Problem
User
Need
Context

CONCEPT:
Role
Essence
Form
Function

PUNC:
Problem
User
Need
Context

RESEARCH
INSIGHT
IDEATION
PROTOTYPING
REFINEMENT

PROCESS
JUNIOR PROJECT
MARKET BREAK-IN: MOLESKINE
BRIEF

Choose a company and analyze their brand, customers and the market to determine a viable adjacency. Design the new product, keeping it within the identity of the existing brand.

Company: Moleskine

Problem: People either throw away their old sketchbooks or store them somewhere out of the way. They hardly ever go back and look at them.

User: Artists, designers and creatives who use notebooks or sketchbooks regularly.

Need: A method of displaying notebooks that would inspire users to look back at their pasts for inspiration and reflection.

Context: Bedroom or office
CONCEPT

Role/Function: Displays Moleskine notebooks so the user will want to look back at them for inspiration

Essences: Moleskine Notebook

Form: small, wall-mounted, potentially modular

*Project in progress
BLISTER PACK
Sony Earbud Packaging Redesign
BRIEF

Work with a graphic designer to redesign the packaging for a product. The finished packaging must use a blister pack and be significantly different from the original packaging.

Lori James, Package
Alyani Demafeliz, Graphics
PROBLEM

Sony Fashion Earbuds are cheap, lightweight and affordable. However, they often lose out to their competitors because they lack a strong shelf presence.

Our goal was to create an eye-catching blister pack with a unique shape that would still appeal to their target market of men and women on the go.
Once the design was finalized, I used a laser-cutter to cut the pieces. Once the mold was prepared for vac-forming, I checked to make sure the earbud would fit. After several iterations of the mold and quite a few test pulls, the desired shape was achieved.
FINAL TOUCHES

The last piece was the clear box, which I cut out of acetate using a template I designed.

The graphic designer contributed the sleeve and a back panel with information about the product.
BRIEF

This was an assignment for a CAD class. The design was inspired by chandeliers and track fixtures.
SENIOR CAPSTONE PROJECT
Dish Steamer
BRIEF

Problem: Eating out tends to be unhealthy, yet many college students have gotten into the habit of eating out daily.

User: College Students

Need: Motivation to cook at home or elimination of frustration caused by cooking at home

Context: Small apartments

Metaphor: Glasswing Butterfly
INSIGHT

One of the biggest reasons college students choose not to cook meals at home is that they don’t want to clean up. Washing dishes can be a tedious process: especially when dishes are coated in oil or food residue. It is easy to let them pile up, thus making the job more difficult. If washing the dishes was easier, many people would cook more often.

How might we reduce the amount of time or the number of steps required to wash dishes?
CONCEPT

**Role:** Reduces or eliminates time spent scrubbing dishes.

**Essences:** Smooth, sleek, simple

**Form:** Compact, small footprint

**Function:** Uses hot water/steam to break down debris and food residue until the user is ready to wash the dishes
IDEATION & PROTOTYPING

*Project in progress
THANK YOU
Lori.James@wallawalla.edu