

Eclipse: Cologne Bottle Design

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Project Brief

The aim of this project was to design a perfume bottle with an interesting form for a specific user persona and use case. Additionally the goal is to develop my product design process, how to convert 2D sketching into a 3D models and creating prototypes.

User Persona

Michael Scott

Age: 24

Occupation: Software Developer

Location: Seattle

Status: Single

Personality

Introvert Extrovert



Thinking Feeling



Sensing Intuition



Judging Perceiving



Summary

He's a software developer at Amazon who spends his free time freelancing and working on a passion project with his friends. He's currently single, and doesn't have any family in Seattle, so he spends a lot of his time with friends, traveling and taking photographs. He's tech savvy and falls under the category of innovator on the adoption curve. He always stays on top of the latest trends and is one of the first people to get his hands on the newest products so he can understand the technology behind it. His taste in sleek and modern design is clearly illustrated from how he's furnished his apartment. He's fascinated by interesting forms and shapes and will occasionally find cool things he's found in his apartment. He likes to dress comfortably, but classy, often wearing muted colors with the occasional pop of color. He likes woody and fresh colognes that aren't extremely strong, but are unique and leave an impression.

Use Case

The user's taste in home decor is sleek and modern designs and he wants to own products that fits his aesthetic. He wants a cologne that looks like a sculptural, decorative piece, so he can leave it out on his dresser.

Mood Board



Product Design Specifications (PDS)

Size: 1.7oz / 3.4oz

Material: Acrylic that will mimic glass once it's polished

Type: Eau de Cologne

Scent: Fresh

Design: The solution can stand on a table and can be easily held. The overall shape is sculptural and is designed to fit the ergonomics of the hand, so it is easy to hold and use.

Brand Positioning

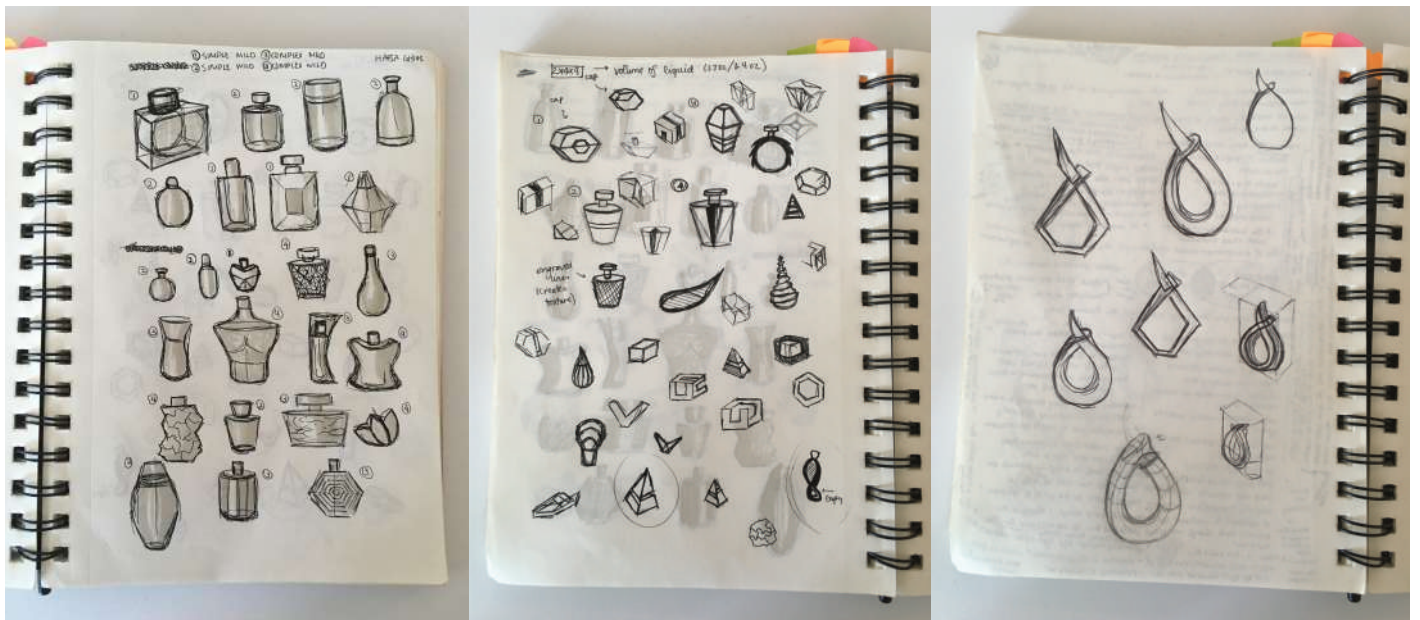


The cologne is named Eclipse and has a fresh, earthy scent. The bottle is made of blue glass and it comes in rectangular packaging that has a blue gradient. Blue has a calming effect - it is associated with water, cleanliness and freshness. The name written in cursive to give a clean, minimal look to the packaging.

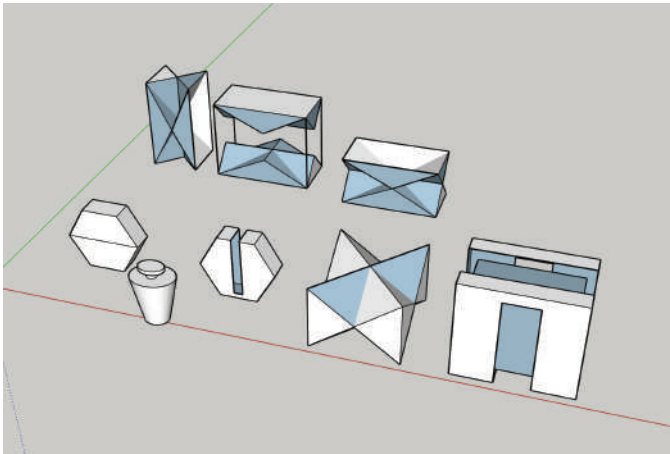
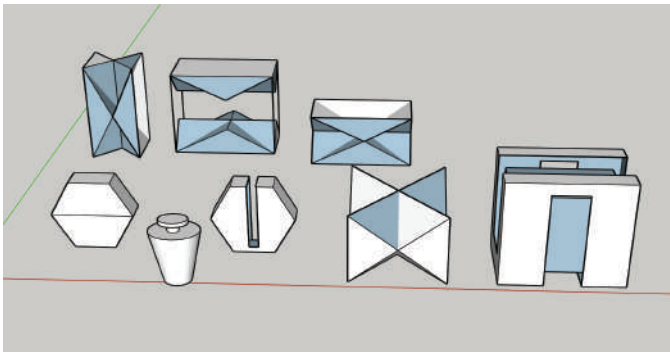
Design Development

I struggled a lot with the ideation phase because I was having a hard time visualizing unique forms. I went back and forth between sketching, CAD modeling softwares and foam prototyping to help me develop and visualize ideas. As someone who primarily works in 2D, I found that with product design, building physical prototypes is extremely helpful with understanding the form and how to build it. I learned that sketching and 3D modeling often isn't enough - building a prototype allowed me to experiment with different making techniques and helped me figure out what techniques, materials and methods work and don't work.

2D Sketching

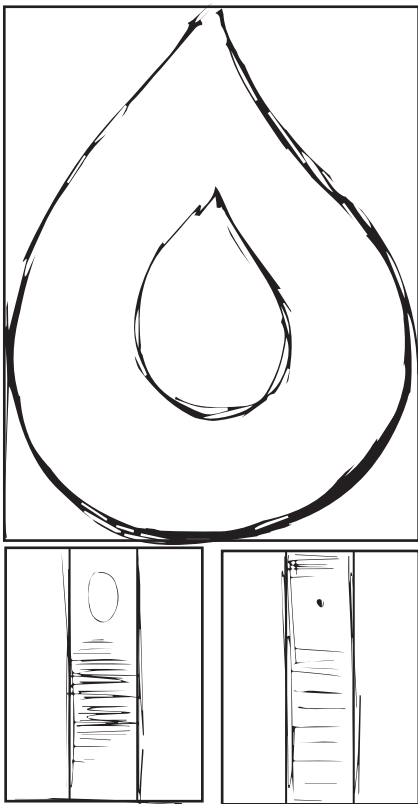


3D Sketching

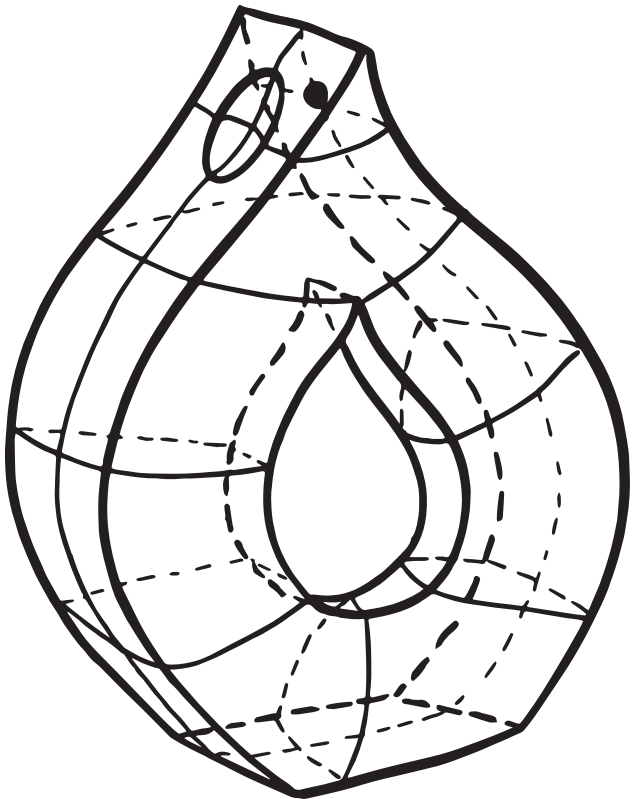


Concept Images & Mockups

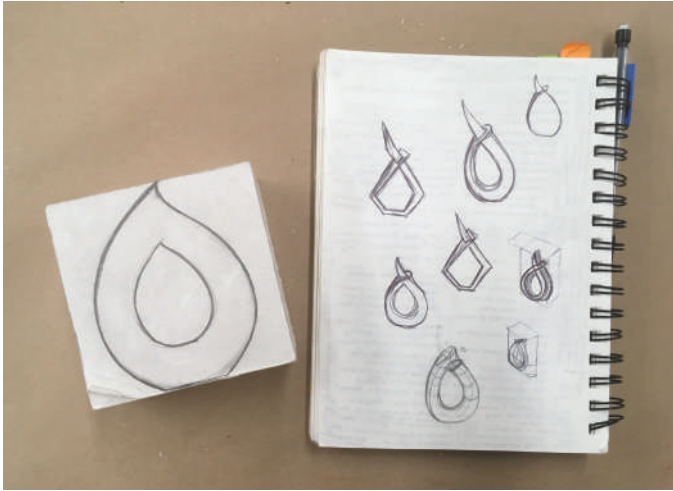
Orthographic Sketches



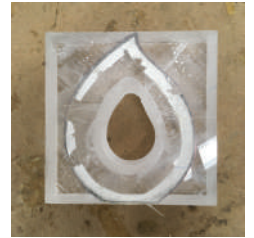
Final 3D Sketch



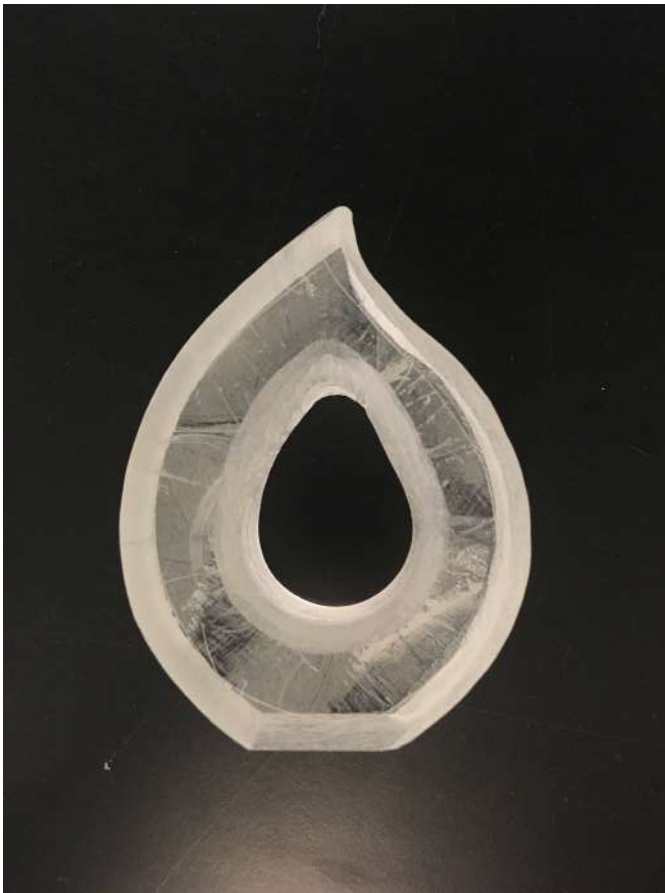
Process



I started off by drawing the orthographic views on the acrylic block



I then removed the center piece using a drill & then filed it to smooth & round out the hollow part



I then cut out the rest of the piece and then used the file and sander to round out the edges



I then used a dremel to finish rounding out the bottle. The last step was to polish the bottle so that it would look like glass!

Final Design

Final Product



Product In Use



Color, material, finish (CMF) image

