Background

When we interact with any type of scent, we are able to create **memories**, **associations** and **emotions** based on a particular scent.

But what is that experience like without the act of smell?

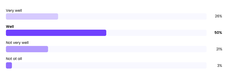
Challenge

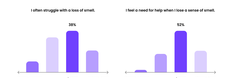
How can we create a scented experience for people who lack a sense of smell?

Quantitative Research

Survey Highlights

To collect quantitative data, I started off by doing a survey about people's experience without smell.





Qualitative Research

Interview Highlights

To collect qualitative data, I interviewed people who responded to the survey that often struggle with a loss of smell.

Q: "What is the biggest struggle of not being able to smell?"

Jamie
Age 24

" I always feel like I have less of an experience. Especially when it comes to trying out good food, or being in nature such as the beach, mountain, etc. "

" I have no idea what to buy when it comes to purchasing scented products. So I would always have to ask people around me for help. "

Leathyan
Age 31

Catherine
Age 28

" I am often very conscious of how I smell like. So I would always carry around deodorant and wet wipes in case I cause any harm to others. "

Key Insights

Do not have a preference in scent. Do not know what their 'taste' in scent is.

Missing out on an experience, leaking the experience less memorable.

Conscious of smell. Whether it's themselves or detecting rotten food, hazards, etc.

More than half of the applicants who lack a sense of smell struggle with Rhinitis.

Most people have experienced a temporary loss of smell and felt the need for help from others.

User Personas

Rebecca Lim
Age 21
College Student in NYC

" I want to know what scent best fits myself. "

Situation

Rebecca has rhinitis and has trouble picking out scent products. She wants a way to see what scents are and want to see if the scent suits her. So that she can purchase products based on this imagery.

Needs

- Know what scent best fits myself
- A way to pick out scent products

Steven Hall
Age 25
Software Engineer in NYC

" I want to be able to have a collection of scent data. "

Situation

Steven has anosmia and does not know what it's like to smell. He wants to understand what people mean by the smell and wants a way to remember this scented experience.

Needs

- A way to visualise and explore scent
- A space to collect scent data

Empathy Map

Product Goal

Creating a Scented Community

Experience scent without a sense of smell, a way to interact with scent visually.

Not knowing my personal taste in scent

Not being able to experience scent

Struggling to pick out scent products

Scent Profile & Community

Define the user's taste in scent through a visual scented community.

Capture + Visualise Scent

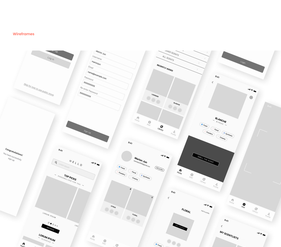
Capture, visualise and save to the data base to keep a scent record.

Product Recommendation

Get product recommendation based on the user's scent profile.

Information Architecture

Wireframes



Design System

Scentify

Poppins

Bold Medium Regular Light

24 px 16px 12px 10px 8px

Brand Primary	Brand Secondary	Text Primary	Background
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