



AIRFRESHONE

AGENDA

Opportunities

Goals

Concept Exploration

Narrowing it Down

Final Concept

Overview

Smelly Smells Kit

In-the-Home Kit

At-the-Store Kit

Insights

Reevaluation of Goals

current
goal



OPPORTUNITY

Automatic Refills
Customization
Product Delivery
Sensory Experience

TO EMPOWER THE
CONSUMER TO CUSTOMIZE
AND EASILY ACQUIRE
THEIR OWN EXPERIENCE
BASED AIR CARE.



GOALS

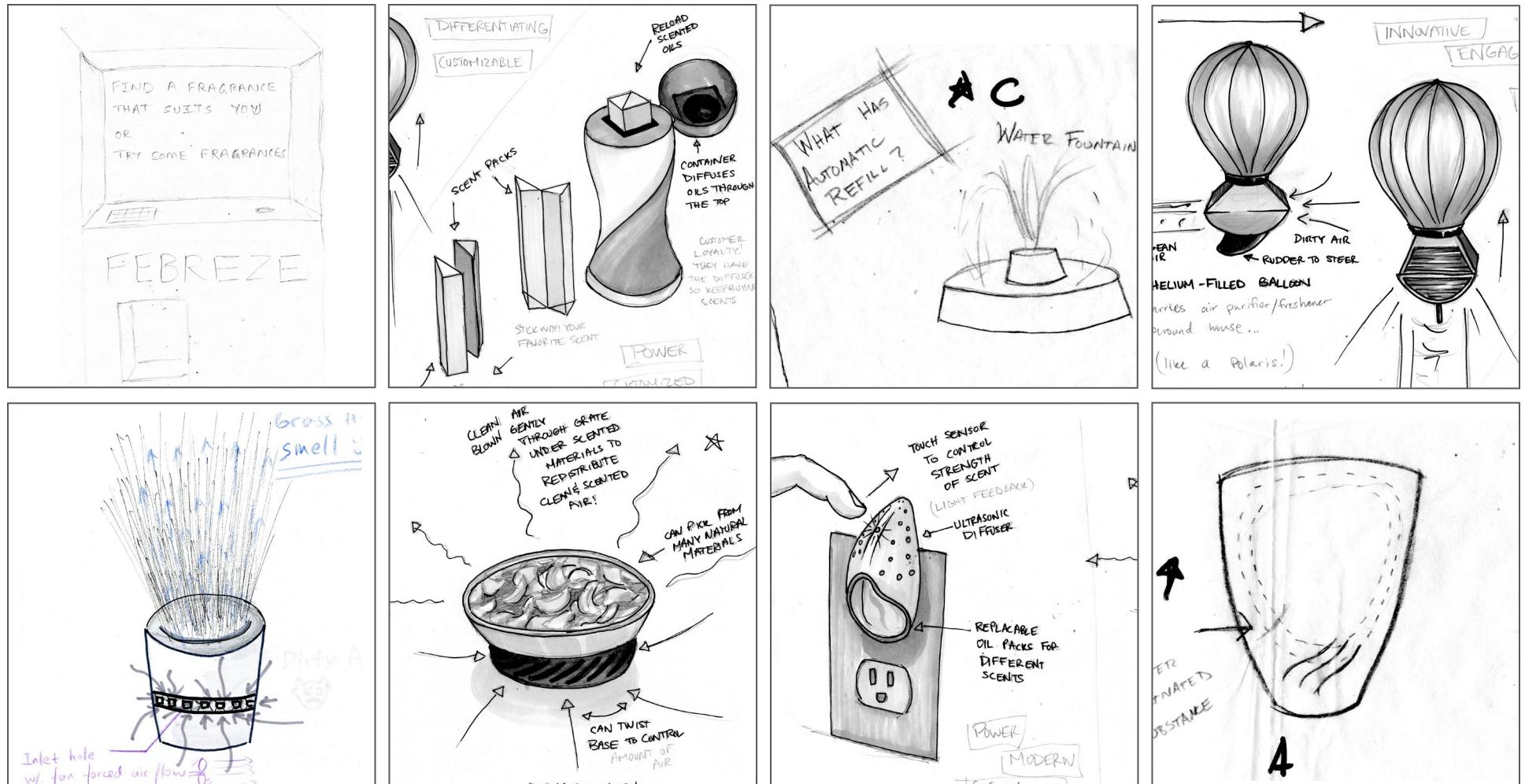
CONCEPTS

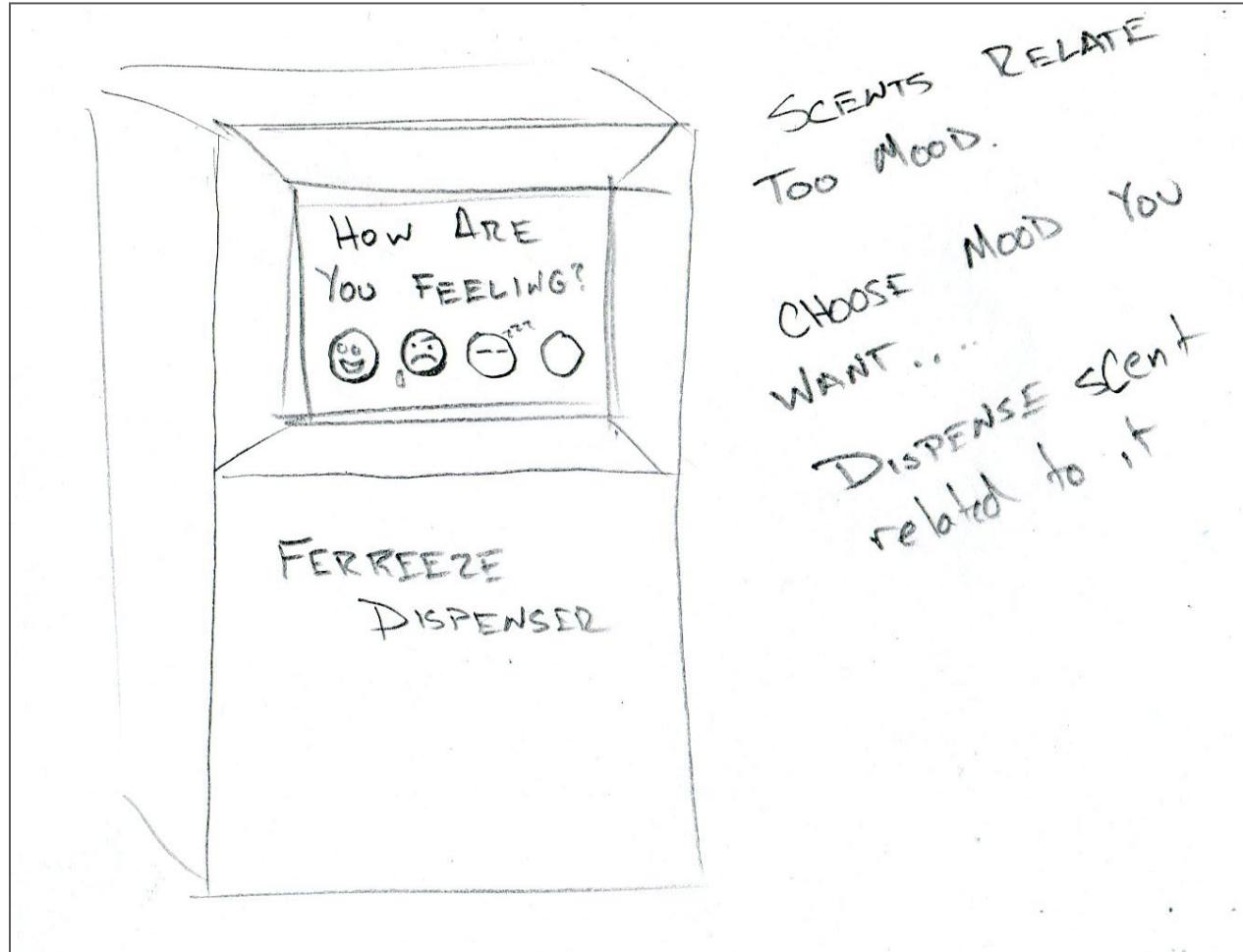
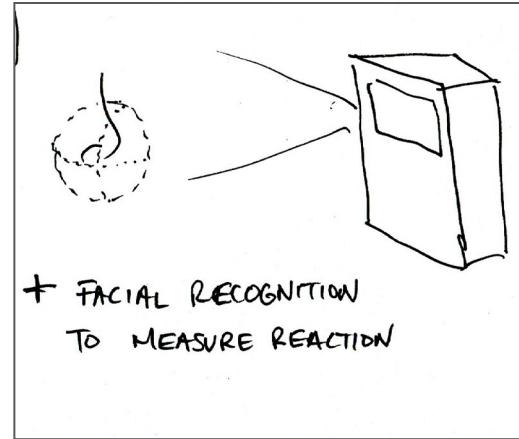
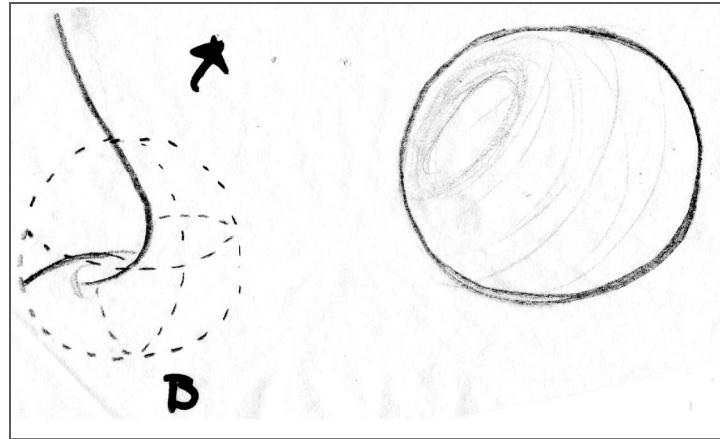
Develop a viable concept which satisfies the opportunity statement presented in the research brief and attain feedback on that concept

KITS

Explore how people make decisions on air freshener purchases regarding product type and scent

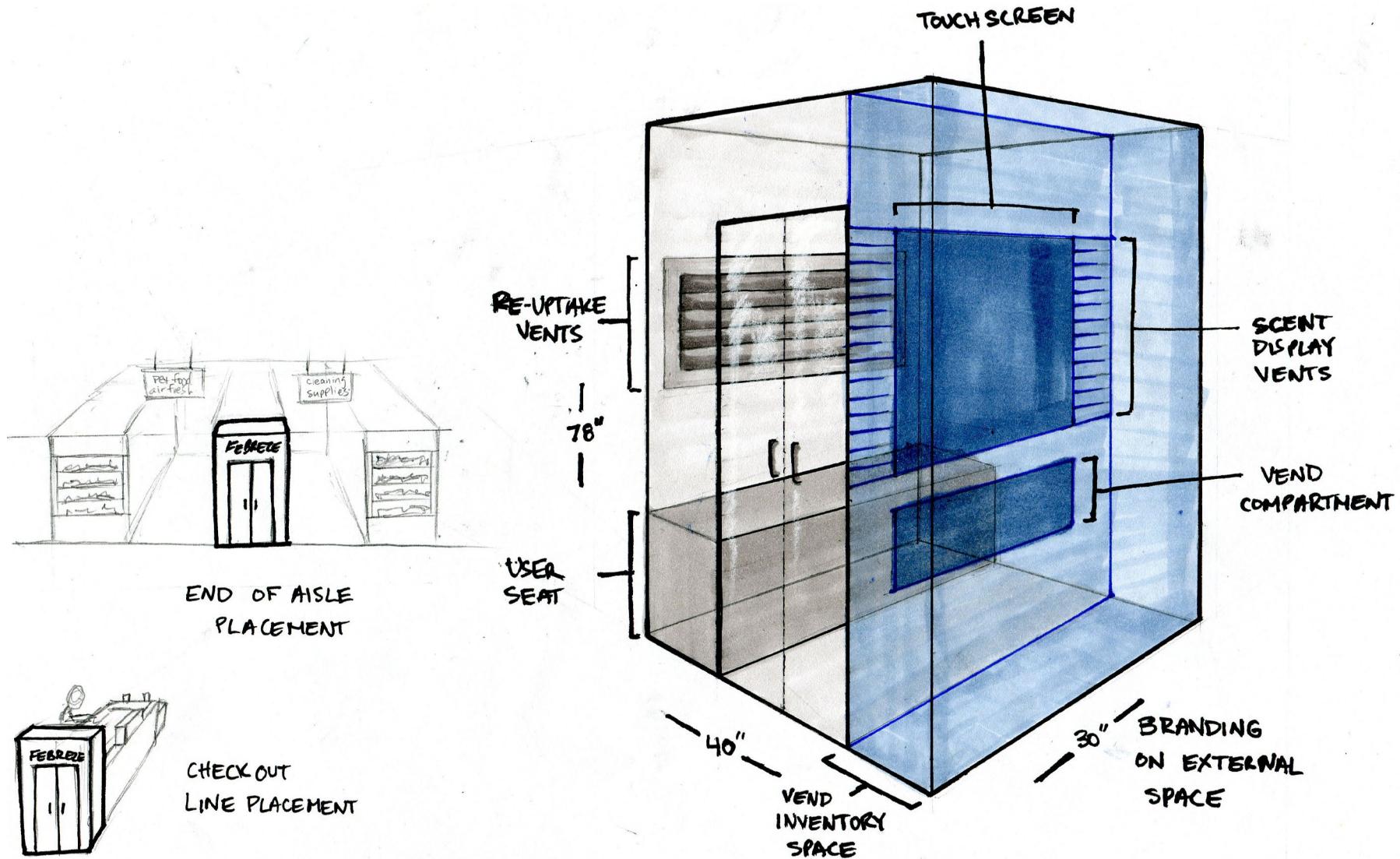
BRAIN STORMING



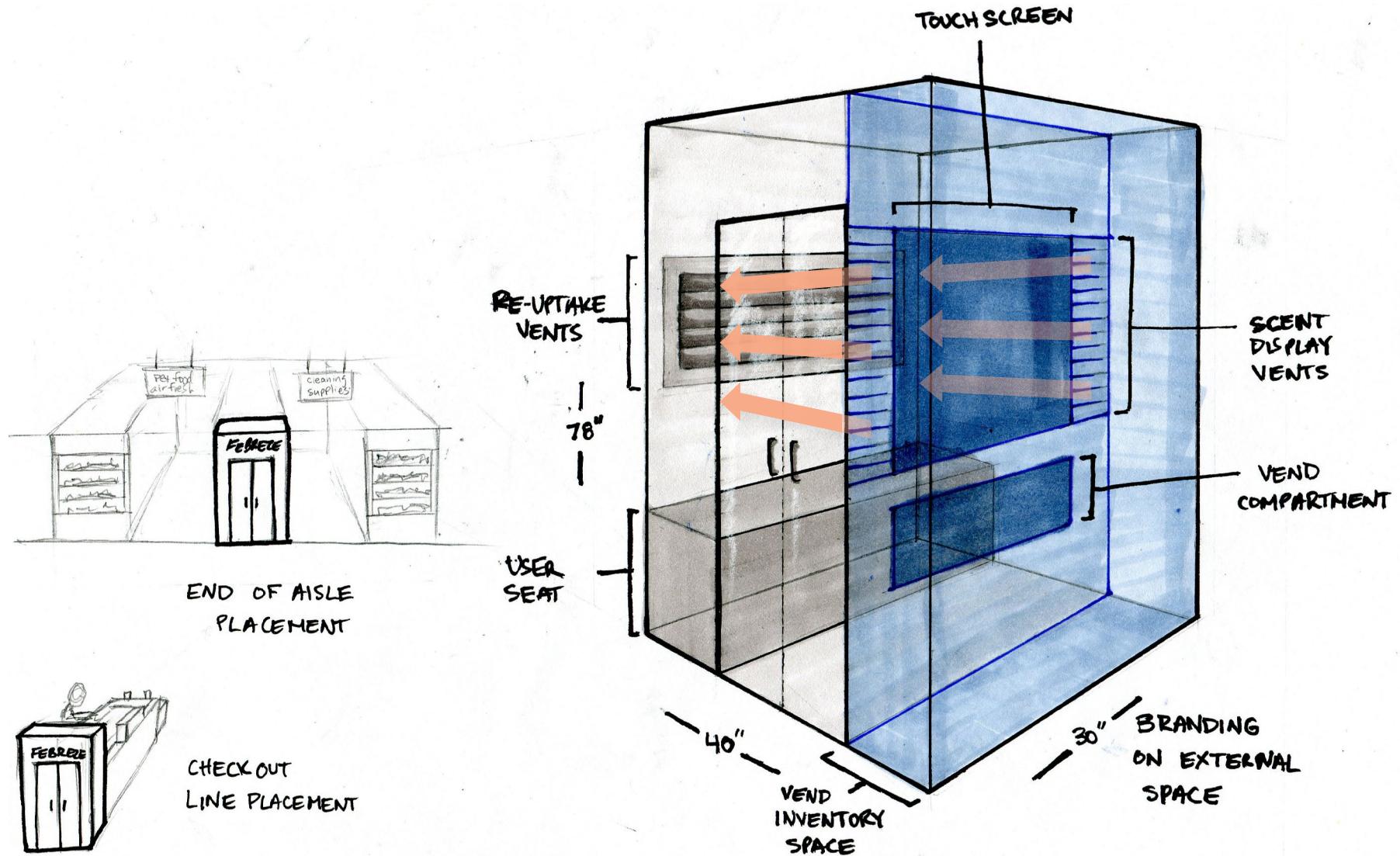


KIOSKS ON KIOSKS

THE CHOSEN ONE



THE CHOSEN ONE



MAKE-A-THING

SCENTKIT



Present 5 scented products to user, collect feedback on potential purchase decision and reasoning.

HOMEKIT

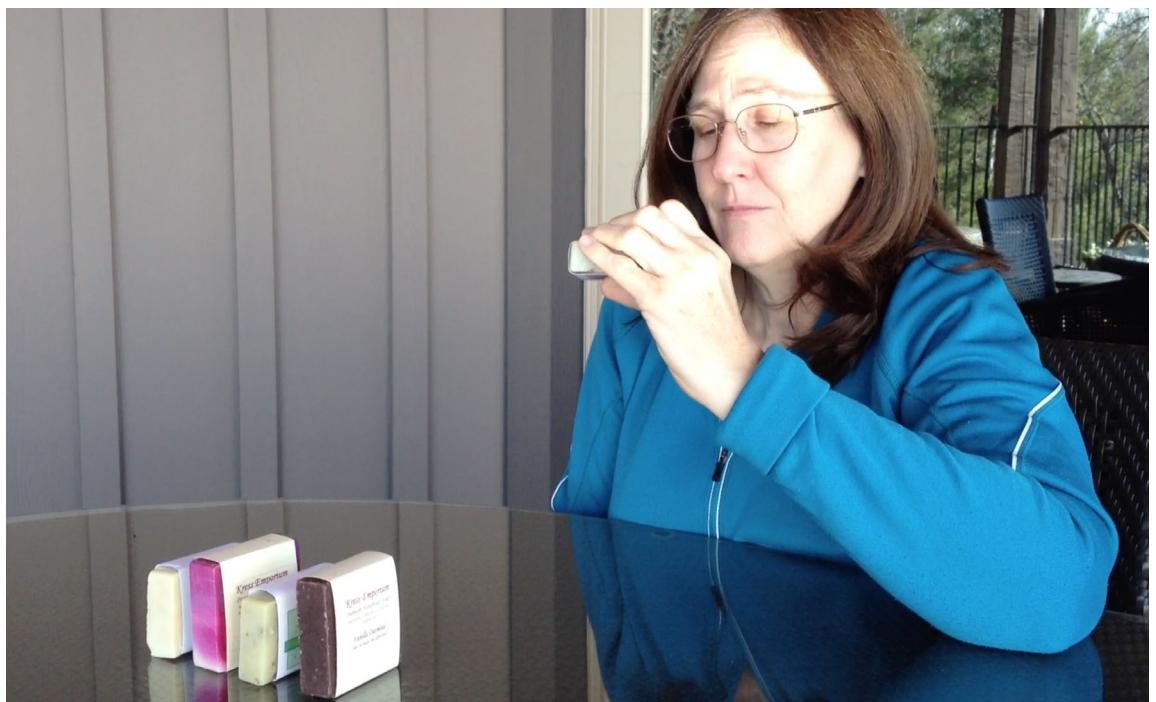


Place 5 different generic air freshening products in rooms of a basic one-bedroom floorplan.

STOREKIT



Arrange series of air freshening products in different scents and brands on simulation store shelf.



SMELL THE SMELLY SMELLS.

(Christmas Wreath): very strong. Does not actually smell like a wreath. Smells tall, not natural. The smell is so strong that it almost makes me feel sick. But, it does remind me of Christmas and I love Christmas time.

Molly did not like this smell (she is a dog).

Molly: However, it is a candle which means it will give off less of a scent than how the candle smells.

Renuzit Renew (fresh lavender): Smells calming. Not too much scent. Brings about a feeling of joy yet calmness. I picture a quiet meadow with some flowers.

Molly: (Handwritten note: I think it smells like lavender)

Lakeshore Candle Company (lavender): Smells very perfume-like. Too girly. However it does smell pretty good. Just not my type of smell.

Molly: Molly loved the smell! She even licked it.

LEMON - NOT A TRUE, CLEAN LEMON AROMA. HAS A WAXY COMPONENT TO AROMA THAT IS NOT PLEASANT.

(Handwritten note: I think it smells like citrus)

AVENDER w/EUCALYPTUS - VERY APPEALING SCENT. NOT ONLY A TRUE LAVENDER/EUCALYPTUS SCENT, IT DID NOT OVERPOWER. IT IS AN AROMA I WOULD LIKE TO HAVE IN THE AIR.

(Handwritten note: I think it smells like eucalyptus)

FRESH LAVENDER - NOT A PLEASANT SCENT AT ALL, VERY ARTIFICIAL AND OVERPOWERING.

(Handwritten note: I think it smells like lavender)

CHRISTMAS WREATH - THE SCENT WAS TRUE TO ITS NAME WITHOUT OVERPOWERING MY NOSE. VERY PLEASANT AROMA THAT WOULD BE ENJOYABLE TO HAVE AROUND.

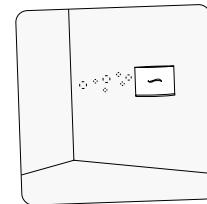
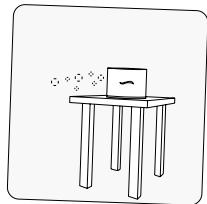
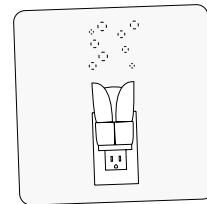
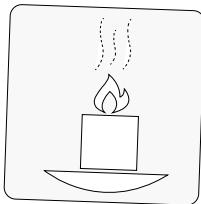
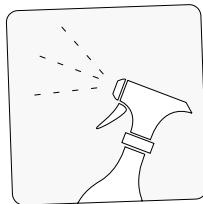
(Handwritten note: I think it smells like pine)

I might buy this around Christmas to light for brief amount of time. I feel though it is very strong. I would not place this candle in the kitchen only a living room area.

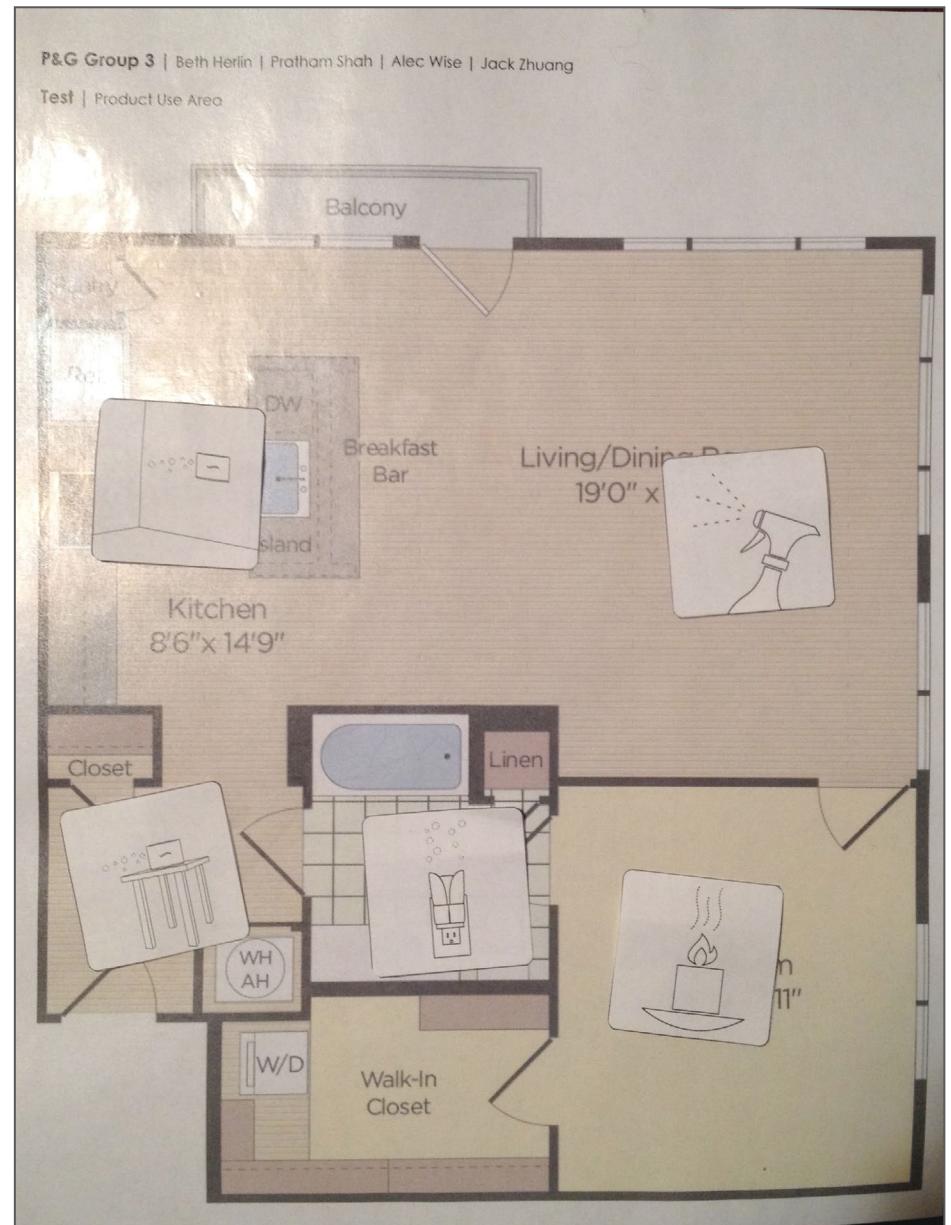
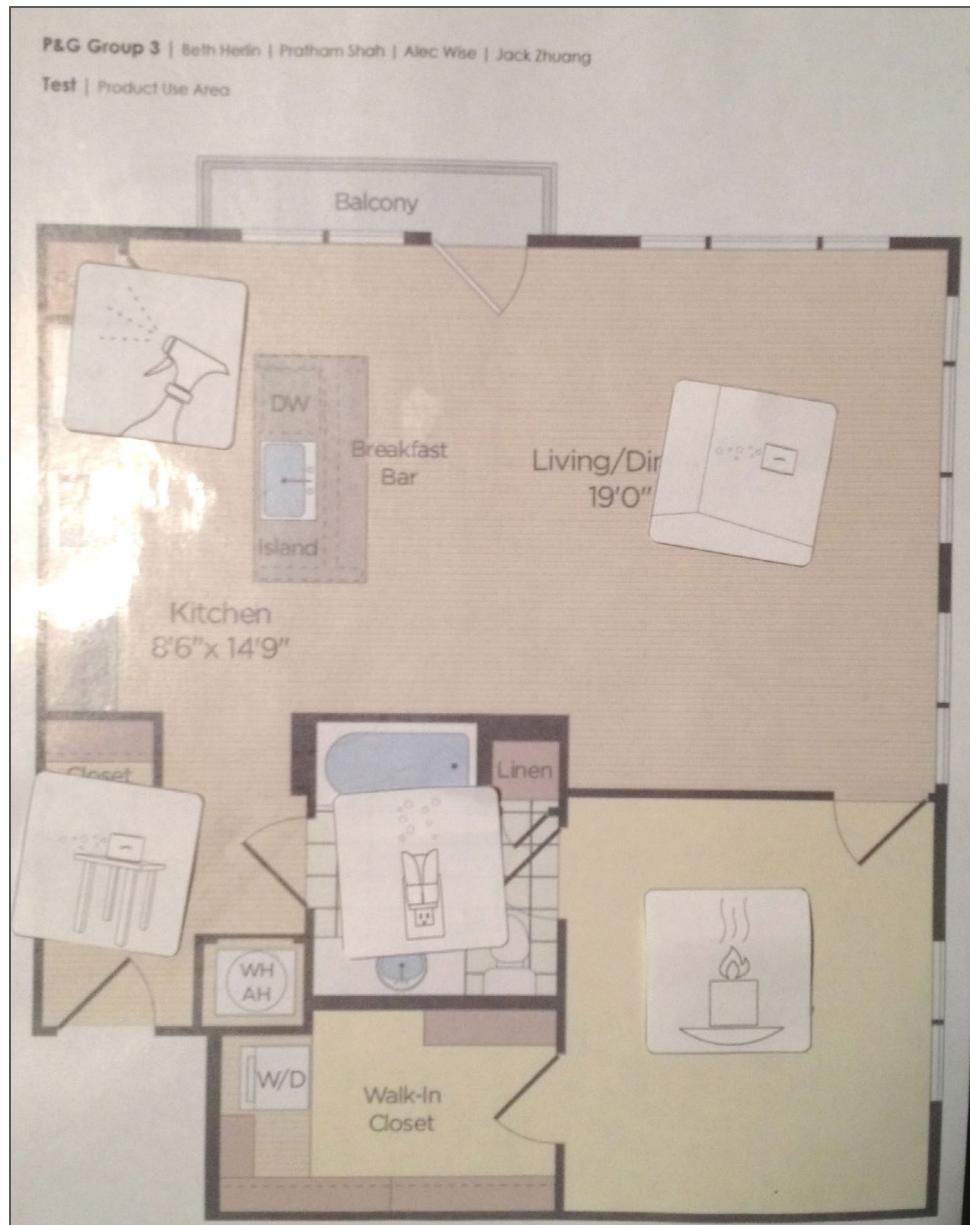
enzuit: fresh lavender
I like the lavender scent because it is soothing. The benefit of this kind of scent is it could be used in various rooms such as bathroom, bedrooms and entry.

avender Eucalyptus Candle*
This scent has a depth to it rather than just lavender especially like it in the bathroom when company is over. It is very effective. This scent is good year round. This scent is my favorite.

lemon Scend Candle
a clean lemon. I would



HOME SWEET HOME

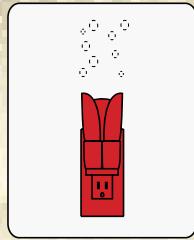
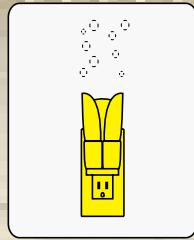
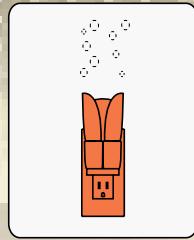
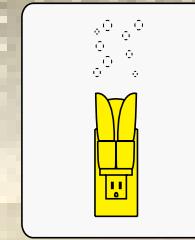
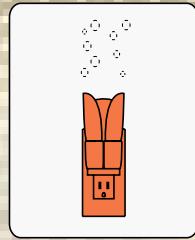
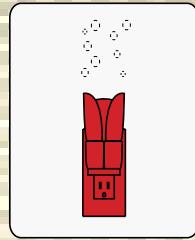
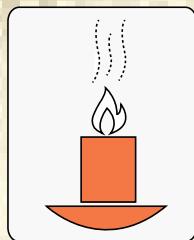
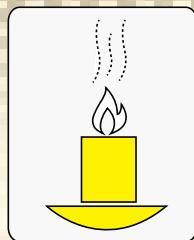
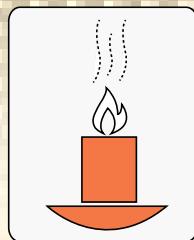
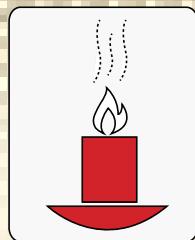
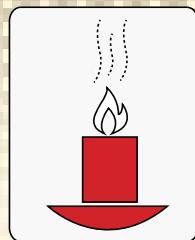
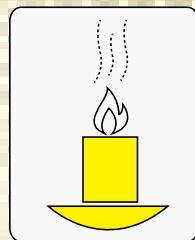
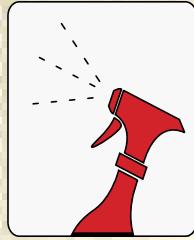
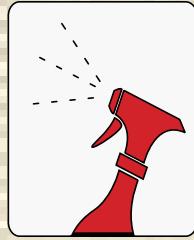
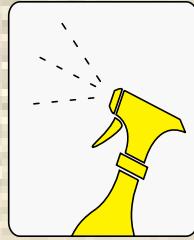
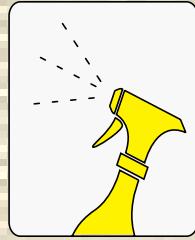
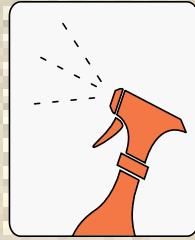
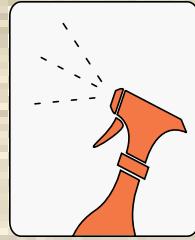


SHOPPING...KIND OF

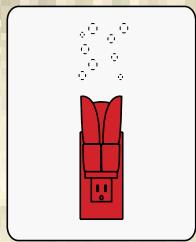
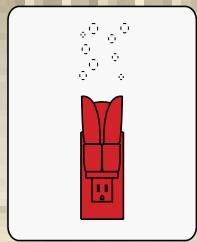
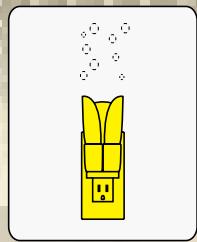
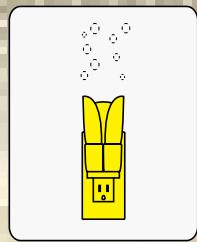
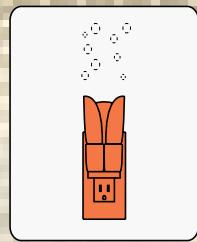
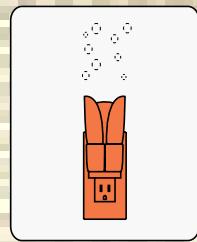
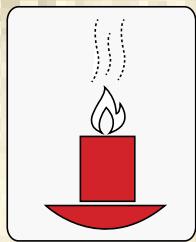
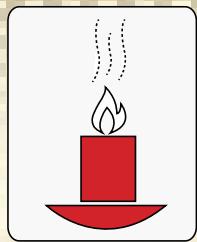
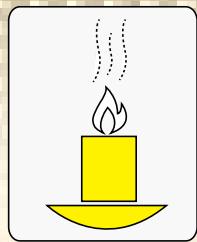
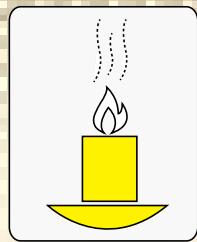
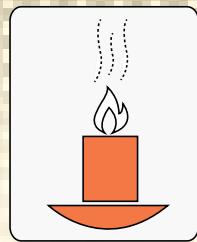
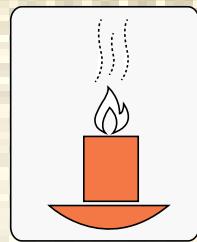
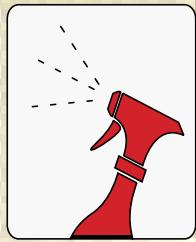
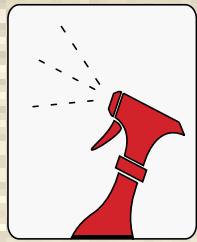
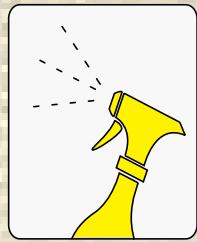
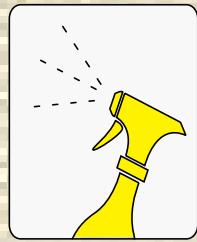
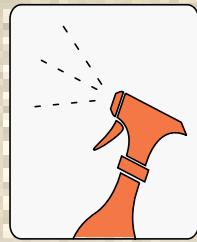
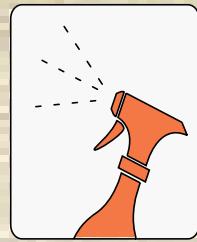
Where do I find what
I am looking for?



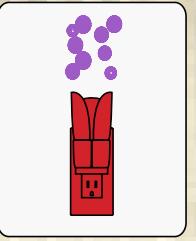
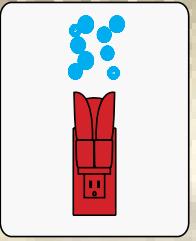
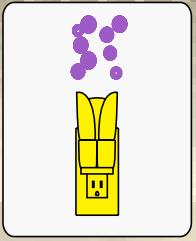
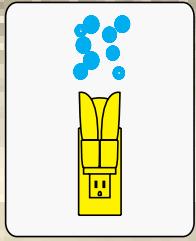
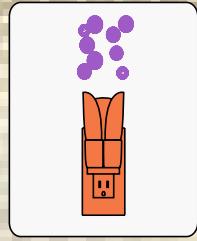
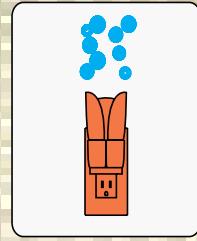
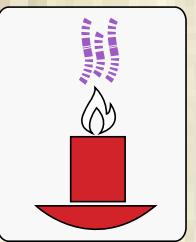
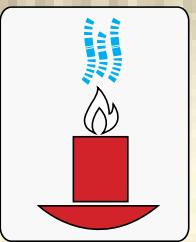
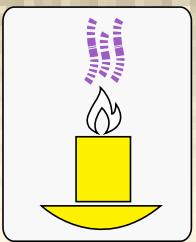
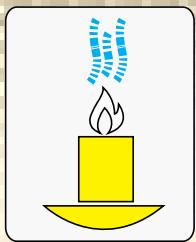
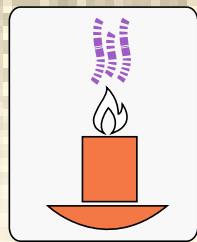
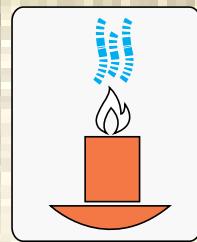
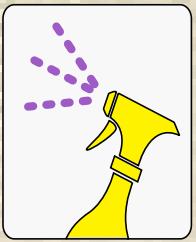
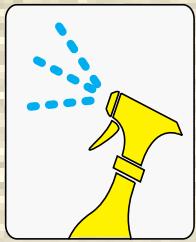
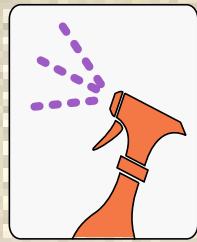
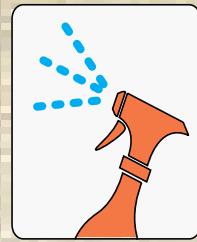
PRODUCTS



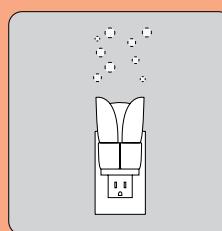
BRANDS



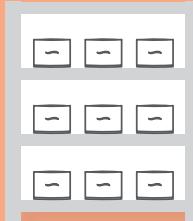
SCENT



IMPORTANT INSIGHTS



Intensity-Specific Rooms



Product Brand Scent



Gender Attributions
Artificial vs. Natural
Visualizations & Memories
Concern for Others
Presence vs. Intensity
Time/Context

KITS & CONCEPTS





Develop a viable concept which satisfies the opportunity statement presented in the research brief and attain feedback on that concept



Explore how people make decisions on air freshener purchases regarding product type and scent

GOALS, WHAT GOALS?

