

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



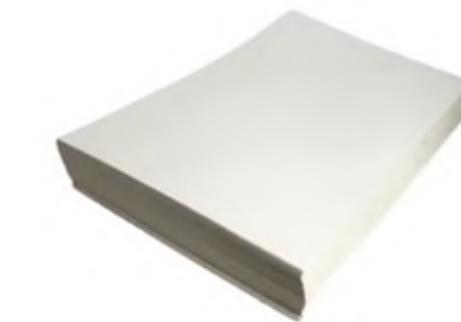
CLIENT BOARD



INSPIRATION BOARD



MATERIAL BOARD



Paper



Wood



Velvet



Glass



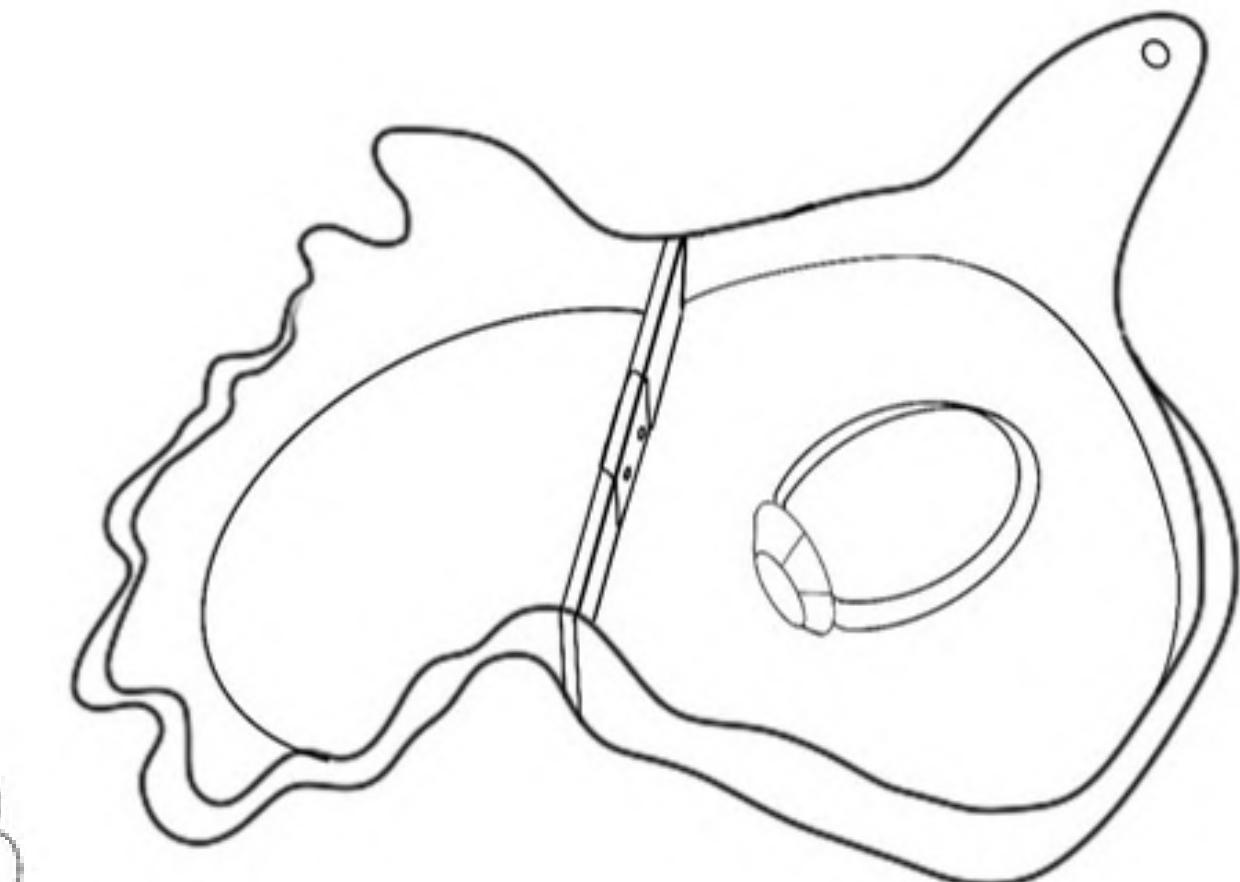
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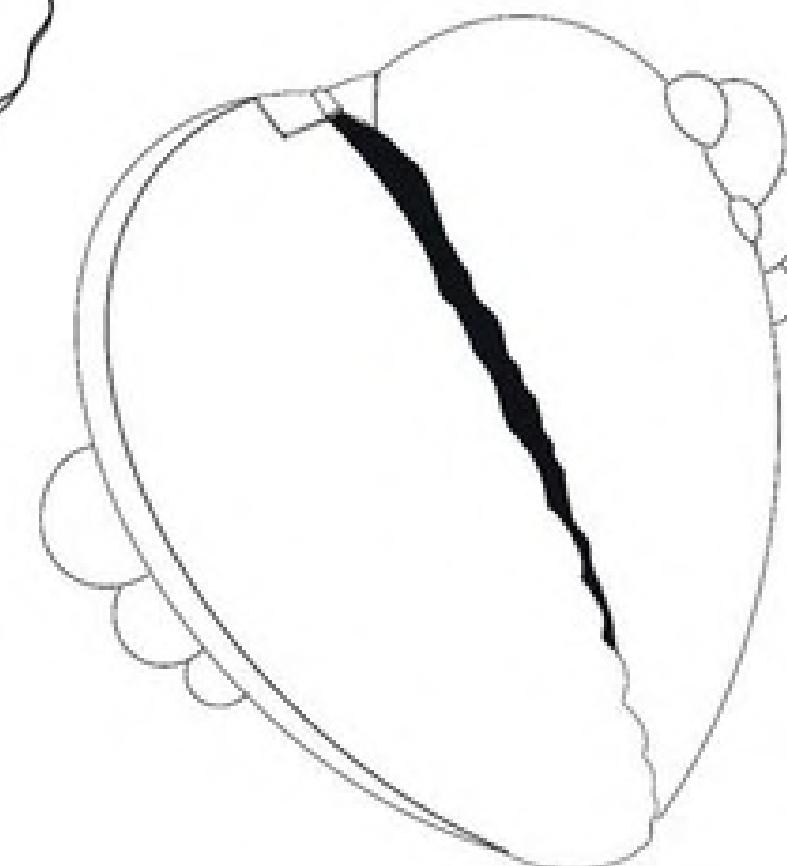
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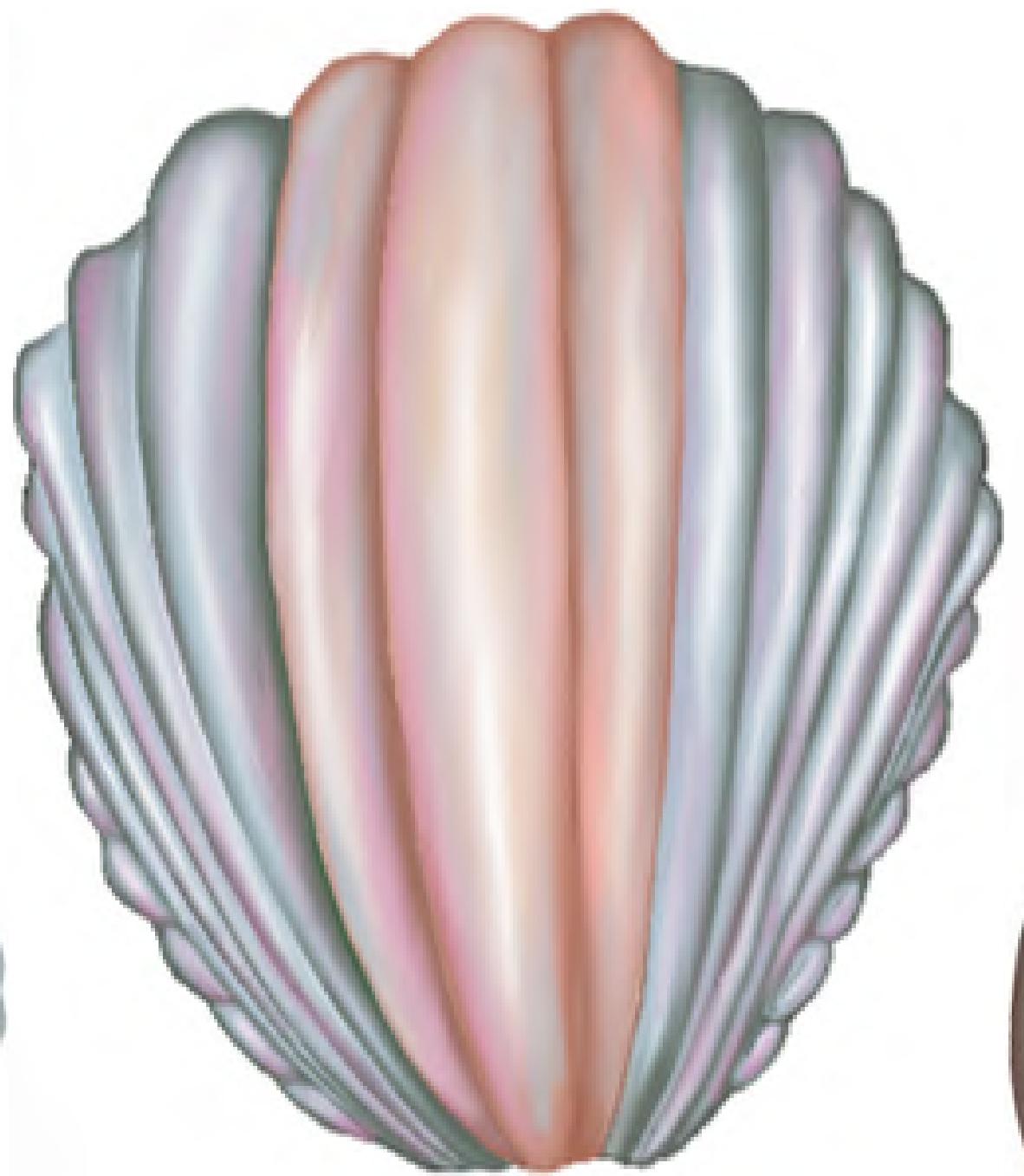


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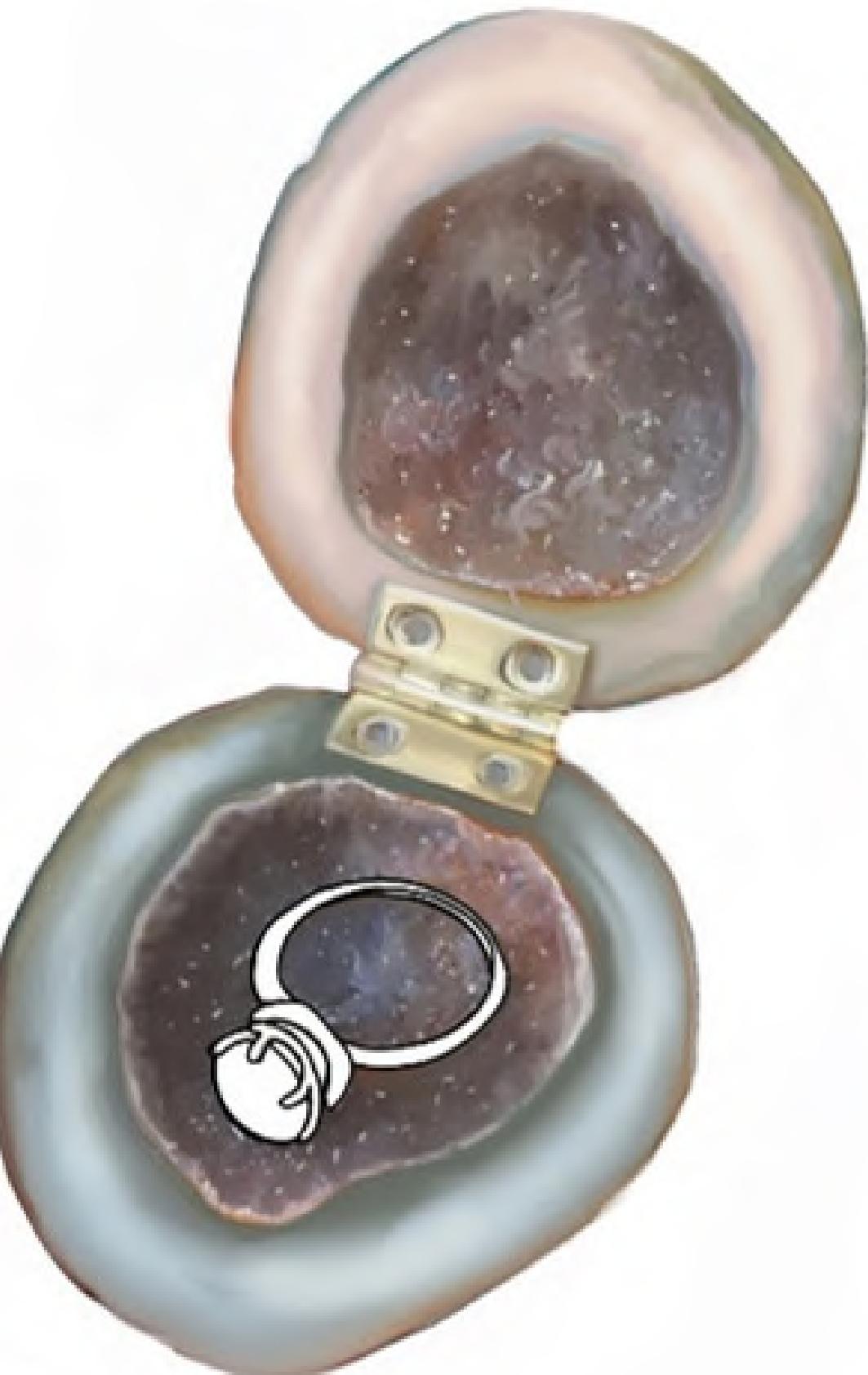


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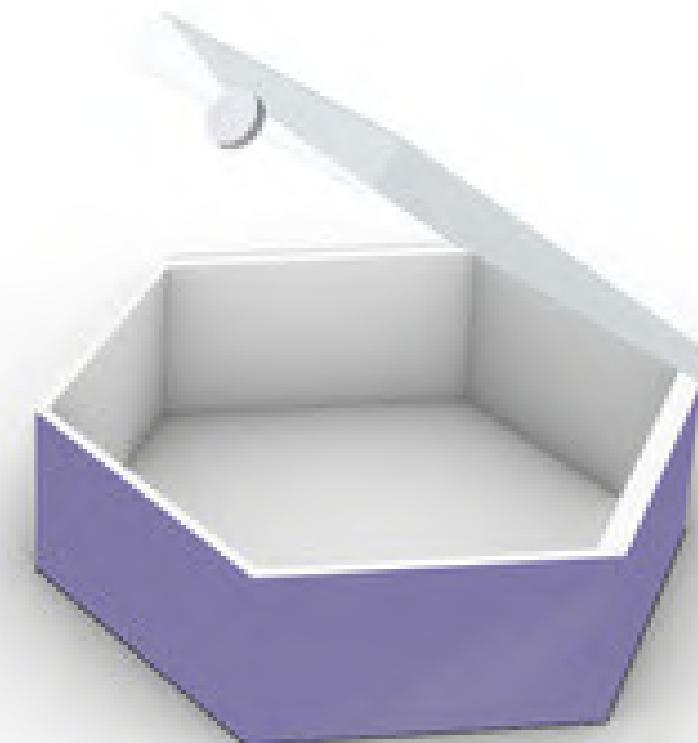
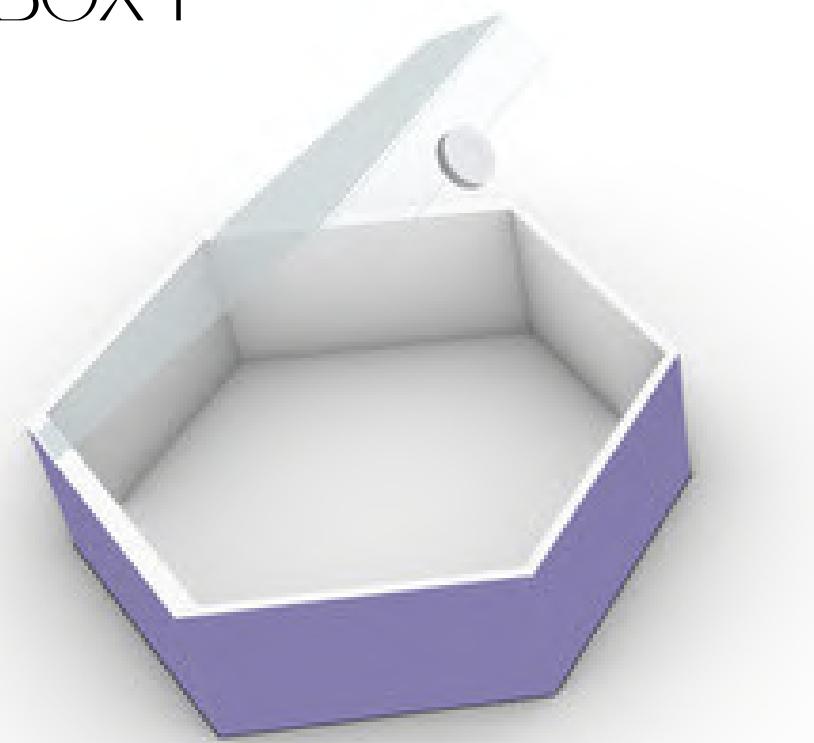




INNER BOX



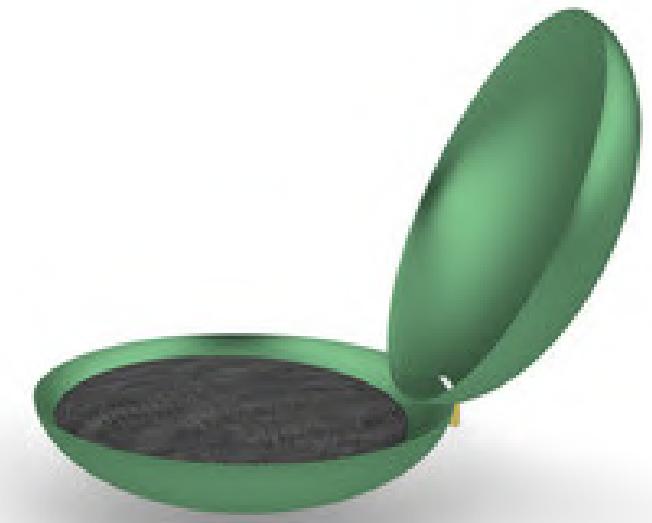
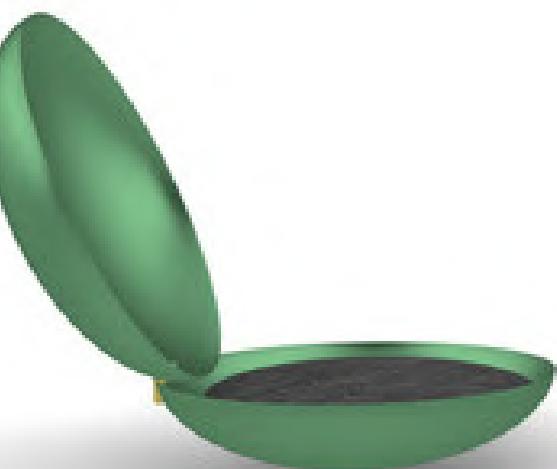
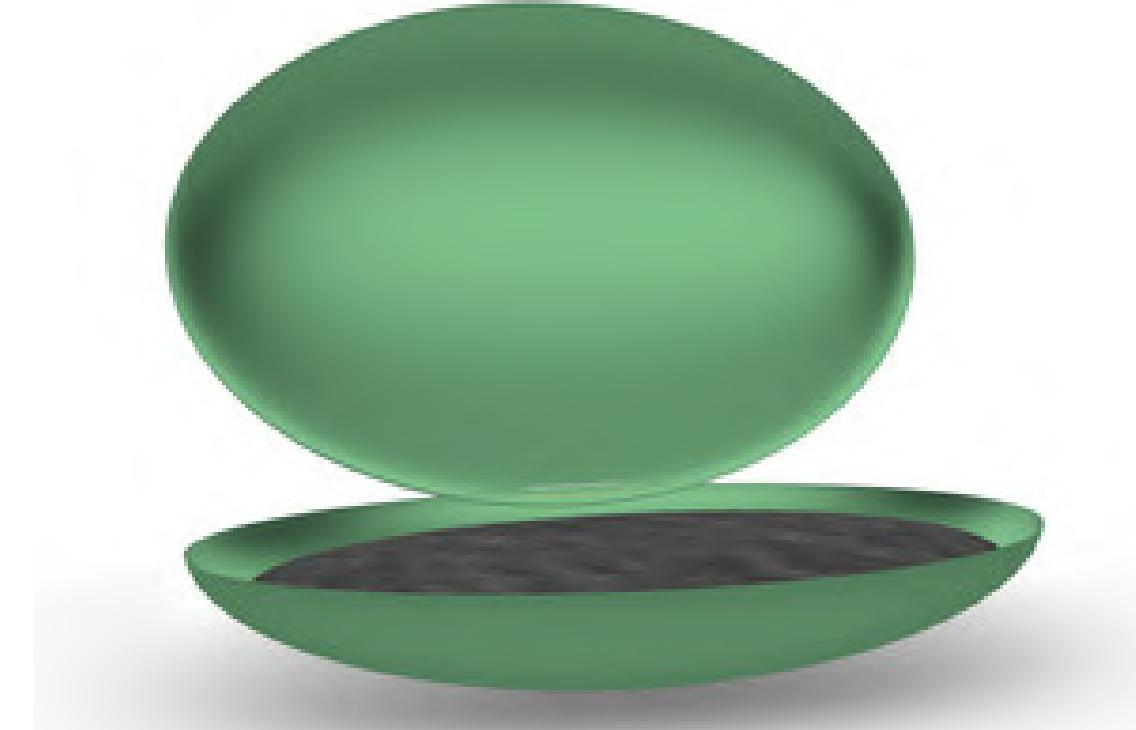
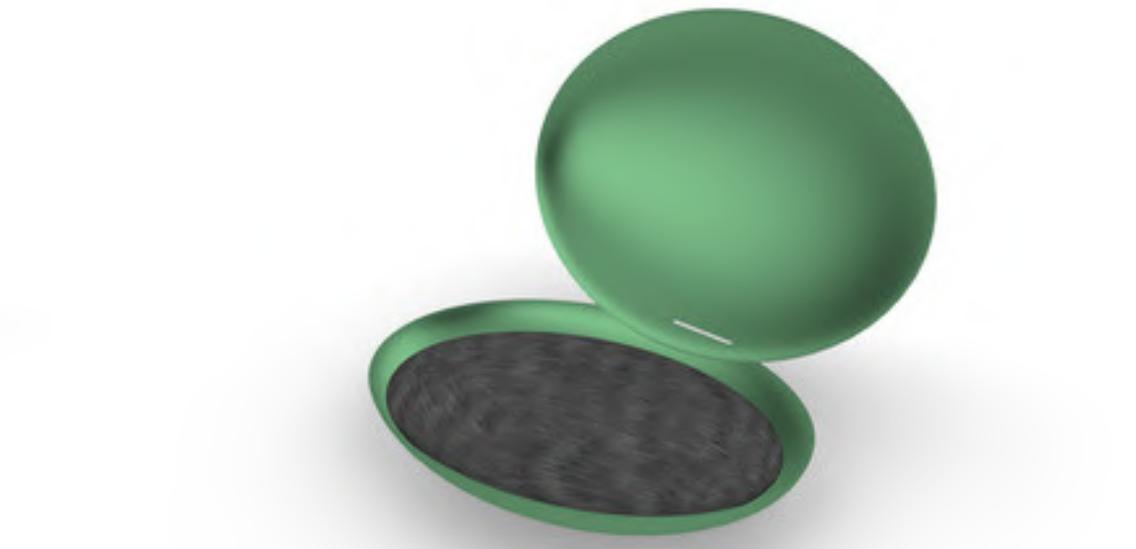
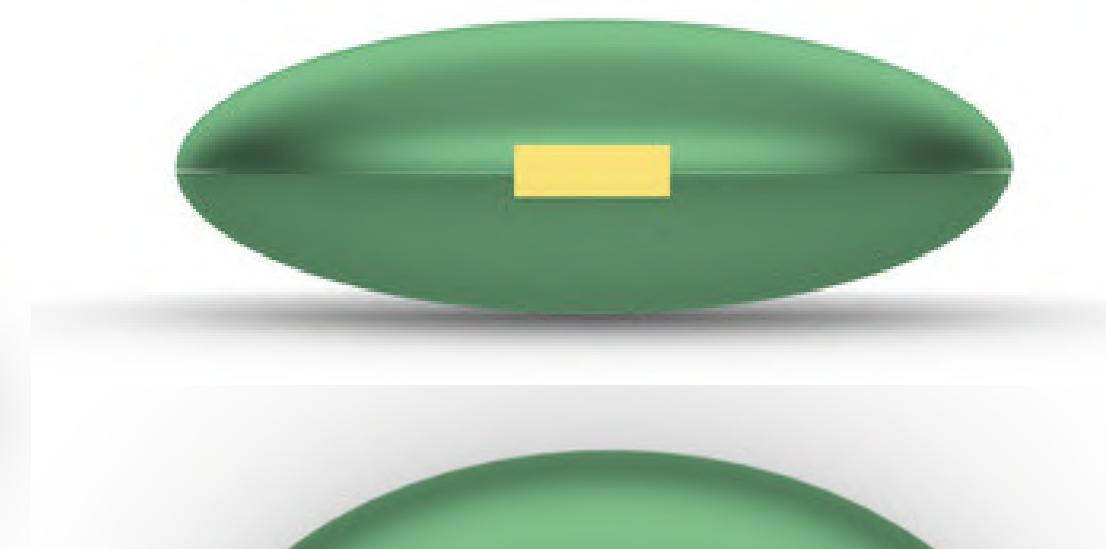
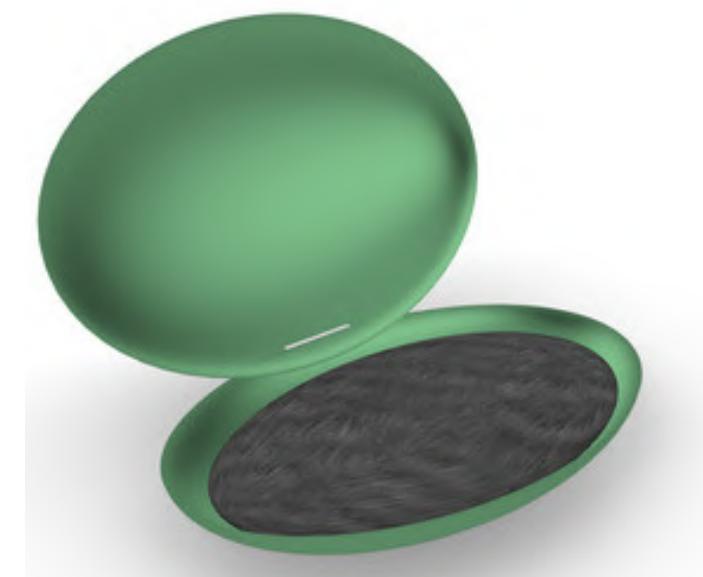
BOX 1



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

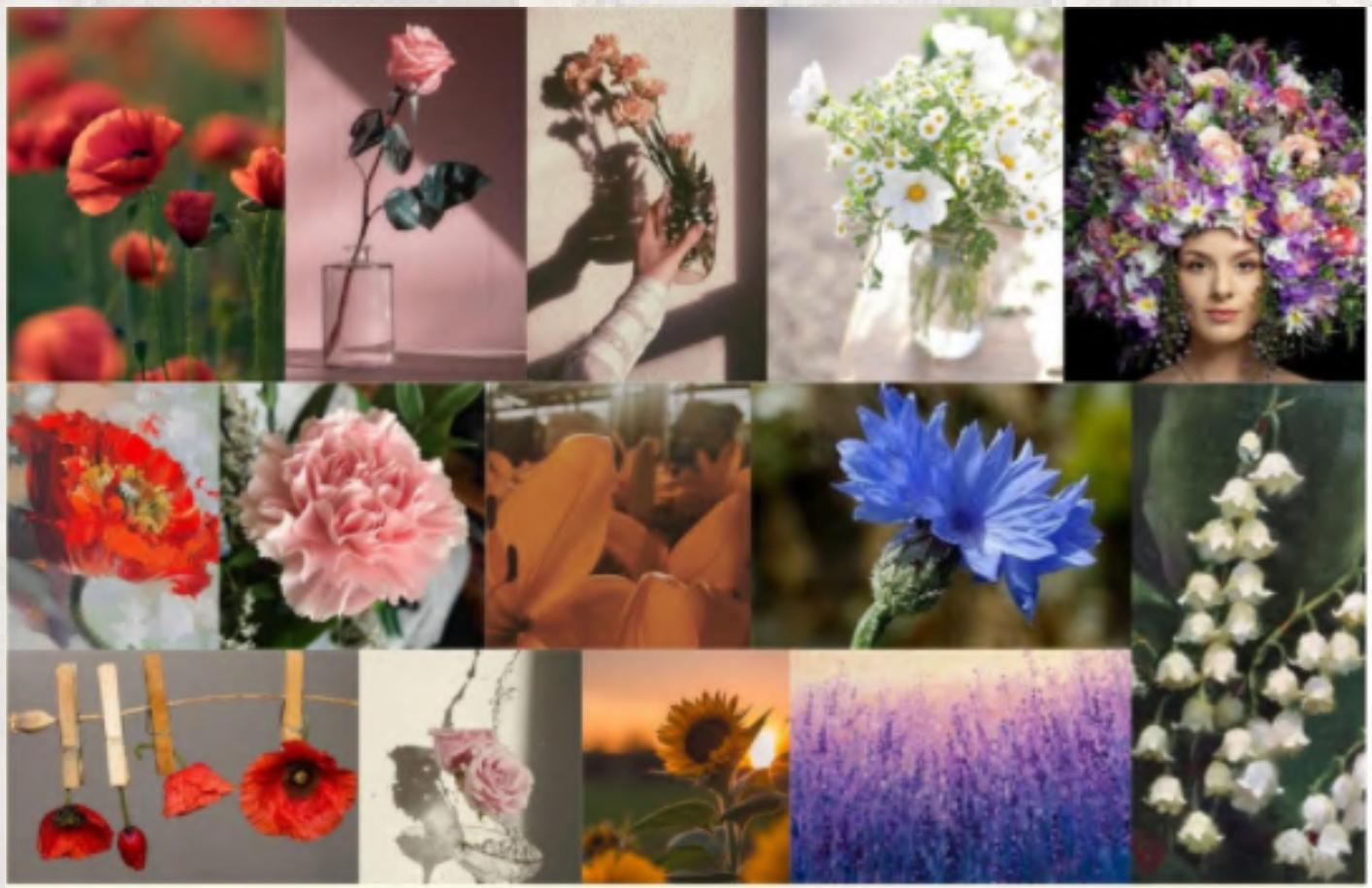
Lifestyle : Retired
Social Status : Upper class
Interests : Cooking, Singing, Gardening and Maintaining the house

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



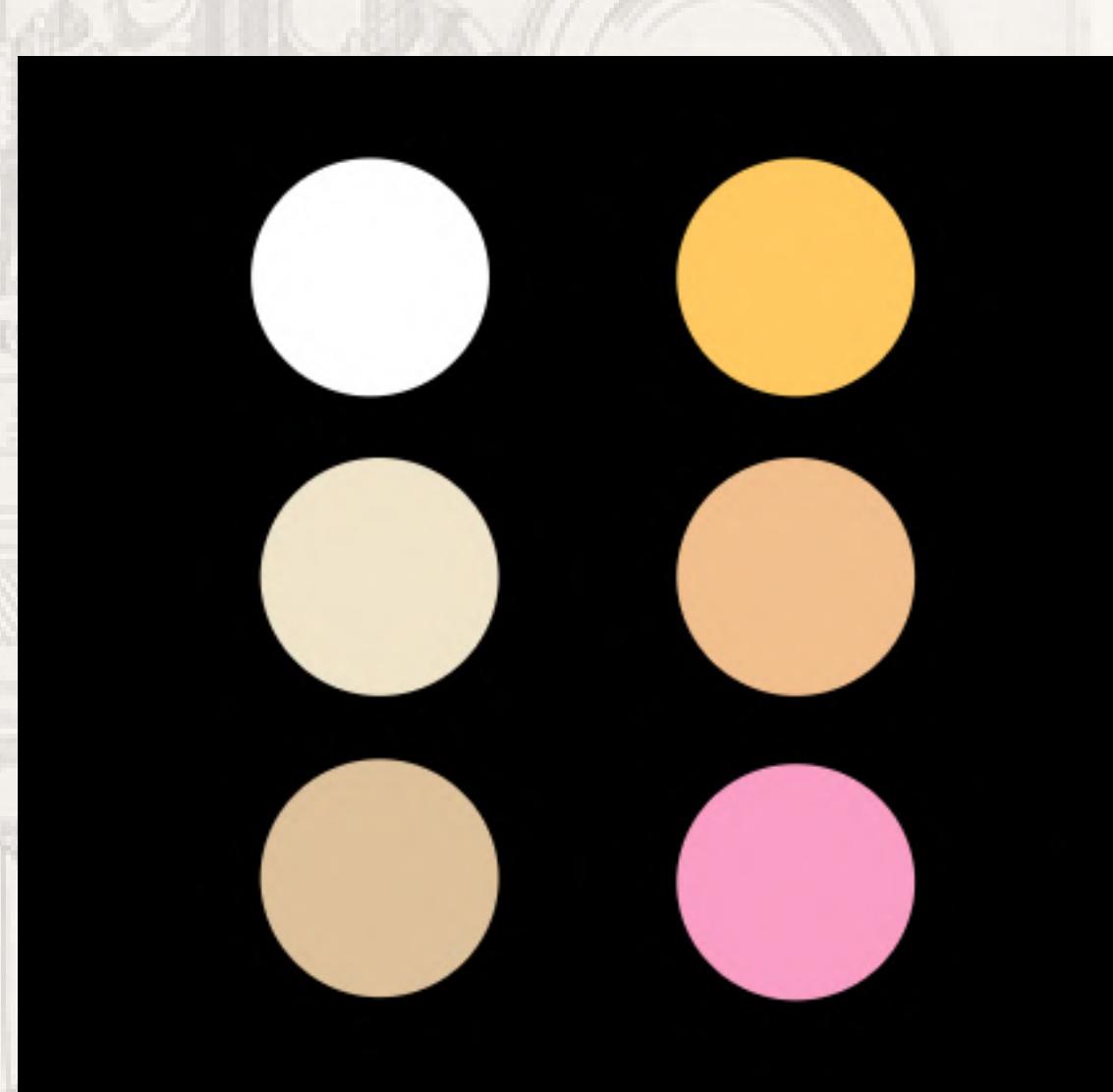
INSPIRATION
BOARD



CLIENT BOARD



COLOUR BOARD



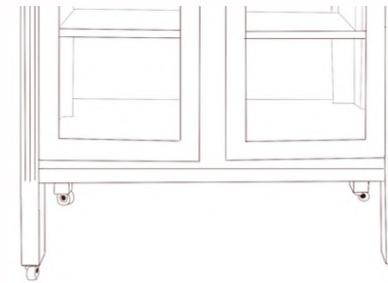
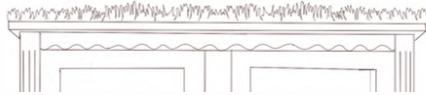
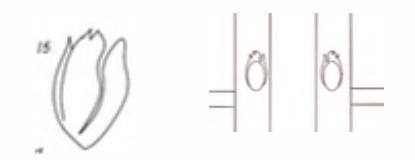
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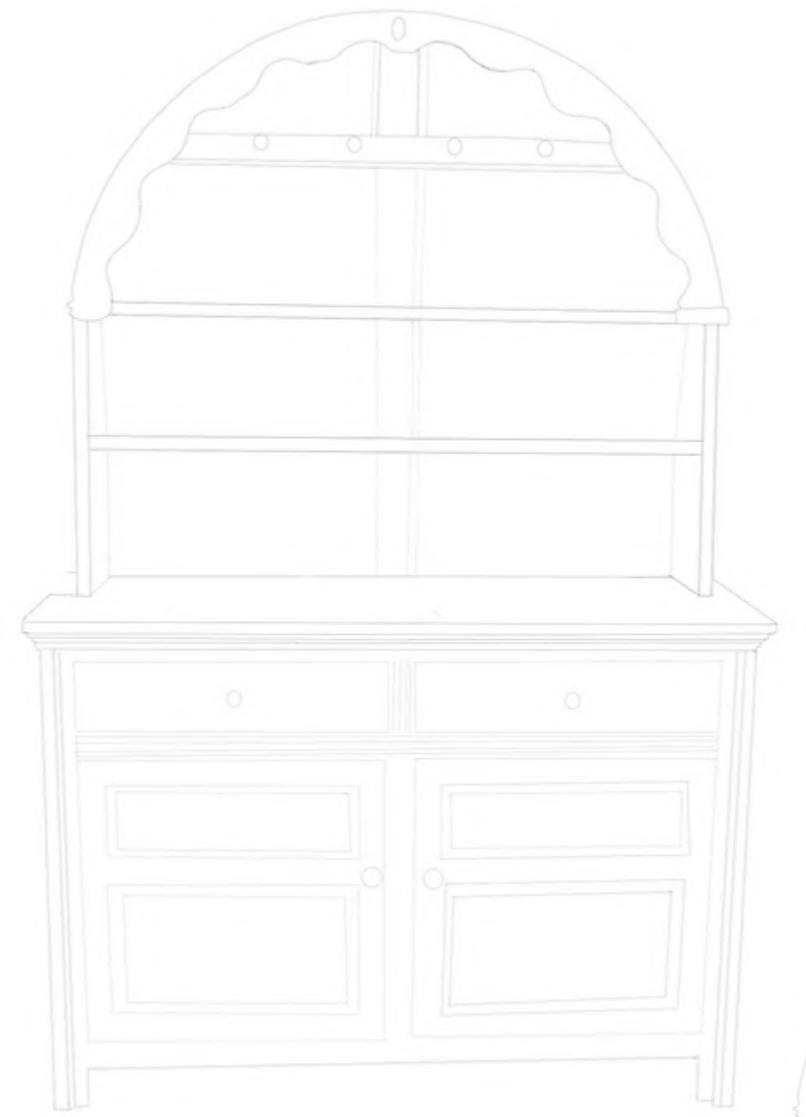
IDEATIONS

DESIGN 1

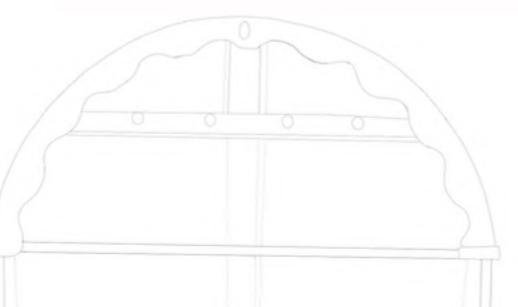
Details



DESIGN 2



Details



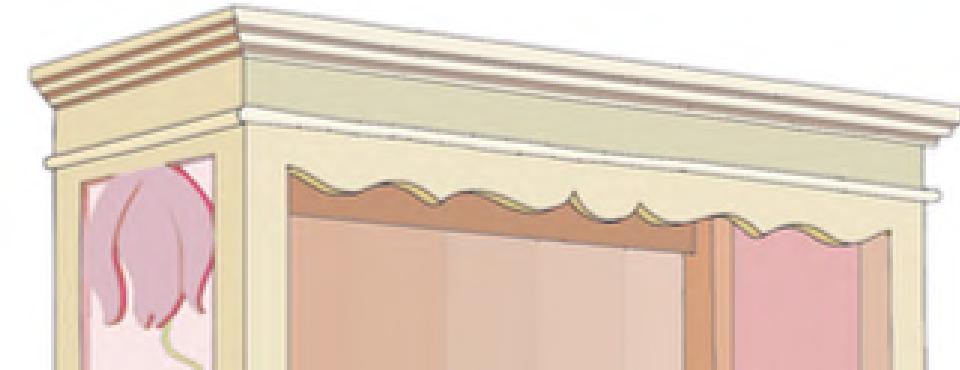
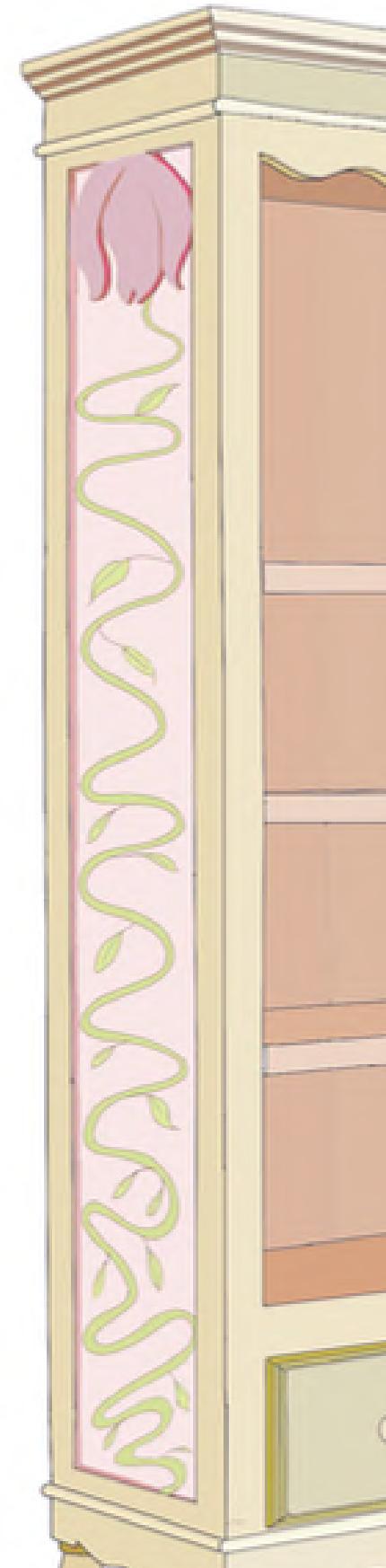
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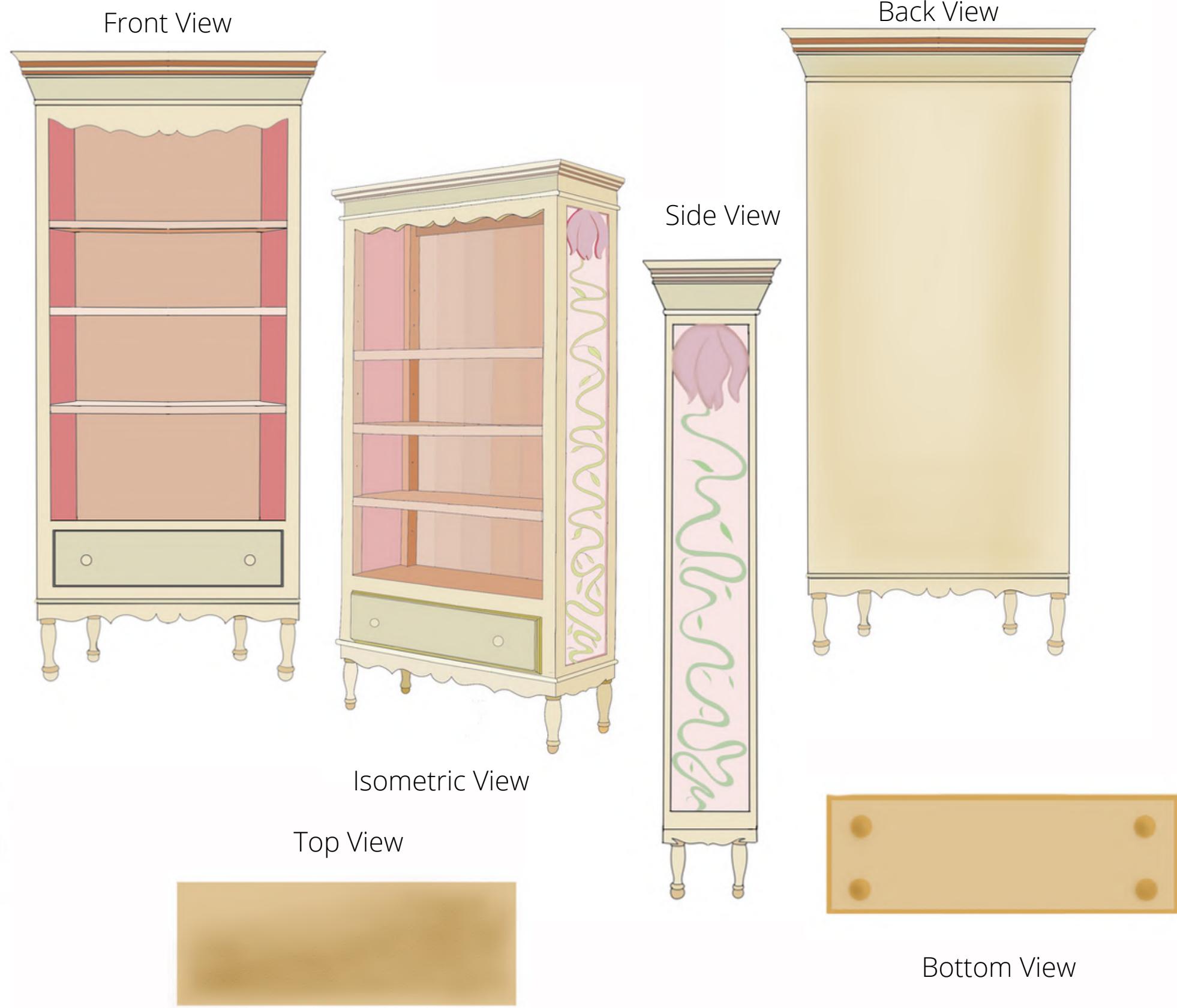
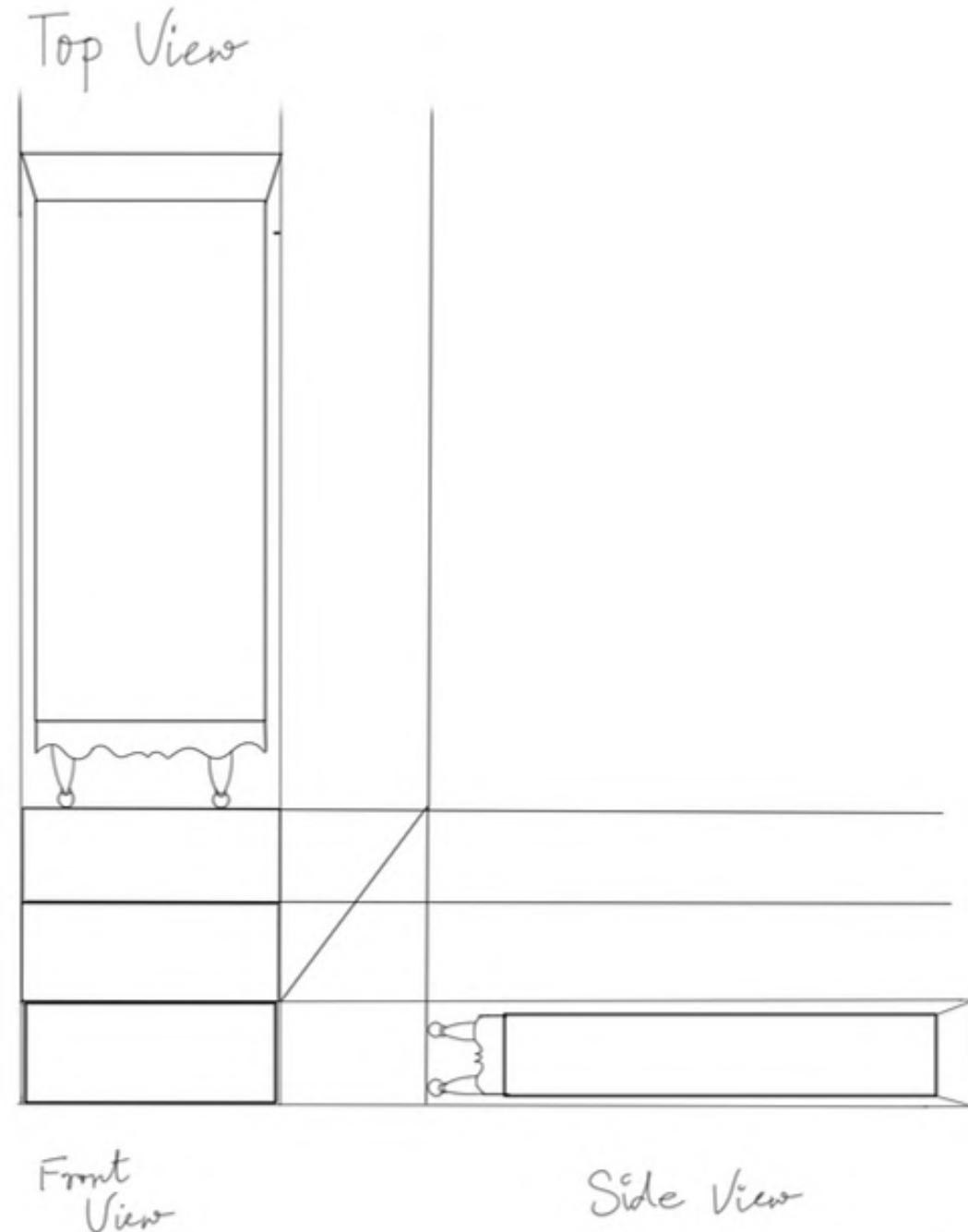
Details



DESIGN



TECHNICAL DRAWING





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



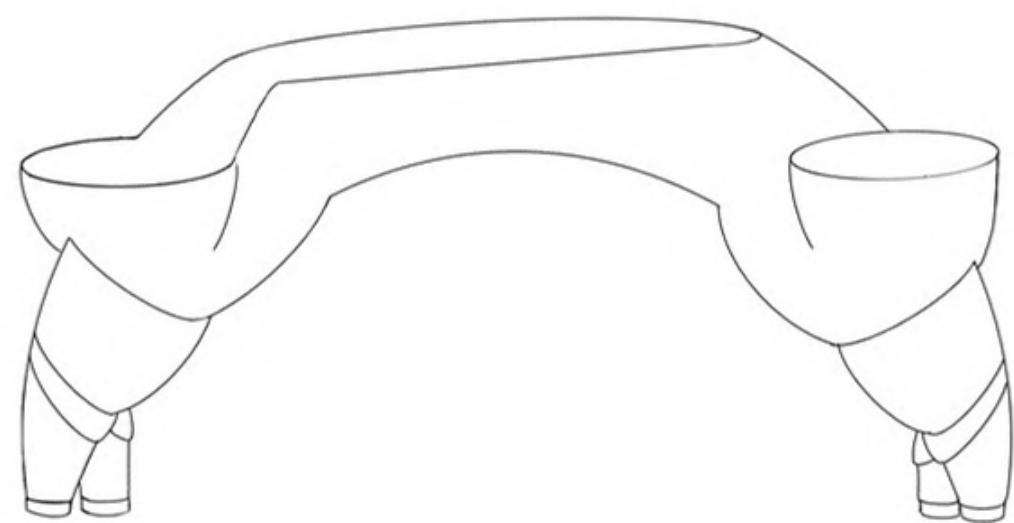
MATERIAL BOARD



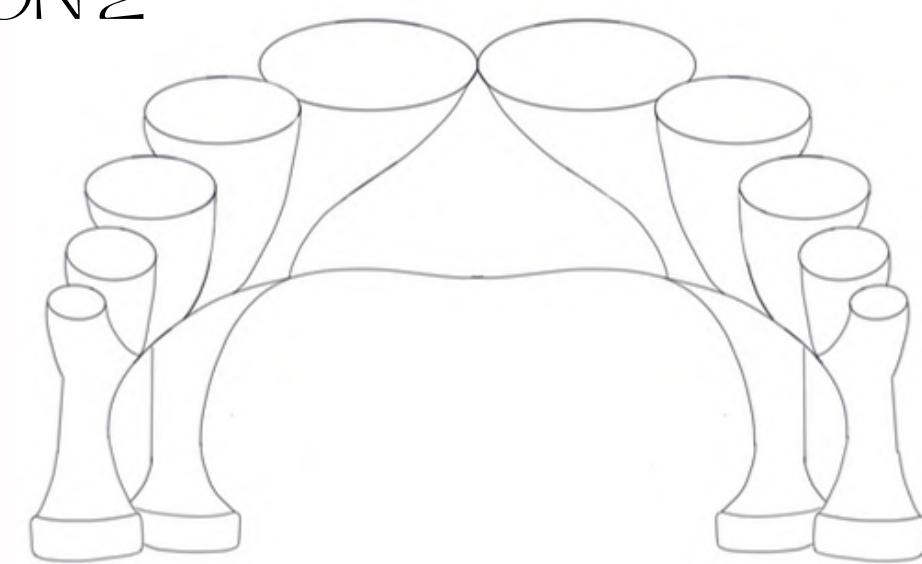
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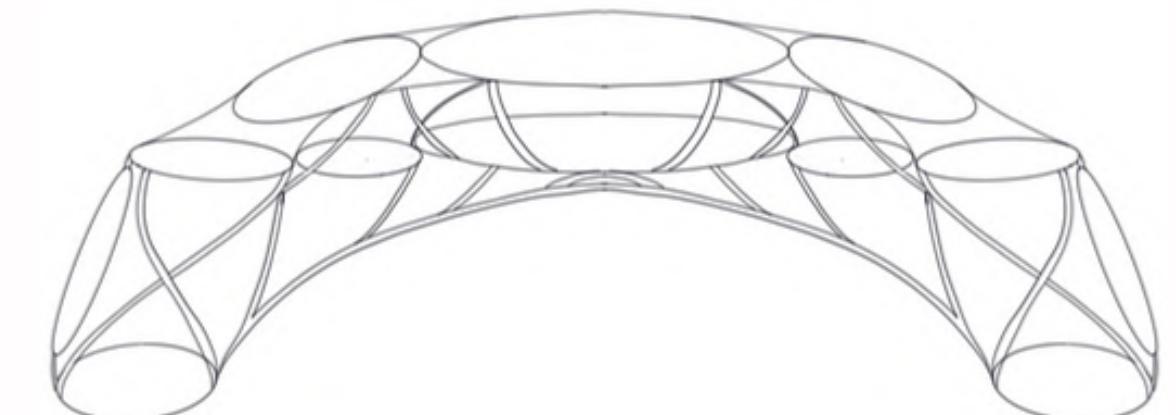
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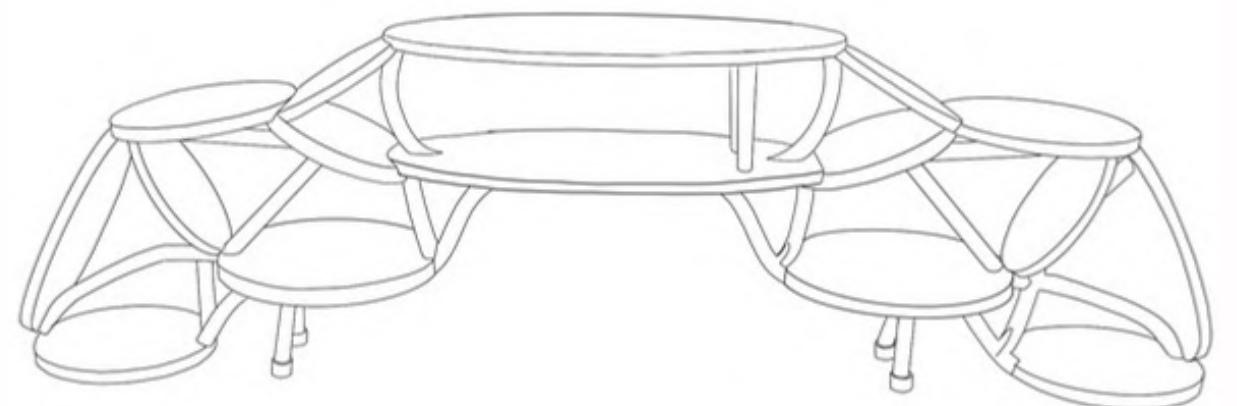
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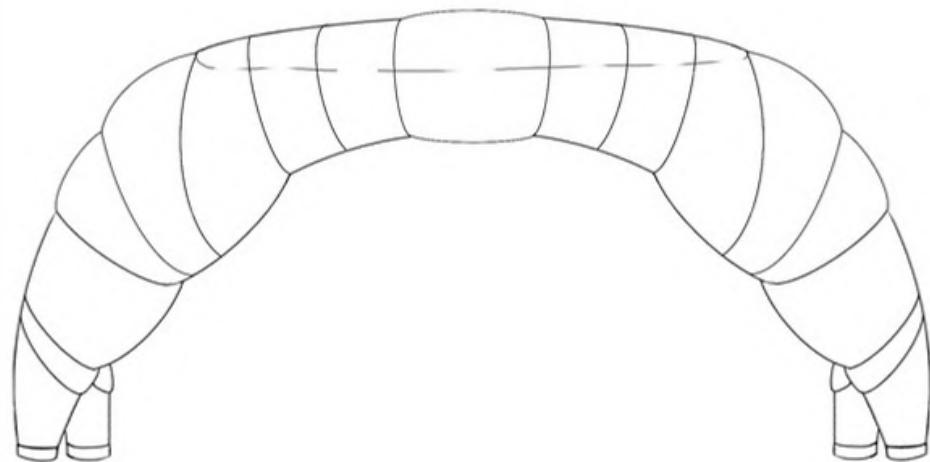
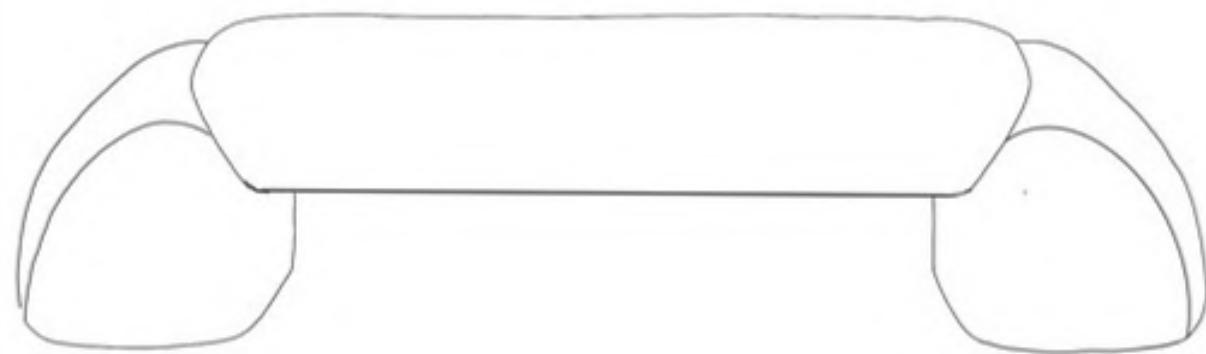
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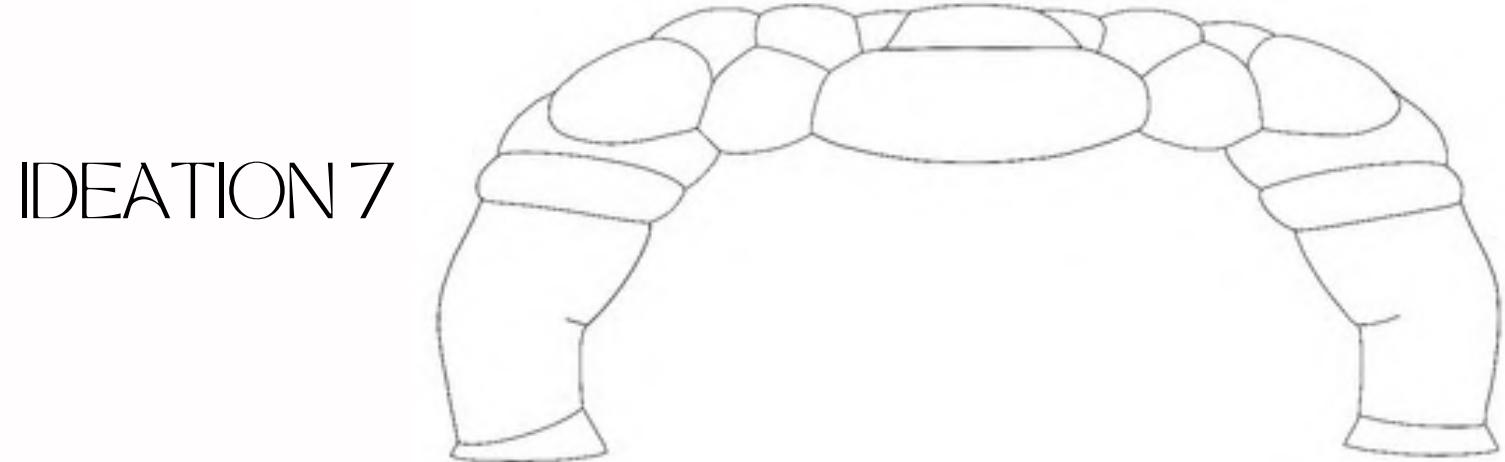
IDEATION 4



IDEATION 5

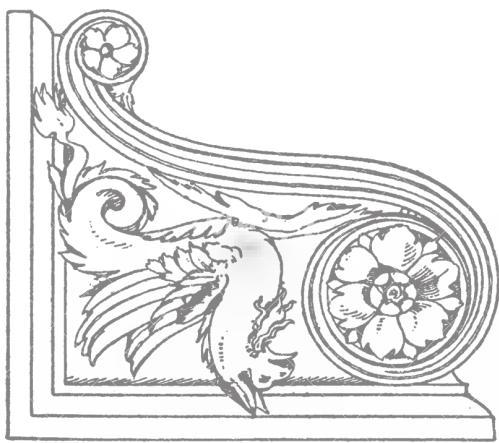


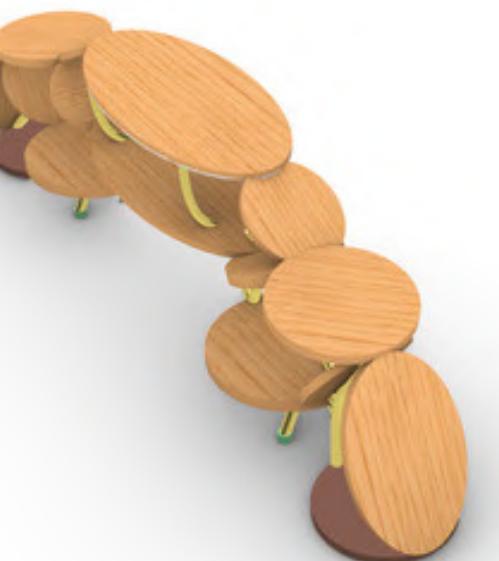
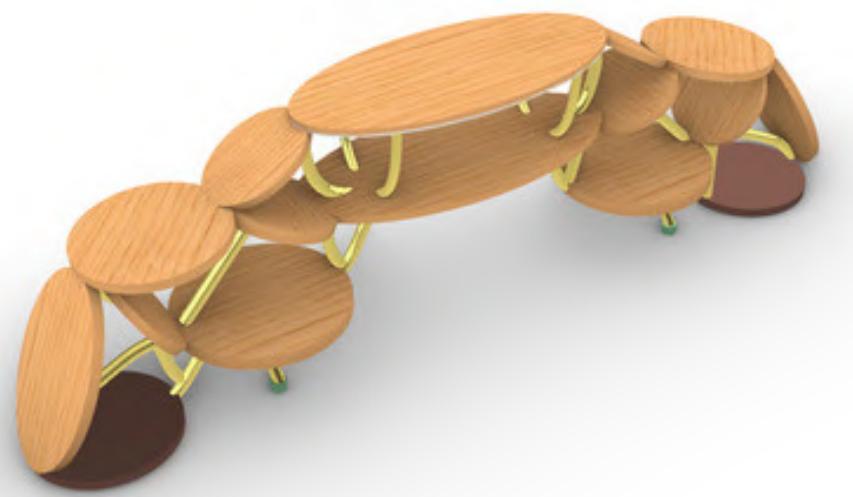
IDEATION 6



F RENDERED PRODUCT

OPTION1

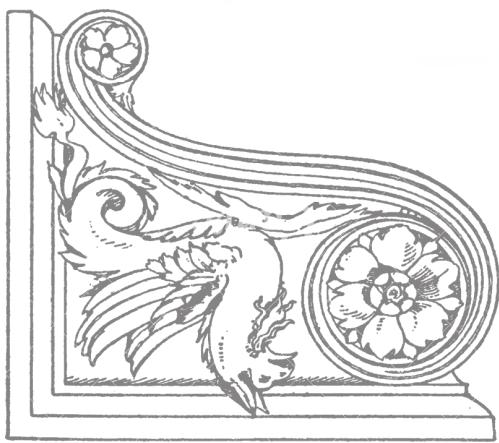
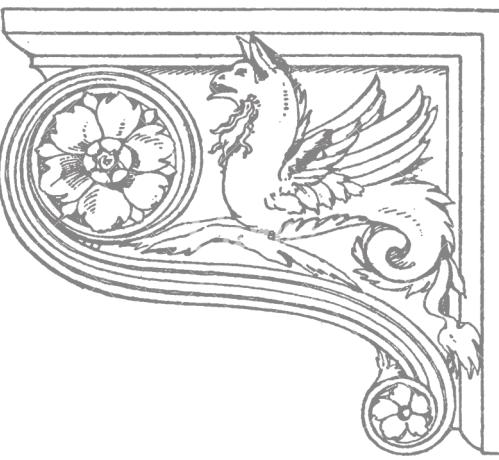




PLACEMENT



OPTION 2





SPECIFICATION SHEET

The product is a bed bench.

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

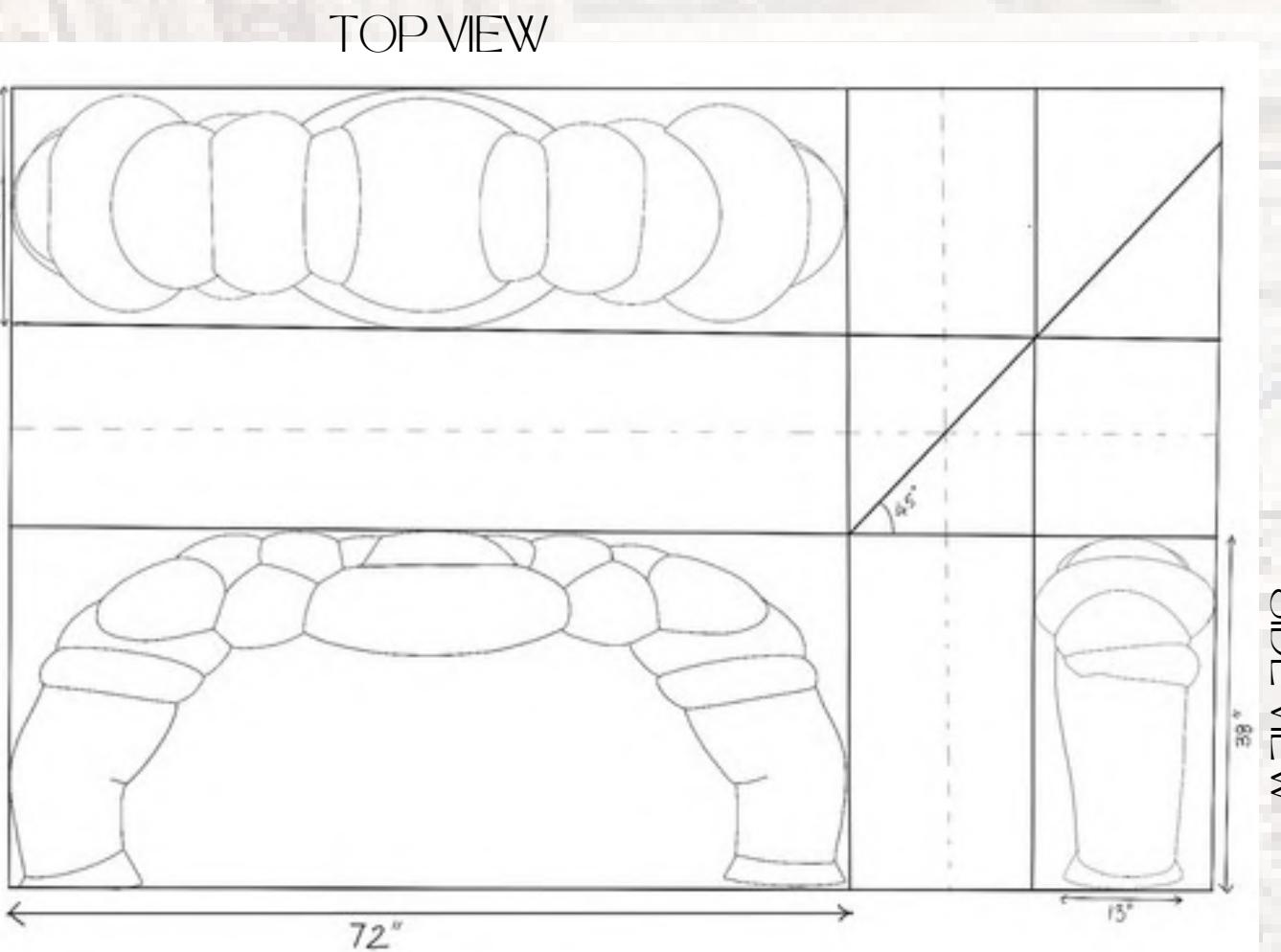
KEYWORDS

- 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		MATERIAL SWATCHES			
 LEATHER  FIBER		 WALNUT AND OAK WOOD  LEATHER AND FIBER			
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)**

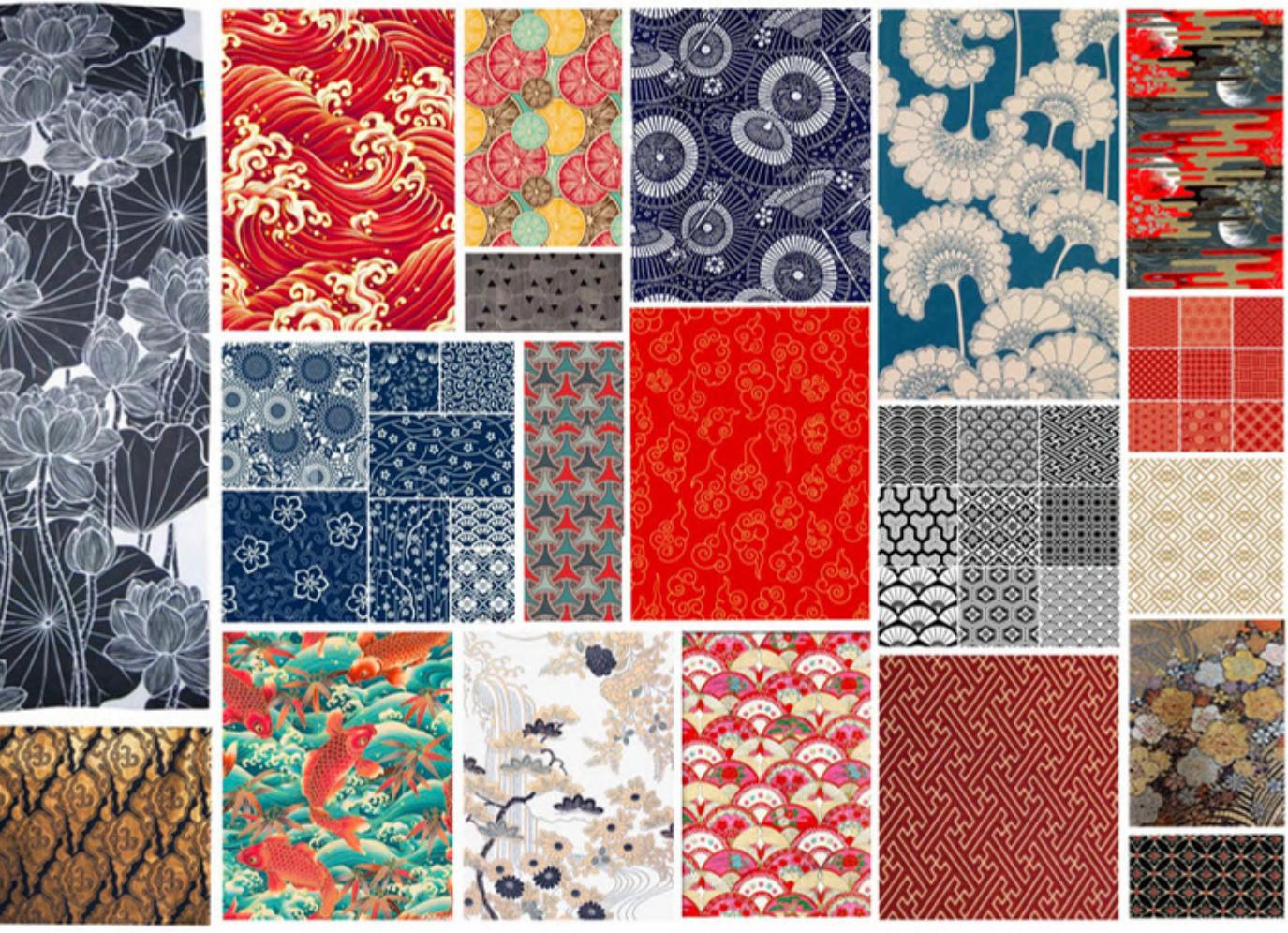
**THEME: JAPANESE FESTIVALS
INSPIRATION: JAPANESE MOTIFS**



CLIENT BOARD

KEYWORDS

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



INSPIRATION BOARD

KEYWORDS

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



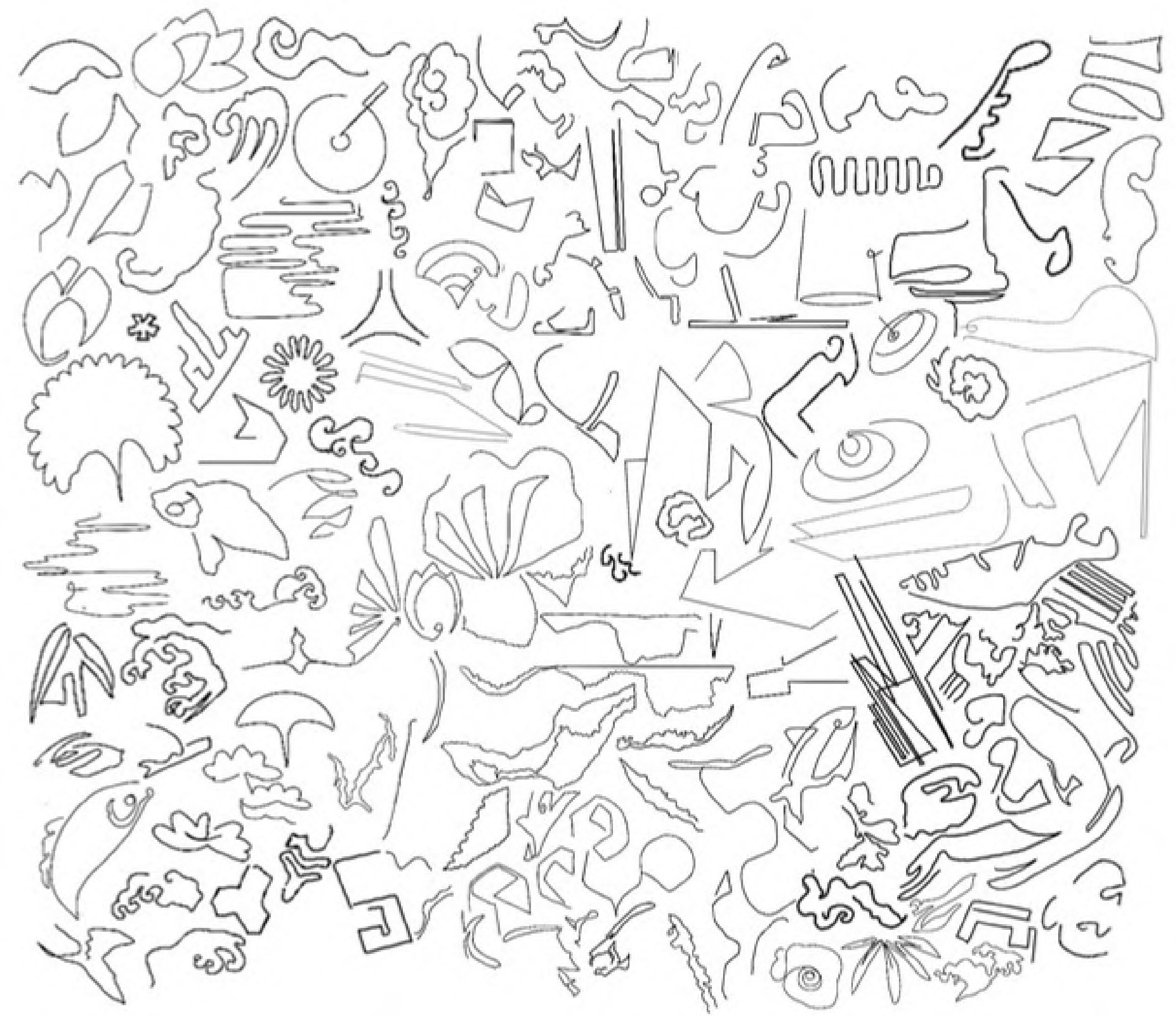
THEME BOARD

KEYWORDS

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

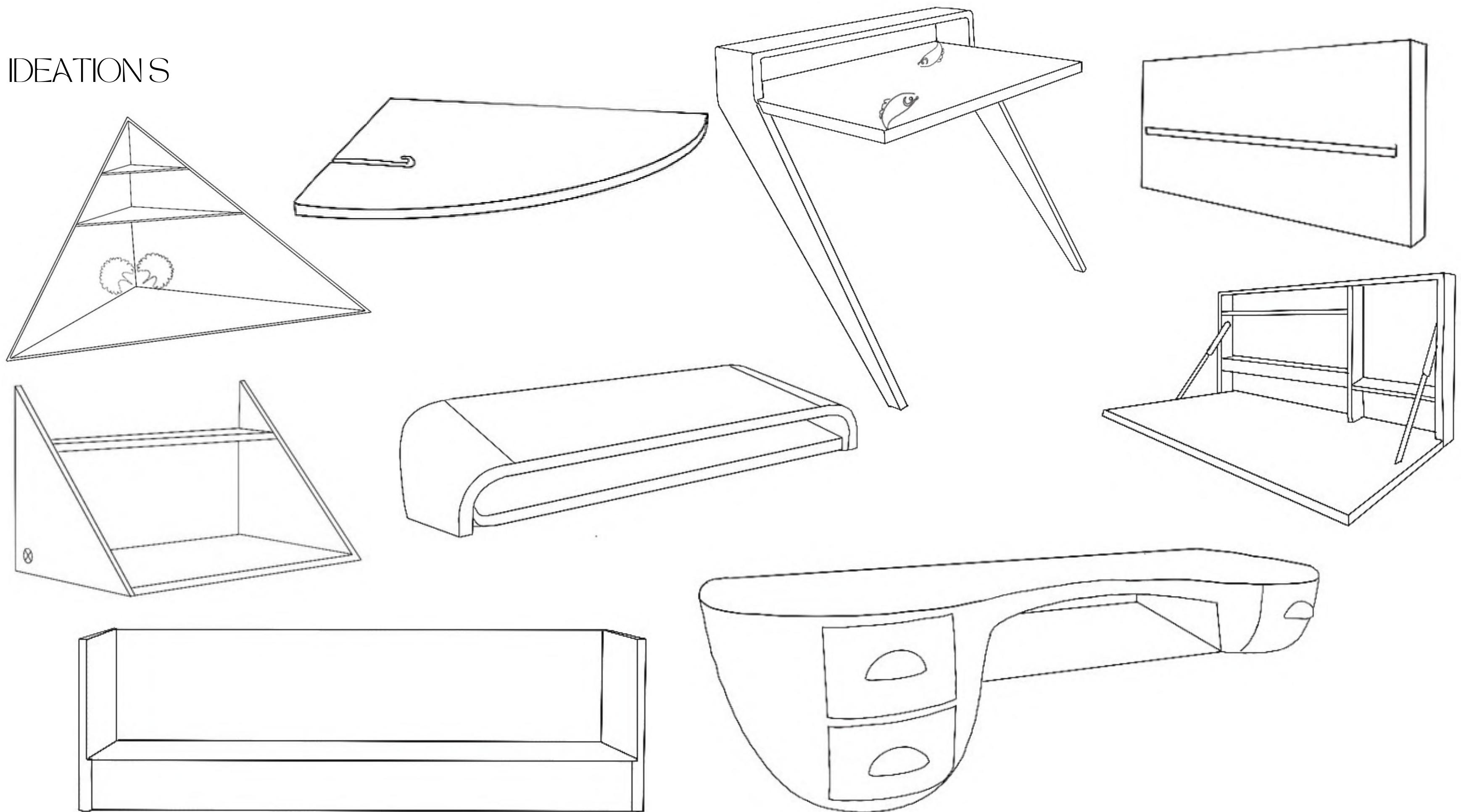


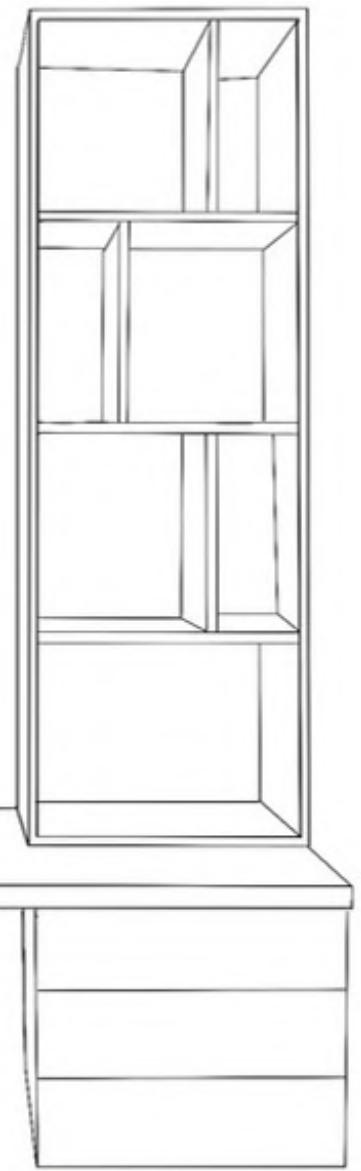
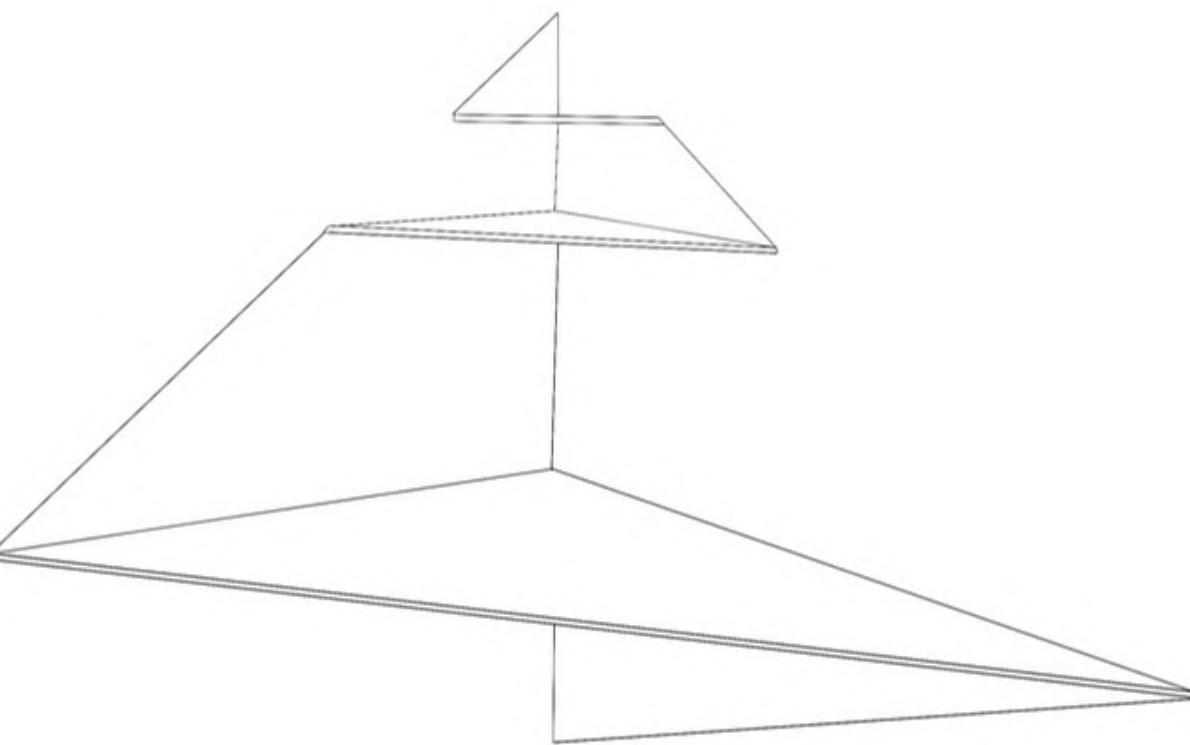
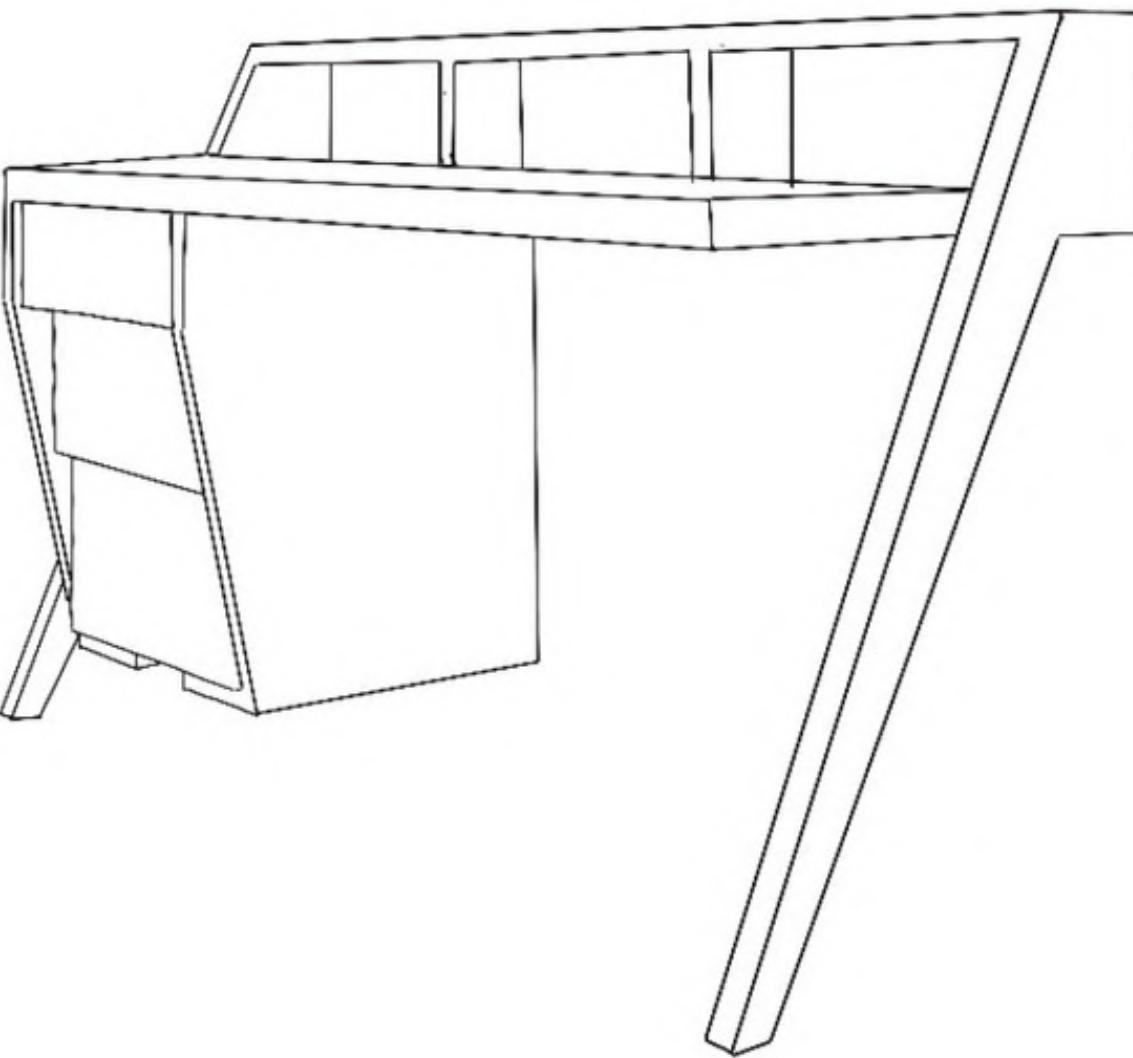
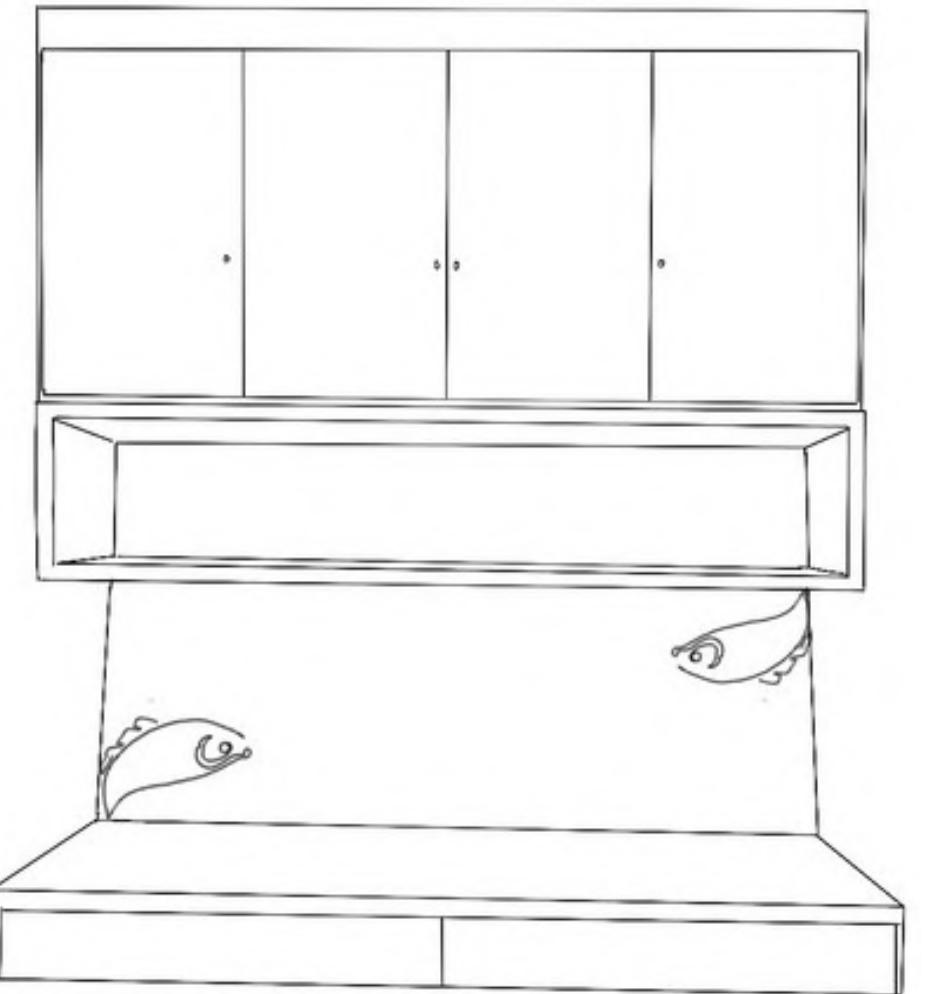
MATERIAL BOARD



FORMS

IDEATIONS

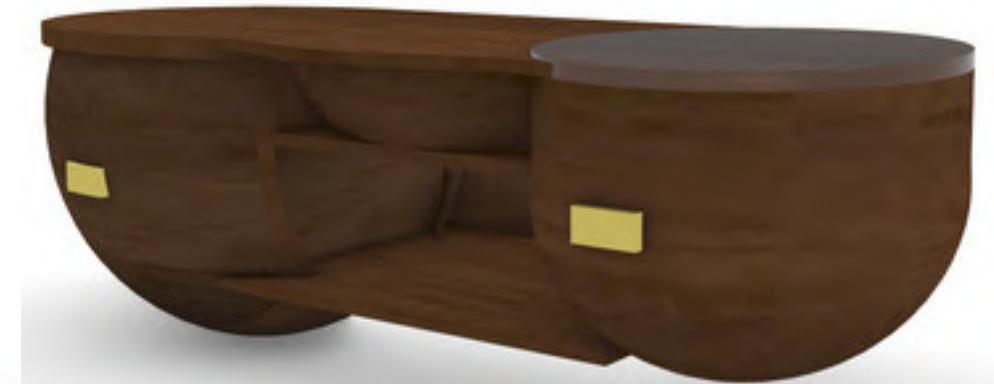






RENDERED PRODUCT





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

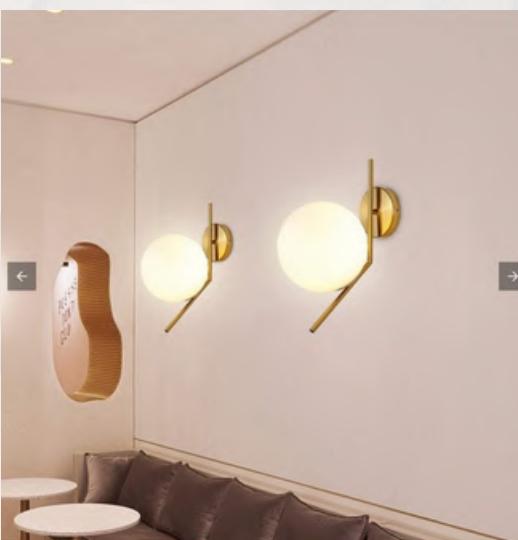
TO DESIGN A PACKAGING FOR WALL LAMP FOR BAKERS FOR THEIR SHOP LIGHTING FIXTURES TO HIGHLIGHT THEIR PRODUCT.

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



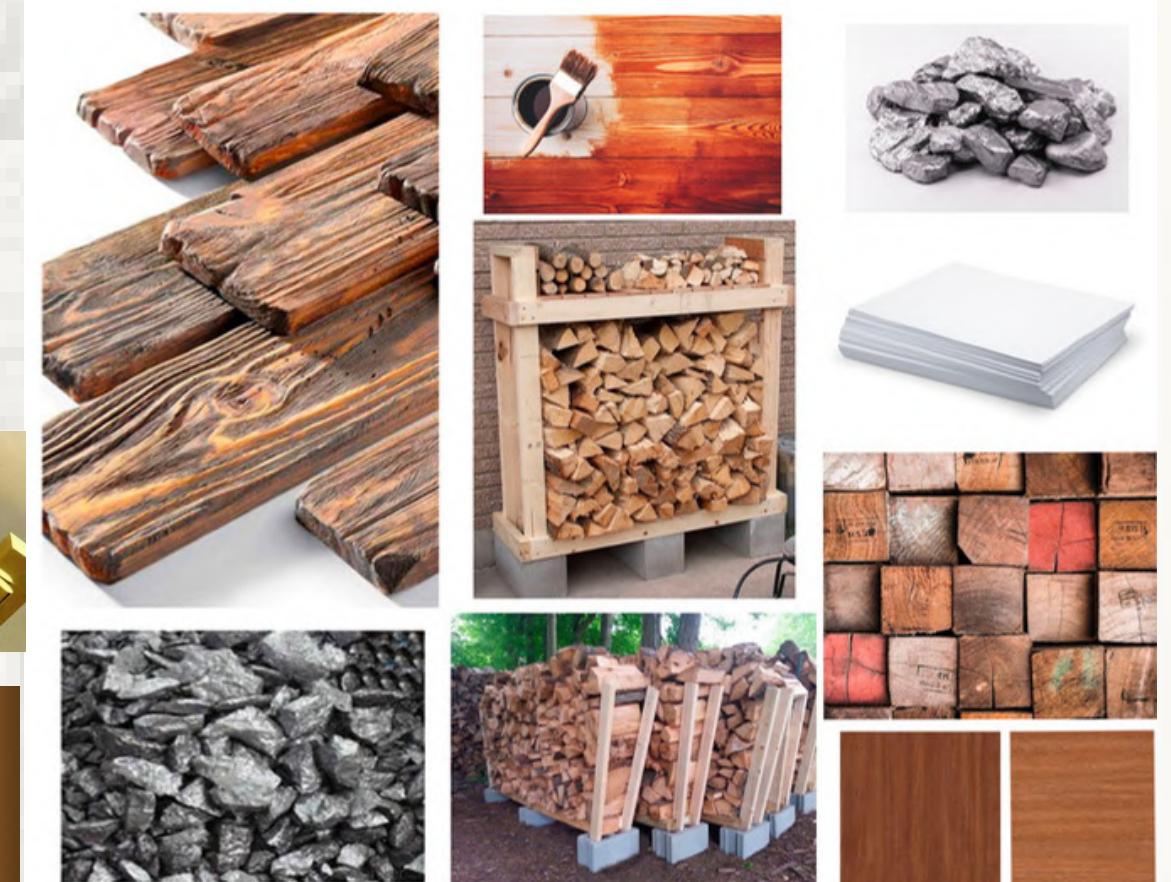
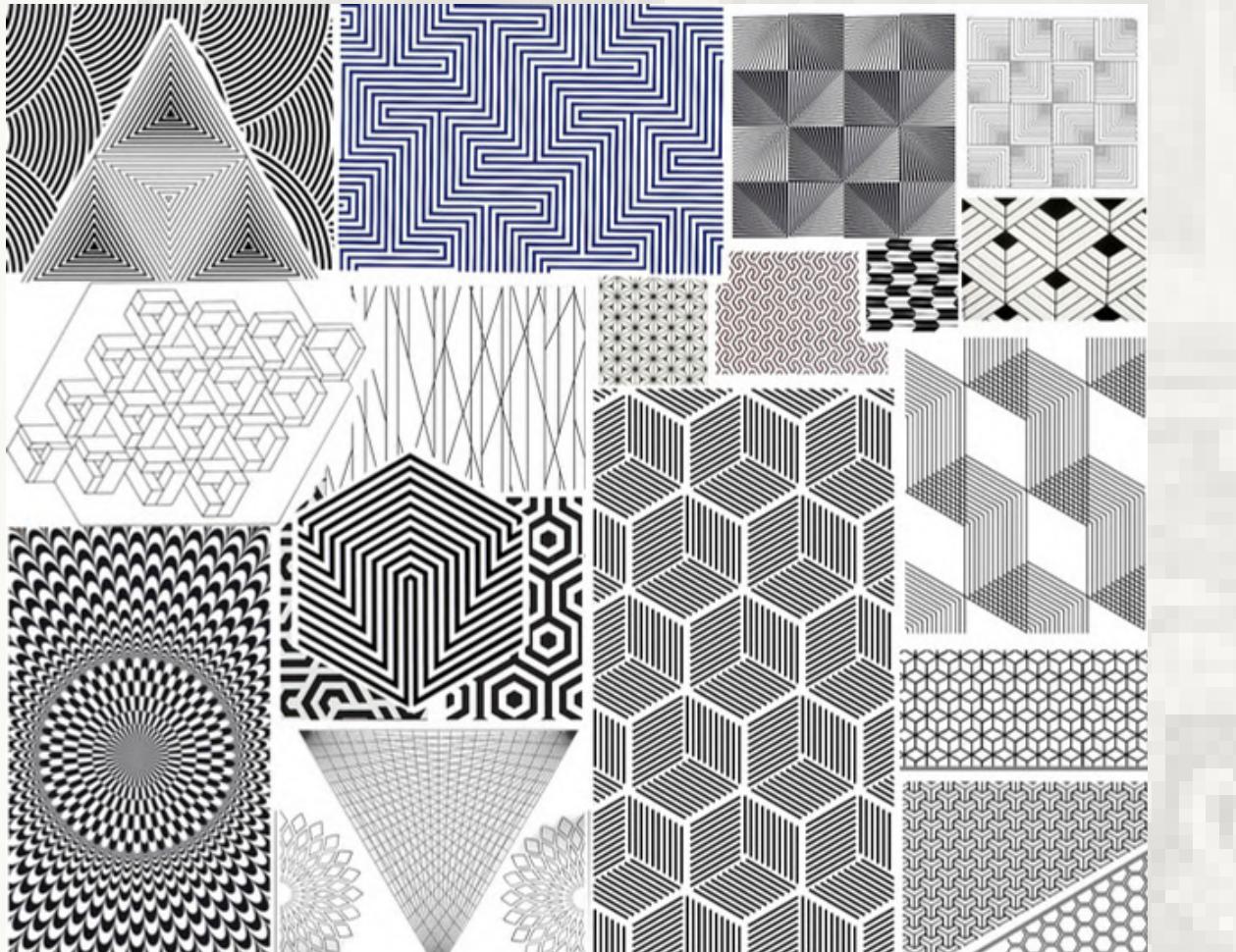
INSPIRATION BOARD



CLIENT BOARD



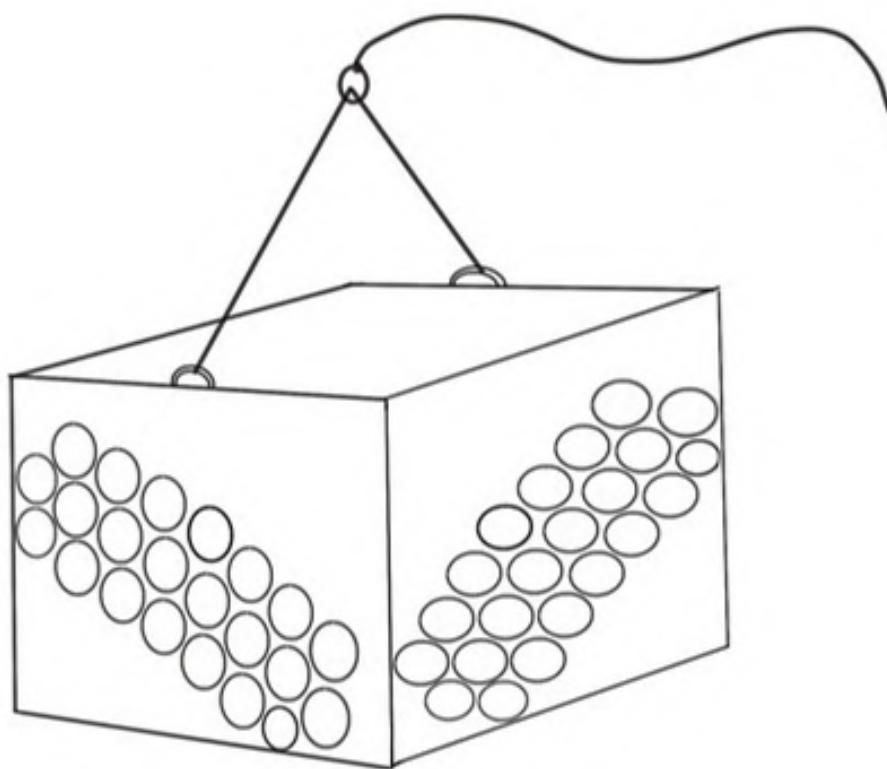
MATERIAL BOARD



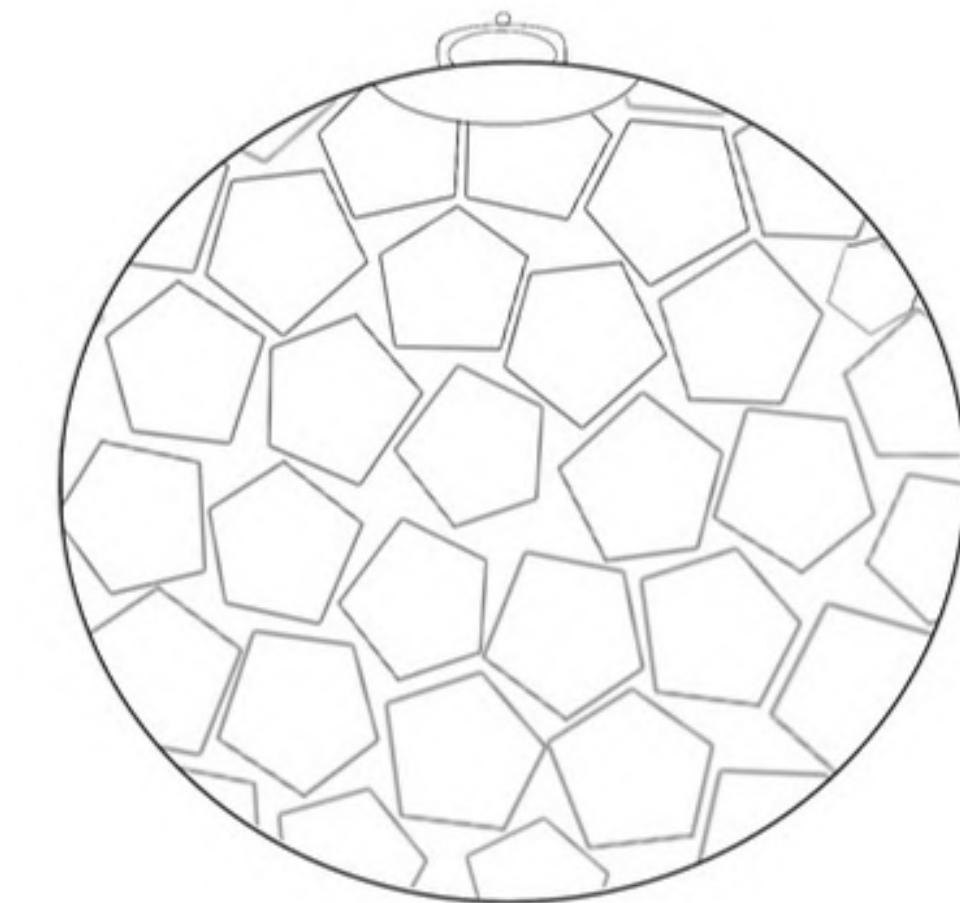


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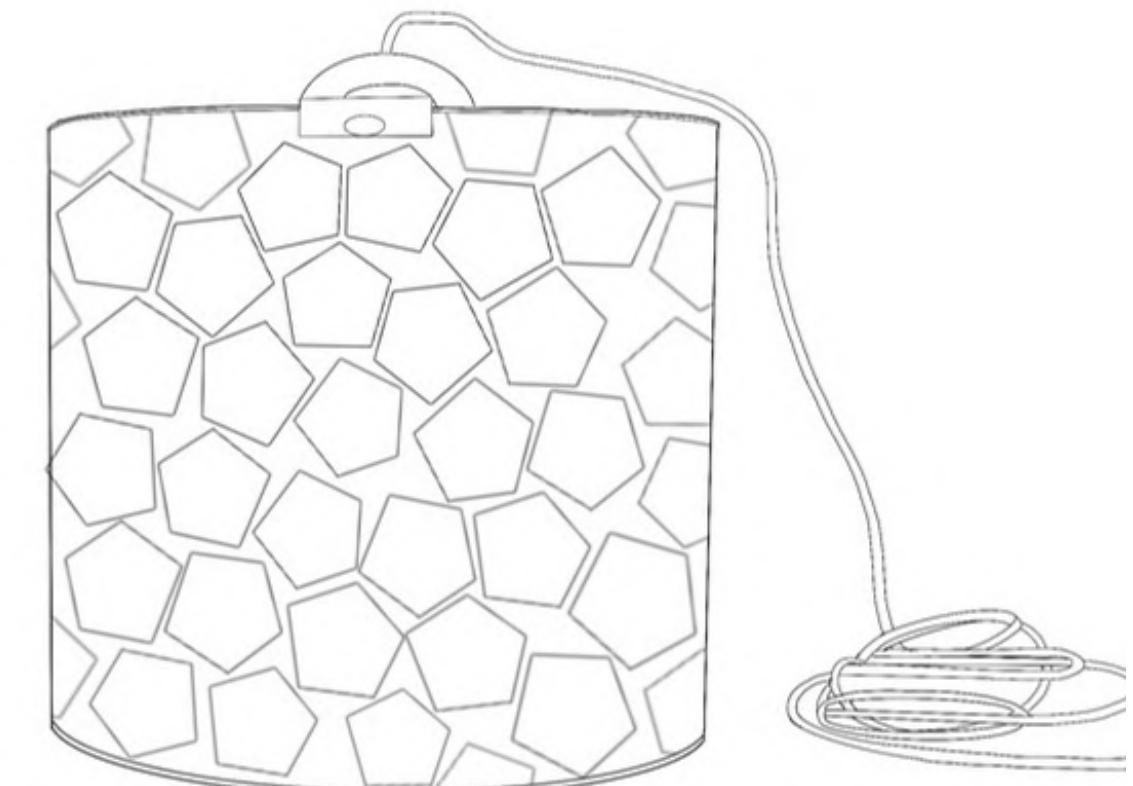
IDEATION 1



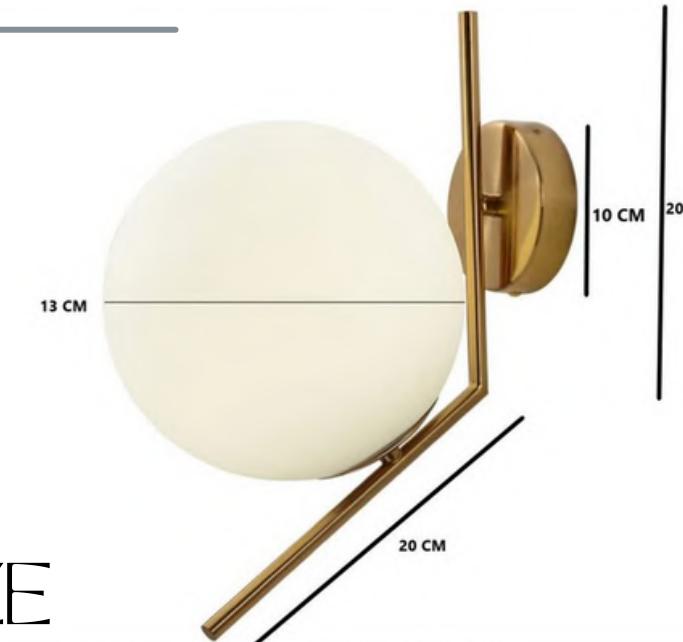
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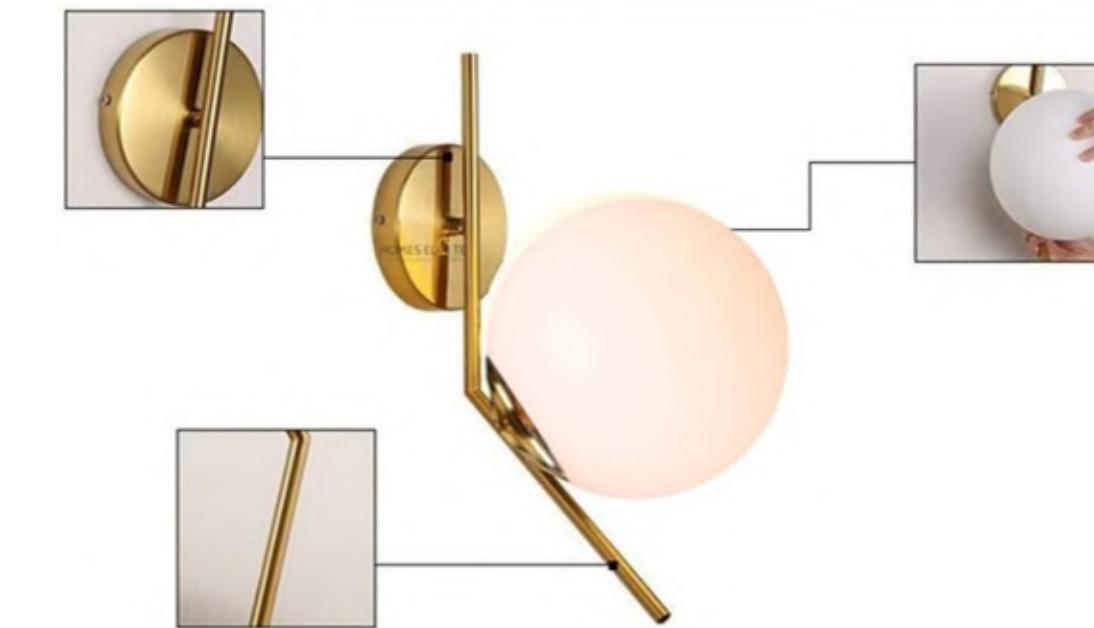
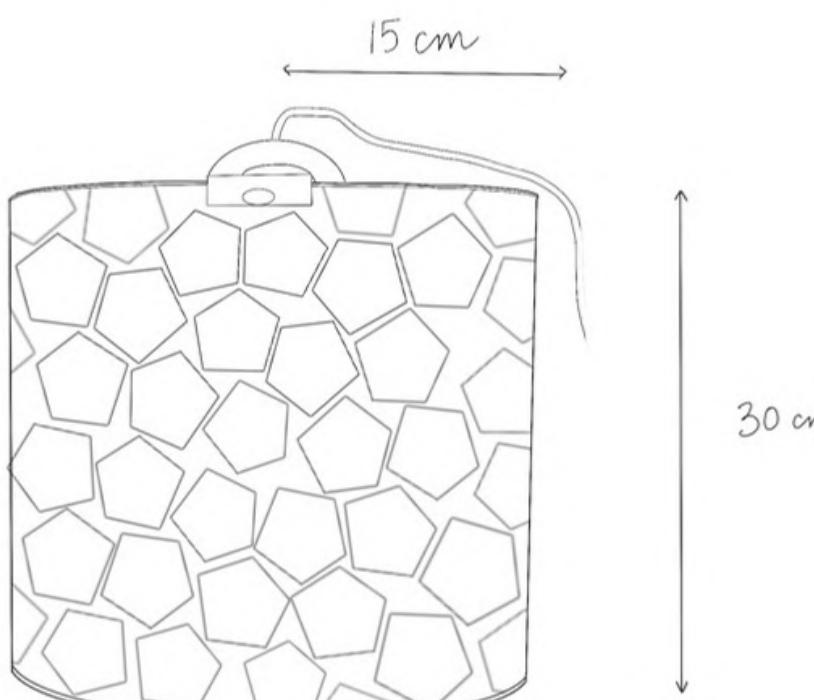
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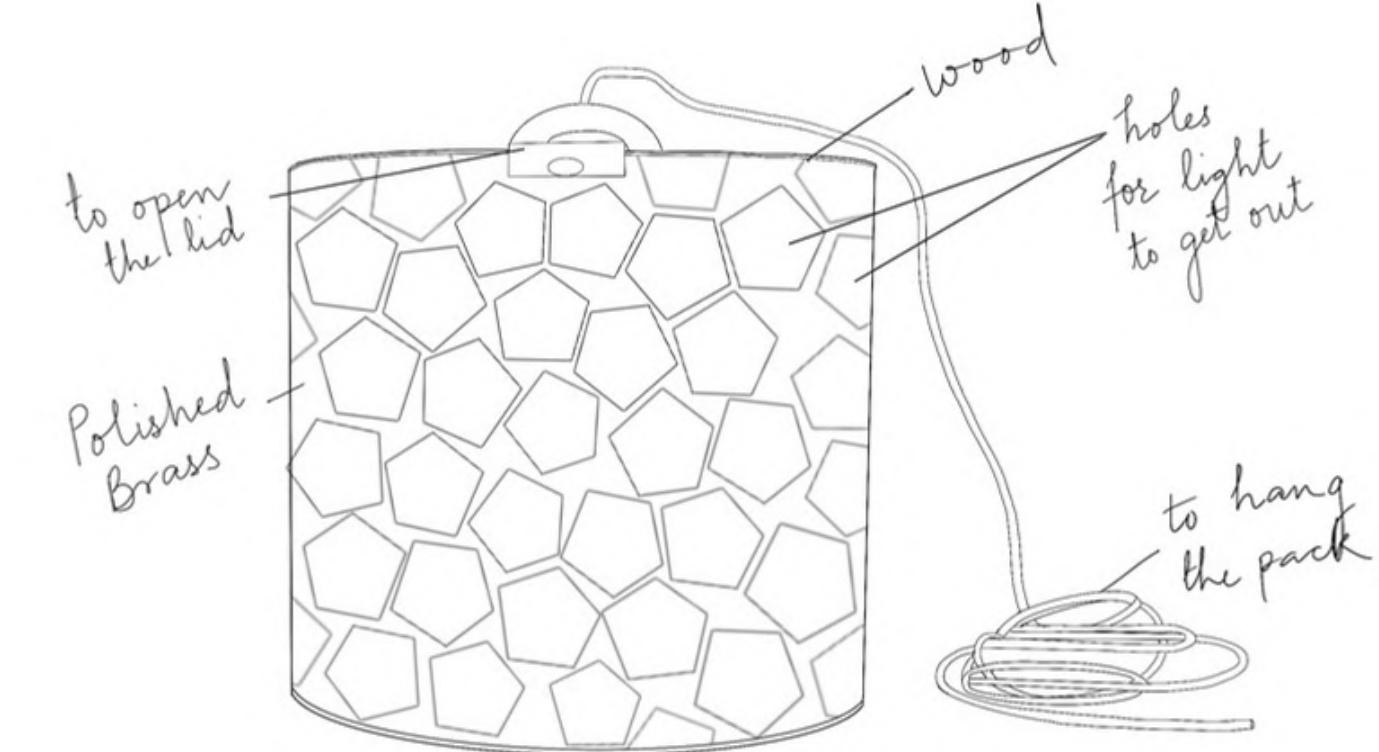
PRODUCT SIZE



PACKAGING SIZE



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



FINAL RENDERING

