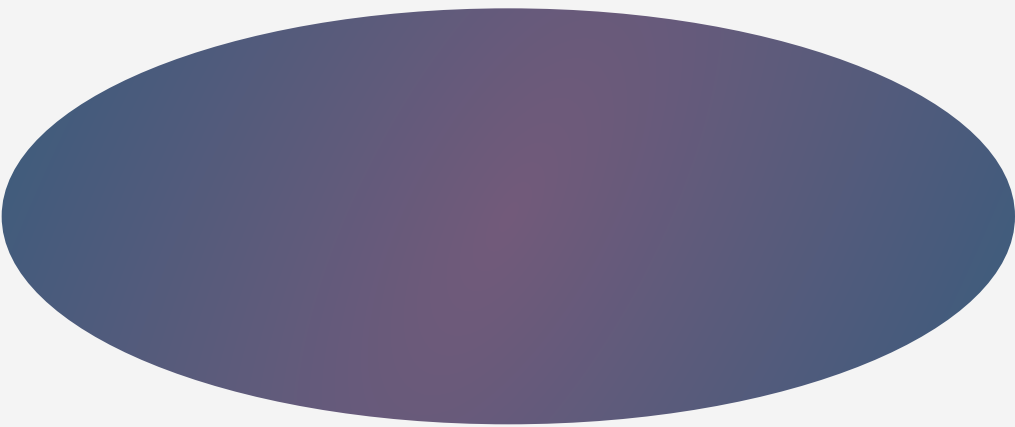


Through this presentation, we'll elaborate over our explorations on bottle design through a user-centered lens. We'll delve into the fusion of aesthetics, functionality, and user preferences.

bottle

user

research



dd 206

From materials and shapes to usability of our product, we've tried to work around the core aspects of bottle design. Backed by user insights gathered from our very own team member's observations, we'll unveil the nuances of what makes a bottle ***truly user-friendly***.

Join us as we discuss over the relationship between thoughtful design and user satisfaction, illustrating how a well-crafted bottle can elevate both form and function, meeting users' needs and desires.



overview

user research

user persona

Mayank

- College
- Office
- Classroom
- Mild Travel
- Sustainable
- Longevity
- Health Concerns

user research

user persona

Tanmay

- Should not alter taste
- Insulated
- Elegant
- Minimalistic
- Easily cleanable
- Subtly Fascinating
- Simply operable

Yajat

- Prevent Spillage
- Should look and feel comfortable
- Portable
- Insulated
- Less likely to leak
- Elementary

user research

user persona

Sujit

- One hand use
- Unique Aesthetic
- Insulated
- Durable

Tanishq

- Insulated
- Convenient single-hand use
- Compact
- Durable
- Cost Effective
- Easy to clean

so we present you with...



so here we present (*again*)...

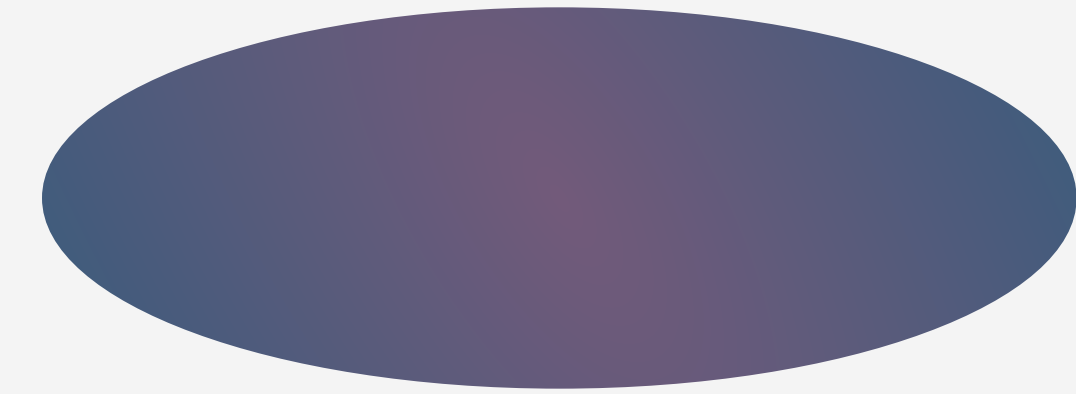
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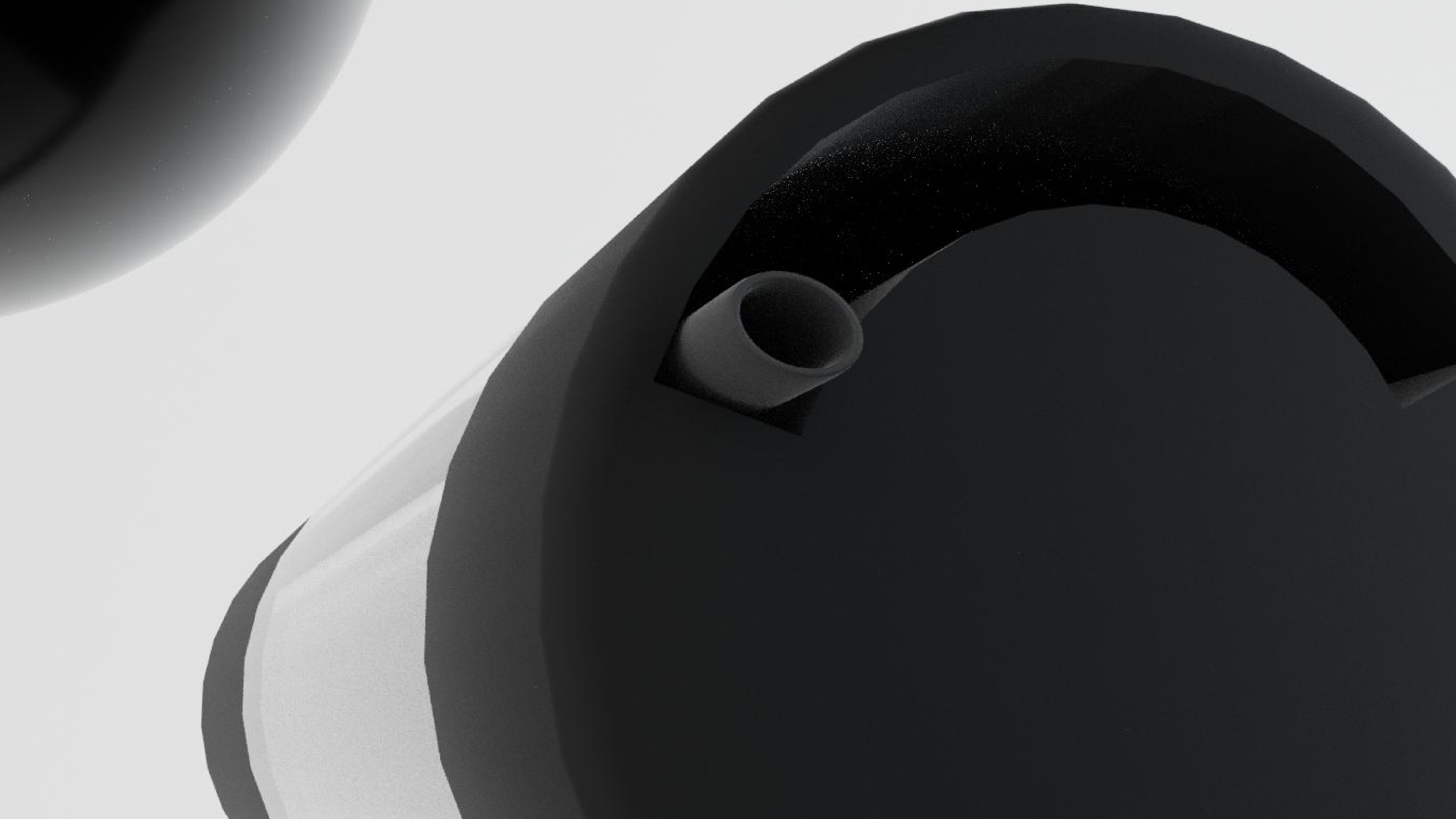
key features

material selection



Our bottle features a *clever double-glass (Borosilicate) insulation system*. The inner glass layer is frosted from the inside in a unique way, giving it a translucent appearance when the bottle is empty. However, when you fill it with a transparent liquid, The bottle turns transparent.

The liquid's presence changes how the frosted surface interacts with light, causing it to become transparent up to the level of the liquid. This optical illusion not only adds an intriguing visual element but also allows you to easily see how much liquid is in the bottle while maintaining its aesthetic appeal.



key features

twisting mechanism



Crafted with user-centric design, our bottle excels in **one-handed utility**. A twisting mechanism tries to combine function and form: a simple **twist** allows the nozzle to emerge seamlessly from the bottle's apex. This intuitive feature caters to busy and lazy and lifestyles, allowing effortless on-the-go desk usage.

The **tactile** engagement of the twisting motion adds a **satisfying** touch, emphasizing the bond between user and product. This bottle showcases the essence of practicality and elegance as the visible in the bottle's minimal form, elevating the bottle beyond its core purpose by adding a novelty of extra convenience.

key features

non-spill bottom



The addition of a silicon pad on the bottle's base epitomizes **safety and stability**. This feature prevents accidental toppling on flat surfaces by providing a secure grip. The pad's soft yet firm texture forms a non-slip barrier, enhancing the bottle's balance. This design ensures **worry-free day-to-day use**, especially in bustling environments like a classroom.

As the bottle rests on any surface, the silicon pad's friction and suction prevents unintended movement, safeguarding the functionality of the single hand use nozzle. This mechanism guarantees a **peace of mind** for users, making the bottle a **reliable** companion for every scenario, be it a crowded class or a busy workspace.

emotions associated with the product:

interest

fascination

to experience an urge to
explore, investigate, or to
understand something

gratification

relief

to enjoy a calm state of
being free from mental or
physical tension or concern

satisfaction

to enjoy the recent
fulfillment of a need
or desire



stay high-drated
(emotionally).

Sujit Nagare
Tanishq Kumar Sinha
Tanmay Gupta
Yajat Dayal
Mayank Hedau

Rejected Ideas

- Tic-Tac spinner bottle
- Terracotta bottle
- Polished rock bottle
- Multi-Compartment bottle

References and Early Ideation Processes

- <https://www.kleankanteen.com/products/tkwide-twist-cap-with-straw#>
- <https://themightymug.com/pages/about-us\>
- https://iitgoffice-my.sharepoint.com/:f:/g/personal/t_sinha_iitg_ac_in/EnO80A8rhjZGgYHBF4zHS7cBOskpBD1ZE9uOOvufwUxVng?e=YbnhTA