



HAVELLS

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Client Brief

TRAVEL GROOMING KIT FOR TRAVELERS/ WORKING PROFESSIONALS

Develop a range of personal grooming devices to be a traveler's best friend.

Target Customer

Age Group: 18-35 years

Category: active consumers

working/traveling all the time

do not have time to take care of themselves

Project Intent: Comfortable to use during traveling/ after reaching the office



Research and Dataset

Research Questions

- 01 What are the most important features that customers look for in a portable hair styling appliance?
- 02 What are the most common challenges faced by people when using portable hair styling appliances, and how can they be addressed?
- 03 What materials and technologies can be used to create a portable hair styling appliance with a long battery life?

Assumption

There is a need for a high-quality, reliable portable hair styling appliance that can be easily packed and carried while traveling.

The development of a portable device will require careful consideration of factors such as power source, size, weight, and performance.



Primary Research

- 1.Miro – Application used to brainstorm and documentation
- 2.Google forms – Application used to understand target audience and conduct user group surveys
- 3.Visit to retailers – market research (e.g. Croma, Pai)

Secondary Research

This section of the dataset has been categorized into

- 1.Product Research
- 2.Market Research
- 3.Consumer Research
- 4.Brand Identity Research
- 5.Technology Research



Product Research

Electronic grooming products of each category

personal hygiene

Beard trimmer
Nose hair eyebrow trimmer
Body trimmer
Epilator
Electric shaver
Facial hair
Callus remover
Nail shiner and buffer

dental care

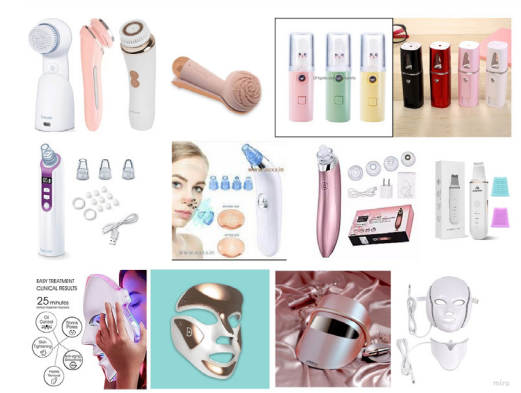
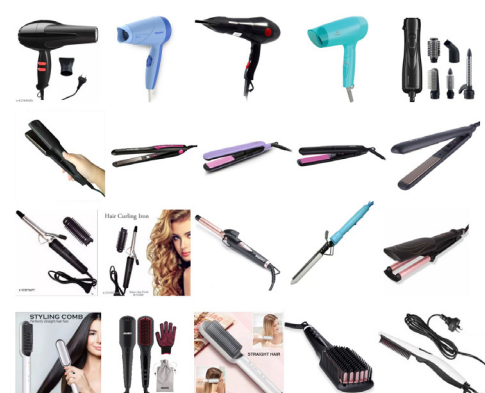
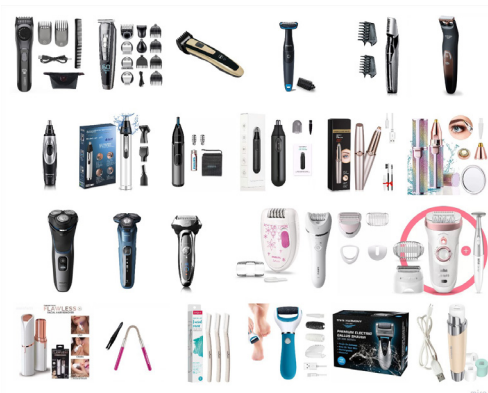
Electric toothbrush
Electric floss

hair care

hair dryer
Hair straightener
Hair curler
Hair straightening brush

skin care

Face cleansing brush
Facial cleanser
Pore cleanser
Face
Led face mask
Face steamer



Market Research

Travel grooming kits currently available in the market

- Dopp Kit by Topo Designs: This travel grooming kit includes a toothbrush, toothpaste, deodorant, and a razor in a durable and stylish case.
- Jack Black Grab & Go Traveler Set: This grooming kit includes travel-size bottles of shampoo, conditioner, body wash, and moisturizer, as well as a lip balm and shave cream.
- Men's Society Stow Away Travel Kit: This compact grooming kit includes a razor, nail clippers, comb, toothbrush, toothpaste, and facial wash, all packaged in a sleek and portable case.
- Harry's Travel Shave Kit: This kit includes a razor handle, two razor cartridges, a travel-size shave gel, and a convenient travel case.
- Kiehl's Grooming Solutions Travel-Ready Set: This grooming kit includes travel-size bottles of face wash, facial fuel, shave cream, and body fuel, as well as a hair and body wash, all packaged in a convenient travel bag.
- Herschel Supply Co. Chapter Travel Kit: This grooming kit includes a toothbrush, toothpaste, and shampoo, all packaged in a stylish and durable case.
- Brouk & Co. "The Ultimate Travel Kit": This comprehensive travel grooming kit includes a razor, toothbrush, toothpaste, shampoo, body wash, face wash, deodorant, and more, all packaged in a sleek and compact case.

Competitors of Havells

Phillips
Syska
Panasonic
Vega
Nova



VEGA

Panasonic



Consumer Research

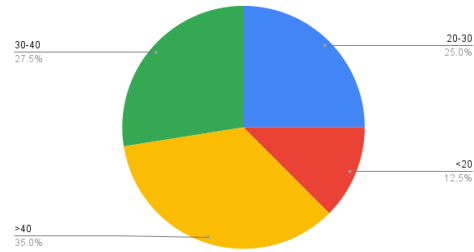
Survey with potential customers/ target audience, visiting retailers selling grooming products

Target Audience Survey Questions

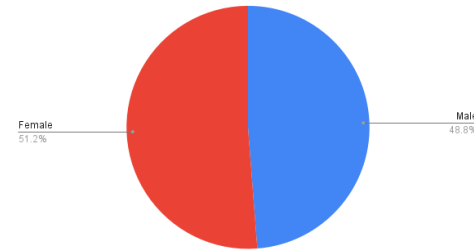
- 1.What's your name?
- 2.What's your age, in years?
- 3.What's your gender? We want to make sure our grooming kit meets the needs of all!
- 4.What's the name of the city you currently live in?
- 5.How often do you get your travel each year, for either work or play?
- 6.What's your occupation or day job?
- 7.When you're out exploring the world, what grooming products are your must-haves?
- 8.Where do you let your grooming products work their magic?
- 9.When you're packing for a trip, what's the one grooming appliance that you can't leave behind? In other words, what's your must-have travel companion?
10. How frequently do you use your grooming appliances?
11. On average, how many days do you go between charging your grooming appliance?
12. What other grooming products do you currently use when you travel?
13. What difficulties have you experienced with your current travel grooming products? Like bulkiness, adapter issues, skin irritation, lack of storage space, etc.
14. If you found the perfect travel grooming kit or appliance that met all your needs, how much would you be willing to invest in it? In other words, what's your price range for a top-quality travel grooming tool?
15. What factors do you consider when deciding which grooming products to purchase?
16. What do you find most appealing about the grooming appliance you currently use while traveling? For example, is it the design, ease of use, portability, or a specific feature?
17. What features or improvements would you like to see in a new or improved travel grooming kit or appliance?

Data From Survey

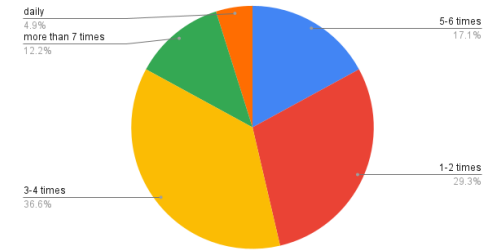
Age Group



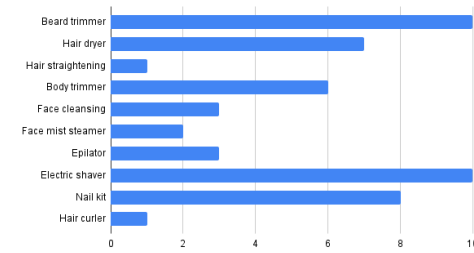
Gender



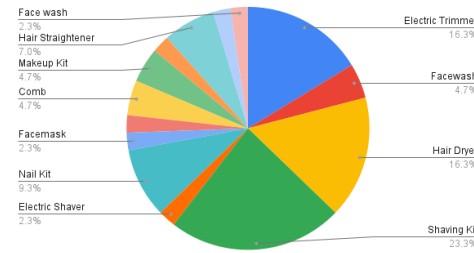
How often do you travel?



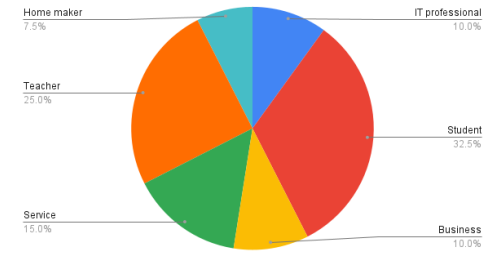
Product usage



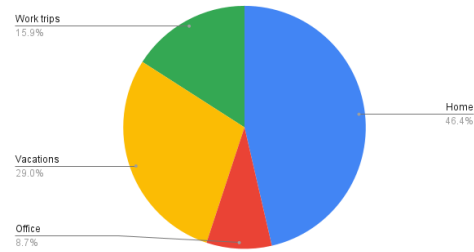
One Grooming Appliance



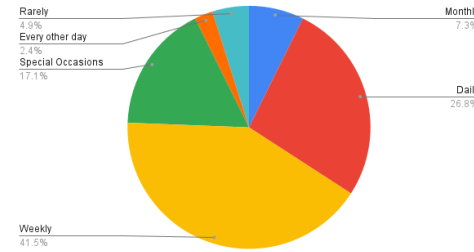
Occupation



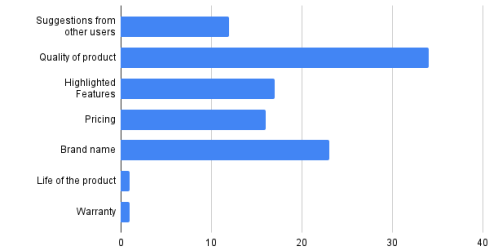
Where do you use your grooming products?



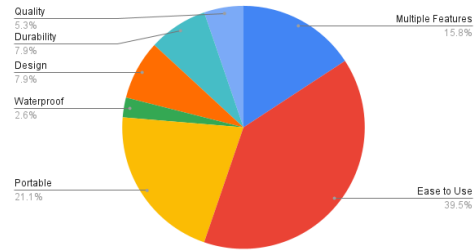
How frequently do you use your grooming appliances?



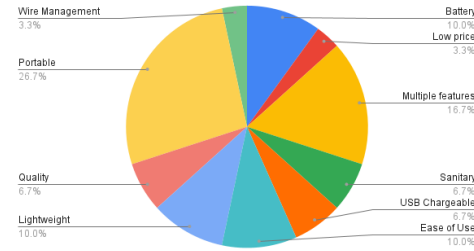
Factors considered for purchase of product



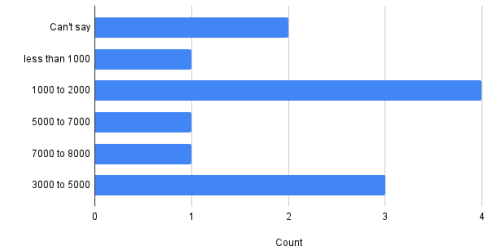
Appealing Features



Improvements and Additions



Expected Price Range

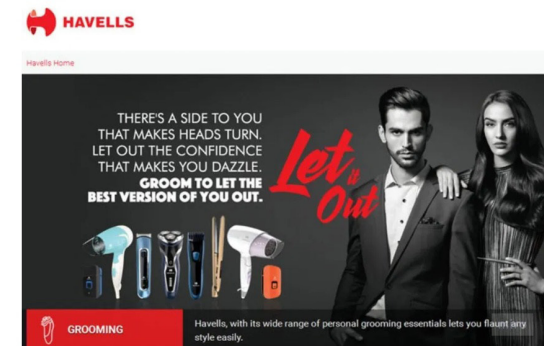
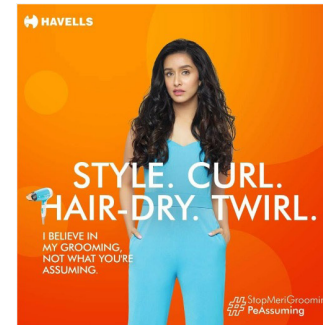


Brand identity Research

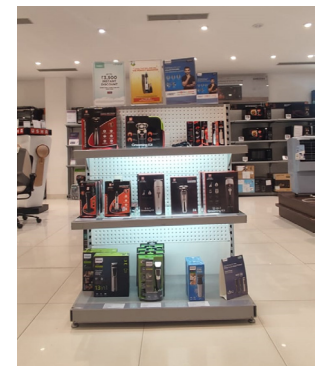
Havells' brand identity is built on a combination of innovation, quality, reliability, and affordability. These attributes are reflected in the company's products, marketing campaigns, and customer relationships, and have helped to establish Havells as a leading brand in the Indian market.

Brand identity keywords – innovation, quality, reliability, affordability

Market positioning – no unique design language, a leading brand in the Indian market, new to grooming industry, strong marketing expertise



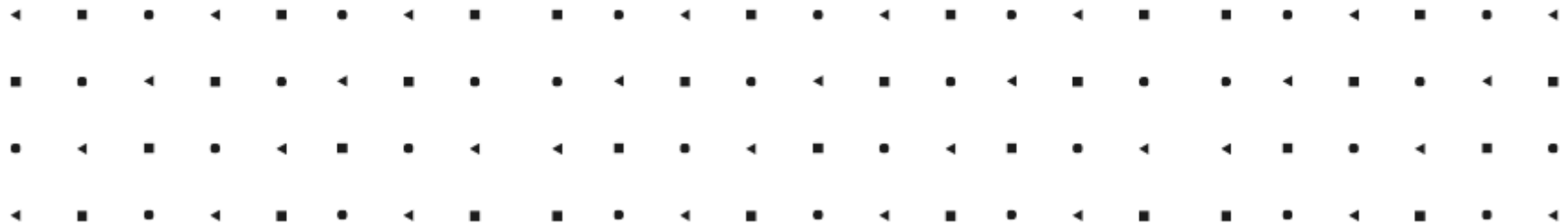
Display in Croma



Technology Research

Technology to enhance functioning or experience of the product

1. Personal grooming recommendations
2. Sensors
3. Dyson air wrap
4. The switch is same that can be rechargeable with different heads - Straightener - Curler - Crimper - Brush Waver - Chopstick wand - Dryer
5. Multiplug/ dual voltage for travel to other countries
6. C-type charging
7. Silent operation (hair dryer)
8. Safety features (straightener, curler)
9. Coating materials to reduce frizz (straightener, curler)
10. Ionic technology to reduce frizz (straightening brush)
11. Auto turn off



Specific Products

1. AIR CARE STYLER (BLACK) HC4085

Brand	Havells
Colour	Black
Material	Plastic
Wattage	1000 Watts
Power Source	Corded Electric

About this item

Pre-styling half brush comb and nozzle - dries the wet hair, to prep for styling

Soft smoothing roller brush - use for natural straight hair or big curls

Shrinkable style brush - to give volume and shape fine, flat hair

19 mm curling iron - to create beautiful s curls

3 temperature settings- cool, warm and hot settings for perfect end result

1000 w creates optimum level of airflow for a gentle drying

1.8 m power cord - ensures comfort and flexibility



2. Dyson Airwrap

Brand	Dyson
Colour	Prussian Blue/Copper - L
Material	Coanda
Wattage	1300 Watts
Power Source	Corded Electric

About this item

The all new Dyson Airwrap multi-styler with re-engineered attachments that dries, smooths, curls & hides flyaways. With no extreme heat damage

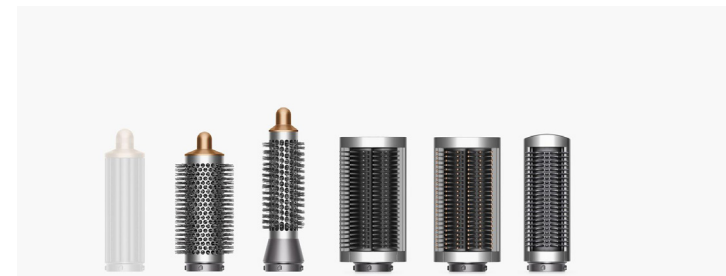
Attracts and wraps hair. Styling with air, not extreme heat.

With new barrels to curl and wave in both directions, brushes to control and shape, and the multi-functional Coanda smoothing dryer to dry, smooth and hide flyaways

Intelligent Heat Control - Measures airflow temperature over 40 times a second, intelligently controlling the heating element to keep the temperature under 150°C. Preventing extreme heat damage

Powered by the Dyson digital motor V9-The 13-blade impeller spins at up to 110,000rpm, generating 3.2kPa. Powerful enough to produce the air pressure that creates the Coanda effect. Key Controls - Airflow speed, Temperature control, cold shot

Comes with dyson designed prussian blue presentation case. Includes 8 styling attachments and accessories - Coanda smoothing dryer, firm smoothing brush, 30 mm long airwrap barrel, 40 mm long airwrap barrel, round voluminising brush, storage case, soft smoothing brush, filter cleaning brush



Research Insights

Research Insights

Most people who responded are more than 40 years of age - the target group needs to be tightened within the age group provided by the client

The mixed results due to the same charts for both males and females caused the results to be unclear.

Most users travel 3-4 times a year, this varies when students are taken into account as they travel more often - 5-6 Times a year.

The types of travel can e further distinguishes to narrow down to a more concrete direction -

Travel for work (daily)

Travel for work trips

Travel for vacation

Travel as a student

Travel for an event

Travel in a train

Travel in an airplane

Travel at the airport

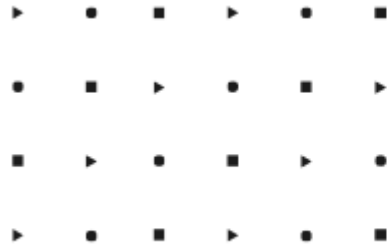
Travel domestic

Travel abroad -- the grooming requirement and the condition in which the customer wishes to groom themselves will be entirely different and needs to be taken into account

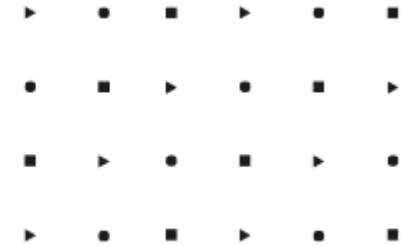
Most people use their grooming appliances at home

But under what conditions does a user use their grooming appliances after reaching the office - such use case scenarios need to be thought out.

The most comfortable price range for a grooming device is Rs. 1000-2000



Design Brief



Context

Over the decade, the Indian grooming market for both men and women saw a massive surge in sales, products and revenue. The industry even saw some new and interesting trends and standards that gave new impetus to its growth story. Havells, a leading brand in personal grooming appliances and gadgets, is focusing on this market due to the huge potential and scope for improvement in India, where approximately 50% of the population falls between the ages of 18-35. This age group is typically busy with work or travel and often doesn't have the time to take care of their grooming needs. Therefore, the new devices should be compact, lightweight, multipurpose, batterypowered, user-friendly, durable, stylish, and easy to clean. By considering these factors, a range of high-quality grooming devices that meet the demands of our target audience needs to be created.

Design Brief

The goal of this project is to create a portable, multipurpose hair styling tool for working people who constantly need to travel. The tool must be created to be convenient and simple to use, while simultaneously producing excellent style outcomes and being reasonably priced.

Current Pain Points as from research

Bulkiness: Multiple appliances take up a considerable amount of space in luggage or bags, problematic when packing for trips.

Multiple power cords: Each hair styling appliance comes with its own power cord, which can quickly clutter limited bathroom counter space or become tangled during storage and transport.

Inefficiency: Switching between separate hair styling appliances during the styling process can be inefficient, as it requires additional time to heat up each device and manage cords. This can be particularly inconvenient for busy individuals or those with limited time to get ready.

Compatibility issues: Traveling internationally with separate hair styling appliances can present compatibility issues with different voltage requirements and plug types. This may require carrying additional adapters and converters, adding to the bulk and complexity of the travel gear.

Target Audience

Working women in India, aged 18-35, who have busy schedules and travel frequently. These women require a versatile, efficient, and compact hair styling solution that can be used on the go or after reaching their workplace.

They value convenience, style, and practicality in their personal care appliances and are willing to invest in a high-quality product that meets their needs.

Consumer Profiles

Priya - College Student

Priya is a college student pursuing her degree in engineering. She has a busy schedule, juggling classes, extracurricular activities, and internships. Priya often attends networking events and conferences where she needs to maintain a professional appearance. The product will allow her to style her hair quickly between classes and always be ready for important events.

Anjali - Marketing Manager

Anjali is a marketing manager at a fast-growing tech company. Her job involves frequent travel to attend meetings, conferences, and client presentations. Anjali needs a compact and efficient hair styling tool that can fit into her carry-on luggage and allow her to style her hair in hotel rooms, ensuring she always looks polished and professional.

Rhea - Fashion Blogger

Rhea is a fashion blogger and social media influencer who often attends fashion shows, launches, and other events where she needs to look her best. She requires a portable hair styling solution that can help her maintain her stylish image on the go.

Neha - Working Mother

Neha is a working mother with two young children. Her mornings are hectic, with limited time to get ready before dropping her kids off at school and heading to work. She needs a quick and efficient hair styling tool that can help her achieve a professional look in just a few minutes.

Sanya - Fitness Enthusiast

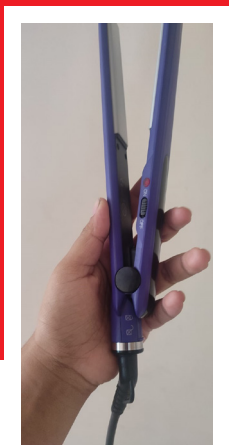
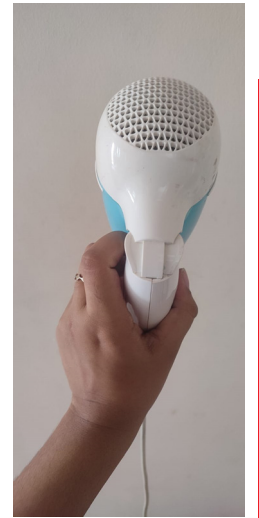
Sanya is a fitness enthusiast and works as a freelance graphic designer. She starts her day with a workout so she requires a styling tool that she can use in the gym locker room to quickly style her hair post-workout.

Geeta - Small Business Owner

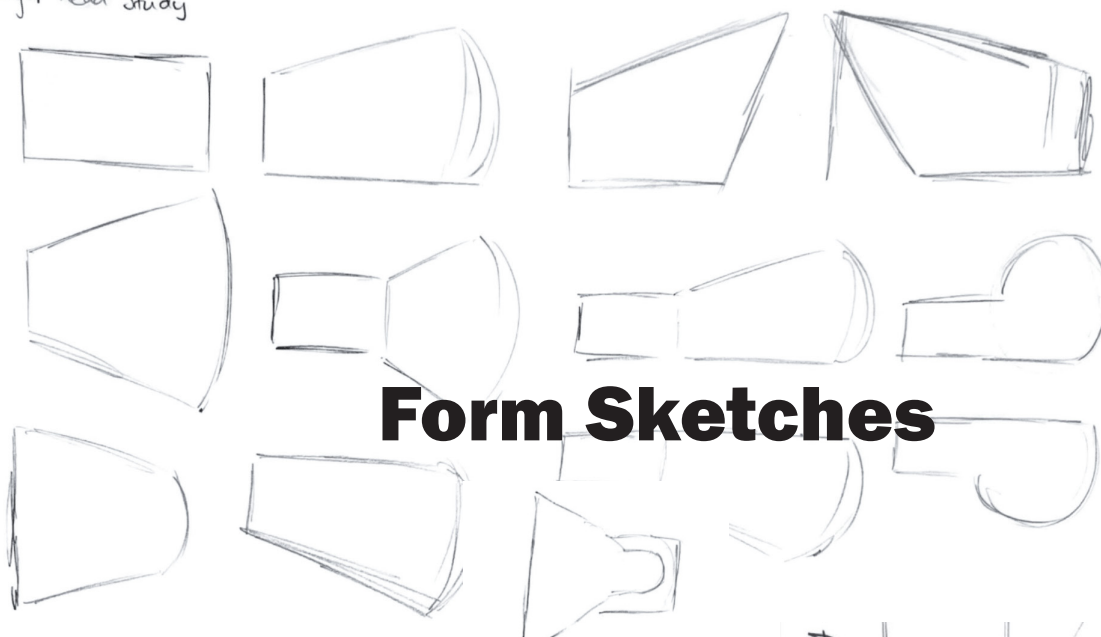
Geeta owns a boutique clothing store and is always on the move, visiting suppliers, meeting with clients, and attending industry events. She needs a versatile and compact hair styling tool that can keep up with her busy lifestyle and help her maintain a polished appearance at all times.

Idea Development

Product Observation

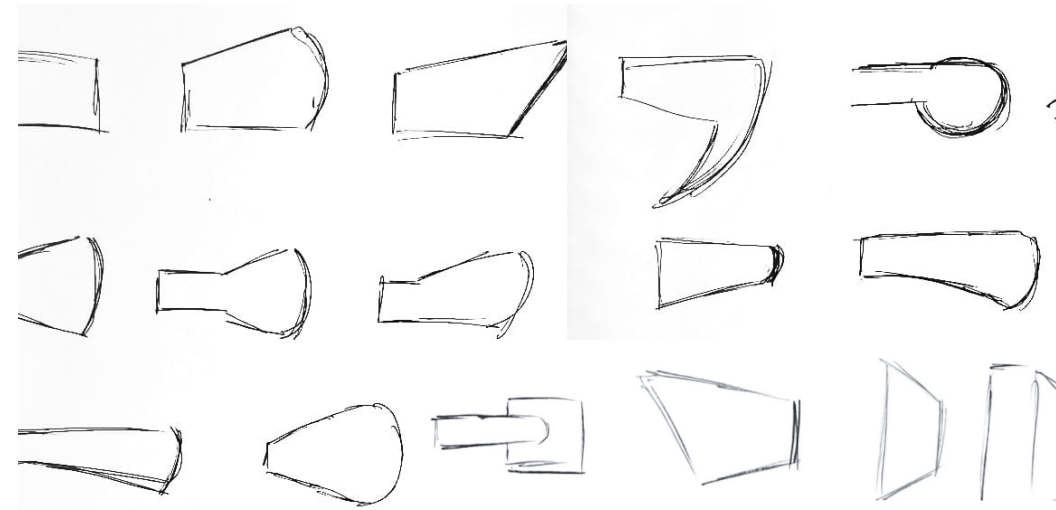


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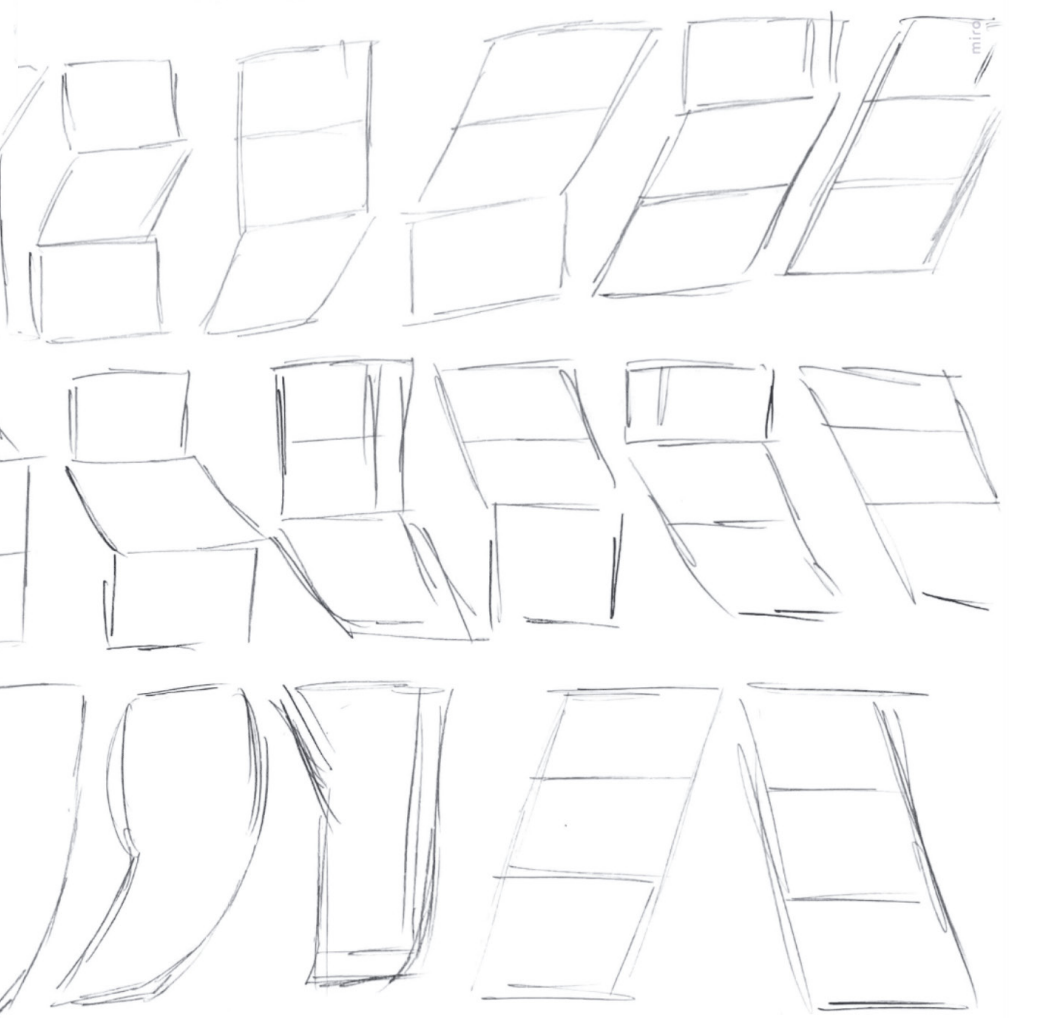


Form Sketches

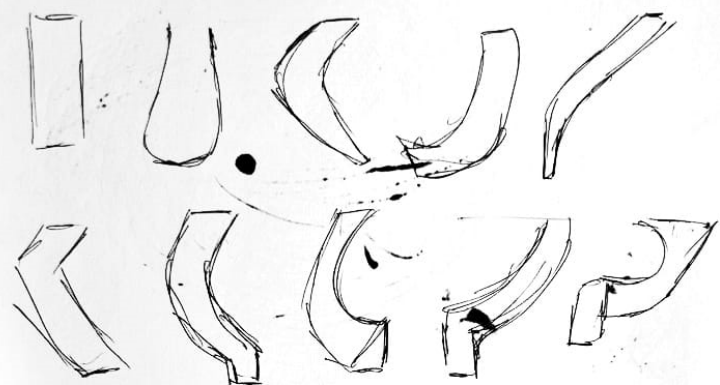
micro



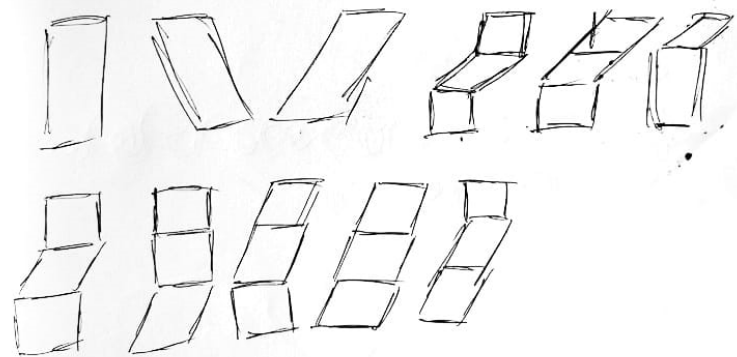
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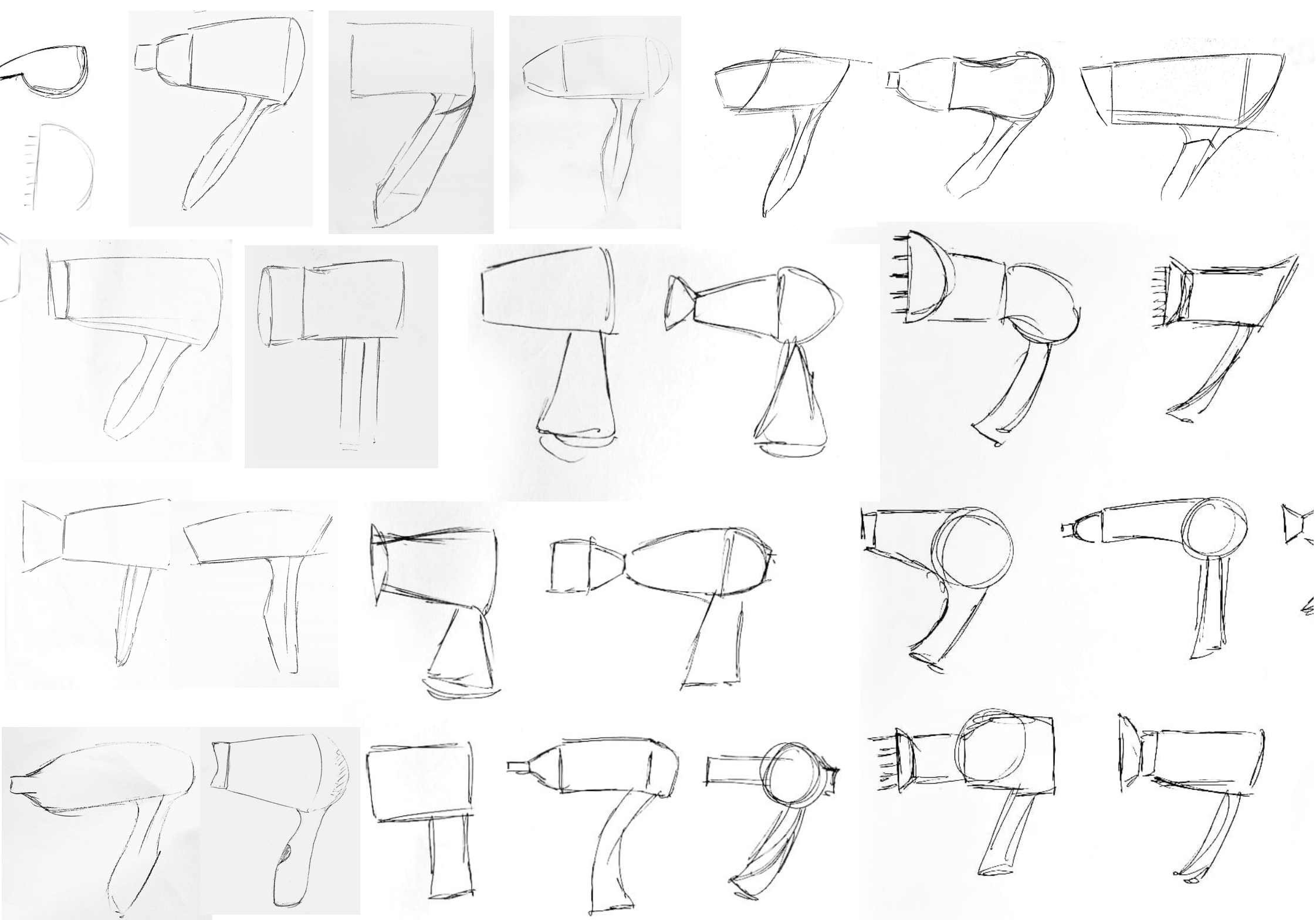


Handle

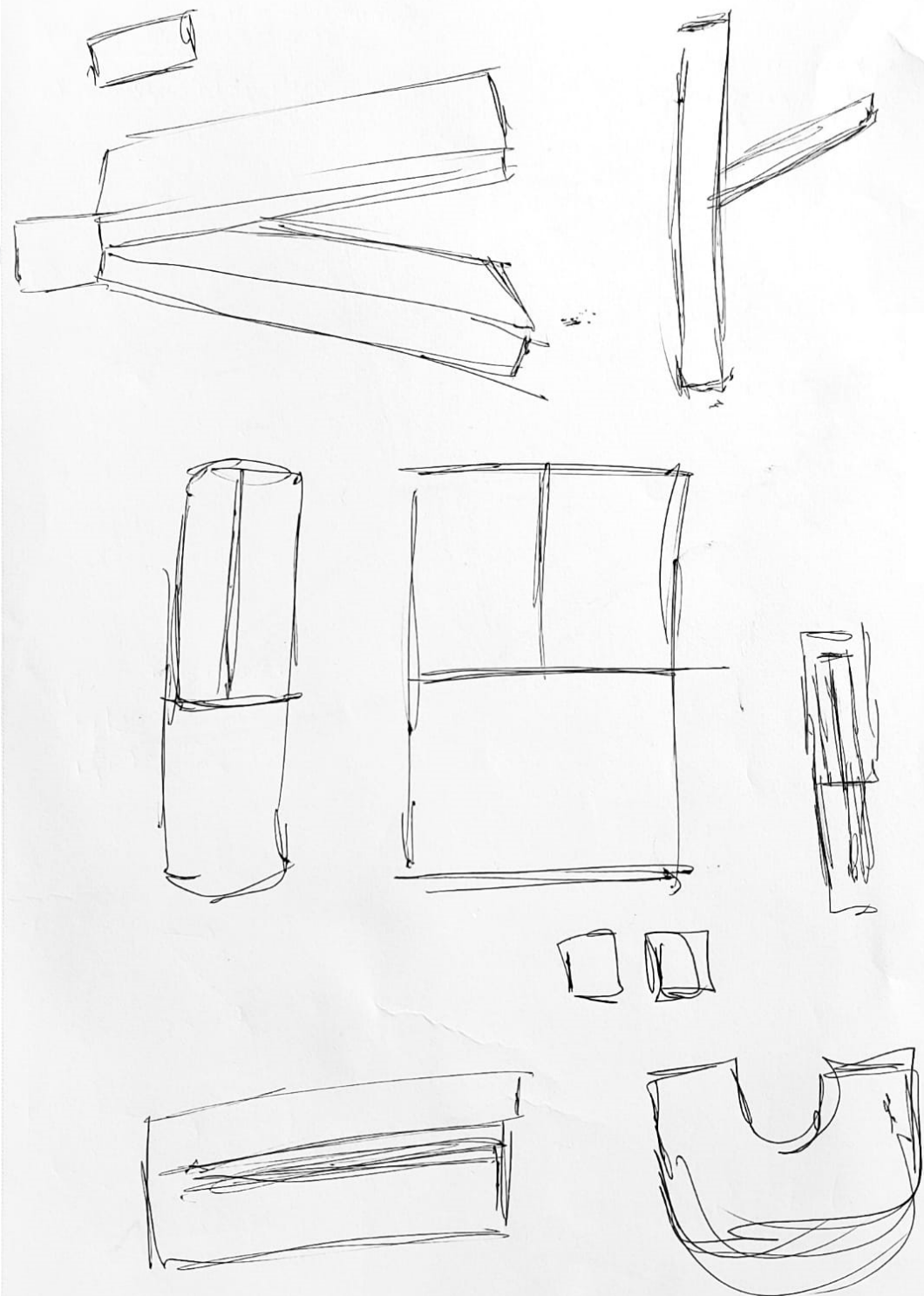
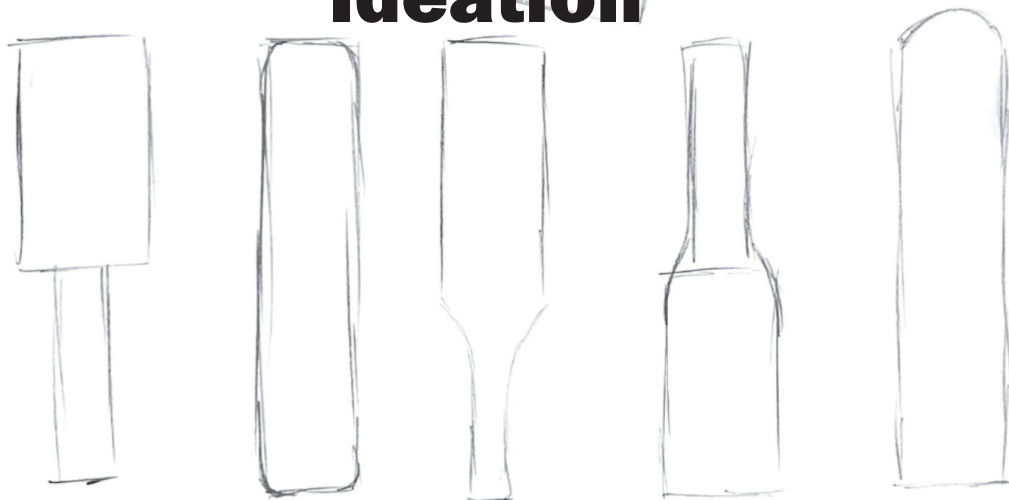


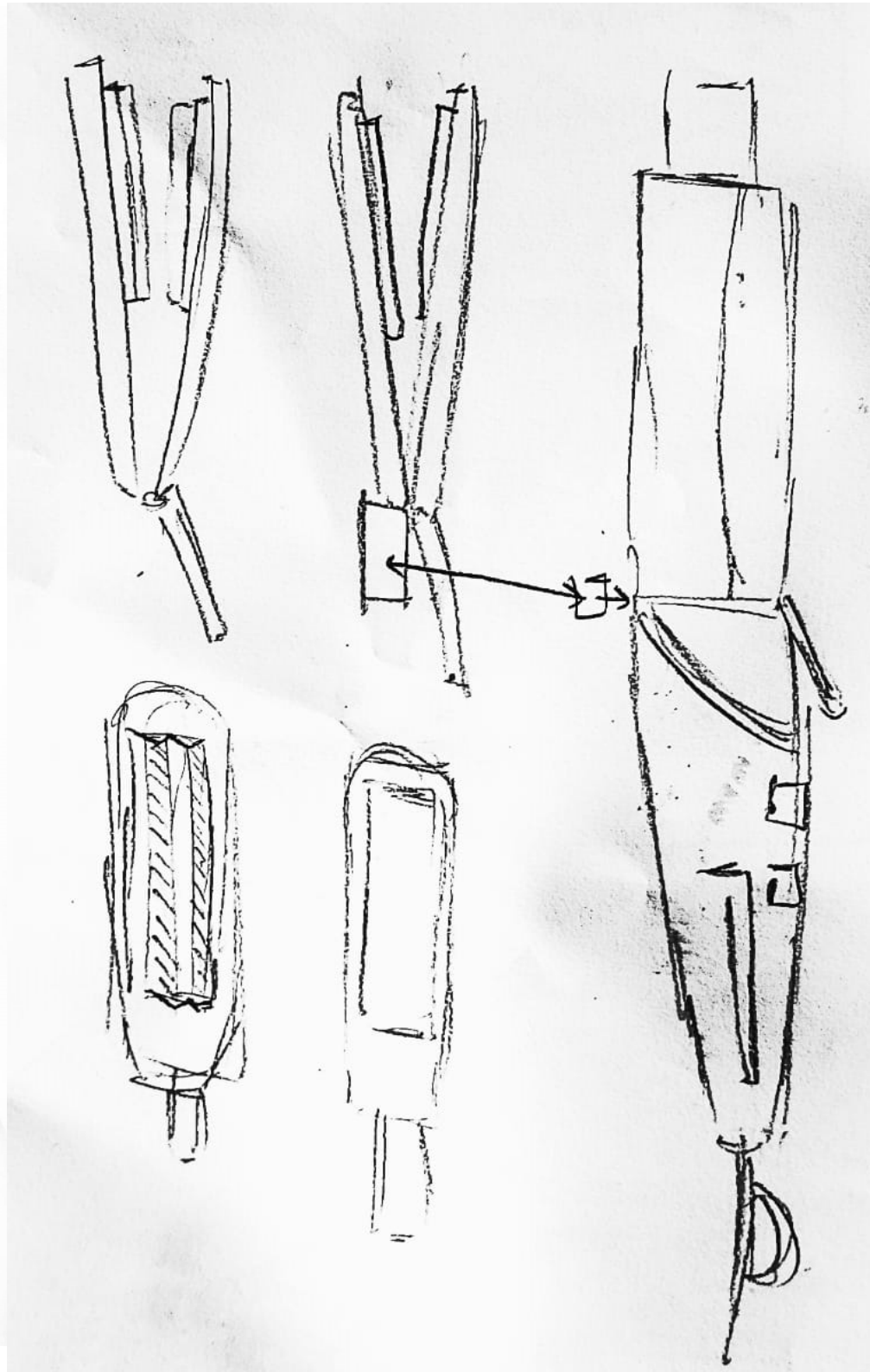
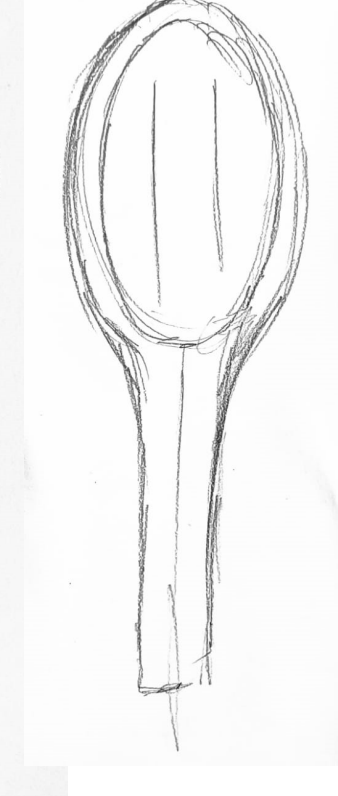
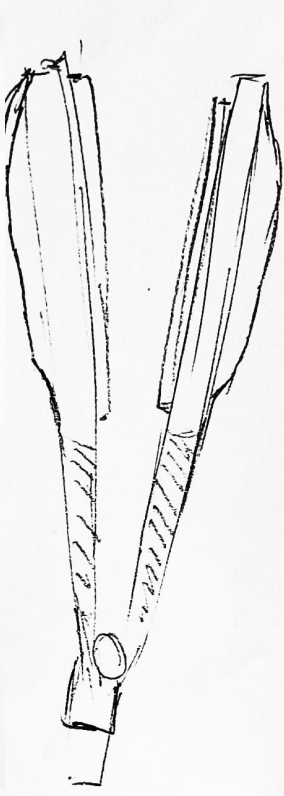
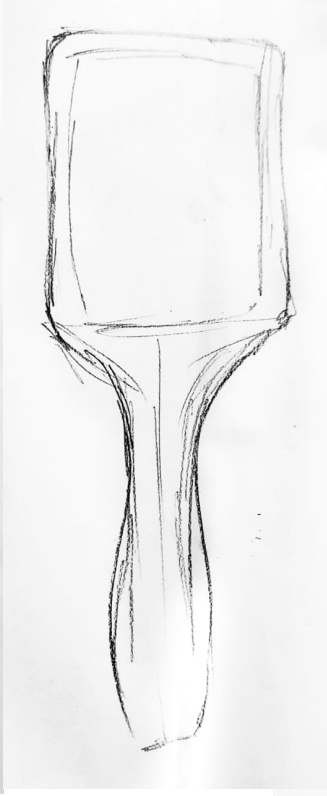
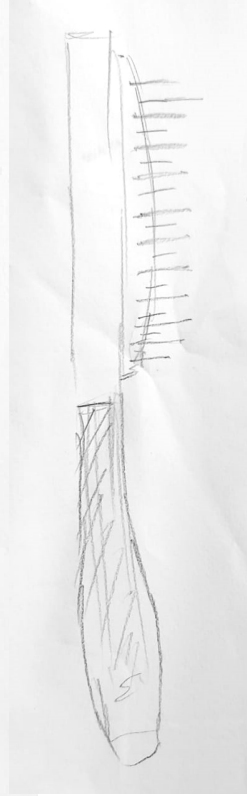
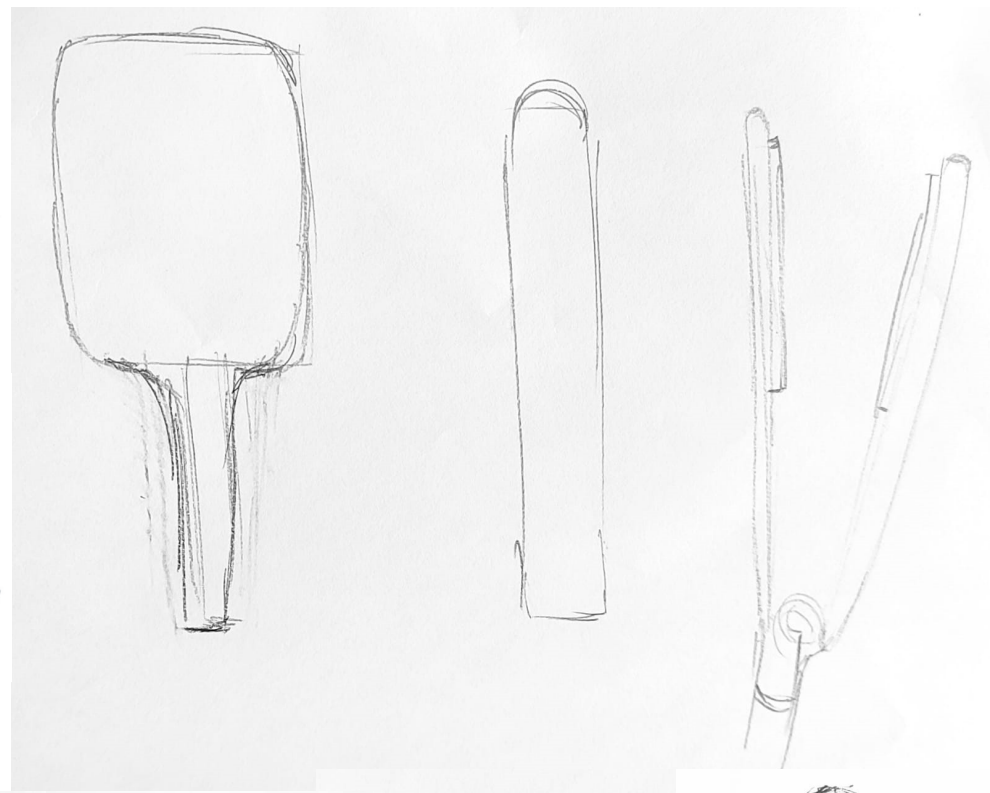
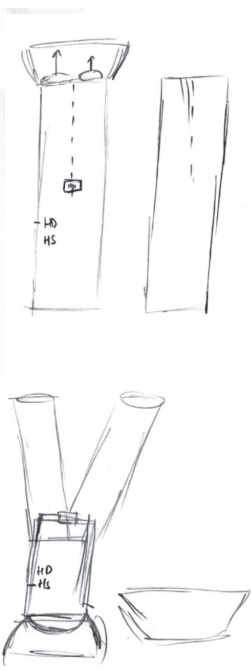
Handle Study





Ideation





Concept
A Compact Hair Dryer and Straightener Combo

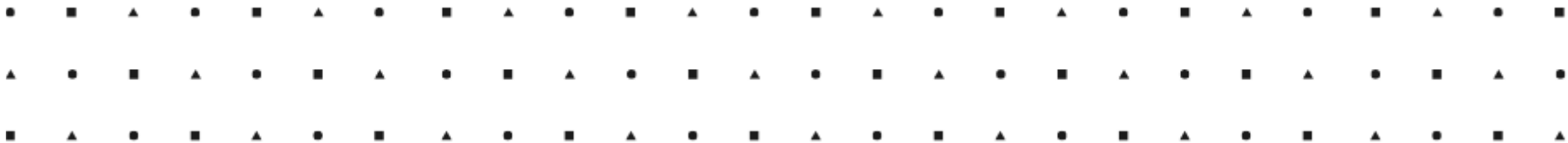
Introduction

Product Description:

A compact, lightweight, and travel-friendly hair styling tool that combines the functions of a hair dryer and a hair straightener in one device. This innovative design saves time, space, and energy, allowing users to style their hair quickly and efficiently, whether at home or on the go.

Design Specifications:

- Power: 110-240V, 50/60Hz
- Wattage: 1500W (hair dryer), 45W (hair straightener)
- Cord length: 6 feet
- Material: Heat-resistant plastic housing, ceramic plates



Umbrella Features:

Dual-function design: A built-in hair dryer and hair straightener in one compact unit, eliminating the need to carry or use separate appliances.

Foldable handle: The ergonomic foldable handle allows for easy storage and transportation, making the device highly portable.

Adjustable heat settings: Users can select from multiple heat settings to customize the temperature for their specific hair type and desired style.

Ceramic plates: The straightener features high-quality ceramic plates that glide smoothly through hair, reducing frizz and minimizing heat damage.

Ionic technology: The built-in ionic generator in the hair dryer helps to eliminate static and promote shiny, healthy-looking hair.

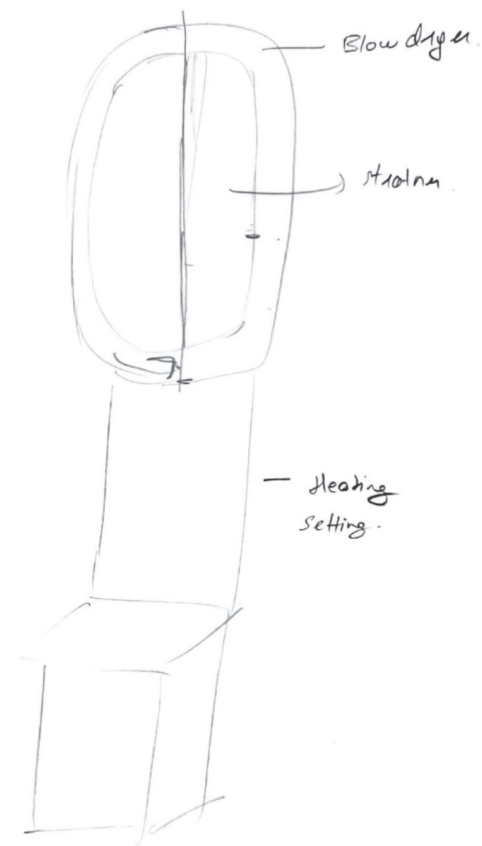
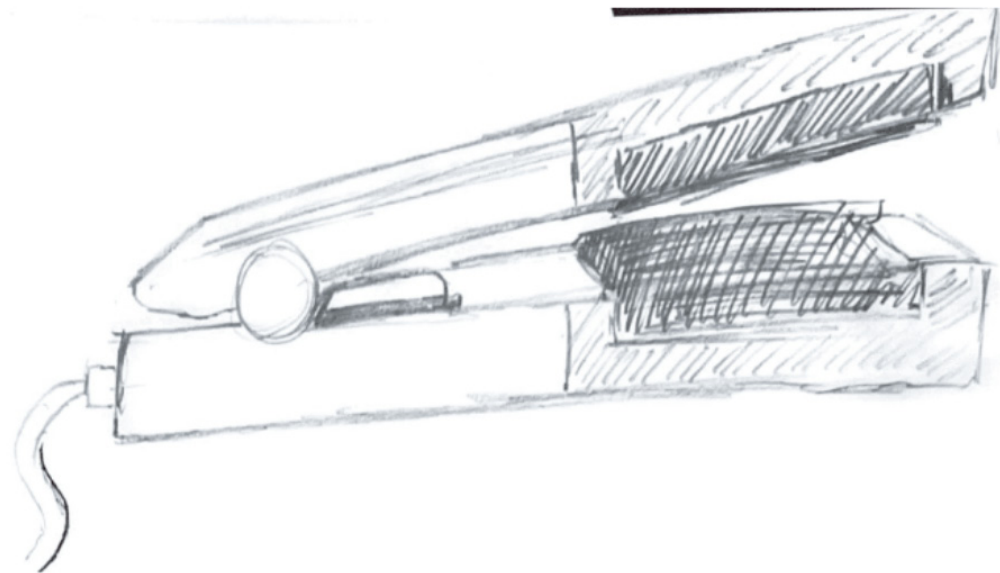
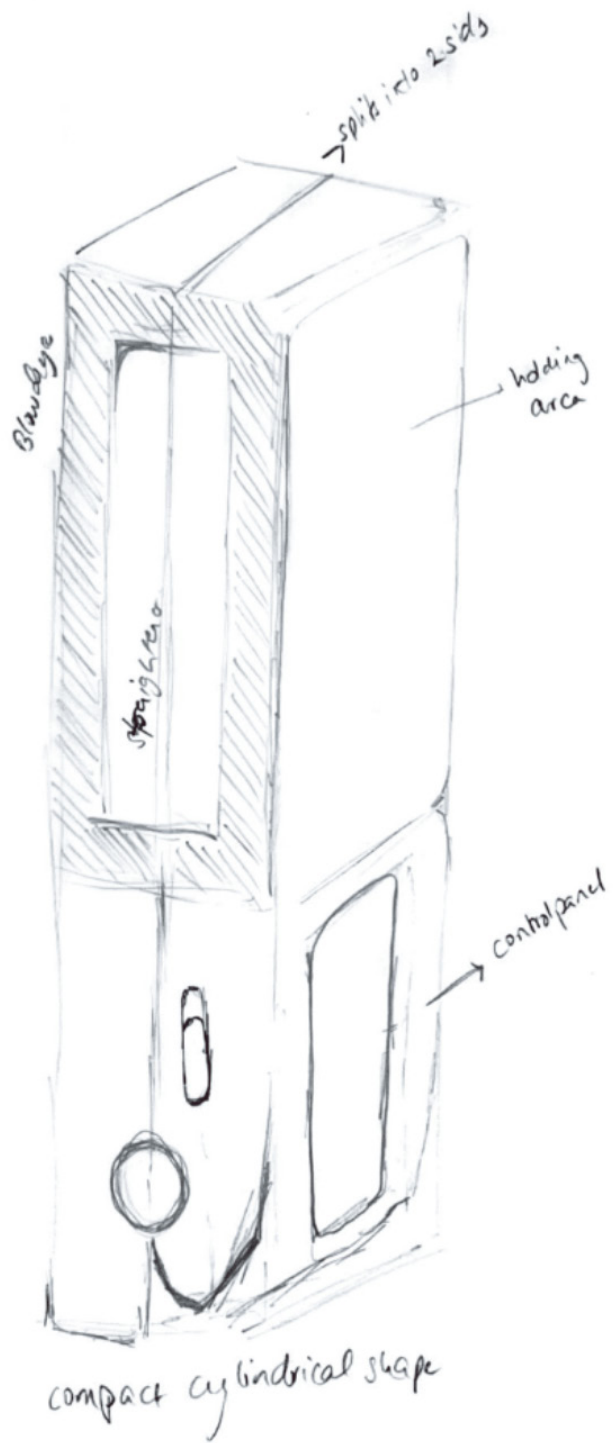
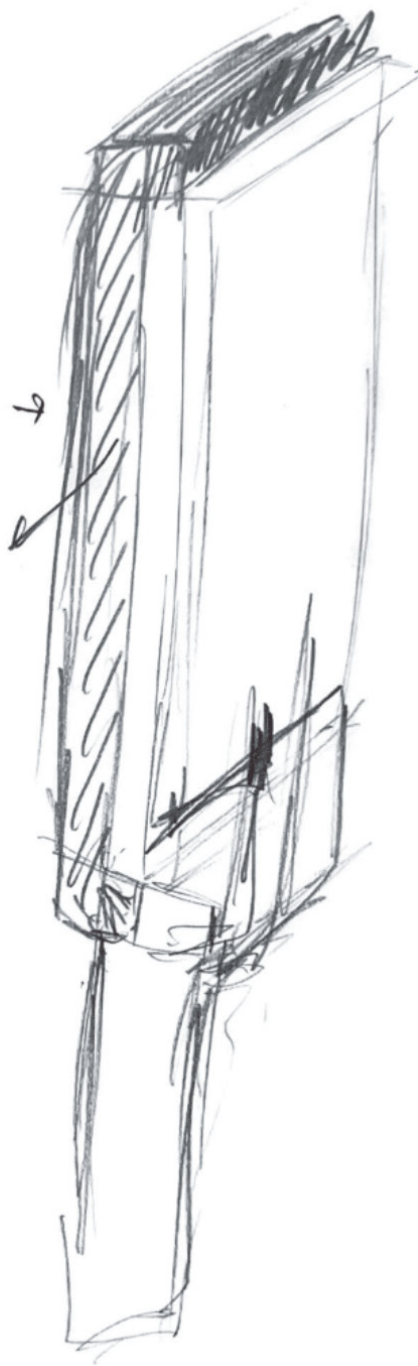
Quick heat-up: The device heats up quickly, ensuring minimal wait time for users.

Auto shut-off: The device automatically shuts off after a certain period of inactivity, providing safety and energy conservation.

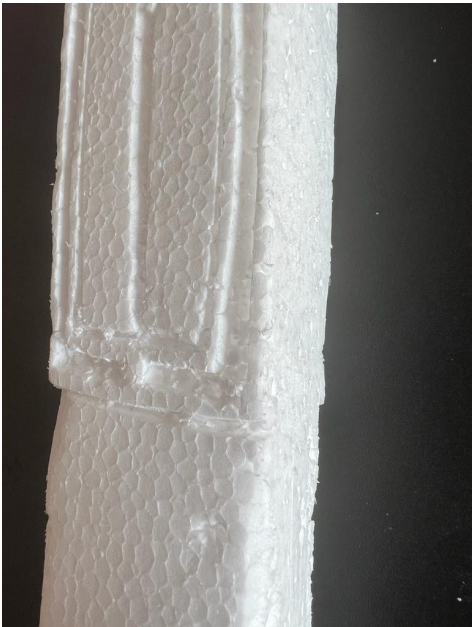
Universal voltage: Designed with a universal voltage feature, making it suitable for international travel.

Compact size: The device's compact size makes it an ideal travel companion, fitting easily into luggage or a handbag.

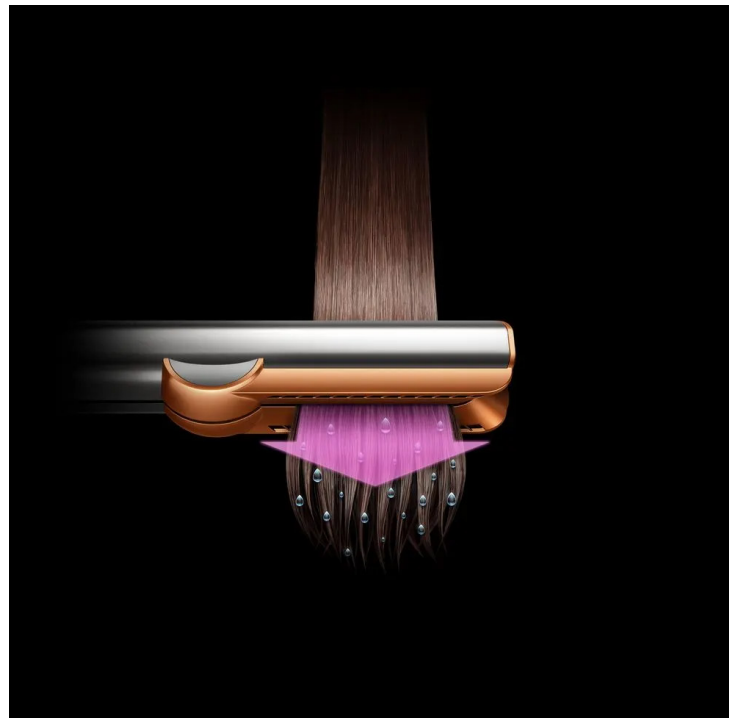
Detachable concentrator nozzle: The concentrator nozzle can be detached from the hair dryer for more precise drying and styling.



Form Exploration for Product Direction



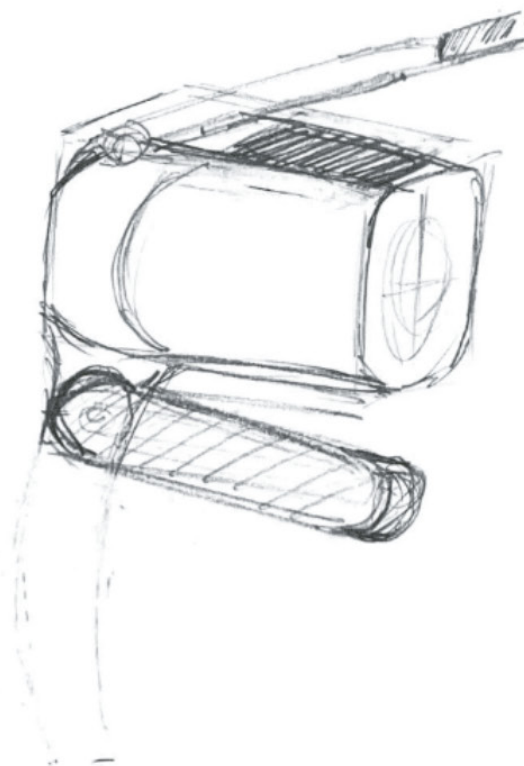
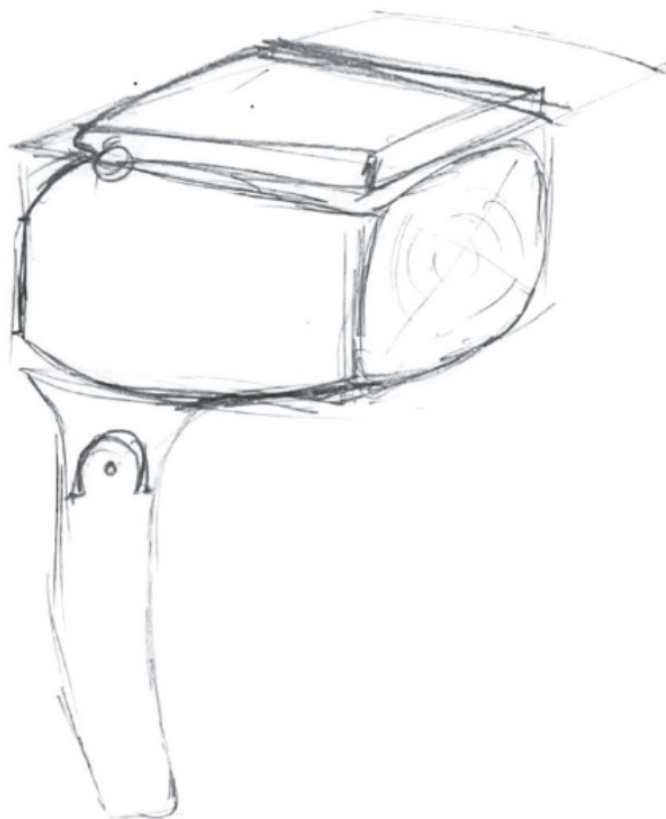
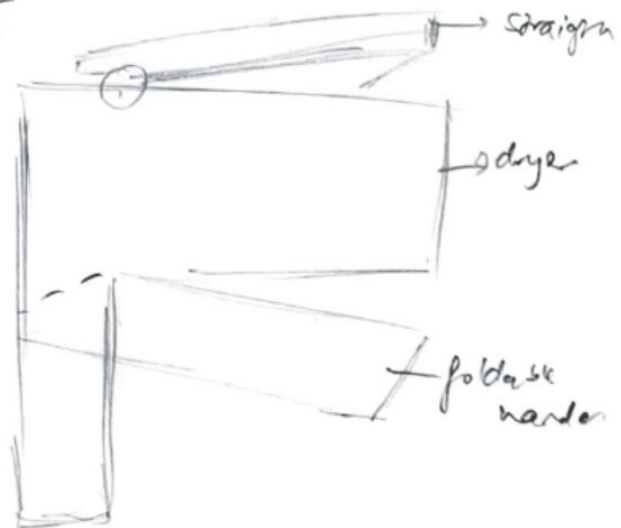
New industry product



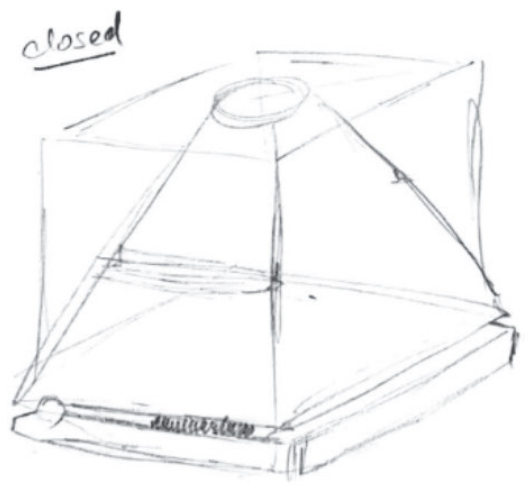
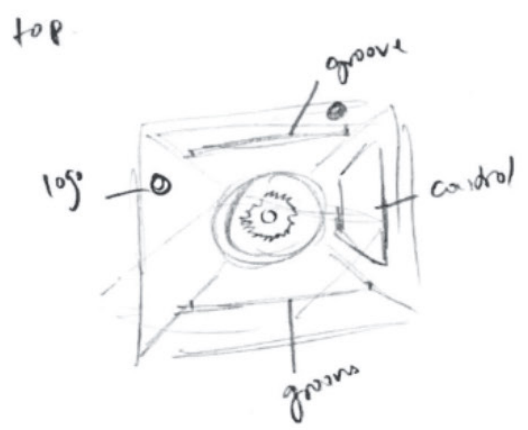
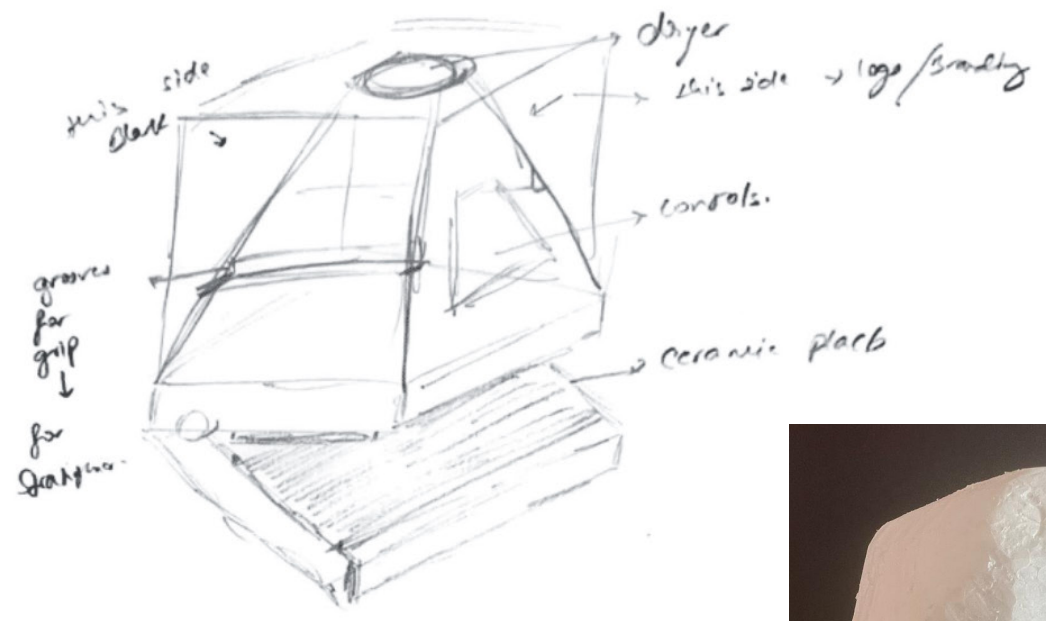
The Dyson Airstrait can purportedly dry and straighten hair simultaneously without causing heat damage.

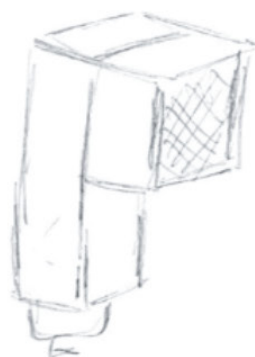
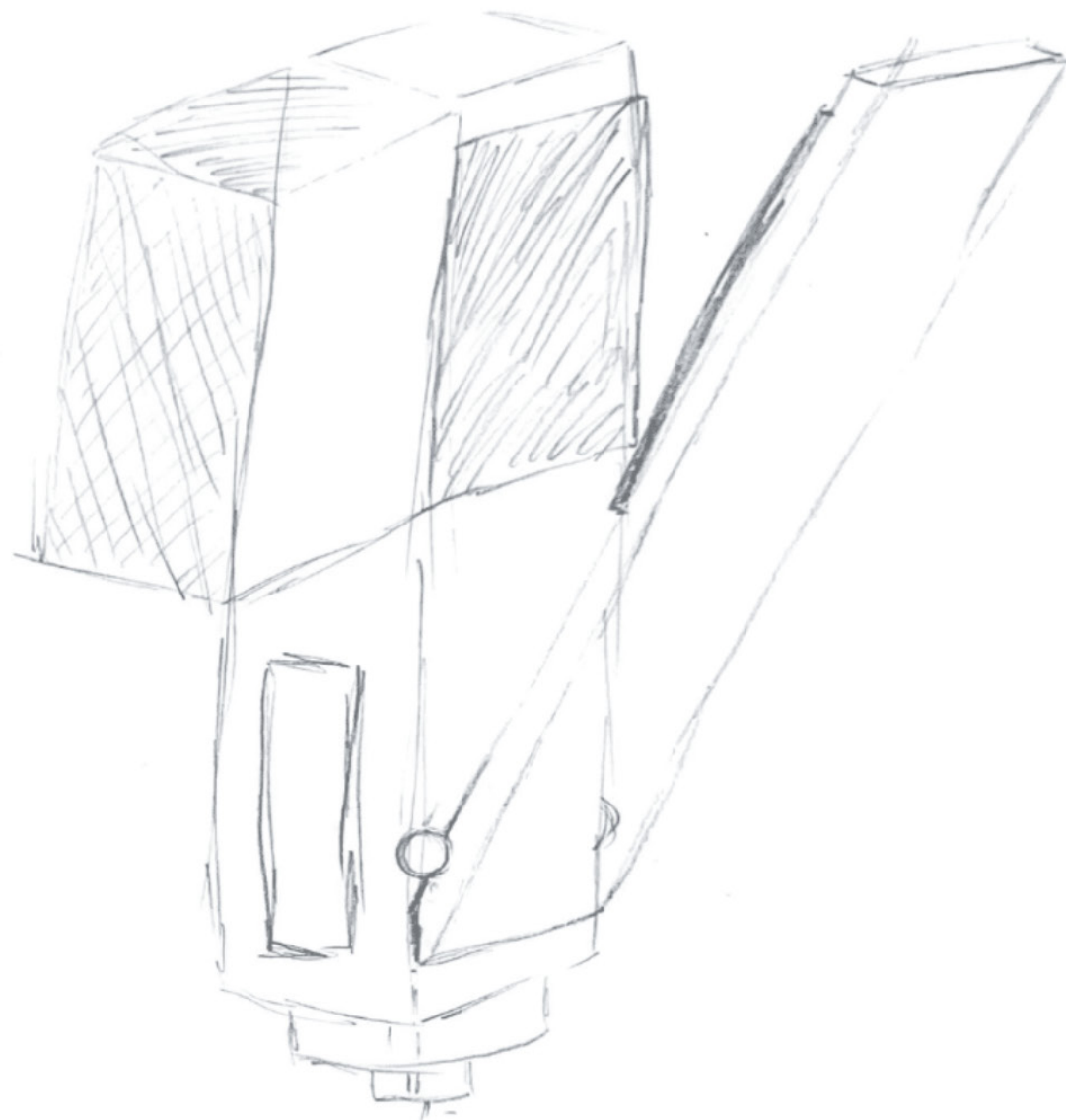
The hair tress is contained by two arms, from which a precisely angled high-pressure blade of air is forced downwards and into the hair, both simultaneously drying and straight styling, with one machine.

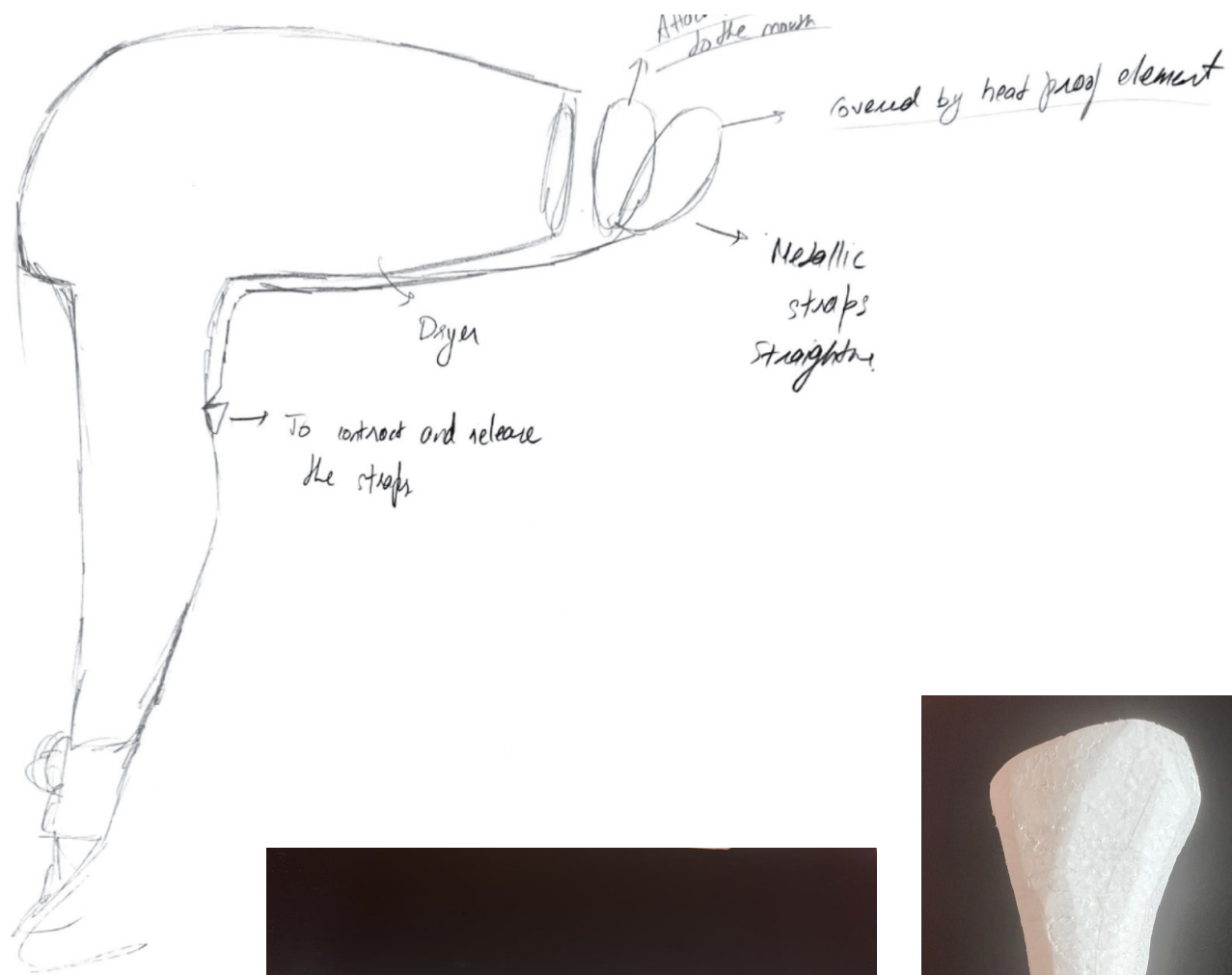
concept



Concept









Final Idea

Product Description

This compact, travel-friendly device is designed to fit easily in your purse, gym bag, or suitcase. It features a unique foldable design that protects the bristles when not in use, keeping them safe and clean.

The Foldable Tourmaline Hair Straightening Brush offers quick, efficient, and safe hair styling on the go

Product Specifications

Dimensions: Unfolded - 9 inches length x 2.5 inches width x 1.5 inches thickness. Folded - 5 inches length x 2.5 inches width x 2 inches thickness.

Weight: 0.35 lbs (lightweight for easy portability)

Heat Settings: Adjustable heat settings from 170°F to 450°F.

Coating: Tourmaline ceramic bristles for even heat distribution.

Bristles: Dense brush design for better hair contact.

Foldable Design: Compact folding mechanism for easy storage and portability.

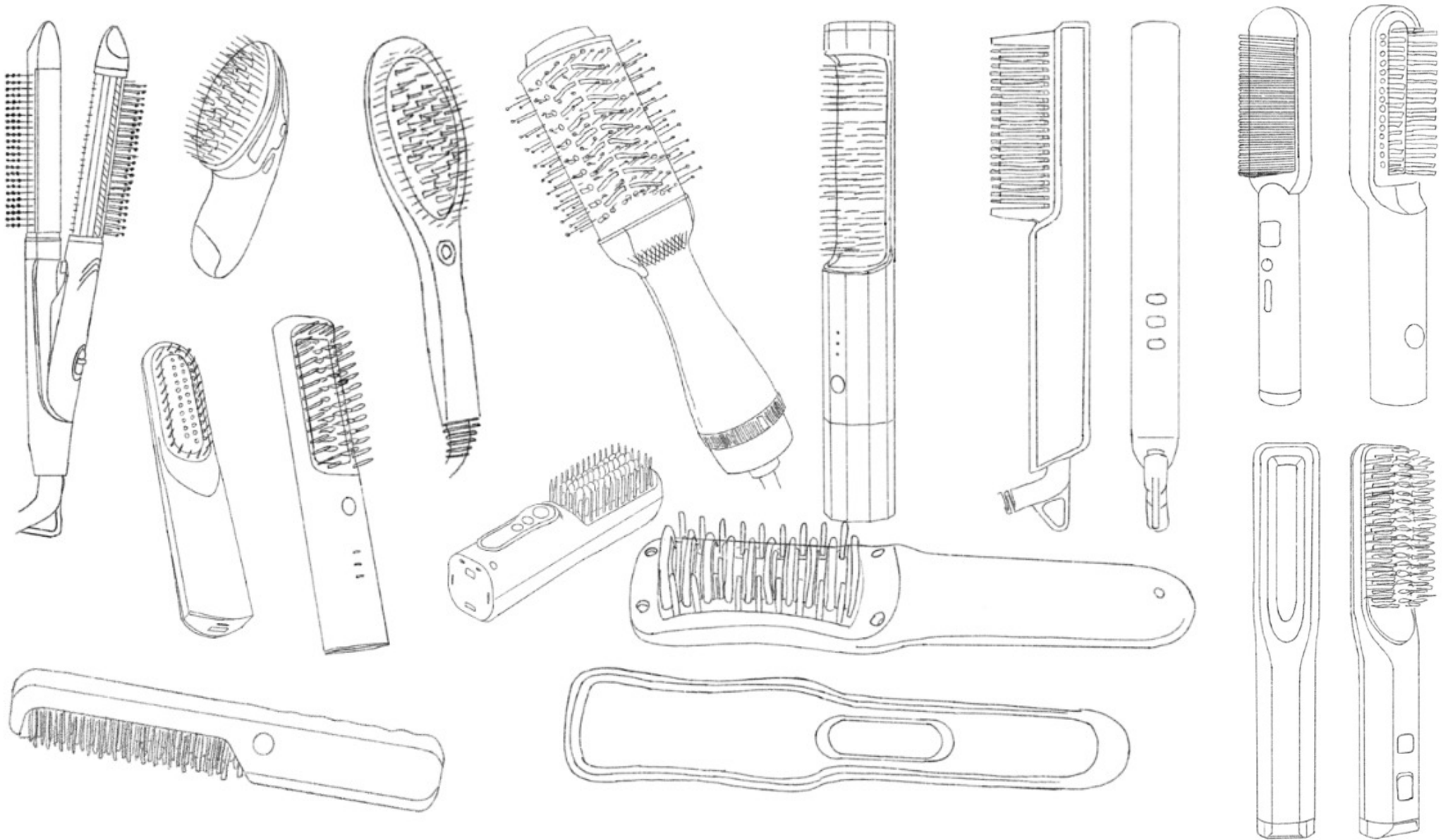
Auto Shut-Off: Safety feature that shuts off device after 30 minutes of inactivity.

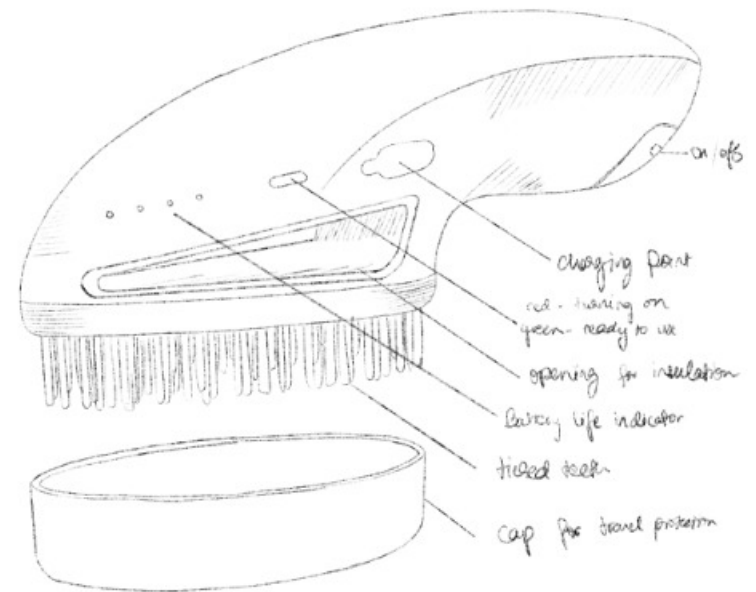
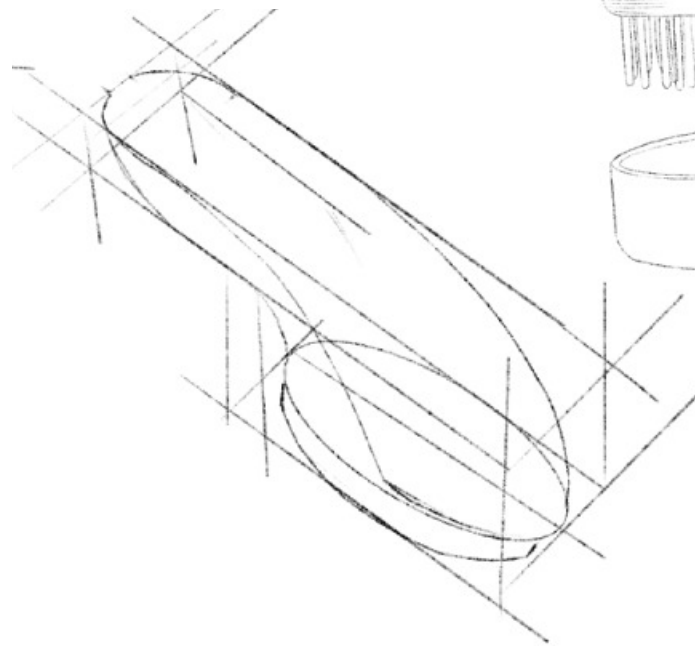
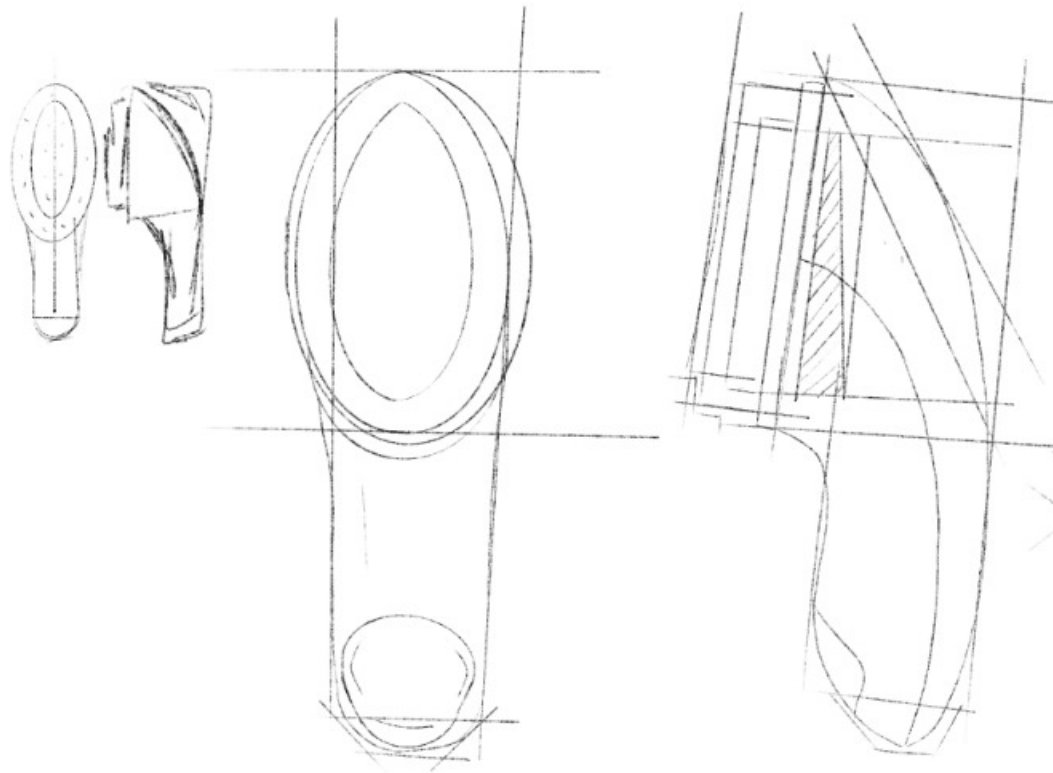
Dual Voltage: 110-240V for international travel compatibility.

Accessory: Includes a travel pouch for easy carry and storage.

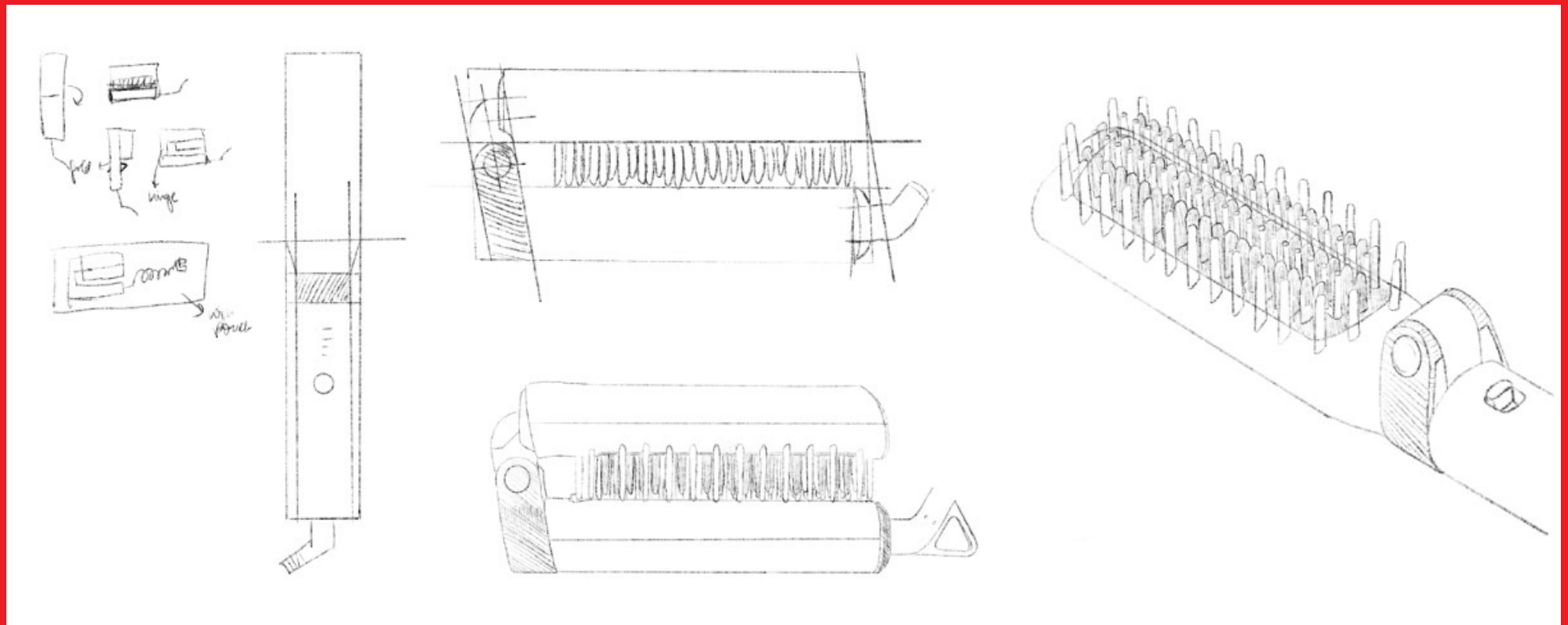
Additional Feature: Rechargeable battery with USB charging port.

Similar product study and Iterations





Sketches

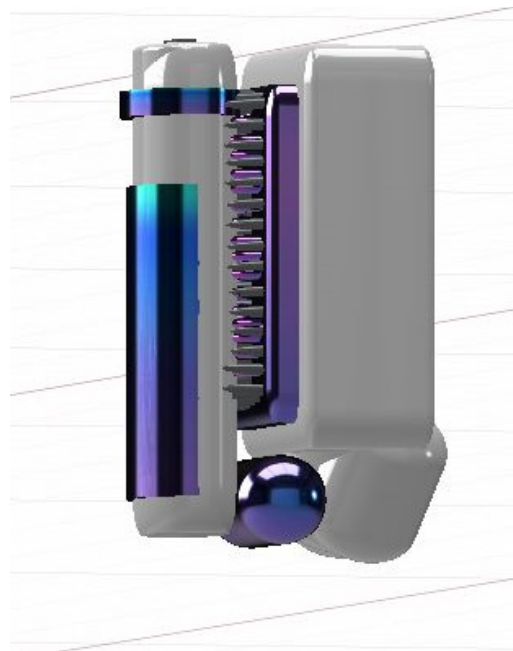
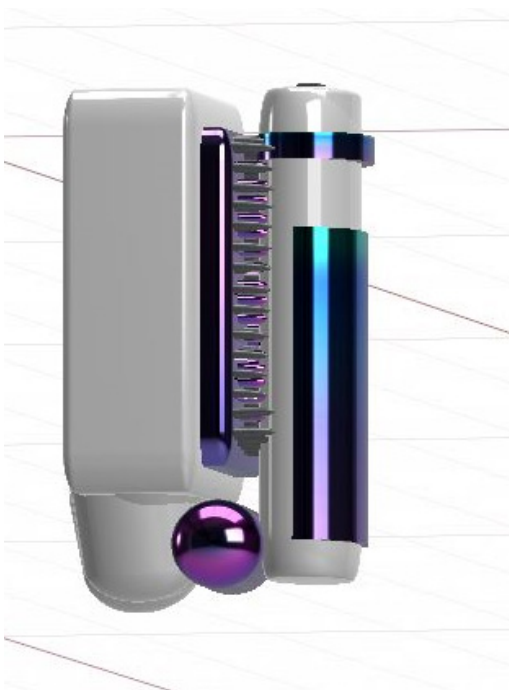


Prototype



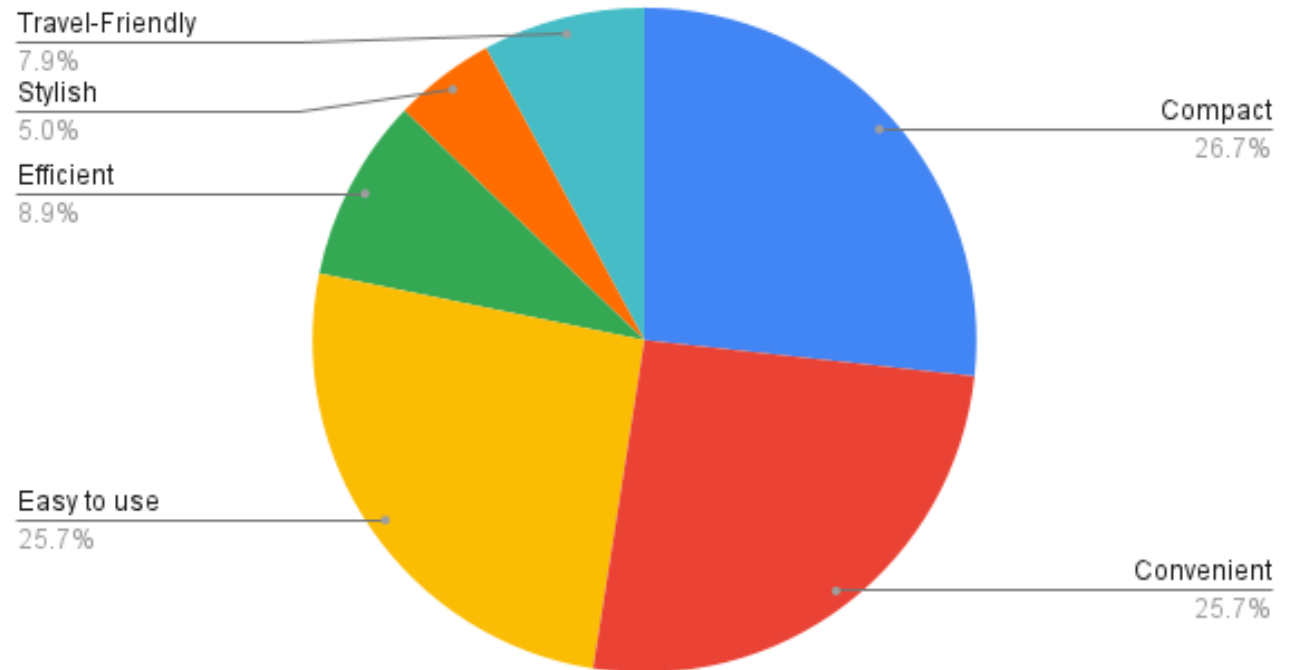
3D Renders





User Testing and Validation

What do you like about the product?



Key Insights

Fits easily into purses, gym bags, and suitcases, making it ideal for those constantly on the move.

A suggestion for improvement is to offer models with varying bristle sizes for different hair types and lengths.

The foldable design, lightweight build, and rechargeable battery add convenience, making it suitable for various situations.

A cordless version could further enhance the convenience factor.

Intuitive folding design, adjustable heat settings, and efficient straightening mechanism.



Further Development Direction

AI-Enhanced Comprehensive Hair Care System

The Foldable Tourmaline Hair Straightening Brush could be revolutionized with the incorporation of advanced AI features, transforming it into an all-encompassing hair care solution.

AI Monitoring and Analysis:

By integrating an intelligent camera system into the brush, it can capture real-time images of the scalp and hair during use. AI algorithms can then analyze these images to detect common hair and scalp issues like oiliness, dandruff, or excessive hair fall. This proactive detection system would enable users to address these issues at their early stages, promoting better hair health.

Environmental Impact Assessment:

The AI could also be trained to understand the environmental impact on hair health. Based on data inputs like location, local weather, and water quality, the AI could provide insights into potential risks to hair health and suggest preventive measures.

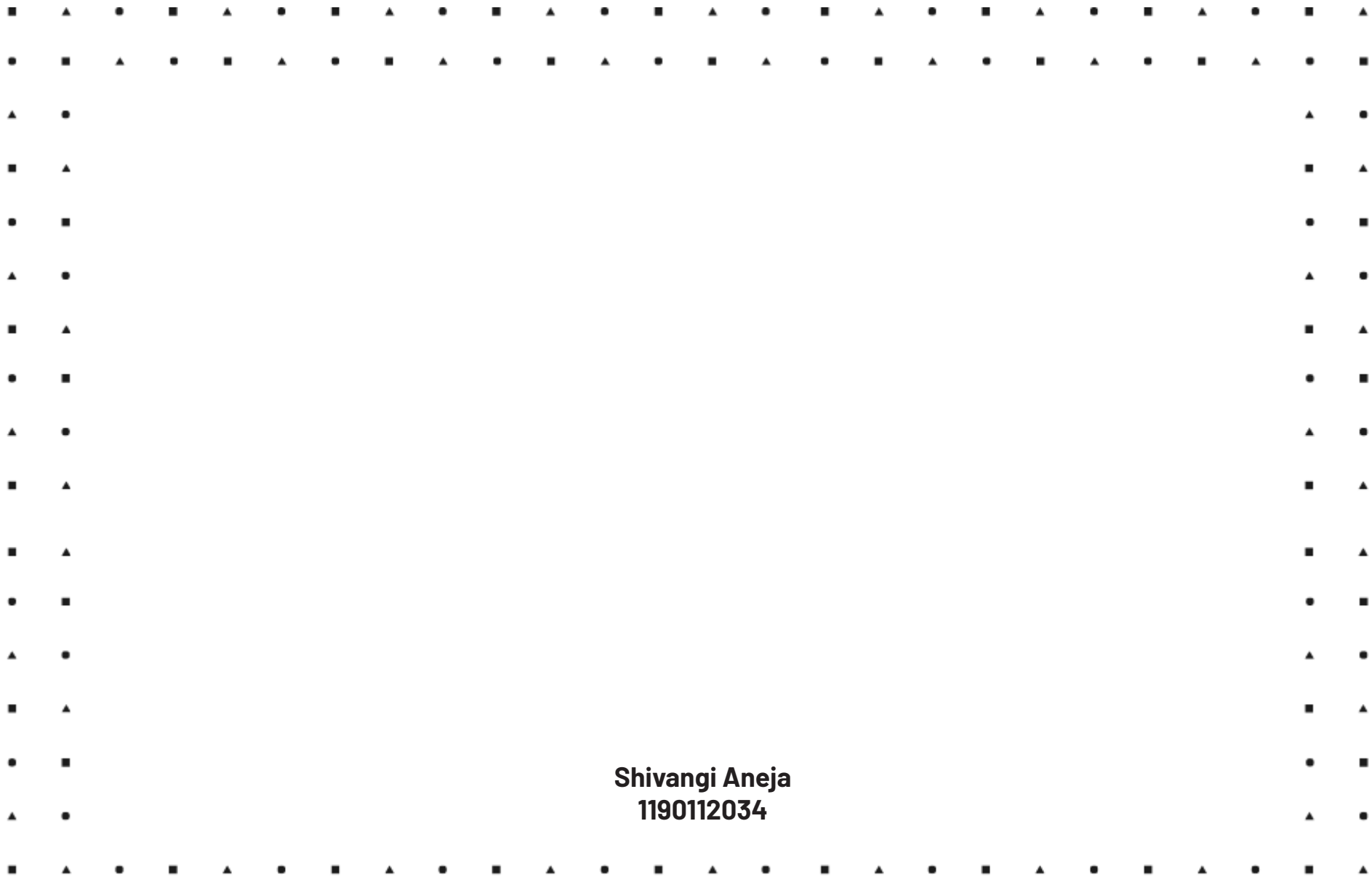
Smart Styling Assistant:

In addition to health monitoring, the AI could serve as a personal stylist. By analyzing the user's hair type, condition, and the look they wish to achieve, the AI could offer real-time guidance on using the brush to attain desired styles.

Companion Mobile App:

All these features would be seamlessly integrated into a user-friendly mobile app. The app would serve as a hub for hair health data, personalized care advice, AI-guided styling tutorials, and device management reminders. It could also provide access to relevant resources on hair care, guided by the AI's analysis and recommendations.

This AI-enhanced system promises not just superior hair styling but a comprehensive approach to hair care that empowers users to understand and take better care of their hair, promoting healthier and more beautiful hair in the long run.



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