

Introduction

Problem: current bath/shower storage units on the market lack quality and function.

Solution: Design or redesign a shower/bath caddy.

Deliverables (two items): a product to be used in a wet environment (shower, bath, combination) and a secondary piece of the designer's choice for another area in the bathroom

Constraints

- Materials: Wood (teak or bamboo) and aluminum bar or rod stock
- Pricepoint

Methodology

- Retail Audit Boards
 - Online and In-store documentation
- Research of current complaints/pain points
 - Also investigate aspects users enjoyed
- Interviewing
 - In person, skype, phone, and SurveyMonkey
- Photo Documentation
- Persona Development
- Identification of areas of opportunity
- Word clouds/brainstorming
- Design development/research through design
- Prototyping

Research

Major Findings:

- Limited choices in storage
 - Tension rod
 - Suction cup basket
 - Shower head storage unit
 - Materials: Plastic and Metal
- Number of items varied greatly between females and males
 - Average female: shampoo, conditioner, shower gel/soap, razor, shave cream, and loofa/mesh sponge
 - Average Male: shampoo, conditioner, shower gel/soap
- Many felt "bathroom storage wasn't an issue"
 - Based on seeing shower/bath spaces, there was a need unknown to users
- Rust on current storage units
- In reference to storage unit, "Pretty, but it didn't work"
 - Aesthetics is important to the user
- There are many areas of opportunities to design for

