

# Design Ventura 2016

## Target Audience:

We imagined that our target market would be interested in design and innovative products, and be aged between 11-18. This is because we think our product is most likely to be bought by people visiting on school trips, as our holder is designed to loop onto a school bag. We think our holder will appeal to both genders as we hope to manufacture two or more different colours.

## Location Research:

After researching the design museum, we realised that there were very specific groups of people that would visit the exhibitions and shop. We listed: professional designers, people studying design at a school, university or college, school trips and tourists. We decided to create a product for visiting school trips as we knew that they would be likely to pass through the shop after the museum. In addition, lots of children would have money from their parents, meaning they are more likely to buy something and also aren't thinking about the price as much. Products that are popular at the design museum already are unique, quirky and simple, but at the same time help to solve a problem. We tried to keep this in mind as we designed our holder.

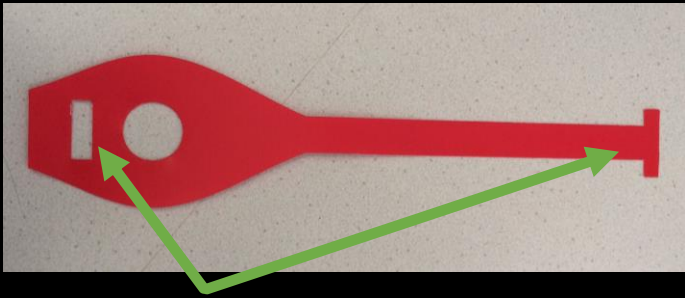
## Our design ideas

One of our first ideas was to make a lid for a fizzy drinks can, which keeps your drink fresh and stopped it from spilling once opened. However, after researching the lid online we realised that there are already lots available on the internet. We also thought about making a handle for a fizzy drink can, but our target audience thought that was unnecessary, as the cans are already meticulously designed to be the perfect fit for your hand. Our next idea was to create a clip for a water bottle which allows the user to clip their bottle to their bag. We used this as our final idea as we thought it was both unique and useful, and our target audience agreed. We also chose to take forward the idea of the bottle holder as we felt it was very original- the only other products available were far bigger, bulkier and were mainly designed for runners. Our holder in comparison is far lighter and more portable. In addition, the product closest to our concept of attaching around the top of the bottle (on the bottom left) was being advertised for £10- a lot more than we were aiming to sell ours for.

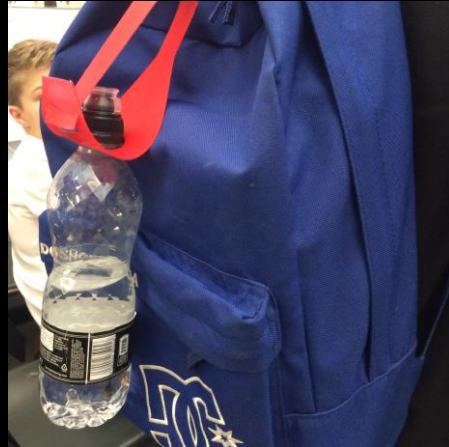


## DEVELOPING OUR IDEAS

Our first ever design worked as we intended- we attached it to a bottle and it held without slipping out of place. However, when we then looped it through our bag, the clip attaching the two ends broke. Also we realised when you weren't using the holder, it would be useful to be able to loop it around the body of the bottle. We also realised that this could be used to market the product in the design museum shop. However we didn't like the shape of the design and thought the loop was too big



When the 'T' shaped end looped through the rectangular hole, it would slip out very easily.



## IMPROVED DESIGN

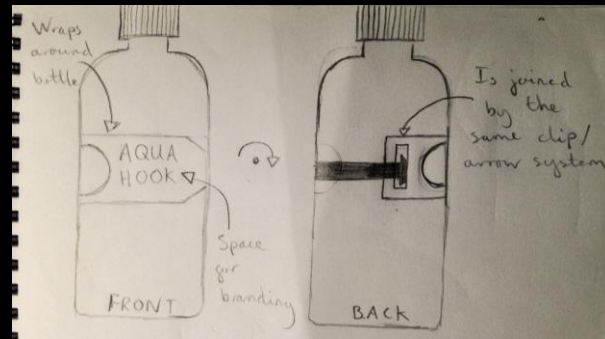
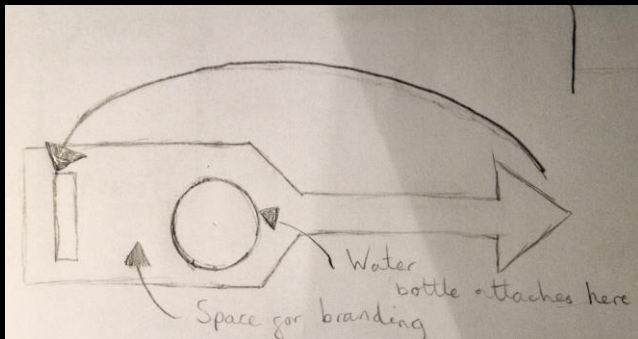
For our improved prototype, we redesigned the way the holder attached to the bottle as our first design was too weak. For our new model, we unscrewed the bottle lid, put the holder over and screwed the lid back on, which made the holder a lot stronger. Our improved design also featured a better clip system for the triangular end to loop back into, which also was far better than our first model. Finally, when we wrapped the holder around the bottle, it now fitted tightly and was perfect for storage. We also made a second slit in the design, which was meant to store the triangular end when you were drinking, but we later removed it as it was unnecessary.



## PACKAGING

When we designed the Aqua Hook, we thought it would be a good idea to be able to store the product by wrapping it around the bottle, and we decided this could also be used for the packaging. We imagined that as people bought their water bottles from the shop, they would notice our product being demonstrated on the shelves and see it as a unique souvenir of their visit, and because it is relatively cheap, purchase it along with their water bottles. Having the Aqua Hook presented in this way (around the body of the bottle with no additional packaging) will market our product clearly and boldly to younger school children, and fit in perfectly with the style of the shop. However, if this wasn't a viable option for the design museum, we devised an alternative packaging on the next page.

## OUR PACKAGING AND DESIGN SKETCHES



## Alternative Packaging

As an alternative idea, we came up with the idea of making packaging to attach to the hanging clip as shown in the photo, as this would display our product well and make the branding stand out. Also it would have less of an impact on the environment as it only requires a very small amount of card. We are going to laser cut the shape and design onto the packaging.



## Manufacturing and costs

We decided to make our holder out of polypropylene as it will make our product durable and reusable, and is also commonly recycled. Our materials cost work out as follows, but we didn't know what the manufacturing costs would be. There wouldn't be much labour needed, only popping out the holder and attaching the packaging.

|                 | Cost of polypropylene | Cost of packaging | Total material cost | Retail price | Profit (not including labour/ manufacturing costs) |
|-----------------|-----------------------|-------------------|---------------------|--------------|--|
| Per 1 product   | 20p                   | 5p                | 25p                 | £1.49        | £1.24  |
| Per 50 products | £10                   | £2.50             | £12.50              | £74.50       | £62  |

## Sustainability

Our design is sustainable as the cardboard packaging and the polypropylene is recyclable. We did consider making our design out of a strong type of card or paper, but we decided against it. This is because we believed the durability of polypropylene would make it just as environmentally friendly as a more easily recycled material because people would use them for longer before they were recycled.



## Aqua Hook

Our product, Aqua Hook, is a unique and innovative design that allows the user to loop their bottle onto their school bag or any other handle to create more space inside your bag, make your bottle easily accessible and prevent any leaks damaging your belongings. We believe it would be a perfect product for the design museum as it is sustainable as well as being cheap and profitable design.



# Aqua Hook

## Competition:

2016

## About you

### Name of your school:

Harrogate Grammar School

### Year group:

Year 10

### Team Member:

~~Oliver Bean~~

~~Ben Jackson~~

~~Jonty Trott~~

~~Seb Cassidy~~

~~Harris Culvert~~

## About your idea

Our product is a unique water bottle hook, which allows the user to carry a bottle by clipping it onto any loop on the outside of a bag. This creates more space inside your bag and also eliminates the risk of your bottle leaking and ruining your books, laptop or iPad. It clearly answers the design brief as it changes the way people carry around their bottles. Furthermore, we have created a product which is environmentally friendly as all the materials can be recycled and the product itself is durable and can be reused many times.

### Target Audience:

We imagined that our target market would be interested in design technology and innovative products, and be aged between 11-18. This is because we think our product is most likely to be bought by people visiting on school trips, as our holder is designed to loop onto a school bag. We think our holder will appeal to both genders as we hope to manufacture it in two or more different colours.

### Manufacturing:

The Aqua Hook will be manufactured by laser cutting both the polypropylene for the hook and the card for the packaging.

### Sustainable Design:

Our product uses minimal packaging and the packaging itself is recyclable. Moreover, it is durable and can be reused many times; the polypropylene for the main design can be recycled and used to make new products once the Aqua Hook is at the end of its life.

## Costing and Budget

### What is the cost price of ONE product?:

£0.25

### What will the retail price of each product be?:

£1.49

### How many products do you plan to make and sell?:

200

### What is the total amount that you will make from sales?:


£248.00

### Which charity would you donate the proceeds to? Why?:


Macmillan Cancer Support because it helps so many people with such a difficult illness.

## Upload your files



**3 x A3 visualisation sheets showing your research, idea development and final response to the brief:**

 [AQUA HOOK PRES.pptx \(http://ventura.designmuseum.org/system/files/competition/visualisations/AQUA%20HOOK%20PRES.pptx\)](http://ventura.designmuseum.org/system/files/competition/visualisations/AQUA%20HOOK%20PRES.pptx)

**Additional information on Marketing materials.:**

 [Aqua Hook Extra Photos.pptx \(http://ventura.designmuseum.org/system/files/competition/marketing/Aqua%20Hook%20Extra%20Photos.pptx\)](http://ventura.designmuseum.org/system/files/competition/marketing/Aqua%20Hook%20Extra%20Photos.pptx)

**Other attachments:**

 [Aqua Hook CAD.jpg \(http://ventura.designmuseum.org/system/files/competition/attchments/Aqua%20Hook%20CAD.jpg\)](http://ventura.designmuseum.org/system/files/competition/attchments/Aqua%20Hook%20CAD.jpg)  [Aqua Hook.jpg \(http://ventura.designmuseum.org/system/files/competition/attchments/Aqua%20Hook.jpg\)](http://ventura.designmuseum.org/system/files/competition/attchments/Aqua%20Hook.jpg)

**Judging Status:**

Not reviewed

**Submitted:**