

INNOVATION SPACE

Where good ideas become great realities



P&G ASU

Creating a Brand Experience for People who are Visually Impaired or Blind

**visually
dependent**

**visually
dependent**

**visually
dependent**

Creating a Brand Experience for People who are Visually Impaired or Blind

Three teams of four students each:

Business

Engineering

Graphic design

Industrial design



Products Selected

Personal healthcare products

Team 1: Make-up

Team 2: Hair care

Team 3: Hair Color



Insights into the Population of People who are Blind

People who are blind, not blind people

An underserved market highly appreciative of universal design

Many are active computer users- JAWS

Primary Difficulties Faced by People who are Blind

Looking good, fitting in, “ignored and stared at”

Difficulty in identifying objects

Hostile public environments

Brand Proposals

Brand essentials, experience, signature elements

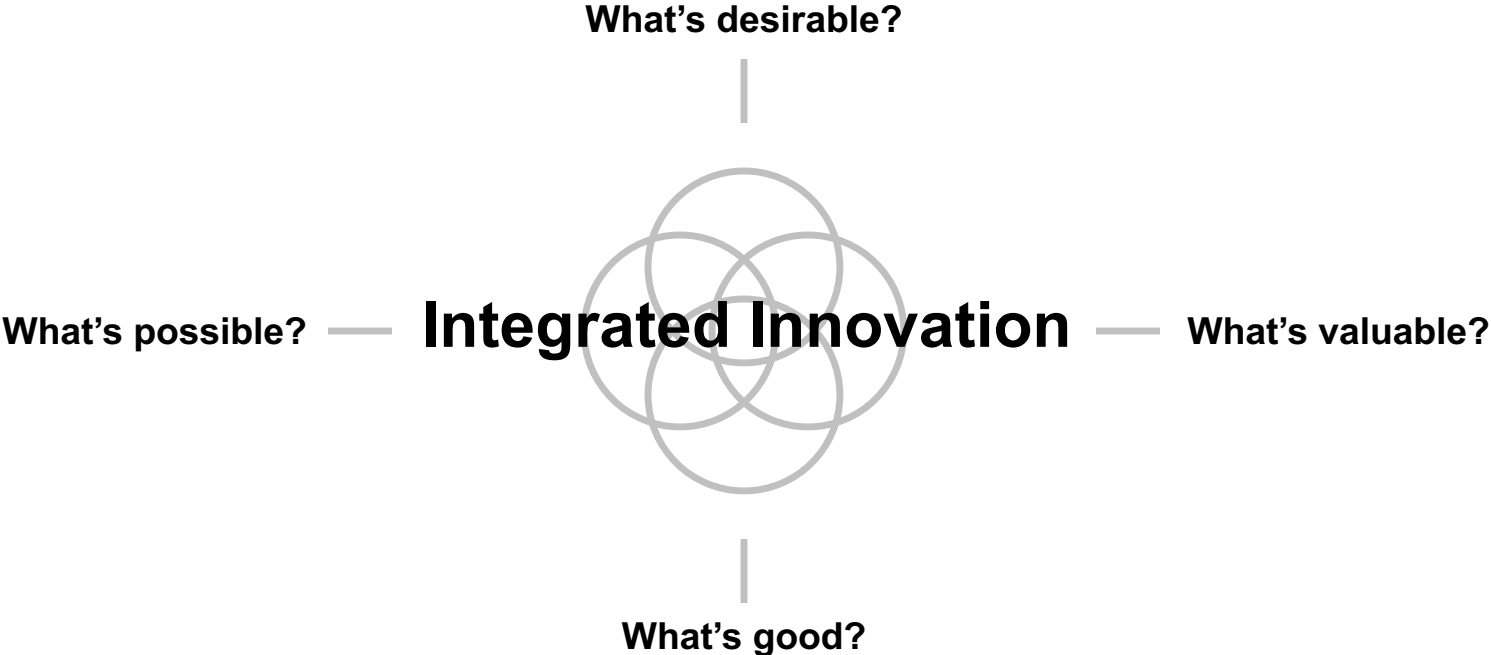
Integrated Innovation



Brand Proposals

Brand essentials, experience, signature elements

Integrated Innovation



Team One: Make up Products

Jeremy Smith, Graphic Design

Sean Shiel, Industrial Design

Anthony Wahlbrink, Engineering

Laura Shull, Business





: Personal Spirit and Individual Expression

: Unique cosmetic design

_mascara

_eye shadow

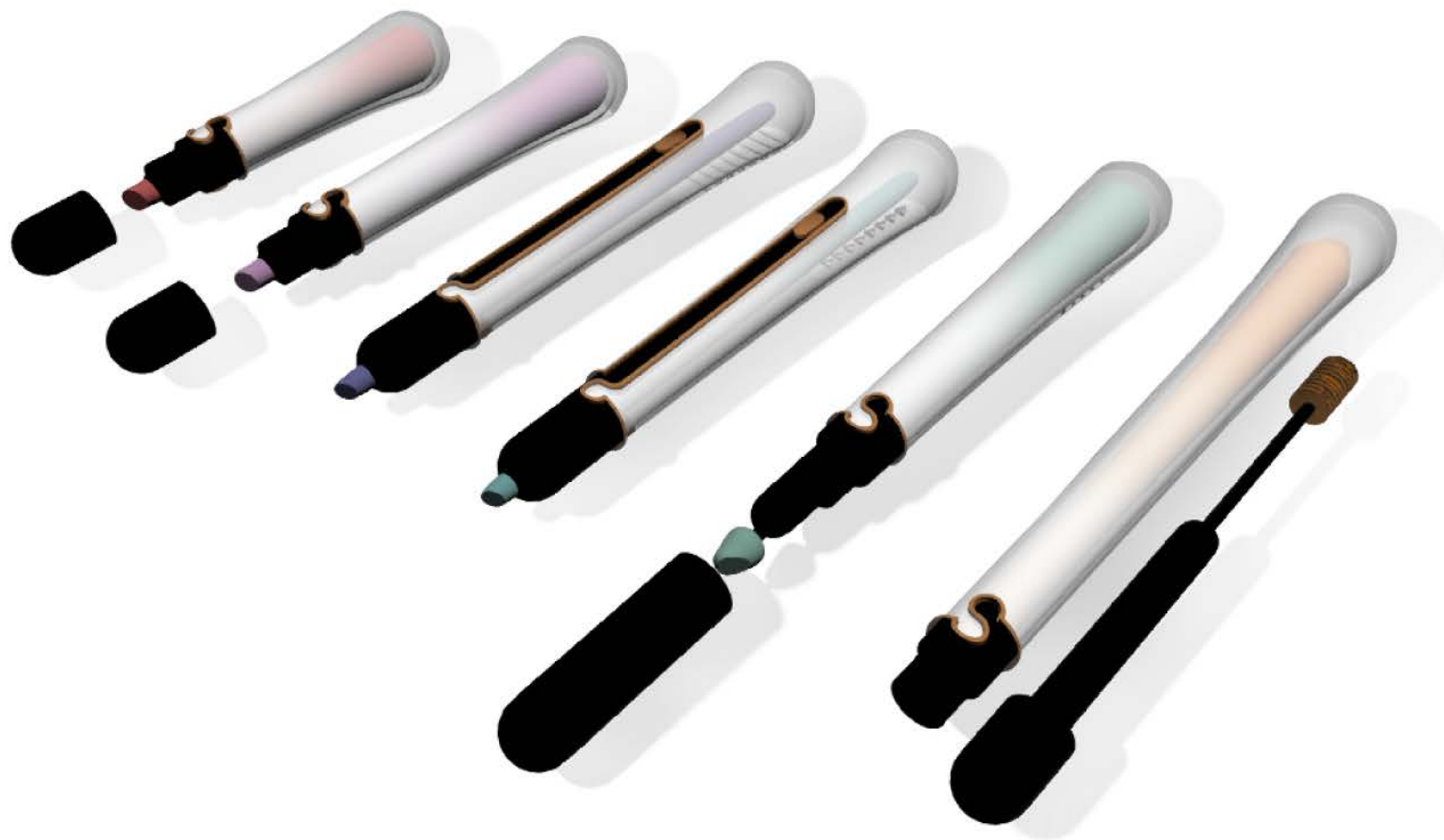
_eye liner

_lip liner

_lip stick

_nail polish


: Targeted to the visually impaired females between the ages of 22-29



www.esense.com/profile.php

Google

e sense
what color you dream?

 :::Audio ON:::

What is your name?


What is your address?

What is your birthday?

What is your ethnicity? (optional)

What is your favorite color?

What is your favorite season?

:::Continue::: 

The screenshot shows a web browser window with the address bar containing 'www.esense.com/discoveredprofile.juliatan.php'. The page features the 'esense' logo at the top left. Below the logo, the user's name 'Julia Tan' and 'Self Discovery Results' are displayed. The main content area is titled 'Based on your answers eSense recommends...' and shows a color recommendation: 'code e04' followed by a red circle and the text '_earth 04'. Below this, a horizontal row of eight colored circles is shown, numbered 1 through 8. The fourth circle, which is a dark reddish-brown color, is highlighted with a red rectangular box. Below the circles, a paragraph of text explains that this color is suitable for the user's personality. At the bottom right, there is a 'Continue' button with a double colon on either side. In the bottom left corner, there is a speaker icon and the text 'Audio ON'.

esense

Julia Tan

Self Discovery Results

Based on your answers eSense recommends...

code e04 ● **_earth 04**

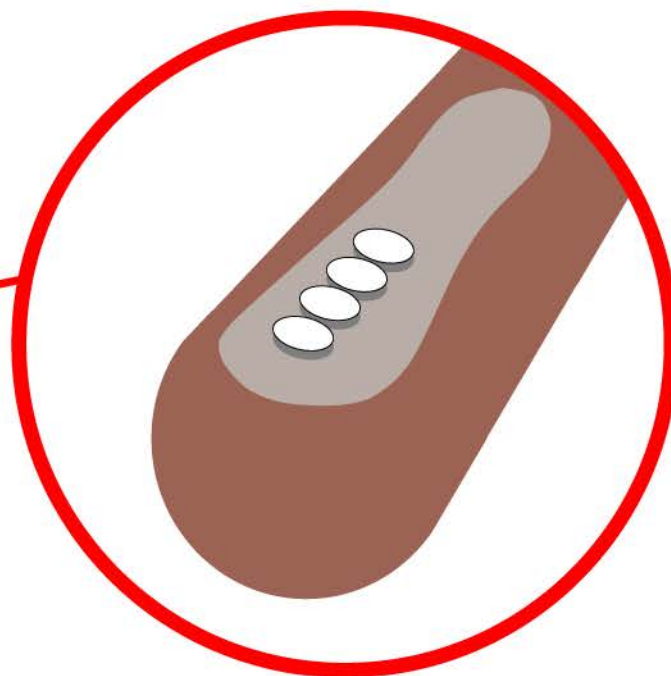
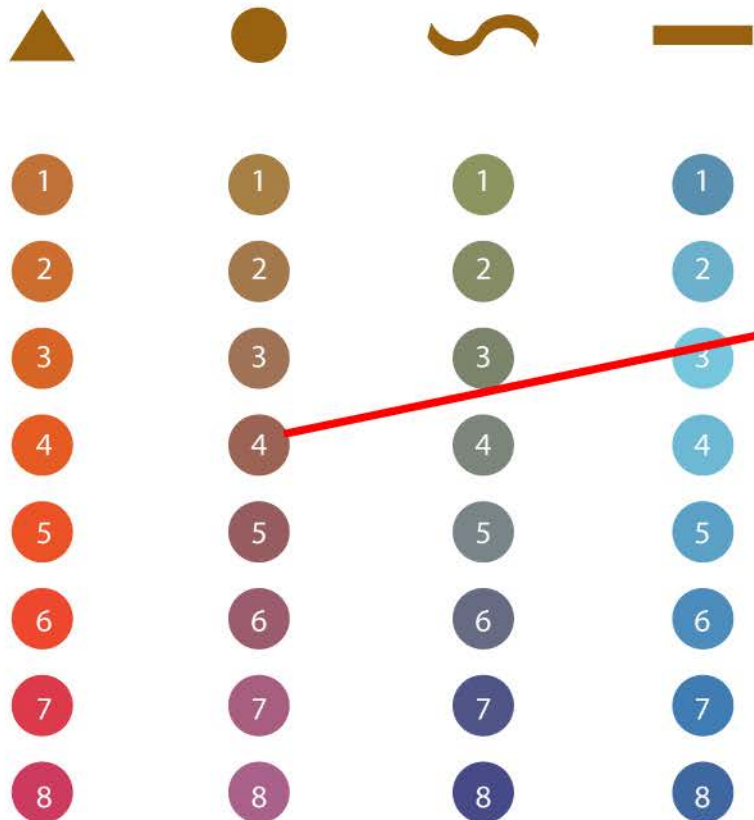
1 2 3 4 5 6 7 8

This color is suitable for your personality according to the interactive color matrix. However you may chose different colors within the martix.

Please click continue to begin viewing all available products in this category.

::Continue::

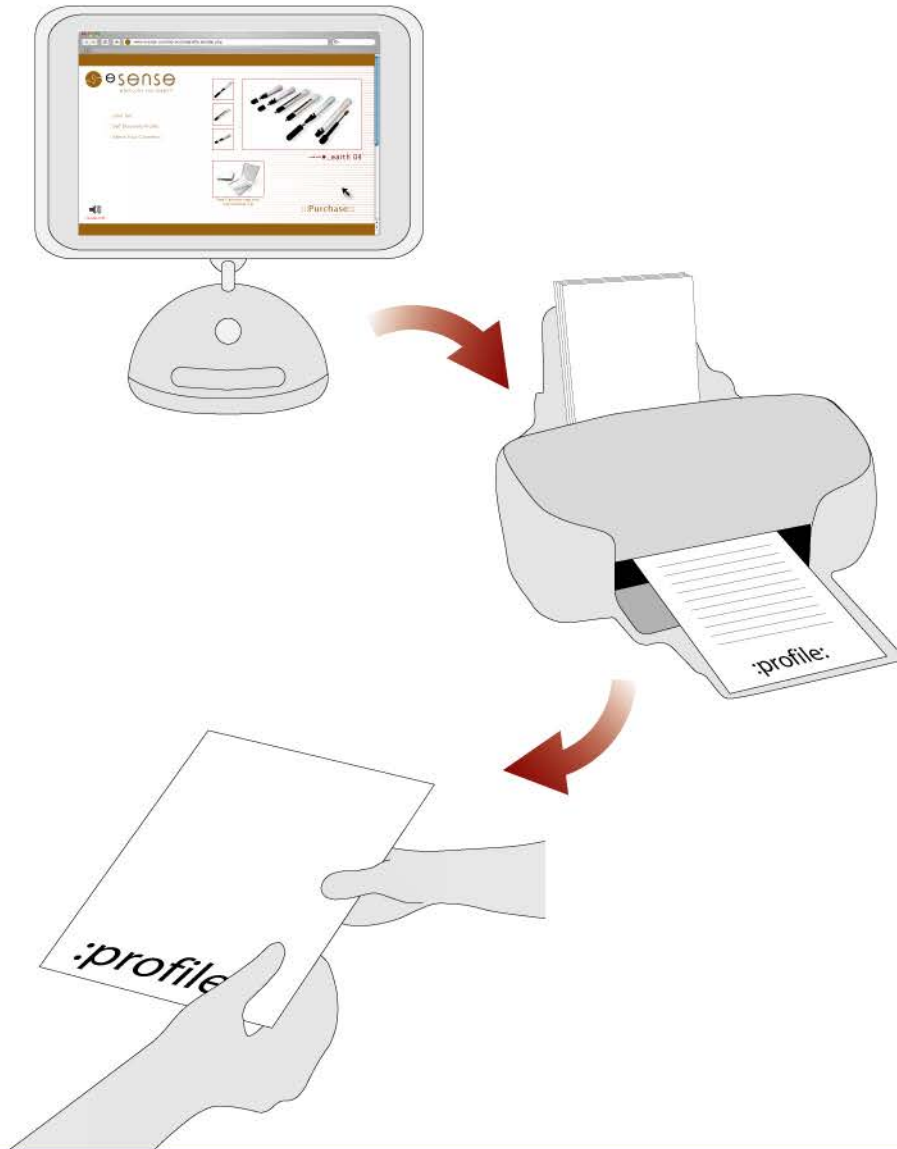
Audio ON



code e04_earth 04



Shopping : Printed Profile



: Get Profile on the web site

: Print the profile

: Hand in at any retailer

www.esense.com/discoveredprofile.juliatan.php

eSense
what color you dream?

::: Julia Tan
::: Self Discovery Profile
::: Select Your Cosmetics

code e04 ● _earth 04

Free Carrying case and instructional CD

:::Purchase:::

Audio ON

Product Features : Texture Identifying System



: Embossed handles

: Identifies color and type of cosmetic

: Number of symbols identifies color

Using : Applying Eyeshadow



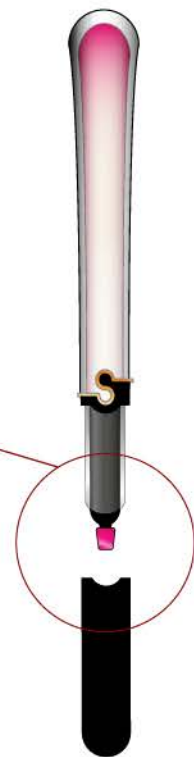
: Twist handle

: Sponge Applicator

: Amount determined by
number of twists



Sponge
Applicator

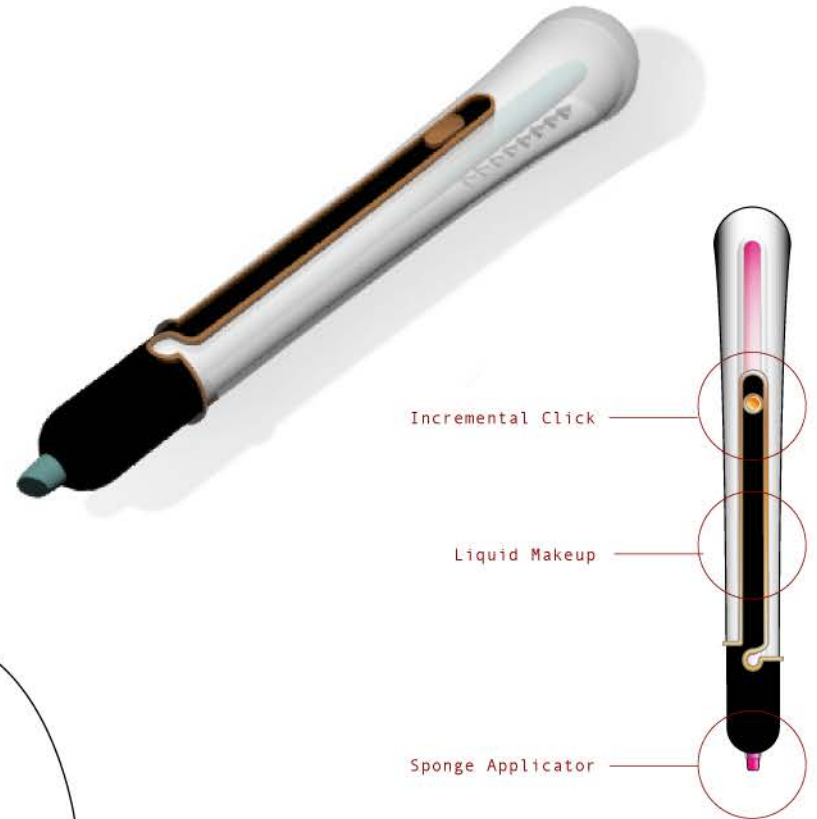
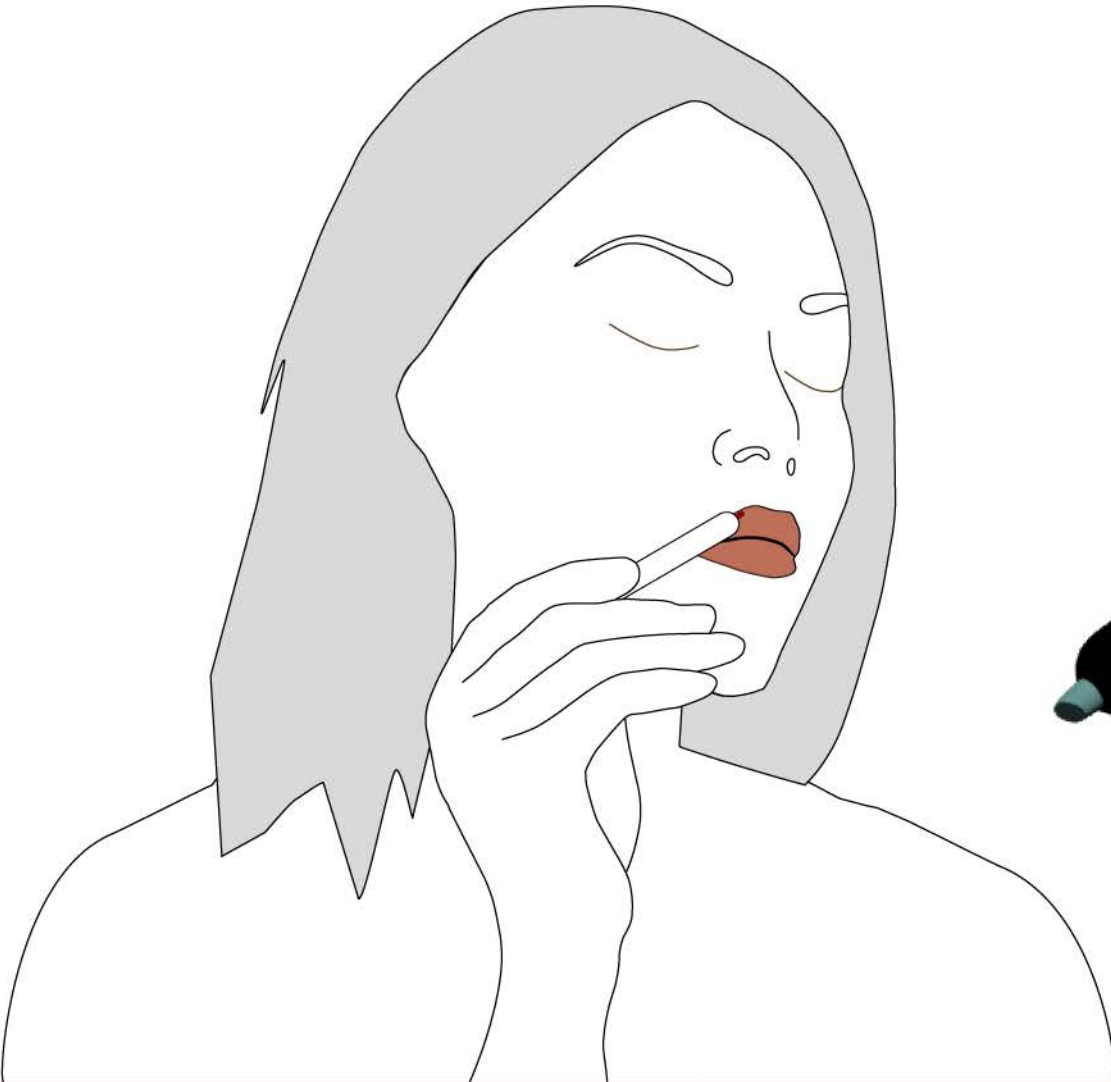


Using : Applying Lipliner

: Incremental Click

: Sponge Applicator

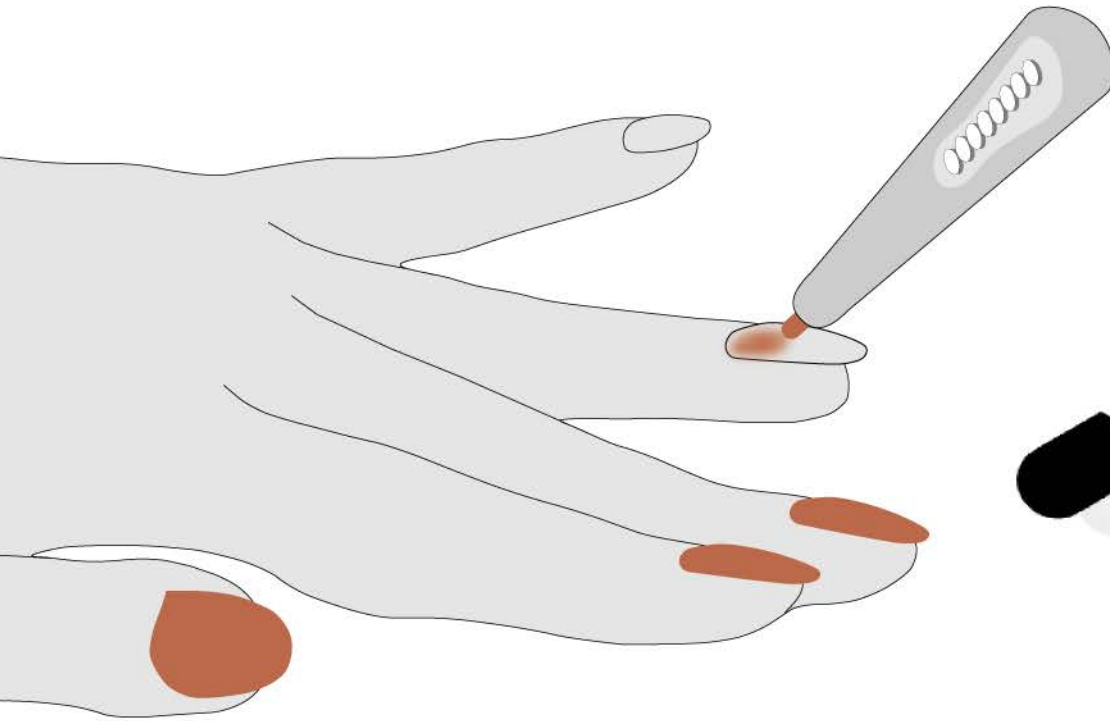
: Amount determined by
number of clicks



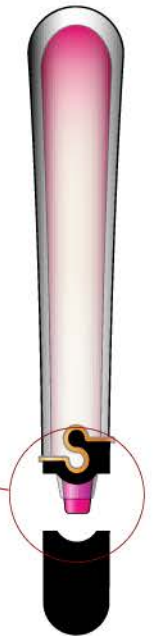
Using : Using Nailpolish

: Marker-like tip

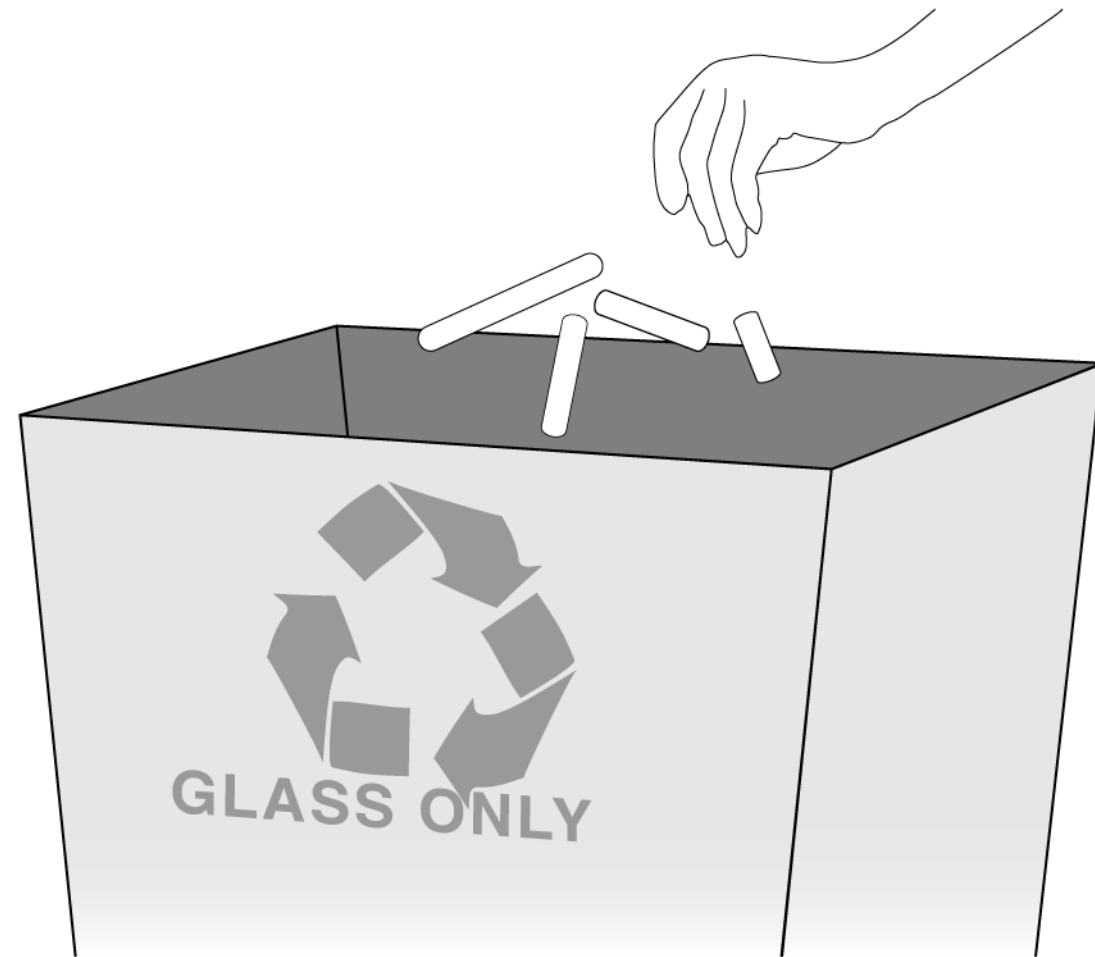
: Allows accurate flow



Marker Tip



Disposing : Recycle



: Recycle in glass bin

: Reduces waste

: Good for the environment

Disposing : Return

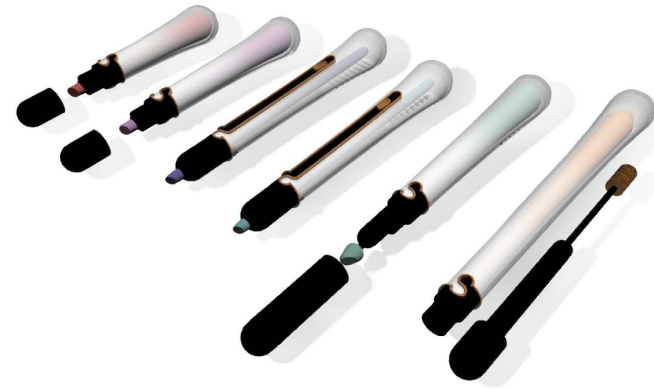
: Return in self addressed envelope

: Reversible Packaging

: Reduces waste



 e sense



Team Two: Hair Care Products

Brittany Fullmer, Graphic Design

Dean Bacalzo, Industrial Design

Tuan Lee, Engineering

Amy Chesak, Business

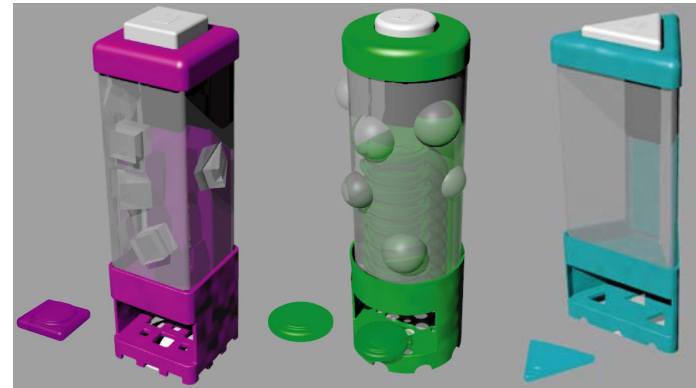


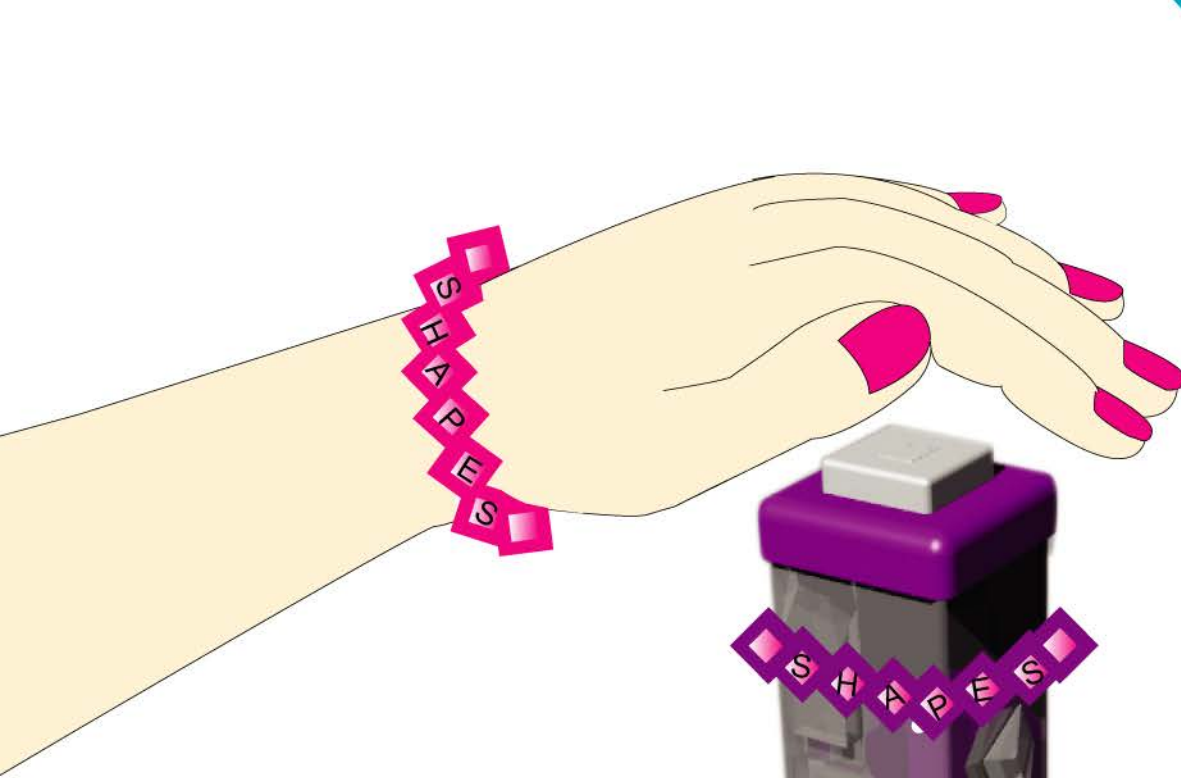
Target Market

- Children who are blind or visually impaired
- All Children ages 5 - 13
(36.4 million in the US)
- Opportunity: Expansion to
Developing Countries



Shampoo, Conditioner, Gel



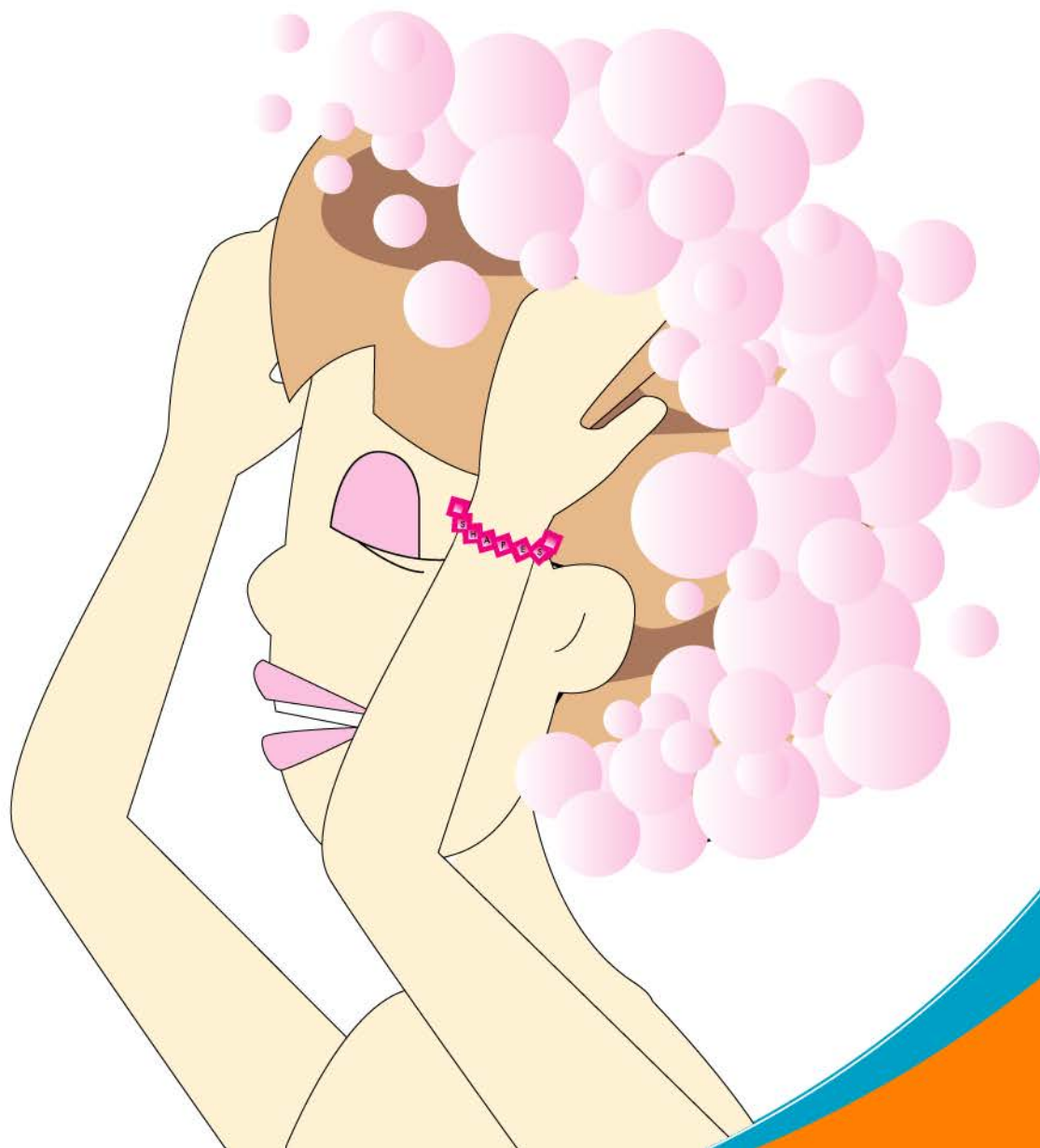


Dispense

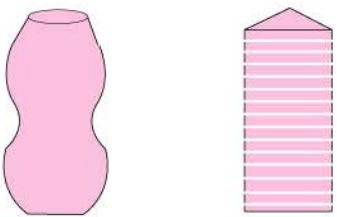


S
H
A
P
E
S

Dissolve

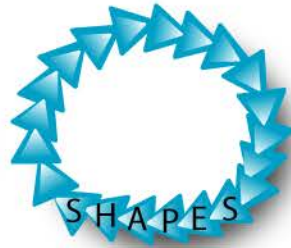


Wash



**Reusable
Refill**

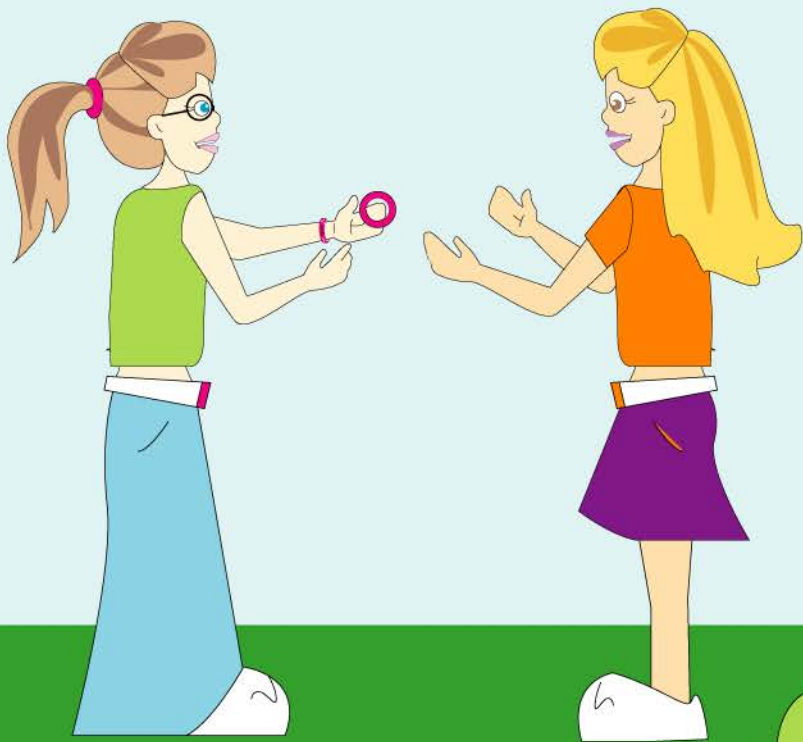
Bracelets



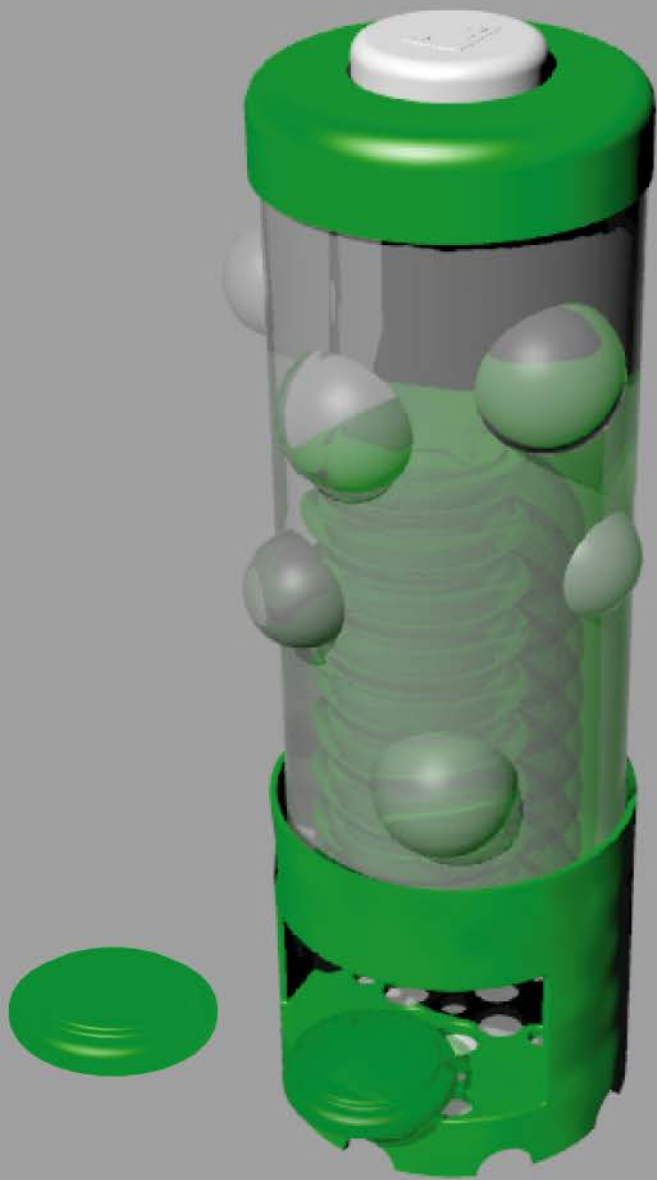
Tattoos



**Bracelets &
Tattoos**



Bracelets



Conditioner



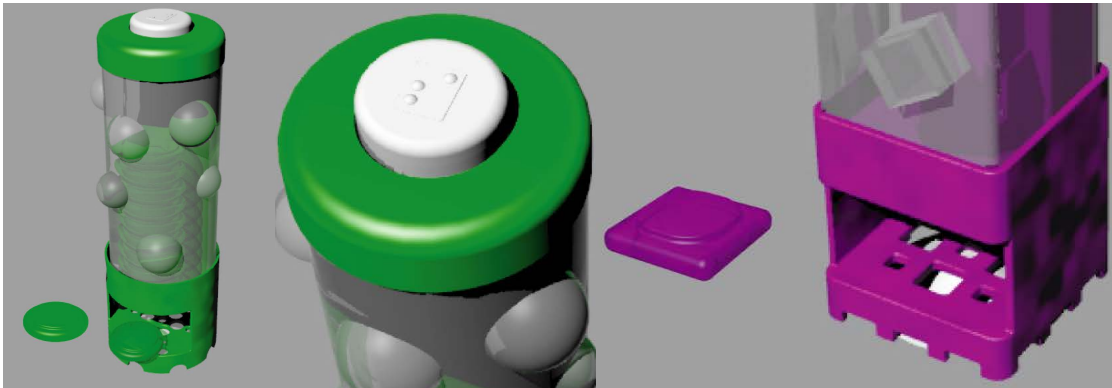
Packaging



Packaging

SHAPES

FEELING FRESH AND HAVING FUN



Team Three: Hair Color Products

Ryan Whillier, Graphic Design

Stephanie Recalde, Industrial Design

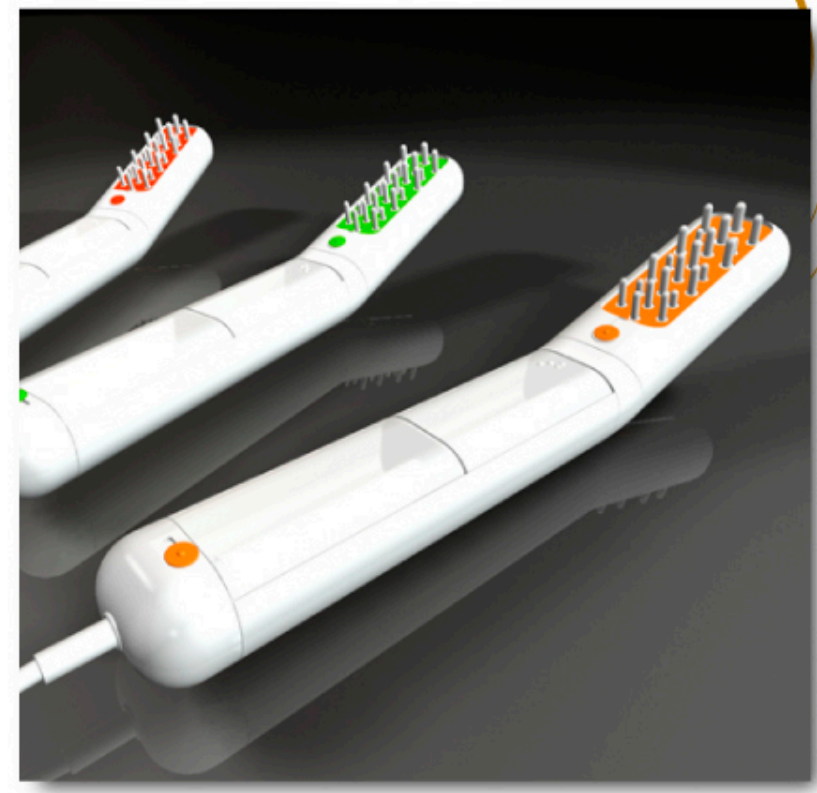
Prasoon Saurabh, Engineering

Andrew Donadee, Business



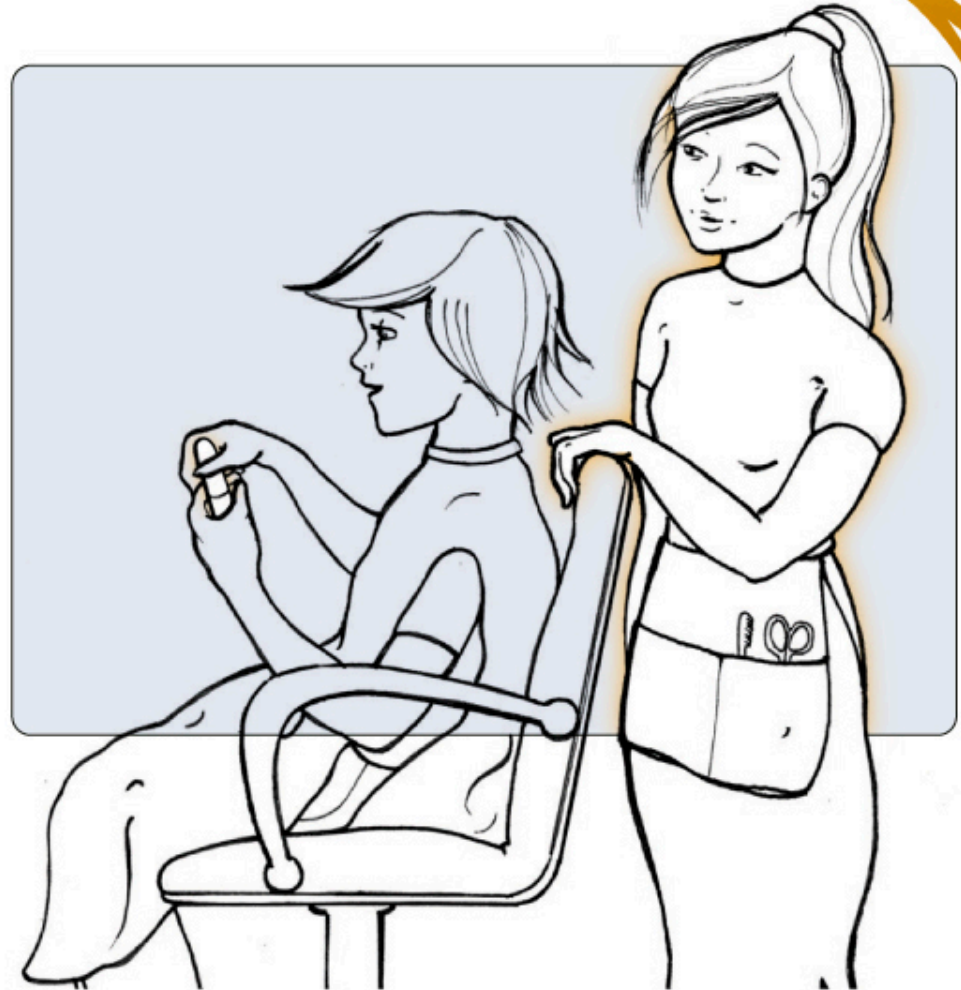
reveal

Applicator Brush



reveal

Hair Salon



The Other Dyes

Difficult to distinguish.

Messy.

Visually dependant instructions.

Insecure coverage.

Environmentally irresponsible.



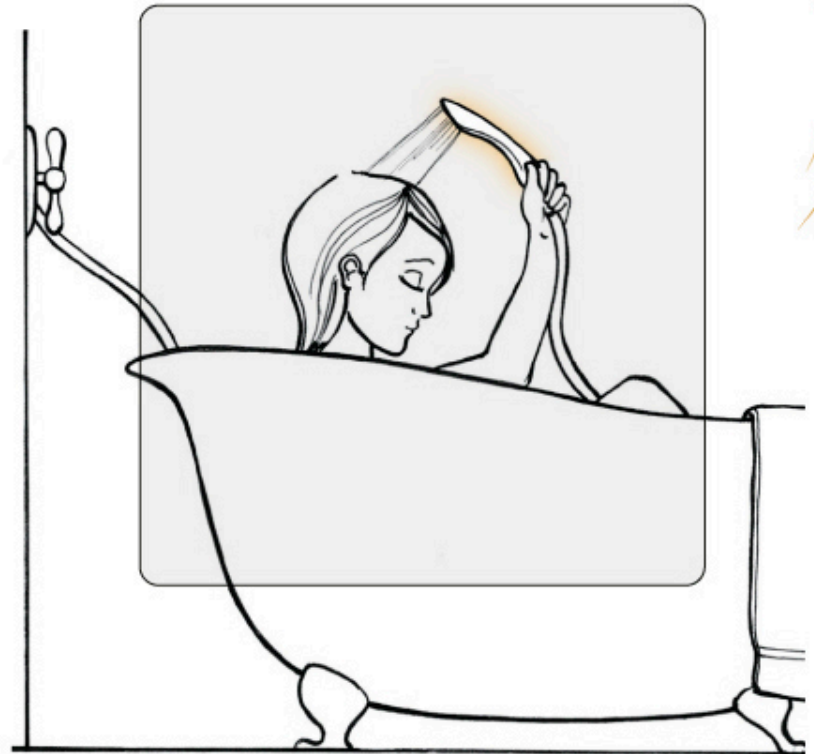
reveal

Using



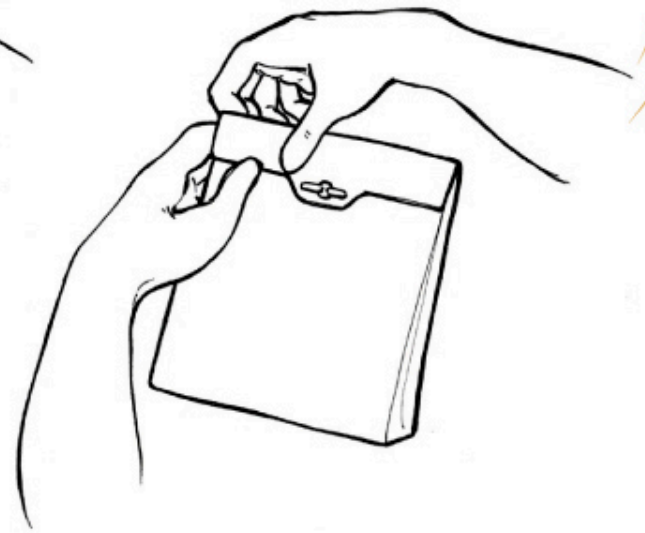
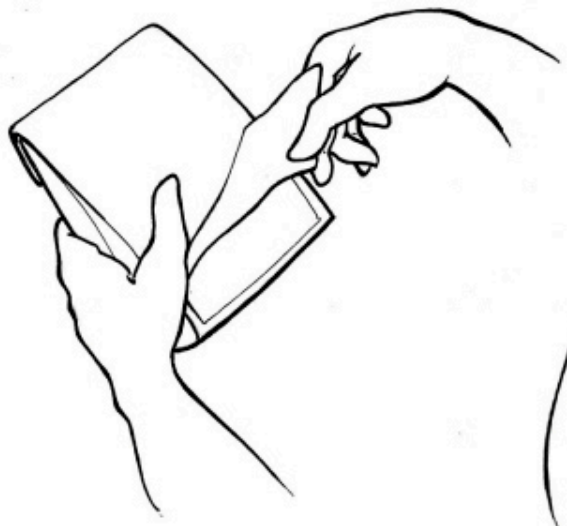
reveal

Using



reveal

Disposing



reveal



reveal:⋮⋮⋮⋮⋮⋮



PB01:⋮⋮⋮⋮⋮⋮

PB01

Hair Coloring Kit

Disposable Cartridge.

Gloves.

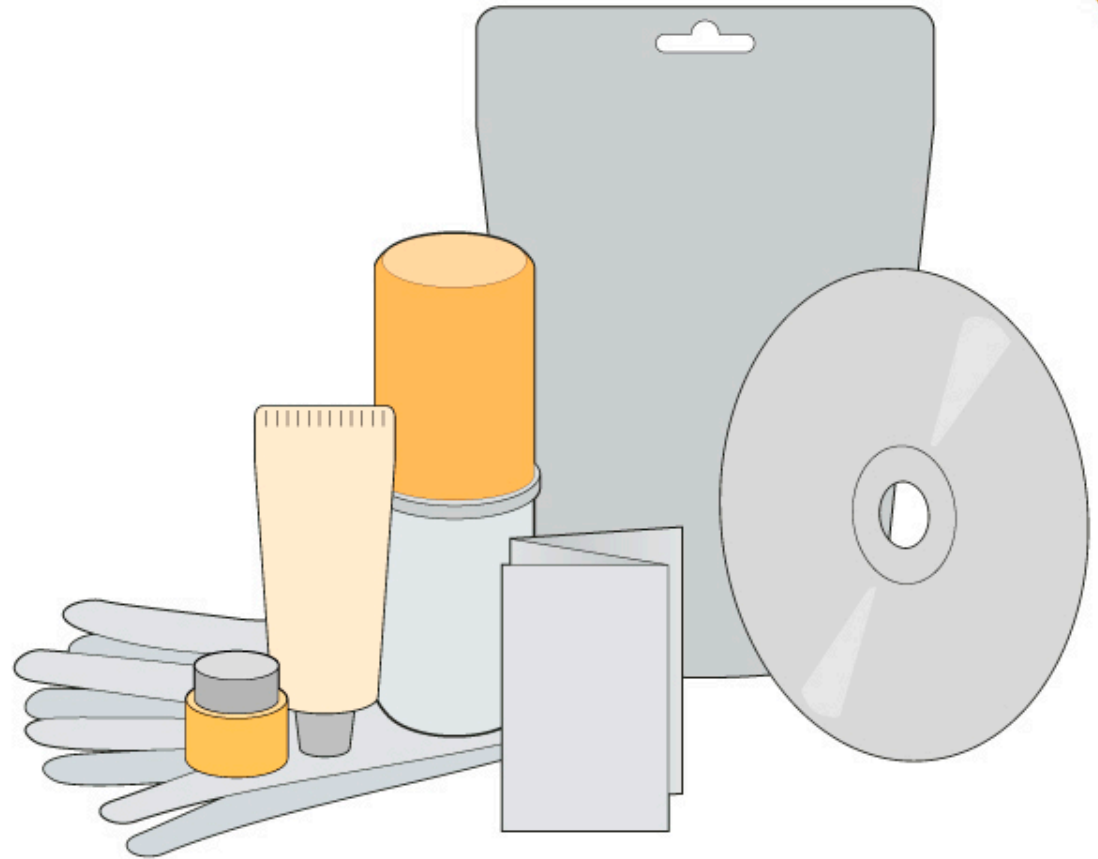
Paper Instructions.

Audio CD (optional).

Stain Removing Cream.

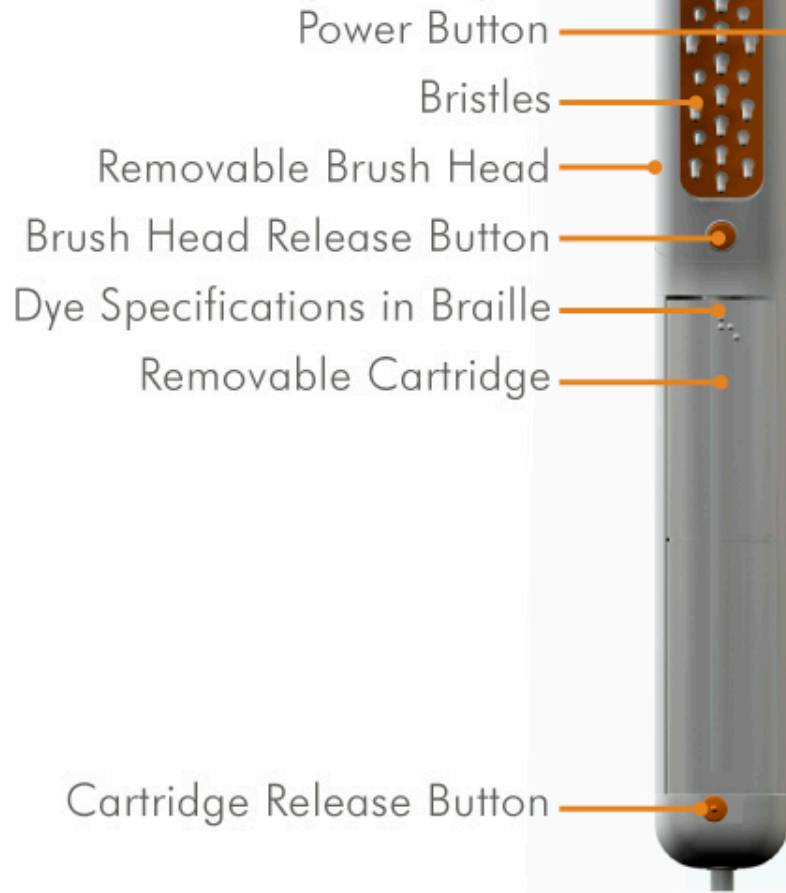
Conditioner.

Test Strip.





Applicator Brush (HDPE)





reveal

Website

User Profiles.

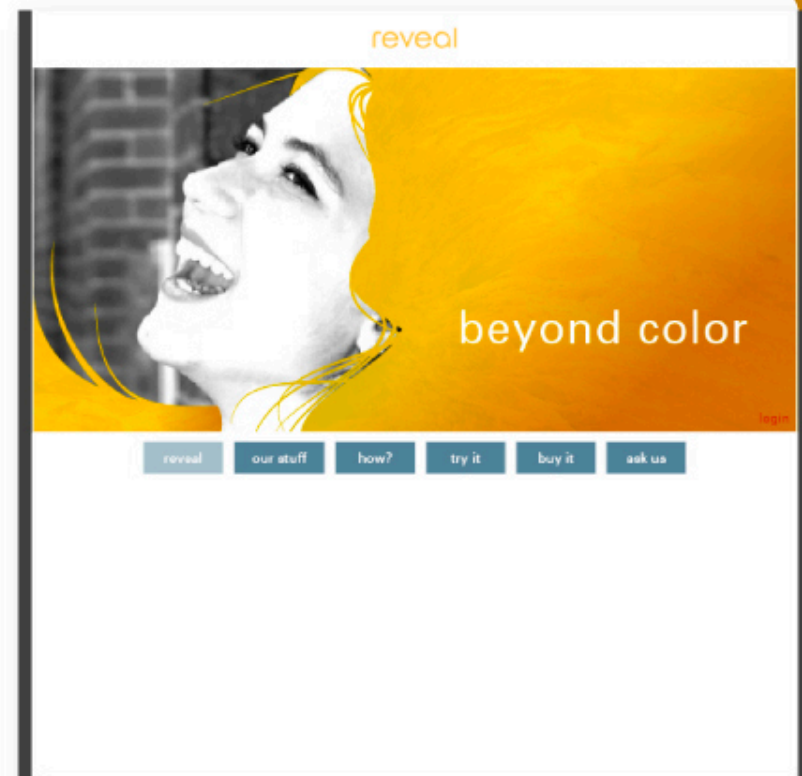
Color Recommendations.

Upload photo.

Test Colors.

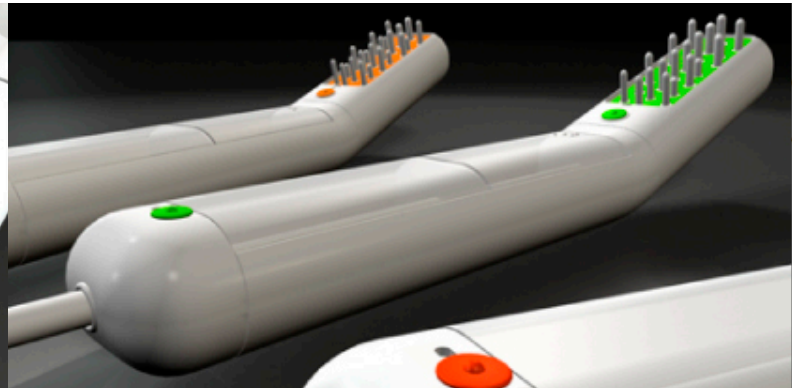
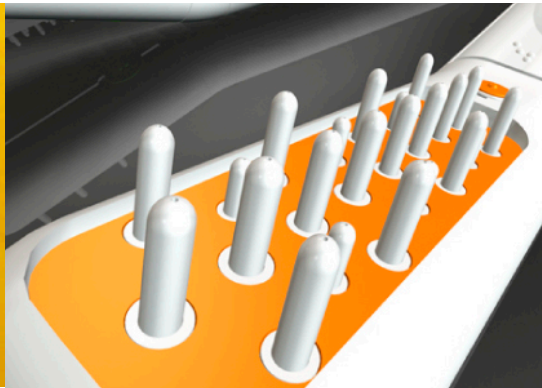
Emails to friends.

Online Store.



reveal

beyond color
Personalized
Simplified
Innovative



Dedicated to Prof. Paul Rothstein

