

## Concepts

In order to fit the needs of our three different personas, multiple stages of ideation and iteration were completed to come up with design solutions. These design and process concepts begin with our pods.

### Pods



Pods are personal care product concentrates wrapped in water-soluble film. This solution closely mirrors other leading market emulators, such as Tide PODS®. There are two main categories of pods that allow the consumer to customize their product: **base** and **boosters**.

Base pods contain a basic formula for a specific personal care product type (e.g., shampoo for different hair types). Booster pods can be mixed-and-matched and include things like scent, color, and treatment. Treatment booster pods are different formula add-ons that address specific personal care concerns (e.g., for haircare products, anti-frizz).

### Refill Process

Therefore, a product refill using this system requires the following steps. An empty container is first refilled with base and optional booster pods, and then secondly, with water. After a vigorous shake, the pods dissolve and mix with the water, leaving the desired personal care product, such as shampoo.

