

Gatorade packaging



Rehydrate, replenish, ...re-design. Recreating the packaging for this sports icon involved extensive user research including "in the field" immersion. Observing the athletes in the context of use allowed for a better understanding of the **users needs**. The original 64 oz. bottle was previously thought of as a "multi-serve" container. That perspective changed after watching the players drinking directly from the bottle. Seeing them "chug" from the large container shifted the focus and **identified a need** that wasn't being met by the current packaging. This observation led to the development of a bottle that was more of a "chug-able" single-serve purposely designed for the one-handed grip.



"Changing the game."