1

DESIGN

LANGUAGE ANALYSIS












Gillette




AIR MAX

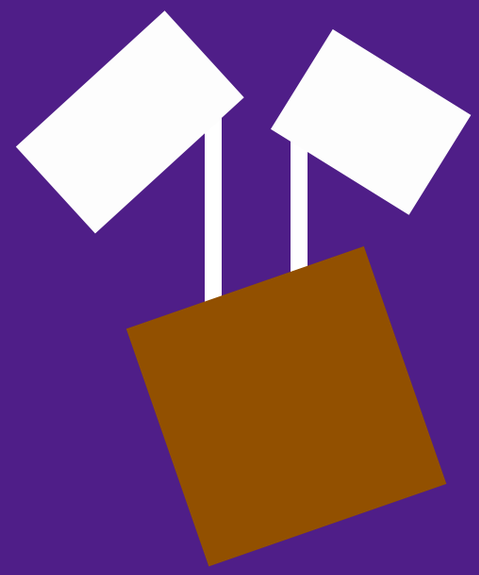






Text here

TEXT HERE




Cadbury
DAIRY
MILK
THE CLASSIC CREAMY TASTE
100%
SUSTAINABLY
SOURCED
COCOA
COCOA
LIFE
BeTreatwise.net
6x
= 1 Portion
530 kJ
127 kcal
6 %*
Per 100 g 2232 kJ / 534 kcal






panda













VISUAL RECOGNITION

As the world becomes more and more saturated with products and services and people are presented with increasingly more product options, brands need to establish visual recognition in the market to stand out and survive — to quickly communicate who they are, what they stand for, and why you should choose their coffee maker, blender, yoga mat, etc. over all the others.

The Key?

DEVELOPING A STRONG PRODUCT DESIGN LANGUAGE.

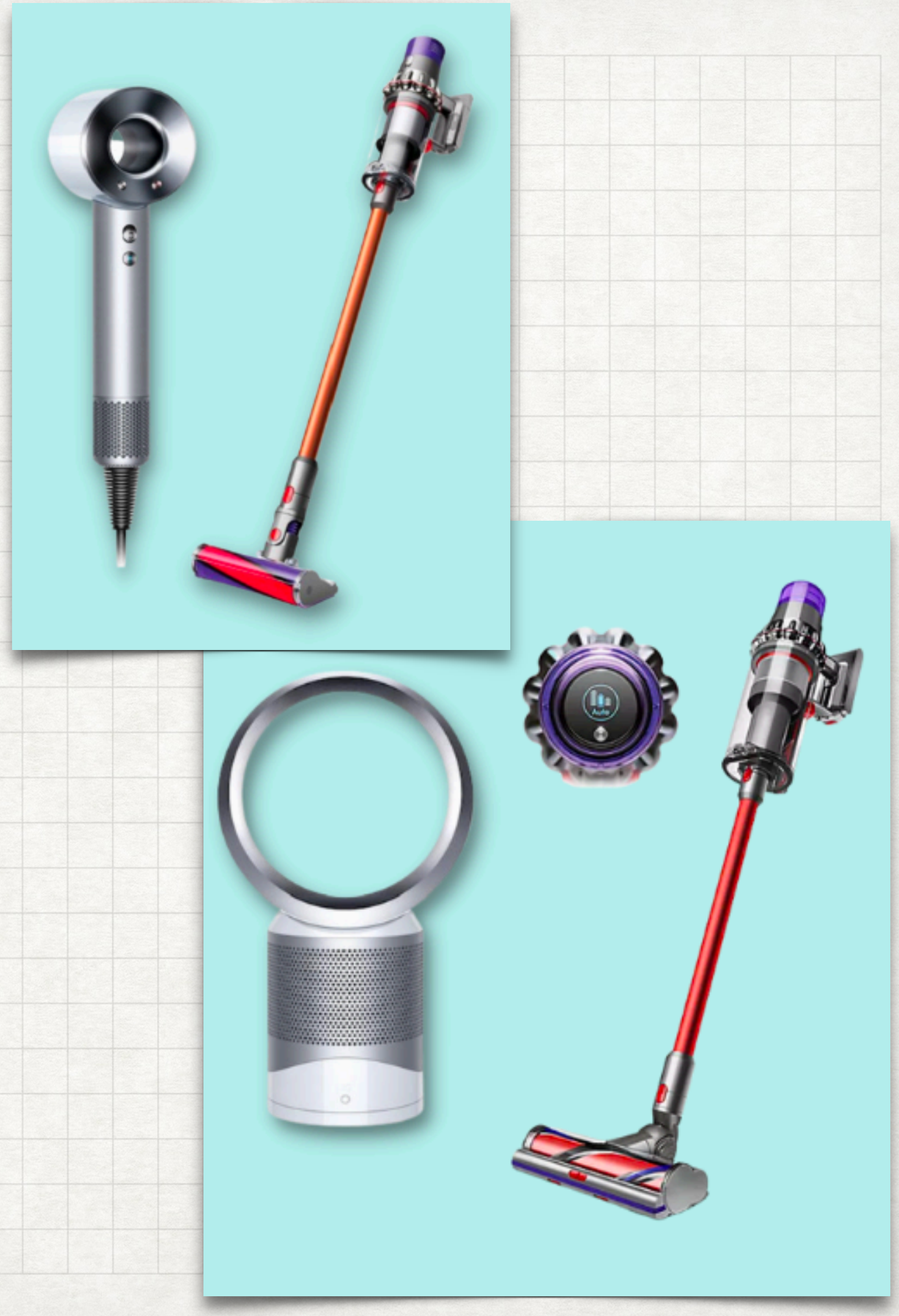
WHAT IS A PRODUCT DESIGN LANGUAGE?

Product Design Language is a brand expression strategy that translates values — e.g., **simple, intuitive, precise, etc.** — into a physical thing in three dimensions, emotionalising tangible interactions and visually reflecting the essence and unique personality of the brand.



Tactically, it's a toolkit that combines chosen elements like colour, form, line, tone, texture, scent, sound, and imagery to convey and underscore the brand's purpose and emotions to create a familial look across a product line.

It's the ambiance the brand should create within a given moment and provides a shared vision for designing and developing future products.

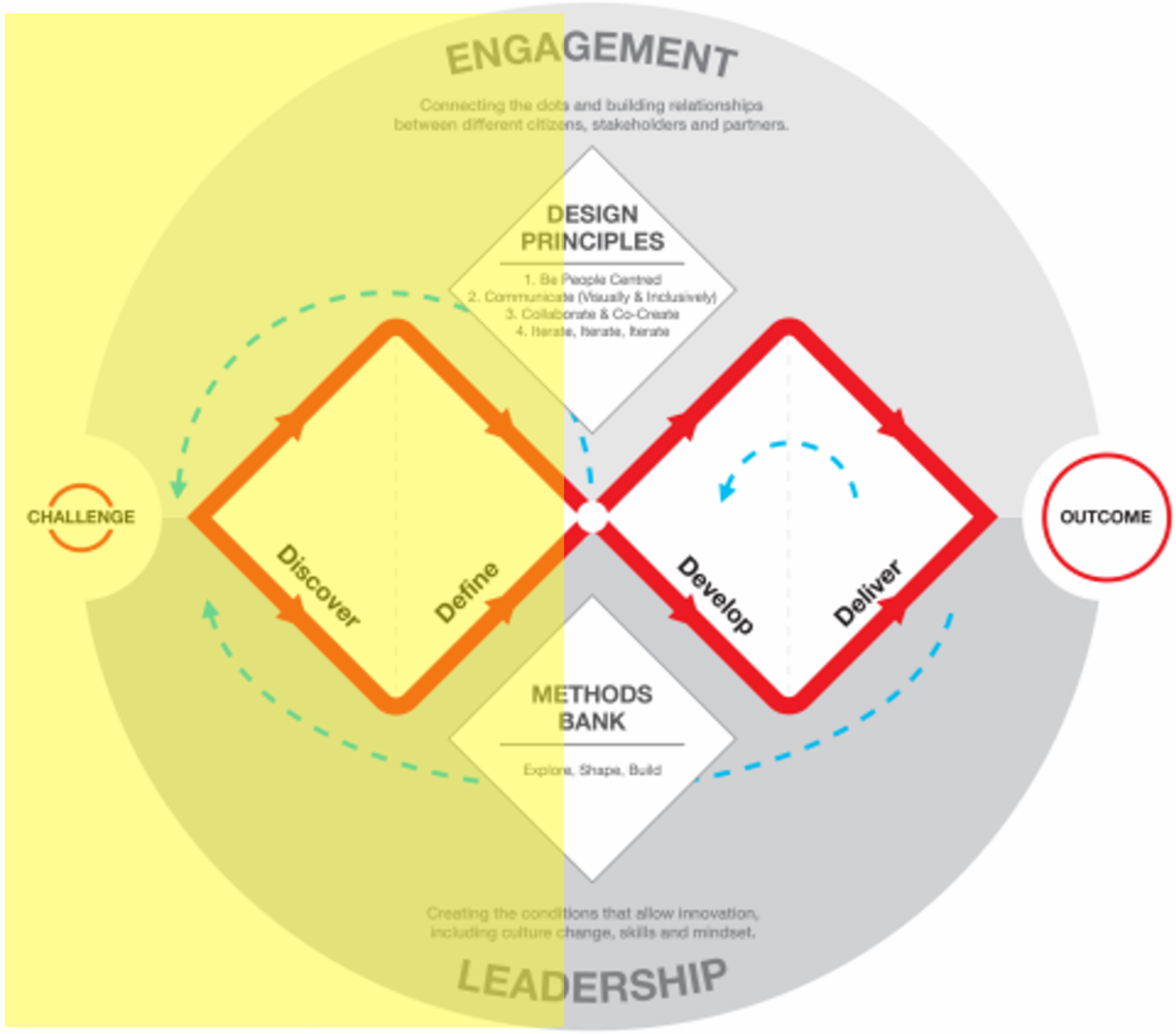


WHY SHOULD YOU CARE ABOUT DESIGN LANGUAGE

- ☐ 1. IT GUIDES THINKING AND ACTION
- ☐ 2. IT REDUCES DESIGN DEBT
- ☐ 3. IT SCALES DESIGN
- ☐ 4. IT REDUCES ORGANISATIONAL FRICTION
- ☐ 5. IT IMPROVES BRAND EQUITY
- ☐ 6. IT CREATES DIFFERENTIATED EXPERIENCES
- ☐ 7. IT ACCELERATES NEW PRODUCT DEVELOPMENT

DESIGN LANGUAGE

ANALYSIS BOARDS


ENGAGEMENT
Connecting the dots and building relationships
between different citizens, stakeholders and partners.
DESIGN
PRINCIPLES
1. Be People Centred
2. Communicate (Visually & Inclusively)
3. Collaborate & Co-Create
4. Iterate, Iterate, Iterate
CHALLENGE
Discover
Define
Develop
Deliver
OUTCOME
METHODS
BANK
Explore, Shape, Build
Creating the conditions that allow innovation,
including culture change, skills and mindset.
LEADERSHIP

UNDERSTANDING
DESIGN LANGUAGE
ANALYSIS



LARGE CHAMFERS



CLEAR LOGO EXPOSURE



2 COLOR COMBINATION



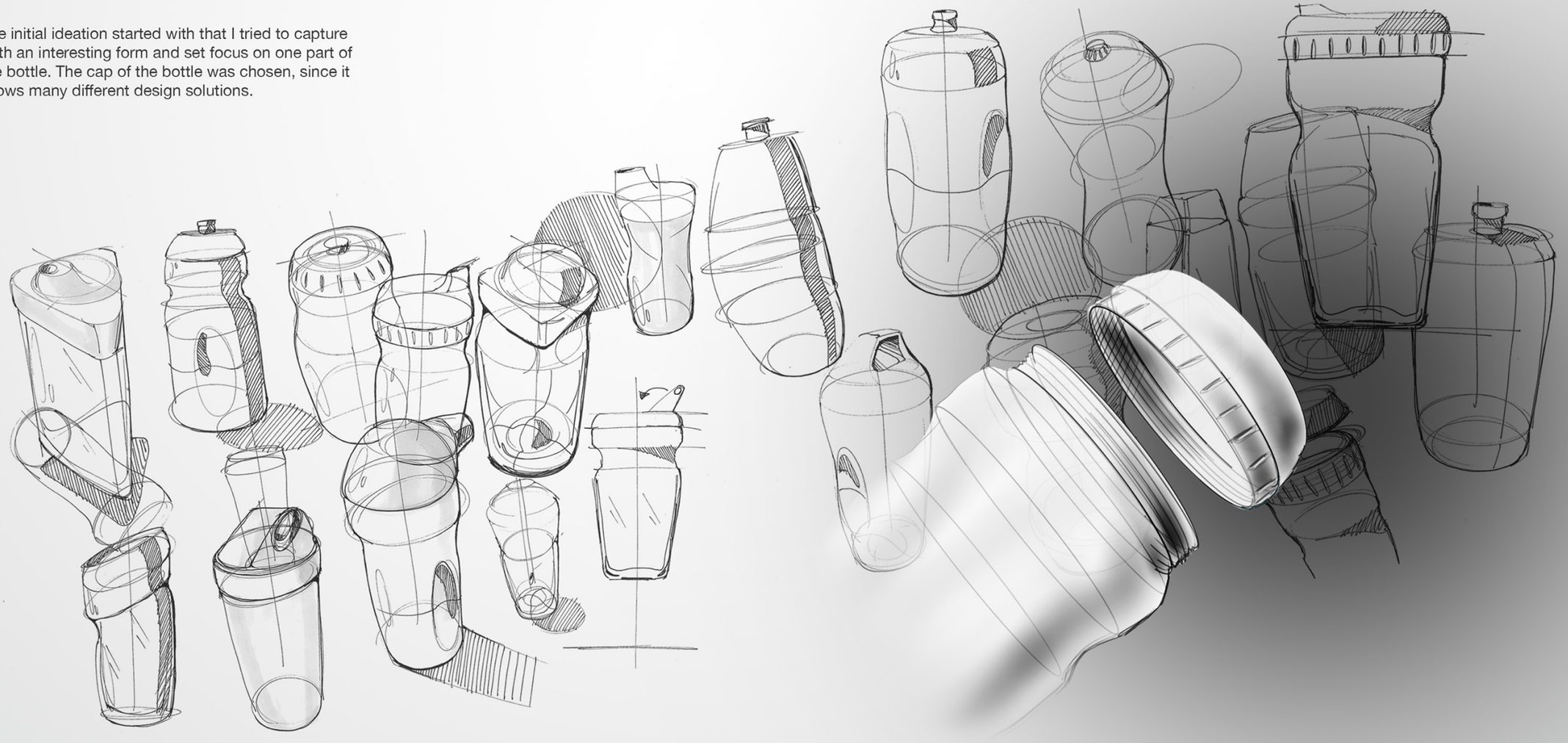
CMF - MATTE/HIGH GLOSS FINISH

poc

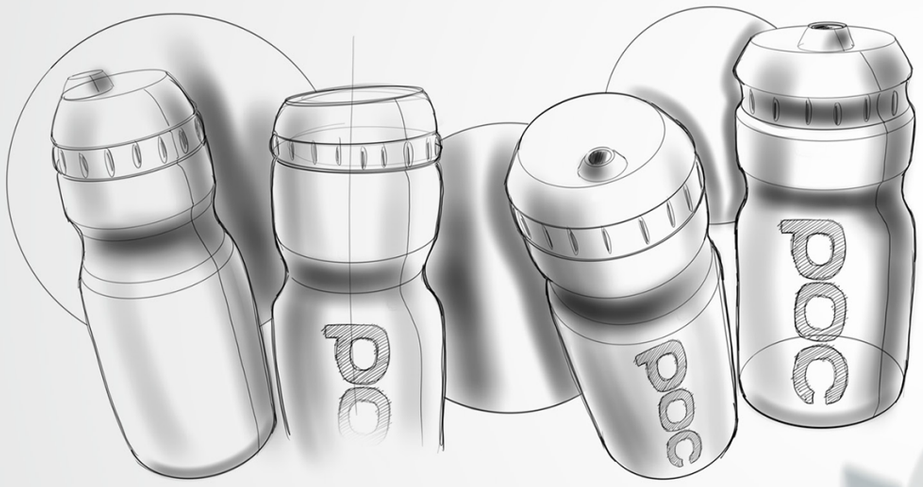
IDEATION

INITIAL IDEATION SKETCHES

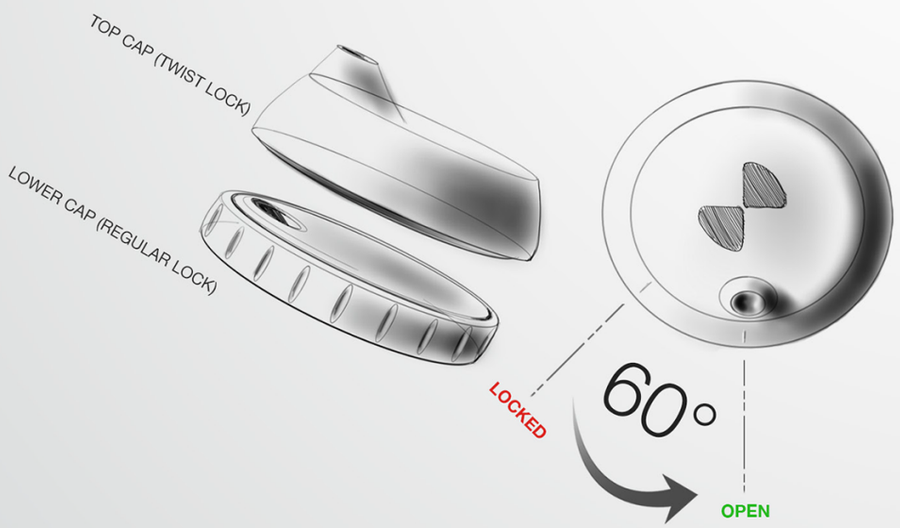
The initial ideation started with that I tried to capture both an interesting form and set focus on one part of the bottle. The cap of the bottle was chosen, since it allows many different design solutions.



IDEATION
DEVELOPMENT SKETCHES



The main thing that I brought from the ideation was the idea of a dual cap with a “twist lock” function to it. This idea came from the POC logo as shown below.





DEVELOPMENT
FINAL DESIGN

PLASTIC (PP), MATTE FINISH
W/ RUBBER COATING

PLASTIC (PP), MATTE FINISH



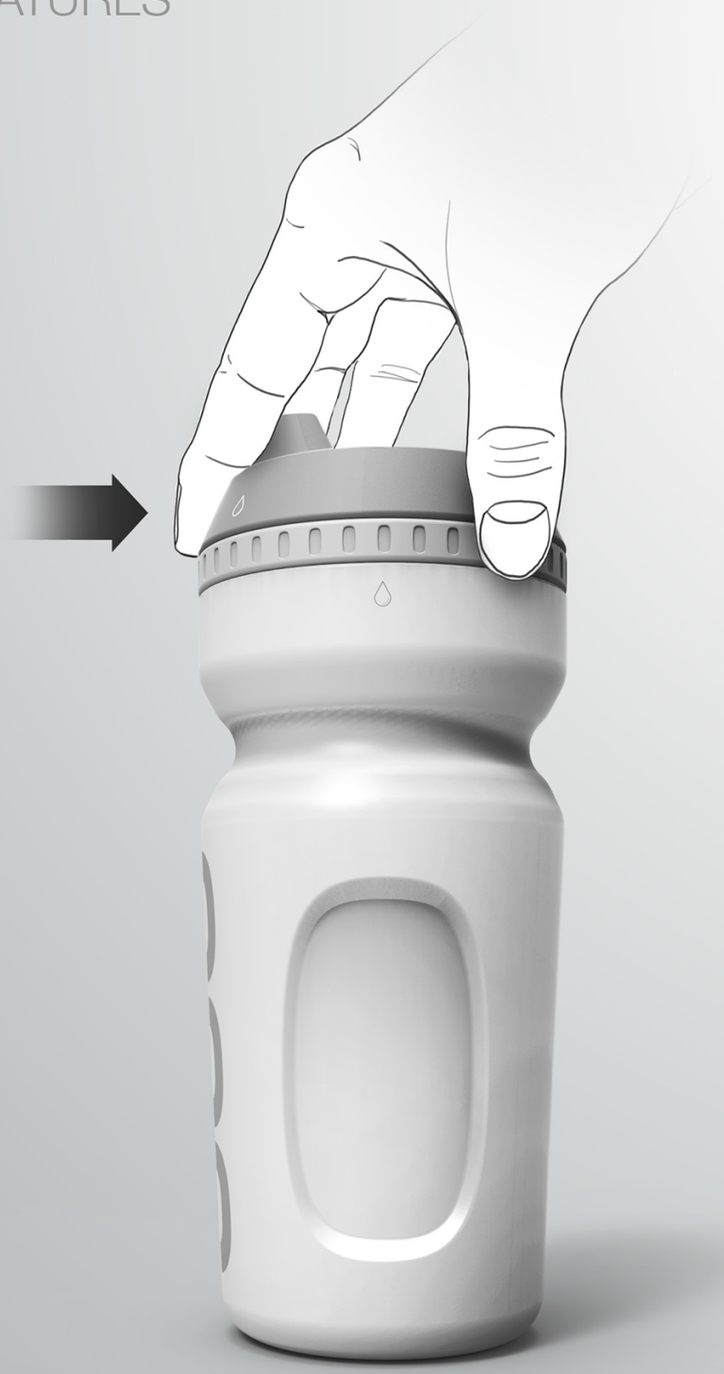
MANUFACTURING
METHODS

3D-PRINTING (THE CAPS) WITH
POLYPROPYLENE FILAMENT

INJECTION MOLDING (THE BODY)
WITH POLYPROPYLENE PLASTIC

poc

DEVELOPMENT
FEATURES



ALIGN THE

2

WATER DROPS TO OPEN THE CAP



poc

DEVELOPMENT
PRODUCT ALIGNMENT













poc