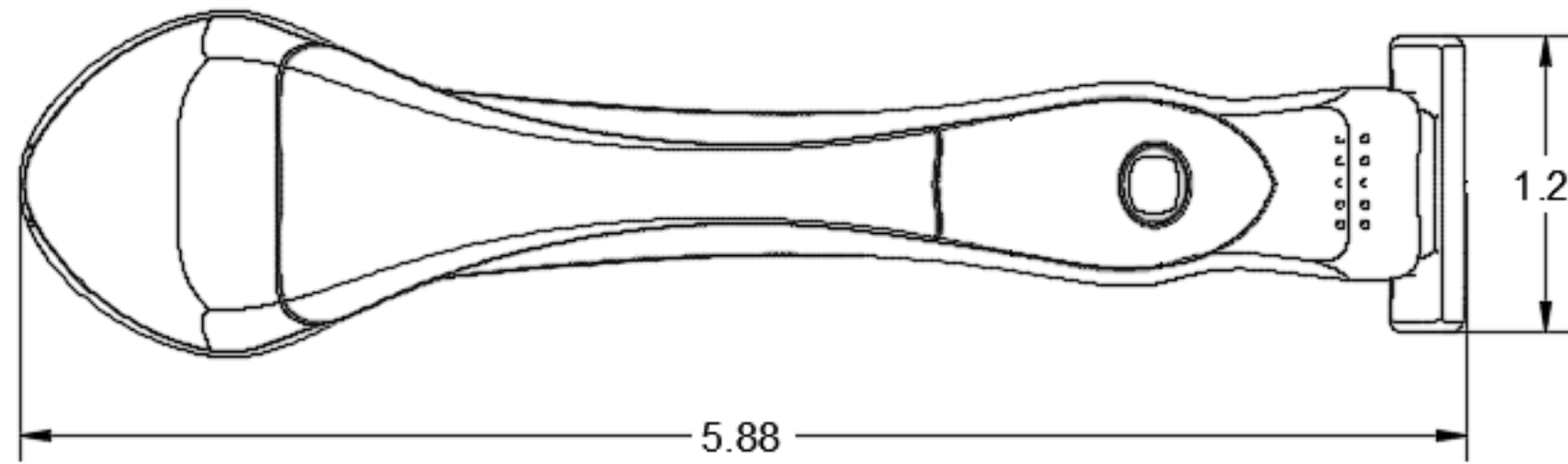
2nd iteration





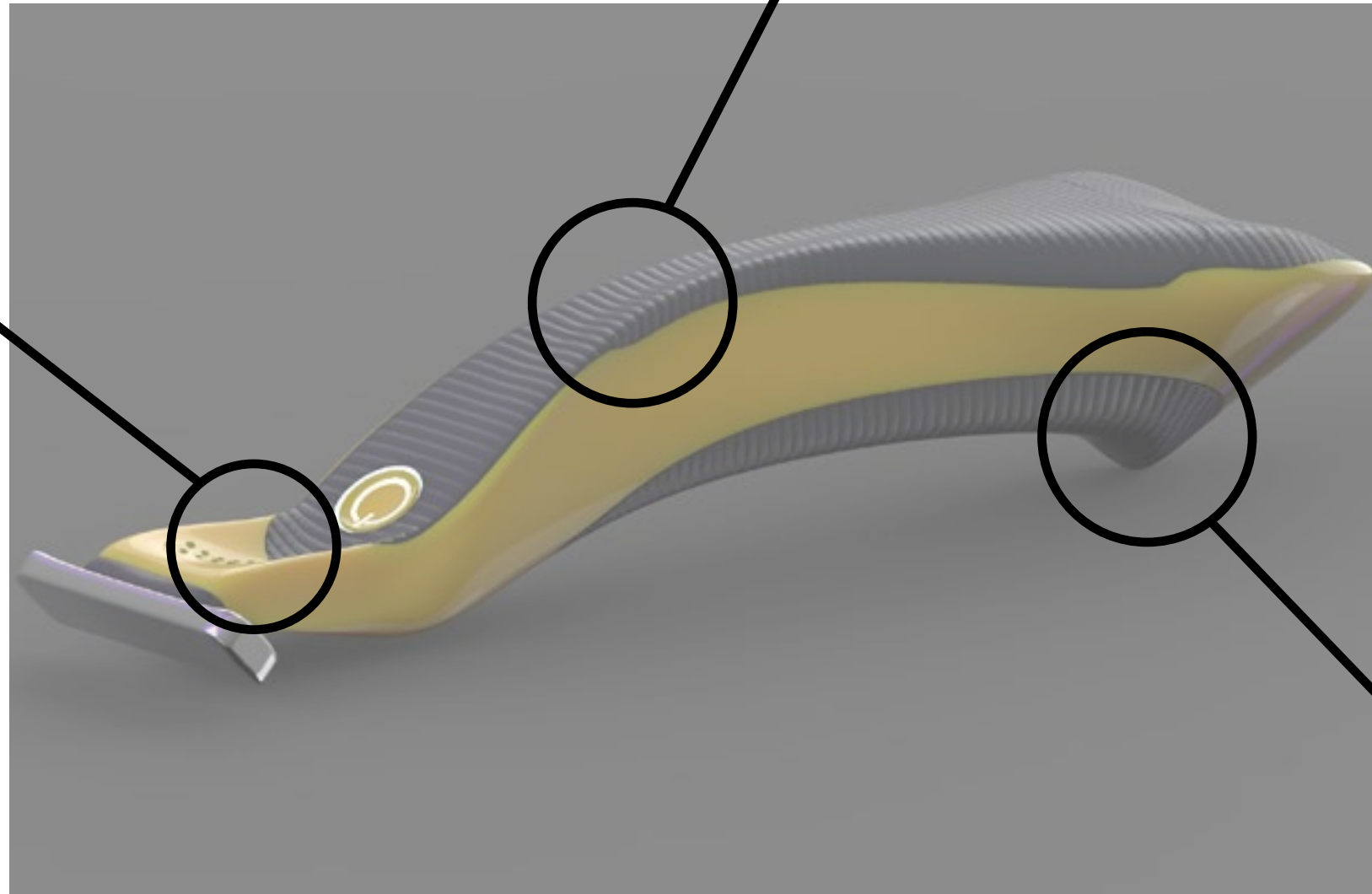
final prototype





**indention for
finger placement**

**textured grip for
hand traction**



**extruded form to
stop fingers from
slipping**

**removable razor
head**

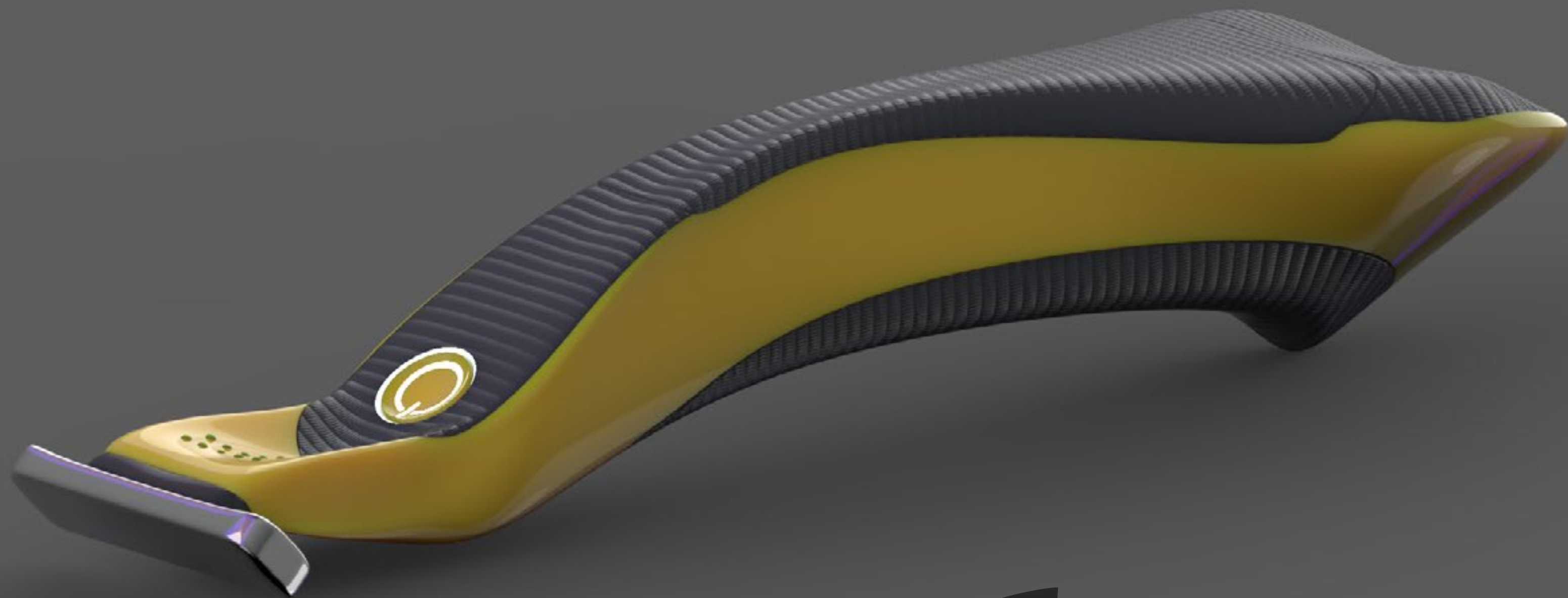
**electric razor head
&
manual razor head**



**This razor functions
both as an electric and
manual razor. All the
user has to do is switch
to the desired head.**







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