

Brush Buddy



Project Brief

The goal for this project was to create a new and innovative design for the Native brand focusing in the areas of self care and hygiene. My focus for this project was specifically in children's dental hygiene.

Research

Market Research



The first step of the process was to understand what products are being offered to children for dental hygiene

Research

User Research

"I don't have much fun with my toothbrush but I deal with it."

Interview participant 5

After understanding what was available on the market, the next step was to conduct user interviews. 20 users between the ages of 5-11 were interviewed for the project. above is an excerpt from that conversation.

Research

Persona



Timmy
Age: 11

Timmy is a young child that is starting to experience the negative effects of poor dental hygiene. His dentist recently told him that he is starting to develop cavities. When asked about his dental routine Timmy reveals that he tries to brush twice a day...but sometimes only before bed, he almost never flosses and hasn't used mouth wash since his last dentist visit.

From the user interviews I was able to generate a persona that captured similar habits seen in the user interviews.

Research

Insight

"Young children have low participation in the extended steps of oral hygiene due to lack of interest and availability of options. Our opportunity is to create solutions that increase interest in hygiene and establishes good habits."

Design



References

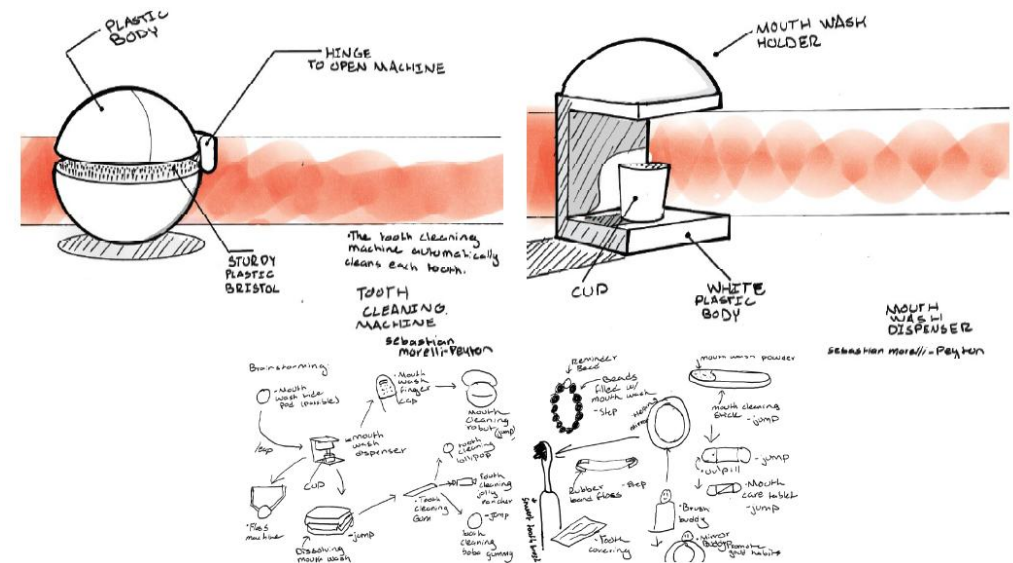


during the design phase I was inspired by the aesthetic and functionality of robot dog toys from the early 2000s, such as the i-dog from Sega.

Design

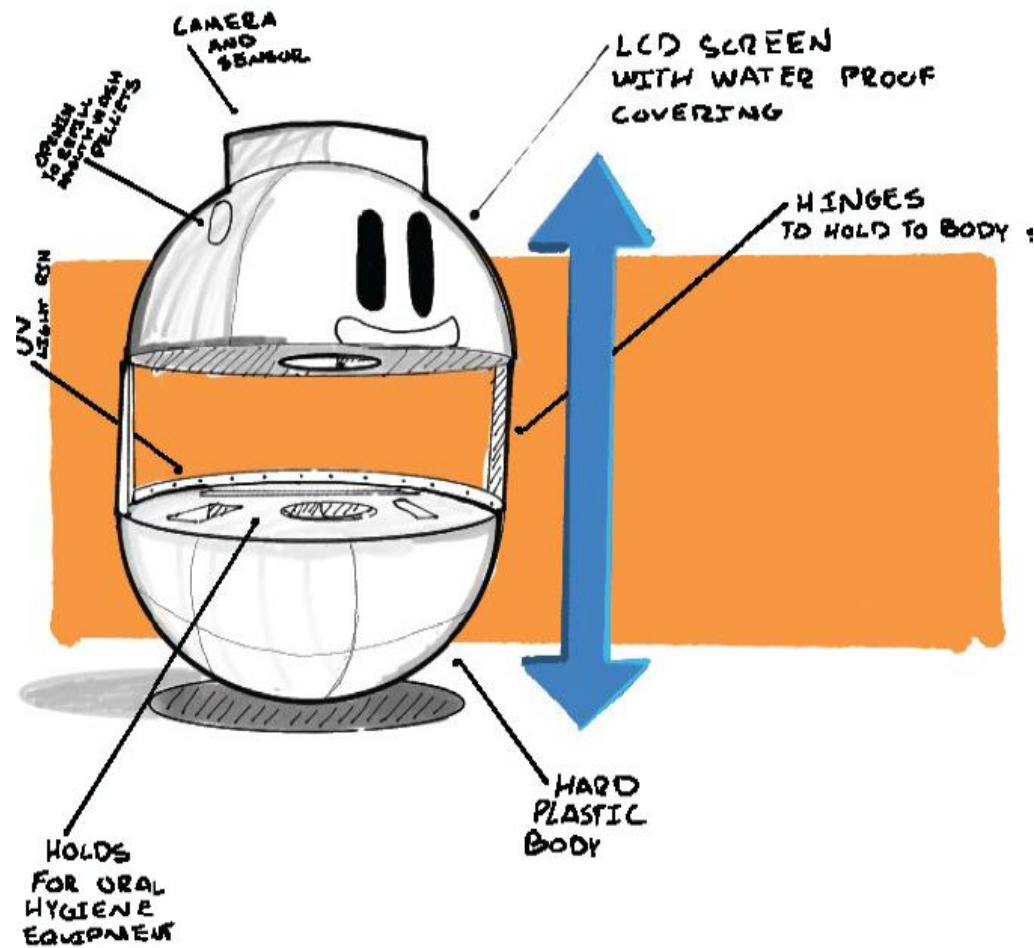
Design Concept

To the left you'll find sketch pages of initial concept ideation. Many of these concepts would then go one to become part of the final design proposal



Design

Design Concept

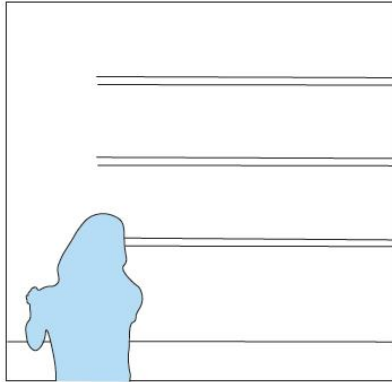


To the left is a sketch of the final concept: Brush Buddy. Brush Buddy is an appliance intended to help children develop strong dental hygiene habits. These habits are built through interacting with the character that provides encouragement the child.

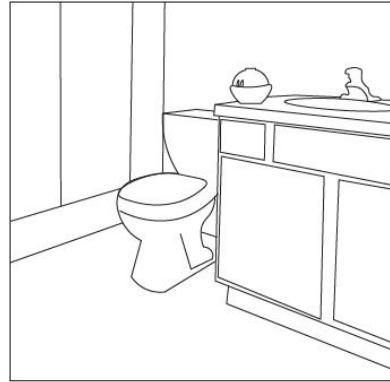
Design

Design Concept

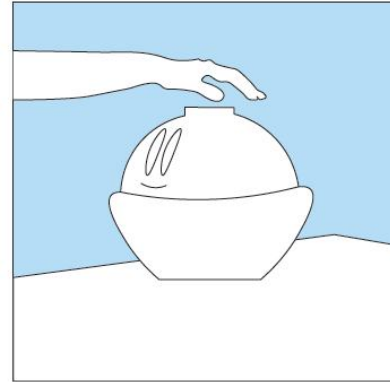
Timmy's mom tells him to go brush his teeth



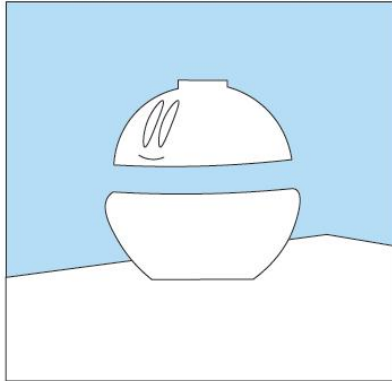
The brush buddy is waiting for him



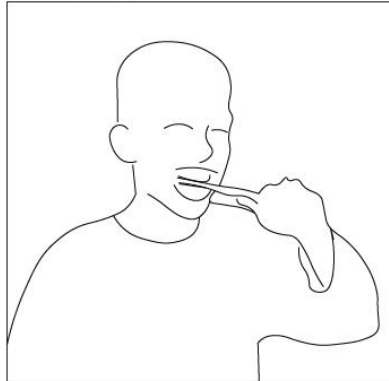
Timmy wakes up Brush Buddy by waving his hand



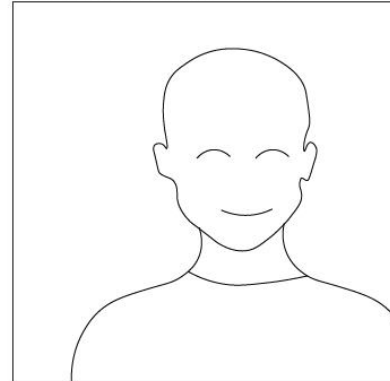
Brush Buddy opens up, starting the morning routine



Timmy completes their morning routine, interacting with the Brush Buddy



Timmy completes his morning routine, feeling competent in his oral hygiene, and ready for the day!



Above is a scenario outlining how the brush buddy will be used in daily life.

Outcome

Validation

