



amazebalz.



discover

how might we get products to people without generating plastic waste?

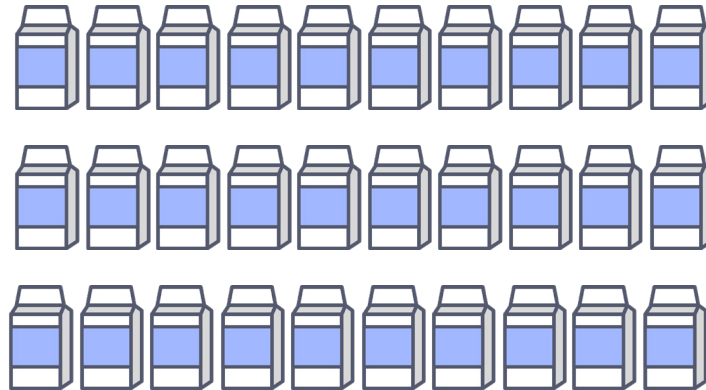
Australia produces more than **1.5 million tonnes** of plastic every year, which is more than **71kg per person**

(Clean Away, n.d.)



50,000 tonnes of soft drink bottles

(Clean Away, n.d.)



30,000 tonnes of milk bottles

(Clean Away, n.d.)



10,000 tonnes of detergent and shampoo bottles

(Clean Away, n.d.)



The average Australian uses 8 bottles of shampoo a year

Australian total: 198,800,000 bottles a year

If we as designers pick one small area to change, we can make a huge difference.

Figure 4. NeoForce shampoo and scalp tonic (Oriflame, 2019)

Why is only **11.8%** of plastics recycled?

(Australian Government, 2017)

Plastics thrown into the **wrong bin**

(Bazilchuk, 2018)

Plastics **not cleaned out** before recycling

(Bazilchuk, 2018)

The plastic **sorting process** is resource and **time consuming**

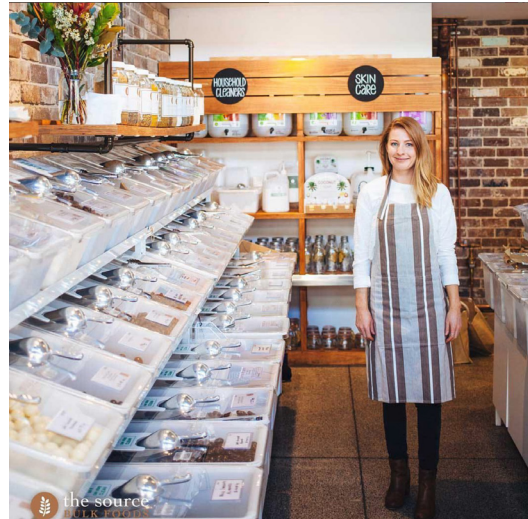
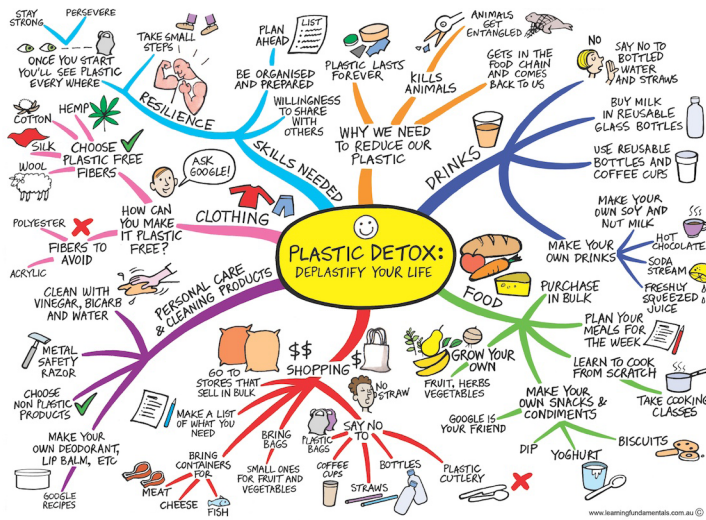
(Bazilchuk, 2018)

Recycling is **not profitable** enough.

The market for recycled plastics is too fragmented.

It is **too cheap to make new plastics**, and there isn't a big enough need.

(Bazilchuk, 2018)



the source

plastic free grocery stores where you can **buy bulk** wholefoods, snacks and organic treats. Bring your own jar or fill a recycled paper bag.

a concept **eliminating single use plastics** completely

(The Source Bulk Foods, 2018)



biome eco store

naked beauty bar

buy ingredients to make your own natural beauty products

toxin and cruelty free, ethically produced and waste free

(Dunn, n.d.)

plastic free july

encouraging people to go **plastic free** for the whole month of july

avoiding products in plastic packaging, **reducing** where possible, **refusing** plastics that escape as litter and **recycling** what cannot be avoided

(Plastic Free July, n.d.)

going plastic free is the key



shampoo bar

no packaging
no waste

natural materials, toxin free

use as soap bar

(The Source Bulk Foods, 2018)



beauty kubes

portion sized shampoo bars

natural ingredients and biodegradable
cleansing agents

crumble cube into hand, add water to make
paste, apply to hair



nohbo drops

single use water soluble shampoo drops

add water, will melt in 2-4 seconds

biodegradable, eco-friendly, waste free,
natural, non-toxic

waste free options



define

target issue: do we need shampoo bottles?



Figure 4. NeoForce shampoo and scalp tonic (Oriflame, 2019)

the 5 why's

What is the problem? Shampoo bottles are made of plastic

Why is it happening? It is very convenient to buy plastic bottled shampoo in the supermarket and other substitutes are rare to find.

Who uses it? Every person in Australia uses some form of shampoo or body wash. Companies would benefit from using substitutes to plastic as people get more aware of the problem with plastic pollution. If we all do a little bit to help get rid of plastic packaging, we could help minimize our impact.

Why are they made of plastic? It is cheap to produce, easy to transport and it doesn't break.

Why do we need shampoo bottles? To carry the shampoo home

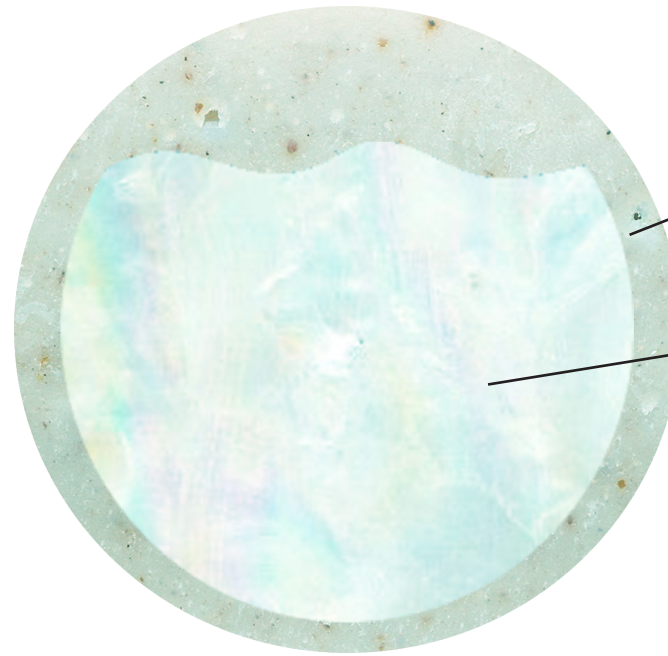


develop

target issue: how do we get shampoo to the consumers without generating waste?

prototype 1

Prototype 1 was the **initial concept** put into form. The form of the product was a hard soap shell with liquid shampoo inside. Questions were raised towards **space wastage** in packaging due to the round shape. The product is packaged in a simple cardboard box, which is not ideal, as cardboard is another area of **wastage**. Surveys revealed that selling the product in specialty shops weren't ideal as it is too **time-consuming to get to**. Another issue raised was the all natural ingredients as a big part of the survey responders **do not think that natural ingredients work**. They were wanting to customize their shampoo. Storing the product on the bathroom sink is not ideal either, as it is **not practical**.



solid shampoo
bar shell

liquid
shampoo

packaging

cardboard box



selling platform

speciality shops

ingredients

all natural
ingredients

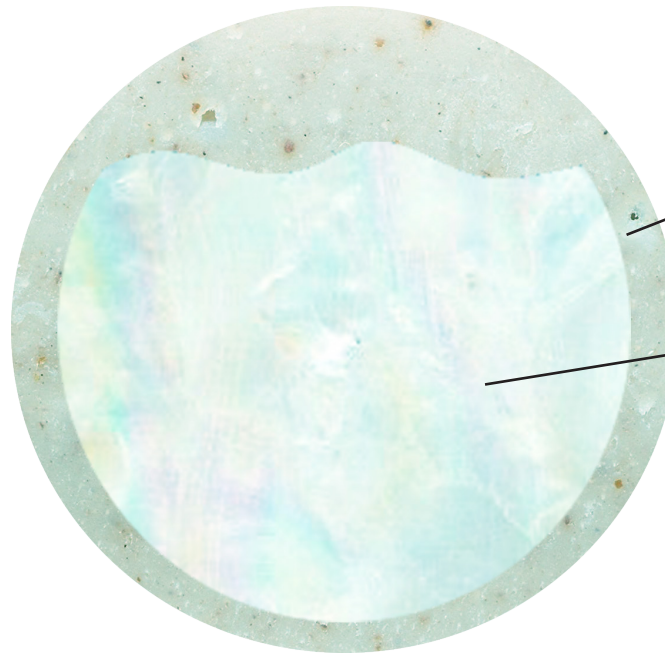
dispensing system

stored on
bathroom sink



prototype 2

Prototype 2 raised the issue with the **packaging and selling platform**. Selling the product online on subscription basis makes it more convenient for the user, but questions was raised as to whether or not they could **cancel the subscription** or if they **did not want to commit** to a subscription. They also wanted to try the product first before committing to a whole month's worth. As the product would be bought in bulk, the cardboard box has now gone bigger, which helps with the wastage issue. Additionally, it is made from recycled cardboard. There is still a **wastage issue**, which needs to be further though out.



solid shampoo
bar shell

liquid
shampoo

packaging

bulk
1 month worth
recycled
cardboard



selling platform

sold online on
subscription basis

ingredients

all natural
ingredients

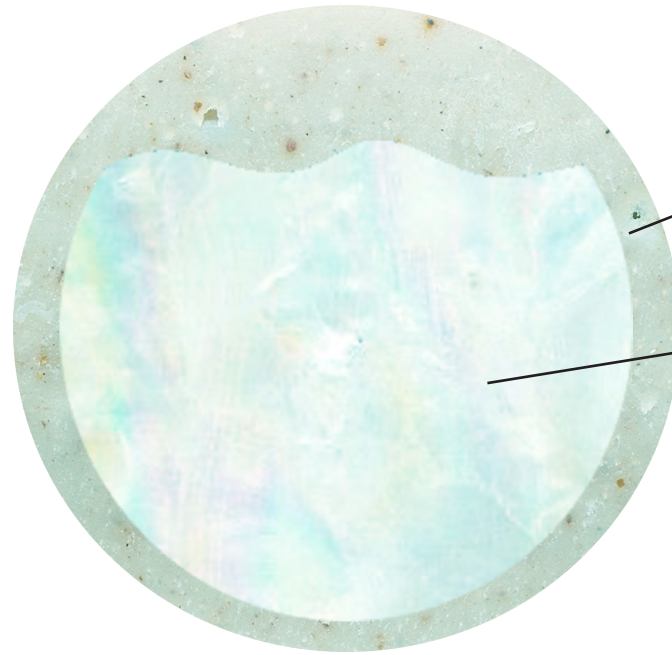
dispensing system

stored on
bathroom sink



prototype 3

Prototype 3 sought to solve the **product storage** issue. A dispenser system has been created, which dispenses one shampoo capsule at a time. Surveying potential users raised questions as to **how you would differentiate between the shampoo** customized for each family member. Additionally, the **material usage** was questioned, as bamboo would not be able to hold itself together and at least one more material would need to be used. Other survey responders wondered **what would happen to the dispenser** if the user decided not to use the product after trying it.



solid shampoo
bar shell

liquid
shampoo

packaging

bulk
1 month worth
recycled
cardboard



selling platform

sold online on
subscription basis

ingredients

all natural
ingredients

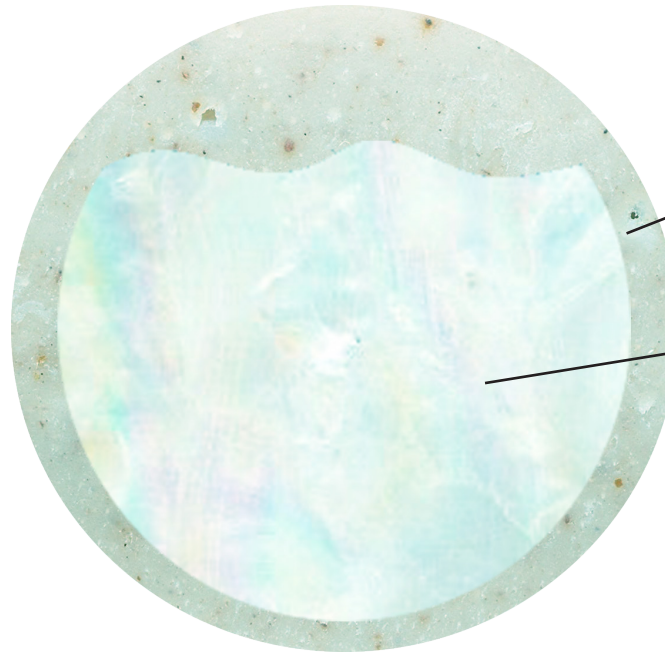
dispensing system

dispenser made
from bamboo.
Dispenses one
capsual at a time.



prototype 4

Prototype 4 took into consideration that most of the survey responders wanted some sort of **customization**. The user could now customize their product in many ways, but this proved to be a little **too much** for some of the survey responders. Most of them was happy to customize a little, but not too this extend. They thought of the process as **too time consuming** and some was **wanting a "genetic shampoo" option** as well as an option to customize further.

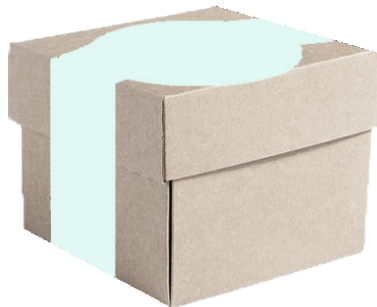


solid shampoo
bar shell

liquid
shampoo

packaging

bulk
1 month worth
recycled
cardboard



selling platform

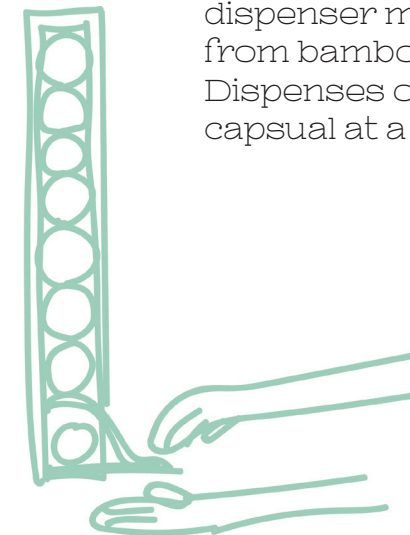
sold online on
subscription basis

ingredients

customization according
to hair type, hair length,
fragrance, sensitive skin,
how often you wash your
hair, how many family
members, all natural
materials

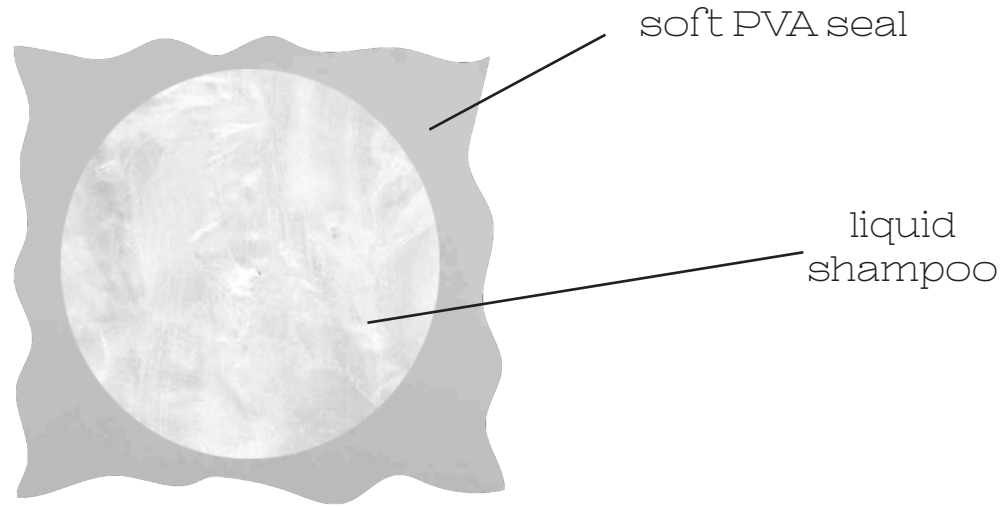
dispensing system

dispenser made
from bamboo.
Dispenses one
capsual at a time.



prototype 5

Prototype 5 was a way to **further evolve the form** of the product. Using a soft PVA seal was a way to **eliminate the space wastage**, as it is soft and would not break as easily. This option, though affective, proved to **make people think of dishwasher tablets** and they did **not appear as luxurious** as desired. Additionally, the capsules would have a tendency to **stick together**.



packaging

bulk
1 month worth
recycled
cardboard



selling platform

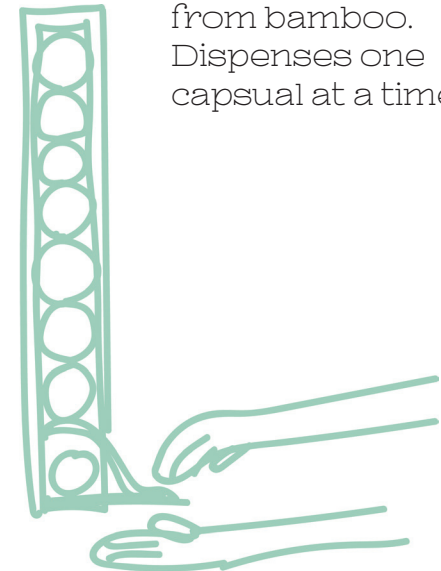
sold online on
subscription basis

ingredients

customization according
to hair type, hair length,
fragrance, sensitive skin,
how often you wash your
hair, how many family
members, all natural
materials

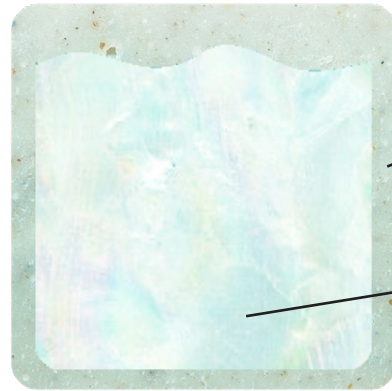
dispensing system

dispenser made
from bamboo.
Dispenses one
capsual at a time.



prototype 6

Prototype 6 was a way to use the original construction, but **further evolve the shape** of the product. A square shape would **eliminate space-wastage** in the box which would fit more products in the packaging. Though this would be beneficial, another problem arises, with the products being stored so close together and **sticking together**. This creates an issue of breakage that is not ideal.

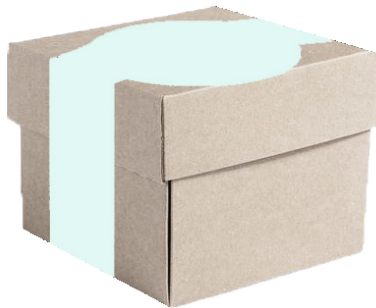


solid shampoo
bar shell

liquid
shampoo

packaging

bulk
1 month worth
recycled
cardboard



selling platform

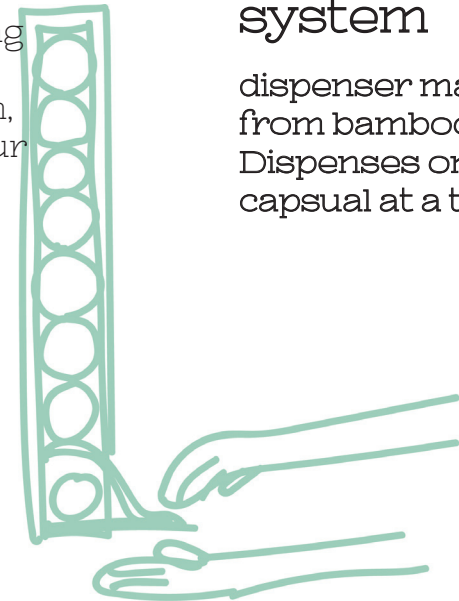
sold online on
subscription basis

ingredients

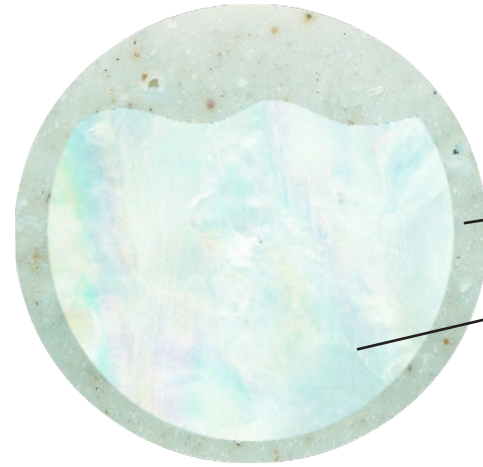
customization according
to hair type, hair length,
fragrance, sensitive skin,
how often you wash your
hair, how many family
members, all natural
materials

dispensing system

dispenser made
from bamboo.
Dispenses one
capsual at a time.



final product.



solid shampoo bar shell

liquid shampoo

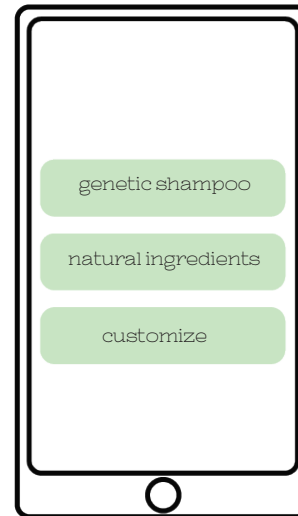
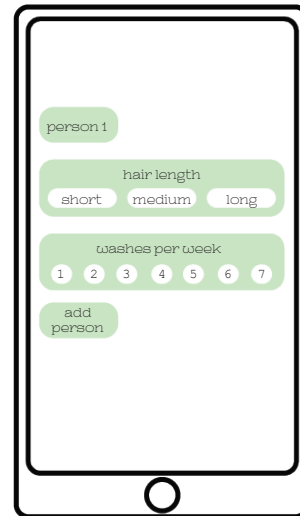
packaging

packaged in recycled cardboard with eco friendly ink.
buy in bulk
1 month worth
can order samples to try it out first



selling platform

download app
can get samples, buy one offs, subscribe and customize



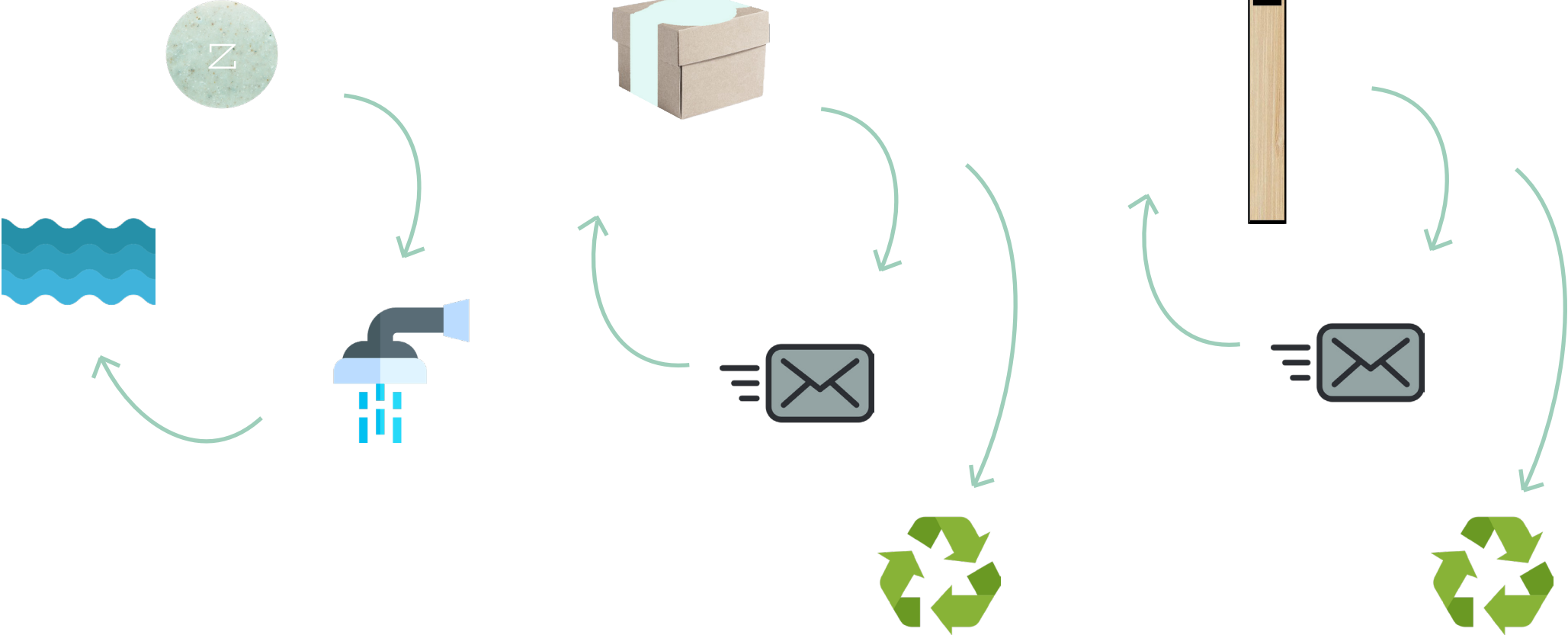
ingredients customization menus



dispensing system

dispenser made from bamboo, stainless steel and silicone. Dispenses one capsual at a time. can send dispenser back if not continuing with product

product lifecycle





amazebalz.

Zhampoo. Zelfcare. Zolidarity.



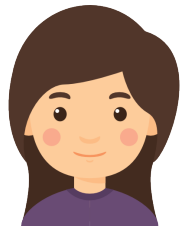
spoil yourself - not the planet



deliver

target issue: how will this product be received?

user journey map



doing

Advertising through social media, digital and print, media coverage, displayed at events, word of mouth.

Compares against other product on market. Looks at website and social media. **Downloads the app.**

Purchases the product through the app.

Unpacks product, **uses product**, mindset changes, easy to use due to simple instructions.

Tells others through word of mouth or through social media.

thinking

What is this new product? **Would it be beneficial to me?** How much would it cost? Is it enviro-friendly?

Where can I purchase this product? What are the advantages of buying this product? **How is it different from other products on the market?**

Should I get a sample to try first? Should I customize my shampoo or buy the genetic one?

Where should I put my dispenser? How do I fill it up? **It's easy to use!**

"I need to **tell my family and friends** about the benefits of this product"

feeling

Interested in product but **slightly sceptical** about new features.

Curious, interested.

Excited, optimistic, hopeful, peaceful.

Content, **satisfied**, amazed at ease of use!

Eager to share with others, proud about purchase of product.

customer experience

Recognizes the innovativeness of the product and how the advertisement highlights this innovativeness.

Gets in contact with customer service chat on the website and **asks questions** about the product. Friendly and helpful feedback.

Buying through the app is **quick, easy and user friendly** and the user can customize their shampoo easily without confusion.

User further finds **ease in using product** and is **happy with the outcomes**. Customer service staff follow up through email or app interaction.

Through sharing on social media, marketing staff **re-post the user's image** of product in use as a testimonial for their website.

opportunities

Clear advertising **highlighting the advantages** and benefits of the product.

Draw on the product being both **luxurious, effective and environmentally** conscious.

Tailoring the product according to the user's needs ie: length or hair, how often they wash their hair etc.

Eliminates waste, ease of use, **easy to follow instructions** on how to use through simple drawings of steps.

Connect with users and potential users. Word of mouth exposure.

conclusion

When introduced to the double diamond I must admit I was a little confused. The process seemed very structured and technical, but after familiarizing myself with the concept, I learned that this technique is what I have been using all way through my course without even knowing it had a name. I soon came to realize that it comes extremely natural to me to structure my work in this manner and that I do it subconsciously.

Throughout my journey as a designer I have developed my own processes as to how I gather research, analyze it and draw out the key points. The double diamond supports this way of working and the first stage of the project therefore came easily to me. Where I had trouble was narrowing down my research to the actual problem, and this took me a while to adjust to. The idea of keep asking "Why?" until you arrive at the root problem appealed to me, but I never seemed to get deep enough. This is where the class discussion proved helpful. Coming to class with a somewhat idea of where I was going and then getting asked all the tough questions forcing me to think it through, then lead me to leaving class with a much clearer idea of where I was going.

What came apparent to me was that it is so important to bounce ideas off your

peers. When you think you have solved the problem, putting it out there might highlight problems you haven't even thought of. This type of constructive criticism is not something I am normally very good at receiving, being a very sensitive person I have a tendency of taking everything personal, but this process has taught me the importance of constructive feedback and how important it is to develop your work to the next level. Most times you come across problems you didn't even know existed, and this process helps you evolve as a designer. I used to dread what I called "harsh feedback", but I now see the value in it and how useful it is to the design process.

In the third stage I also found that discussing my ideas with my peers helped me think out of the box and evolve my solution from something basic to something I'd like to think of as next level. Discussing it with peers who purposely took the role as "the devils advocate" made me think of solutions to all the problems highlighted. Putting on a "critical hat" and finding everything that is wrong with something is a concept that I am very familiar with and have been trying to get rid of for mental health reasons, but that side of me proved very helpful in this project. It proved once again that the things

we think of as our weaknesses can sometimes be our strengths.

Conducting surveys was another useful tool I used to gather my knowledge about the problem. I found it hard not to have preconceived ideas about the outcomes and aiming towards them, and this is something that I still have to work on. Though it was difficult for me to not be biased, the survey results proved very helpful in highlighting problems with my prototypes, and it helped me evolve my design.

This design process has also taught me a few things about communication design, though it was very unfamiliar, and I felt very much thrown into deep water. I did not have much knowledge in the field, and I found that I had to push myself to figure it out. I am still not great at it, but I certainly had the chance to learn a few things about the field. Additionally, I found it helpful to have peers from other design disciplines, who was able to provide insight into their prospective fields.

Throughout the process, human centered design has been at the core of my design development, and my end result is therefore thoroughly thought out according to the user's needs and wants. Thorough design strategies like

primary research, secondary research, case studies, surveys, the five whys, empathy mapping and user journey mapping I have developed a product that I am somewhat proud of, and that I wish would actually be on the market for me to use.

I would have liked to further develop the packaging and appearance of the product, but due to time limits, this was not possible.

Throughout the project, it has become very clear to me that we have a problem as a society; plastics are killing the planet, and we as designers has the power to change things. Will my product be world-changing? Probably not, but we need to start somewhere. If I can get rid of one little piece of plastic in the consumers' everyday lives, and every other designer does theirs to change yet another little piece, it could change things. So is my product successful? I'd say so, YES!

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