

TEAM GREEN _____

Austin Fisher, Anjelica Maglinao, Sarah (Seong Joo) Park, Faith Wang

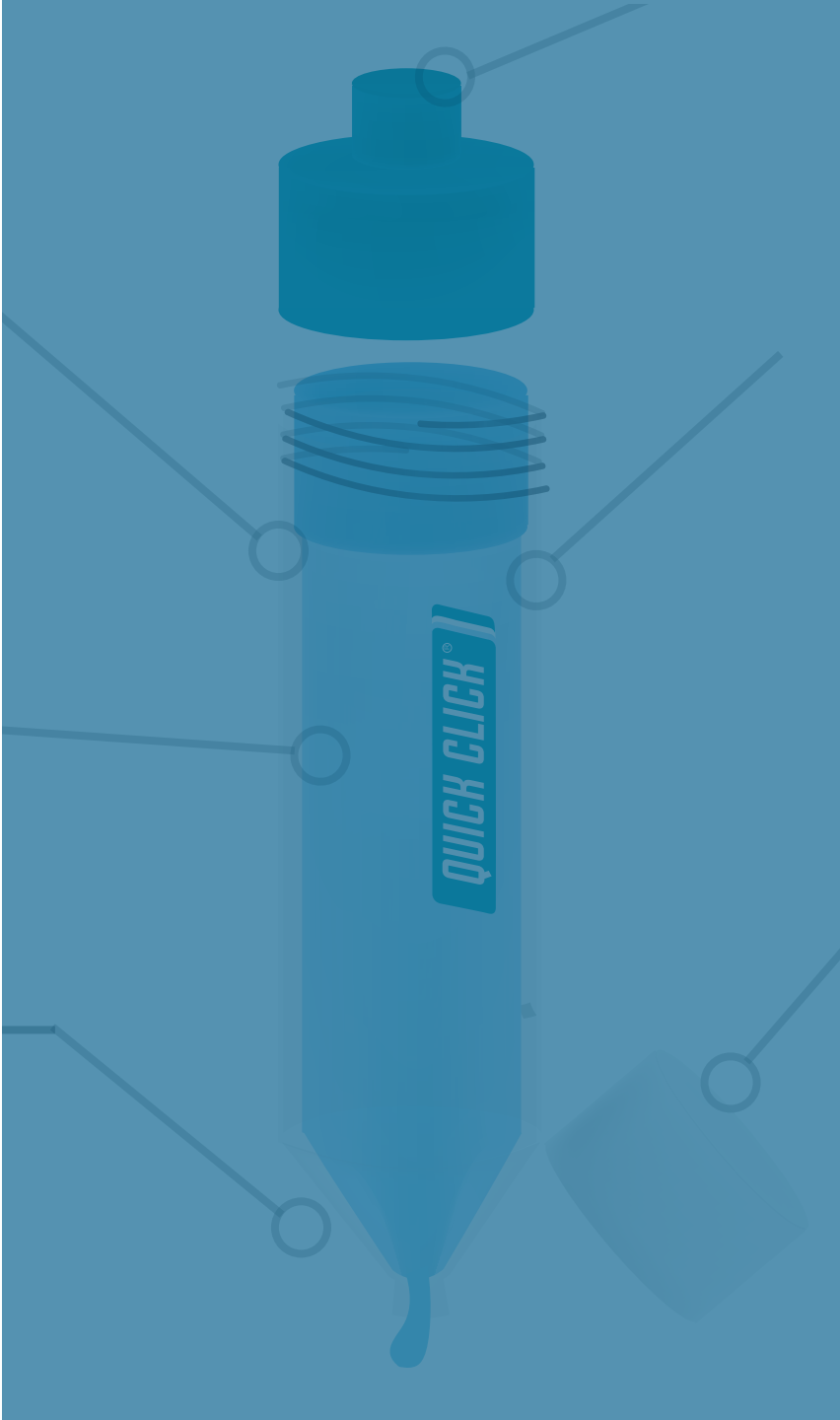
Portfolio by Anjelica Maglinao | 20527722 | February 27, 2017

PROJECT SUMMARY]

The Quick Click is a product submission for the Royal Society of Arts (RSA) Student Design Awards Competition. The theme of this project was based off the Circular Futures Challenge where we needed to apply the principles of circular design to improve a product or a system of a Fast Moving Consumer Good. Under the focus of personal care products, our team decided to improve the design of toothpaste tubes.

Toothpaste packing is wasteful. Product waste is created when the user squeezes too much, or throws it away before it is completely empty. With our research, we learned that Toothpaste tubes are non-recyclable thus leading to a result of 1 billion tubes are being discarded in Canada and the US annually. To solve this issue, my team created the Quick Click- a refillable and an efficient toothpaste dispenser. Our target users are eco-conscious consumers.

The Quick Click has three main benefits. First, the material packaging is composed of polypropylene plastic which is durable and recyclable. In addition to that, the refill containers are composed of polylactic acid bioplastic making it biodegradable after its use. The second benefit is that the Quick Click dispenses the proper amount of toothpaste that an adult should use. According to dentists, the best amount is a pea size. Another benefit is the mechanism, as the Quick Click uses an airless pump mechanism through a simple push of a button. With this unique design, we have a vision that the Quick Click is the world's first no waste toothpaste.



TASKS:

Report:

Austin - edit
Faith - edit
Sarah - images
Anjelica - formatting

Presentation:

Faith - audio searching
assets
final presentation slides
Austin - create audio
after effects
Sarah - assets
storyboarding
Anjelica - assets
after effects

Weekend

- Storyboard (Sarah)
- audio (Faith)

Sunday

- Final Storyboard (Sarah & Anjelica)

Monday

- prepare presentation
- get assets done
- Finalize audio.

Tuesday

- put into after effects
- Finalize presentation
- Practice.

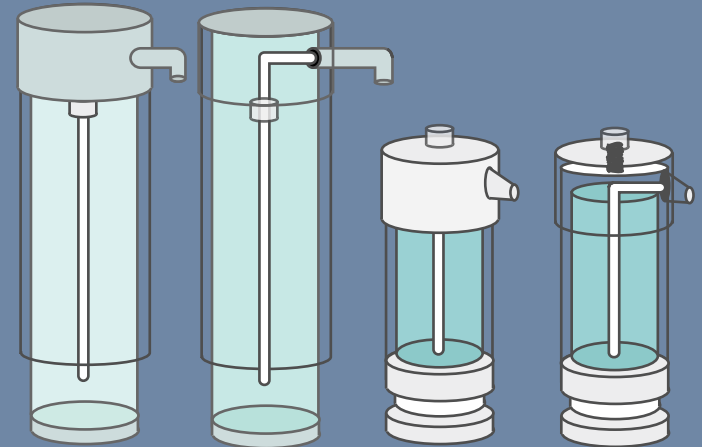
PROJECT CONTRIBUTIONS |

Throughout this project, I took on a variety of roles to contribute towards our final design.

VISUAL DESIGNER

Throughout our initial design process, I was one of the Visual Designers alongside with Sarah. Based off our team meetings, we were responsible for creating sketches and illustrations of designing the Quick Click. These designs were used later in our user test. Out of the five designs we used, I created two of them by using a soap dispenser as a reference.

As a requirement for our project submission, our team needed to create A3 boards outlining our business proposal. By using the final product design and branding guidelines Sarah created, and the research and information that Faith and Austin provided, I utilized all these tools into creating the layout of the four boards. I ensured that the font and color choices were consistent and the flow of each visual would match the Quick Click's branding aesthetic.



Initial Quick Click dispensers I created

THE QUICK CLICK |

The Quick Click is the perfect solution for anyone who wants to save space, reduce their carbon footprint, and enjoy the convenience of a tube-free toothpaste dispenser. Unlike traditional toothpaste tubes, the Quick Click is made of sustainable plastic, making it completely recyclable and easy to dispose of. It's also designed to be compact and portable, making it perfect for travel. The Quick Click is the only toothpaste dispenser that is both eco-friendly and convenient. It's the perfect solution for anyone who wants to save space, reduce their carbon footprint, and enjoy the convenience of a tube-free toothpaste dispenser.

BENEFITS OF THE QUICK CLICK |

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HOW MUCH?

AM ASSET SHOULD USE A PEA SIZE



ACCORDING TO OUR RESEARCH:

- 70% of consumers are looking for more sustainable options for their daily products.
- 60% of consumers are looking for more convenient options for their daily products.
- 50% of consumers are looking for more affordable options for their daily products.

1 BILLION TUBES ARE BEING DISCARDED IN CANADA AND USA ANNUALLY.

That's a lot of plastic waste.



COMMERCIAL AWARENESS |

Colgate is the most trusted brand in the world. It's also the most recognizable. That's why we're proud to be a part of the Colgate family. We're committed to providing the best products and services to our customers. We're also committed to being a responsible corporate citizen. We're proud to be a part of the Colgate family.

QUICK CLICK + Colgate

Partnership

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PARTS OF THE QUICK CLICK |



REFILLS |



Final A3 boards outlining our business proposal of the Quick Click



ODGAS AND WINTER BROT
 February 2017

TEAM GREEN
 Heather Wagon, Leah Clark, Chris Luff, Amy, Amanda, David, Tom

TESTING METHOD
 Interview, Usability and Card Sorting

USER TESTING SUMMARY

Our testing showed that the current design for the toothbrush holder was not intuitive. The most common feedback was that the design was too complicated and that the user would need to be shown how to use it. The design team was able to identify the key issues and create a new design that was simpler and more intuitive. The new design was tested and found to be much more user-friendly. The testing team was able to identify the key issues and create a new design that was simpler and more intuitive. The new design was tested and found to be much more user-friendly.

OUR KEY FINDINGS

POSITIVE

- The design was simple and easy to use.
- The design was intuitive and easy to understand.
- The design was aesthetically pleasing.

NEGATIVE

- The design was too complicated and difficult to use.
- The design was not intuitive and required a lot of explanation.
- The design was not aesthetically pleasing.

PLAYER DEMOGRAPHIC SUMMARIES

NAME	AGE	SEX	ETHNICITY	RELIGION	EDUCATION	OCCUPATION
Heather Wagon	25	Female	White	Christian	High School	Marketing
Leah Clark	28	Female	White	Christian	College	Marketing
Chris Luff	30	Male	White	Christian	College	Marketing
Amy	22	Female	White	Christian	High School	Marketing
Amanda	26	Female	White	Christian	College	Marketing
David	24	Male	White	Christian	High School	Marketing
Tom	27	Male	White	Christian	College	Marketing

THE PRODUCT

The product is a toothbrush holder that is designed to be simple and intuitive. It is made of cardboard and paper and is easy to use. The design team was able to identify the key issues and create a new design that was simpler and more intuitive. The new design was tested and found to be much more user-friendly.

USER RESEARCH CHECKLIST

NAME	AGE	SEX	ETHNICITY	RELIGION	EDUCATION	OCCUPATION
Heather Wagon	25	Female	White	Christian	High School	Marketing
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QUOTE ONE

"I would be willing to depend on how expensive the refills are. If it's \$20 initially and refills are \$3 then it's okay. There needs to be a value/economic benefit. Worth it on the long run."

USER TEST DOCUMENTATION

During our user test, I was responsible of documenting all the notes throughout each participant's test. In addition to this, I recorded each test using a camera to collect visual references. By doing this, I was able to contribute to the team by providing them summarized results to review and resolve any issues in order to improve our final product design. This later became quite helpful for myself when it came to the development of creating our medium-fidelity prototype and formatting the user testing report.

USER TESTING NOTES

Participant: Heather Wagon (12 mins)

- Questionnaire:
- brushes her teeth twice
 - uses a large pipe
 - inconvenient when the tube can't stand up by itself

- Buying:
- 3-4 months
 - 1 tube
 - Refillment: if the big refill bag has a perfect spout not a cut yourself a hole to pour it
 - took a few minutes to respond

- Think out loud:
- "I feel like a square and a triangle would be hard to squeeze because the shape"
 - most natural needed to be picked
 - went with triangle - has the clean lines
 - started grabbing a bunch of shapes and started dropping them when she didn't feel was right
 - if she could hold the toothbrush with right and left hand toothpaste, if there was button near the base it would be easier to dispense
 - She chose the small circle to put near the base for the button location

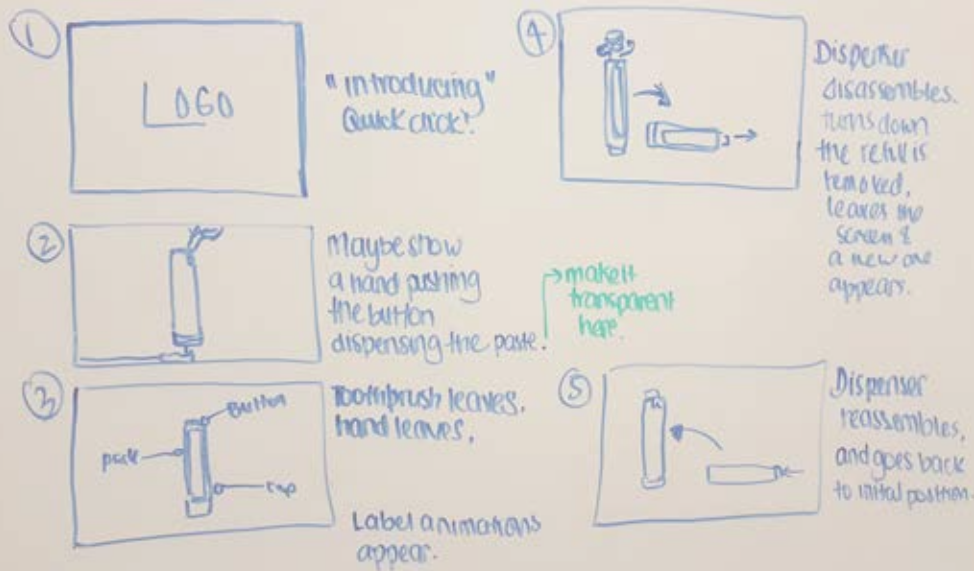
- Prototype image test:
1. Pump dispensing system
 2. It is similar, you only have to press the top button on the top, has a different spout, it would be horizontal
 3. was a stand and there is a plunger to push the toothpaste
 4. Also has a stand has a button on the side to press to rotate the toothpaste
 5. Turn the lid off and pull the side, the toothpaste would squirt up

Opinion on the test fit: - doesn't like number 5 because the toothpaste would spill out. Prefers one because it dispenses

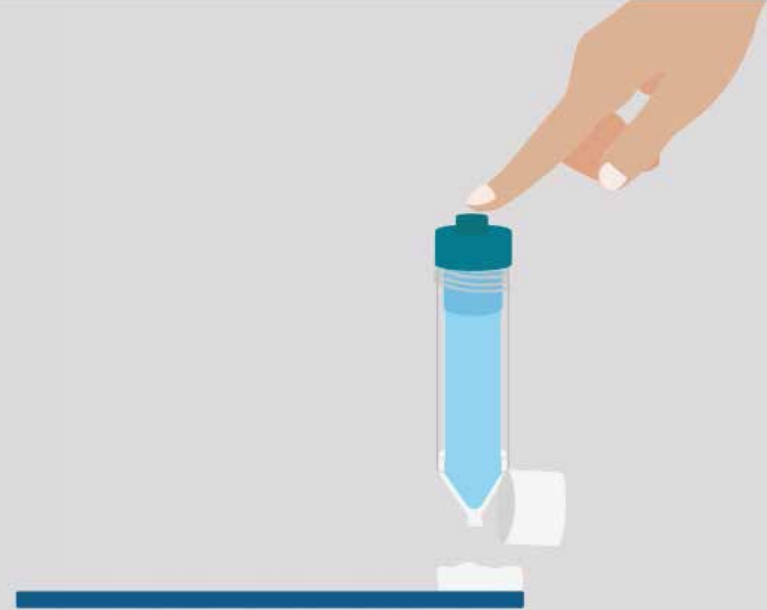
Easy to refill: 3 or 4 - because of the plunger would be easy to remove at the top moving number 4 would be good because having a carter would be helpful. She wouldn't pay money for it as she prefers to refill herself, like a mechanical pencil

Final Questions:

- Would be willing - depend on how expensive the refills are. If it's \$20 initially and refills are \$3 then it's okay.
 - o There needs to be a value/economic benefit.
 - o Worth it on the long run.



Final storyboard sketch



Demo video screenshot

STORYBOARD & VIDEO CREATOR

For our prototype presentation, I created a one minute video demonstrating how the Quick Click functions, highlighted key features of the product design and how to change the refill cartridges. This video was intended for our professors to be able to have a general understanding of how our prototype works. I was responsible of creating the final storyboard. I collaborated with Sarah where she made the visual assets for the video and I used Adobe After Effects and Premiere Pro to animate and create the video.

To view Quick Click's demo video, please visit the link below!

<https://vimeo.com/204251747>

TEAM GREEN]



ANJELICA MAGLINAO

Anjelica Maglinao is a Visual Designer who simplifies complex concepts into beautiful digital illustrations, user interfaces and logos. Throughout her several years of experience in visual art, Anjelica has communicated her thoughts through visualization and attention to detail. She has natural ability to take initiative and is always willing to contribute in collaborative projects. In 2016, she was noted as an outstanding intern at Scotiabank's Digital Factory as an Innovative Digital Experience Designer where she created high quality presentation visual assets and video content for executive employees. Currently, Anjelica is in her final term of her undergraduate studies as a Global Business and Digital Arts student at the University of Waterloo. To view her works, visit www.anjeli.ca.

AUSTIN FISHER

Austin Fisher is a Storyteller and User Experience (UX) Designer with nearly a decade of experience crafting meaningful experiences for end users. He accomplishes this through extensive user research and understanding of physical and psychological traits, choosing appropriate and impactful communicative words to stimulate an audience, and critically analyzing specific details in ideation phases of his work. This has proven effective when composing music, creating stories, drafting marketing ads and product descriptions, pitching ideas, and communicating with important representatives and stakeholders. Austin is in his final term as a candidate for the Honour's Global Business and Digital Arts (GBDA) degree at the University of Waterloo, a program combining marketing and business techniques with digital art and modern media. Austin's deep interest in the end user led him to prominent, user-facing roles such as VP Academic in the GBDA Student Society, GBDA Stratford Campus Ambassador, Orientation Week Leader, and UX Designer at his summer internship with the University of Waterloo's Institutional Analysis and Planning (IAP) department. He spent his internship conducting usability tests for the department website, creating infographics, and writing and editing content for the institution's Strategic Plan. Austin aims to pursue writing and storytelling as an integral component of his UX brand in the Kitchener-Waterloo region upon graduation.

SARAH PARK

Sarah is a UI and Graphic designer with four years of experience specializing in web design, brand identity, logos, and marketing ads. As a detail oriented and customer oriented designer, she loves to listen to the users' voices and visualize their needs and wants into beautiful visual assets accompanying with her technical skills and creativity. Through out the four years of school term, she has broadened her knowledge in business and marketing techniques by taking fundamental business courses. Her deep understanding in the process of UX design and design thinking has proven by multiple usability tests and group projects. Additionally, her four month internship at Veriday Inc. has assured her potential as a prospective UI and Graphic Designer at tech companies. Another four month study abroad experience to South Korea has arisen her interests in user friendly services that are interconnected with high technology. She is a prospective graduate student at the University of Waterloo for Global Business and Digital Arts for 2017. In her daily life, Sarah loves to communicate visually, explores the users' wants and needs, finds solutions, and turns them into effective visuals.

FAITH WANG

Faith Wang is a product manager with four years of experience in leading design-based projects, upholding key responsibilities in creative direction and project planning. She anticipates graduating with a Bachelor of Global Business and Digital Arts from the University of Waterloo in 2017. With a degree that combines the fundamentals of business and the creative freedom of digital media in addition to experience working as a product owner, her background is a mix of diverse disciplines. She directs projects that aim to maximize the potential of digital media through leadership and management, using her expertise in UX, technology and business to understand and collaborate with every team member. She has continuously proven her passion for creating digital experiences, fusing art and technology by linking together research, design, business ethics, and marketing to create projects that captivate and inspire.