Colgate | SCAD

SPRING 2018

Colgate | SCAD

CONTENTS

A FUTURE
EVERYONE
CAN SMILE
ABOUT

THE
FUTURE OF
ORAL CARE

Colgate | SCAD

01
THE CHALLENGE

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brief

Colgate came to **collaborate** with SCAD to design the **future of oral care experiences** through products & services for **young adults** in 2025.

Secondary Research & Survey

Affinitization

Concepting

Interviews

Ideation

① week

② week

③ week

④ week

⑤ week

Over the course of 5 weeks, we found various key findings. These proved to be vital insights that ultimately brought us to the main direction we decided to take.
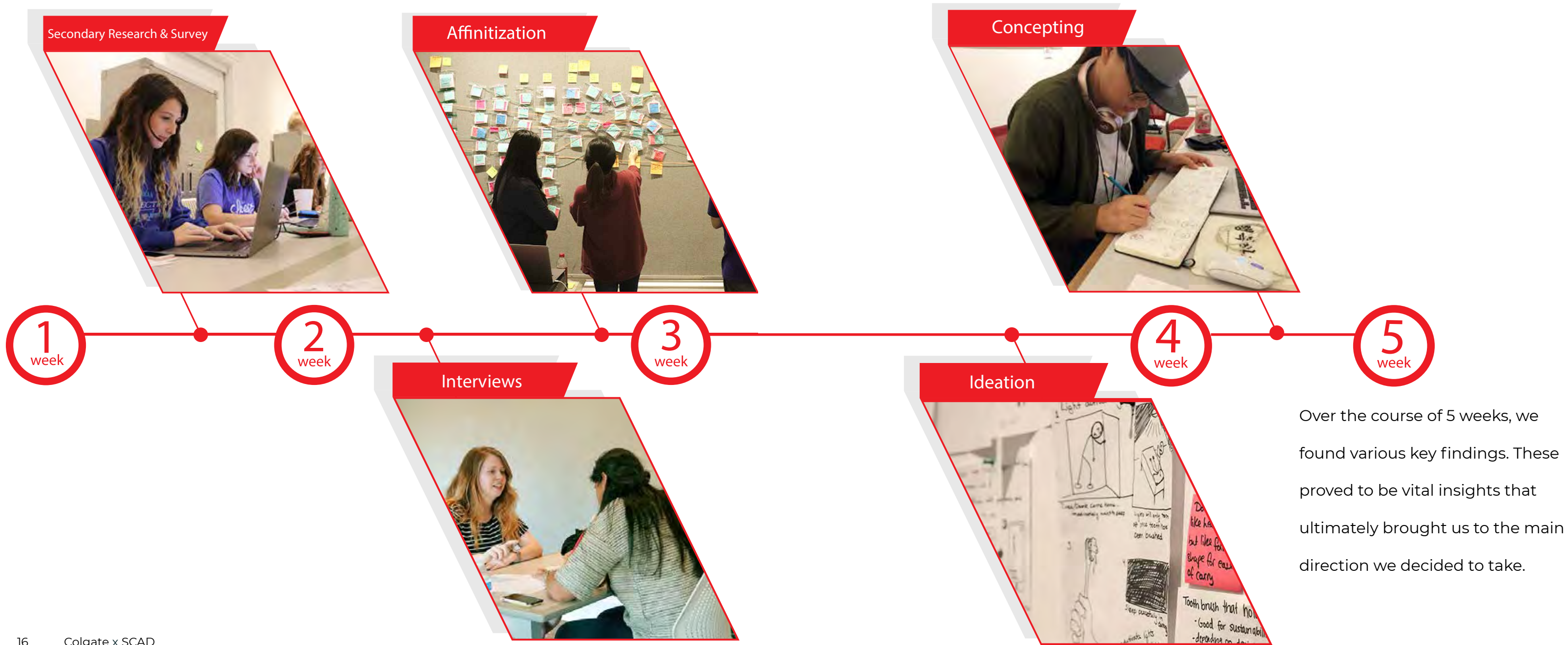
design principles

Over the course of 10 weeks, a group of students from different countries, disciplines, and personalities joined forces to create the SCAD Colgate team. We worked tirelessly together to research and develop concepts to demonstrate the future of oral care. Colgate came to SCAD in search of a team that could help them come up with concepts for young adults in the year 2025. Colgate is a company that focuses on helping their users with each product they produce. Yet, there seemed to be a lack in experiences when it came to the products, both in and out of the store.

We wanted to help come up with a solution to this and find a way to engage Colgate's users throughout their lives while also educating the users about their oral care. This would ultimately create a bond between the user and the brand. Therefore, the next ten weeks were spent researching, ideating, developing and producing concepts to present to Colgate for their vision of the future of oral care experiences.

The following design principles were created based off of the research we conducted.

Communication and Encouragement

The importance of good oral health.

Personalization

Through understanding the individual as a whole.

Influential Interactions

Between the users and their social environment.

secondary research

Utilizing different online research methods allowed for us to retrieve data that started off our journey into collaborating with Colgate. By gaining an understanding of the habits and data behind brushing already, we were able to identify the painpoints.

Secondary research is a form of information gathering from existing sources to expand our knowledge of all the aspects of our project brief.
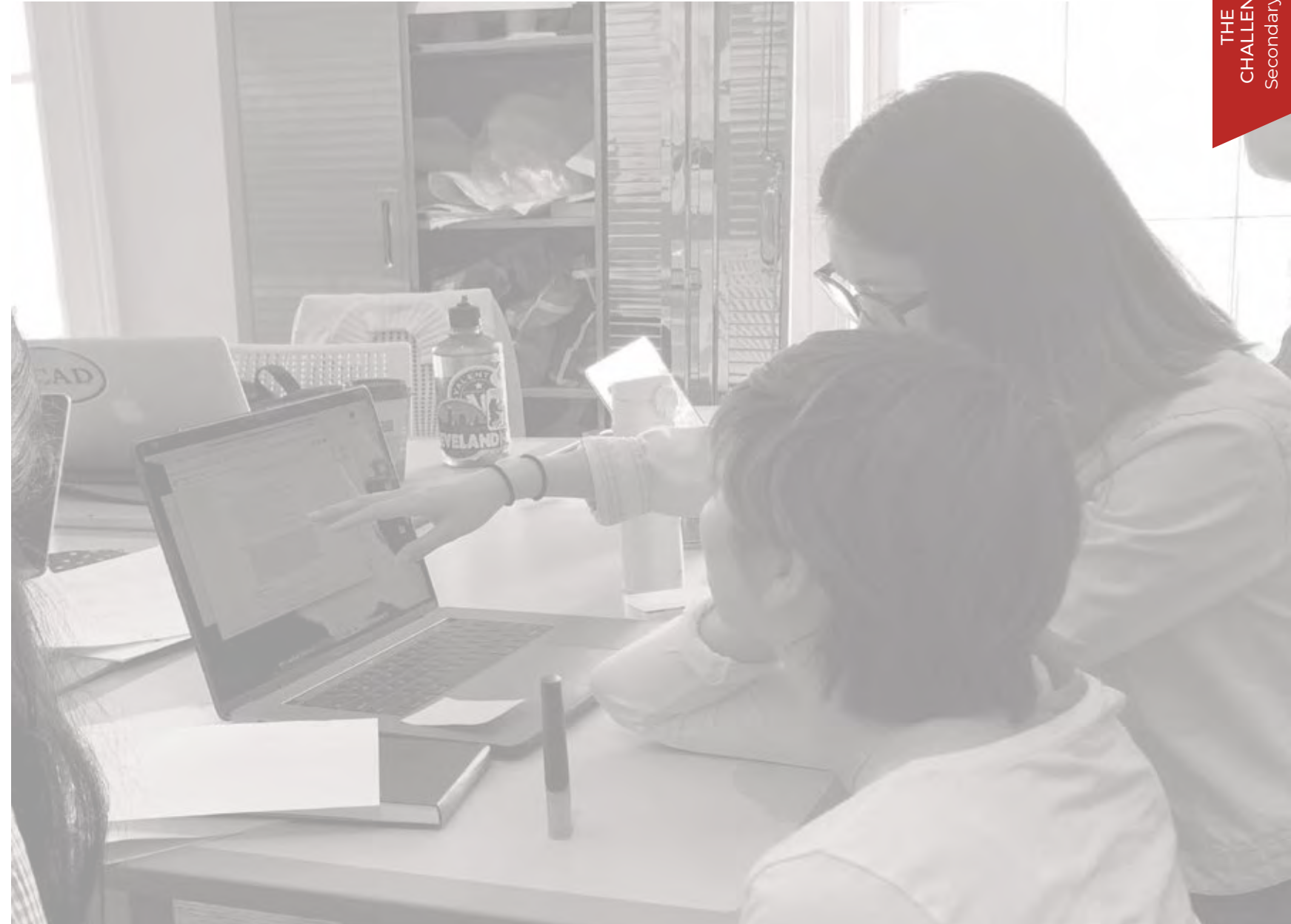
Colgate product analysis

COLGATE WISP OPTIC WHITE MINI-BRUSH

Target Market: Everyone
Branding: Clean, Portable, Disposable, Breath freshing, Whitening

OPTIC WHITE® WHITENING MOUTHWASH

Target Market: Who care about teeth color
Branding: Whitening. Freshen. Protect, Clean

Colgate Connect E1 Smart Electronic Toothbrush

Target Market: young people.
Branding: Clean, Futuristic, Entertainment, Tracking, Mouth-mapping technology, Real-time feedback, Brush coaching

OPTIC WHITE TOOTHBRUSH + WHITENING PEN

Target Market: Who care about teeth color
Branding: Whitening, Easy to use, Clean

Colgate brand history

1806

William Colgate starts a starch, soap and candle business on Dutch Street in New York City

1896

Colgate introduces toothpaste in a collapsible new tube.

Stylish Palmolive advertising begins, emphasizing ingredient purity and product benefits.

1902

1968

Colgate toothpaste adds Fluoride to its products clinically proven to reduce cavities.

2016
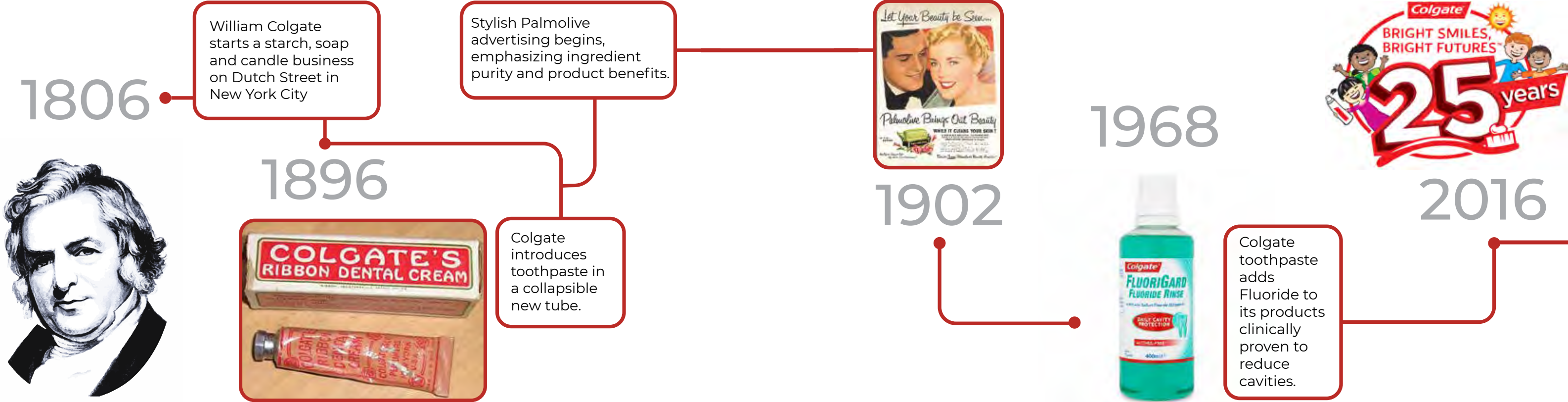
2025

When you hear the year 2025, it sounds like it is an eternity, but in reality it is really only seven years away. Yet, a lot can happen between now and then. When it comes to oral care, it doesn't seem like much has altered throughout the years. You have a brushing tool, some cleaning substance and you clean your mouth. However, though the basics essentially stay the same, the tools and experiences built around oral care alters. It is predicted that things and people will become more and more connected.

Data will be collected through everything we own and technology will only become smarter. With that in mind, it can only get easier and more seamless when it comes to tracking oral health care. Just as we will touch on in our concepts, data tracking will become a major part of everyone's lives so that they can have everything they need when they need it without going through various hoops. The goal is to create a life that is as uncomplicated as possible.

primary research

After brushing up on our research, we felt confident moving forward in conducting our own studies with locals and students who matched our target market. Through this research we were able to gain insight and confirm data.

"I have always felt self conscious about having crooked and yellow teeth."
Jake, 17

Primary research is conducted by the team to find out new information and perspectives about our brief.

"I would like to...
be able to do
something else
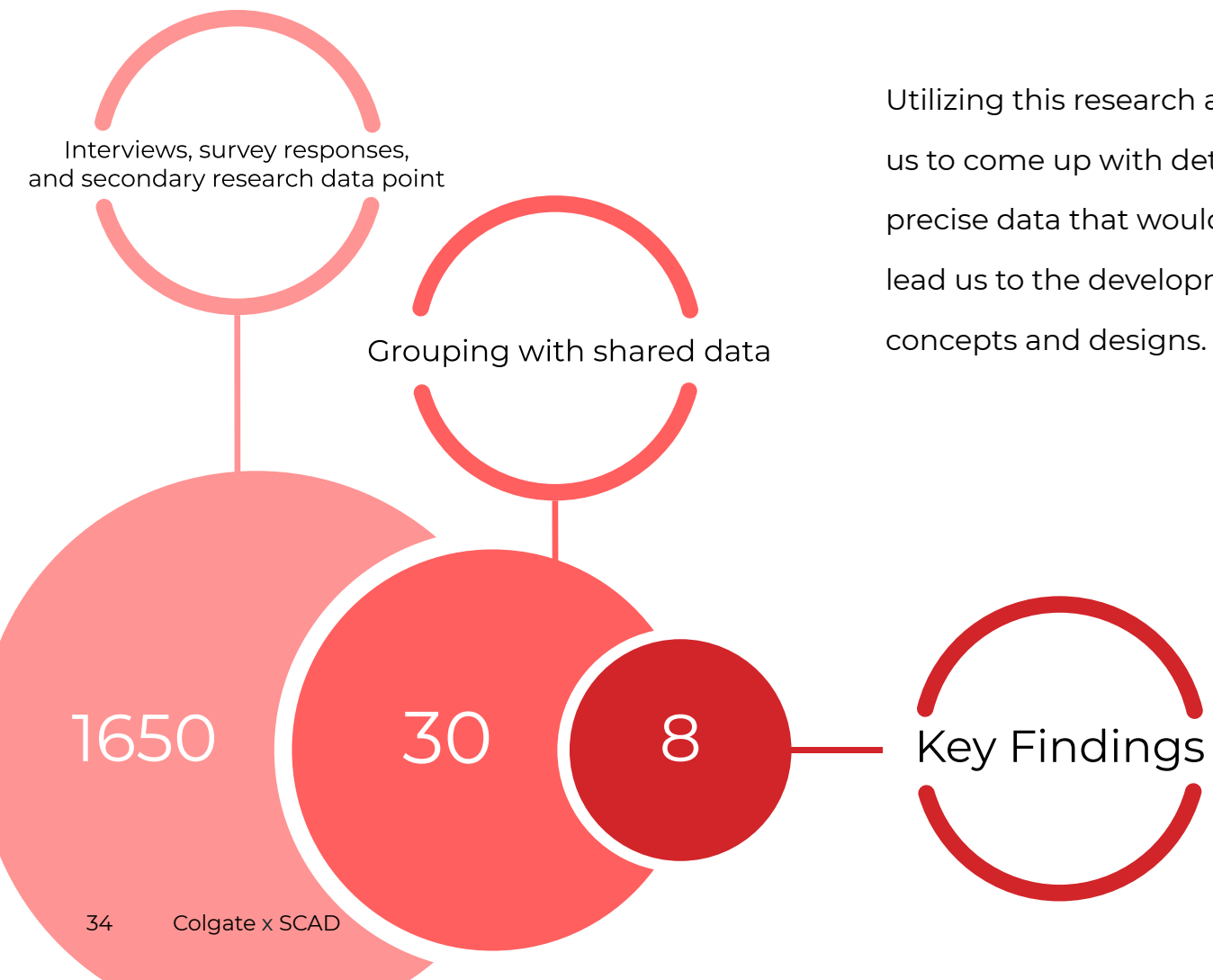while cleaning
my teeth."

Sarah, 19

50
Interviews
Conducted

Through the interviews with our

target market, we were able to

understand their likes, dislikes,

and preferences.

data analysis

Interviews, survey responses, and secondary research data point
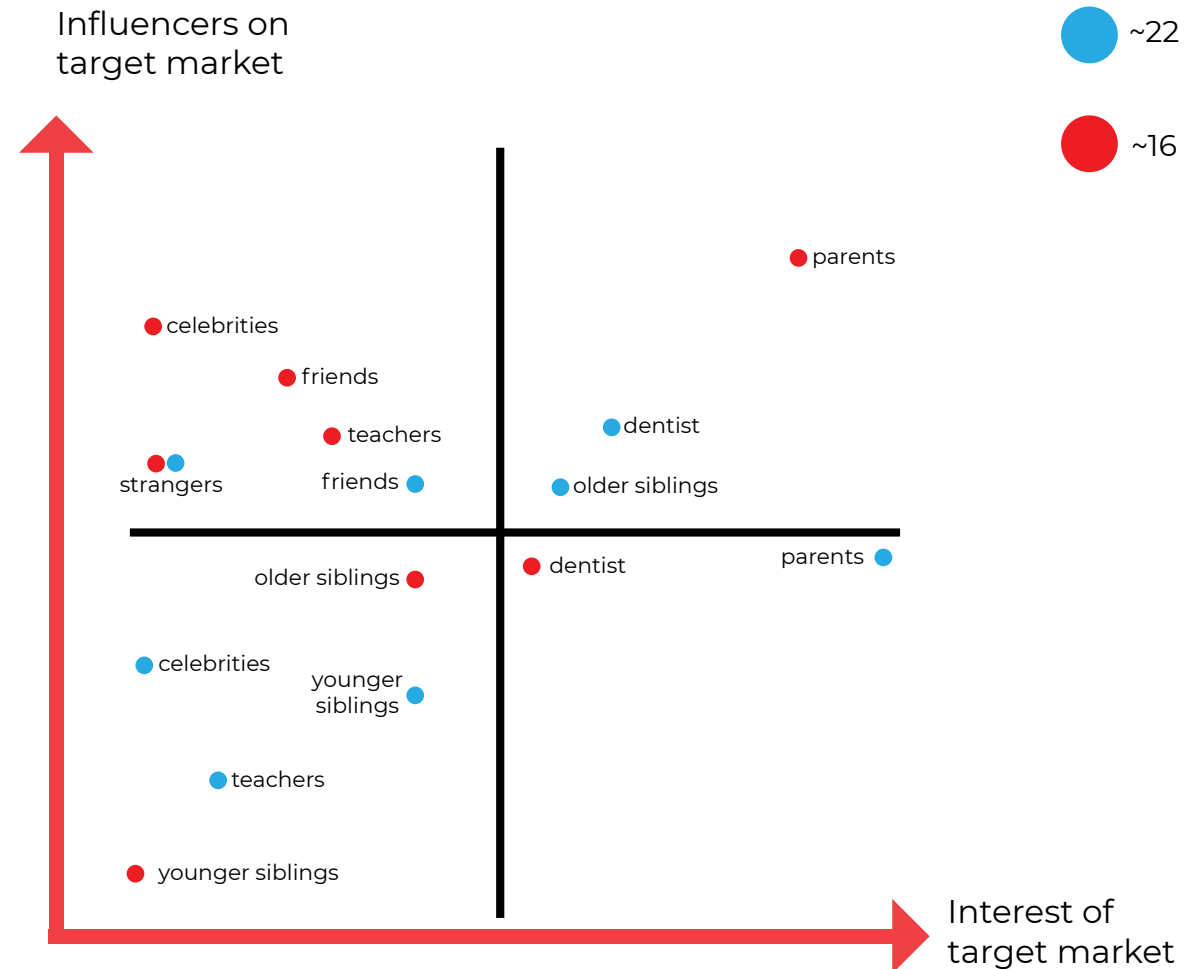
Grouping with shared data

Utilizing this research allowed for us to come up with detailed and precise data that would ultimately lead us to the development of our concepts and designs.
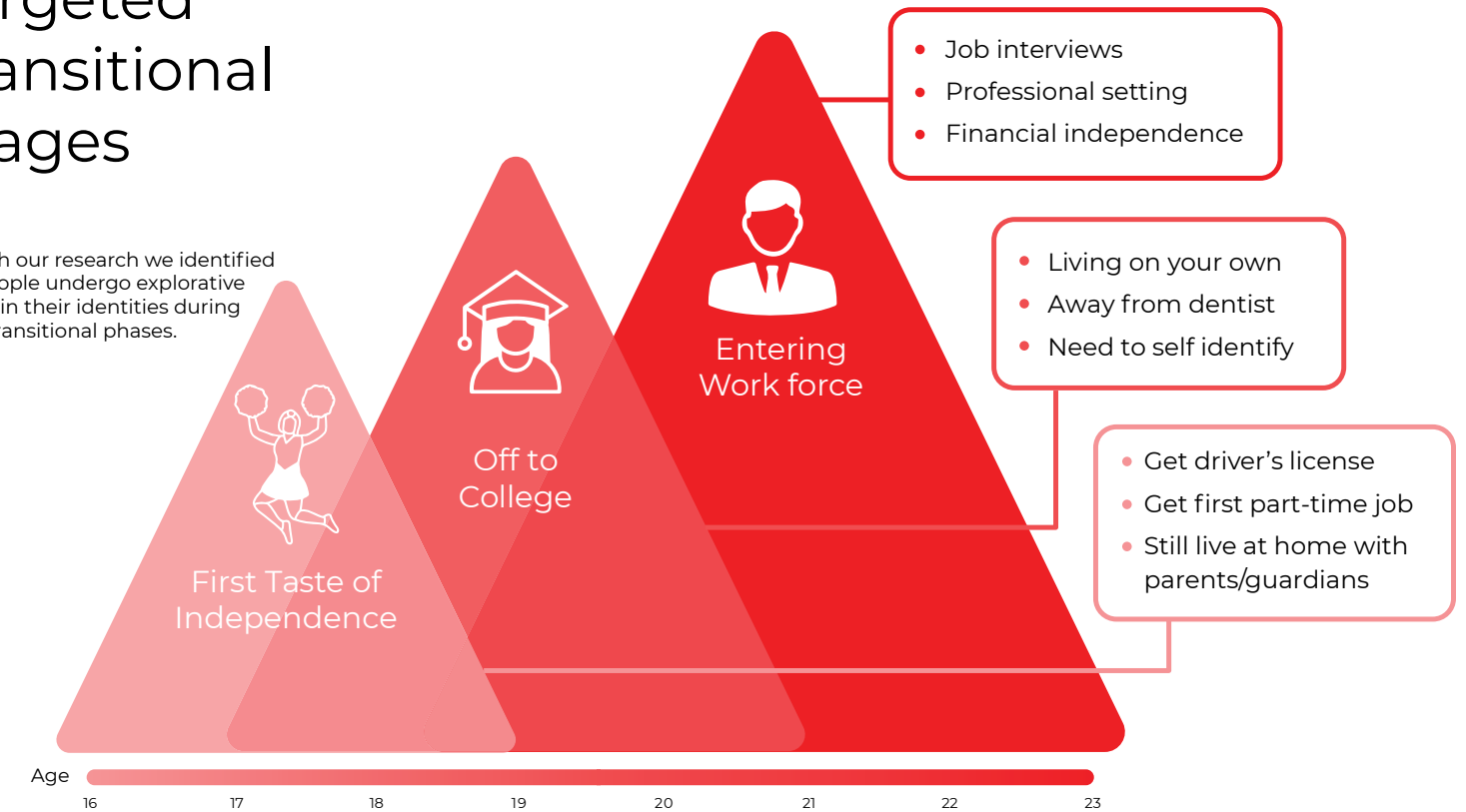
1650   **30**   **8**   Key Findings

key findings

HEALTH INFORMATION

SELF EXPRESSION

VALUE OF ORAL HEALTH

SOCIAL MEDIA

ORAL CARE EXPERIENCE

PRODUCT PREFERENCE

EXPENSE & INCOME

GENERAL TECHNOLOGY

transitional stages

Influencers on target market

● ~22

● ~16

parents ●
celebrities ●
friends ●
teachers ●
dentist ●
strangers ● ●
friends ●
older siblings ●
older siblings ●
dentist ●
parents ●
celebrities ●
younger siblings ●
teachers ●
younger siblings ●

Interest of target market

Targeted Transitional Stages

U. S. A.

Through our research we identified that people undergo explorative stages in their identities during these transitional phases.

First Taste of Independence

Off to College

Entering Work force

- Job interviews
- Professional setting
- Financial independence

- Living on your own
- Away from dentist
- Need to self identify

- Get driver's license
- Get first part-time job
- Still live at home with parents/guardians

Age

16   17   18   19   20   21   22   23

02
CONCEPT
DEVELOPMENT

midpoint check in

After the first five weeks, our representatives from Colgate flew in to Savannah to check in with us to see our progress We prepared a presentations for them so that they could fully understand each part of our process.
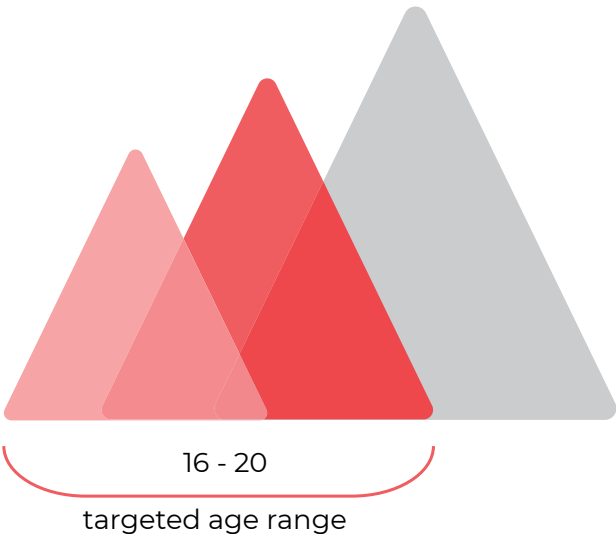
My Colgate

PROBLEM STATEMENT

During transitional stages, people are exploring themselves as individuals and develop a need to express and differentiate themselves through their product choices.

SOLUTION STATEMENT

My Colgate allows users to customize their product's design unique to their needs and preferences.
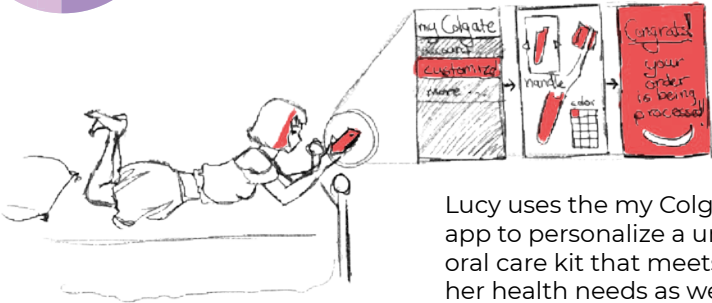

16 - 20

targeted age range

" I love expressing myself anyway I can. So any chance I get to customize anything I always will! "
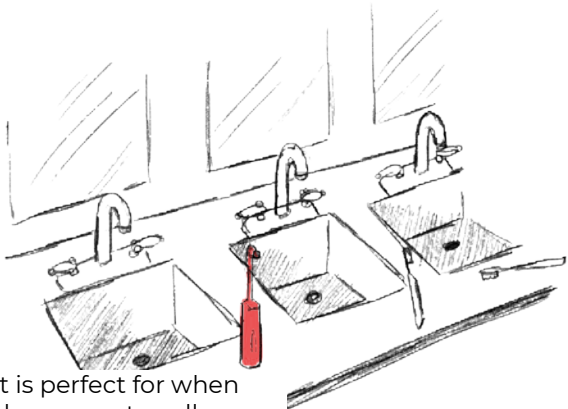
Samantha, 21

"I want my toothbrush to have a personality."

Anna, 18

Lucy Green
16
San Diego, CA

Her customized kit is delivered straight to her home

Lucy uses the my Colgate app to personalize a unique oral care kit that meets her health needs as well as matches her style

It is perfect for when she moves to college because she can easily identify it in the communal bathrooms

As she grows and changes so does her style. My Colgate can go through these transitions with her.

Colgate Grow

PROBLEM STATEMENT

Problem Statement:
As children grow up they don't consider their oral health as much of a priority and it becomes unexciting and mundane. They also often don't have a chance to get used to financial responsibility.

SOLUTION STATEMENT

By providing a service during transitional stages that often involve moving away from home, the user is able to keep up with their oral health.

16 - 20

targeted age range
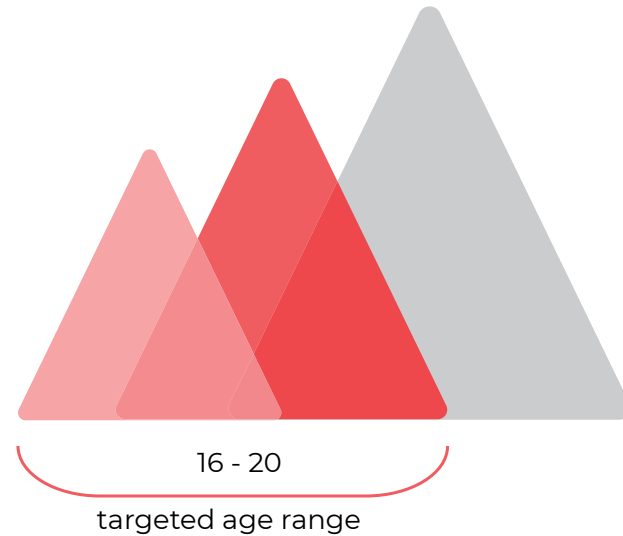
"My Parents always used to buy my toothbrushes for me. Now I just wait for the toothbrush to fall apart before changing it."

Dan, 18

"My mom bought my electric toothbrush for me for Christmas. I wouldn't have bought one myself because they are expensive."
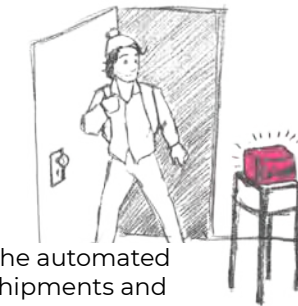
Abril, 20

Miguel Hernandez
16
Denver, CO

This helps Miguel remember to change his brush every 3 months

Miguel's parents surprise him with Colgate Grow

The automated shipments and packaging make it a nice surprise

As he grows with the subscription, he receives gifts and samples

to: MIGUEL

Miguel's Box #1
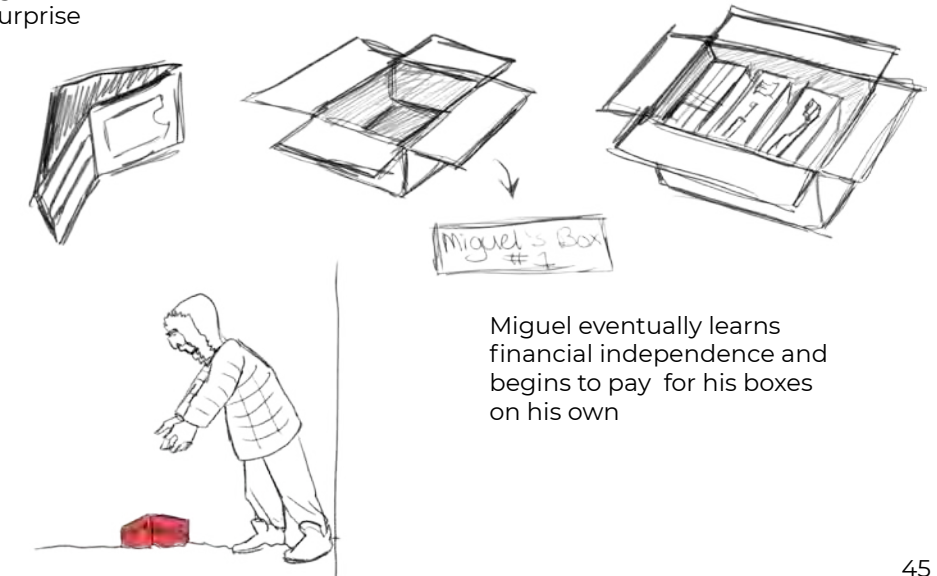
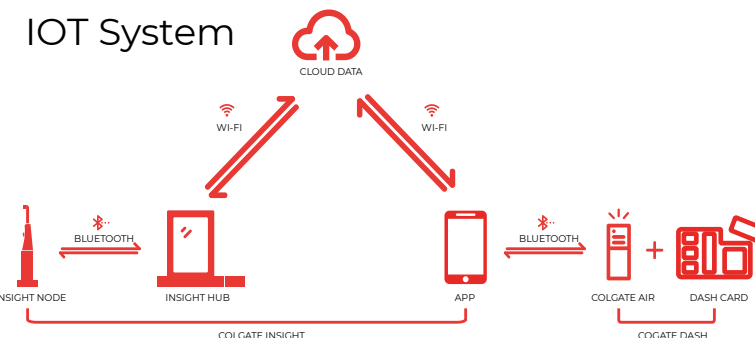Miguel eventually learns financial independence and begins to pay for his boxes on his own
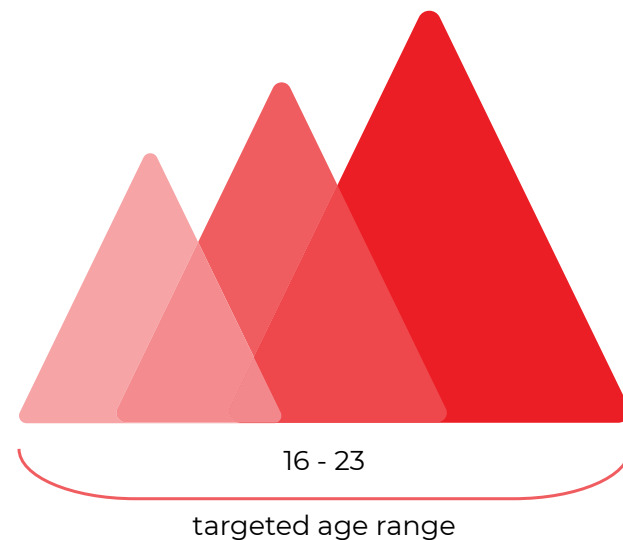
Colgate Insight

PROBLEM STATEMENT

Even though people understand the value of oral care, it often becomes an after thought to other daily routines due to its repetitiveness and mundane nature as people go through transitional periods in their lives.

SOLUTION STATEMENT

By engaging the user and providing subtle reminders throughout the day, preventative oral care becomes more of a thought about routine.

16 - 23

targeted age range

IOT System

CLOUD DATA

WI-FI   WI-FI

BLUETOOTH   BLUETOOTH

INSIGHT NODE   INSIGHT HUB   APP   COLGATE AIR   DASH CARD

COLGATE INSIGHT   COGATE DASH

Dianne Smithwick
16-23
Raleigh, NC

Dianne is 16, she is more into tracking social media feed than doing the boring morning routine.

Dianne enjoys playing games on Insight Hub screen while brushing her teeth.

Dianne's mother wants her to take care of her own health better, and she bought Colgate Insight online.

At the age of 17 she was more into playing music and interacting with music visualizer.

When she moves to college, her mother gives Dianne her own hub.

Dianne shares her hub with her roommates and she starts using new Insight toothbrush.

5 YEARS LATER

At the age of 23, she lives with her fiance, using the same Insight Hub. She spends jut 2 minutes to look at stock every morning.
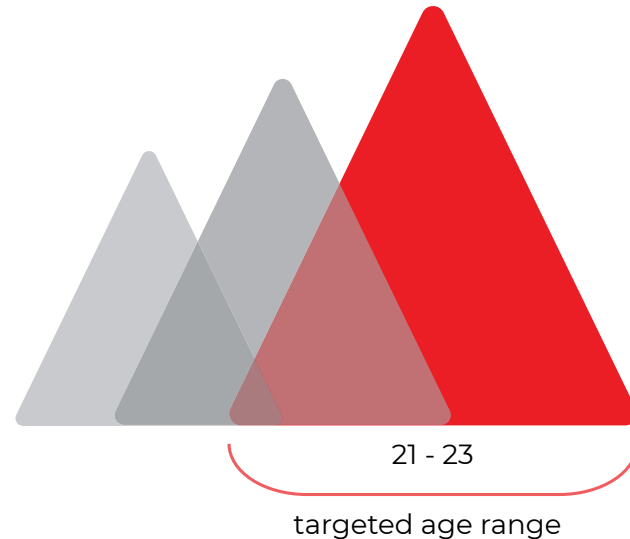
Colgate Dash

PROBLEM STATEMENT

People don't have enough time in between their daily activities to stop at home and freshen up.

SOLUTION STATEMENT

By providing a way to freshen up that keeps up with the users busy lifestyle, yet doesn't add any extra steps to their usual routine, on the go oral care becomes more of a habit.

21 - 23

targeted age range

> "The less I am home the harder it is to brush and I am not in the habit of using portable brushes"
>
> Josh, 20

> "I brush anytime prior to going out and being social"
>
> Nora, 21

Matt Ingoldsby
21
New York, NY

Matt has an interview today and wants to make a good first impression.

Before his interview he stops for a quick lunch, not realizing that this could effect his breath.

Colgate Air flashes giving him a reminder that he should check his breath.

With the help of Colgate Air and Colgate Dash, Matt can go into his interview with confidence!

Colgate Air notifies Matt that his breath is not very fresh, therefore his goes to Colgate Dash for a mint.

Mint

DIRECTIONAL
FEEDBACK

After meeting with our Colgate Representatives, we started considering the various aspects that our concepts could encompass. We worked to find key features of each idea that would bring the whole thing together. These include convenience, personalization and efficiency, all while promoting good oral health care. We combined the successful ideas together to what would end up being two final concepts.

03
DESIGN
PROPOSAL

COLGATE JOURNEY

Overview

Colgate Journey is a subscription service designed for young adults from 16 to 22 years old. This digital platform enables users to personalize their oral care products according to their needs and personal styles. Colgate Journey brings financial benefits for the users, which makes the transition to adulthood easier.
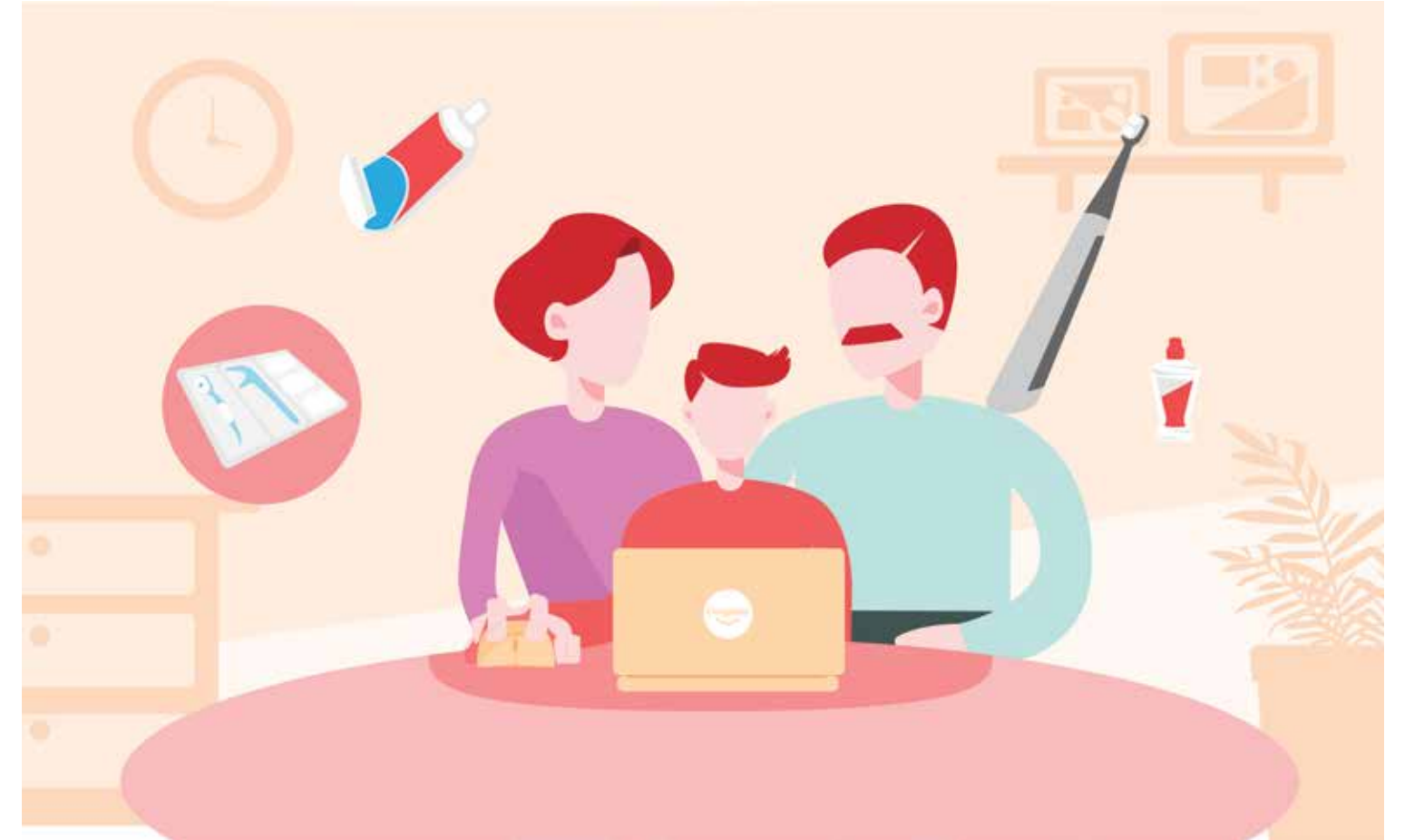
concept development

PLATFORM

Users take part in a quick quiz to finds product recommendations from user's dentists and issues users have had in the past.

This personalization can be applied to various products and can include choices such as flavor, color and specific ingredients, such as fluoride.

SUBSCRIPTION BOX

Users can subscribe to the system and choose a desired frequency they want their products to be delivered. This experience improves brand awareness and loyalty as well as creates emotional connection between user and Colgate.

AUTOMATIC DELIVERIES

Winter
Delivery Jan. 12

Spring
Delivery Apr. 12

Summer
Delivery Jul. 12

Fall
Delivery Oct. 12

Colgate will deliver the products automatically to the user every three months

PACKAGING

Hey Miguel,

Thanks for being a Colgate Grow customer!

_____

_____

Personal notes to the user

INCLUDED DENTAL VISITS

Colgate

MIGUEL'S 6th PACKAGE

User's name on every box

MIGUEL'S 3D PACKAGE

Iconic branded packaging

FINANCIAL AID

Slow payment transfer

1	2
3	4
5	6
7	8
9	10
11	12

Year 1
Year 2
Year 3

13th Quarter — User Pays 25%

14th Quarter — User pays 50%

15th Quarter — User Pays 75%

16th Quarter — User Pays 100%

Y4
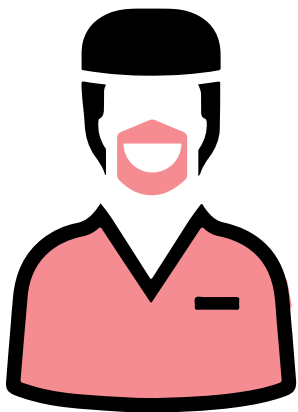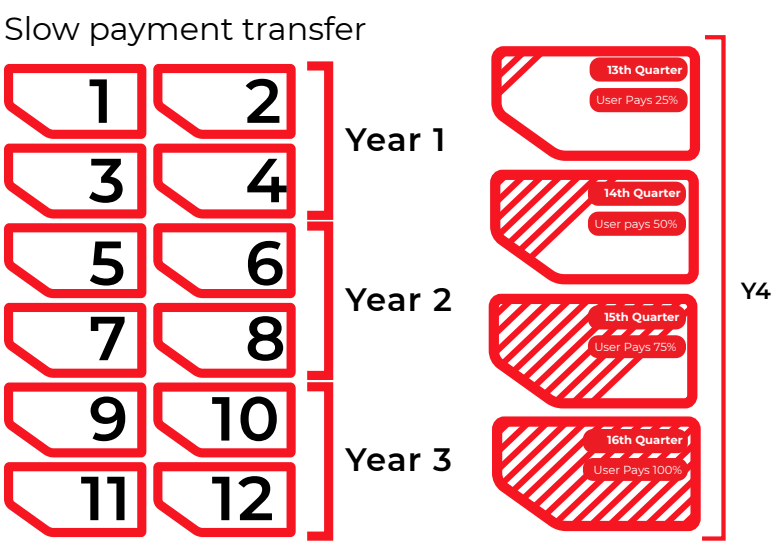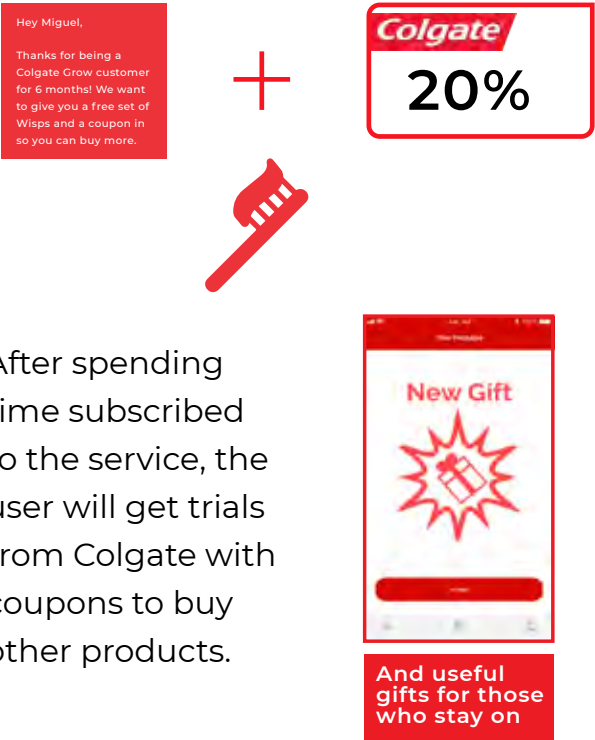
Parents can:

- Pay for kit in one go

- Daughter/ Son Saves: $250+

- Save by subscribing instead of buying separately

- Pay monthly

INCENTIVES
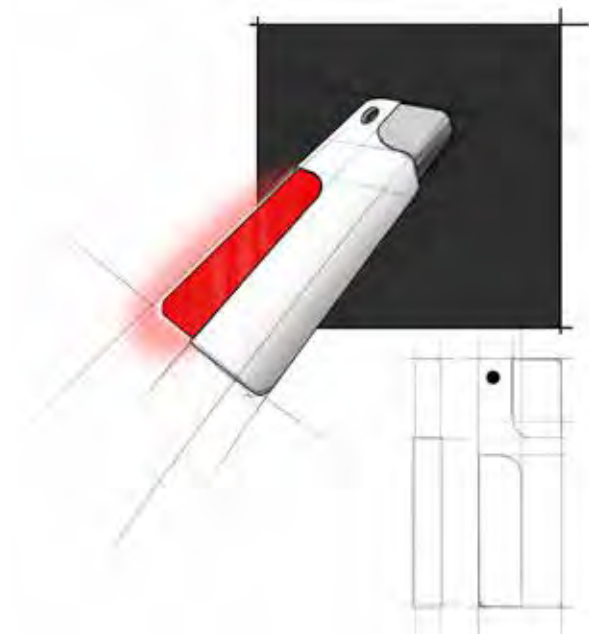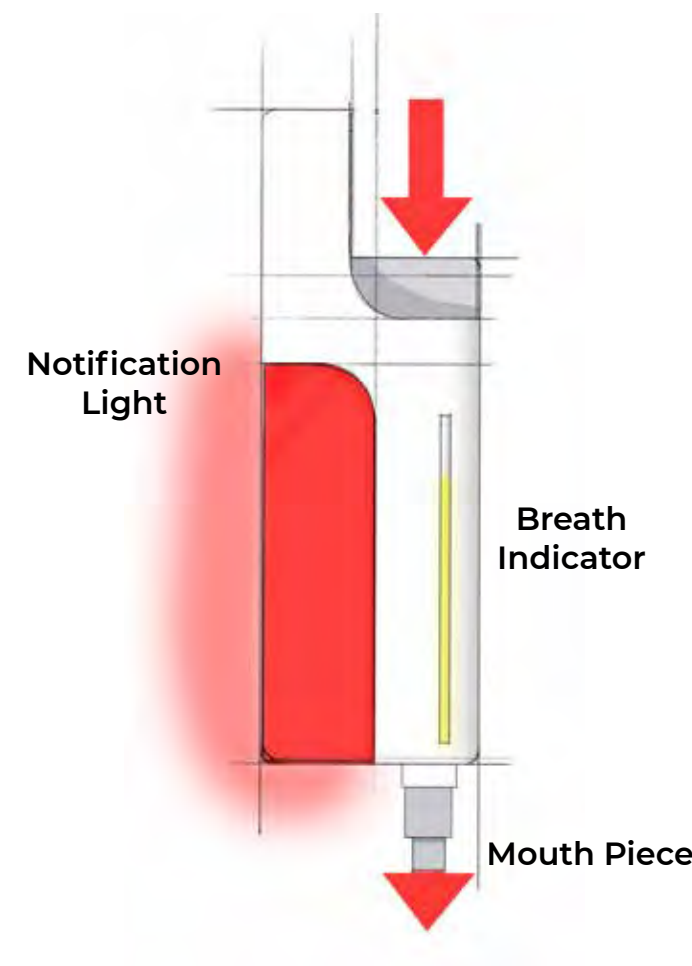
Hey Miguel,

Thanks for being a Colgate Grow customer for 6 months! We want to give you a free set of Wisps and a coupon in so you can buy more.

Colgate 20%

After spending time subscribed to the service, the user will get trials from Colgate with coupons to buy other products.

New Gift

And useful gifts for those who stay on

DESIGN PROPOSAL
Colgate Journey

COLGATE AIR

Notification Light

Breath Indicator

Mouth Piece

Smart, portable notification center that can detect whether the user has bad breath

Makes use of Halimeter technology to measure the volatile sulfur compounds in the users mouth

Provides the user with a temporary solution to bad breath in the form of a mint

COLGATE DASH

A modular and disposable system that provides users with multiple ways to combat bad breath and keep up good oral health on the go.

benefits
For the User

1 **Increased Engagement in the Oral Care Routine**

Improving young adults' oral care habits through engagement developed as a result of the personalization of their products.

2 **Creative Self Expression**

Allows users to express their uniqueness through personalization of their oral care products.

3 **Added Emotional Connection to Products**

By allowing users to personalize and customize, an emotional connection is made between them and their products as they are a reflection of themselves.

4 **Simplicity**

Users make their product selection through Colgate Journey's website and their oral care products are delivered to their homes as and when they are required.

5 **Hassle Elimination**

Through using this service an extra step is eliminated. Users don't have to remember to change their toothbrush or toothpaste and they don't have to go to the store to pick up their products.

6 **Financial Planning**

The user knows the payable amount in advance and this enables them to plan their budget. By receiving discounts and gifts, it's easier for them to learn how to manage their money, which can develop financial responsibility when transitioning to adulthood.

benefits
For the Company

1 **Brand Loyalty**

The ease of receiving personalized oral care products through subscription creates an emotional connection with the brand as well as customer loyalty.

2 **Refreshing Pre-Existing Concepts**

Updating the product's design, color palette, and adding patterns gives the brand a fresh and attractive image without losing Colgate's identity.

3 **Opportunities For Marketing**

Through interesting engagement and communication with the user on a regular basis, Colgate can ensure various selling opportunities.

4 **Improving Colgate's Image**

Getting testimonials from regular subscribers and adding them to the website helps improve the business image and gain more customers for Colgate Journey.

5 **Business Consistency**

Colgate Journey can help in anticipating supply and demand with ease. This aids in achieving consistency with business processes. Inventory can be managed and planned in advance. With effective planning, production costs can also be saved.

6 **Sustainability**

Improves brand awareness by encouraging people to practice conserving resources. By replacing the heads of the toothbrushes every three months, there is a reduction in the material that is normally used in a regular toothbrush.

colors & patterns

The selection of colors for Colgate Journey was based on contemporary color trends.

Inspired by the 12 colors, these patterns integrate organic and geometric shapes inspired by the preferences of young consumers. Eight patterns were selected while considering factors like the diversity of styles, shapes, and colors as well as feedback from possible users.

The toothbrush consists of the head, body, base, and shell. Adding colors and patterns to the design will highlight the presence of this unique, efficient, and smart electric toothbrush in the market.

electric toothbrush

manual toothbrush

The final concept for Colgate Journey's electric toothbrush was created through inspiration from different variations from Colgate's E1 and other trendy elements from popular electric toothbrushes.

The final design of Colgate Journey's Manual Toothbrush borrows ideas from Colgate's slim toothbrush design. Some of their distinctive elements are incorporated and the products' design, color palette, and patterns are updated to give a fresh and attractive image without losing Colgate's identity.

The selection for the bristles for Colgate Journey's Manual Toothbrush were made while focusing on Colgate's bristles from toothbrushes like 360 Charcoal, 360 Enamel, Zig Zag, Extra Clean, and 360 Whole Mouth Clean. Distinctive features are incorporated to give the user a healthy and clean experience through their oral care routine.
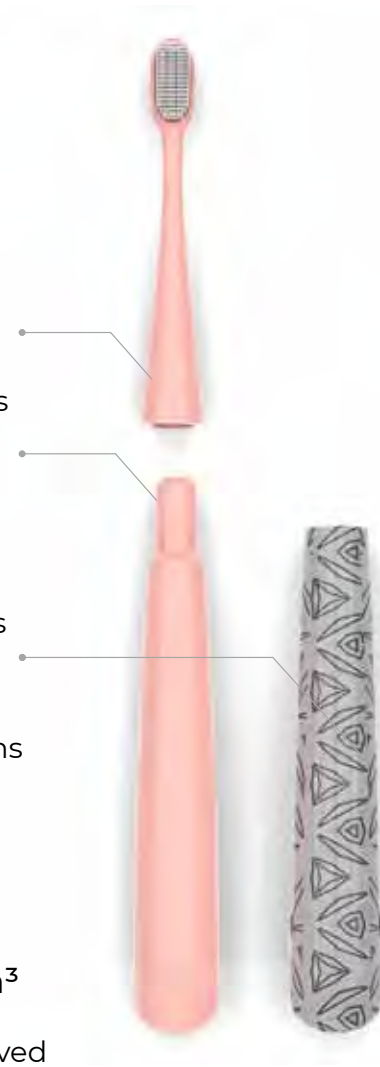
2,592
color combinations

216
color combinations

12
Color options

12
Color options

12
Color options

12
Color options

8
Pattern options

8
Pattern options

57524 mm³

of plastic is saved everytime the user replaces the head

7314 mm³ (70%)

of plastic is saved everytime the user replaces the head
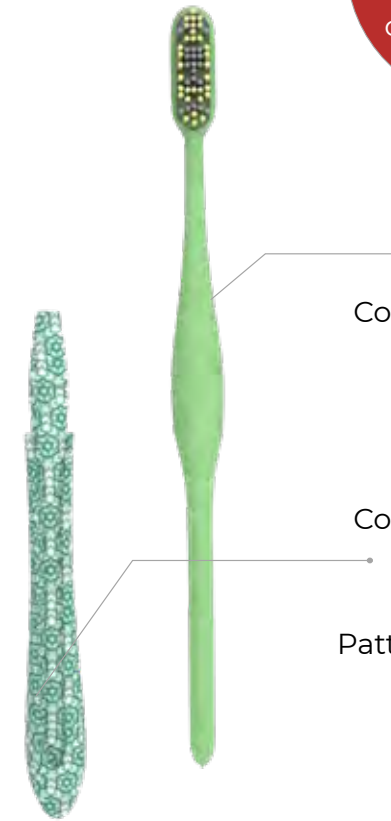
smart sleeve

A silicone band within the sleeve allows it to adapt to a wide range of brush handles, allowing manual brushes to become smart toothbrushes

5+

Tracking Components

10

**Current Fit
Toothbrushes**

The silicone band allows it to stretch over various toothbrushes, which adds versatility to the product and function to most, if not any brush.

Colgate Air

Colgate Dash

Colgate Air

Colgate Air is a device that prevents users from having bad breath throughout their day. The user can breathe onto the device to receive an immediate response. This device uses a smart notification center that gives the user an update on the status of their breath.

Colgate Dash

This disposable and portable oral care pack allows users to carry all the necessary tools with them to care for their oral hygiene. Its compact form allows people to discreetly carry their Colgate Dash so that it is always accessible. This product includes a small toothbrush, floss sticks, toothpaste, and gum.
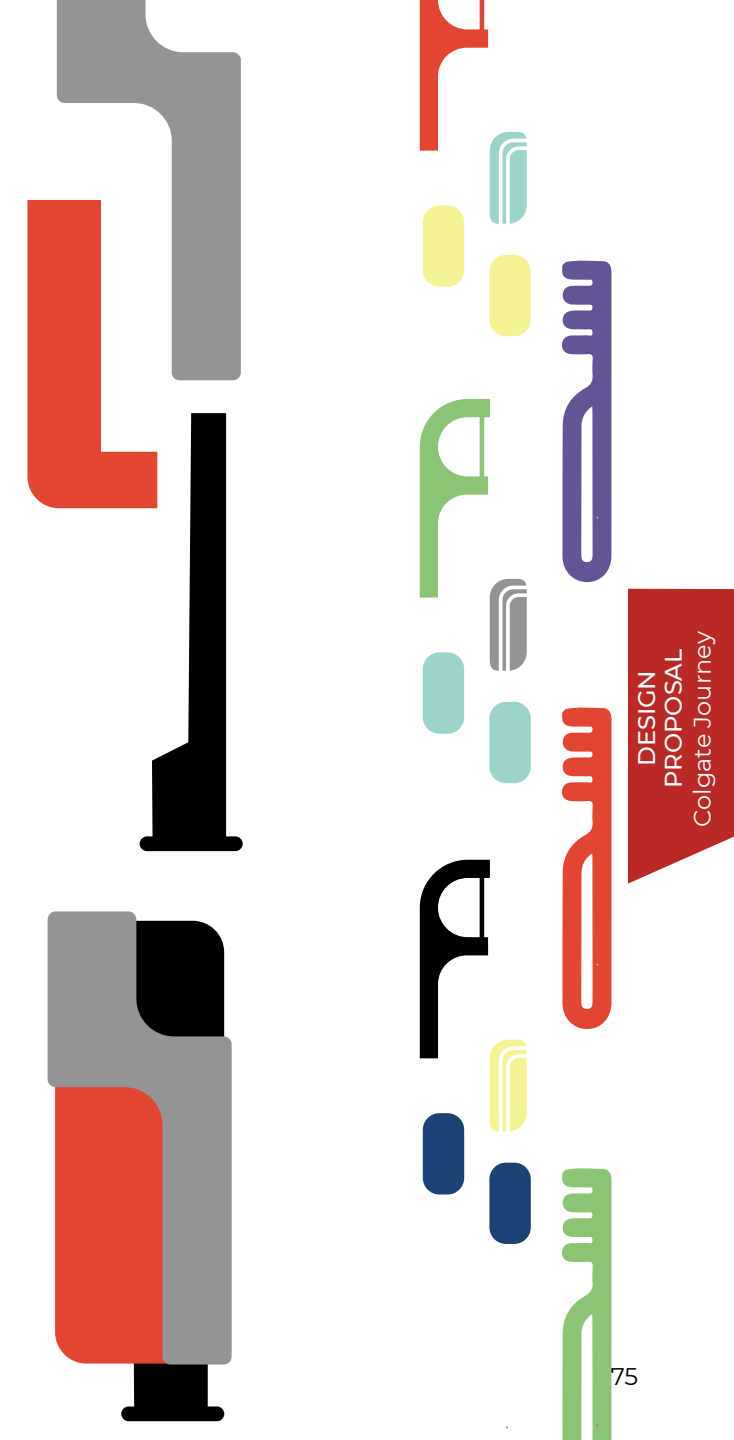
package design

The packaging for the Colgate Journey Subscription box is made especially for the user by incorporating their name on all of its components. This makes the user feel like the products are specifically made for them and their needs and wants and makes them connect more with the brand on a personal level.

web design

The Colgate Journey website is a web platform that lives in tandem with the existing structure of the Colgate website. Through this system, users can go online to set up, customize, and review their personalized oral care products and subscription
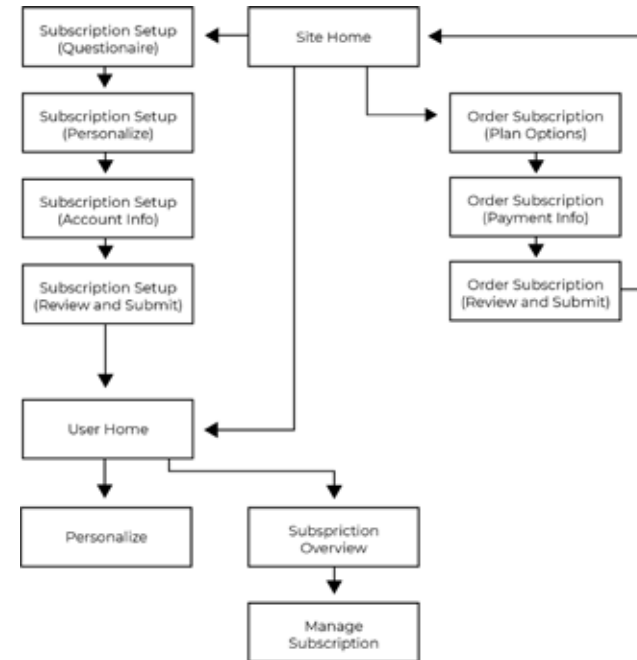
ColgateJourney.com

The Colgate Journey experience starts with an individual purchasing a subscription plan based on either an electric or manual toothbrush. There will be add ons that elevate the service and experience. The website allows users to take a quiz and personalize their products according to their needs
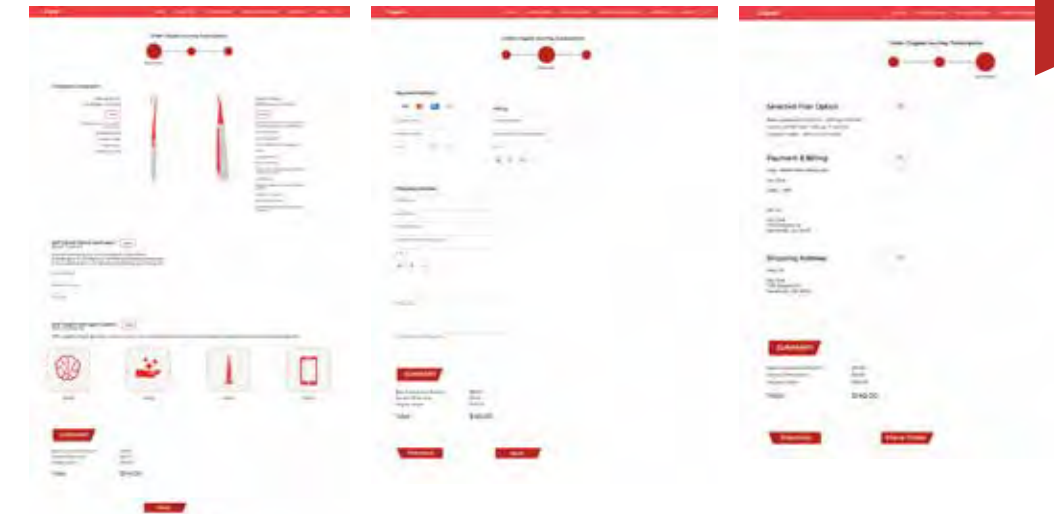
ColgateJourney.com
(Onboarding Questionnaire)

With this initial stage of the onboarding setup of the Colgate Journey subscription, the user answers a brief set of questions to gain findings on their current oral care wellness, lifestyle and habits that affect their oral health. The questions take the form of simple and unintrusive infographics to alleviate the mundanity typically associated with filling out a survey and make this stage a more expedited and friendly process. Through an intelligent analysis of their responses, the personalized products of the next stage of the subscription setup are preset to best serve their lifestyle and oral health goals.

ColgateJourney.com
(Onboarding Personalization)

Here, the subscriber can truly make the products their own. This process is effective in two primary ways. The preset options based on their previous responses to the questions, offer the subscriber a window into products that they may have not realized would benefit. The option to further customize the function and aesthetic styling of their oral care products, encourages them to be an individual in a very personal way. This kind of investment elevates the care and connection they share with Colgate, which in turn leads to a better oral care experience.

advertising

This campaign for Colgate Journey is to be with you during "every stage of your life". No matter who you are or what you are doing in your life, you will express yourself in your own way and Colgate will be with you during every part of it. Therefore, this campaign shows that self-expression.

In Summary

The parents help their child set up a personalized oral care subscription plan
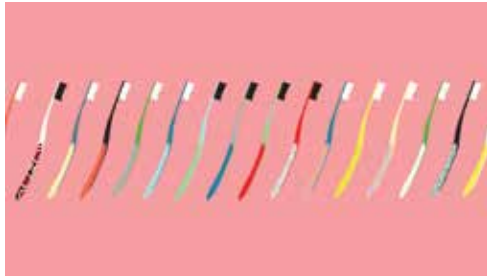
There are thousands of color combinations to create

There are also plenty of options for customizable care options such as whitening and floss tips

The child will receive a shipment every 3 months

The plan will journey with them as they journey through different life stages, including financial independence

As they become an adult they have a better understanding of what it takes to have good oral hygiene

As children grow into teenagers, parental supervision becomes a thing of the past. It is during these transition periods that routine tasks like oral care can be neglected. To solve this issue Colgate Journey was developed. The child can go on to select or create their own line of personalized oral care products. This adds value both in expression and custom care. As the user journeys through life, Colgate Journey adapts to their ever-changing lifestyle. In between deliveries the user gets asked a couple of questions which inform trial products that would come in the next installment, allowing the user's needs to be met more consistently throughout the course of their subscription. After some time the child begins to learn financial independence. This last stage of can be challenging, so a soft payment transition is included to ease the weight of the expense.
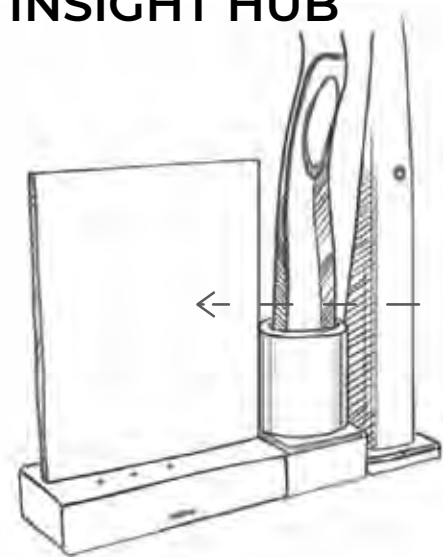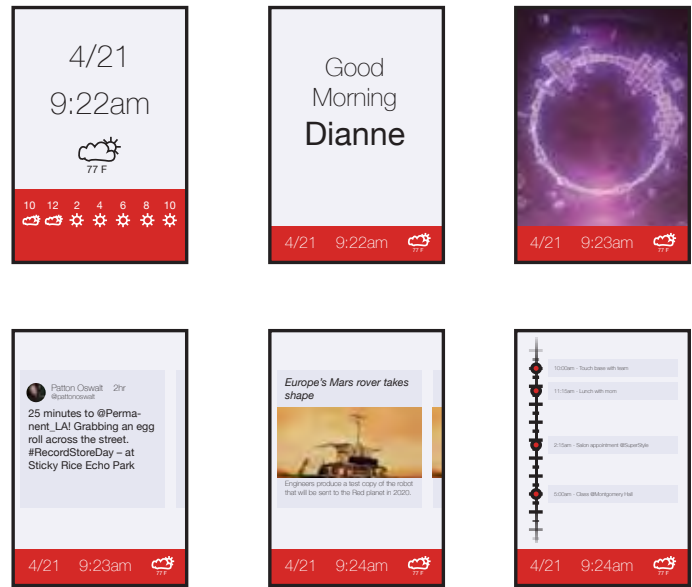
COLGATE
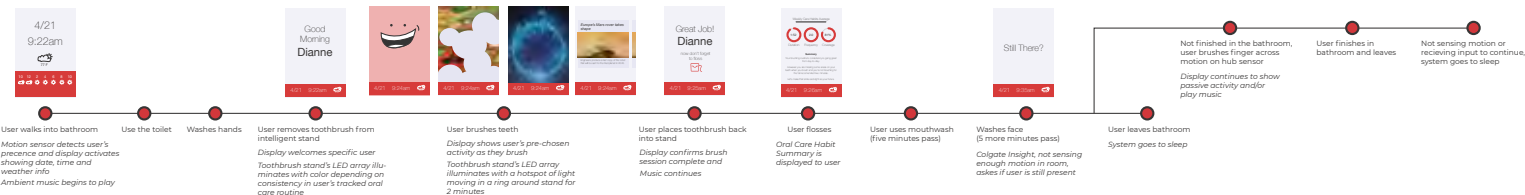# INSIGHT

concept development

INSIGHT HUB

- Companion Mode
- App Sync
- Travels with you
- Grows your relationship with Colgate
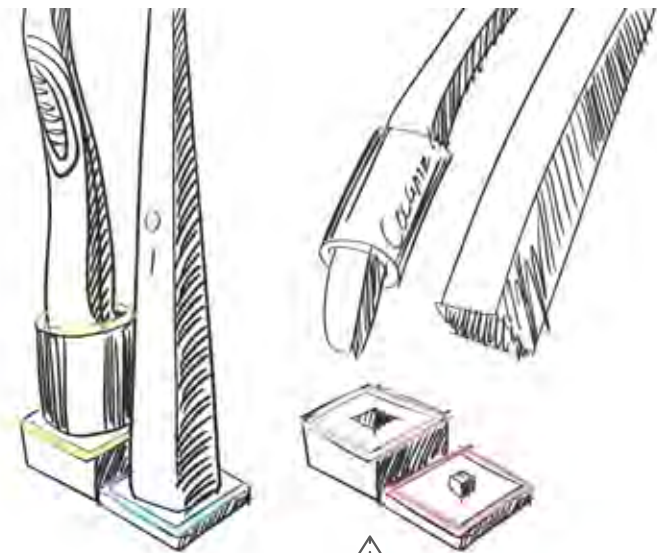- A flexible system

HUB Screen Interface Examples

User's Journey in a Bathroom

User walks into bathroom	Use the toilet	Washes hands	User removes toothbrush from intelligent stand	User brushes teeth	User places toothbrush back into stand	User flosses	User uses mouthwash (five minutes pass)	Washes face (5 more minutes pass)	User leaves bathroom

Motion sensor detects user's precence and display activates showing date, time and weather info

Ambient music begins to play

Display welcomes specific user

Toothbrush stand's LED array illuminates with color depending on consistency in user's tracked oral core routine

Display shows user's pre-chosen activity as they brush

Toothbrush stand's LED array illuminates with a hotspot of light moving in a ring around stand for 2 minutes

Display confirms brush session complete and Music continues

Oral Care Habit Summary is displayed to user

Colgate Insight, not sensing enough motion in room, asks if user is still present

System goes to sleep

Not finished in the bathroom, user brushes finger across motion on hub sensor

Display continues to show passive activity and/or play music

User finishes in bathroom and leaves

Not sensing motion or recieving input to continue, system goes to sleep

---

INSIGHT NODE

COLGATE AIR

Syncs to Insight Habit Tracker and subtlety remind the user if one skipped brushing their teeth remotely.
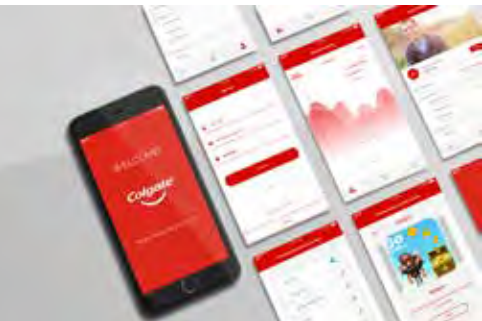

Toothbrush Holder

- Tracks user's oral habit and notifies them when they missed the routine

- Shows 2 minutes timer while brushing

- Two different types, one for electric and another for manual.

Smart Sleeve

- A concept in development

- A gyro and bluetooth sensor implemented into a sleeve.

Insight App

All information will be stored, and visualized to the user.

Colgate Insight

Colgate insight is a smart and interactive oral care product that uses coaching, gamification and data collection to encourage and facilitate ideal preventative oral care. It can adapt to multiple configurations so that it can stay with the user through all of life's transitions.

Taking **inspiration** from the technology used in the E1 we wanted to **build on** what has already been achieved and push it to the next level.
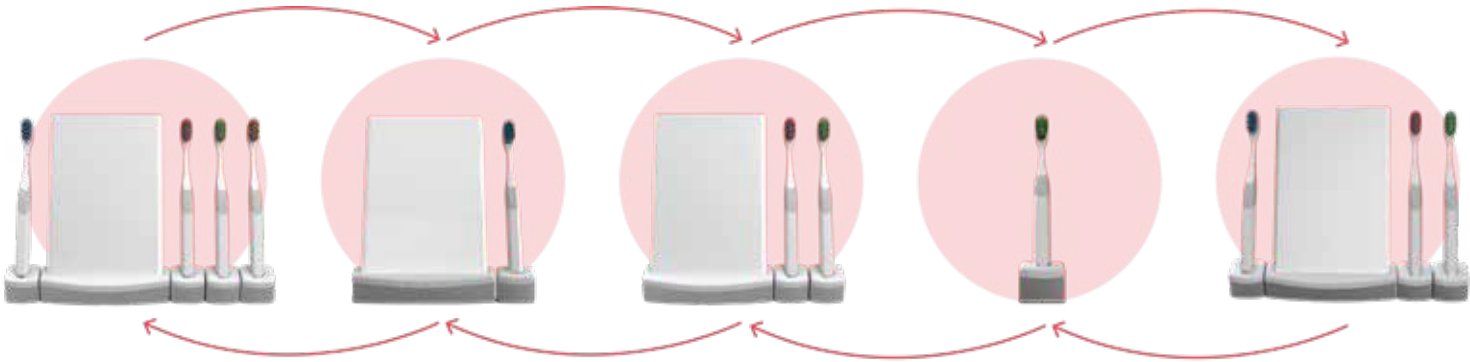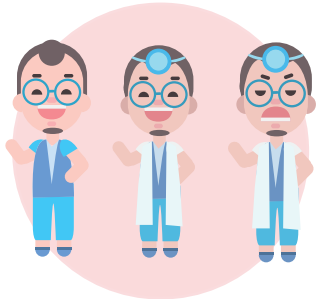
toothbrush

node

hub

family

single

couple

travel

communal

education

user engagement

data analysis & sharing

toothbrush

Interchangeable bristles to allow for user preferences
- Floss tip
- Sensitive
- Whitening

Cheek cleaner for 360 ° cleaning

Soft rubber grip

Reusable smarthandle containing an accelerometer and a gyroscope

Convenient snap connection to allow for head replacement

Induction charging surface
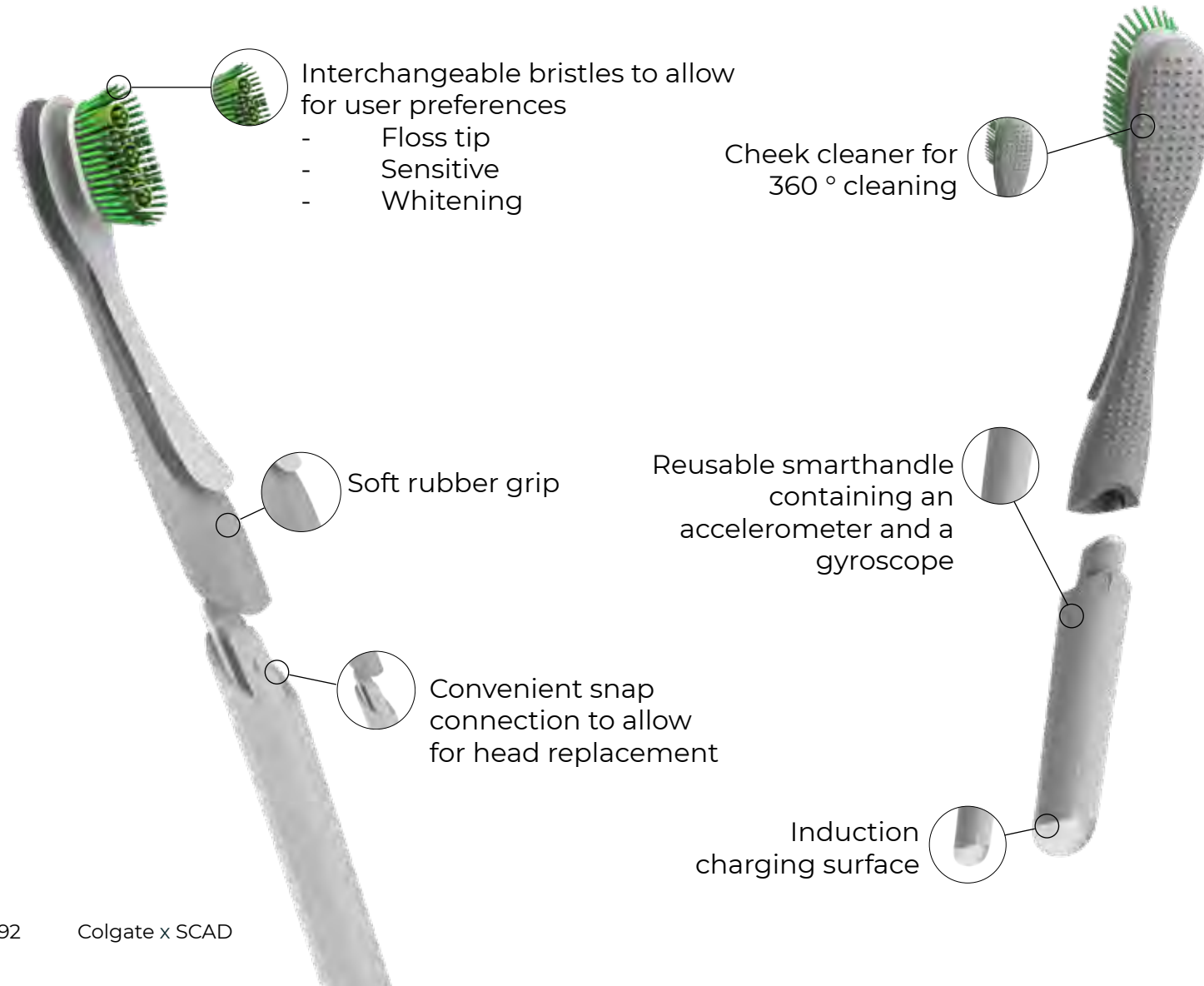
Bristle **color variation** allows the user to quickly **identify** which type of **bristle** they use, and it makes it easier for them to remember what to purchase in store.

insight:

Consumers often don't remember which brand their toothbrush, let alone the type of bristle it has.

"I don't know what type of toothbrush I use but it's green."

Abril, 20

node

Customizable lighting allows for easy toothbrush **identification**.
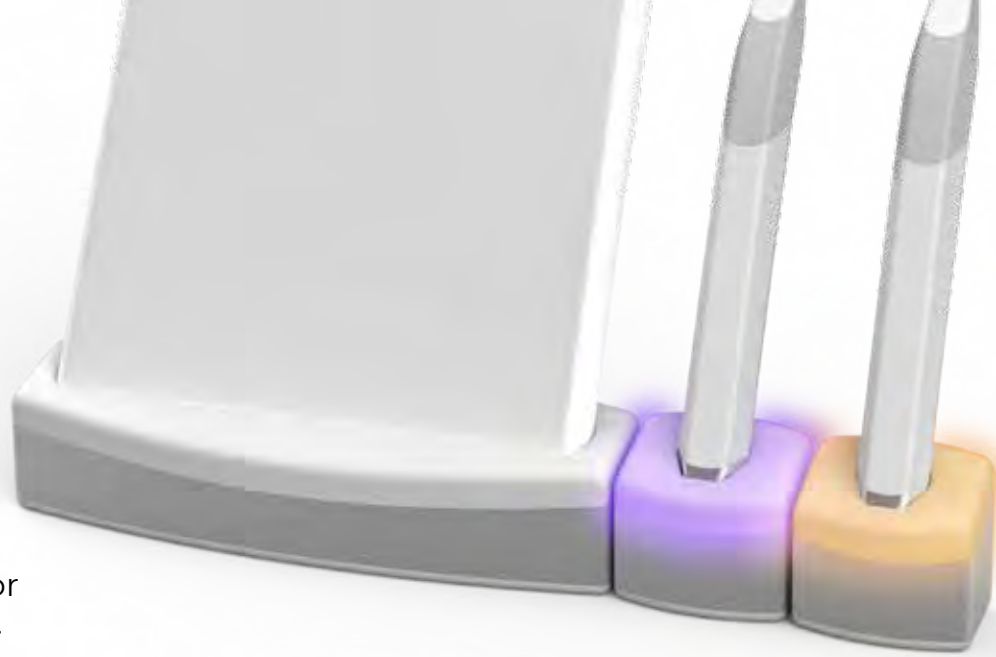
"**I often forget to brush my teeth and by the time I remember I'm not at home.**" *Nora, 21*

Visual alert reminds individual users to brush their teeth by flashing.

1 User's node alerts them that it is time to brush their teeth

2 When the toothbrush is removed a visual two minute countdown begins

3 When the User has completed a full two minute brushing routine the node congratulates them with a rainbow light display to positively reinforce ideal oral care.

hub

The hub is the **heart** of this family of products. It acts as the **interface between users and their personalised educational content**. It allows Users to interact hands free whilst carrying out their oral care routine.
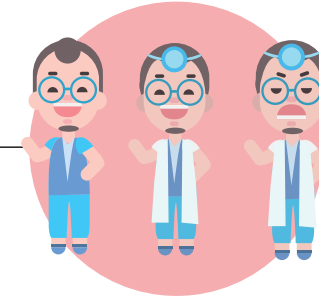
Virtual Dentist

Data Analysis

Gamefication
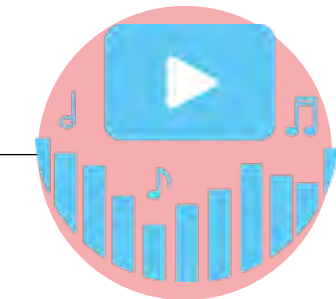
Advanced Content

virtual dentist

Provides **realtime analytical and educational feedback** based on statistics gathered from the users oral care routine.

Acts a an **easy channel of communication** between the user and an oral care professional.

Educates users in how they can **improve** their own **oral health routine** with technique, time and products.

Prompts and facilitates booking a visit to an oral care professional.

The virtual dentist acts as a friendly intermediary between dental professionals and users. We found that many people have negative connotations with dental visits, so the virtual dentist provides regular feedback in an approachable way to keep users on track and put them in touch with dental professionals when they may need a professional opinion.
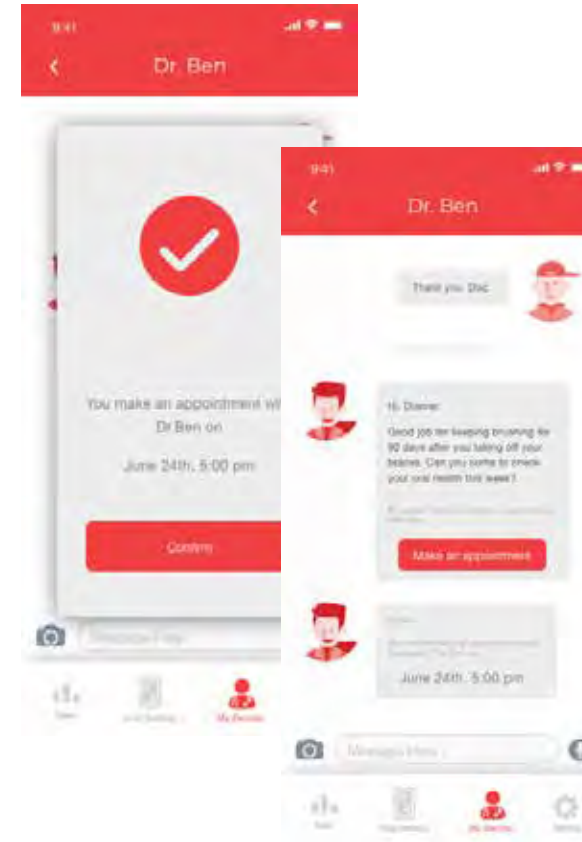
Appointments can be set up quickly and intuitively through the Colgate Insight app. Bookings can be initiated by the user or their local dentist, and if you are new to the area or just visiting it can recommend and put you in contact with dentists nearby. Dentists can send reminders that you may be due a checkup or voice any concerns that they want to discuss in person based on the information they are receiving from Colgate Insight.
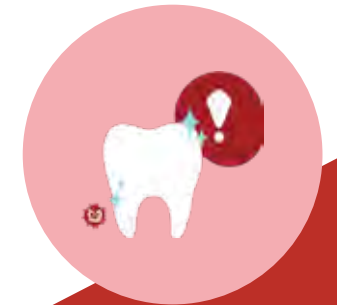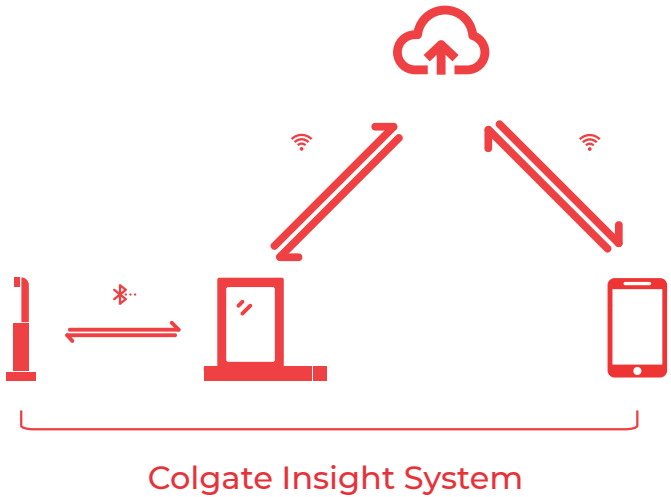
The dentist can warn the user at any point in their oral care routine that they are missing areas or that they are not brushing for the correct period of time. This helps users adopt optimal oral care habits.

data analysis

The toothbrush collects real time data on each user as they carry out their oral care routines. It can then immediately relay this information in a clear and simple manner on the hub to allow them to adjust their routine and technique in real time.
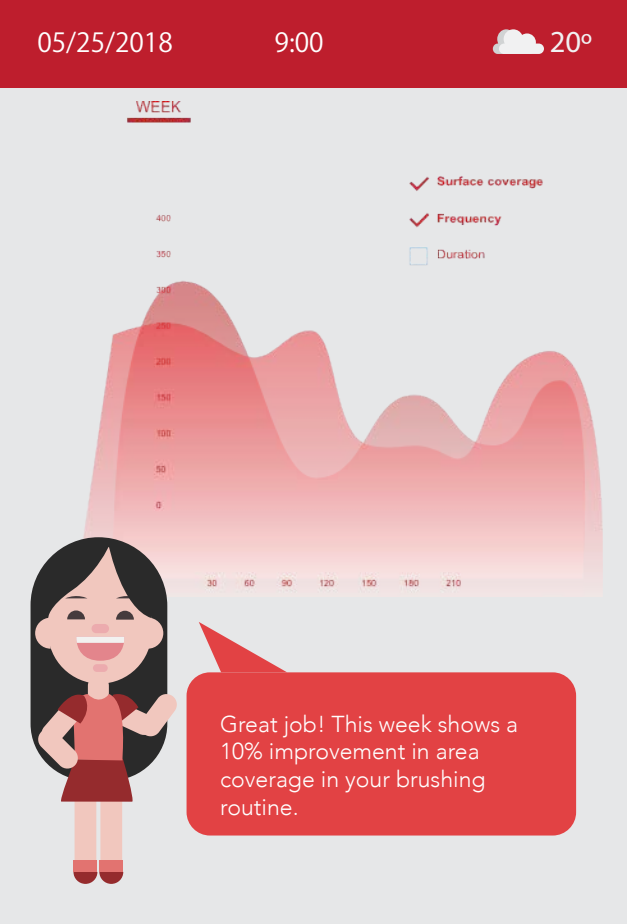
The centralized hub allows for the whole family's oral care data to be stored together. This means that as children gain more independence parents can allow them to take control of their own routines whilst also making sure that they are keeping on track with their oral hygiene.

COACHING TIME

05/25/2018   9:00   ☁ 20º

WEEK

✓ Surface coverage
✓ Frequency
☐ Duration

400
350
300
250
200
150
100
50
0

30   60   90   120   150   180   210

Great job! This week shows a 10% improvement in area coverage in your brushing routine.

Device connectivity occurs seamlessly to allow for each users toothbrush, phone and the centralized hub to share data on each individuals oral care routines.

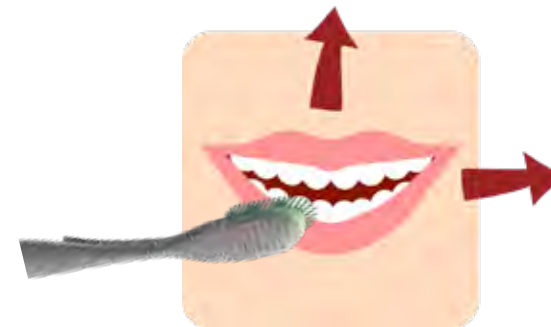Colgate Insight System

gamefication & advanced content

By increasing **user engagement and entertainment** throughout the brushing experience we can ensure that users will remain focused and **continue brushing** for the full recommended 2 minute period. By doing this we are aiding users in **learning and maintaining ideal oral care routines**.

insight:
We found that many people don't brush for a full two minutes and forget to cover areas because they get bored and then loose focus

"I see brushing my teeth as an unengaging and emotionless task."

Alex, 19

In this game the user directs the cannons fire towards the cavity castles by brushing the multiple different zones within their mouths. By completing a full coverage brush of the front, top and back of each tooth for the correct period of time they destroy the castles and complete the game. This data is then converted in to their stored data analysis system so that they and family members can track even their fun and interactive brushing experience.
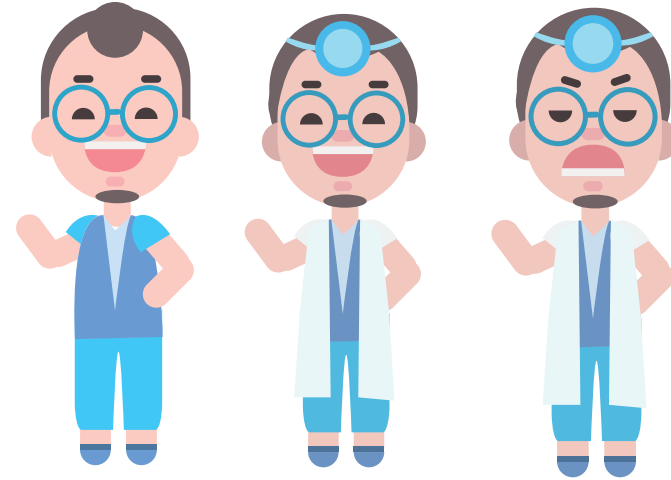
Colgate insight

Digital Interface Development

avatar development

The Dentist Avatar acts as an intermediary between Colgate and the customer. Using an avatar creates an approachable way to provide customers with educational content to allow them to optimise their own preventative oral care.

The personalized avatar acts as a virtual representation of the user themselves. Each avatar can be used to communicate to the customer what the effects of their current oral care will be in ten years time. This can help to provide the user with a personalized visual indicator which will have greater effect on altering their habits.

Each of the avatars grows with the user as they transition through life's stages. As they grow Colgate Insight brings up age and stage relevant content such as the effects of smoking and alcohol on their oral care.

The Avatar allows for personalization so that users can adapt eye, skin and hair color. They can also alter the avatar's clothing to suit their personal preferences.
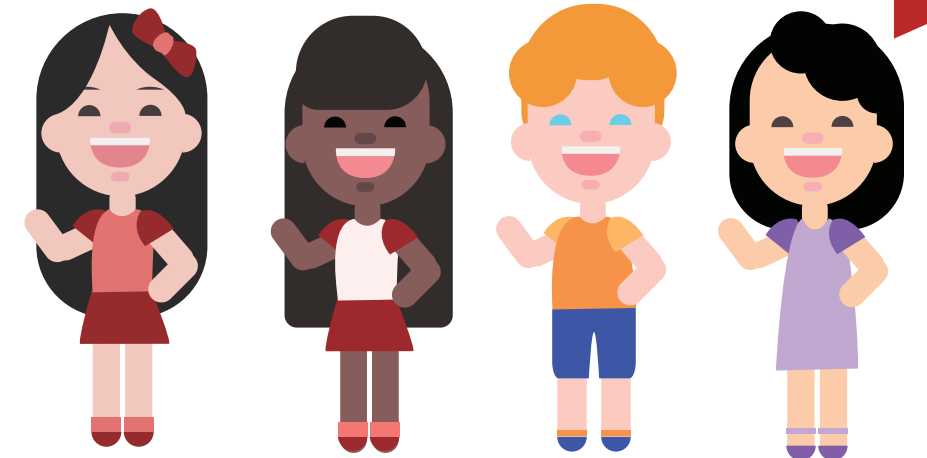
u.i. development

Colgate Insight makes use of two different
digital displays in order to convey all of the
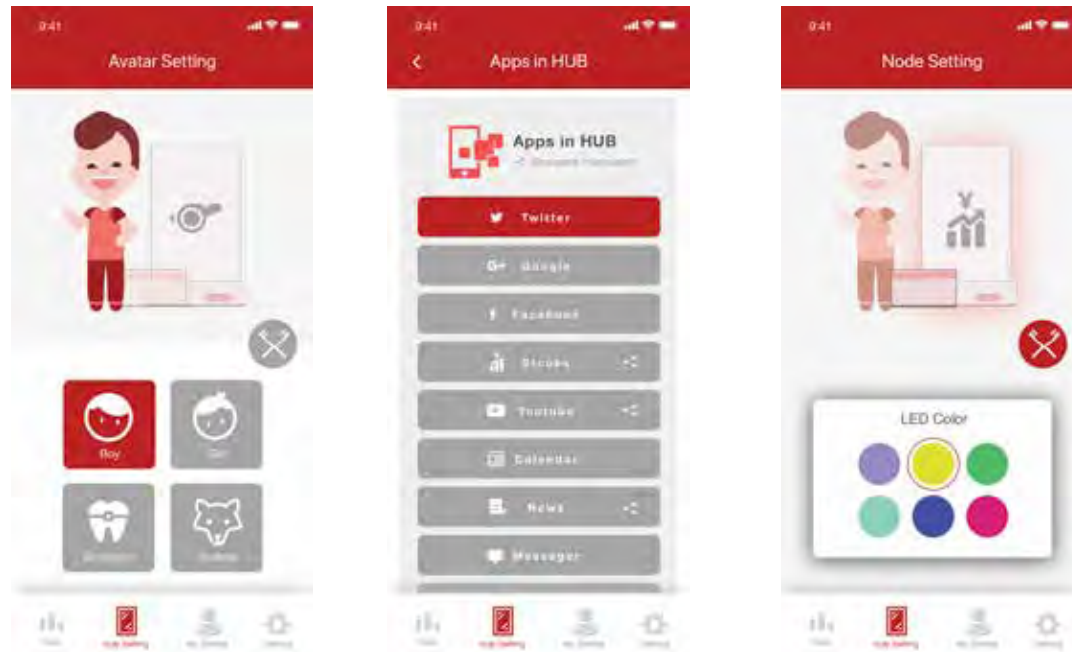relevant educational information

Hub
User Interface

APP
User Interface

app

The app was created to work alongside the hubs interface allowing for users to maintain their routines whilst travelling. It is simple to navigate and uses many the same icons as the hub display to allow for users to instinctively switch between the two devices.

working node

The node lights up in the users pre chosen color when it is time for them to brush their teeth.

Once the user has removed the brush it gives them time to put toothpaste on the brush

A two minute timer then starts and counts down using a circle of lights to let the user know how far through they are.


When a full brushing routine has been completed the user is positively rewarded with a rainbow light display.

Blue tooth Signal		Default	Lighting: single color
"It is time to brush teeth"			
Sensor Signal	Take out Brush	Notification	Lighting: Breathing light
		Brushing	Lighting: Count down
Sensor Signal	Put Brush Back	Stop	Lighting: No Color
		Finish	Lighting: Color Rings
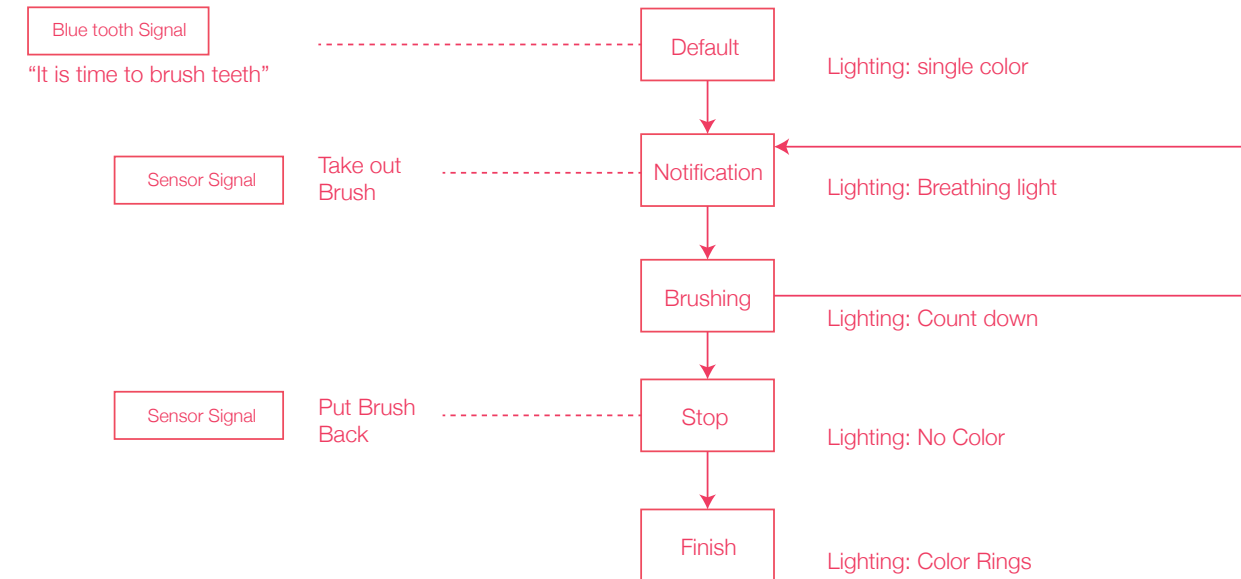
This functioning prototype displays all of the visual aids and information that the user needs in able to be reminded to brush their teeth and to complete a full brushing routine.

Experience Video
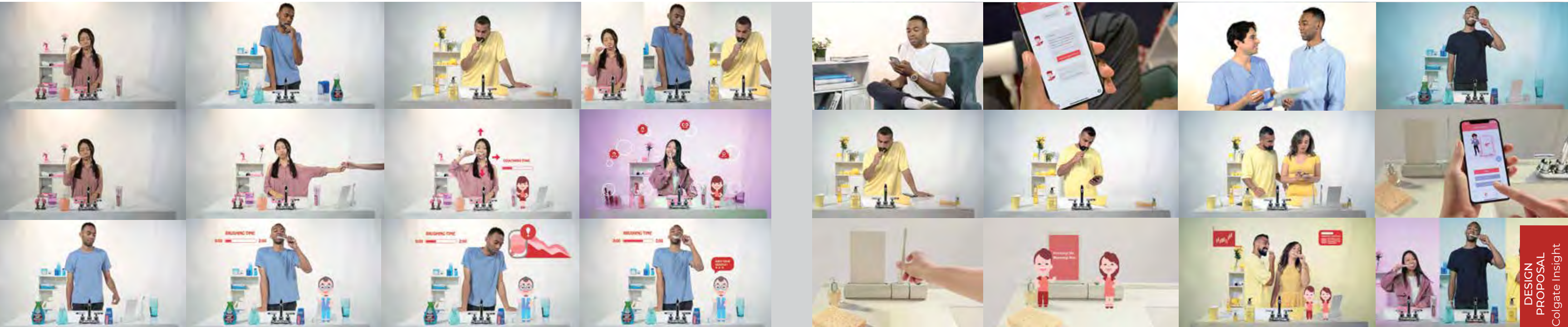
The experience video focuses on showing how Colgate insight functions during multiple different life stages and how it adapts to provide the user with the most effective and educational content. It demonstrates how the data analysis, virtual dentist and gamification features engage with the user and provide valuable educational feedback.

young girl

The young girls storyline shows how Colgate Insight can bring fun and entertainment in to the oral care routine and how the content can adapt as she grows to keep her focused and engaged throughout life's transitions.

teenage boy

The teenage boys storyline demonstrates the apps ability to positively reinforce good oral care and connect with a dentist when a user may need professional guidance.
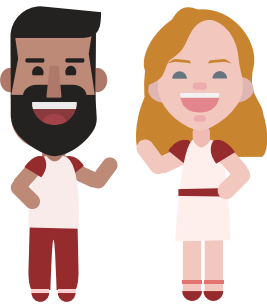
couple

The couples storyline shows how the Colgate Insight can be used by multiple parties simultaneously and still provide all of the same valuable functions to each user.

advertising

This campaign for Colgate Insight is to "be your own life coach". As there is a coach feature in this product to keep you motiviated, it is essentially an extension of yourself. It is there to keep you on track and doing the best you can. Therefore, these advertisements are very motivational.

04
DESIGN
SUMMARY

Colgate® JOURNEY

A guide for young adults to a better and more knowledgeable relationship with their oral health in the form of a subscription service. Colgate Journey provides user-friendly survey questions which subscribers use to align their subscription with their lifestyle and so gain a better understanding of the status of their own oral health. Based on each subscriber's answers the delivery of each of their unique Colgate Journey boxes is customized to fit their needs and concerns. The soft payment plan helps young adults adjust to being fully financially independent by providing a gradually increasing billing system. The subscription builds a relationship between the subscriber and Colgate. Most importantly for the subscriber, Colgate Journey breaks down the fear and discomfort associated with visiting a dentist by getting young people involved in choosing and learning about their own oral care needs. Colgate Journey promotes brighter smiles for brighter futures.

Colgate® INSIGHT

A dental coach and personal assistant in the form of the Colgate Insight node and hub. The hub and multiple nodes can be rearranged and added or subtracted depending on your family's needs. Colgate Insight provides audio, visual and gameplay stimulation during teeth brushing and other oral care necessities. It keeps users in the know about the status of their oral health and provides advice on a multitude of oral care topics. Colgate Insight has a virtual dentist feature which tracks how well the user has been taking care of their teeth. By making oral care more than just a necessary daily task the Insight creates positive and uplifting oral health experience and a better relationship with dentists.

DESIGN SUMMARY

Throughout the process of the Colgate-Palmolive project we ...

interviewed	*played games*	*sanded*
presented	*sketched*	*packaged*
grew closer	*prototyped*	*labeled*
disagreed	*researched*	*illustrated*
cooperated	*printed*	*created ...*

**... but, most importantly of all,
we collaborated.**

DESIGN
SUMMARY

A FUTURE EVERYONE CAN SMILE ABOUT

05
APPENDIX

survey

For our primary research, we conducted a survey consisting of 16 questions to further understand our audience and curate more accurate data.

Colgate CLC Oral Care Survey

Please take part in this survey if you are between the ages of 13-21 and have been living in the states for at least two years. Please provide your email address so that you can be entered into the drawing for a $50 Amazon gift card! Our SCAD x Colgate-Palmolive CLC team thanks you for your time!

* Required

Email address *

Your email

How old are you? *

○ 13
○ 14
○ 15
○ 16
○ 17
○ 18
○ 19
○ 20
○ 21
○ Other:

Check which of the following applies to you: *

☐ Male
☐ Female
☐ Other:

Who bought your last toothbrush? *

○ parent or guardian
○ dentist
○ yourself
○ Other:

Where or whom do you go to for health advice? *

Your answer

Do you find this advice trustworthy? *

☐ yes
☐ no
☐ sometimes
☐ Other:

Can you tell us about a time when you felt self-conscious about the status of your oral health? *

Your answer

Do you use a manual or an electric toothbrush? *

☐ manual
☐ electric

Why do you use the type of toothbrush which you stated in the question above? *

Your answer

Do you use any health tracking apps or devices? (For example: fitbit, sleep cycle tracker, etc.) *

Your answer

How do you outwardly express your personality? (Example: I listen to this type of music or do this type of artwork or buy only star wars merchandise because...) *

Your answer

What is your relationship with your current dentist? *

Your answer

Would you be comfortable sharing information digitally with your dentist or with a health care professional in order to improve your oral care habits? *

Your answer

Why do you brush your teeth? *

Your answer

Do you make an effort to make sustainable choices? *

○ always
○ often
○ sometimes
○ not really
○ "what does the word 'sustainable' mean?"

interviews

1. Do you use any Colgate brand products? If yes/no, why?

2. When was the last time you brushed your teeth? Could you take us through that routine?

3. Have you ever had a dental-related procedure or used a product to improve your oral health?

4. As a child, what was your attitude towards brushing your teeth? And why? Has this changed since then? If yes, how? If no, why?

5. How important is it that a potential partner has white teeth?

6. Can you tell us a time when you felt self-conscious about the status of your oral health?

7. Can you tell us about a time when you felt encouraged to maintain good oral health?

8. Do you smile for photos with your teeth showing? Why or why not?

9. What are three words you think of when you know you have to go to the dentist? and why?

10. Do you digitally monitor any aspects of your health? If yes/no, Why? What platforms/social media or products do you use?

11. Do you use a manual or electric toothbrush? and why?

12. What information(i.e. Brushing technique, length, history) about your oral health would you feel comfortable sharing digitally? With a doctor? With social media?

APPENDIX

cultural probe

We asked a couple of questions in a less formal setting to our audience that would allow us to learn more about their values and thoughts.

" To get that 'clean' feeling. "

" going to class, meeting people, going out "

" to avoid bad breath. "

" looking at friends' health and personal hygiene. "

" health and social situations "

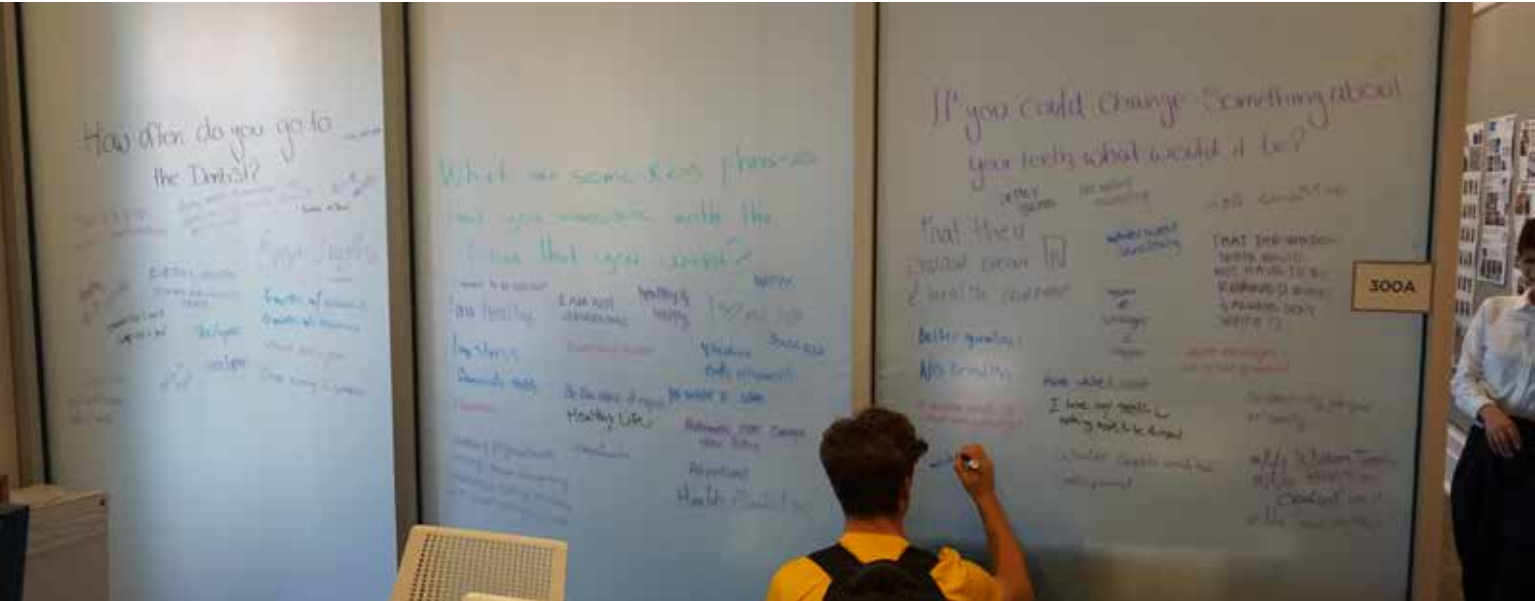**What motivates you to brush your teeth?**

" it's refreshing "

" to keep up good health and hygiene "

" I had a cavity once and it was awful "

" because I want bright white teeth "

" other people who take good care of their teeth. "

APPENDIX

data affinitization

Step 1: Document and group responses

After gathering answers to all of our questions asked in the interviews and surveys, we grouped together similar responses.

Interview With Target Audience

Q4-Do you use manual or electric toothbrush?

Electric, It's the one we have, and I have been using electric since I was very young

5

Interview With Target Audience

Q4-Do you use manual or electric toothbrush?

Manual, I find it easier and less expensive

6
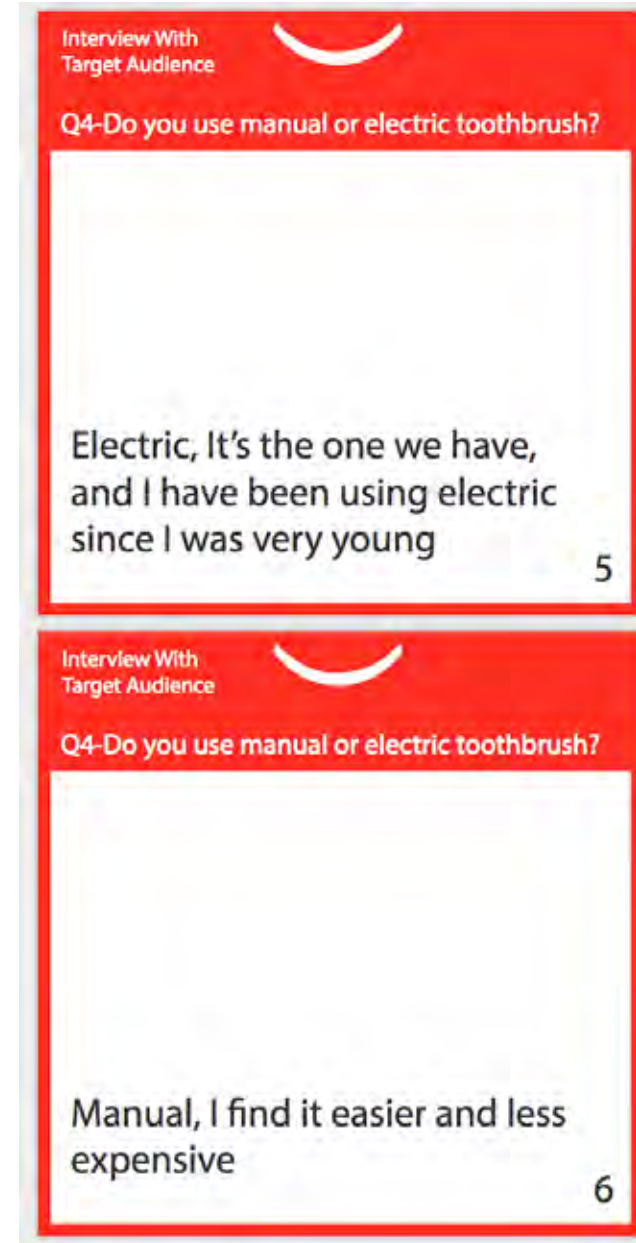
data aff initization

Step 2: Group further and find relationships

After the first step we moved on to find relationships between the groups and connected them together.

APPENDIX

data affinitization

Step 3: Ideation

The majority of our weeks were spent coming up with good ideas along with the bad. The team spent time affinitizing data and finding what would fit our design prompt best. Eventually, through our processes, we came up with concepts that answered our brief.
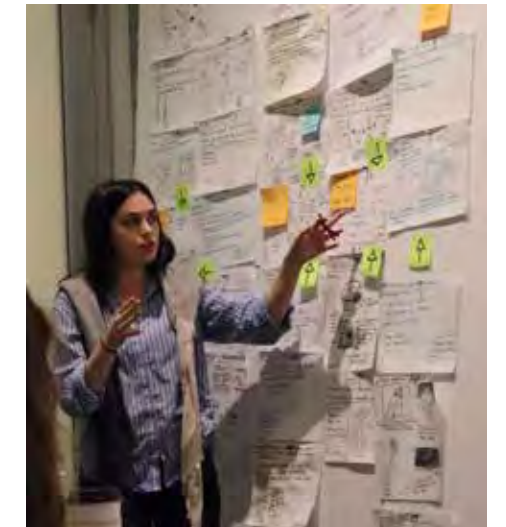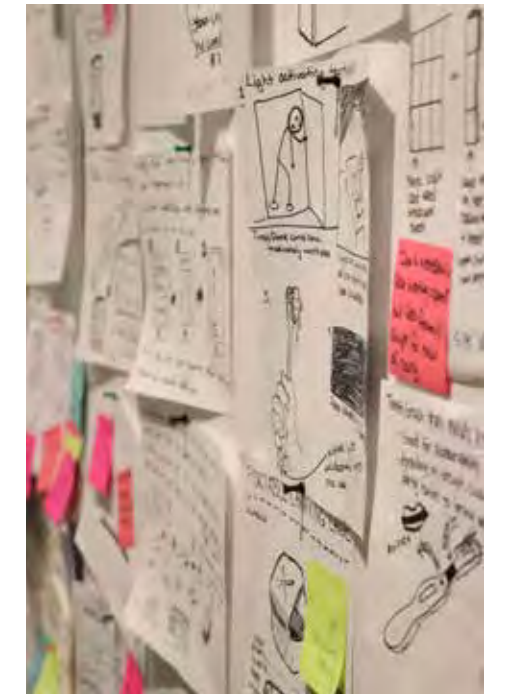
opportunity analysis

Quip

Target Market: futuristic, progressive, clean, quick, efficient, convenient, trendy.

Goodwell & Company

Target Market: young people/students ages 16 to 35. Branding: sleek and clean, sustainable, fashionable, trendy, young

Oral-B Smartphone Holder

Target Market: everyone, Branding: ease of access, convenience, hands-free, helpful, assistance, tool, adaptable, responsiveness

Phillips Sonicare

Target Market: adults ages 18 to 80. Branding: functional, clean, appealing, easy to handle

wireframes

While designing our applications and websites, we had to come up with a basic layout for each component in order to figure out the best user experience. Collectively, we came up with the full navigation for each UI.
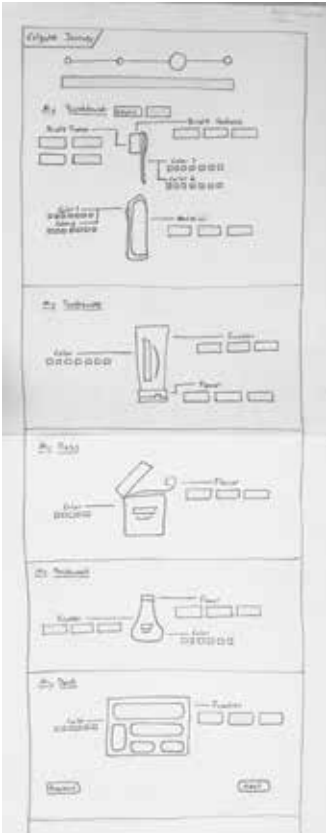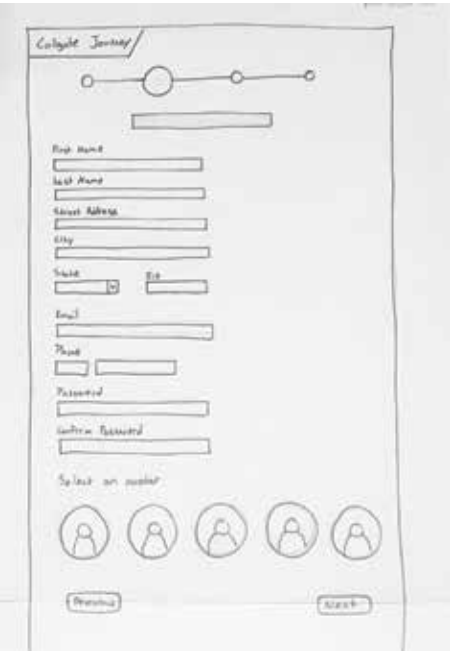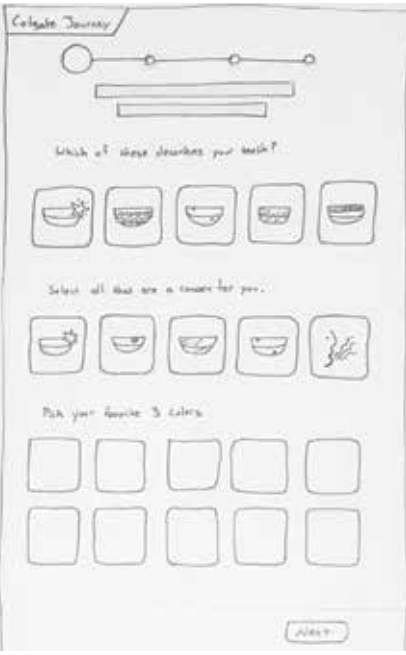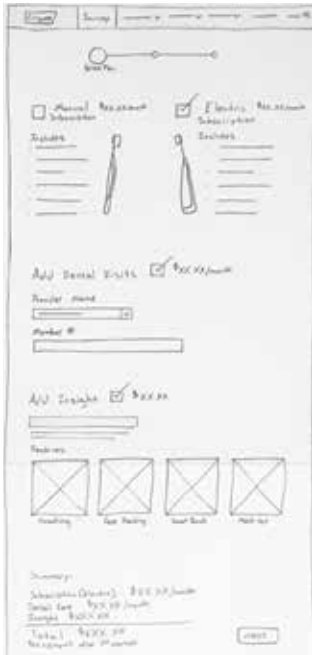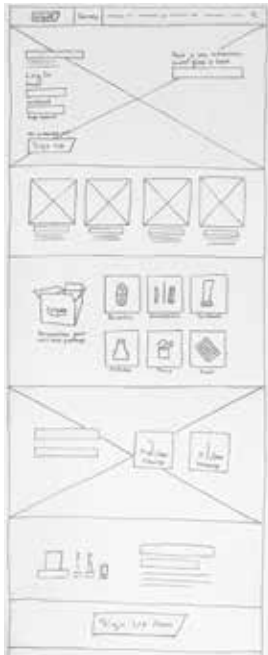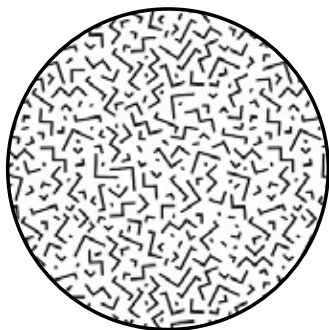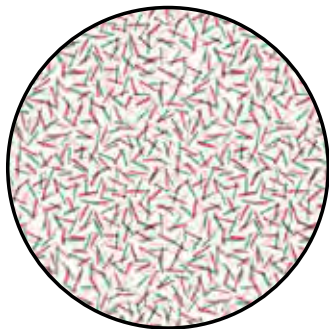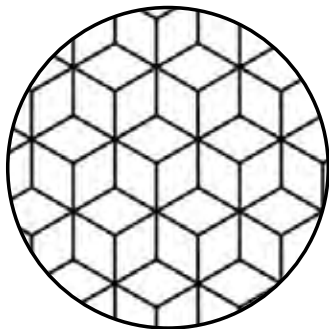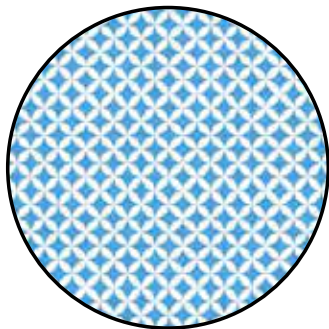
moodboard: Insight

We looked into styles and colors as inspiration for what would be our final designs. Each idea encompasses a specific personality that eventually all came together as one cohesive design.

moodboard: Journey
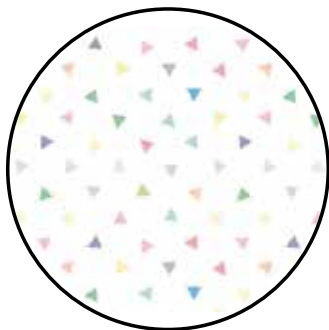
Colgate insight

Physical Product Development

When designing the form of the Node and the Hub the process was focussed on the expandable nature of the product. It was imperative to ensure that the products could stand side by side and that an infinite number of Nodes could be added to the Hub so that it could be used in communal and family settings.
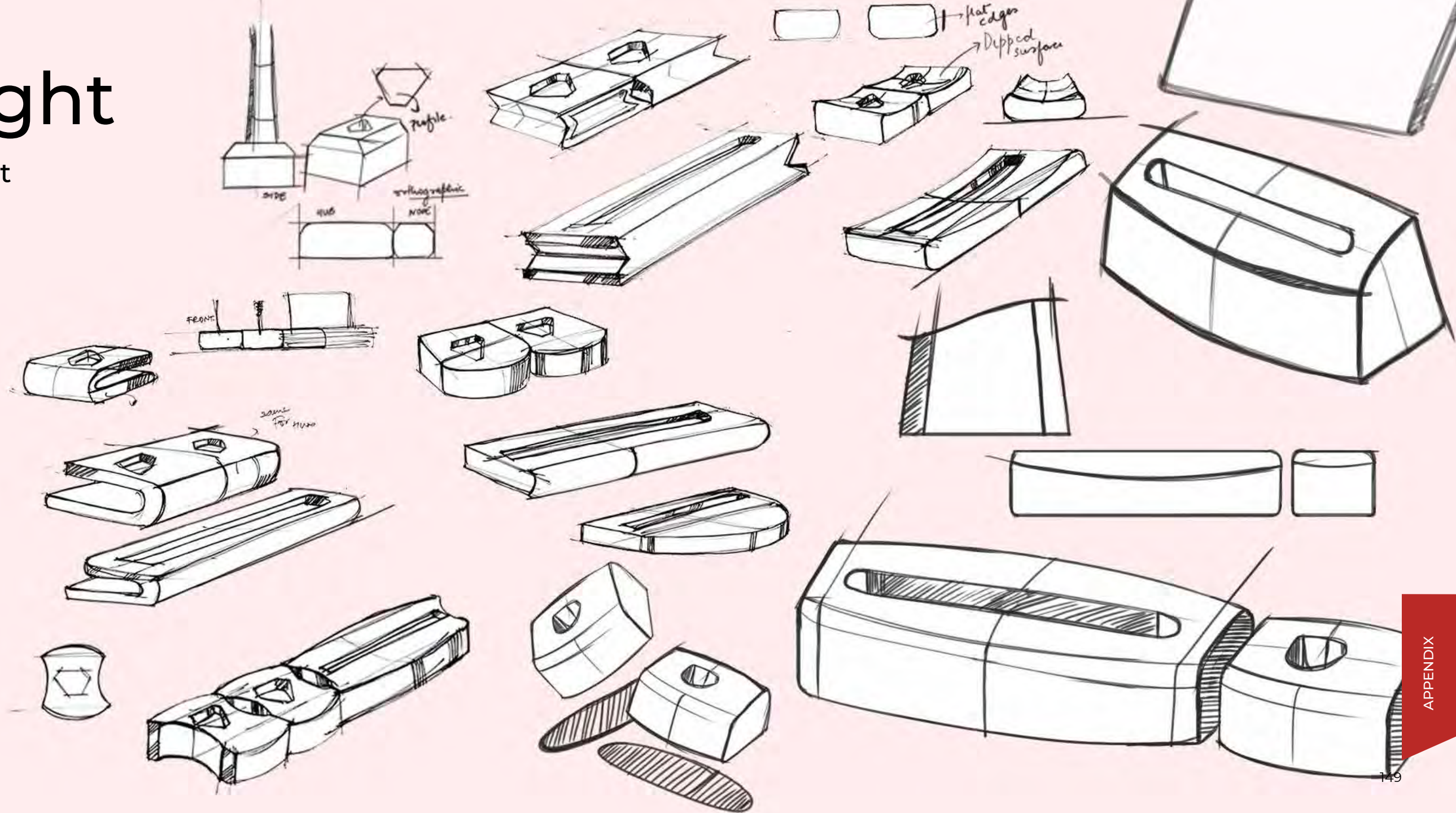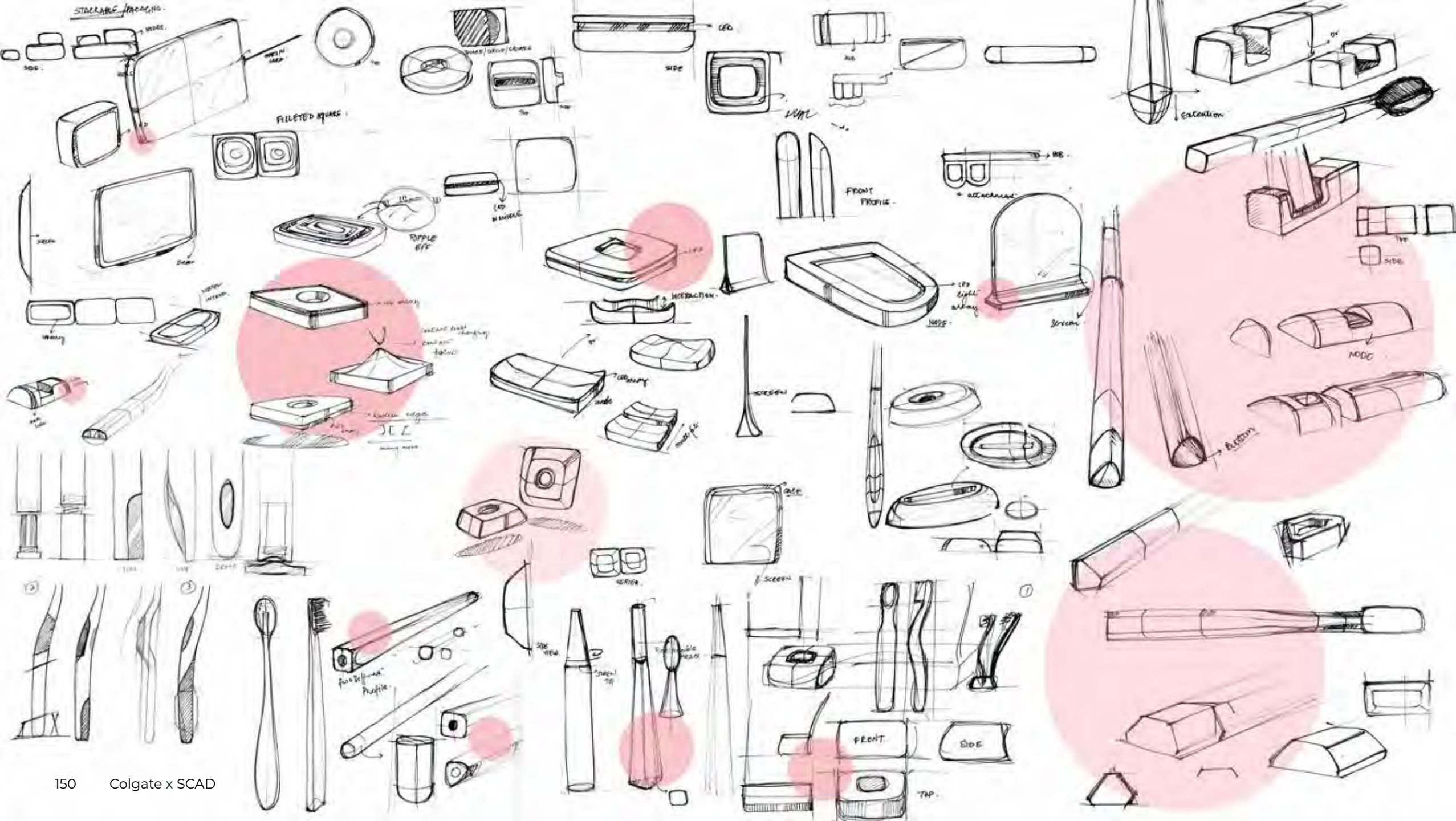
When developing the product forms for the Insight Node, Hub and Toothbrush we started by analysing Colgate's product language focusing particularly on the 360 and the E1 toothbrushes. We wanted to incorporate some of their distinctive elements whilst also creating a permanent, exclusive and high end finish to the final outcome
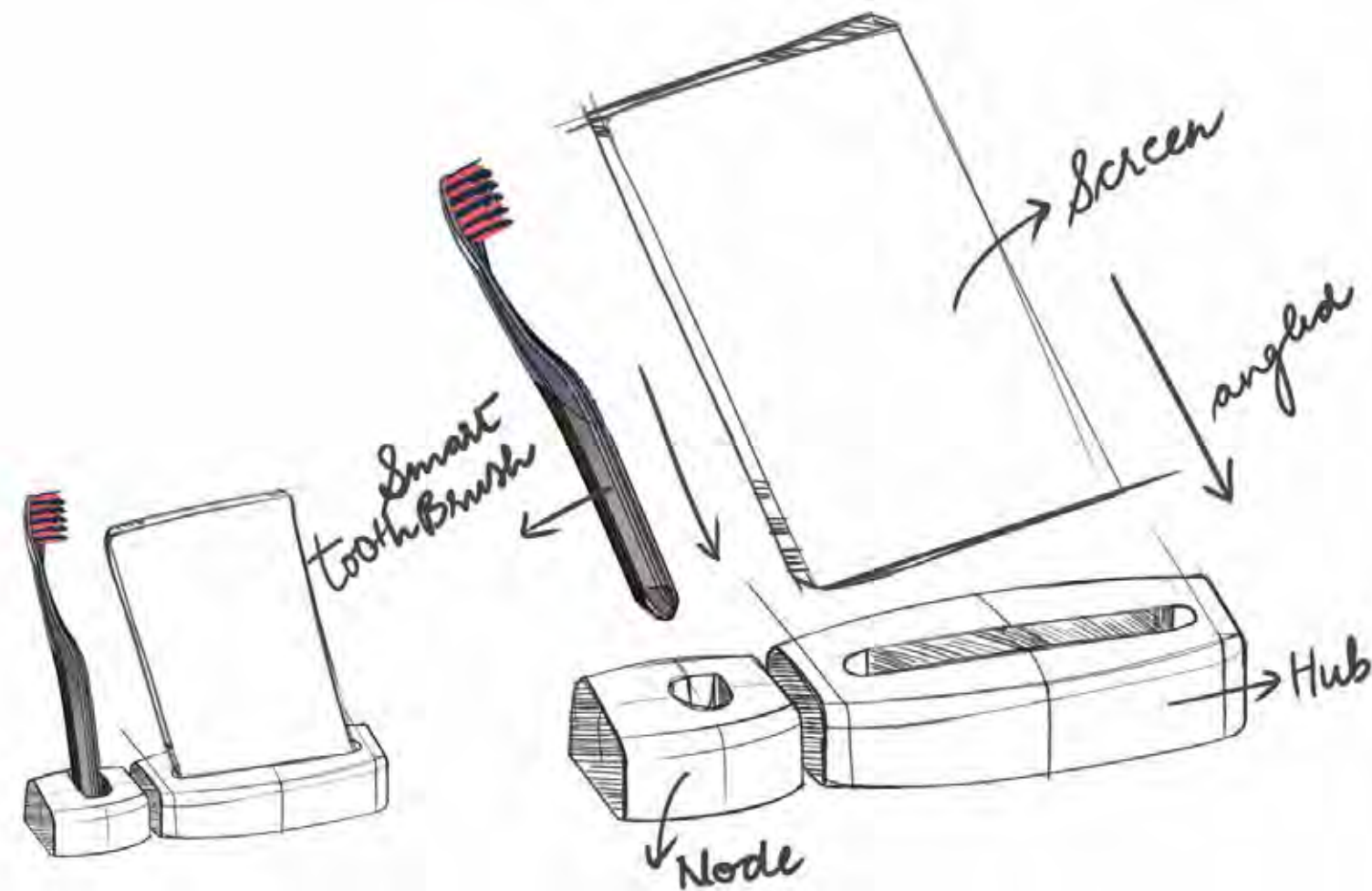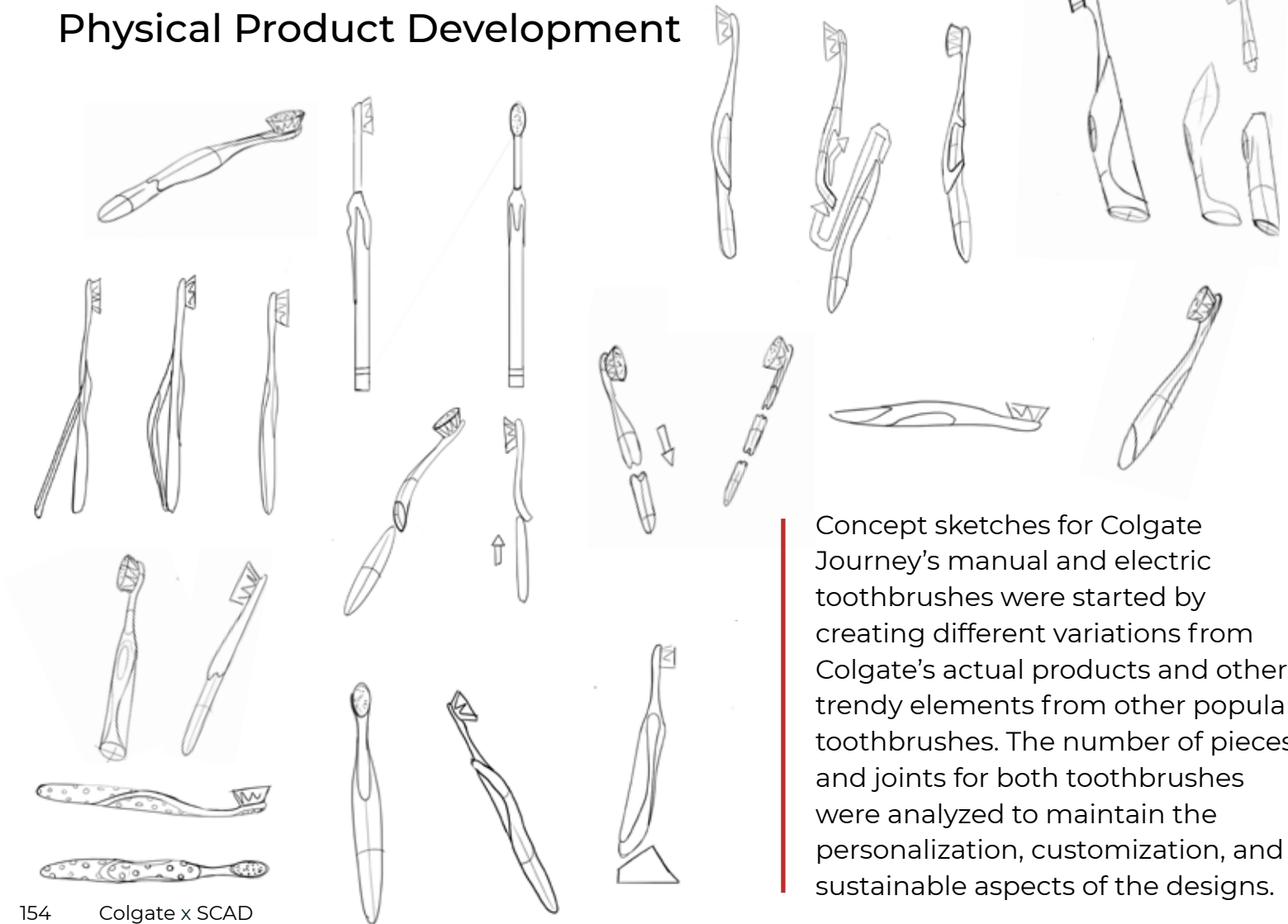
The final form developed in a modular fashion to allow for easy assembly and disassembly for retail and travel purposes.

Rounded

For the final stage we transitioned from a flat bottomed face to a rounded end. This is more in keeping with the Colgate design language.

Screen

angled

Smart toothBrush

Hub

Node

Colgate Journey

Physical Product Development

Concept sketches for Colgate Journey's manual and electric toothbrushes were started by creating different variations from Colgate's actual products and other trendy elements from other popular toothbrushes. The number of pieces and joints for both toothbrushes were analyzed to maintain the personalization, customization, and sustainable aspects of the designs.

Multiple 3D models were printed in order to test the joints, functionality, and personalization features. This phase was vital for the final design of Colgate Journey's components: Colgate Dash, and Colgate Air.

Two iterations of design were created as 3D prints. The first session of the 3D models were printed in ABS plastic with an FDM printer. The second time was printed in a higher resolution and the last round was a final version printed with colors.

The head for the electric toothbrush ended up being too small. Therefore, the interior components were redesigned.

When the first version of the manual and electric toothbrushes were modeled, the joint for the manual toothbrush proved to be unsuccessful. Because of that, the toothbrush was redesigned.

APPENDIX

package design

Designing the packaging proved to be crucial with Colgate Journey. We wanted to make something that would be recognized if you saw it on somebody's front porch and we wanted users to be excited when receiving it, similarly to a gift. It wasn't going to be just another box in the mail.

Shipping Box Outside

Shipping Box Inside

Your Journey Begins Here!

Hello **DANIEL!**
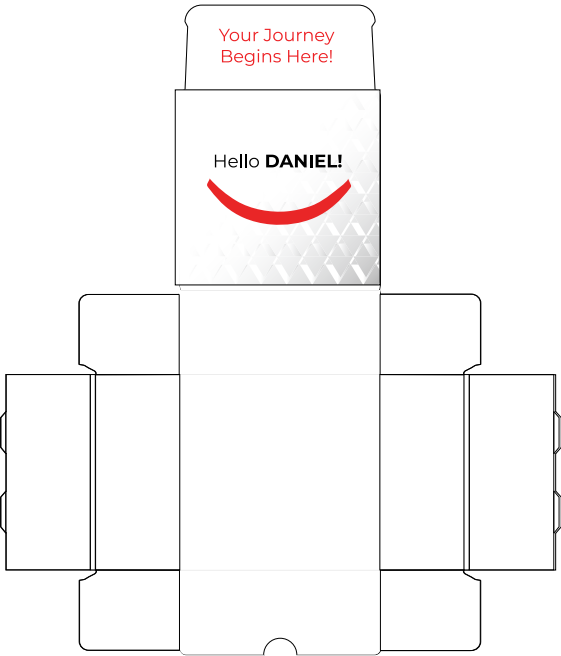
Toothpaste box

Toothbrush head box

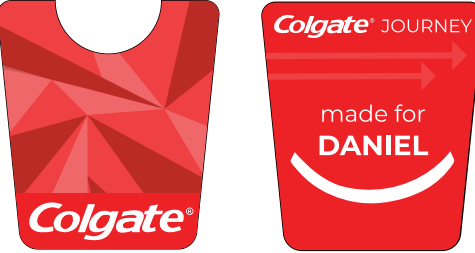**Tape**

Mouthwash Label

Floss Label

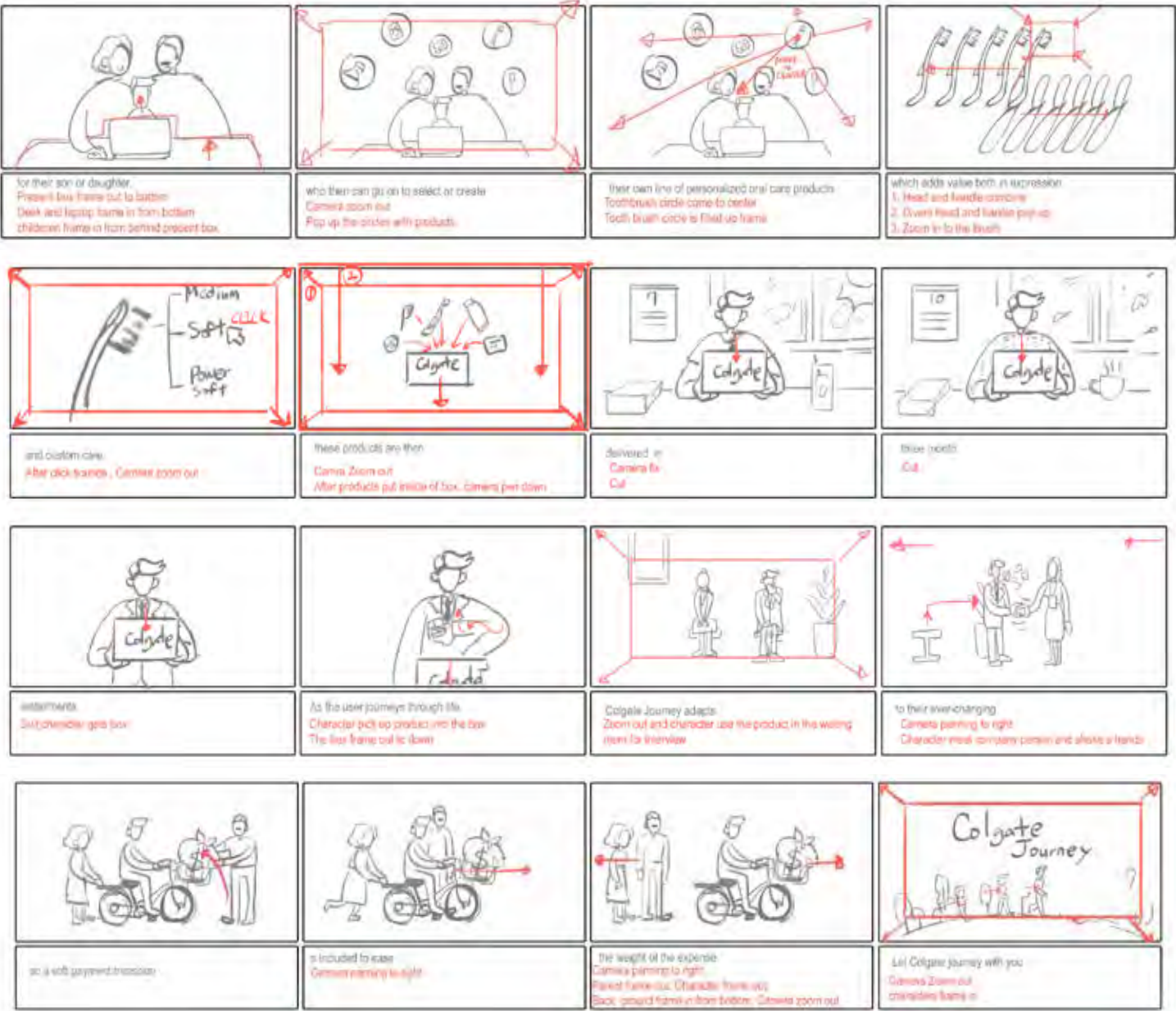

Toothbrush handle box

APPENDIX

storyboard (Journey)

When developing the storyboard for the user experience video, it was important to explain Colgate Journey and show how the service works for the user. The mood of the video will be displayed as 'Joyful', 'Happiness', 'Cheerful'.

Message Takeaway

Let Colgate Journey guide you to a future you can smile about!

storyboard (Insight)

When developing the story board for the user experience video we wanted to show our product in a variety of different scenarios. By showing the products involvement at key transitional stages in the User's life we were able to show how brand loyalty can be built as Colgate's Insight becomes integral through each life stage.

The teenage girl is brushing her teeth really boring.

The college boy is brushing her teeth really boring.

The working man is brushing her teeth really boring.

Collage all the people brushing their teeth idly.

Her parents bring her the insight products and changing the old toothbrush into new one.

The avatar came out and coaching her to brushing also bring so much fun. (avatar will be illustration)

3 years later, the girl is grow, but still brushing her teeth with colgate avatar, playing games or dancing with music.(Avatar and game or music will be illustration.

The college boy always forget to brush his teeth or brushing really quicly. Colgate avatar show the doctors warning info according to his tracking info.

The boy walk to the living room and sit on the sofa.

He open the app and checking the doctors noticification from our app.

And then he make a reservation with his dentist at 3 months later.

Then he keep brushing his teeth with enough time and right way according to the avatar's advices.(illustration for avatar. graphic info)

After 3 months, when he checking with his dentist, she give him a good feedback about his oral health.

A working man brush his teeth and checking the stocks on his phone idly.

His wife come in and bring her hub, and a new toothbrush for him. He put down the phone, get the new toothbrush and throw away the old toothbrush.

His wife take out the phone and setting for him.

She setting the family mode and select link APP to stocks for her husband.

The man and his wife take their toothbrush at same time, the screen shows their names.

They check the info together and brush their teeth happily.

Collage all happy scenes together.

filming

After finalizing the concepts, the team needed a way to show the products in action, therefore experience videos were created.

Over the course of a weekend, the team filmed and created footage that would explain the concepts working in real life instances.

field trip

We couldn't make the book you are holding in your hand now without a little knowledge about printing. We took a day to go visit a local professional printer to learn all about different papers and processes required to print.

our journey

Let's be like JELLO
structured, yet wiggly

Colgate®

CLC 2018