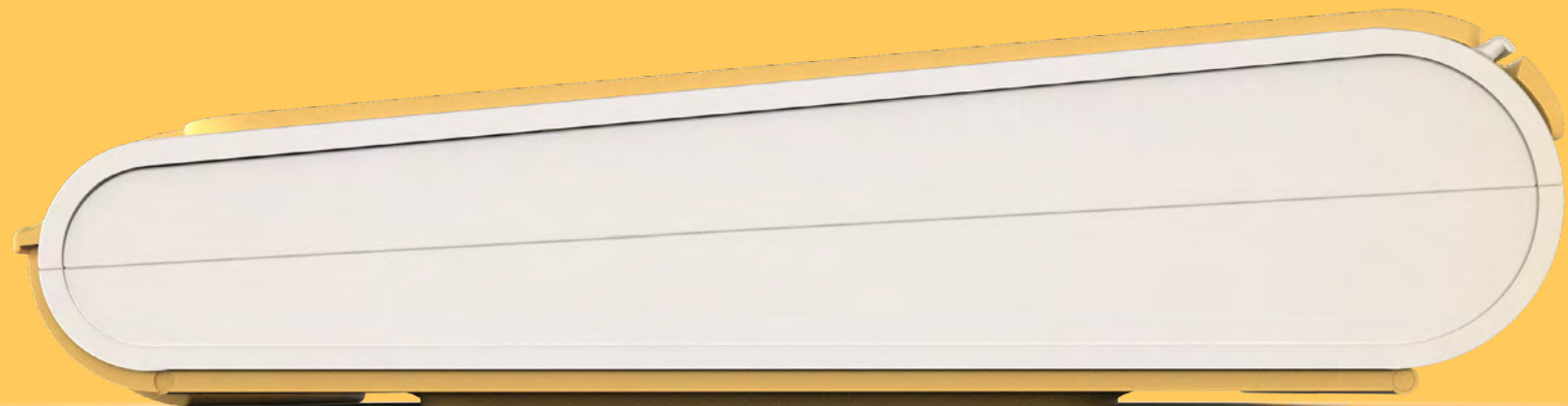


noma



by Charlotte Brittain



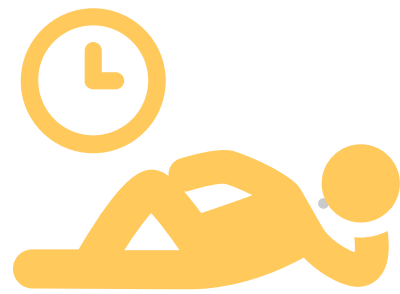
People love to travel but
hate to pack.



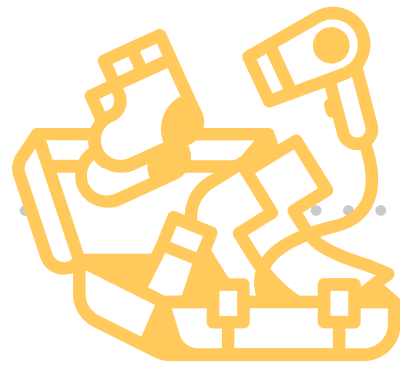
EXPERIENCE

Proof of opportunity

A common experience many seem to experience prior to travel



Procrastination



Overpacking



Rushing



Forgotten Items

PROBLEM

Packing can be tedious and draining in ensuring essential items are remembered

INTERVIEWS

Talking to those who know most



Ben Brittain is an international traveler, who spends multiple months on backcountry adventures every few months.

"Pack speciality items first to ensure you remember them, followed by a list of clothes, toiletries last"

Minimize bulk by using ultralight clothing and tools. (the best way to minimizing bulk is just realizing you need a lot less than most people think)



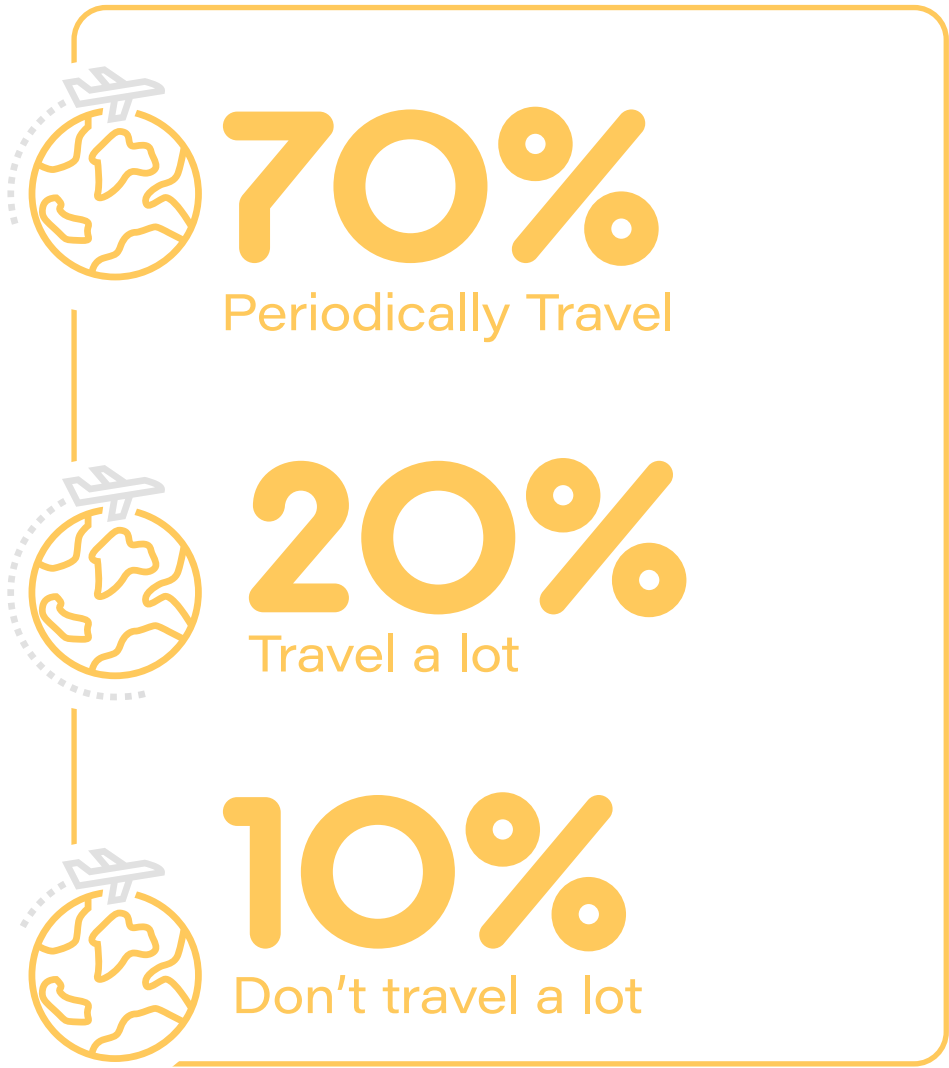
Rebecca Carhart is a writer for Travel + Leisure. She has spent years testing, researching, and writing about everything from luggage to comfortable walking shoes.

"Sure, beauty products and toiletries are easily replaceable, but every time I've had to buy the same items twice, I would become annoyed with myself for not being more organized — which is not a great way to start a trip!"

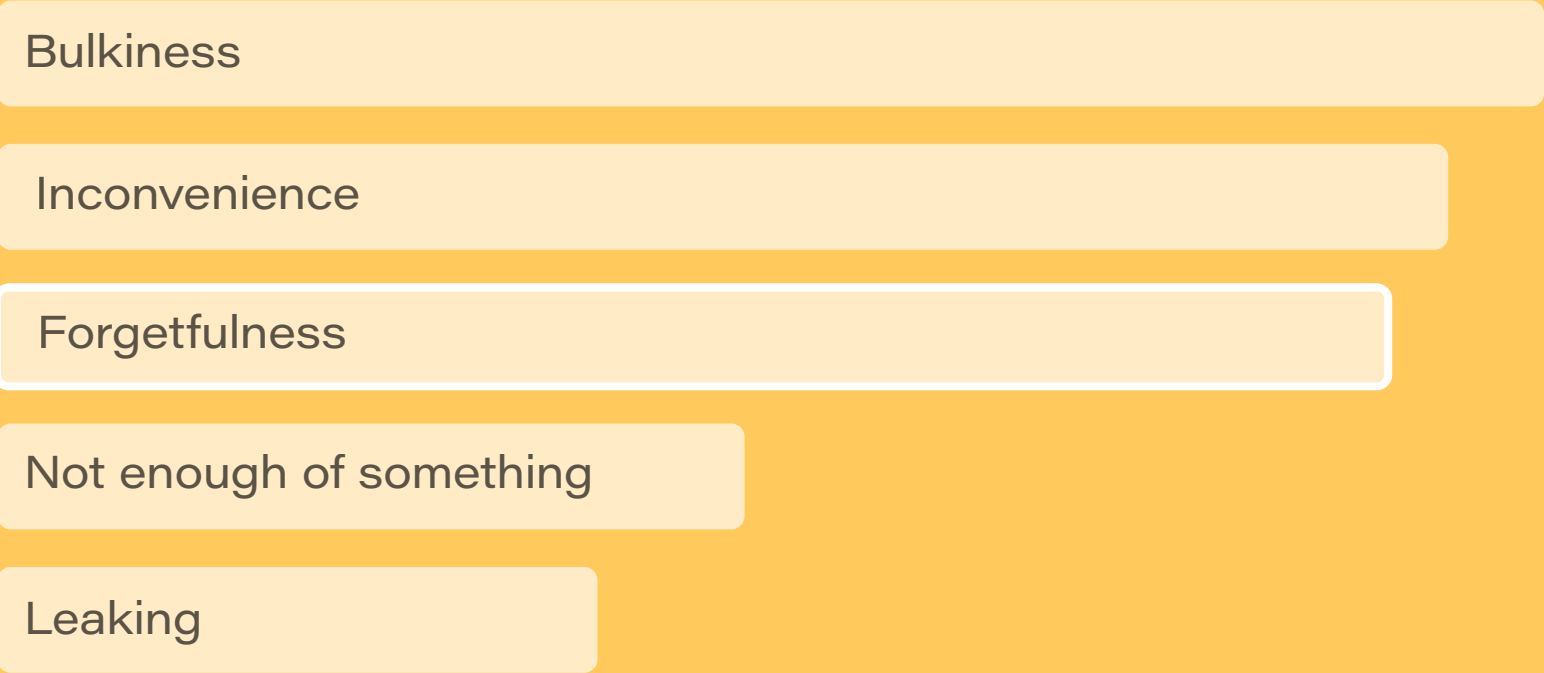
SURVEY

Proof of opportunity

In my survey, 130 people were surveyed about their travel and packing habits:



Main challenges when traveling:



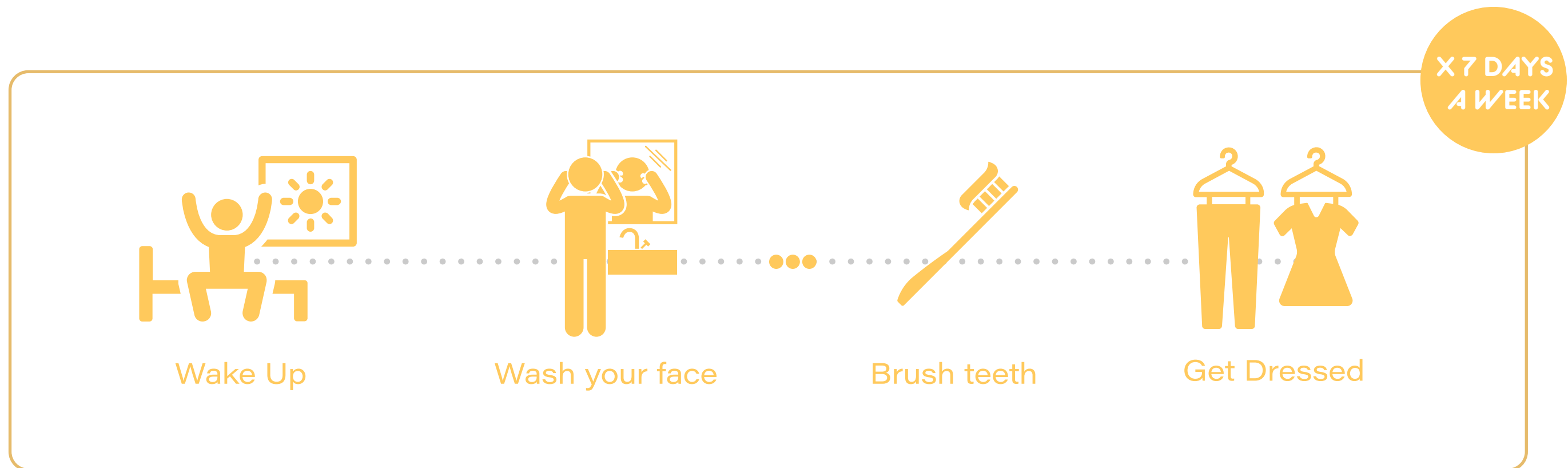
Where do you mostly get your toiletries?



TAKEAWAY

What causes forgetfulness?

The best way to commit something to memory and reduce the chances it will be forgotten is to use the old standby: rehearsal. Go over the information repeatedly until you've committed it to memory.



DOWN TO THE NUMBERS

What are people carrying?

From my survey, 130 people revealed there top everyday items



Essential



Preference

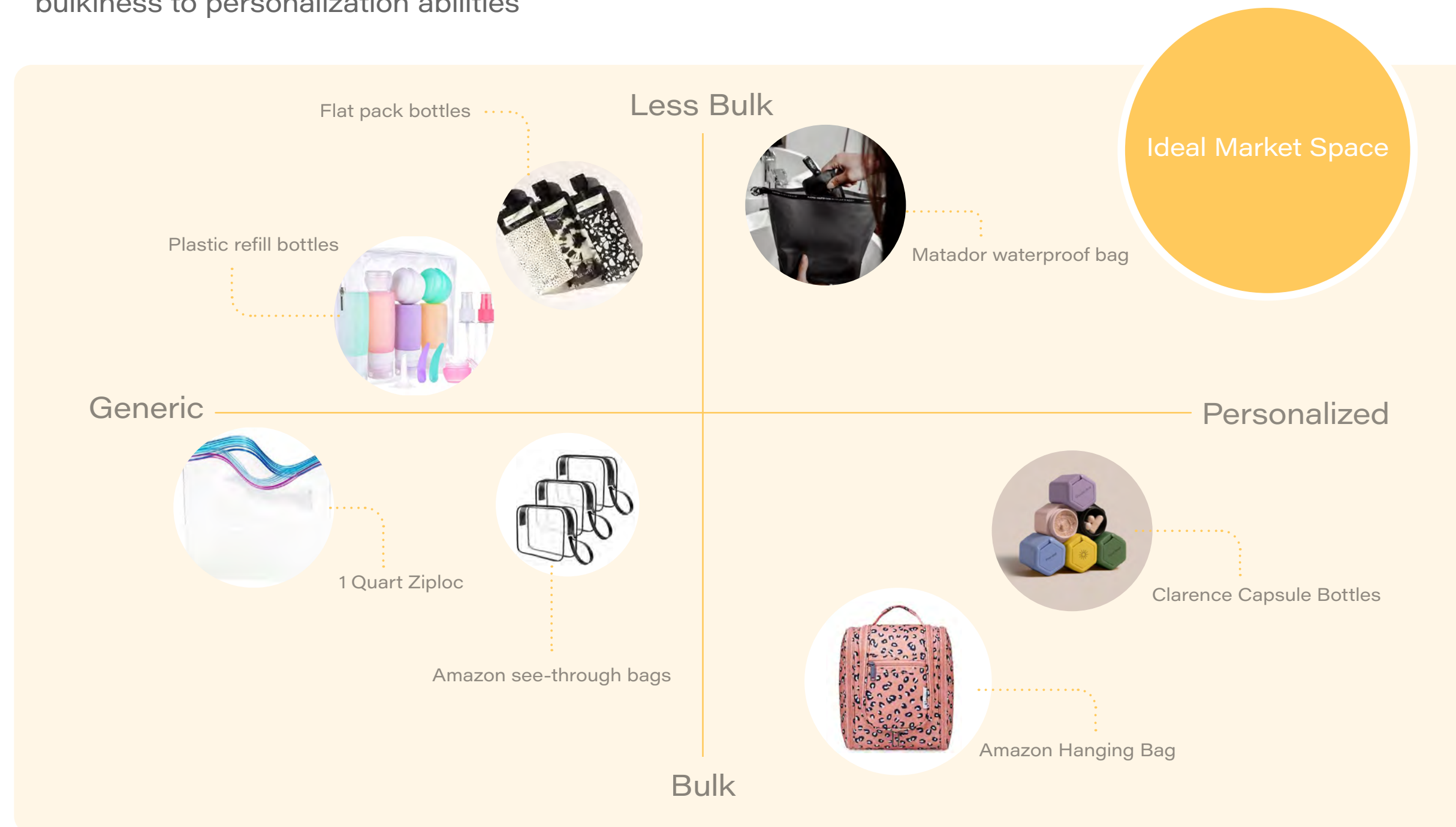
Toothbrush.....	126
Toothpaste.....	123
Deodorant.....	117
Shampoo.....	88
Comb/Brush.....	84
Sunscreen.....	80
Razor.....	77
Skin Care.....	77
Conditioner.....	76
Medication.....	69

Body Wash.....	67
Glasses.....	66
Advil.....	65
Makeup.....	64
Fem Products.....	59
Hand Sanitizer.....	57
Jewlery.....	55
Floss.....	54
First Aid.....	53
Perfume.....	50

THE MARKET

What's out there?

A look at popular products ranging from bulkiness to personalization abilities



KEY TAKEAWAYS

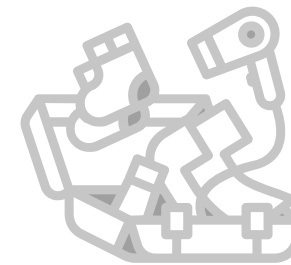
What's did I learn through my research?



Many have a hard time remembering items when packing due to the difference in morning routine



Many pack items in the bathroom last



Many overpack items



Bring wrong products, old products, unnecessary products or forget products

BRAINSTORMING

Possible Avenues

I began to concept in areas I saw the most potential from my research findings



HYPOTHESIS

By designing a product to fit into your home + travel experiences, it will reduce decision fatigue and aid in remembering those essential items commonly forgotten during the rush of packing bathroom items

THE M.POWER PROJECT

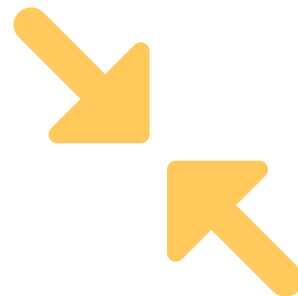
About the Alternative Thesis Project

Each designer is required to solve a problem through the development of a product or system of products. The solution must take into account the user, marketability, function, aesthetics, ergonomics, manufacturing and sustainability and be taken to a high level of resolution. **Designers choosing this path will continue into the Spring Semester, planning and launching a crowdfunding campaign.**

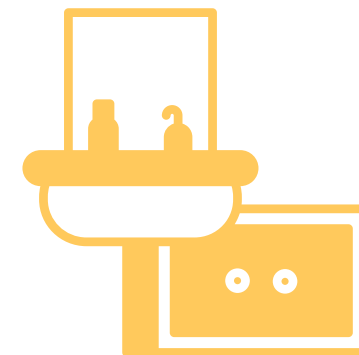
HOW MIGHT I...



Aid in remembering those items commonly forgotten



Design to fit compactly for travel



Fit into your home and travel experiences

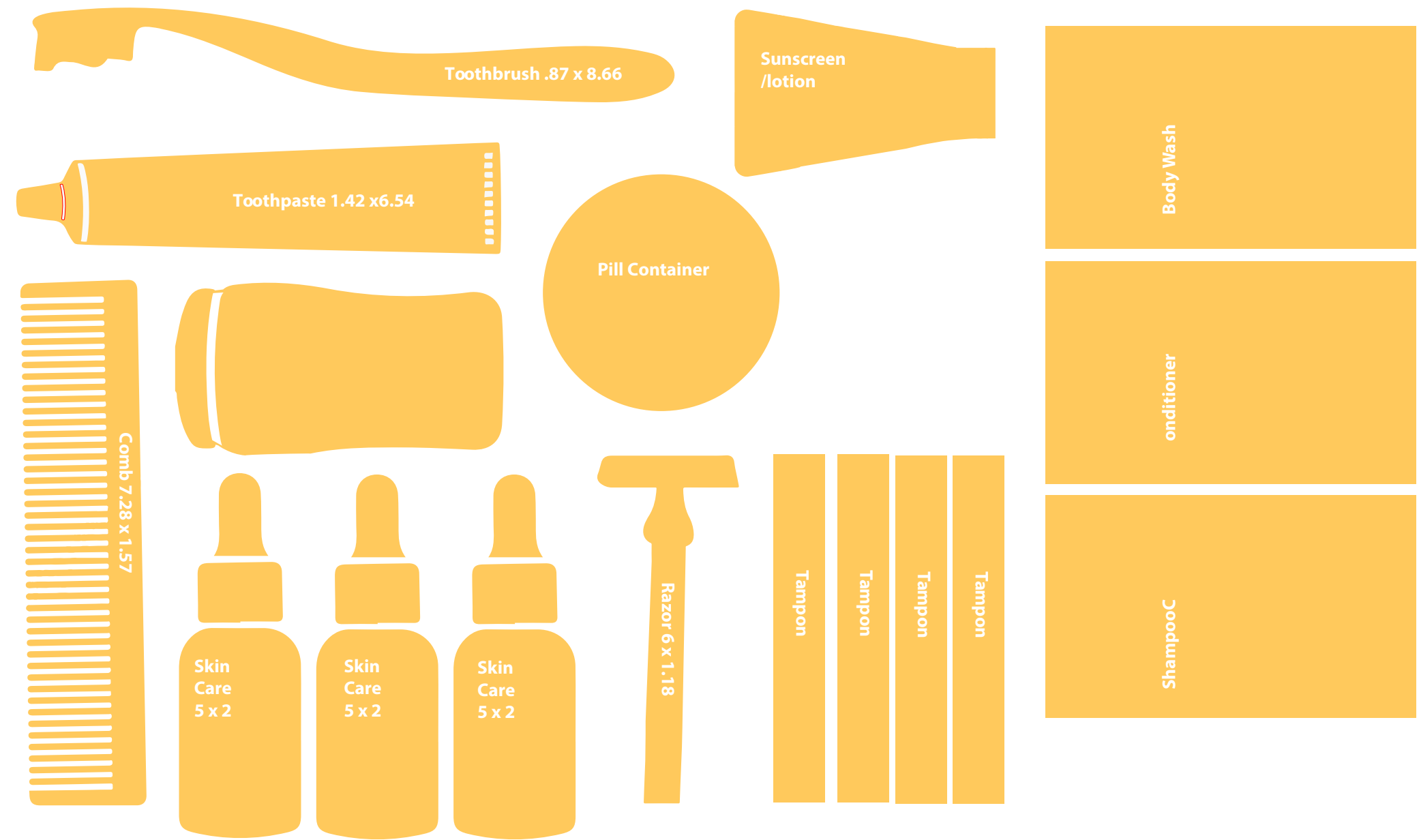


Low-Tech for kickstarter viability

SCALE

Looking at scale of essential items

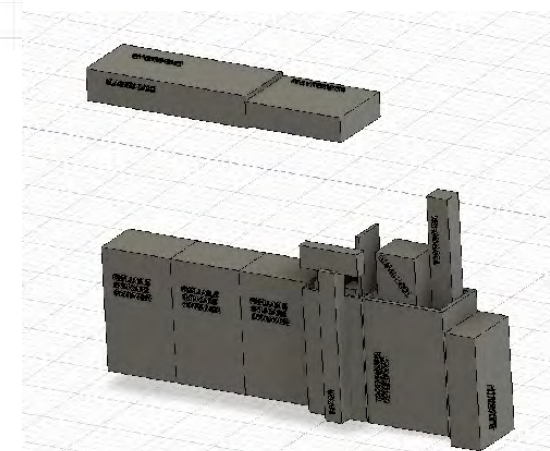
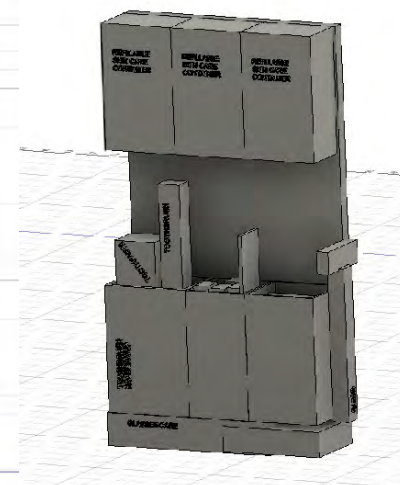
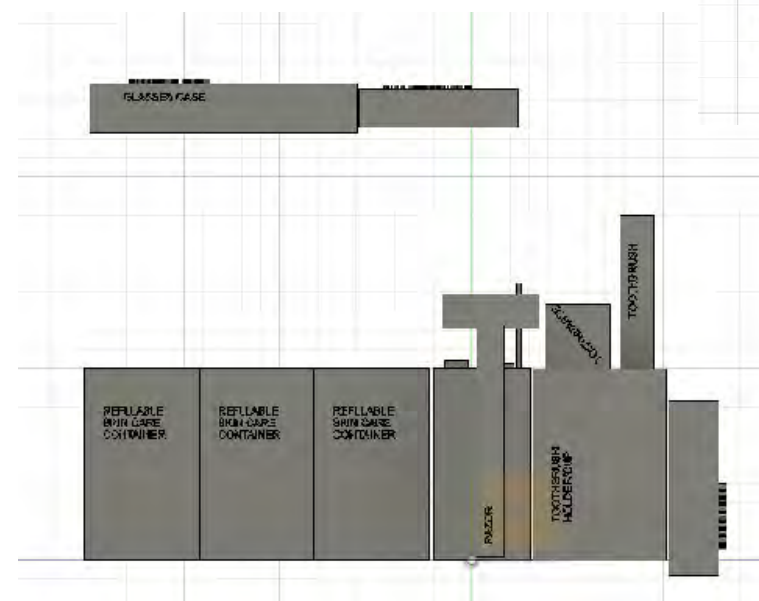
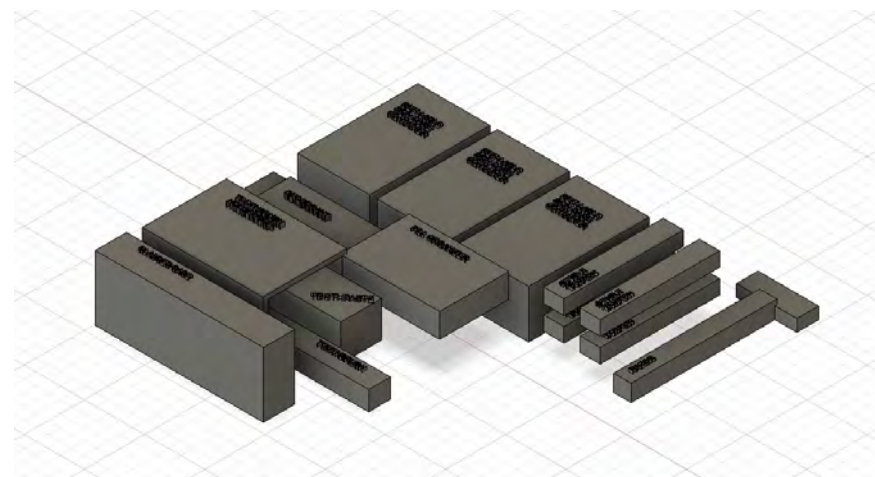
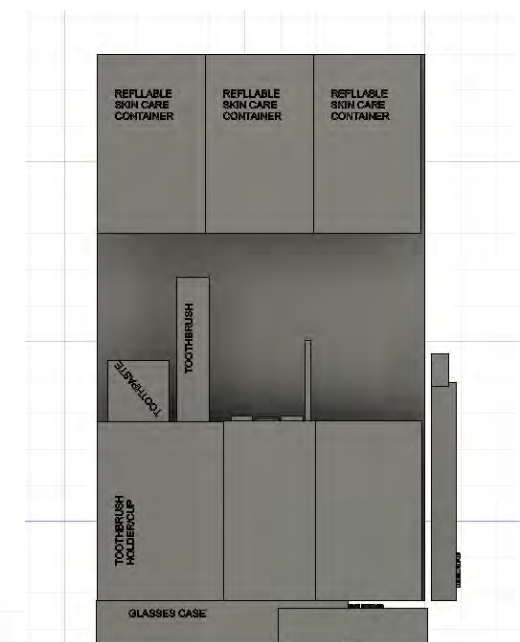
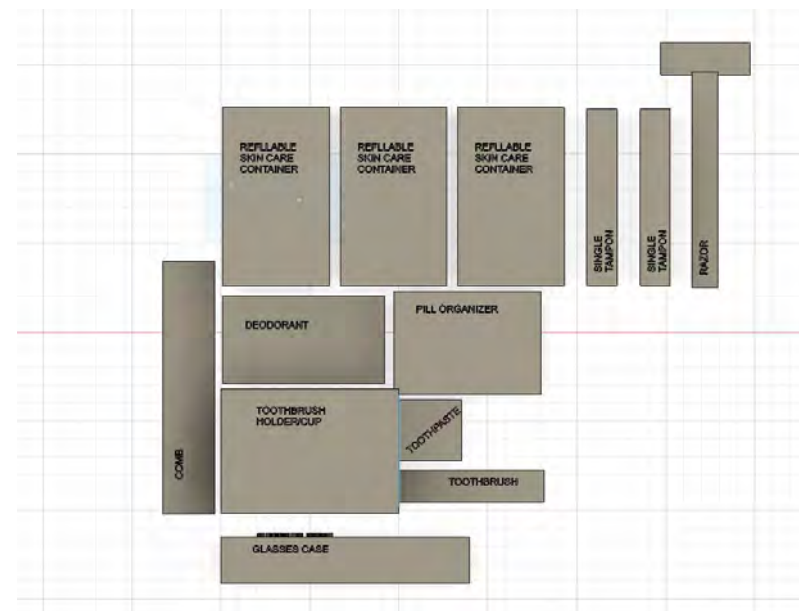
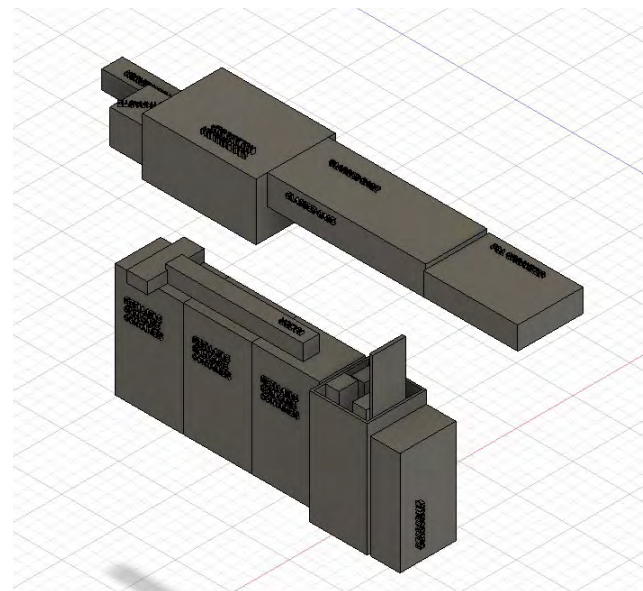
Designing around the appropriate items used by many regularly



SCALE

Arranging in 3D

Optimizing space and orientation



TRENDS

Bathroom and Organization in 2023

White and Naturals



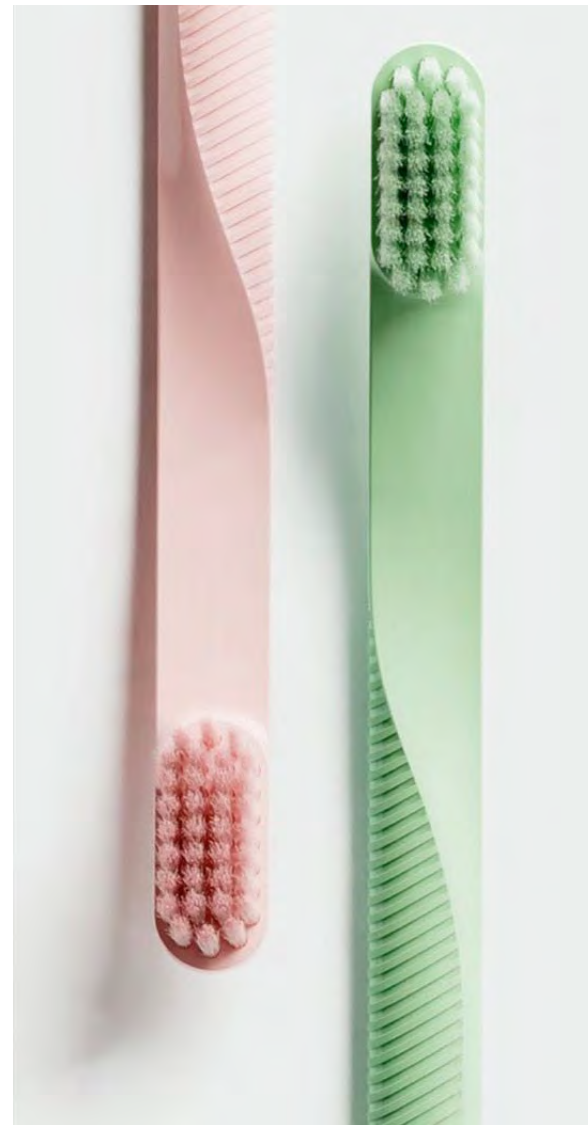
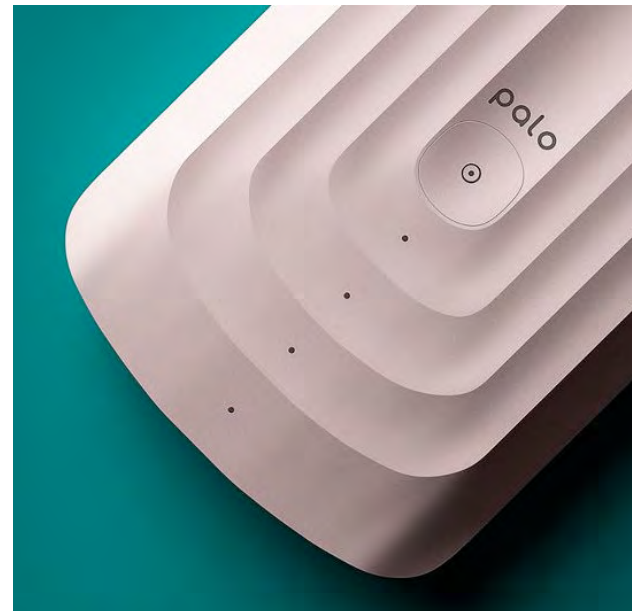
Exposed Shelves



STYLING

Textures, scale, spaces

Mood board of what inspired the look of the final product



OUTCOMES

What makes for a successful Kickstarter?

SUCCESSFUL KICKSTARTER



Had:

- Extensive story
- 10+ options of backing
- Nice Graphics/ Gifs/ Videos
- Timeline

UNSUCCESSFUL KICKSTARTER



Did not have:

- Alot of Information
- Only 3 Tiers of backing

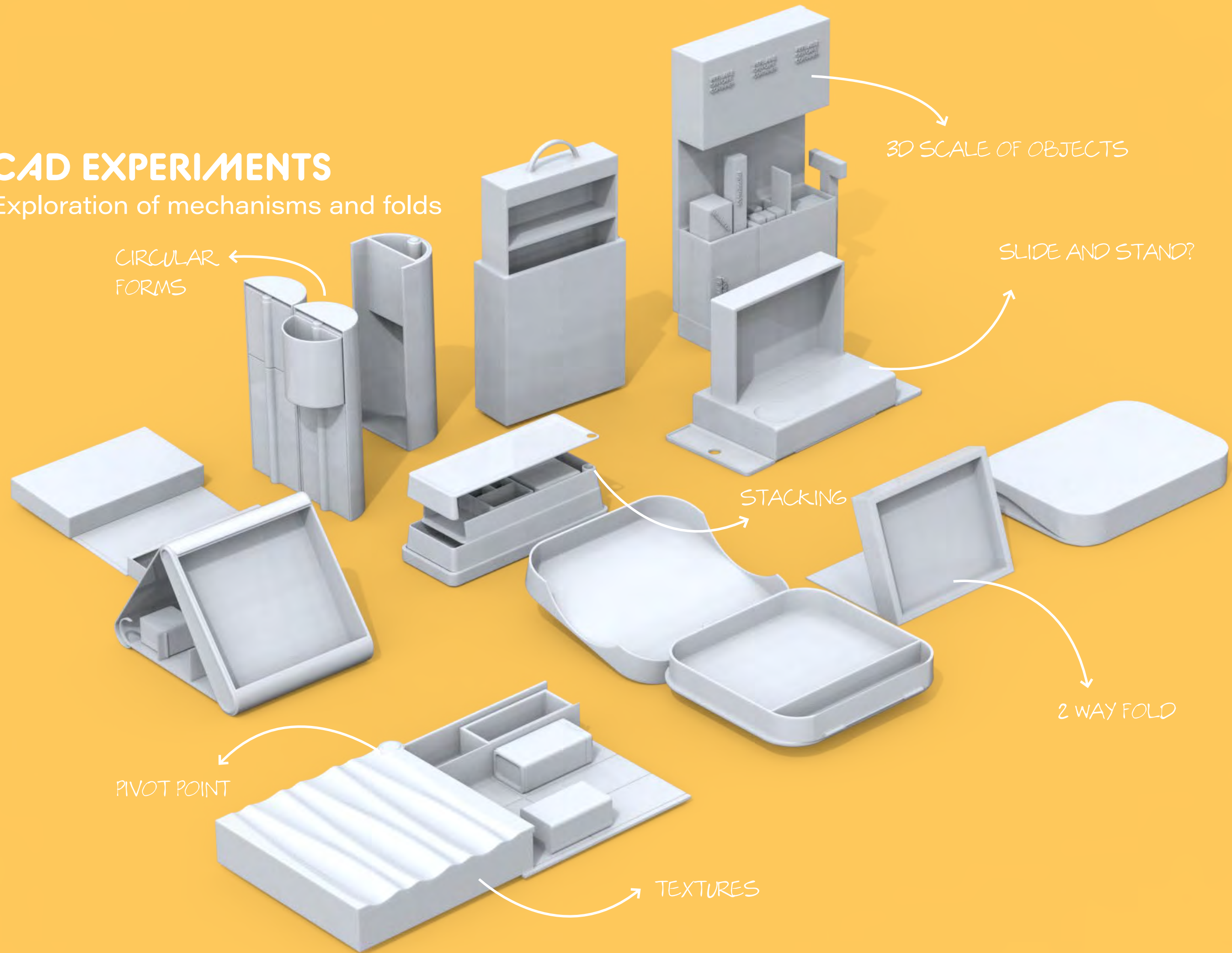
DEVELOPMENT

Exploring forms and further organizational ideas



CAD EXPERIMENTS

Exploration of mechanisms and folds



MODEL MAKING

Exploring form, functionality and scale with foam





Simplify your packing, simplify your life with Noma.



KICKSTARTER VIDEO



MODULARITY

For any of your spaces

Seamlessly transition from your bathroom counter to your suitcase



MODULARITY

For any of your spaces

To add modularity to your lifestyle, allowing for greater flexibility and customization to fit your changing needs

HANGING



Folding handle to carry with ease or hang in your bathroom to save counter space

STANDING



Locks into upper notches

SITTING

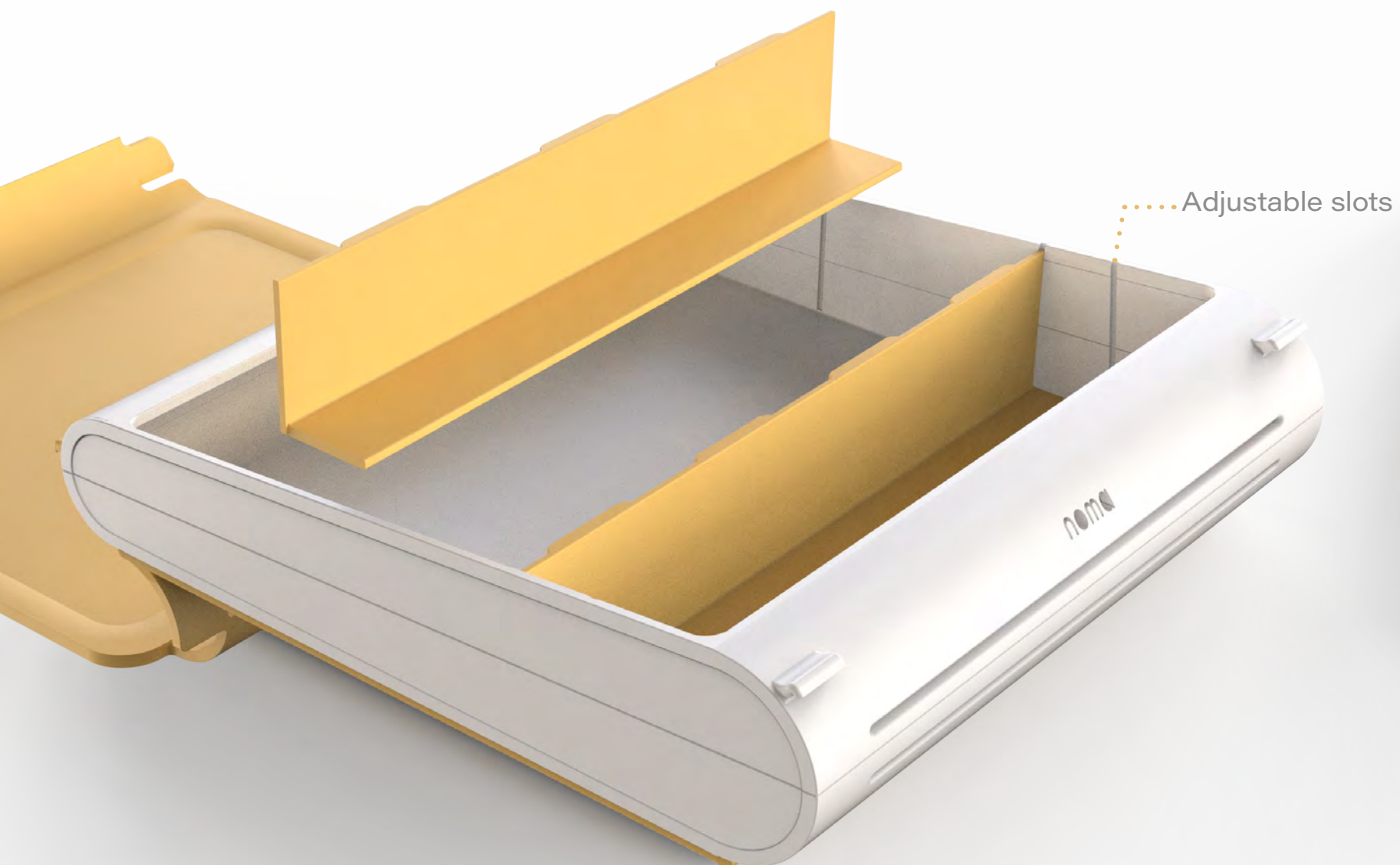


Compact

SHELVING

Beauty in the details

The adjustable shelf height or flip feature allows you to customize the storage space to your needs, while the removable shelving makes cleaning effortless



Slide and snapping shelves for noma containers



Flip to create your own shelf for products in original packaging

CONTAINERS

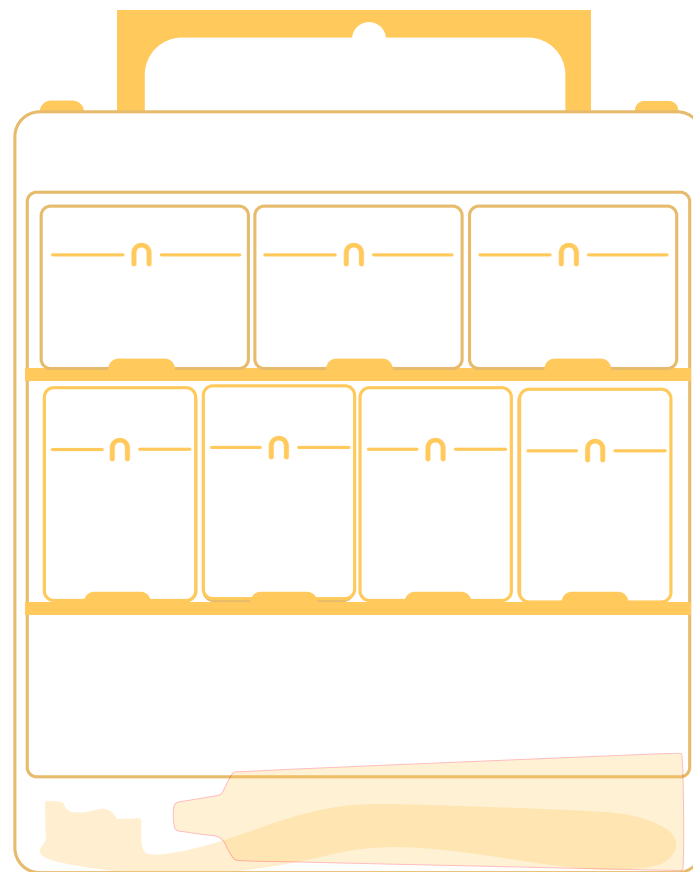
Refill your favorite products

The Noma offers optional custom containers with magnetic tabs designed to label the containers as per your preference.



MODULAR INSIDE

Any way you want it



All noma containers



Use your original items
in its packaging



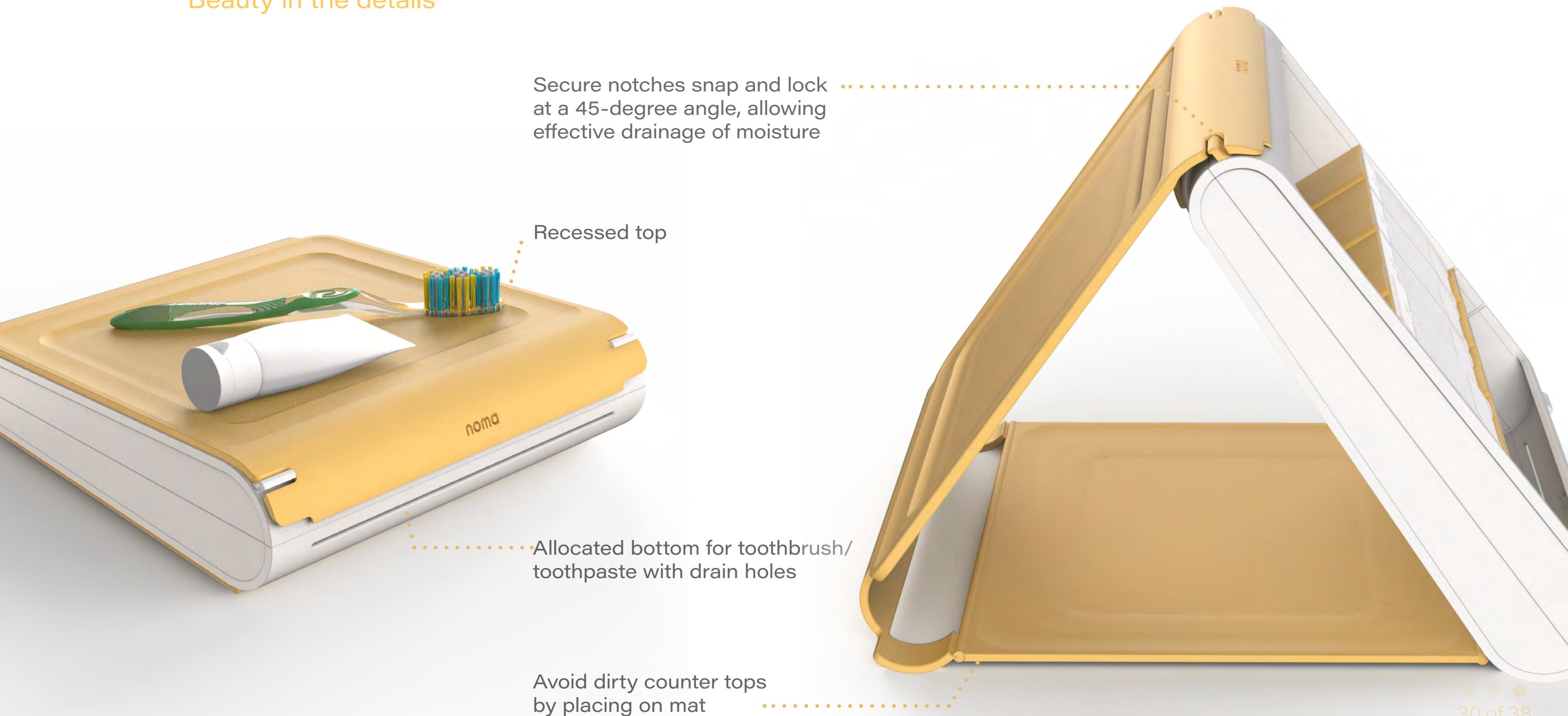
Mix it up with your favorite
products & refillable containers



No shelving

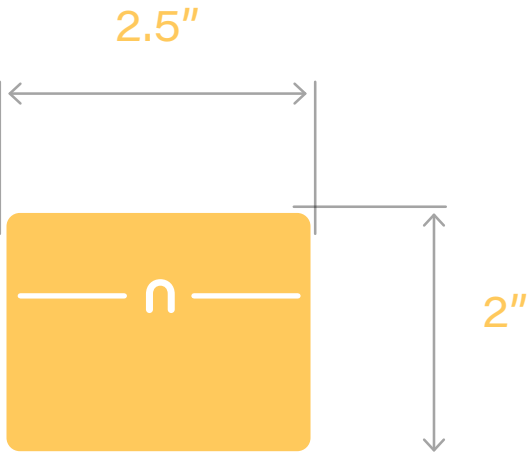
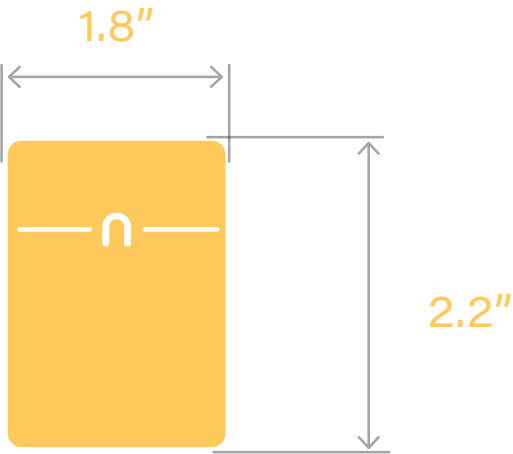
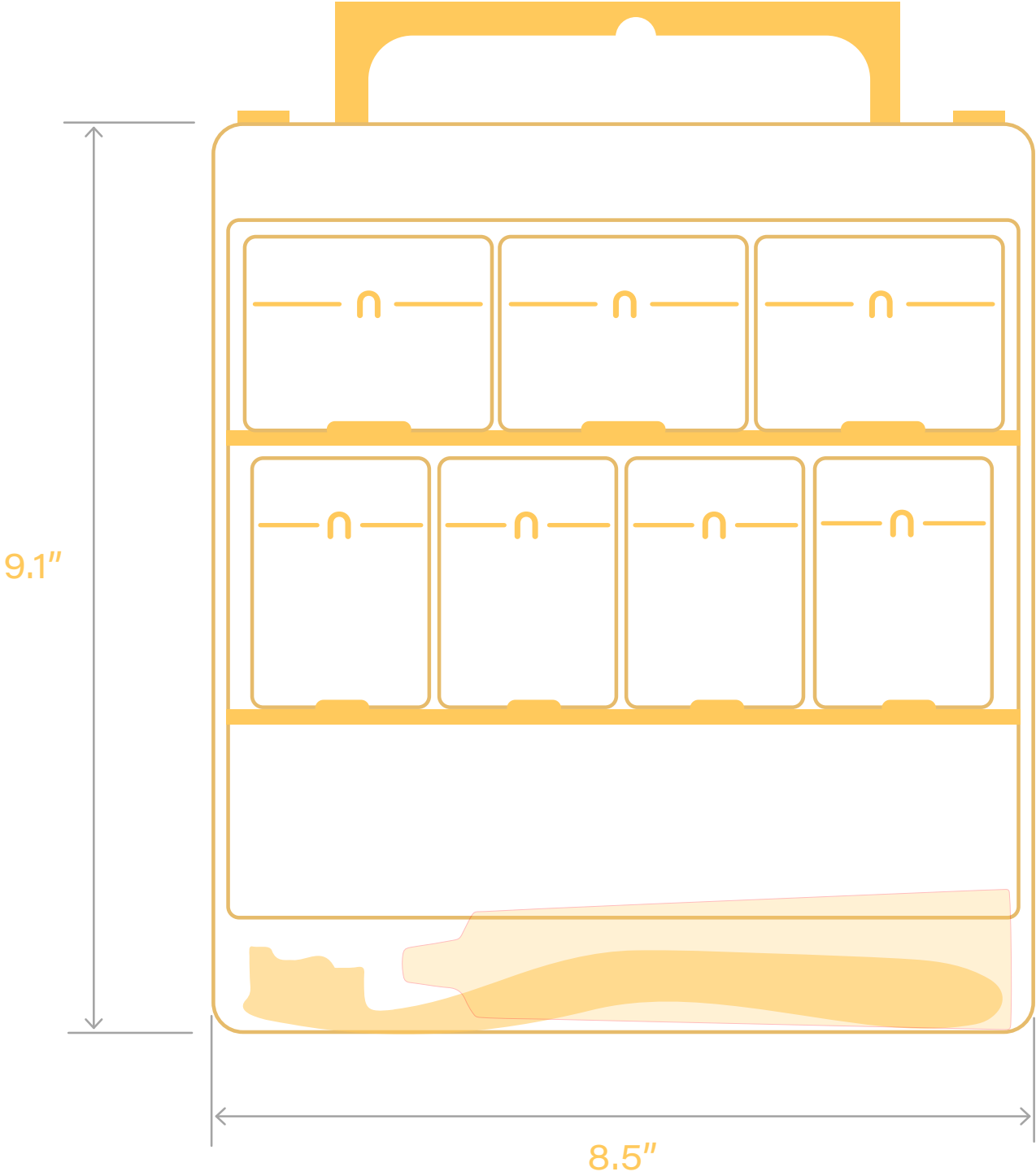
DETAILS

Beauty in the details



ORTHOGRAPHIC

How does it measure up to your day to day items?



MANUFACTURING NOMA

Exploded View

Polycarbonates used in engineering are strong, tough materials, and some grades are optically transparent. They are easily worked, molded, and thermoformed.

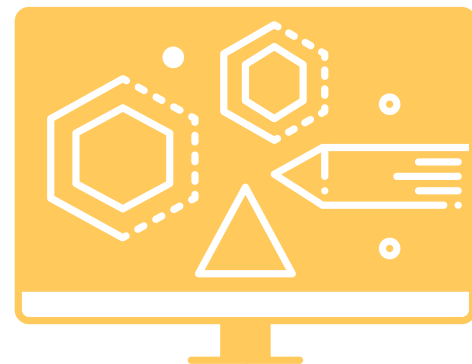


#ffc95c

#f5f4ff

A JOURNEY

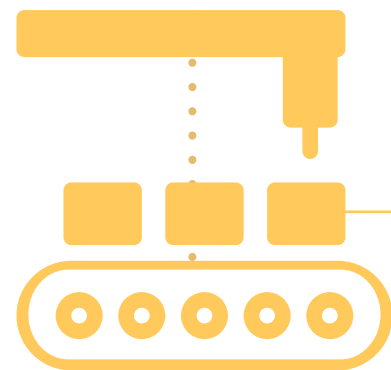
About the Kickstarter Process



Design & Development

Research
Conceptualization

Aug 2022 - February 2023



Production

Patent Process
Factory Communication
Manufacturing Viability

February 2023 - May 2023



MAKING THE PROTOTYPE

Assembly to primer to paint





CREATING THE CAMPAIGN

Marketing on Kickstarter

CREATING THE CAMPAIGN

Marketing on Kickstarter

CREATING THE CAMPAIGN

Marketing on Kickstarter

Communicating to people why they should be excited about my project via Kickstarter

SCRIPT

Introducing Noma, a toiletry solution designed to simplify your life both at home and when away. People love to travel, but hate the tedious task of packing. It can be a draining experience, especially when it comes to packing bathroom items. With so many things to remember, it's easy to forget the essential items we need for our daily routines.

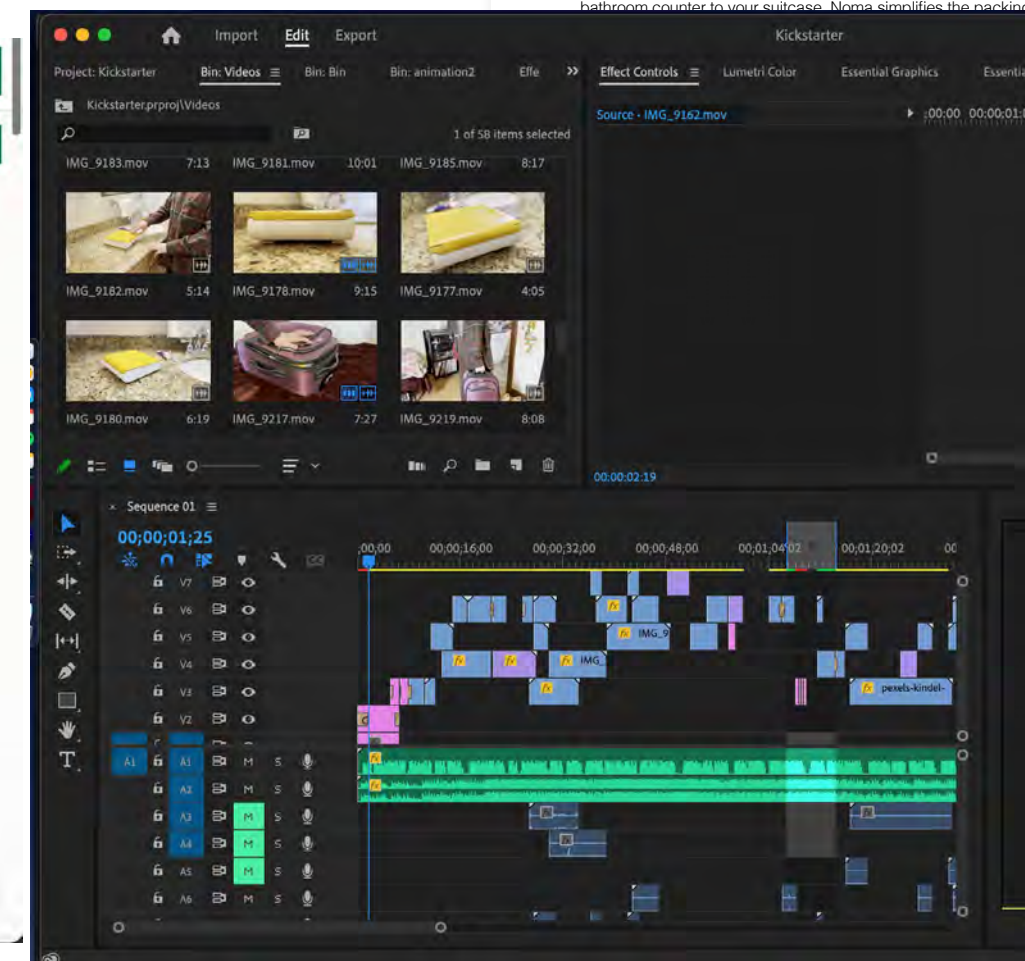
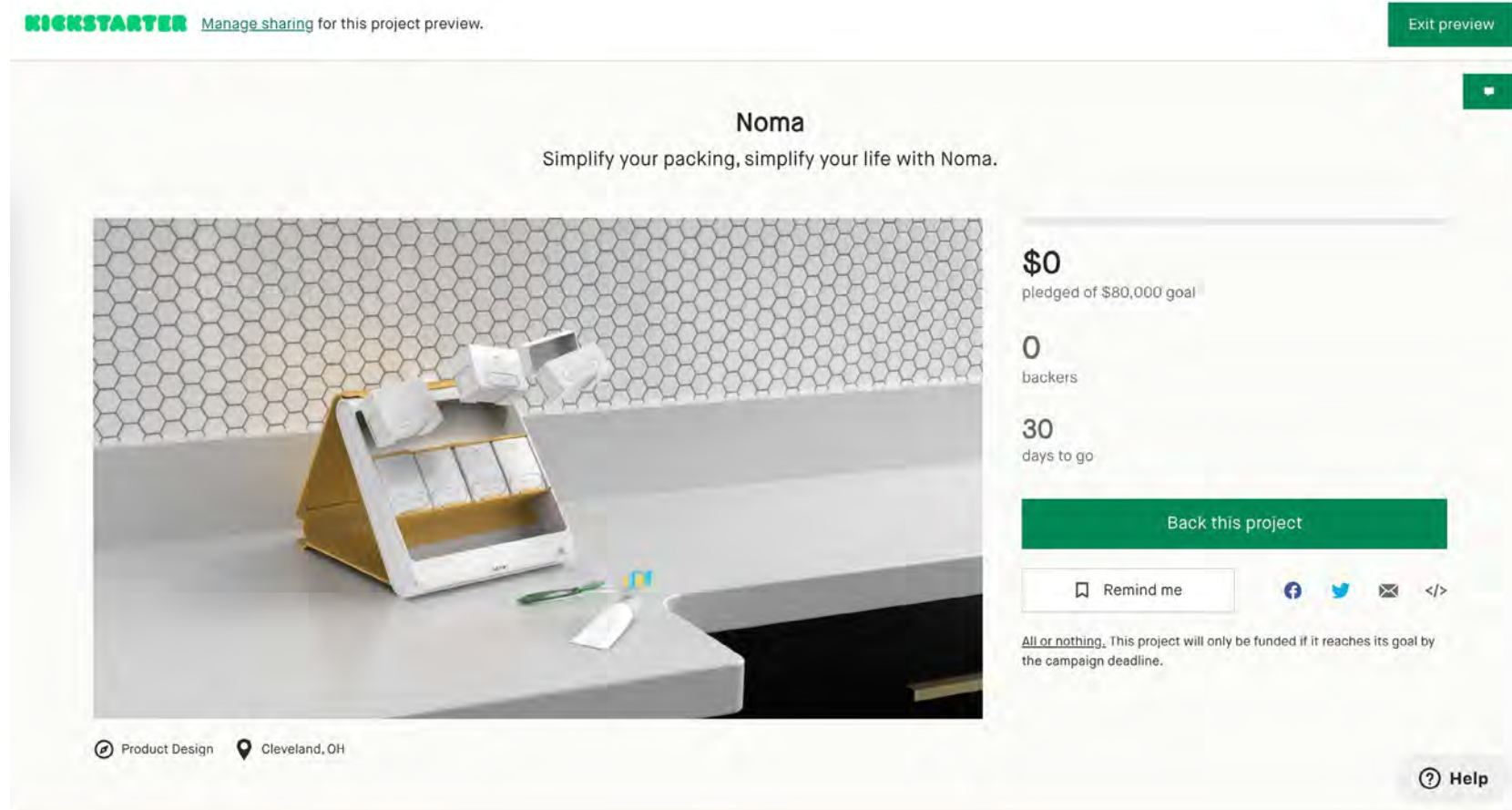
That's where Noma comes in. Designed to seamlessly transition from your bathroom counter to your suitcase, Noma simplifies the packing process,

process,
customizable
toothbrush and
size ensures that
tries.

ms or can
ainage system
stable shelf
o your needs.
nal custom
s you prefer.

ation means
e through
Charlotte Brittain's
made with top-
and stylish, with

to make it
st to own this
oma to life and
ait? Join us





KICKSTARTER





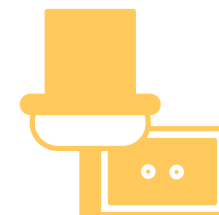
noma📍



Aid in remembering those items commonly forgotten



Design to fit compactly for travel



Fit into your home and travel experiences



Low-Tech for kickstarter viability

THANK YOU

Thank you to my committee, my peers, and my teachers.

