

Product Design

5 Products compiled brief



Shambhavi Palni



PRODUCT : 1

Ring Box

Redesign Brief

To design the packaging for a Tiffany ring by improving its functionality and aesthetic while experimenting with its shape, colors and design stability

RING BOX

PRODUCT : 1

DESIGN BRIEF

To design the packaging for a Tiffany ring by improving its functionality and aesthetic while experimenting with its shape, colors and design stability.

PROBLEM IDENTIFICATION

- Packaging is repetitive and boring.
- Very simplistic
- No experimentation is done.





THEME BOARD



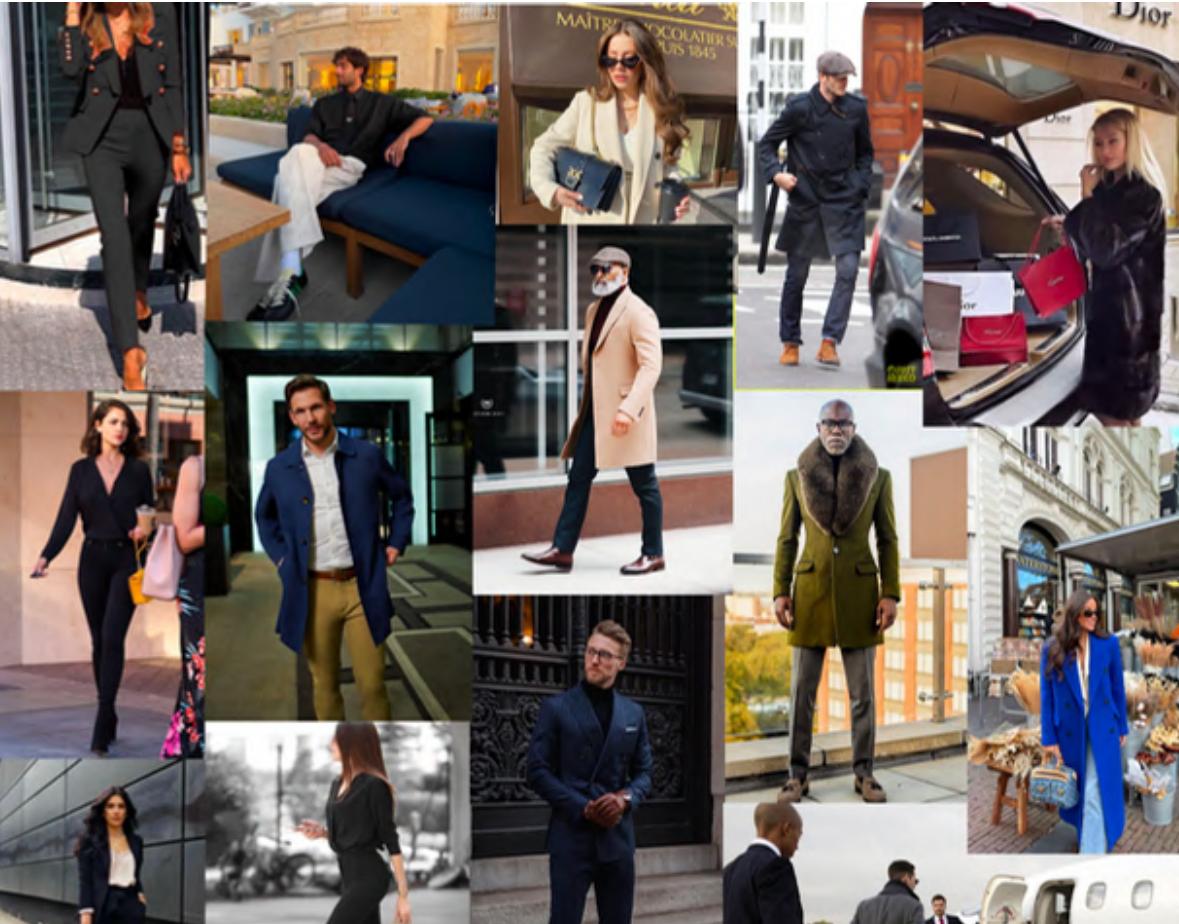
CLIENT BOARD



INSPIRATION BOARD



MATERIAL BOARD



Paper



Wood



Velvet

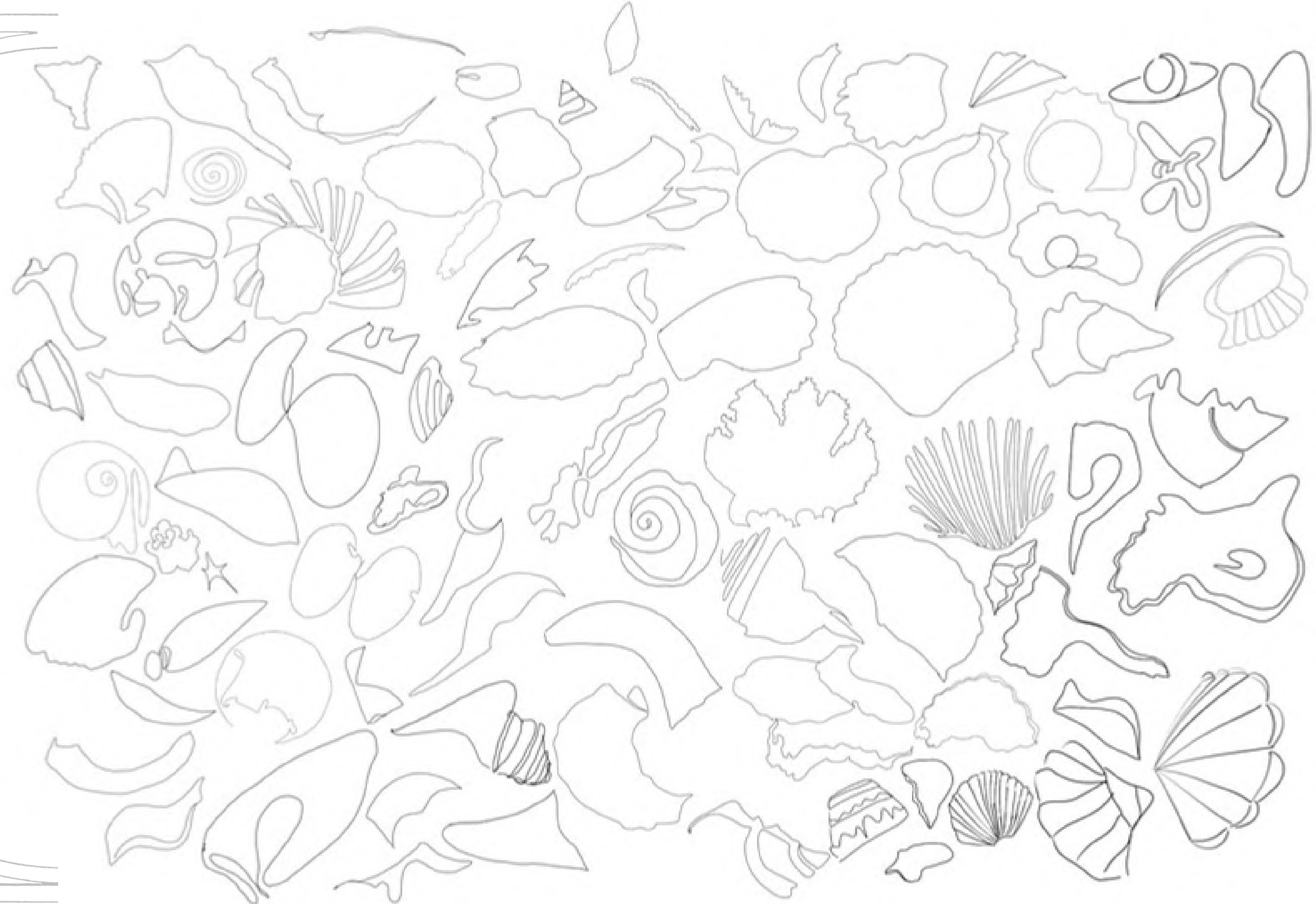


Glass



Metal

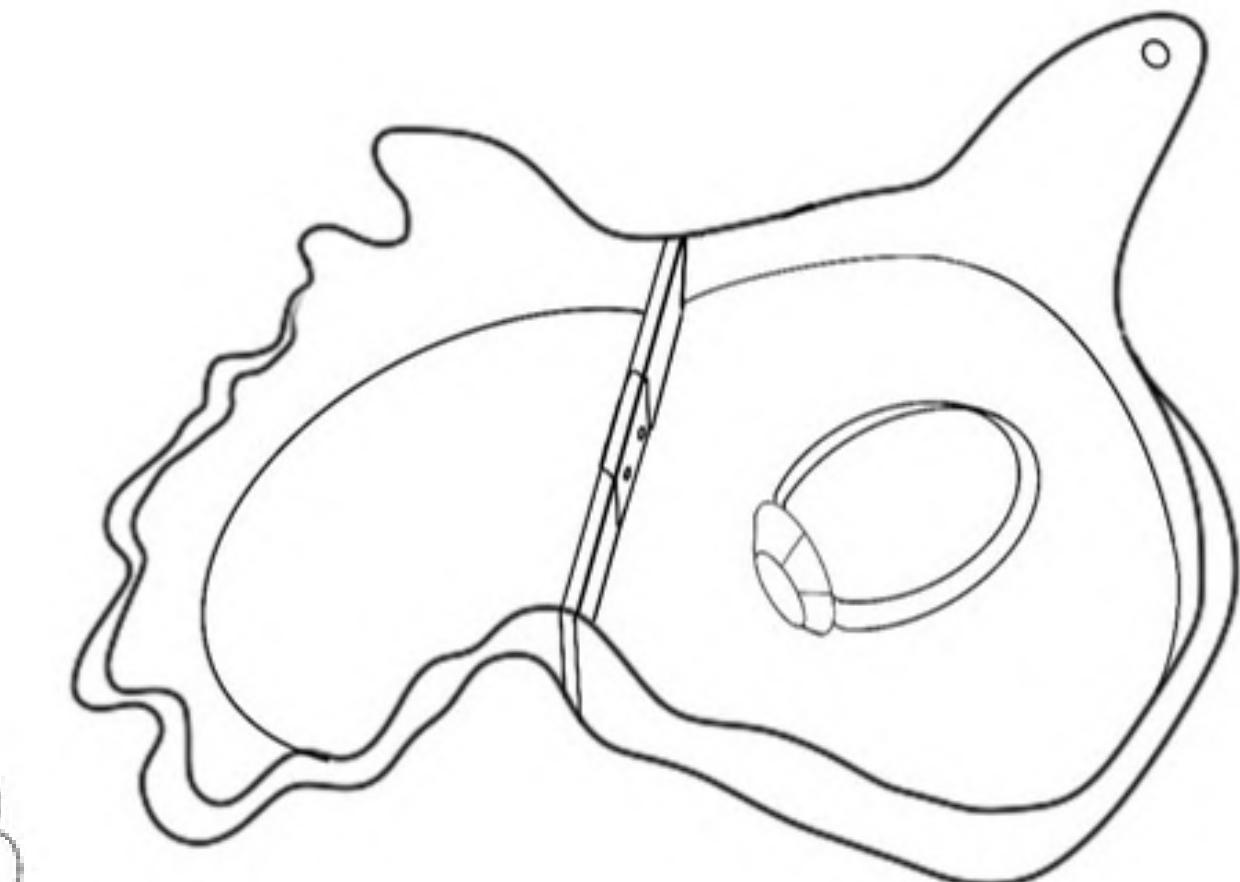
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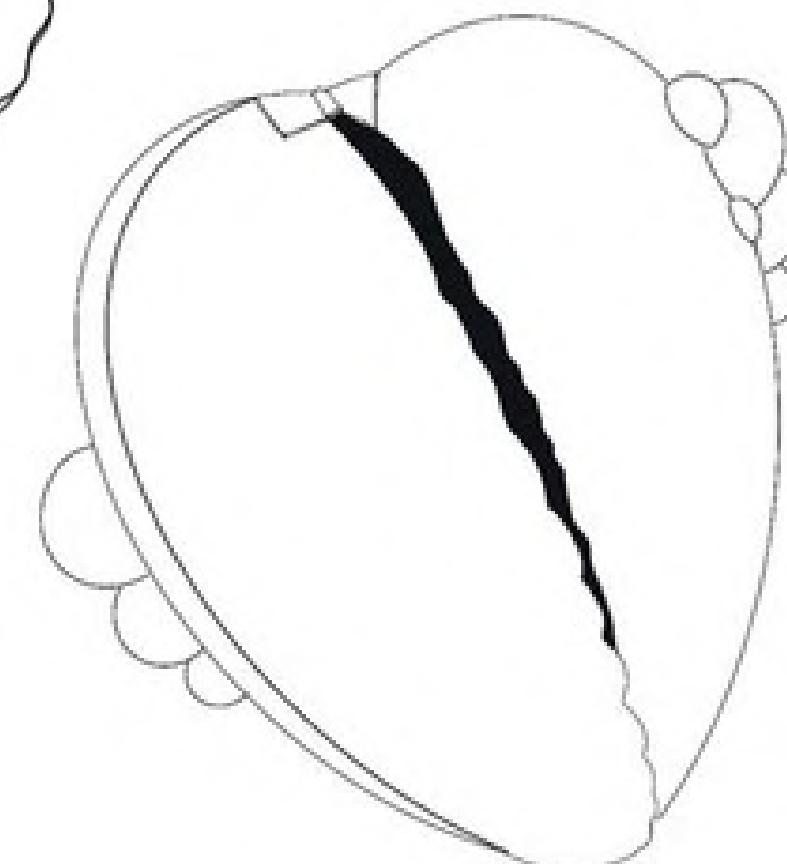
IDEATION1



IDEATION2

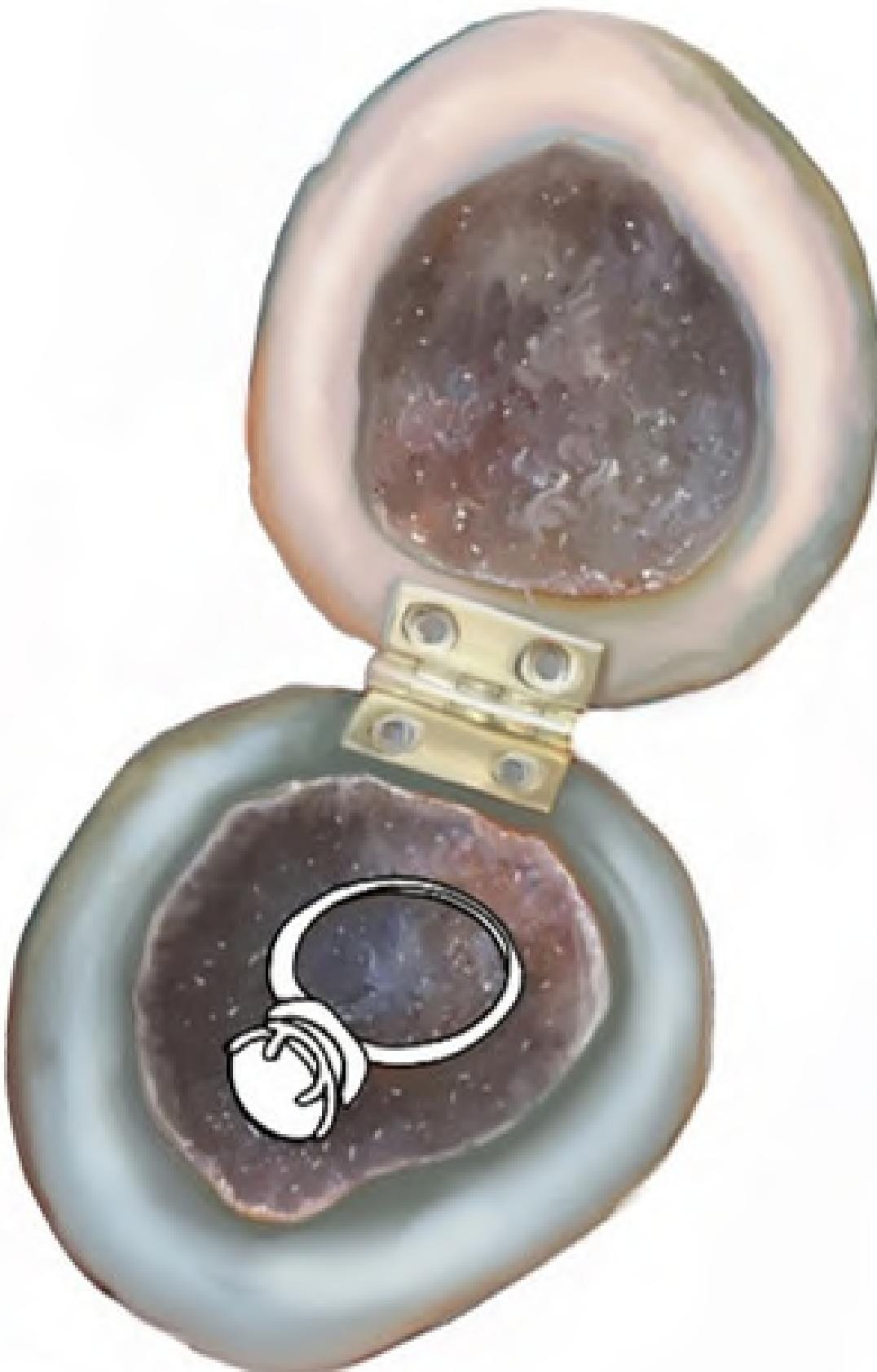


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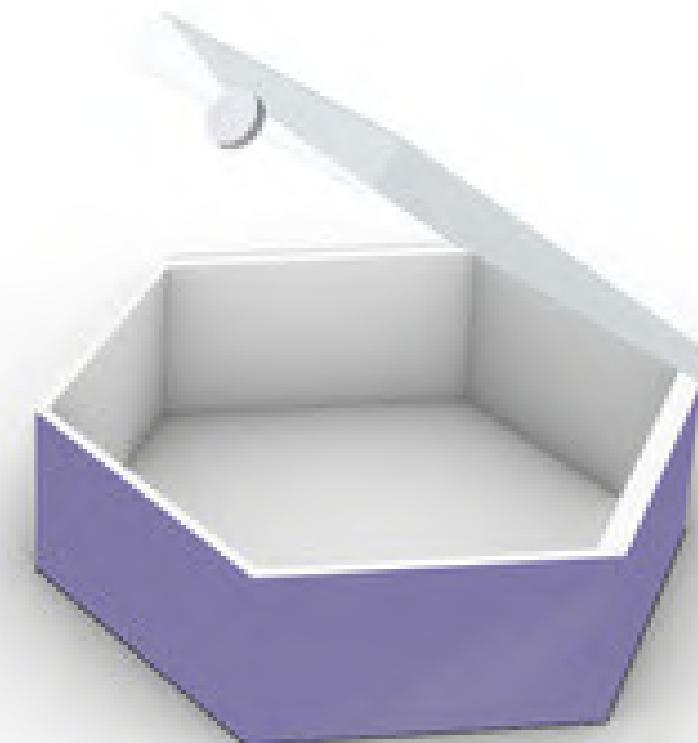
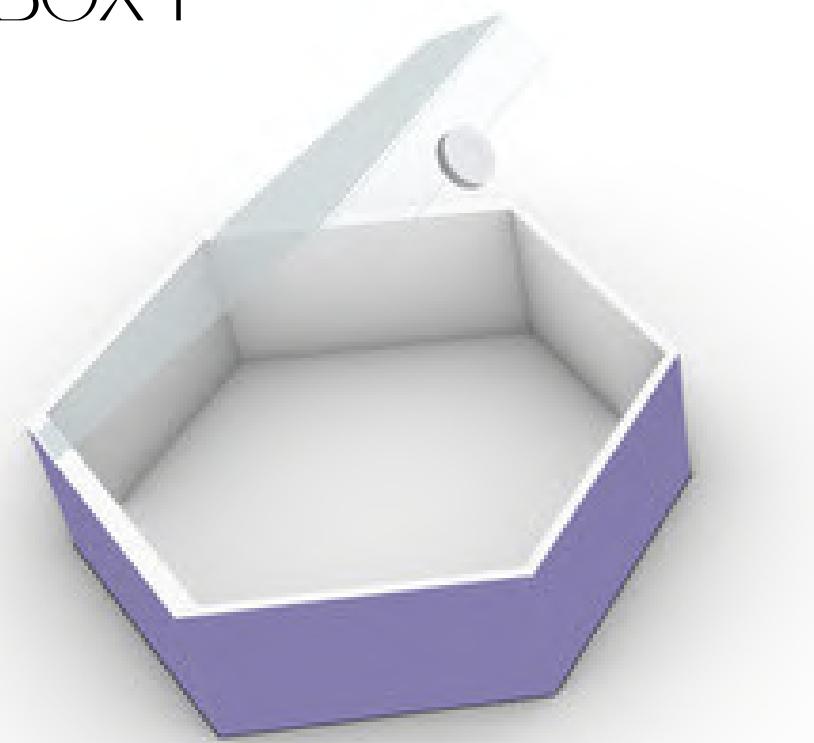




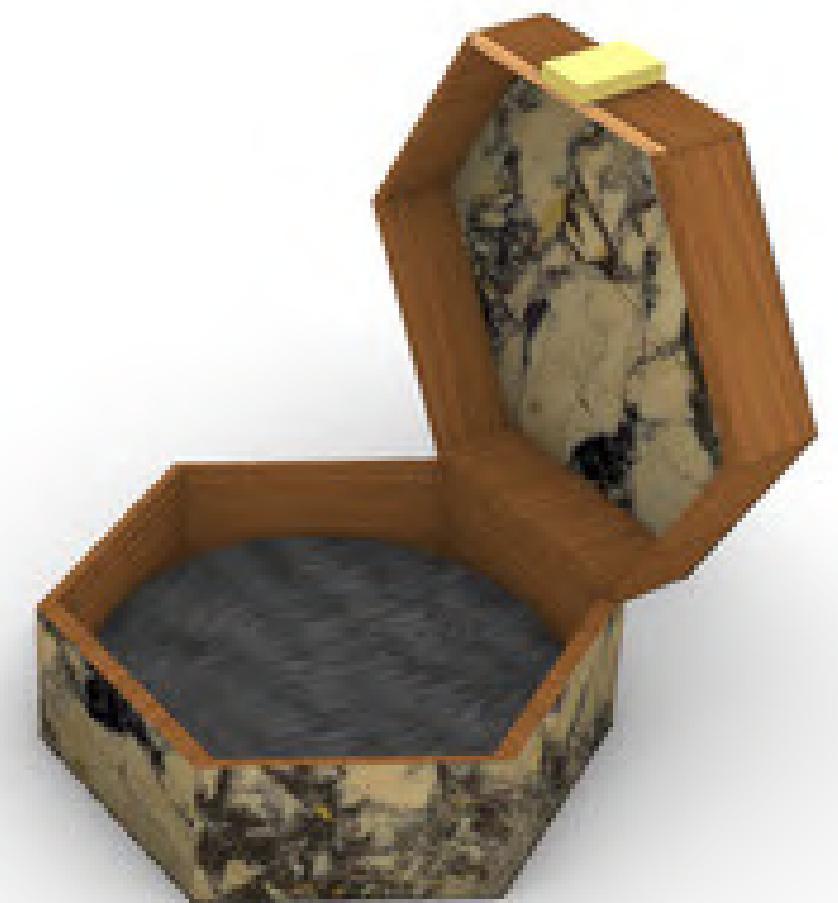
INNER BOX



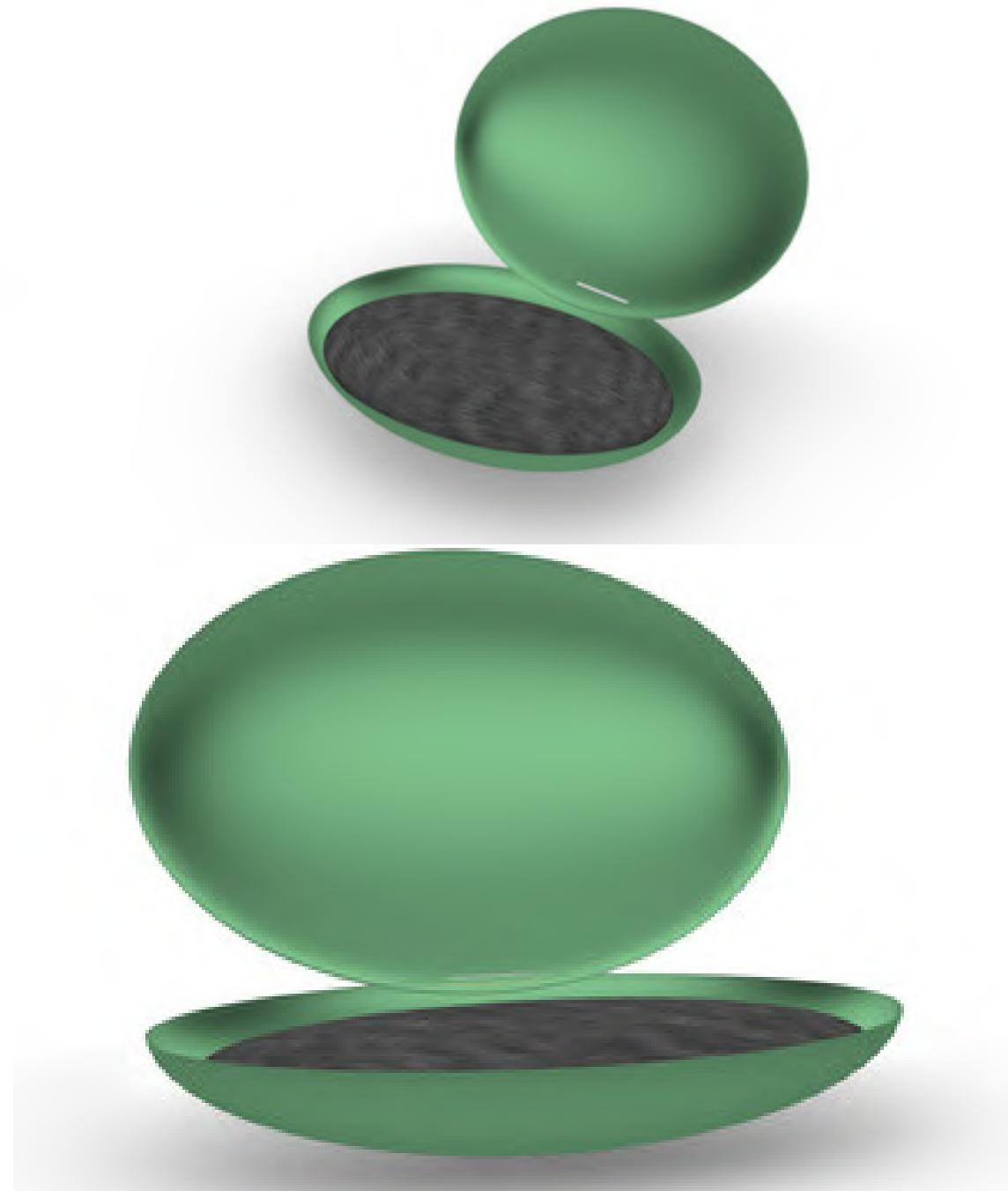
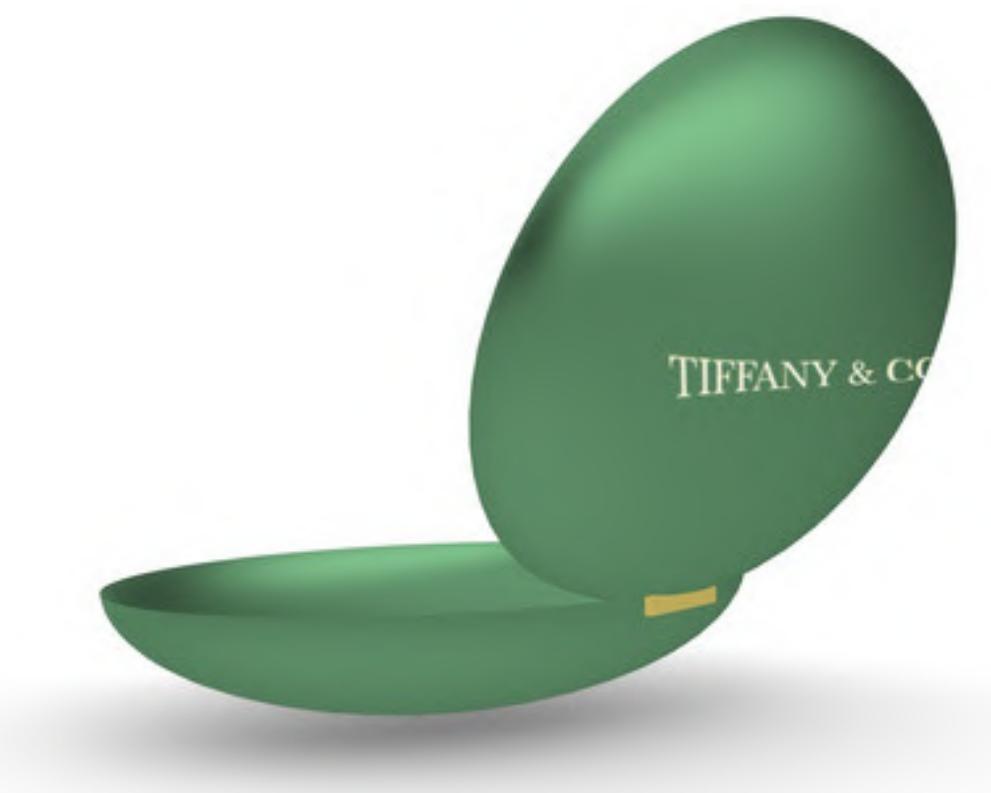
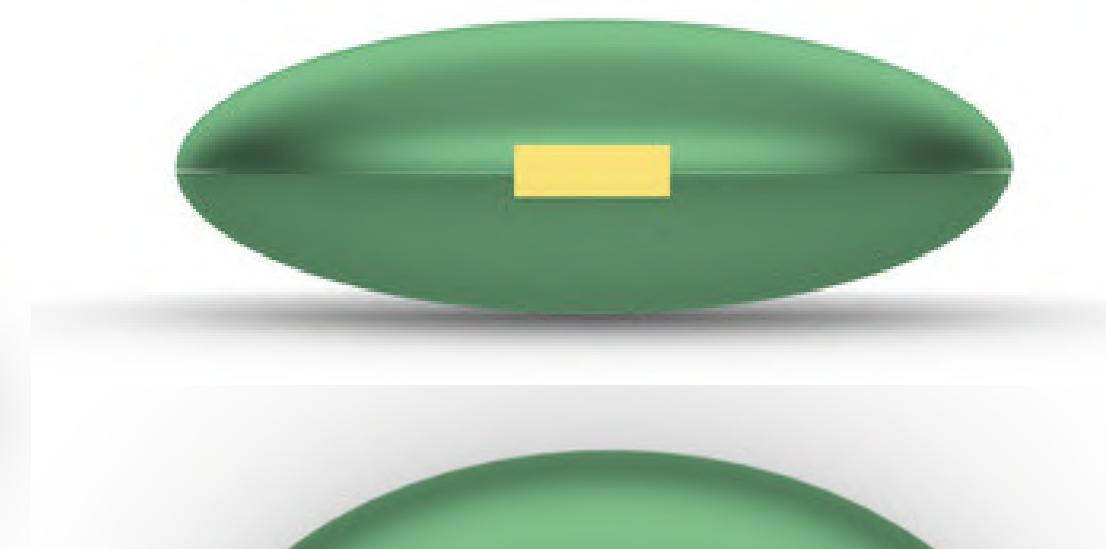
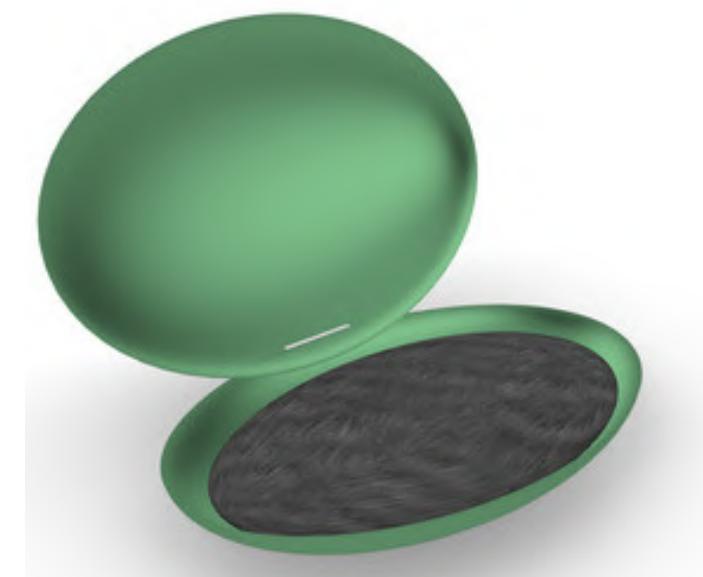
BOX 1



BOX 2



BOX3





Redesign Brief

To redesign a classic vintage hutch for the elite country dining area for maintaining luxury crockery in Northern Europe, Denmark.



PROJECT STATEMENT

To design a classic vintage hutch for the elite country dining area for maintaining luxury crockery in Northern Europe, Denmark.

CLIENT STUDY

My client is a retired 65 year old lady living in Denmark who loves having a neat kitchen and has a knack for maintaining good crockery sets. Even though she is in her 60s, she is very enthusiastic about cooking, its vessels, furniture and decoration. She requires a vintage country style cupboard for her dining area to keep her crockery in it.

CONSUMER SEGMENTATION

Geographics

Region : Europe, Denmark
Density: Urban

Psychographics

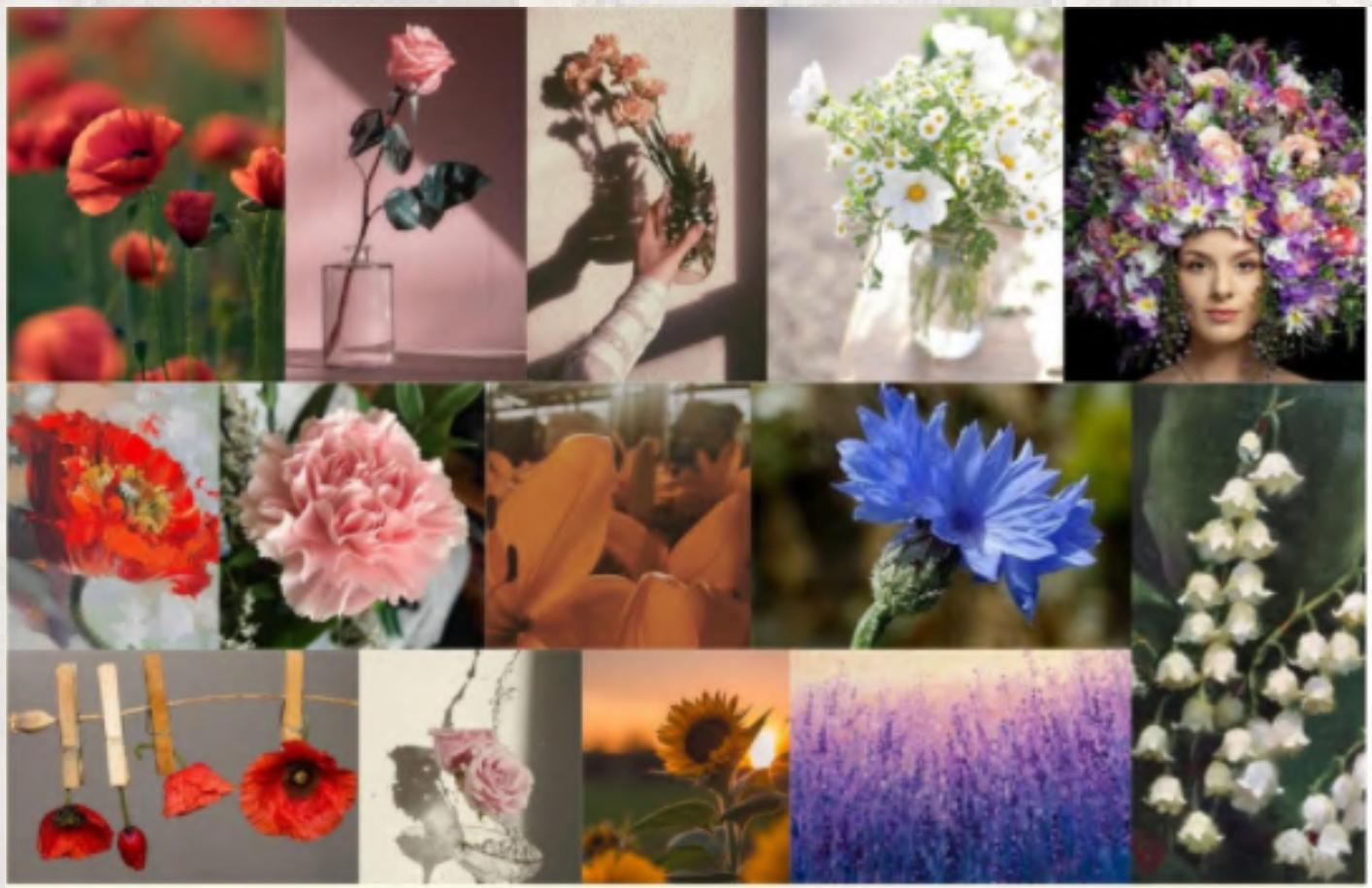
Lifestyle : Retired
Social Status : Upper class
Interests : Cooking, Singing, Gardening and Maintaining the house

Demographics

Age - 50-70 years

Behavioural

Purchase Behaviour: Classic and vintage seeking
Benefits sought: Country look with cost effectiveness
User Status : Common dining user
Occasion : Universal



THEME BOARD



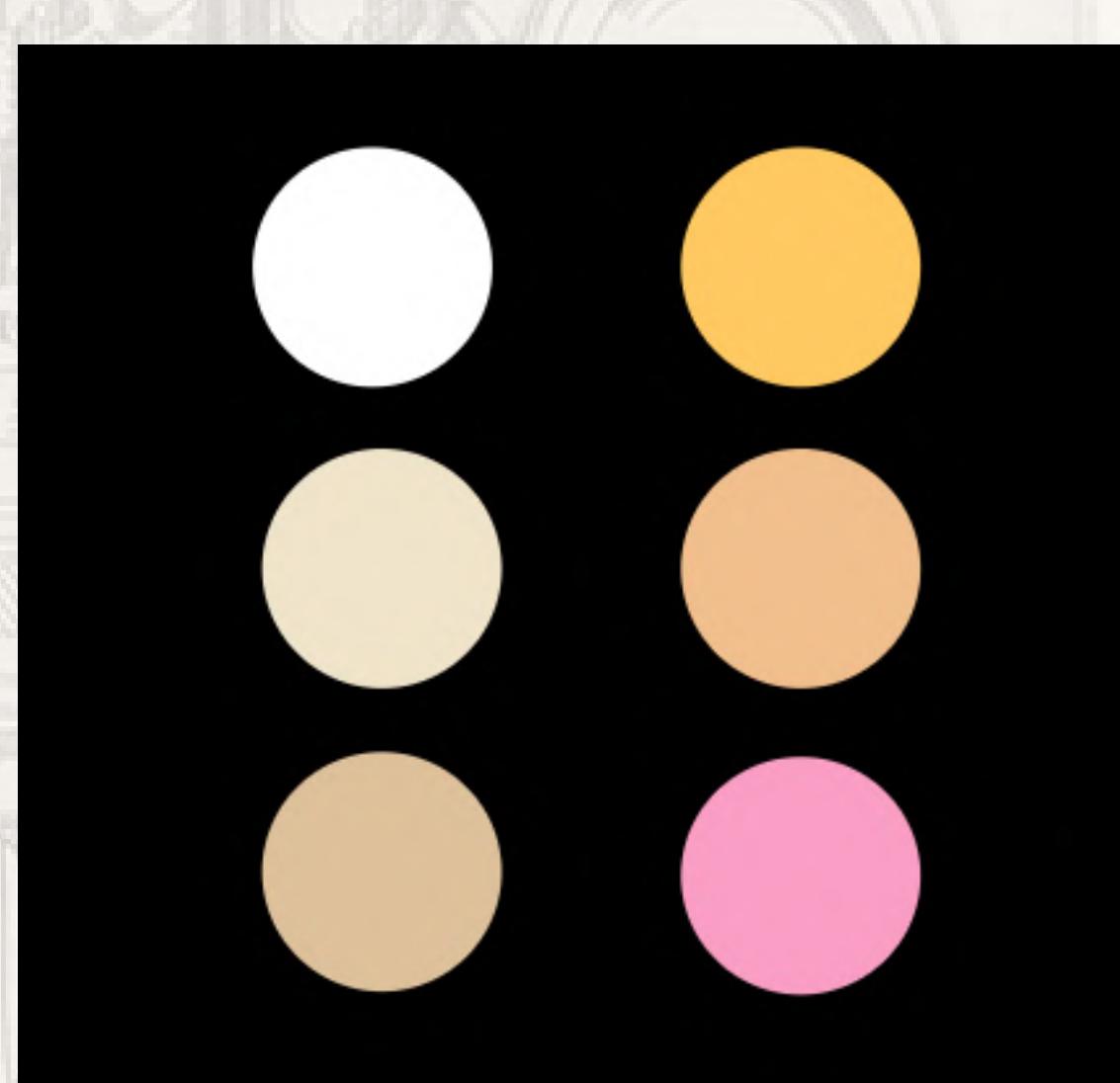
INSPIRATION BOARD



CLIENT BOARD



COLOUR BOARD



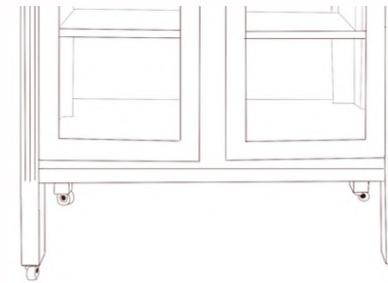
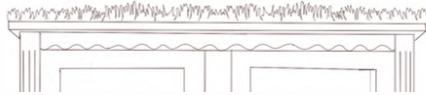
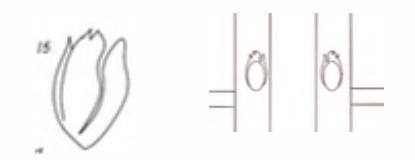
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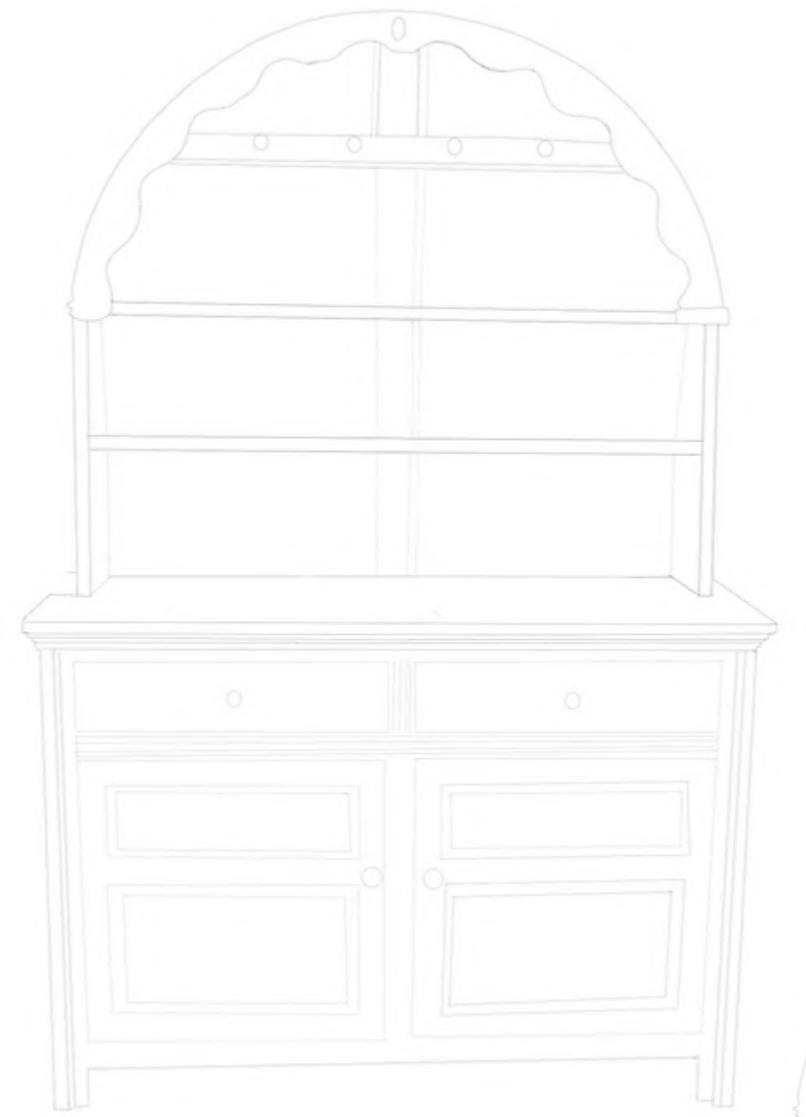
IDEATIONS

DESIGN 1

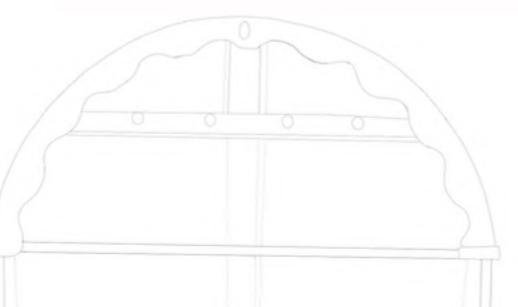
Details



DESIGN 2



Details



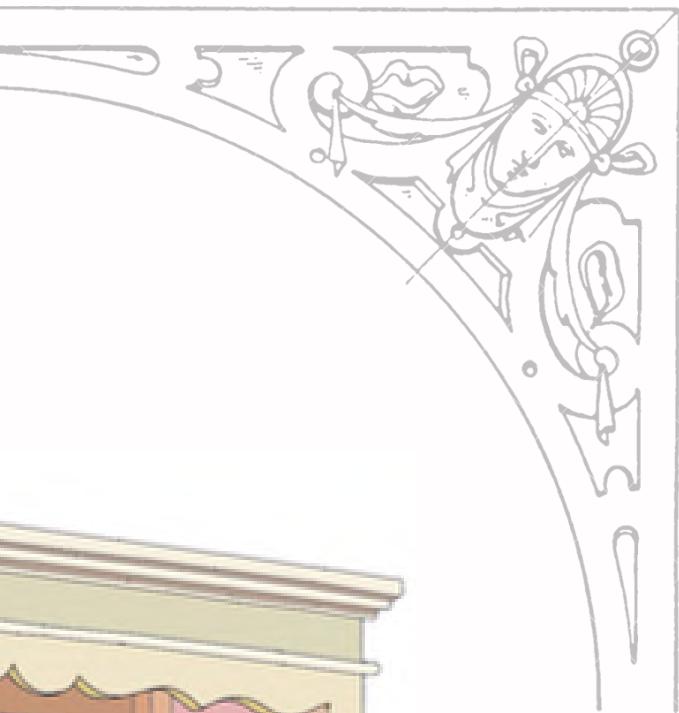
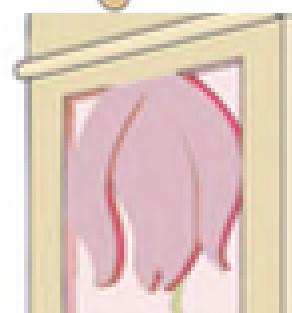
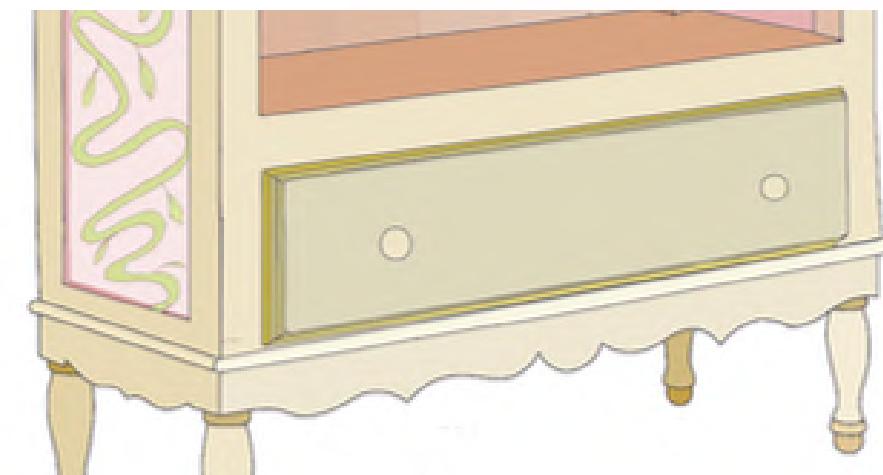
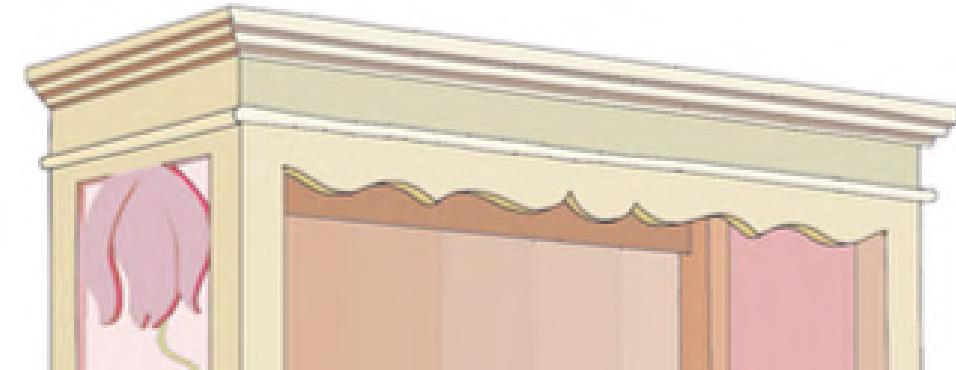
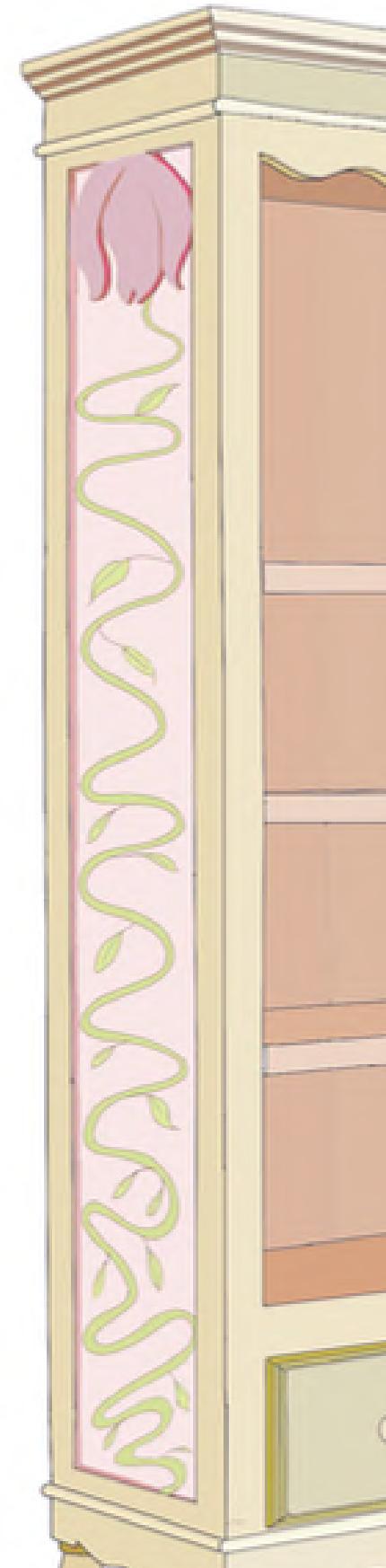
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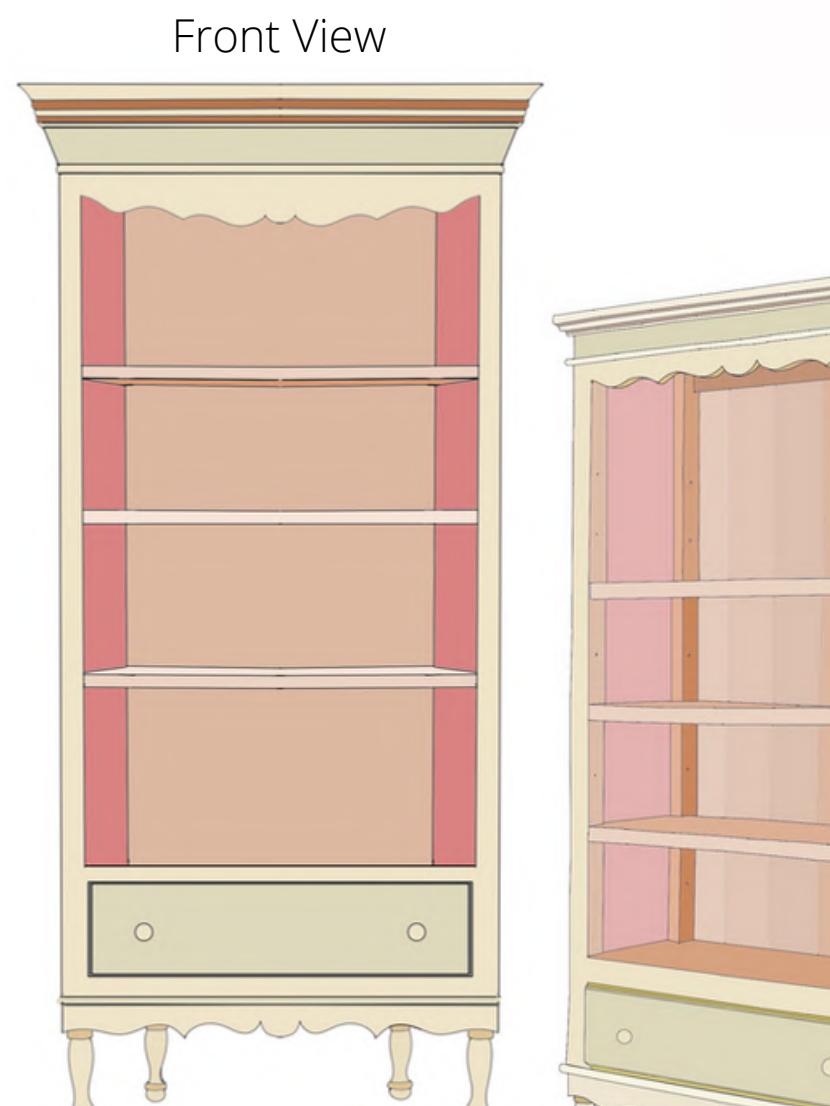
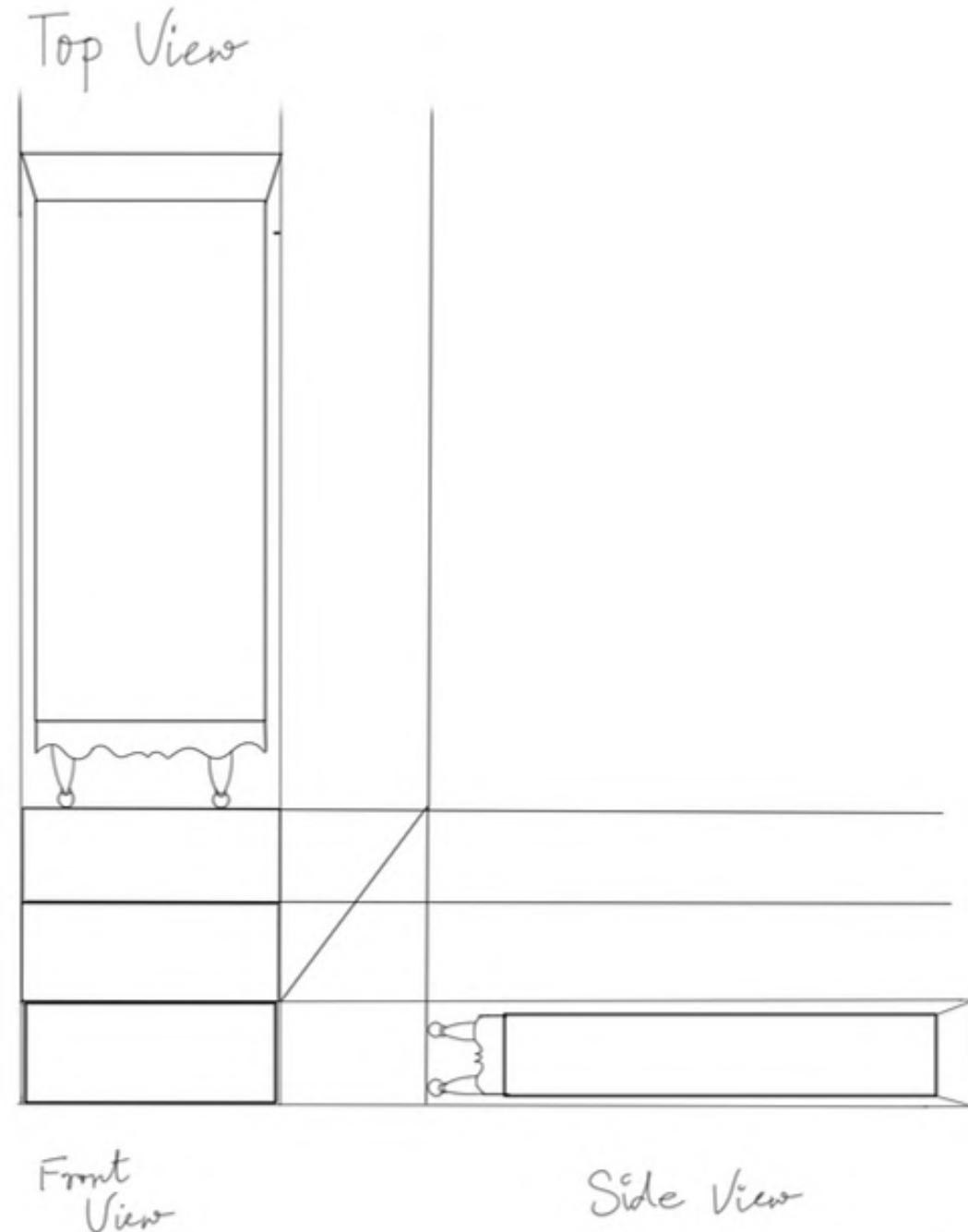
DESIGN 3



DESIGN



TECHNICAL DRAWING





PRODUCT:3

Bedroom Bench

Redesign Brief

To design a contemporary bed bench for 25-40 years age of the elitist working class from the French region.



THEME BOARD



INSPIRATION BOARD



CLIENT BOARD



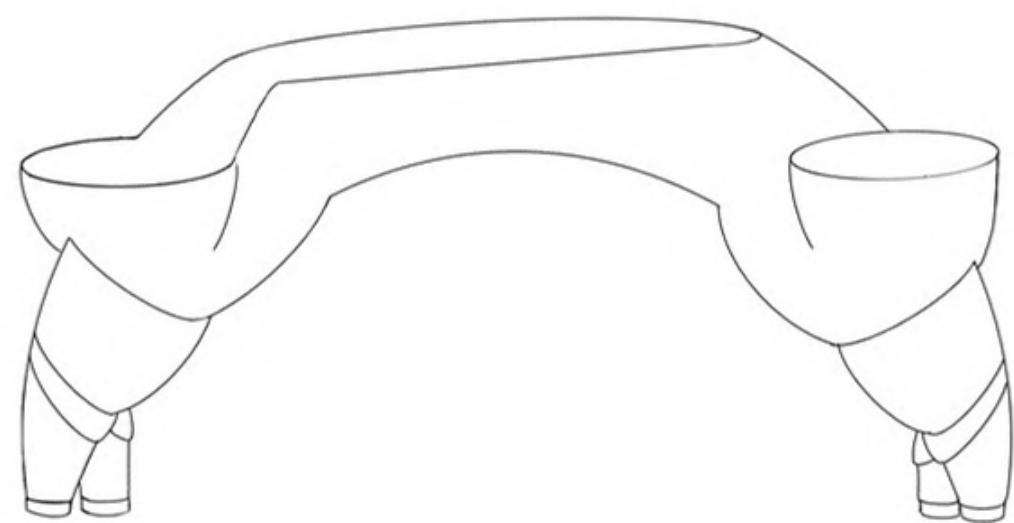
MATERIAL BOARD



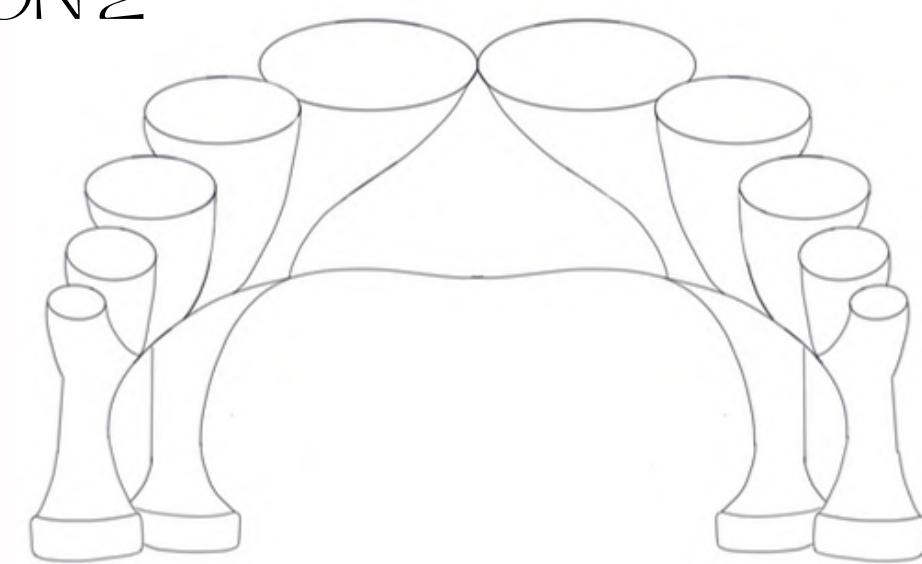
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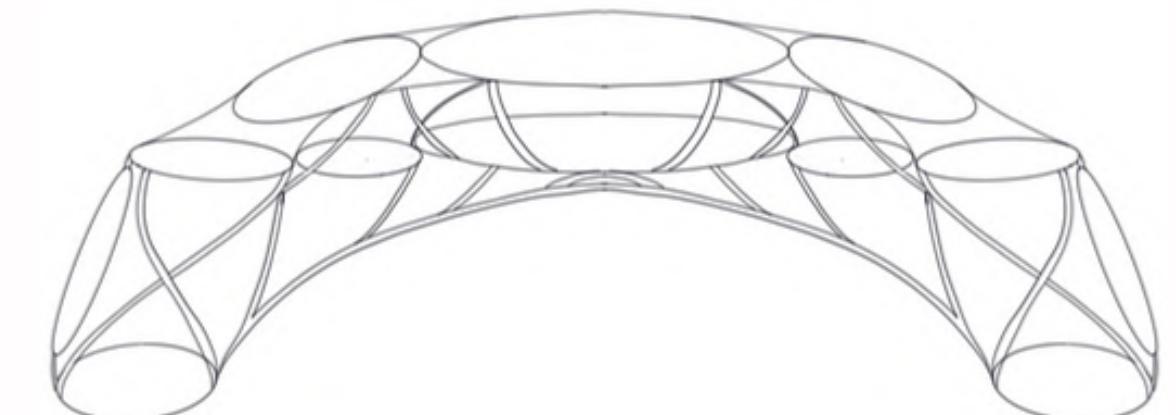
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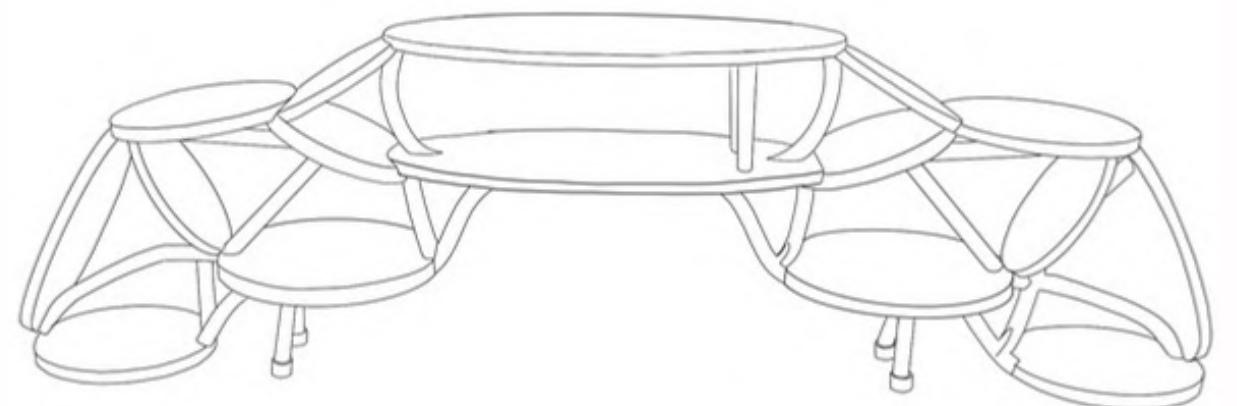
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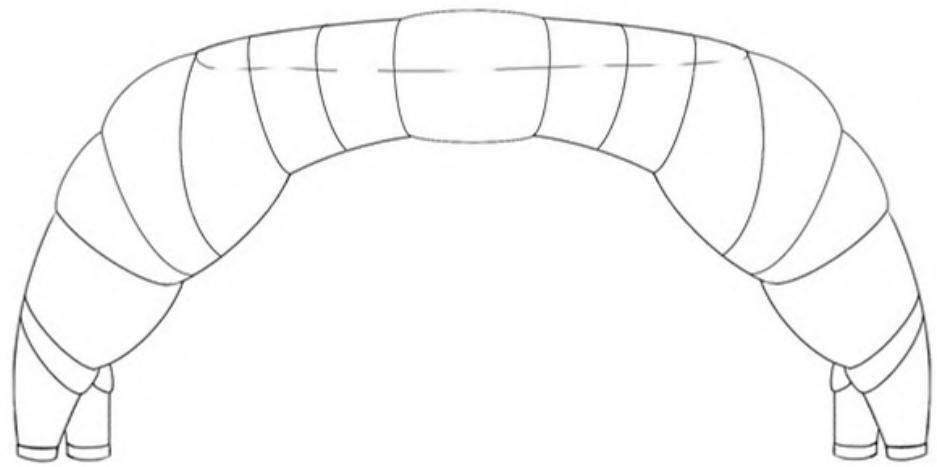
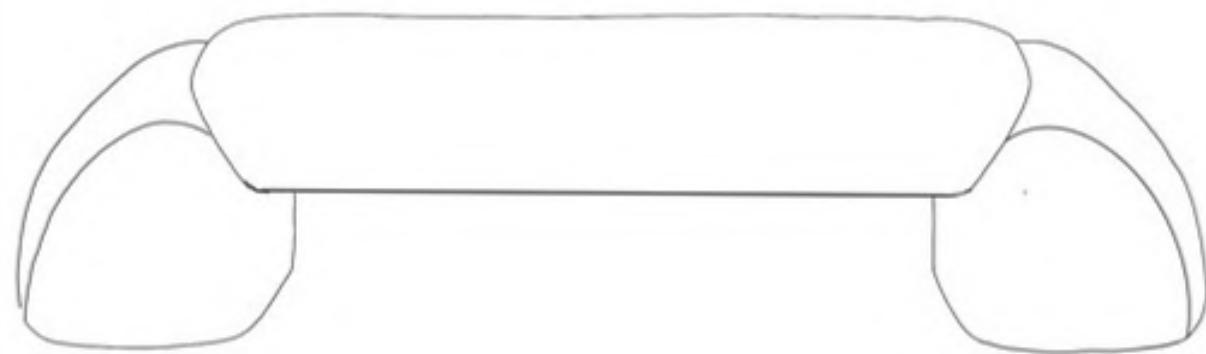
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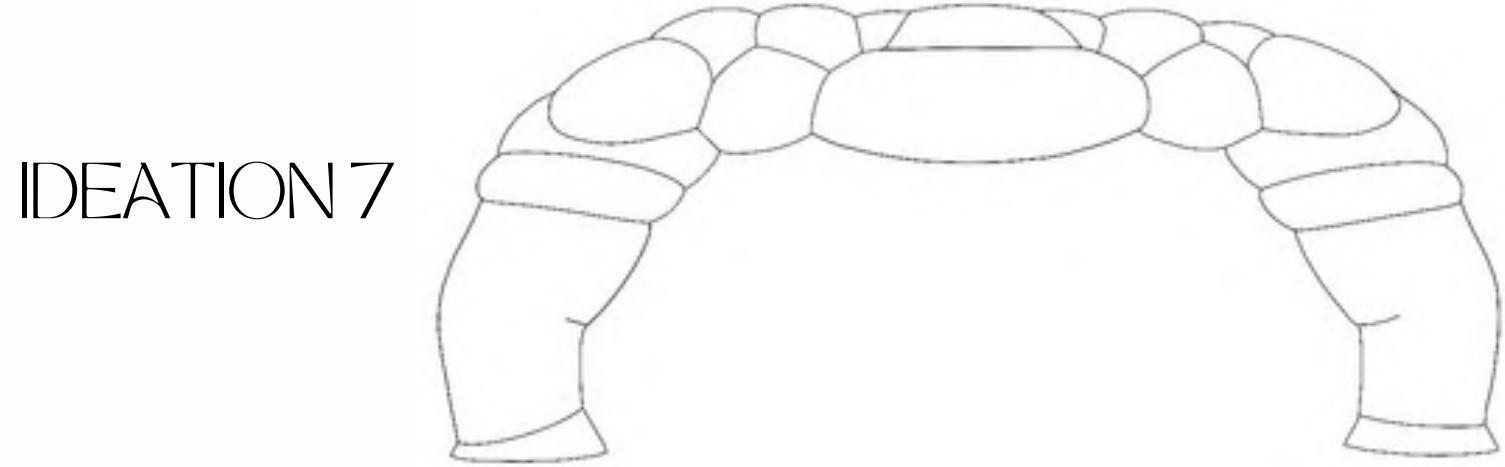
IDEATION 4



IDEATION 5

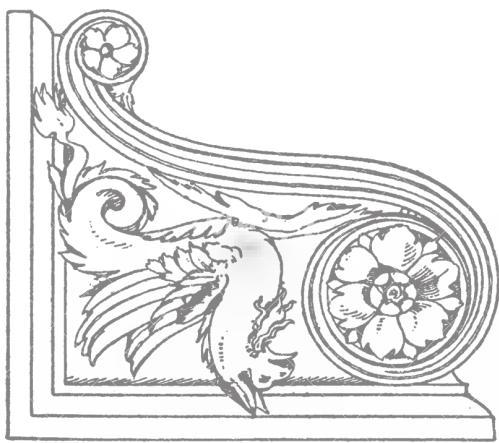


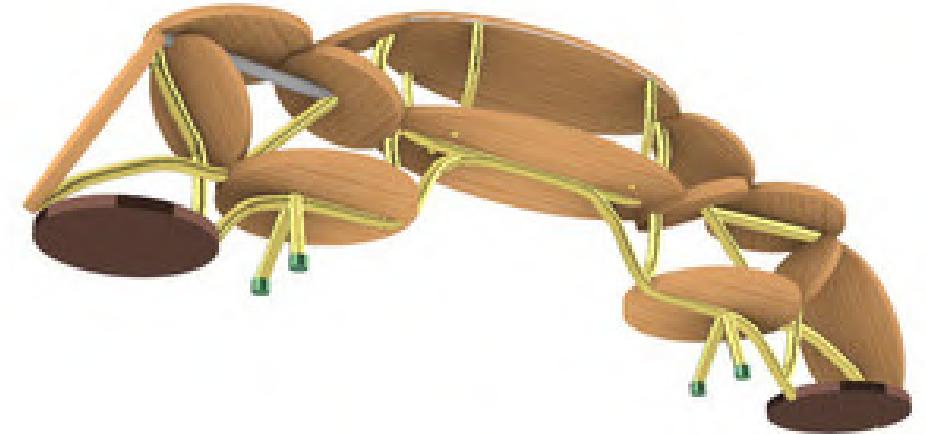
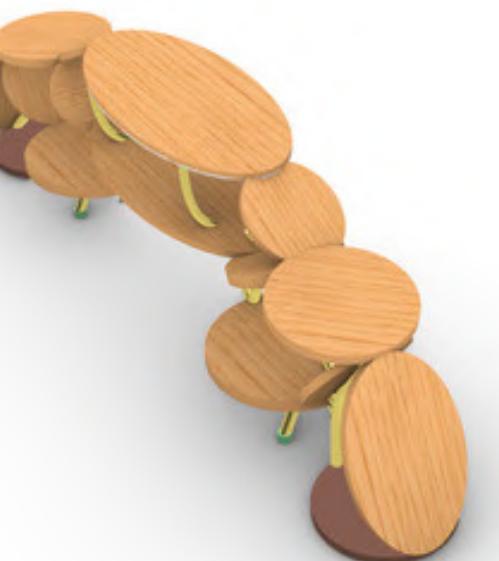
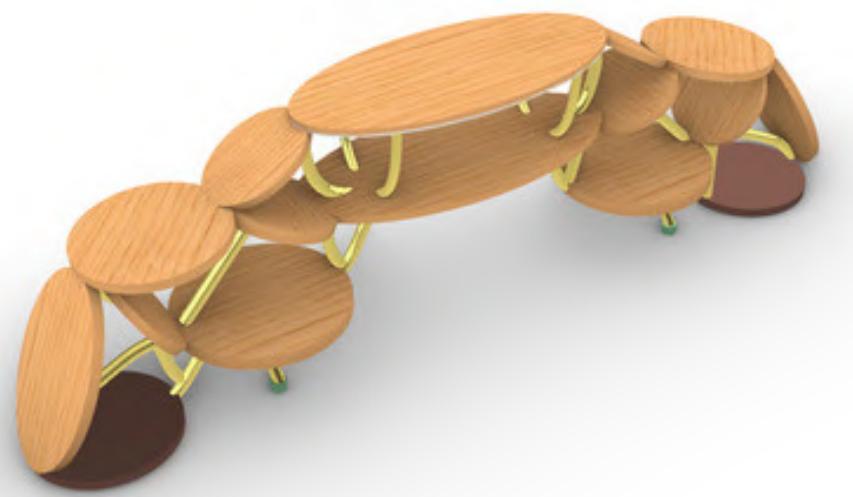
IDEATION 6



F RENDERED PRODUCT

OPTION1

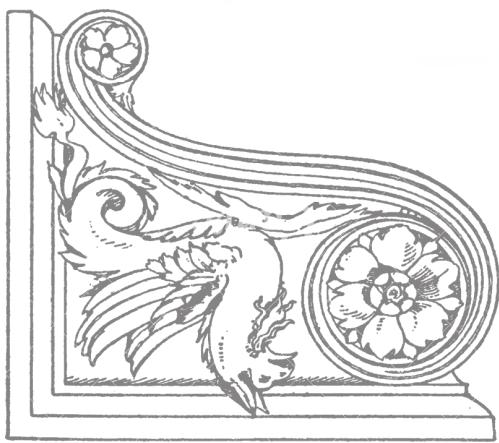
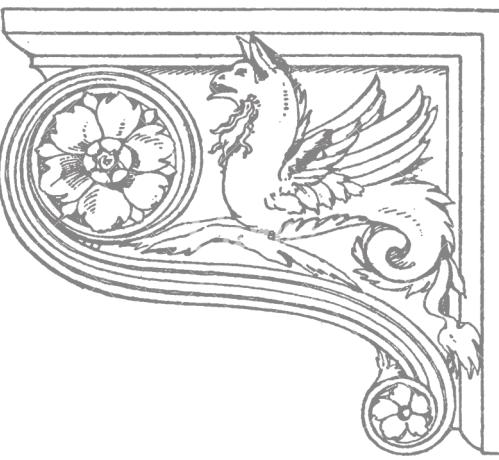




PLACEMENT



OPTION 2





SPECIFICATION SHEET

The product is a bed bench.

The product is made out of wood, brass leather and fiber.

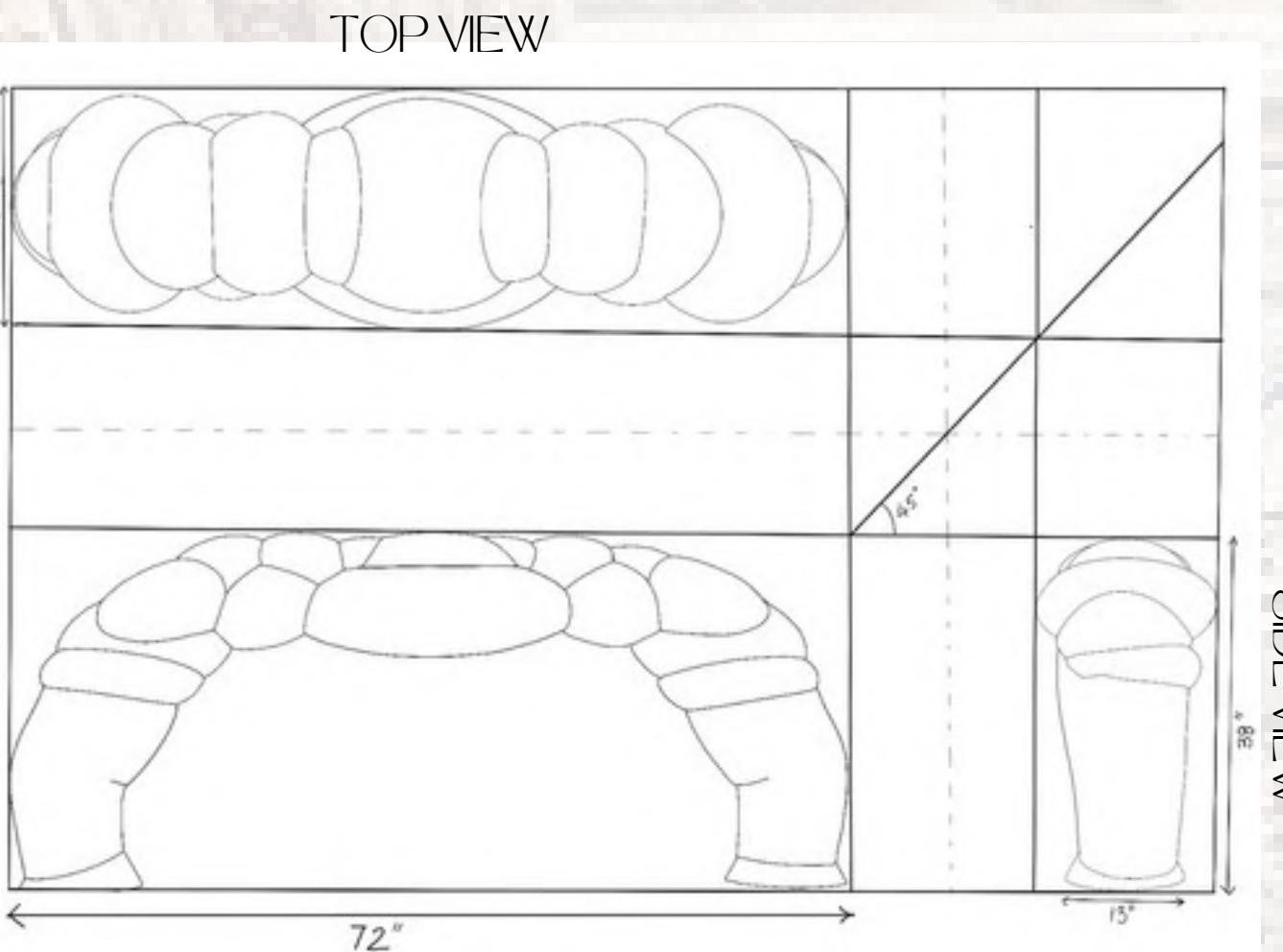
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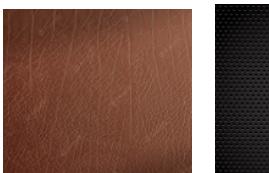
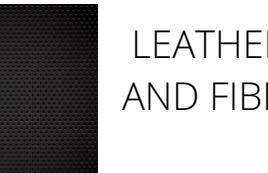
- Modern
- Contemporary
- Elegant
- Symmetrical
- Complex

TECHNICAL DRAWING

LXBXH
72"X22"X33"

FRONT VIEW



YEAR	2022				
REGION	FRANCE	PRODUCT TYPE	FURNITURE		
GENRE	CONTEMPORARY	PRODUCT NAME	BED BENCH		
MATERIAL					
 METAL		 WOOD			
 LEATHER		 FIBER			
MATERIAL SWATCHES					
					
					
DIMENSION					
<ul style="list-style-type: none"> • BED BENCH: 72"L x 22"B x 33"H 					
AREA: BEDROOM					
FINISH:					
<ul style="list-style-type: none"> • POLISH ON WOOD • MATTE FIBRE AND LEATHER 					
COLOUR SCHEME					
					

PLACEMENT





PRODUCT :4

Study Desk

Design Brief

To design a minimal study desk for the age group 14-20 students belonging to middle class in Japan region.

DEMOGRAPHICS AND PSYCHOGRAPHICS

TARGET AUDIENCE

- People of age 14-20 years
- Both urban and rural area
- For both genders
- For middle class people
- People with space issues at home
- People seeking less space consuming furniture
- Wall mounted preferred
- Students who have a habit/routine of reading/bookworms

KEY FEATURES

- Less space consuming
- Easy to move
- Easy to use
- Drawers and table in one
- Minimal
- Light weight

INCOME: 3,077,000 YEN (AVG ANNUAL MIDDLE CLASS SALARY IN JAPAN)

**MATERIAL USED: TEAK WOOD, GRANITE MARBLE STONE, BRASS
(moderately priced for middle class)**

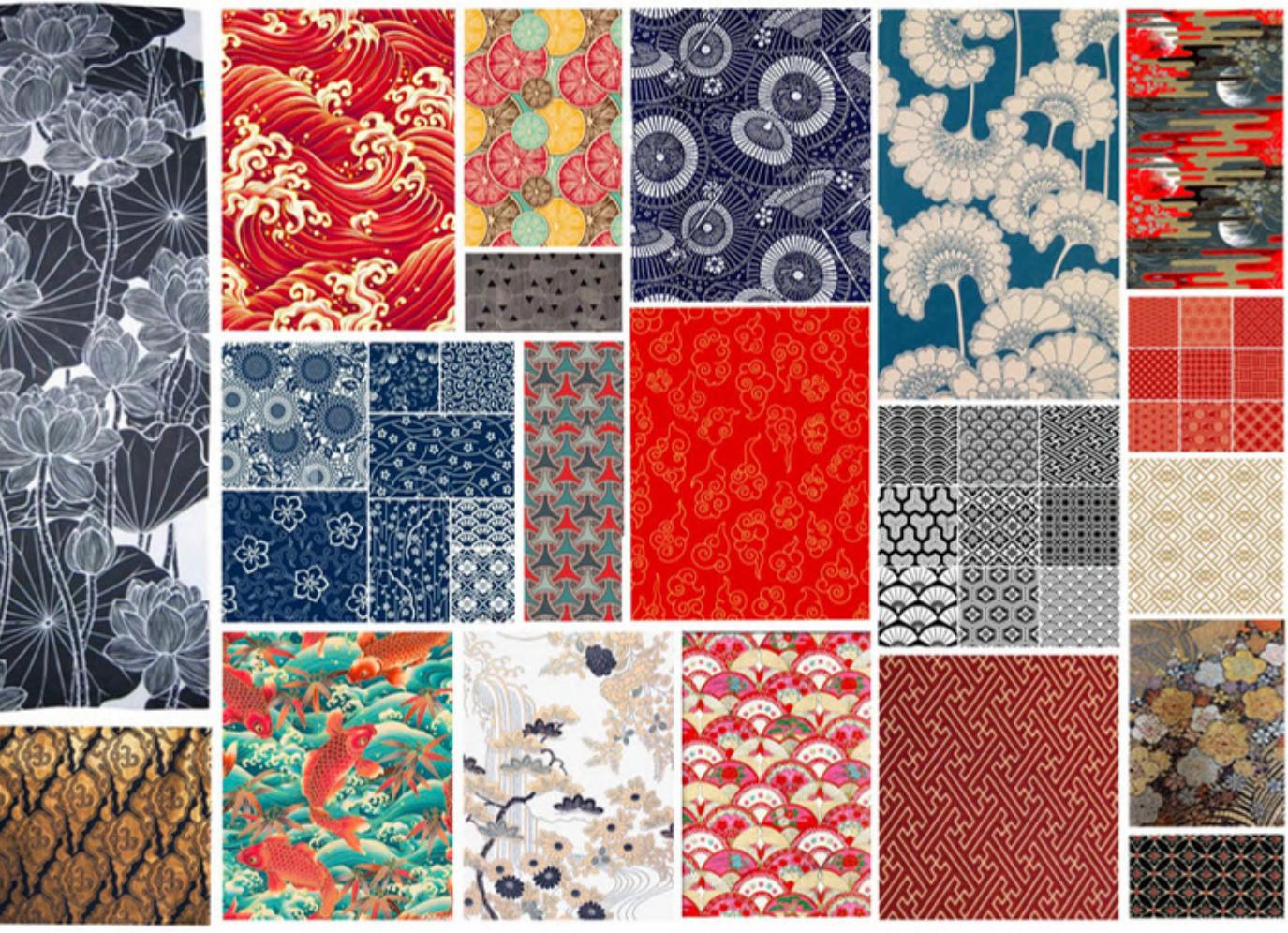
**THEME: JAPANESE FESTIVALS
INSPIRATION: JAPANESE MOTIFS**



CLIENT BOARD

KEYWORDS

- TEENAGERS
- LITERATE
- STUDIOUS
- BOOKWORM
- ERUDITE
- AMBITIOUS
- INTELLECTUAL
- ACADEMIC



INSPIRATION BOARD

KEYWORDS

- FLORAL
- CONTINOUS
- SYMMETRICAL
- REGULAR
- REPETITIVE
- SYMBOLIC
- STRUCTURAL
- PALINDROMIC



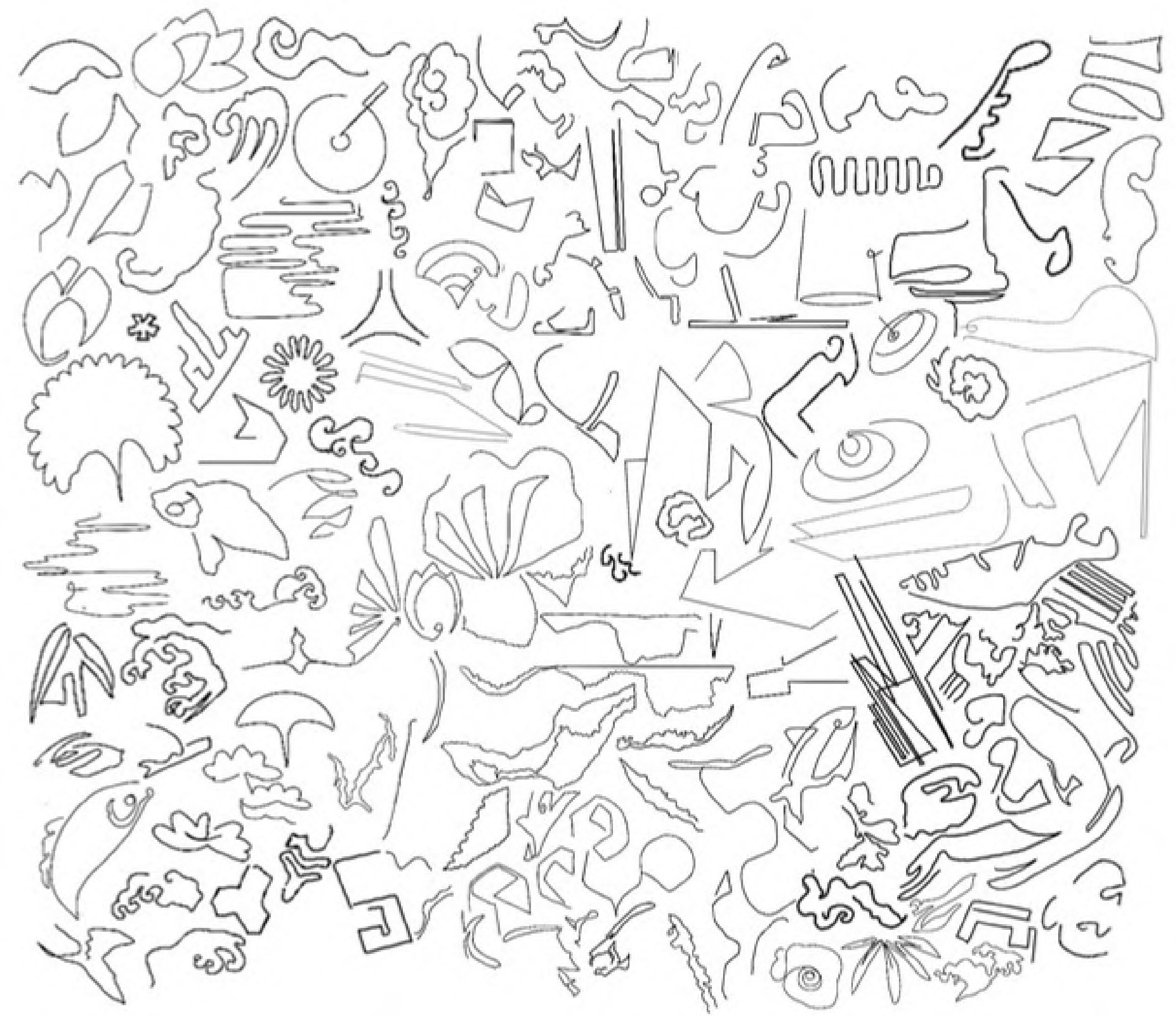
THEME BOARD

KEYWORDS

- TRADITIONAL
- CELEBRATORY
- WELL-LIT
- CROWDED
- ETHNIC
- HOLY
- WELL DRESSED
- RELIGIOUS
- HEAVILY DECORATED

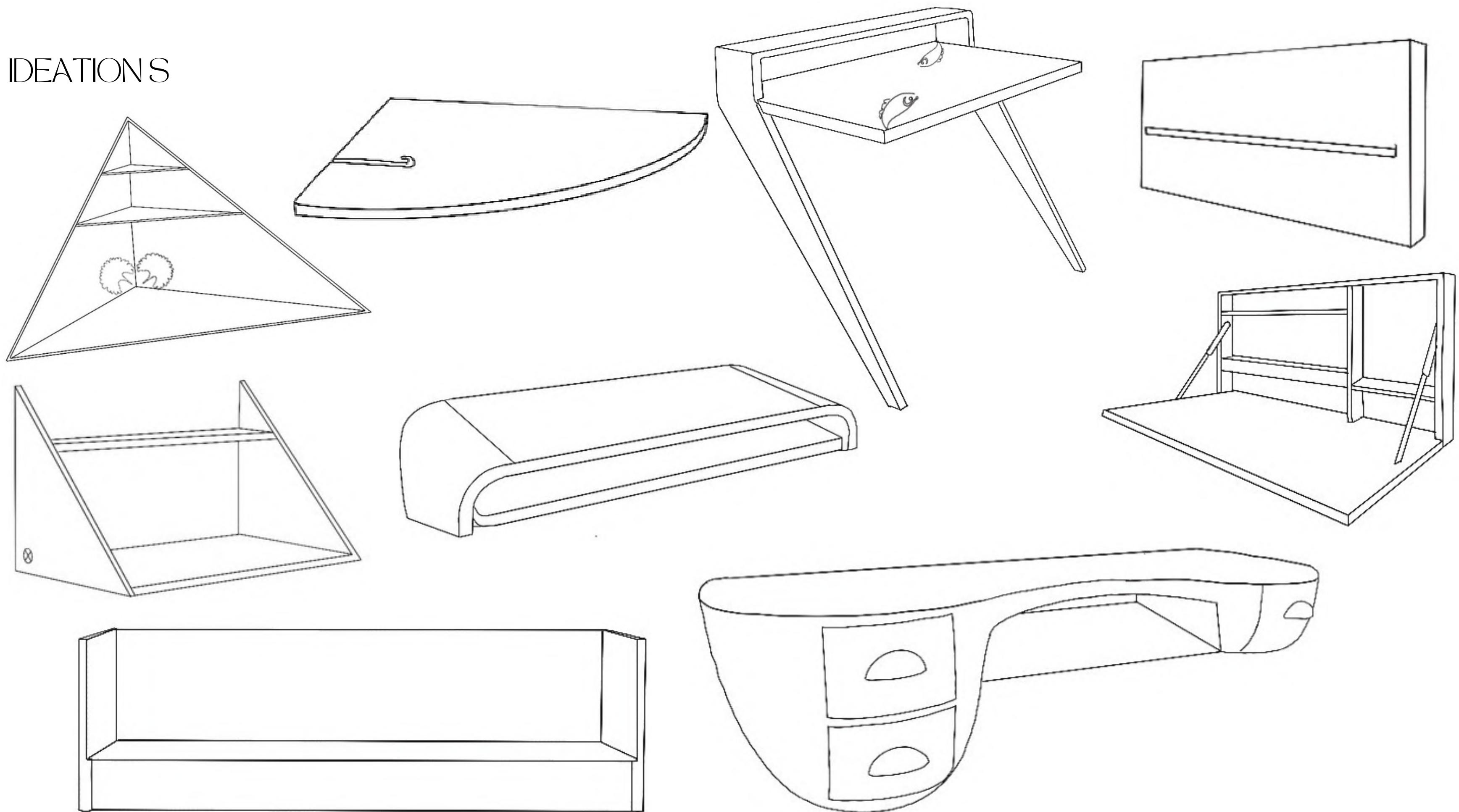


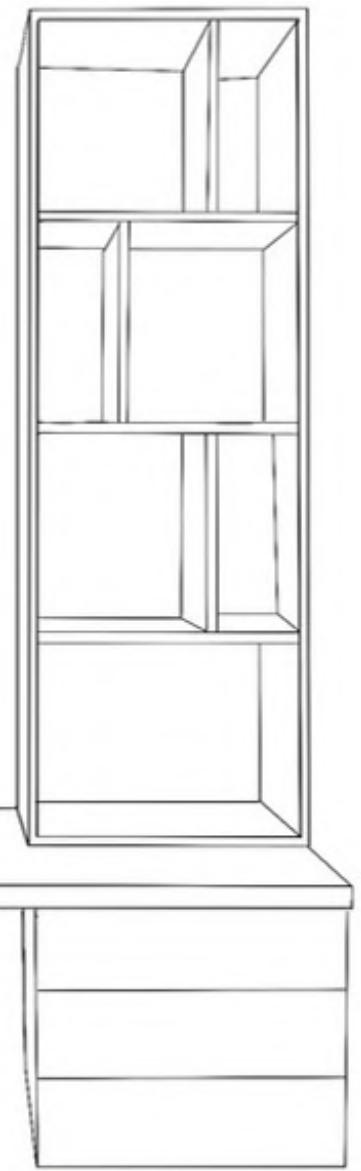
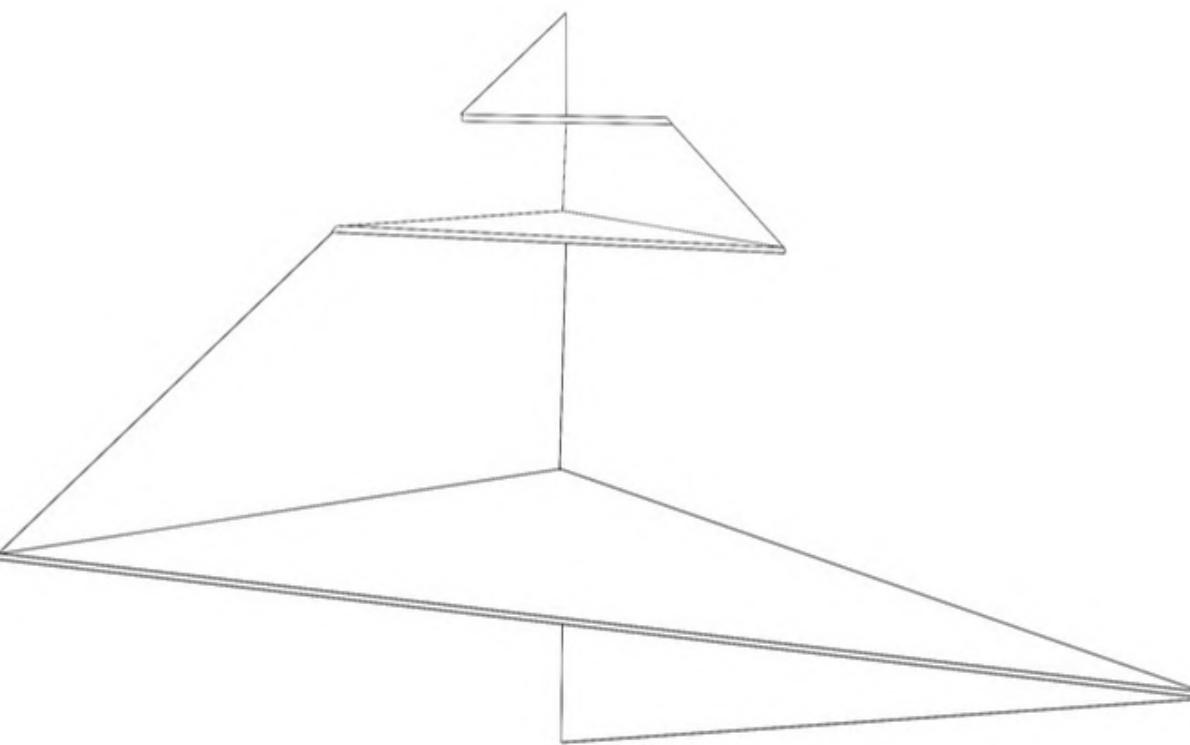
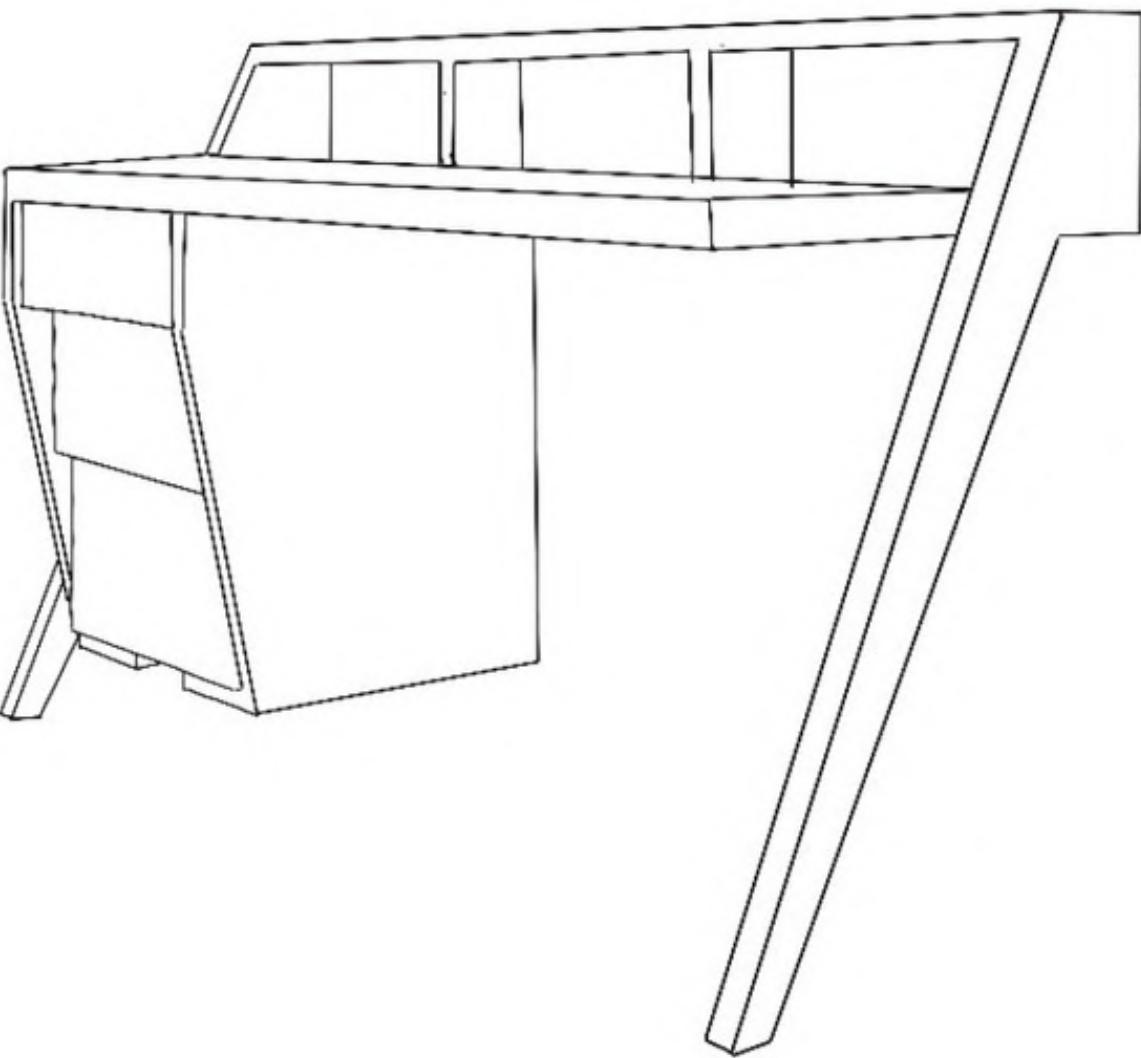
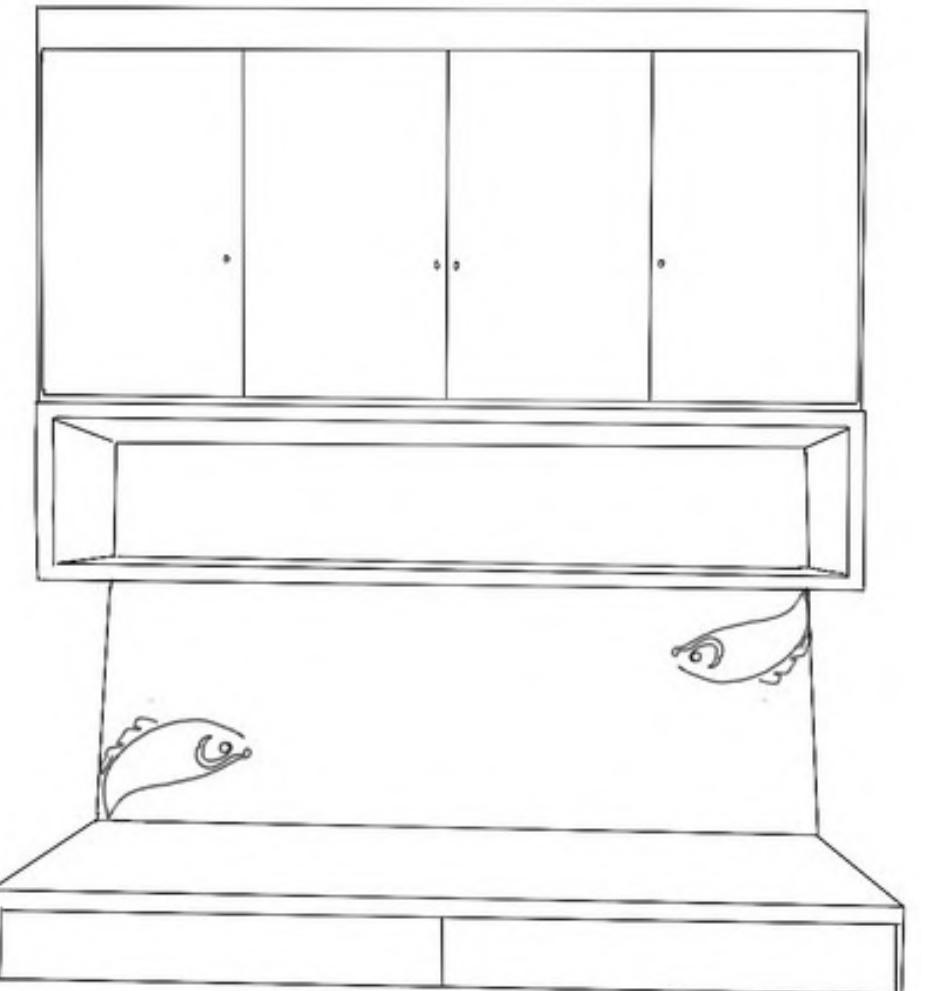
MATERIAL BOARD



FORMS

IDEATIONS

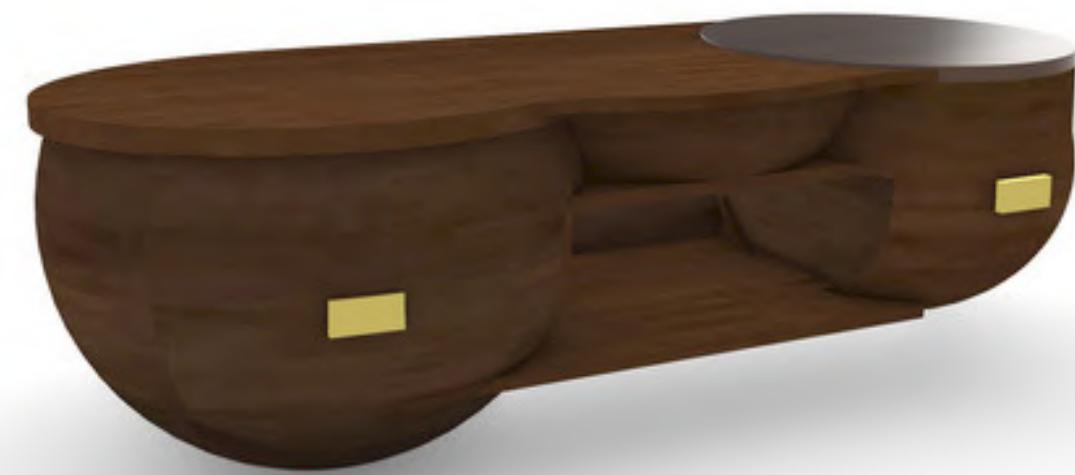






RENDERED PRODUCT





PRODUCT :5

Wall Lamp Box

Redesign Brief

To design a packaging for a wall lamp for upper class high-end bakers of age 25-35 for their shop lighting fixtures that highlights their product.

DESIGN BRIEF

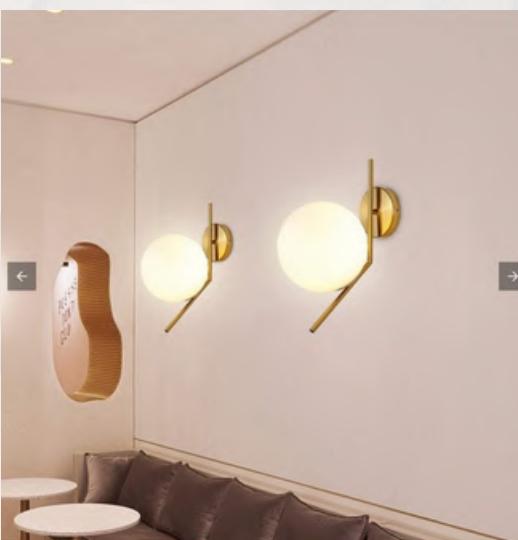
TO DESIGN A PACKAGING FOR WALL LAMP FOR BAKERS FOR THEIR SHOP LIGHTING FIXTURES TO HIGHLIGHT THEIR PRODUCT.

A PRODUCT PACKAGE SO THAT THE PACKAGE COULD BE USED AS A LAMP COVER WHILE IN USE IF WANTED AS A CEILING LAMP.

PRODUCT

A NON-BRAND MOON WALL LAMP

PRODUCT PICTURES



PROBLEM IDENTIFICATION

- Basic cardboard boxes
- Non-functional packaging
- Boring and repetitive
- Unoriginal
- Not sustainable

CONSUMER SEGMENTATION

Geographics

Region : India
Density: Urban

Demographics

Age - 25- 40 years

Behavioural

Purchase Behaviour: Modern and Functional seeking
Benefits sought: Contemporary and useful
User Status : Bakery to highlight their product
Occasion : Universal

Psychographics

Lifestyle : Bakers
Social Status : Upper Middle class
Interests : Baking, Singing and Gardening.

THEME BOARD



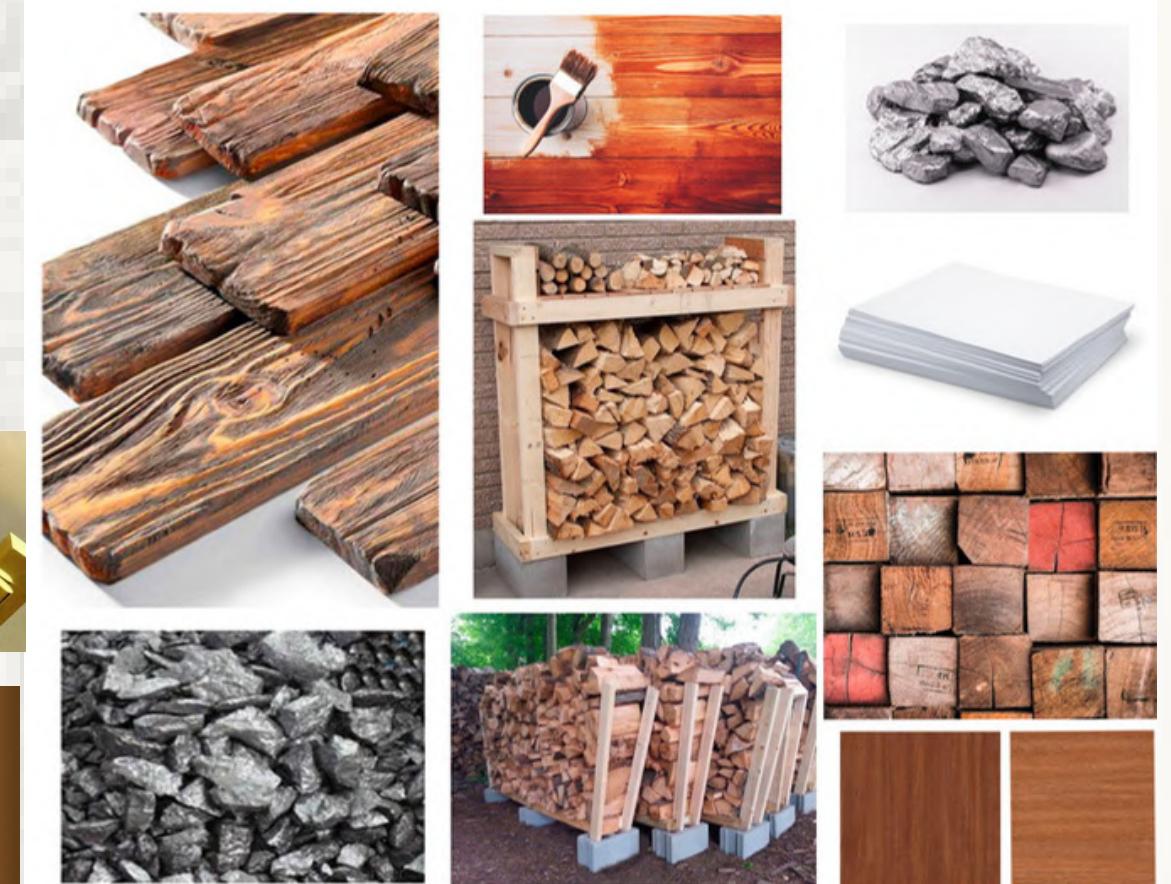
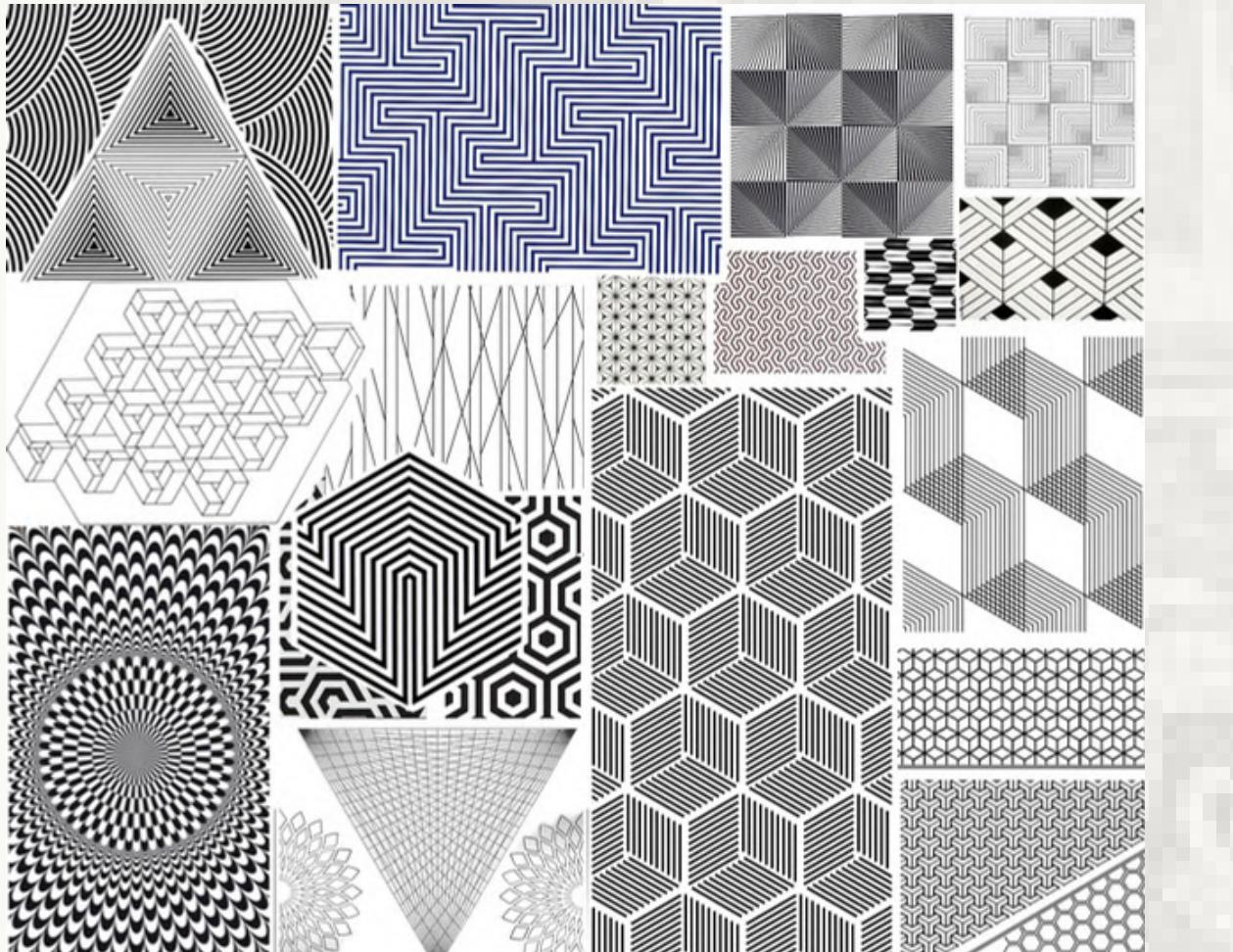
INSPIRATION BOARD



CLIENT BOARD



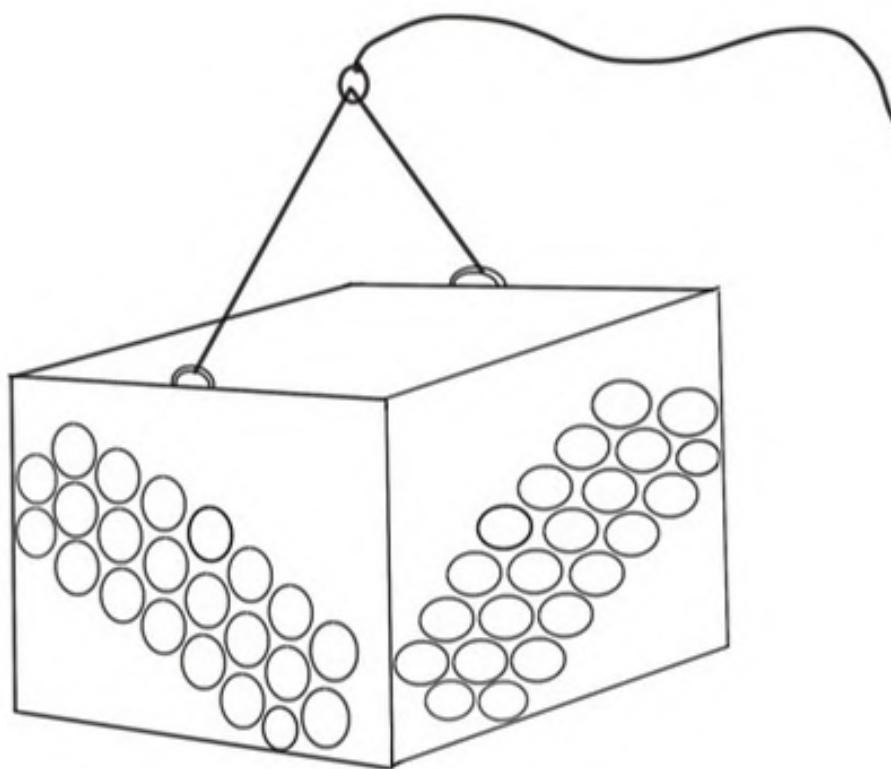
MATERIAL BOARD



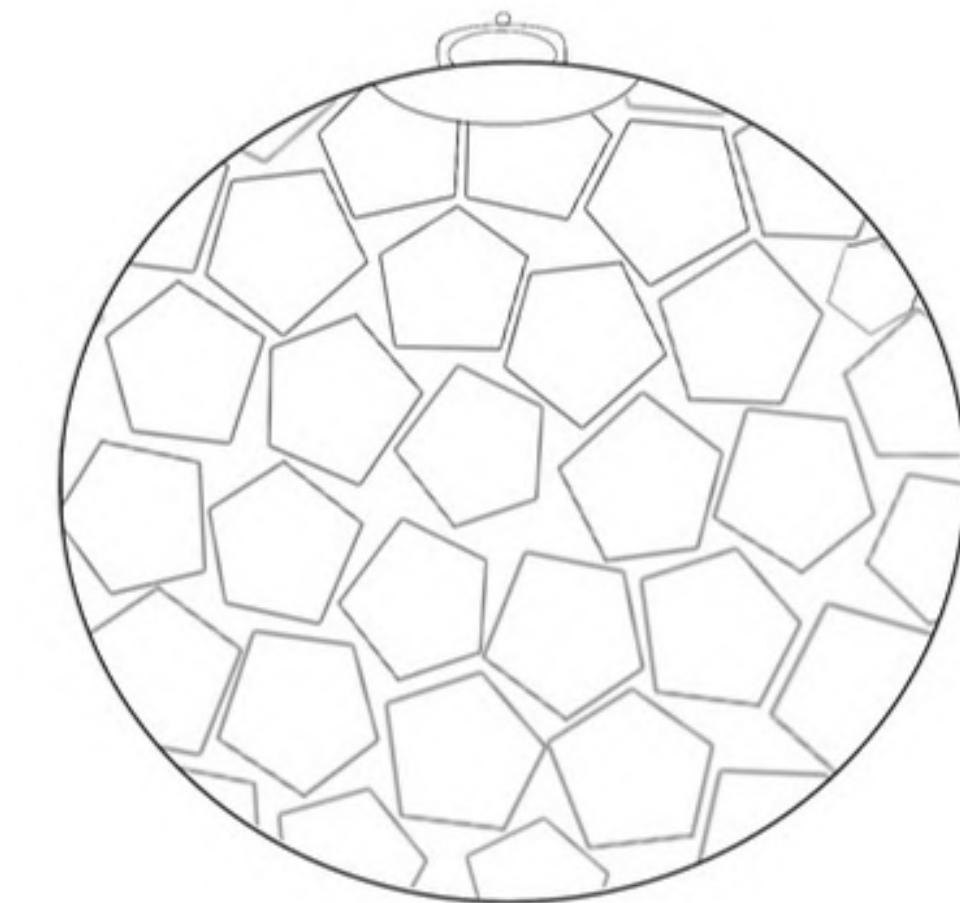


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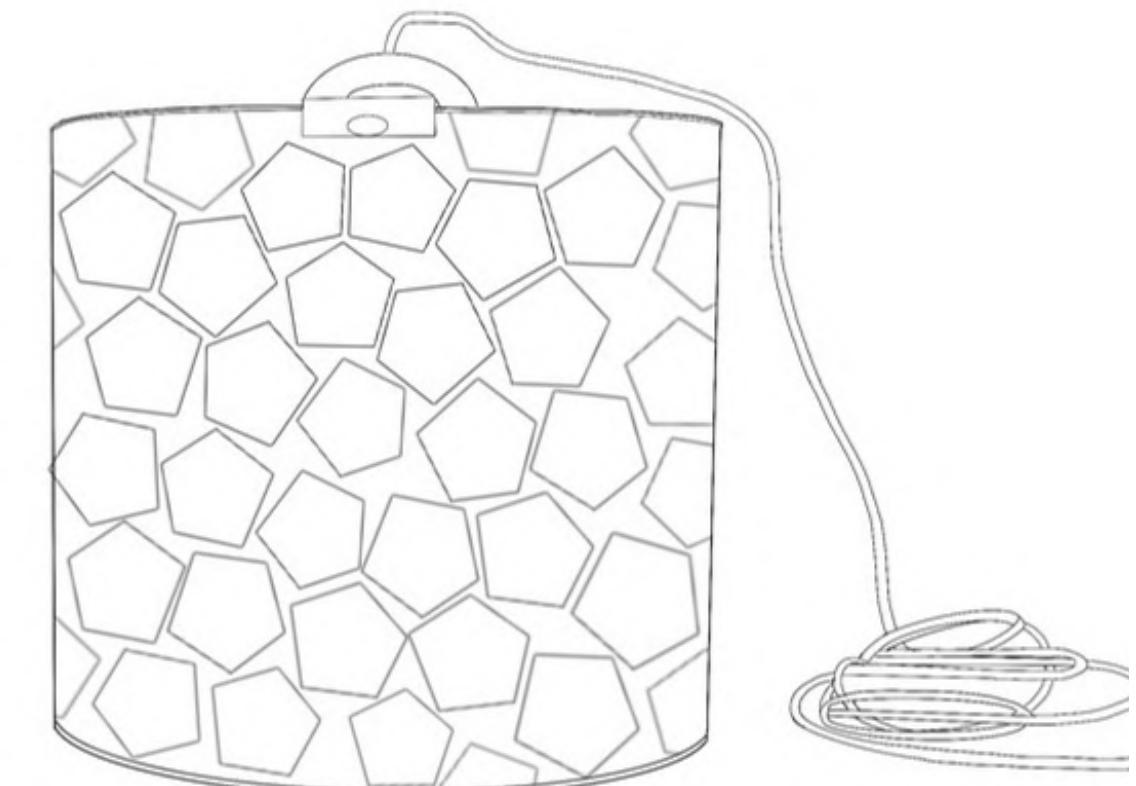
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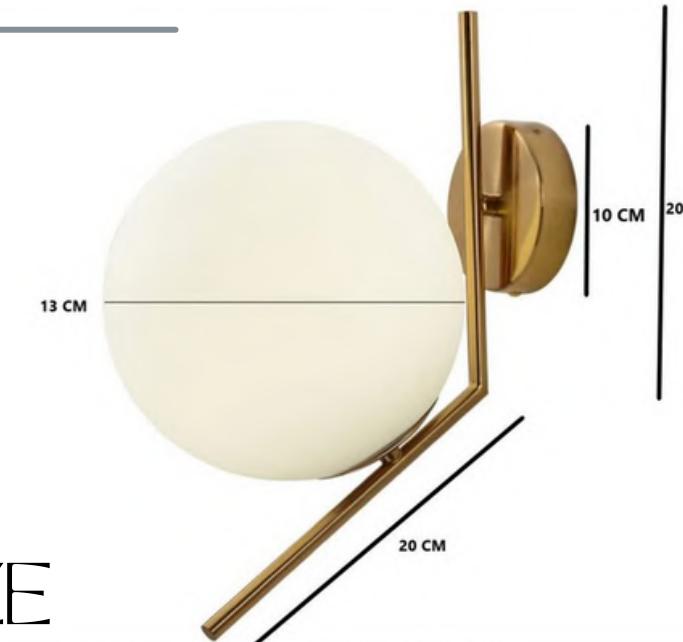
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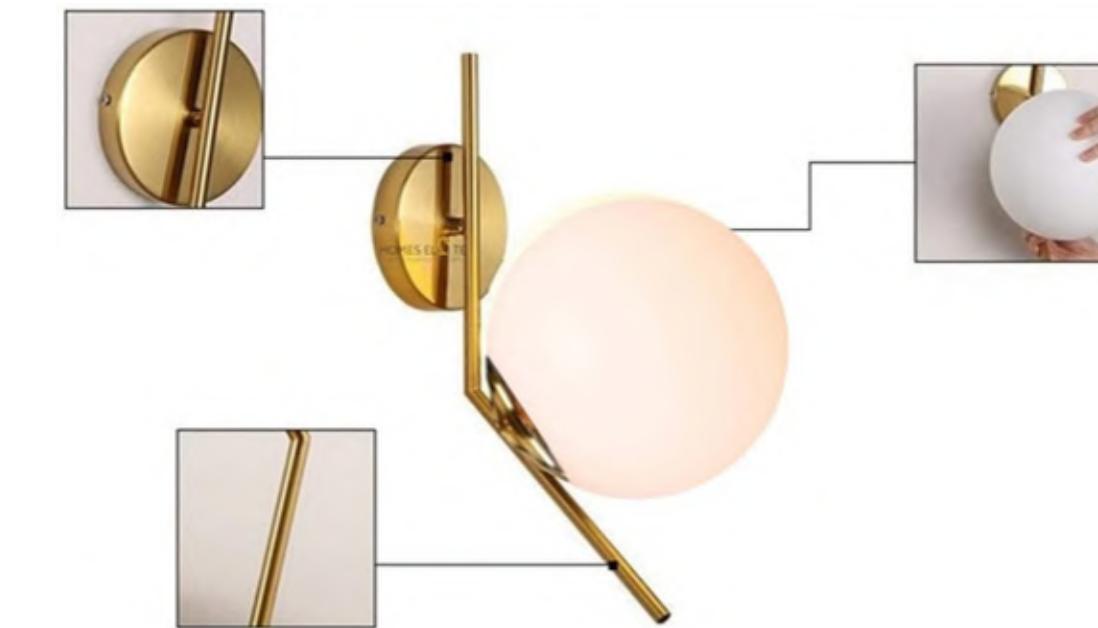
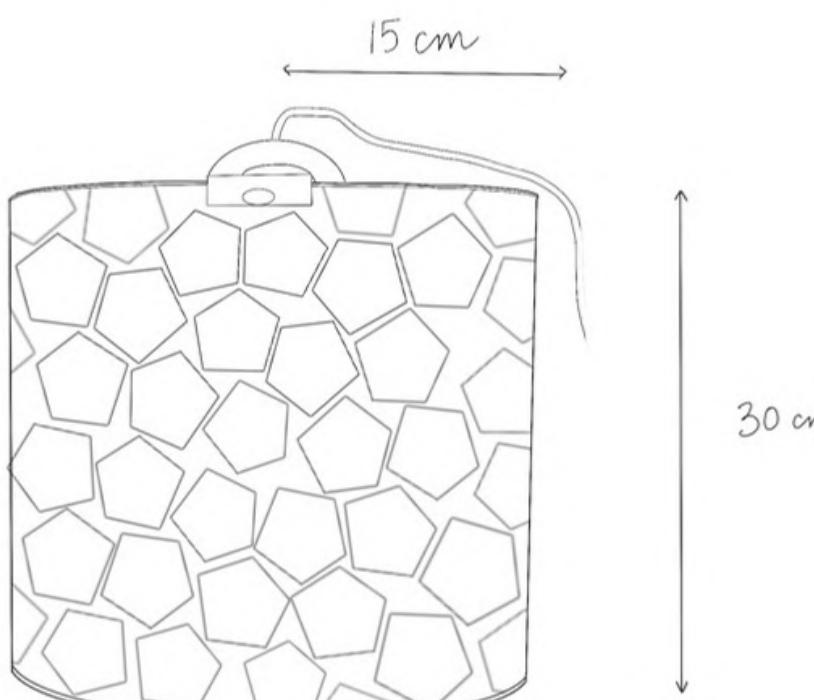
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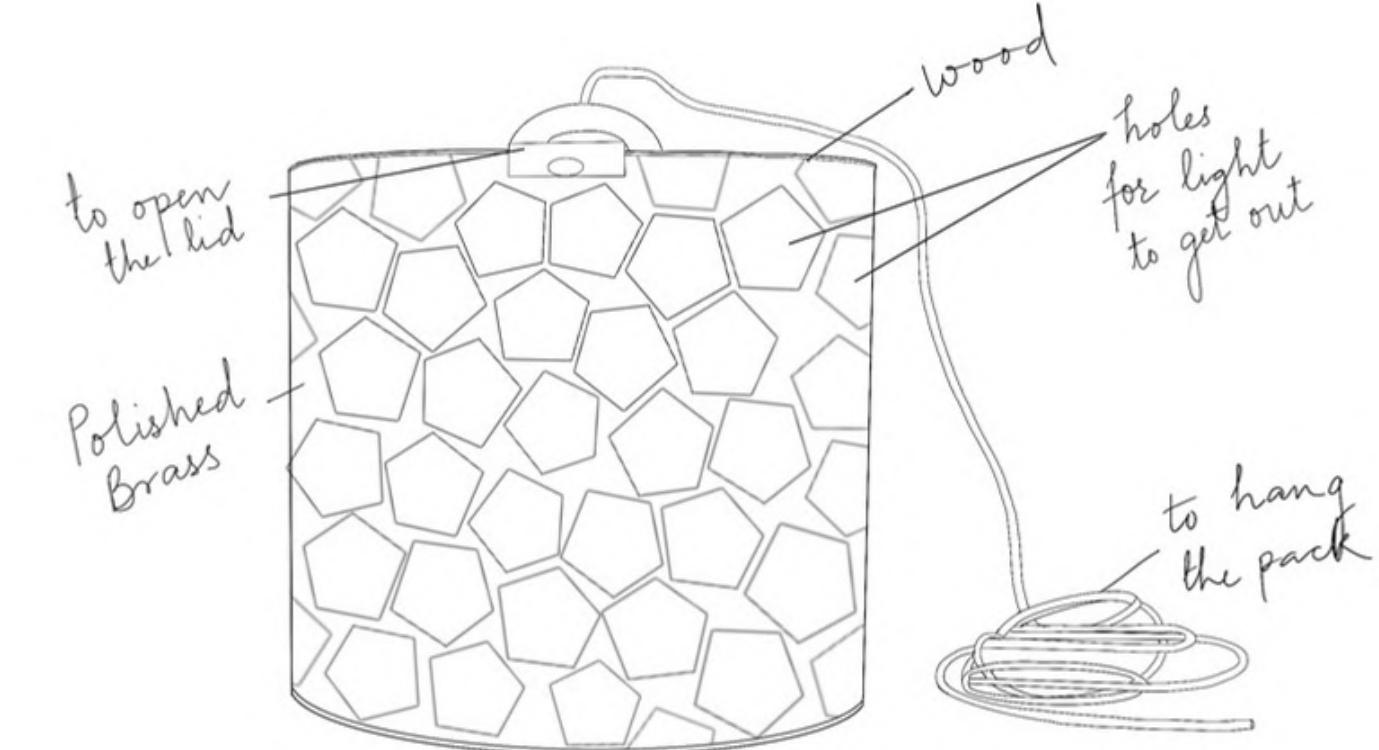
PRODUCT SIZE



PACKAGING SIZE



A DESIGN THAT EVEN WITH THE PACKAGE SERVES
AS A LAMP DUE TO THE HOLES TO PASS LIGHT.



FINAL RENDERING

